

2021 Housing Opportunity Grant - Level 2 Application

Status: Completed

Date Submitted: 2021-03-16 17:36:30

Submitted By: will@birminghamrealtors.com

Does the proposed activity adhere to the stated requirement? Yes

First Name: William

Last Name: Baylor

Contact Title: VP of Government Affairs

Contact Email: will@birminghamrealtors.com

Contact Phone: 2057209392

Association: BIRMINGHAM AREA ASSOCIATION OF REALTORS® INC

Association ID: 1050

Address 1: 3501 Independence Drive

Address 2:

City: Birmingham

State: AL

Zip: 35209-5714

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

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

Association Executive Contact Email (if different from above):

Activity Details

NOTE: Associations cannot receive funding for activities previously supported by a Housing Opportunity grant (ex. recurring events such as housing expos or classes) Contact NAR staff at HousingOpportunityGrants@realtors.org if you questions about eligibility.

Review the [frequently asked questions](#) and [Tip Sheet](#) before completing the application.

Amount Requested (Max \$5000): \$5,000

1. Date of activity (or timeframe if an ongoing activity): 2021-08-24

2. What type of activity are you planning?: Marketing campaign

3. Will the grant be funding a project in a rural community within your association's jurisdiction? Note that the Rural Housing Service defines "rural" as areas with less than 30,000 population and rural in character.: No

4. Describe the proposed activity including specific details about how the activity will be executed.: The Birmingham Association of REALTORS® with the City of Birmingham and the Barons will host "Night at the Barons" There will host a baseball game to get huge participation from the community. There we will give out Affordable housing information too over the 1200 that we expect to come in contact with for that event. Including announcements and videos on the jumbotron with information about becoming a home owner and affordable housing.

5. Why is the association interested in conducting this activity?: We know that property ownership is the bedrock of the American Dream. We understand that we must reach the masses in creative ways to get the message out and create property owners. This activity will do just that.

6. What are the outcomes that the association expects to accomplish through this activity?: 1. Generate interest and education about affordable housing. Have our association show our value as property experts, and expose our resources to the community.

7. How will the association measure the success of the activity?: 1. we will register guest who come out to participate, we will do an email follow up with information to interested parties to help up gage connectivity, and we will take count of community interest with having an evaluation form for attendees.

8. How will this activity help the association achieve its housing advocacy goals?: This will strengthen our bandwidth because in an amazing way we will be personally engaging with the community like never before. It will amplify our voice because we will have the attention of over 1200 citizens and be able to promote, and advocate for affordable, fair, housing. We will use this as a gateway to introduce so many to the path of homeownership.

9. How will REALTORS® be involved in the planning and implementation of the activity?: We have a Community Affairs Committee which goal is to be a boots on the ground representation of our Association commitment to being community advocates, builders, and connectors. The Community Affairs Committee has designated a task force of REALTOR® members to help with material and marketing of this event. We have our members not just at the planning table but volunteers will be there passing out material and sharing housing opportunities with the community there.

10. How will association staff be involved in the planning and implementation of the activity?: As staff we are executing all contracts, helping with planning and setup for the event. We are also ordering all related items and organizing what material will be shared with the public. We are also marketing it through our website, flyers, and social media.

11. List any organizations that will partner with your association in the activity. Describe their role(s) in the activity.: Barons Baseball Team, City of Birmingham AL, Neighborhood Housing Services, North Alabama Fair Housing Center

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
- Registration fees for REALTOR® education or other events
- 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

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.

In-kind donations and staff time cannot be used to reach the 10% required contribution from the association.

12. Please provide your budget in the table below. If needed, provide additional details in response to question #13

Revenue

Housing Opportunity Program Grant (enter requested amount)	\$5,000
Contribution from your association = 10% of grant request	\$7,000
Contribution from other REALTOR® association(s)	\$0
Contribution from non-REALTOR® collaborating partners	\$500
Admission fee/tickets	\$0
Revenue from sponsors (e.g., booth rental, payment for advertising, etc.)	\$0
Total	\$12,500

Expenditures

Consulting Fees	\$-2
Venue rental	\$8,000
Catering/refreshments	\$800
Marketing	\$2,950
Speaker fees	\$0

Speaker expenses (travel, lodging, meals) \$0

Total \$11,748

13. 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.:

14. For local associations: The state association must be notified of this funding request. Provide the name and title of the person at the state association most familiar with the request.

First Name Association Contact: William

Last Name Association Contact: Baylor

Association Staff Email: will@birminghamrealtors.com

15. In reference to THIS activity, as described in question #4, has your association applied for funding from another NAR grant program including Smart Growth, Diversity, Placemaking, Fair Housing, or Issues Mobilization?: Yes

16. 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