

Consumer Advocacy Outreach Grant Application

Status: Submitted

Date Submitted: 2021-06-29 12:19:06

Submitted By: bob@nhar.com

Does the proposed activity adhere to the stated requirement? Yes

First Name: Robert

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Association: NEW HAMPSHIRE ASSOCIATION OF REALTORS® INC

Association ID: 856

Address 1: 11 South Main Street Suite 301

Address 2:

City: Concord

State: NH

Zip: 03301

Association Executive First Name (if different from above):

Association Executive Last Name (if different from above):

Association Executive Contact Email (if different from above):

Amount requested (up to \$25,000 may be requested): : \$25,000

1. Describe the consumer activity or legislative issue for which you are seeking NAR financial support, including why you believe there is a need for such an activity and a bit about the demographics of your area. (e.g. consumer education, consumer awareness of legislation, public forum, Capitol Hill day with homeowners and members, etc.): New Hampshire is experiencing an historic shortage of housing inventory. While some of the lack of inventory is due to material and labor shortages, a significant obstacle to expanding housing opportunities has been local zoning ordinances which make construction of single and multi-family housing nearly impossible. All zoning decisions in New Hampshire are made at a town and city level. Towns and existing residents oftentimes resist loosening zoning regulations because they feel the new property owners will flood schools with kids and alter the character of the community. In 2021, NH's Governor supported bipartisan legislation which would have mandated local land use boards take state supplied education reviewing their proper role. That legislation narrowly lost. NHAR would like to pick up the intent behind that bill and educate consumers and local elected officials about the benefits of new housing. Local Realtors have requested that NHAR provide a video toolkit they can use to help persuade communities to become more open-minded about development.

2. Date of consumer advocacy activity or timeline of campaign:: Filming of spots will begin in September 2021 but campaign will last throughout 2022. NHAR will engage a local marketing company who has produced our statewide consumer awareness campaigns over the past five years (TV, web) to film four brief video's which will be used by local REALTORS to assist in educating their land use boards and town residents on how the housing shortage impacts their local businesses, property tax revenue, schools and community. NHAR has already, through a previous NAR grant, worked with our state university to provide towns with real data about the impact of enrollment in schools has had on property taxes. The four videos will be centered around: 1) What do "affordable" and "workforce housing" mean under NH state statutes? What are a town's legal obligations to provide workforce housing under NH's Workforce Housing statute 2) How lack of housing impact local business/economy. Identify business leaders (large and small; white and blue collar) explaining how the housing impact hiring and worker retention. How does it impact their intention to stay or grow in the town. And show how business growth due to housing crunch to its impact on local tax revenues/property taxes. 3) The kid myth. Review a University of NH study on kids in schools and their impact (or lack thereof) on property taxes. This is a widespread myth in NH and plays a large role in planning board decision-making. The study debunks this myth. 4) Role of Land Use Board members/Housing Appeals Board. What are the legal responsibilities of local planning and zoning board members. Emphasizing the need to adhere to local and state laws and "winging it" can get a town in trouble. Review role of our state's new

Housing Appeals Board as well as they Superior Court in the appeal process.

3. Describe the importance of this activity or advocacy issue to consumers (homeowners or potential homeowners). In this description, clearly indicate consumer campaign goals, including how this activity will engage and educate consumers on the advocacy issue at the state and/or local level that affect the real estate industry.: The intent of the campaign is alter attitudes of consumers and local elected officials towards housing construction and help create more permissive zoning regulations. The video toolkit will be made available to local boards and individual members to share within the community.

4. Has your association engaged with consumers before? How does this advocacy issue/activity align with association goals? (Is it in association's strategic plan or the focus of committee or leadership?) : Previously, NHAR has engaged with consumers on public policy issues through press releases, opinion pieces in newspapers and web campaigns. NHAR has also used NAR grants to conduct a poll on attitudes towards housing. This year, NHAR has identified the lack of inventory as our highest policy concern due to its impact on consumers. In the previous mentioned study on kids and property taxes conducted by a Professor at the Univ. of NH Business School, many of our members used the study when presenting to a local planning board as counter-evidence that there is no direct correlation between school enrollment and property tax rates. We see this video series as providing a members additional tools to build coalitions and persuade the public that more housing opportunities are vital to a community's future and tax base.

