

FRASER RIVER VALLEY HOUSING PARTNERSHIP

Workshop

Monday, August 8, 2022, 3:00 pm

Winter Park Town Hall



Agenda

1. Board Leadership Positions
2. Terms for Appointed Board Members
3. Draft By-Laws
4. Ballot Language Timeline
5. Draft Letter from the Board to the Community
6. Board of Directors Legal Representation



TO The Fraser River Valley Housing Partnership Board
FROM Alisha Janes, Winter Park Assistant Town Manager
CC Regional Housing Authority Working Group
DATE August 5, 2022
RE Draft Board Letter to the Community

Background

A Working Group composed of Town Managers, Assistant Managers, and the County Manager and Housing Authority Director was originally designated through a memorandum of understanding (MOU) approved by the Towns of Fraser and Winter Park in October of 2021 and amended to include Grand County and the Town of Granby in January 2022. The MOU also called for a financial contribution from all the participating member governments to provide for an initial scope of work also outlined in the MOU. The working group in alignment with the scope of work and plan outlined in the MOU, engaged Turn Corps communications in late spring of 2022 to assist with strategy and communications related to securing a primary funding source for the Fraser River Valley Housing Partnership.

Working Group members worked with Turn Corps to develop a paid media strategy including the attached draft letter from the newly formed board to the community. Should the board approve the letter, Turn Corps recommends running a print version of the letter in the Sky-Hi News and utilizing an email blast to subscribers.

Analysis

A similar letter was utilized by Grand County EMS in their 2021 successful mill levy override campaign. The working group also considered with Turn Corps printing and mailing the letter, but it would be difficult to complete a printing and mail delivery prior to the potential certification of ballot language. The cost for the print ad and email were included in Turn Corps initial scope of work.

Next Steps

Should the board sign the draft letter or an amended version, working group members will work with Turn Corps to complete the print add and email blast of the board letter.

Dear Grand County Community,

Many of us have experienced the shortage of long-term rental and homeownership opportunities in the Fraser River Valley, especially year-round residents. It is hard to find an affordable home, and it is increasingly difficult to maintain local emergency responders, teachers, and other important workers like contractors to fix our homes and employees at local businesses.

The housing shortage impacts us all, which is why we formed the **Fraser River Valley Housing Partnership**. With representatives from the towns of Winter Park, Granby, Fraser, and unincorporated Grand County, we have been studying the issue closely and recently identified a \$1.2 million annual funding proposal to facilitate solutions.

- Year-round residents who live and work within the community will be given preference for rental and homeownership opportunities
- We will provide funding, and partner with local builders to purchase land and build housing
- We're committed to identifying diverse locations up and down the entire Valley to best serve the community

The most reliable source of annual funding is a 2-mill property tax on residential and commercial property. This would cost a homeowner about \$5.64/month on a home valued at \$500,000 and would generate about \$1.2 million each year for housing initiatives. A significant portion of the property taxes collected would be paid by second homeowners in the Fraser River Valley.

In addition to this, we and our member governments are pursuing other new and expanded revenue generators such as additional fees on short term rentals, and development impact fees, but without a property tax there is not enough funding to make a real impact.

A recent study of the housing market in Grand County found a \$100,000 gap in what homes cost to build and what the local workforce can afford. The size and scope of this problem requires a concerted effort by the community. We invite you to learn more about what we are doing to address it in a meaningful way at frvhp.com

Sincerely,

Can we get the seven directors with electronic signatures from everyone?

READERSHIP

For every one paper we print, we average over four readers

INTEREST

The Sky-Hi News reaches over 80% of the market over a 7-day period

CIRCULATION

The Sky-Hi News has 21,000 readers with a circulation Wednesday and Friday of 5,500

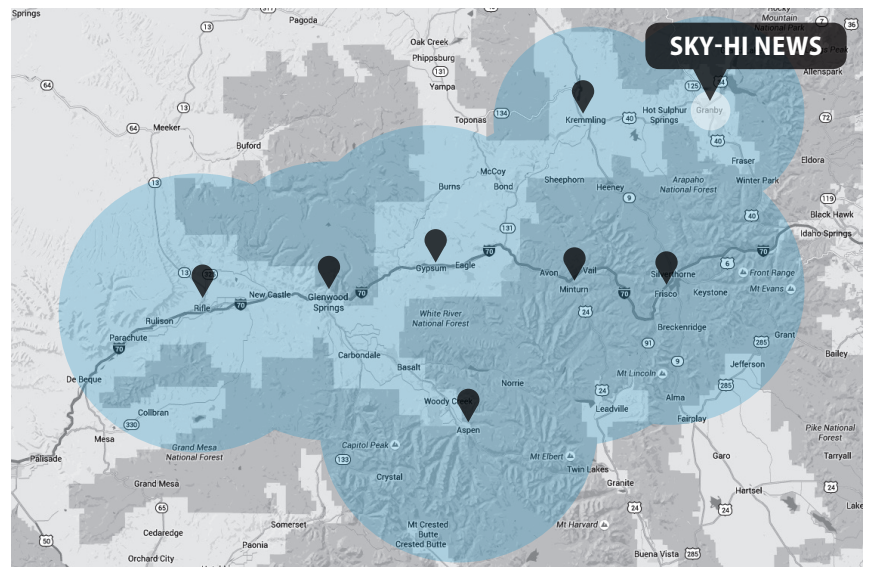
INCOME

Median household income in Grand County is over \$60,000 annually

COMMUNITY RATES

SIZE	FULL-COLOR
Full Page	\$547.68
5/8	\$342.30
1/2	\$273.84
1/3	\$182.56
1/4	\$136.92
1/6	\$91.28
1/8	\$68.46
1/12	\$45.64

LOCATION



As part of a print and online network spanning the Glenwood Springs, Aspen, Vail, Breckenridge, and Winter Park markets, Sky-Hi News can help build awareness locally and globally.

Four-in-ten adults (40%) agreed that their opinion of online advertising is influenced by the type of web site on which the ad appears. Of those, local newspaper sites ranked first in trustworthiness of advertising. More than one-third (36%) selected local newspaper web sites for trustworthy advertising compared to less than one-fourth (23%) for local television web sites and less than one-in-eight (12%) for online portals. And local newspaper sites were the clear winner across all demographic categories- even among the younger 18-34 age group, leading the second-ranked television web sites by 13 percentage points (35% vs. 22%), and online portals by 24 percentage points (35% vs. 11%).

DIGITAL RATES

SKYHINEWS.COM ADS
\$120
per week starting

EMAIL BLAST
\$349
per send to over 4,400 people

SPONSORED FACEBOOK POST
\$249
per post

PREMIUM DIGITAL ADS
\$199
per day