

2025 Housing Opportunity Grant - Level 2 Application

Status: Submitted

Date Submitted: 2024-12-19 19:45:45

Submitted By:

Does the proposed activity adhere to the stated requirement? Yes

First Name: Gentry

Last Name: Thiesen

Contact Title: Government Affairs Director

Contact Email: gentry@sckrealtors.com

Contact Phone: 3162633167

Association: REALTORS® OF SOUTH CENTRAL KANSAS INC

Association ID: 4230

Address 1: 170 W. Dewey

Address 2:

City: Wichita

State: KS

Zip: 67202

Association Executive First Name (if different from above): Sheila

Association Executive Last Name (if different from above): Rumsey

Association Executive Contact Email (if different from above): sheila@sckrealtors.com

Activity Details

Required: Submit application at least 30 days before the date of the proposed activity.

Amount Requested (Max \$7500): \$7,500

1. Projected Completion Date: 2025-01-28

2. Type of Initiative: Forum/workshop

3. Describe the proposed initiative including key details about how it will be executed.: The REALTORS of South Central Kansas has contracted with Strong Towns, a national nonprofit media advocacy organization, to host a stop on the tour of their bestselling novel "Escaping the Housing Trap: The Strong Towns Response to the Housing Crisis". Strong Towns founder and president Charles Marohn will give a serious, yet accessible, presentation on the history of housing policy in the United States and explains how it led us to this point in time: where we face a market that is rigged against people who, only a few decades ago, could have been homeowners or stable, long-term renters. This presentation introduces a first-of-its-kind discussion of the tension between housing as a financial product and housing as shelter. These insights will help local communities fight back against the current affordability housing crisis, and opt out of the boom and bust cycles that have typified housing in postwar America. Only local change, on a neighborhood or city-wide scale, can begin to restore balance to the housing market. This event is a partnership with the Kansas Leadership Center (KLC), a local organization dedicated to fostering civic leadership for better Kansas communities. Their role in the event is acting a facilitator for the event, engaging civic and nonprofit partners, and venue host. They also have a built-in partnership with the Wichita Journalism Collaborative, which will provide journalistic and media coverage of the community-wide event. KLC is a well known and highly regarded organization in Wichita that acts as a convener for all major issues the community is working on: homelessness, COVID-19 response, changes in parking ordinances, and more. A Task Force of REALTORS, business partners, and association staff has been planning and organizing this event. This group is tasked with the planning, promotion and

attendance of the event to our association and its membership. They will also be working with association committees throughout 2025 to capitalize on the attention to housing supply and affordability in our ongoing events and activities.

4. Why is the association interested in conducting this initiative?: We are interested in conducting this initiative to elevate the conversation of housing affordability and supply in the community and get more people, specifically more of the right people (elected officials, developers, nonprofit housing and homelessness providers, other stakeholders), talking about the state of housing in our community and local policy solutions. We recognize that we do not have the breadth of community influence necessary to make this a highly effective event, which is why we are partnering with KLC. We hope that throughout 2025, this event and its subsequent engagements will more clearly define RSCK's role as the voice for not just real estate, but housing supply and affordability in Wichita and the region. This will also be an opportunity to highlight RSCK's role in housing study that will be released Feb. 10, 2025 that evaluates the economic impact of homelessness and answers the query of how many housing units Sedgwick County needs to house everyone, as well as what types of housing are needed to fill this gap, touching on Missing Middle housing gaps. RSCK held multiple focus groups throughout 2024 with the report authors to provide input from the REALTOR perspective. RSCK aims to capitalize on many housing-related community initiatives (beyond just RSCK-led) in 2025 by treating the Housing Trap event as a kick-off and positioning our organization as a leader and convener in this space. Ultimately, we wish to be a convener of all housing-related organizations in Wichita that helps drive change in housing policy and resources. What RSCK brings: relationships with local developers, for-profit housing providers, and elected officials; access to resources such as grants and sponsorships to fund initiatives like this; an incredibly well-organized and funded advocacy arm of the organization. What we need KLC for: KLC has the social capital necessary to fill a room with the right people to take on a major issue such as housing; the facilitation of the event on the 28th and follow-up focus groups the following morning (different event).

5. How will this initiative advance the association's housing opportunity goals?: This initiative will advance RSCK's housing opportunity goals through strategic partnerships with KLC and other event partners; elevating our position in the community as leaders in affordable housing policy/engagements; creating opportunities to expose our membership to and educate them on all of the pieces of the housing puzzle that make it possible to be housed in Wichita (REALTORS, homelessness, nonprofit and for profit housing development, lending, subsidized housing (vouchers), homeownership counseling, land use planning and policy, to name a few).

6. How will the association measure the success of the initiative?: The success of this event will be measured in several ways: Short-Term Measures: -Event Attendance: Total number of attendees at the January 28 and 29 events. Diversity in representation of key stakeholders (elected officials, developers, nonprofit leaders, etc.). Number of REALTORS® participating in the events. -Attendee Feedback: Responses to a post-event questionnaire assessing perceived value of the event in elevating housing discussions and interest in participating in future housing-related initiatives. -Media and Public Awareness: Volume and reach of media coverage through the Wichita Journalism Collaborative and other outlets. Social media engagement metrics (e.g., shares, comments, likes) for event promotions and recaps. Long-Term Measures -Plans for Future Activities: Number of follow-up meetings or collaborations initiated with event participants. Partnerships formed with housing-related organizations and stakeholders to advance shared goals. -Housing Study Utilization: Integration of the February 2025 housing study findings into community planning and policy discussions. References to the study in future housing-related initiatives or reports. -Policy and Community Impact: Progress in advocating for and implementing housing policies that address affordability and supply. Changes to local ordinances or plans influenced by event discussions. -RSCK's Leadership Role: Invitations for RSCK to participate in or lead housing-related coalitions, panels, or initiatives. Recognition of RSCK as a convener and voice for housing solutions in Wichita and the region. Evaluation Process: -Questionnaires and Surveys: Collect feedback from attendees immediately following the events and at 6-12 months post-event. -Tracking Stakeholder Engagement: Maintain records of post-event collaborations, meetings, and policy discussions. -Media and Public Monitoring: Analyze media coverage, social media analytics, and public references to the event and RSCK's role in housing advocacy. By combining these short-term and long-term measures, RSCK can gauge the immediate impact of The Housing Trap Tour while building a foundation for sustained influence and leadership in housing policy and solutions.

