LEVERAGING PUBLIC PRIVATE PARTNERSHIPS
EMERGING STRATEGIES IN AFFORDABLE HOUSING

Presented by: Dawn L. Arnold, EVP & COO
OUR VISION
OUR VISION IS TO MAKE ATLANTA THE MOST ECONOMICALLY DYNAMIC AND COMPETITIVE CITY IN THE WORLD.

OUR MISSION
TO ADVANCE ATLANTA’S GLOBAL COMPETITIVENESS BY GROWING A STRONG ECONOMY, BUILDING VIBRANT COMMUNITIES AND INCREASING ECONOMIC PROSPERITY FOR ALL ATLANTANS.
OUR STRUCTURE

INVEST ATLANTA

LEGAL
FINANCE
MARKETING
OPERATIONS

ECONOMIC DEVELOPMENT

COMMUNITY DEVELOPMENT

BUSINESS ATTRACTION
BUSINESS RETENTION & EXPANSION
SMALL BUSINESS FINANCE
INNOVATION & ENTREPRENEURSHIP
CREATIVE INDUSTRIES

HOUSING INITIATIVES
COMMERCIAL CORRIDOR DEVELOPMENT
NEIGHBORHOOD REVITALIZATION
TAX ALLOCATION DISTRICTS

ALL OF US WORKING TOWARDS ECONOMIC PROSPERITY
ECONOMIC & COMMUNITY DEVELOPMENT RESULTS
2010 - 2018

51,854
FULLTIME JOBS CREATED

$8.8B
TOTAL CAPITAL INVESTMENT

110
SMALL BUSINESS LOANS APPROVED

5,840
AFFORDABLE UNITS

1,148
HOMEBUYERS RECEIVING DOWN PAYMENT ASSISTANCE

$21.1B
IN NEW ECONOMIC OUTPUT
2018 HIGHLIGHTS

10,832 JOBS CREATED OR RETAINED

$1.6B IN NEW CAPITAL INVESTMENT

926 AFFORDABLE UNITS CREATED

$3M IN DOWN PAYMENT ASSISTANCE

$1.2M IN SMALL BUSINESS LOANS

$3.8B IN TOTAL ECONOMIC IMPACT
Workforce Training
- WorkSource Atlanta
- Georgia Quickstart

Site Selection Support
- Real Estate Consultation
- Site and Building Search Assistance
- Permitting Assistance
- Zoning Advocacy

Financial Incentives
- Economic Opportunity Fund
- Tax Allocation Districts
- New Markets Tax Credits
- EB5 Regional Center
- Social Impact Fund
- EOF BRE
- Atlanta BeltLine Affordable Housing Trust Fund

Bonds
- Housing Opportunity Bonds
- Lease Purchase Bonds
- 501c3 Bonds
- Industrial Revenue Bonds
- Housing Revenue Bonds

Homeownership
- Down Payment Assistance
- Lease Purchase Financing (TRIO)
- Owner-Occupied Rehab
- iMAP Down Payment Assistance Program

Business Support Services
- Advocacy Assistance
- Client Service Assessment

Loans
- Small Business Loans
- Homebuyer Loans
- Developer Loans
- Atlanta Leverage Loan Fund
- Transit-Focused Fund

Tax Incentives
- Opportunity Zones
- Job Tax Credit
- State Quality Job Tax Credit

International Trade Development Services
- Trade Missions
- Export Trade Counseling and Support
- International Trade Representation
PUBLIC PRIVATE PARTNERSHIPS
JOINING RESOURCES TO INVEST IN OUR COMMUNITIES

YMCA Regional Headquarters
Total Project Cost
$23.7M

Westside Works
Total Project Cost
$6M

Sheltering Arms
Total Project Cost
$9.3M

Atlanta Streetcar Crosstown Purple Line
Total Project Cost
$1M

Grady Health Marcus Center
Total Project Cost
$76M

Families First
Total Project Cost
$8.5M
AFFORDABLE HOUSING TOOLS

BONDS & FINANCIAL INCENTIVES
- Tax Allocation Districts
- Atlanta BeltLine Affordable Housing Trust Fund
- Vine City Trust Fund
- Transit-Focused Fund
- Tax Exempt Bonds
- Housing Opportunity Bonds
- Lease Purchase Bonds
- Homeless Opportunity Bonds

HOMEOWNERSHIP
- Owner-Occupied Rehab
- iMAP Down Payment Assistance Program
- Home Atlanta 4.0 & HFA Preferred
- ATL Home Renovation Advantage
- Atlanta Affordable Homeownership Program
- Vine City Renaissance Initiative
- 20PLUS
- Lease Purchase Financing (TRIO)
Vision
Provide a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home.

