Small Business Support
The Open to Business Program fosters small business growth and development in Richfield by providing assistance with preparing business plans, loan application materials, and issuing small business loans.

In 2019:
• 15 clients were served
• 1 direct loan of $50,000 was issued
• $863,000 of capital was leveraged
• 11 new jobs were created by program participants

Client Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Number of Clients Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women Entrepreneurs</td>
<td>11</td>
</tr>
<tr>
<td>Minority Entrepreneurs</td>
<td>6</td>
</tr>
<tr>
<td>Low Income Entrepreneurs</td>
<td>10</td>
</tr>
</tbody>
</table>
New Initiatives for 2020

• Energy Efficient Business Grant
• Small Business Revolving Loan Fund
Redevelopment
Cedar Corridor Redevelopment
Cedar Point Commons – Primrose School
RF64 (Cedar Point II Housing)
Bumper-to-Bumper – 6501 Penn

Commercial Acquisitions
Housing
Rental Housing
STRENGTHENING RICHFIELD APARTMENT COMMUNITIES

GOALS

1. Preserve and improve the quality of existing affordable housing while discouraging displacement of our residents.
2. Diversify the housing stock through targeted redevelopment to provide a variety of rental housing opportunities at a range of income levels.
3. Strengthen protections for renters in order to promote housing stability.
4. Provide support to renters and apartment owners and managers to facilitate successful apartment communities.

1. PRESERVE & IMPROVE
Continue rental licensing program.
Provide Richfield Apartment Remodeling Program.
Offer building permit fee reduction for rehabilitation of affordable units.
Seek opportunities for rehabilitation/preservation of existing units in conjunction with new development.
Identify NOAH buildings; meet with owners.
Identify buildings in need of physical/management improvements; City response team.
Adopt a 4d Policy/create 4d Program.

2. DIVERSIFY HOUSING CHOICES
Actively seek the development of new apartment communities through targeted redevelopment.
Require 20% affordable units in redevelopment projects or contribution in lieu.
Offer building permit fee reduction for construction of new, affordable units.
Require all projects receiving City assistance to include best practices: Section 8 non-discrimination, provide advanced notice of sale.
Implement Inclusionary Housing Policy.

3. STRENGTHEN TENANT PROTECTIONS
Implement tenant protection ordinance: 90-day period without non-renewals/rent increases.
Implement Fair Housing Policy.
Explore limit on mass non-renewals.
Explore cold weather rule, in case of mass non-renewals.
Explore tiered rental licensing.

4. SUPPORT RENTERS & APARTMENT COMMUNITIES
Enact Down Payment Assistance Program targeted at Richfield renters.
Continue support of the Kids@Home Program.
Educate apartment owners about the Section 8 Program.
Support the Richfield Apartment Managers’ Association.
Develop pilot “Apartment Liaison” program. Expand program to broader apartment community.
Develop strategies/communication plan for recognizing renters as valued members of the Richfield community.
Develop incentives for participation in the Section 8 Program (e.g., landlord/tenant assistance fund).
Create & Implement Tenant Education Programs.

July 2019
• Tenant Protection Ordinance became effective January 1, 2019
  – 10 sales (139 units)
• Identified NOAH buildings (24+ units)
• Pilot project at Richfield Towers
• Inclusionary Housing Policy
  – 57 new affordable; 33 rehabbed/preserved
• One loan for $98,000
• Project partially completed
Rental Assistance

Section 8 Housing Choice Voucher Program

- Rental assistance for households earning < 50% of the AMI
- 348 households served in 2019
Kids @ Home

– Local rent-assistance and support services program for working families with children in Richfield schools

– 21 families served in 2019
  • 45 children
Kids @ Home is 15 years old!

Since 2004, 151 Families have been served through the Kids at Home Program

Testimonial from a single mother who was a Kids @ Home participant for 4 years:

“I just wanted to update you on my housing situation. I have made it through the pre-approval phase and after giving it much thought I am very excited at the opportunity to become a home owner in Richfield. I am only in the beginning stage but I am so grateful for you, Ms. Tam, and the Kids at Home Program. I never would've imagined 5 years ago that something like this could be possible for my family. Our future is bright. We love the city of Richfield! I am a success story in the making. Thank you for sharing the information about this program because otherwise we would never be able to afford to remain in this community we have come to love so much.”
**Kids @ Home**
Para Una Familia Estable

Un programa de asistencia para el pago de la renta hasta de 48 meses de duración.

**REQUISITOS:**
- Tienen que estar actualmente viviendo en una casa alquilada, sin subsidio en Richfield (no puede ser casa compartida).
- Tener hijos que asisten a la escuela en Richfield (K-12).
- Uno de los padres tiene que tener empleado de por lo menos 30 horas a la semana.
- No tiene que estar recibiendo ningún otro tipo de ayuda para la vivienda.
- El ingreso anual tiene que ser equivalente o menor a los parámetros de ingreso.