7. How will REALTORS® be involved in the planning and implementation of the initiative?: REALTORS have played a central role in both the planning and execution of our event, leveraging their expertise, networks, and professional commitment to improving housing opportunities in the region. Their involvement ensures that we are grounded in practical, community-focused solutions that reflect the realities of our local housing market. This group has been instrumental in developing and executing a targeted outreach strategy to ensure the event reach key audiences both internally and in the community. They will also be managing details such as venue setup and participation in the event facilitation coordinated by KLC. Utilizing the networks of this task force, we are engaging clients, colleagues and community members in the broader conversation of around housing affordability and supply. These volunteers serve as ambassadors for RSCK's housing opportunity goals, helping to raise awareness and drive REALTOR participation in the initiative. Participation in the task force was solicited from five of RSCK's committees and includes representatives of our councils from rural areas of our jurisdiction.

8. How will association staff be involved in the planning and implementation of the initiative?: The government affairs director is a key driver of the event, leveraging expertise in advocacy, policy and community engagement to position RSCK as a leader in housing solutions. The work they own: collaboration with stakeholders to align the initiative with local housing policy priorities, ensuring actionable and achievable follow-ups, serving as the point of contact and project manager with the task force, event partners, and to the broader community. The marketing and communications specialist ensures the initiative gains visibility and resonates with key audiences through strategic communication efforts. The work they own: Creating and executing a marketing plan to promote the January 28 and 29 events through email campaigns, social media, and RSCK's website. Managing relationships with local media outlets to amplify event messaging. Sharing event recaps, key takeaways, and ongoing initiatives with members and the broader community. The event specialist oversees logistical aspects of the initiative, ensuring a seamless experience for all participants. The work they own: partnering with KLC to manage event space setup, AV requirements. Organizing the registration processes, attendee materials, and day-of coordination. Collecting and analyzing attendee feedback to assess the success of the event and inform future initiatives. The MLS support staff plays a behind-the-scenes role in ensuring the initiative is informed by accurate data and market trends. The work they own: assisting REALTORS and the community in understanding and utilizing MLS data related to housing affordability and supply. The membership services coordinators ensure strong REALTOR participation and support for various tasks across the initiative.

9. List any organizations that will partner with the association in the initiative. Describe their role(s) in the initiative.: Kansas Leadership Center - key event partner (see above) Organizations helping to plan, promote and attend the event, as well as further community activities/events on housing supply in 2025: City of Wichita Sedgwick County Government Habitat for Humanity Wichita Journalism Collaborative Wichita Area Builders Association Lead for America The Neighboring Movement WSU Center for Real Estate WSU Public Policy and Management Center United Way of the Plains Friends University Hispanics in Real Estate Kansas Coalition for Common Sense

Budget Details

The following are NOT eligible uses of grant funds.

- REALTOR® association staff time/hours, including contract staff
- Fundraising contributions or money to hold a fundraiser
- General operating expenses for the association or partner organization
- Donations to an organization or person including direct down payment or closing assistance
- Cash prizes or purchase of gifts and prizes
- Materials for construction/rehab of a property
- Landscaping materials
- Home furnishings or similar items
- Subscription fees for video conferencing services
- In-house association classroom rental fees
- Activities that benefit a single/select group of property owner(s)

Note: Associations are encouraged to use the majority of grant funds for expenditures related to the development and implementation of an activity (such as speaker fees, marketing, printing, etc.) rather than venue and catering costs.

Revenue

Housing Opportunity Program Grant (enter requested amount)	\$7,500
Contribution from other REALTOR® association(s)	\$0
Contribution from non-REALTOR® collaborating partners (in-kind)	\$2,500
Admission fee/tickets	\$0
Revenue from sponsors (e.g., booth rental, payment for advertising, etc.)	\$0
Total	\$10,000

Expenditures

Consulting Fees	\$0
Venue rental	\$0
Catering/refreshments	\$0
Marketing	\$0
Speaker fees	\$10,000
Speaker expenses (travel, lodging, meals)	\$0
Total	\$10,000

10. Additional Budget Information: If applicable, use the space below to: provide explanations for "other" revenue or expenses noted above; provide an estimated number of attendees for activities with an admission fee; provide a breakdown of consulting fees; or provide details about in-kind contributions the association will make toward the activity.:

11. For local associations, the state association must be notified of this funding request. Please provide the name and title of the person at the state association who is most familiar with this request.

First Name Association Contact: Brandon

Last Name Association Contact: Fenton

Association Staff Email: brandon@kansasrealtor.com

12. In reference to THIS activity, as described in question #4, has your association applied for funding from other NAR grant programs including Smart Growth, Diversity and Inclusion, Placemaking, Fair Housing, or Issues Mobilization?:: No

13. If this funding request is approved, do you give NAR permission to share your application, and any outcomes?: Yes