1. Create or preserve 20,000 affordable homes by 2026 and increase overall supply

2. Invest $1 billion from public, private, and philanthropic sources to produce and preserve affordable housing

3. Ensure equitable growth for all Atlantans and minimize displacement

4. Support innovation and streamline processes
INVEST ATLANTA PROGRAMS HAVE CREATED **9,469 MULTIFAMILY UNITS**, INCLUDING **5,840 AFFORDABLE UNITS**
COLLABORATION WITH THE PRIVATE SECTOR
INCENTIVIZING AND ENABLING THE PRIVATE MARKET

City Lights Phase I, II, IIA
Total Project Cost $15.4M

The Remington
Total Project Cost $22M

Reynoldstown Seniors Development
Total Project Cost $17.2M

Stanton Oaks (Former Boynton Village)
Total Project Cost $7.8M

694 & 700 Dalvigne Affordable Multifamily Redevelopment
Total Project Cost $1M

ASCENT Peachtree
Total Project Cost $130M
TAX EXEMPT BONDS

Tax exempt bonds are issued by the Urban Residential Finance Authority to assist with the accomplishment of growth in multifamily housing.

Each year URFA receives a tax-exempt bond allocation from the Georgia Department of Community Affairs and serves as a conduit bond issuer.

- $89M+ available
- Below market interest
- Up to 100% financing
- Leverage 4% LIHTC
- 15 - 30 year affordability
- 20/50 or 40/60
- 15% market rate units

Capitol Gateway - $23.8M
Bethel Towers - $32.6M
LEASE PURCHASE BONDS

Through the issuance of Lease Purchase Bonds, Invest Atlanta holds title to real and personal property for a 10-year period.

Invest Atlanta enters into a Memorandum of Agreement with the Fulton County Board of Assessors to assess the property under a ramp up schedule starting at 50% in the first year and decreasing by 5% each year for the next 9 years until full taxes are paid in year 11.

• 10-year Graduated Tax Incentive
• $10M minimum project costs
• Up to 30% of project cost
• 10 year affordability
• 10% of units at 60% AMI or 15% of units at 80% AMI
TAX ALLOCATION DISTRICT PROGRAMS

TAD bonds and incremental tax revenues have been committed to or have already provided gap funding to leverage more than $8.5 billion in private development.

TAD bonds and incremental tax revenues have helped fund or have been committed to more than 12 million square feet of new residential development, producing more than 11,000 units, more than 20% of which are affordable.

Invest Atlanta offers TAD grant programs that help finance housing projects such as the Ascension, Resurgens, and Community Improvement Fund in Westside and Eastside TADs.

Invest Atlanta has also leveraged TAD bond financing to help finance large residential developments in Eastside, Westside, Perry-Bolton, and Princeton Lakes TADs.
BELTLINE AFFORDABLE HOUSING TRUST FUND

The City Council created a Beltline Affordable Housing Trust Fund to promote the creation and preservation of affordable housing within the Beltline neighborhoods.

- $2M (Available Fall 2019)
- 2nd Mortgage or Grant
- Up to $2M
- Gap Financing
- 20 year affordability
- 60% AMI and below
- 20% market rate units
HOMELESS OPPORTUNITY

- City of Atlanta, Partners for Home, and United Way Regional Commission on Homelessness (RCoH)
- 1-2 shelters with 250 emergency, temporary beds for people waiting on permanent housing units
- 550 units of permanent supportive housing and associated services
- Access points with vehicles and staff to assist with transporting clients to view housing and acquire documentation for housing placement
- RCoH’s philanthropic match of up to $25M and an additional $40M in public funds for a total investment of $112M

Jefferson Place Transition Facility - $1.7M
The Community/Housing Development Trust Fund was established in 1989 by the City of Atlanta, the Georgia World Congress Center Authority, and Fulton County to support the revitalization of the Vine City and English Avenue communities.

- $1.1M+ available
- 2nd mortgage loans
- Low interest rate (1%-4%)
- Must be in Vine City or English Ave communities
- Up to 50% of project cost
TRANSIT-ORIENTED DEVELOPMENT FUND

• $15M pilot fund
• $4.5M from HOB & $10.5M from Enterprise Community Loan Fund and Low Income Investment Fund
• Below-market, patient capital for acquisition and pre-development of workforce housing near MARTA, Atlanta Streetcar, the BeltLine, and other modes of transit
• TransFormation Alliance to support a community engagement process focused on broadening community understanding and awareness of transit-oriented development

Projects similar to Spoke Luxury Apartments - $42.9M at the Edgewood-Candler Park MARTA Station
The first issuance of Housing Opportunity Bonds produced nearly 2,200 units and leveraged private funds with a ratio > 7:1.

