

**THE CHAMBER OF GRAND HAVEN, SPRING LAKE AND FERRYSBURG JOINS HOUSING NEXT
ANNOUNCEMENT OF EXPANDED REGIONAL EFFORT; SIGN UP TODAY AND SUPPORT THE EFFORT**

At a recent press conference at Haworth, The Chamber joined Housing Next to announce a new partnership to grow the effort to identify and remove obstacles for housing supply and affordability in greater Ottawa and Kent Counties. Housing Next partners with local governments, developers, and nonprofits in West Michigan to remove barriers for the creation of housing at all price points.

To address the growing gap in housing needs in Ottawa and Kent Counties, now estimated at 37,000 units, Housing Next has partnered with the Greater Grand Rapids Chamber Foundation, additional employers and philanthropic supporters.

As one of the first supporters in the creation of Housing Next and a member of the Board of Advisors, The Chamber Grand Haven, Spring Lake, Ferrysburg is excited to see the expansion of these efforts. Housing Next has already supported the approval of thousands of new multi-family rental units and for-sale homes in Ottawa County and managed the Ottawa & Kent County Housing Needs Assessments. This new partnership will focus on increasing housing supply in both counties through coalition building to ensure West Michigan is able to support, attract, and retain talent.

"Housing Next has provided our local governments a partner advancing best practices for land use, reimagining how to maximize housing options, and increasing density increase affordability," **said Joy Gaasch, President & CEO, of The Chamber Grand Haven, Spring Lake, Ferrysburg.** "Our entire region is feeling these pressures and the urgency is growing. It is clear that we had the need, but also the opportunity and interest, to take a step forward into this work."

Through their support and with other West Michigan employers and organizations, Housing Next has added Brooke Oosterman as the new Director of Policy and Communications to lead the growing coalition.

"The opportunity ahead of us to improve economic opportunity and shape healthier, more equitable communities is significant and urgent," **said Ryan Kilpatrick, Executive Director of Housing Next.** "The next three years is a critical time in whether West Michigan will see further shrinking housing supply and burdens on households, or whether we can create the conditions to support have desirable housing choices for everyone in our community."

Housing Next will be immediately working to engage a broad, diverse coalition to support the projects and policies that align with the mission. We will advance this work by communicating and facilitating dialogue on the value and importance of housing supply at all price points, providing subject matter experts to identify obstacles and solutions, and organizing informed support by residents, employers, community leaders and other key stakeholders to achieve aligned policies and projects.

Achieving our shared goals depends on engagement from community stakeholders.

The next chapter of Housing Next includes:

- Providing up-to-date and accessible information regarding regional and local housing needs across Ottawa and Kent counties.
- Articulating a context sensitive approach to urban, suburban, and rural communities which allow for more housing choice at all price points while maintaining the character of existing neighborhoods.
- Educating the public that housing affordability for every household requires more housing supply as well as targeted strategies to stabilize at-risk households.
- Building an impactful coalition of diverse voices to advance the mission and grow the target audience of the Housing Next communications to support “Yes in My Backyard (YIMBY)” individuals who are prepared to act when called upon. This includes business leaders, institutional leaders, faith leaders, community partners, and residents from every community.
- Reviewing, proposing and engaging in support of the aligned policies and projects as well as monitor all planning commission and board/council meetings across the two-county area for zoning and development items.

USE PHOTO OF PRESS CONFERENCE WITH RYAN, BROOKE AND GHCC STAFF

2020 – 2025 Housing Needs

Kent + Ottawa County Rental & For-Sale Housing Needs					
Income Category	>30% AMI	31% - 50% AMI	51% - 80% AMI	81% - 120% AMI	120% AMI+
Wage/Salary	\$12/hr \$24,000 / yr Or less	\$12-\$20 / hr \$24k - \$40k / yr	\$20-\$30 / hr \$40k - \$64k / yr	\$64k - \$96k /yr	\$96k+ / yr
Rental Units Needed	2,718	2,833	2,788	3,320	1,610
For-Sale Units Needed	254	3,460	6,190	6,992	7,758

Kent & Ottawa Counties will need **at least 13,269 more rental units and 24,654 owner-occupied units** by 2025 to satisfy demand.

For More Information about this important work go to <https://www.housingnext.org/contact>