

SIMPLIFYING AFFORDABLE HOUSING

Celebrating 20 Years!

Imagine you are riding in a 1988 Ford Escort. Your friend is driving you through a neighborhood near the school your kids attend so you can write down the phone numbers of properties for rent. Once home you call those numbers, and grab the Classified Ads section of the paper and start combing through that for more options. You'd like to get your kids into a better school, but you don't have time or money to get to other communities to look for housing. Finding a place to live is time-consuming, stressful, and limited by your transportation options. For the past 20 years, HousingLink has solved this problem for renters in our community.

Initially we accomplished our work by entering housing openings into a database and faxing lists throughout the Twin Cities Metro Area. Today HousingLink takes advantage of the most current technology to serve its clients through a dynamic website.

What started as a modest paper-based service has transformed into an online, statewide housing search and information service utilized millions of times each year. Do you think that is impressive? Just wait until you see what we have planned next. Its called Housing Hub.

Housing Hub

We plan to launch this new service later this year. It will transform how low-income renters access Project-Based Section 8 housing, and how properties fill openings. The process of searching for Project Based Section 8 subsidized housing is time consuming and expensive for both renters and landlords. The waiting lists for these units are often 12-48 months in length, and there is not an easy way for renters to know where they are at on the list. Each time a low-income renter has an address change, they must notify each property waiting list they are on.

When properties contact renters, they often reach out to the top 10 on the waiting list in the hope of hearing back from 3 or 4. This inefficient system keeps those who most need subsidized units from getting timely access.

Housing Hub will allow properties to manage their waiting lists on one website. Renters will create a profile and add their name to waiting lists where they qualify, all in one place! Renters can also see where they are on the list at any time. This will also allow them to update their contact information in one place, making it a more efficient and effective system for properties to fill vacancies in their housing.

 **1,296,828** Searches for Affordable Housing

 **16,491** Affordable Vacancies & Waiting List Openings Listed

 **2.8 million** Page Views of Housing Resources

Simplifying Housing Information

 **168,000** Visits for subsidized housing information

 **113,886** Views of housing authority waiting list status

 **3,151** Listings that would consider a Section 8 voucher.

 **1,007** Members in our Landlord Loyalty Club

 **5,115** Visits for Fair Housing information.

 **9.9 million** Notifications of housing openings through 2017.

Simplifying Housing Data

- ➔ Streams - A complete inventory of publicly-assisted affordable rental housing in Minnesota
- ➔ Twin Cities Rental Revue - A quarterly report that tracks market rate rents.
- ➔ Rent Reasonableness data for housing authorities.
- ➔ Housing research for community agencies.
- ➔ MN Housing Measures (in partnership with the McKnight Foundation).
- ➔ Housing Counts (in partnership with Family Housing Fund).





Simplifying Choice & Equity

HousingLink strategically partners with others to promote housing choice, stability and equity in Minnesota.

Here are some partner projects on which we worked:

Fair Housing MN - Fairhousingmn.org

Affirmative Marketing Toolkit - Fairhousingmn.org/providers/toolkit

Hennepin County Lead Safe - housinglink.org/List/LeadSafe

Keys for Heroes

St Paul VASH Voucher Landlord Engagement

2017 BOARD OF DIRECTORS

CHAIR

Karl Batalden Housing and Economic Development Coordinator, *City of Woodbury*

VICE-CHAIR

Alicia Huckleby Human Resources Manager, *St Paul Public Housing Agency*

TREASURER

Wes Johnson Loan Portfolio & Servicing Manager, *Greater Minnesota Housing Fund*

SECRETARY

Katie Topinka Legislative Director, *Minnesota Housing*

DIRECTORS

Brenda Hvambal Director of Marketing, *Steven Scott Management*

Amanda Novak Vice President of Development, *CommonBond Communities*

James Farstad President, *Farstad.US, LLC*

Michael Grover Asst. VP Community Development, *Federal Reserve Bank of Minneapolis*

Beth Reetz Director of Housing & Livable Communities, *Metropolitan Council*

Nuria Rivera-Vandermyde Deputy City Coordinator, *City of Minneapolis*

Ellen Sahli President, *Family Housing Fund*

Angie Skildum Manager, Residential Finance Housing Policy and Development, *City of Minneapolis - Community Planning and Economic Development*

Tim Thompson President, *Housing Justice Center*

Ra'Essa As-Sidiq Resource Navigator, *Neighborhood Hub*

Cara Melvin, LISW Social Services Manager, *Hennepin County Medical Center*

2017 SUPPORTERS

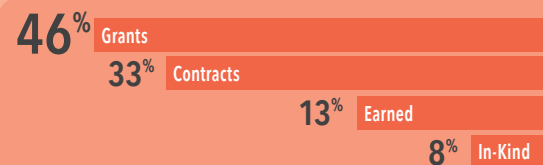
Bloomington HRA
Family Housing Fund
Google, Inc. (in-kind)
Greater Minnesota Housing Fund
Hennepin County
Hugh J. Andersen Foundation
Many individual donors
McKnight Foundation
Metropolitan Council
Minnesota Assistance Council for Veterans
Minnesota Housing
Minnesota Multi Housing Association
Minneapolis Public Housing Authority
Redmon Law Chartered (in-kind)
Scott County CDA
St. Paul Public Housing Agency
Target

HOUSING HUB FUNDERS

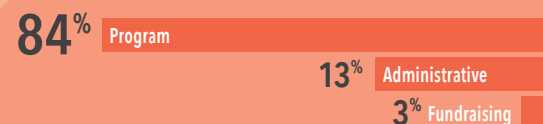
Bigelow Foundation
Family Housing Fund
Greater Minnesota Housing Fund
Hugh J. Andersen Foundation
Mardag Foundation
McKnight Foundation
Metropolitan Council
Otto Bremer Trust
Saint Paul Foundation

FINANCIALS

Income



Expenses



Contact

HousingLink | International Market Square
Suite 509, 275 Market Street, Minneapolis, MN 55405 | 612.522.2500

www.housinglink.org

Visit housinglink.org/AboutUs/annualreport to view our Form 990 and audited financials.