<table>
<thead>
<tr>
<th>Components</th>
<th>Original Budget</th>
<th>Revised Budget</th>
<th>Funds Expended</th>
<th>Funds Leveraged</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Down Payment Assistance</td>
<td>$7,610,905</td>
<td>$13,510,905</td>
<td>$13,446,446</td>
<td>$104,748,990</td>
<td>777</td>
</tr>
<tr>
<td>Multifamily Loans for Developers</td>
<td>$5,000,000</td>
<td>$4,200,000</td>
<td>$4,200,000</td>
<td>$86,836,381</td>
<td>923</td>
</tr>
<tr>
<td>AHA Hope VI Infrastructure Funds</td>
<td>$7,500,000</td>
<td>$7,500,000</td>
<td>$7,500,000</td>
<td>$44,010,000</td>
<td>473</td>
</tr>
<tr>
<td>Land Assemblage Financing Fund</td>
<td>$5,000,000</td>
<td>$1,800,000</td>
<td>$1,588,000</td>
<td>$21,500,000</td>
<td>--</td>
</tr>
<tr>
<td>Direct Land Acquisition</td>
<td>$500,000</td>
<td>$1,000,000</td>
<td>$3,000</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Community Housing Dev. Organization Loans</td>
<td>$2,845,656</td>
<td>$745,656</td>
<td>$271,301</td>
<td>$377,493</td>
<td>16</td>
</tr>
<tr>
<td>Cost of Issuance &amp; Administrative</td>
<td>$6,597,215</td>
<td>$6,597,215</td>
<td>$6,597,215</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Totals</td>
<td>$35,053,776</td>
<td>$35,053,776</td>
<td>$33,305,962</td>
<td>$257,472,864</td>
<td>2,189</td>
</tr>
</tbody>
</table>
The second issuance of Housing Opportunity Bond programs in 2017 provided a flexible financial resource that is market driven.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>PROGRAM DESCRIPTION</th>
<th>AMOUNT OF SERIES A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multifamily Loans</td>
<td>Second mortgage loans to non-profit and for profit multifamily developers offering affordable rental workforce housing units. Funds would be leveraged with conventional, bond or other private or public financing.</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Single Family Loans</td>
<td>Single Family Construction Loans - Construction financing to single family builders to construct or rehabilitate affordable units.</td>
<td>$2,000,000</td>
</tr>
<tr>
<td></td>
<td>Down Payment Assistance - Second mortgage loans up to $20,000.00 for home purchase and purchase &amp; rehabilitation loans. Loans 0% interest deferred with repayment due only upon sale, refinance (term only loans permitted) or rental of the property.</td>
<td>$3,000,000</td>
</tr>
<tr>
<td></td>
<td>Owner Occupied Rehabilitation Loans - Second mortgage loans for existing homeowners to address critical repairs, major system, and accessibility targeting seniors, disabled head of households and low income families. Home must be primary residence of applicant.</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Nonprofit Development Loans</td>
<td>Funds set aside for non-profit organizations and CHDO’s designated by City, for multifamily and single family affordable housing development.</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>Land Assemblage</td>
<td>Direct Land Acquisition – Funds available for land and property assemblage for affordable housing development within targeted areas of the City.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Land Assemblage Financing Fund – Investment in a land and property assemblage financing Fund. Purchase loan participation interest in loans to non-profit and for profit developers as they seek to assemble land and properties for development of affordable housing. Funds would cover acquisition and predevelopment costs.</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>Administration</td>
<td>Cost of Issuance &amp; Administrative Cost</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SERIES 2017A PROGRAM FUND TOTAL                                                                                                              $32,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GRAND TOTAL                                                                                                                                       $40,000,000</td>
<td></td>
</tr>
</tbody>
</table>
HOUSING OPPORTUNITY
MULTIFAMILY & NONPROFIT

- $3M (Available Fall 2019)
- Max amount up to $1.5M
- 2nd mortgage loans
- Up to 30 years
- Low interest rate (1% - 5%)
- Up to 50% of project cost or $1.5M
- Minimum 15 year affordability
- 20% of units at 60% AMI
- Special terms for nonprofits
  - Low interest rate (1% - 3%)

Springview Apartments - $4.3M
HOUSING OPPORTUNITY
SINGLE FAMILY

- $450K available
- 1\textsuperscript{st} or 2\textsuperscript{nd} mortgage loans
- Homeownership or rental
- Up to 80\% of project cost or $450K
- 20\% of units at 80\% AMI (rental)
- 20\% of units at 120\% AMI (sale)
- Special terms for nonprofits
  - Low interest rate 1\%-3\%
  - Max amount per unit $450k
ACHIEVING THE AMERICAN DREAM
HOMEOWNERSHIP PROGRAMS

