

2025 Housing Opportunity Grant - Level 2 Application

Status: Started

Date Submitted: This application has not been submitted.

Submitted By:

Does the proposed activity adhere to the stated requirement? Yes

First Name: Deborah

Last Name: Barnett

Contact Title: Executive Director

Contact Email: director@southernillinoisnow.org

Contact Phone: 6183530100

Association: EGYPTIAN BOARD OF REALTORS® INC

Association ID: 3635

Address 1: 1306 N. ATCHISON

Address 2: SUITE A

City: MARION

State: IL

Zip: 62959

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

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

Association Executive Contact Email (if different from above): ae@egyptianboard.com

Activity Details

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

Amount Requested (Max \$7500): \$6,400

1. Projected Completion Date: 2026-01-01

2. Type of Initiative: Housing study

3. Describe the proposed initiative including key details about how it will be executed.: The Egyptian Board of Realtors intends to partner with Southern Illinois Now (SI Now) to conduct the Southern Illinois Housing Demand and Analytics initiative to support economic growth and subsequent housing opportunities in Southern Illinois. SI Now focuses on economic development in Illinois 17 southernmost counties with the goal of attracting and retaining businesses and associated jobs. Ensuring a strong workforce is essential to the region's job creation and retention goals, but housing those workers is a challenge given the region's current housing shortage. A comprehensive housing study for communities in all 17 counties is time-consuming and costly. SI Now currently subscribes to Chmura's JobsEQ for labor market data and economic impact studies used for business attraction projects and also provides these studies at no cost to communities within SI Now's footprint. Recognizing the critical role of housing in positioning communities to compete for business attraction projects, Chmura recently introduced a Housing Demand Analytic add-on to provide real-time housing demand summaries including expected in-migrating workers, owner demand, renter demand and other housing needs created by a new or expanding firm. The proposed Southern Illinois Housing Demand and Analytics initiative will level the playing field for SI Now's 17-county region, of which three are persistent poverty counties, and will create a competitive advantage to foster economic development. The initiative will include Sa subscription to Chmura's Job's EQ Housing Demand add-on, county/community housing demand analytics reports provided to stakeholders, and training to help communities understand the housing demand analytics for the purposes of strategic community planning, business growth, and informed decision-making. . This tool will allow the

Egyptian Board of Realtors and Southern Illinois Now to assist communities throughout at the 17-county footprint to answer housing availability and affordability questions. In partnership with the Egyptian Board of Realtors, The plan is to perform outreach to communities to let them know of this opportunity and then work to provide detailed reports specific to their community and region.

4. Why is the association interested in conducting this initiative?: Southern Illinois Now is a 17-county economic development organization that focuses on business growth and attraction, workforce and education, and marketing for the southernmost counties in Illinois. Housing demand is a key factor in economic development which includes business attraction, real estate development, and resident attraction.

5. How will this initiative advance the association’s housing opportunity goals?: Most communities throughout Southern Illinois have a housing shortage, but rural communities lack the resources to identify the needs for housing in their communities. Southern Illinois Now hopes this tool will help many of those rural communities understand where housing development should be focused.

6. How will the association measure the success of the initiative?: Success of the initiative will be measured by the number of communities Southern Illinois Now can assist in providing data to.

7. How will REALTORS® be involved in the planning and implementation of the initiative?: Realtors will be included in the initial outreach to communities. Additionally, if a new company moves to Southern Illinois or an existing company expands as a result of the housing demand data, there will be a great demand for realtors as new workers are needed.

8. How will association staff be involved in the planning and implementation of the initiative?: In close communication and collaboration with the Egyptian Board of Realtors, Southern Illinois Now staff will be implementing the planning and execution of this initiative based on the organization's goals to attract new investment and job opportunities to the southernmost 17 counties in Illinois.

9. List any organizations that will partner with the association in the initiative. Describe their role(s) in the initiative.: Southern Illinois Now will act as the key facilitator, assisting communities through engagement with key housing data in collaboration with the Egyptian Board of Realtors.

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

Contribution from other REALTOR® association(s)	\$0
Contribution from non-REALTOR® collaborating partners	\$5,000
Admission fee/tickets	\$0
Revenue from sponsors (e.g., booth rental, payment for advertising, etc.)	\$0
Housing Opportunity Grant -- Level 2	\$6,400
Total	\$11,400

Expenditures

Consulting Fees	\$0
Venue rental	\$0
Catering/refreshments	\$0
Marketing	\$0
Housing Forum	\$2,000
Staff Time (Community Outreach, Housing Demand Analytic Report Generation)	\$2,400
Subscription to JobsEQ Housing	\$2,000

Demand

Total \$6,400

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: Charay

Last Name Association Contact: Palmer

Association Staff Email: ae@egyptianboard.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