5. What tools do you want to use to best communicate to consumers? (such as website, infographics, online advertising, etc.)? NAR staff and REALTOR Party vendors will work with you and your association to create a campaign plan. If you plan to use other vendors for all or some of your campaign activities, provide vendor name(s) and contact information and the services that they will provide and budget.: NHAR plans to work with WEDU out of Manchester, NH in producing the video series. WEDU has produced NHAR's broadcast and online consumer awareness campaign for the past five years. Our contact is Shaun Fahey at 603.647.9338 shaunf@wedu.com

6. List the specific goals for this event, activity, program, or project, as well as long-term goals that this activity may advance.: The intent of the campaign is alter attitudes of consumers and local elected officials towards housing construction and help create more permissive zoning regulations. The video toolkit will be made available to local REALTOR boards and individual members to share within the community. Once completed NHAR will roll-out the video toolkit through direct communications with members as well as social media.

7. What is the impact of this policy issue on your community/state? How will this consumer advocacy campaign address that need?: The intent is to help alleviate the housing inventory crisis by demonstrating to elected officials, state and local, as well as community members the community benefits of affordable housing as well as the legal requirements towns have when approving development. NHAR, with a coalition of housing advocates, attempting to pass a law requiring local land use officials take education classes so they understand their role. That effort has proven unsuccessful. This project is an alternative effort to achieve the same goal of educating land use officials.

8. How will this activity benefit consumers, the REALTOR® association, and its members?: The video toolkit will prepare REALTORS when meeting with local land use boards with information. It can also be used to educate state legislators on the proper role of land use boards as well as certain legal requirements municipalities have when approving housing permits.

9. How will association staff be involved in the planning and execution of the activity? : Both Bob Quinn, NHAR CEO, and Dave Cummings, NHAR Communications Director, will be involved with the planning and execution of video series. The staff will work with members as well as our vendor in all stages of the production.

10. List any other state or local REALTOR® associations or organizations that have worked on this issue or plan to partner with your association in the activity. Describe their role(s) in the activity. Note: Partnership with any organizations/coalition may involve further disclosure on how funds will be used. : NHAR will not be working directly with other association or organizations but has consulted with local housing advocates as well as our state housing authority.

11. If you are using outside vendor, please attach their budget proposal.

The following are NOT eligible uses of grant funds.

- REALTOR® association staff time/hours
- Fundraising contributions
- Money to hold a fundraiser
- General operating expenses
- Donations to another organization
- Cash prizes or purchase of gifts and prizes
- Materials for construction/rehab of a property
- Landscaping materials
- Home furnishings
- Food and beverages

The Following are eligible uses of grant funds.

- Direct mail
- Website/landing page on HOM site
- Infographics
- Online ads (standard), include Facebook
- Emails
- Phone calls
- Shareable posts for social media
- Pre-roll video production
- Pre-roll video standard, include Facebook
- Other

Consumer Advocacy Outreach Grant (enter requested amount - may not exceed \$25,000) \$25,000

Required contribution from your association (Must be equal to at least 15% of requested grant amount. Do not include staff-time or in-kind donations.) \$3,750

Contribution from other \$0

REALTOR® association(s)

Contribution from non-REALTOR® collaborating partners \$0

Revenue from sponsors (e.g., payment for advertising, etc.) \$0

Total \$28,750

12. Has your association applied for funding for THIS activity from another NAR REALTOR Party program including Smart Growth, Diversity, Placemaking, or Issues Mobilization? : No

13. If this funding request is approved, do you give NAR permission to share your application with others (either directly or on the REALTOR® Party website) as an example of a successful application? : Yes

Expiration of funds

Offer to fund proposed project expires one year from date of award approval if the proposed project has not been initiated.

Reimbursement Details

Funds awarded as a Consumer Advocacy Outreach grant will be awarded through the following reimbursement processes:

1. If your application is approved, NAR will refund expenses up to the grant allocation. Your application must be sent to NAR six weeks before your event takes place otherwise your grant will not be considered.
2. NAR is willing to fund activities that will generate tangible results; NAR will not fund recognition activities through this grant program.
3. The association will submit to NAR proof of money spent totaling the amount of the grant award.
4. Acceptable forms of proof of money spent include an invoice from a vendor, a signed contract with a consultant/speaker; receipts for items purchased, and cancelled checks.
5. The request for reimbursement must be made within 90 days of the completion of the activity for which the grant was awarded.
6. In order to receive reimbursement up to the allocated grant amount, you must also submit a completed evaluation form that will be sent to you once you are approved. We ask that the evaluation form be submitted within 30 days of your event.
7. Once all documentation is received, NAR will send to the association a check for the amount of the incurred costs.

NOTE: Application must either be submitted by the AE or the AE must be copied on the submission.

Please direct questions to:

Erin Murphy

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