20,601
HOMEBUYERS REACHED THROUGH MARKETING

1,148
HOMEBUYERS

$20.2M
DOWN PAYMENT ASSISTANCE EXPENDED

$131.7M
IN 1ST MORTGAGE FINANCING

FROM 2010 – 2018
INCENTIVE PROGRAMS FOR HOMEBUYERS

Home Atlanta 4.0 & HFA preferred
- $60MM available
- 1st mortgage program
- Conventional and FHA loans are eligible
- 5% grant
- Up to 140% AMI
- $374,000 max purchase price
- Loan to Value amount to 97% (HFA Preferred)

Intown Mortgage Assistance Program
- 2nd mortgage program
- Up to $20,000 Incentive
- 10 year deferred loan
- Up to 120% AMI
- Citywide
- Must be used with Home Atlanta 4.0 or HFA Preferred 1st mortgage
- $342,700 Max purchase price

ATL Home Renovation Advantage
- $1M available
- 2nd mortgage program
- $10,000 Incentive
- 10 year deferred loan
- Up to 115% AMI
- Must be used with FHA or Conv. Rehab Loan
- $370,240 max purchase price

Vine City Renaissance Initiative
- $190K available
- 2nd mortgage program
- $10,000 Incentive
- 5 year deferred loan
- Up to 140% AMI
- Vine City/English Ave. area only
- No purchase price limit
- 203K Compatible

Atlanta Affordable Homeownership Program
- $800K available
- 2nd mortgage program
- Up to $10,000
- 5 year deferred loan
- Up to 80% AMI
- No first-time homebuyer requirement
- $223,000 max purchase price

“It’s a great feeling knowing that with the help of Invest Atlanta, I own this home and am building equity in my community.”
- Corrine Collins, Westside homeowner
### Atlanta Heritage  
**(Housing Opportunity Bond)**

- Up to $30,000
- 10 years at 0% interest with payments deferred and forgiven
- City of Atlanta, excluding Westside TAD and Choice Neighborhoods
- Primary Homeowner and existing resident of property for at least 5 years
- Annual Household Income must not exceed 60% AMI
- Priority given to seniors 55+, military veterans, disabled head of households, and 15+ homeowners

### Westside Heritage  
**(Vine City Trust Fund & Westside TAD)**

- Up to $60,000
- Located in the Westside TAD (English Avenue, Vine City, and portions of Castleberry Hill)
- 10 years at 0% interest with payments deferred and forgiven
- Annual Household Income must not exceed 80% AMI

### Choice Neighborhoods

- Up to $60,000
- Ashview Heights and Atlanta University Center
- 10 years at 0% interest with payments deferred and forgiven
- Annual Household Income must not exceed 80% AMI
- Must be a primary homeowner and existing resident as of September 30, 2015

---

“A lot of seniors don’t have the extra money to have this type of work done. This program is good for seniors because we’re not being forced out; we’re receiving help to fix the things that need repairing, so we can stay in our homes.”

- Jeanette Henderson, Owner-Occupied Rehab recipient
2020 Budgeted Revenue = $11.3M

- City of Atlanta Investment: $3.0M
- Program Management Cost Recovery: $5.8M
- Fee Revenue: $2.5M
- Other contributions include:
  - $0.5M
  - $0.3M

Breakdown of contributions:
- City of Atlanta Investment: 27%
- Program Management Cost Recovery: 51%
- Fee Revenue: 8%
- Other Contributions: 7%
2016 - 2020 Revenue Trend

Prior year classifications may have been restated to align with FY 2020.

- 2016 Actual
- 2017 Actual
- 2018 Actual
- 2019 Actual
- 2020 Projected

CITY FUNDING, PMCR, ISSUER FEES, SERVICE FEES, APP & ADMIN FEES, GRANTS
2020 Budgeted Revenue = $3.3M

- Multi-Family Revenue: $2.0M (60%)
- Single-Family Revenue: $0.3M (9%)
- Administrative Fees: $1.0M (31%)

- Multi-Family Revenue
- Single-Family Revenue
- Administrative Fees

- MULTI-FAMILY REVENUE
- SINGLE-FAMILY REVENUE
- ADMINISTRATIVE FEES
2017-2020 Revenue Trend

- 2017 Actual: $2,748,404
- 2018 Actual: $4,660,742
- 2019 Actual: $3,195,868
- 2020 Projected: $3,278,212

MULTI-FAMILY REVENUE
SINGLE-FAMILY REVENUE
ADMINISTRATIVE FEES