**PARA SOLICITAR:**
- Feb 4-14th: Personas interesa que visiten el sitio web de la ciudad de www.richfieldmn.gov/kids
- Feb 24th: El formulario actual y las tarjetas de correspondientes del municipio de Richfield.
- 1ro de junio 2020: Pago de la renta por empleados que comienzan con el 1ro de junio.

**TO QUALIFY:**
- Be a current Richfield renter
- Have a child or children in a public, private or charter Richfield school (Kindergarten—Grade 12)
- One adult must work at least 30 hours per week
- Must receive no other housing assistance
- Meet income limits

**TO APPLY:**
- Jan 14—25th: Download an application at: www.richfieldmn.gov/kids
- February 1: Complete and submit application to Richfield City Hall
- May 1: Rental Assistance begins, if accepted into the program.

**What might YOU accomplish in 4 years?**

*There is so much I have to say about the Kids @ Home program. My first month in the program I developed short term and long term goals. I was able to purchase a vehicle 2 months into the program. I worked on cleaning up my credit and paying down debt. I got a better job and in 2 years doubled my annual salary. This is something I thought was impossible.*

~ Program Participant

Questions? Contact the City of Richfield at (612) 861-9760 or www.richfieldmn.gov/kids
Homeownership
First Time Homebuyer Program

- New program launched in Fall 2018
- Up to $15,000 towards down payment and closing costs
- Initially only available to Richfield renters, later expanded to include any first time homebuyers who meet the income guidelines
- Richfield renters, those with children under the age of 18, or a documented disability are eligible for a higher funding amount
- No-interest, forgivable loan
First Time Homebuyer Program

- 7 loans approved in 2019
- 6 loans closed in 2019
  - 4 were households of color
  - 2 had household members with a disability
  - 4 were Richfield renters
- Total of $90,000 in down payment assistance approved in 2019
- Planning to increase funding to program for 2020 Program Year (7+ loans)
Promoting Homeownership

• Partner with non-profit agencies to offer homeownership workshops and counseling services

• Brochure created to provide resources
Richfield Rediscovered in 2019

- 4 homes were completed
  - 3 applications from 2018
  - 1 application from 2019

- 1 applications approved for the future construction of 5 new homes at 6812 Emerson Lane
Richfield Rediscovered, completed:

6929 Oliver Avenue
6933 Oliver Avenue
6937 Oliver Avenue
Richfield Rediscovered: 7324 Girard
Richfield Rediscovered: 6412 Bloomington Ave
Richfield Rediscovered, Completed: 7420 Sheridan
Richfield Rediscovered, Approved: 6812 Emerson Ave
New Home Program

In 2019:

• 7300 Portland – New Construction, completed

• 6232 Sheridan – Rehab, completed

• 6310 Irving – New Construction, under construction
6310 Irving Avenue
Transformation Loan Program

In 2019:
• 4 new Transformation Loans approved
• 7 projects completed (including remaining 2018 projects)
• 1 will be completed in 2020
BEFORE

Transformation Loan – 7127 10th Ave

AFTER
Transformation Loan – 6714 11th
Transformation Loan – 6708 Irving
Transformation Loan – 7225 Oak Grove
Community Development
Block Grant Program (CDBG)

City received $192,100 in FFY 2019:

- $47,100 - Deferred Housing Rehab Loans
- $95,000 - Affordable Single Family Acquisition/Rehab or New Construction
- $50,000 – Down Payment Assistance Program
- ~ $30,000 – Service Dollars for the group
CDBG: Deferred Loan

Loans for health/safety or maintenance improvements for low-income households.

In 2019:

- 7 projects completed
- 12 projects started
- 23 households on the waiting list
- $55,900 in repayments recycled back into the Program
- 3 loans matured and forgiven
Center for Energy & the Environment (CEE)

- Contract with HRA to provide Remodeling Advisor services and administer the Fix-Up Loan to residents

- In 2019:
  - 37 remodeling visits
  - 7 reduced-interest rate loan
Home Energy Squad Enhanced (CEE)

Home Visits include:

• Installation of free, energy-saving products
• Home energy report, including thermal image testing and blower door testing
• Access to vetted contractors, and ability to schedule on day of visit
• 53 households participated in 2019.
Architectural Consultations

- $50 visit, for 2-hr, in-home consult
- Offers design input from licensed architects for large-scale remodeling projects
- 9 participating local architects
- 21 visits in 2019 (down from 2018)
- Some homeowners go on to hire the architects to design their projects
Asset Management

• HRA Loan portfolio management
  – Over 300 active loans
  – In 2019:
    • 10 Subordination requests
    • 12 payoffs
    • 1 forgiveness/settlement
    • 4 maturations
• Realtor workshop, “Spring Realtor Forum”
• Open Streets displays & activities
• Richfield Remodeling 101
• 2019 Home Tour
• Held Oct. 5th, 1-5pm
• Featured 6 remodeled Richfield homes
• 320 Individuals visited
• City-wide mailing
• Local sponsors and volunteers
Cyndy, Julie, John, Melissa, Celeste, Talisa, Lynnette, Myrt, LaTonia, Kate

HRA/EDA Staff
Richfield HRA & EDA
2019 Year-In-Review

QUESTIONS?