

Building Stable Communities: The Neighborhood Stabilization Program
Columbus, OH

VIDEO SCRIPT

*OPENING SHOTS of COLUMBUS, HOMEPORT SIGNAGE, NORTH OF BROAD
NEIGHBORHOOD*

David Reiersen, Senior Project Manager, Homeport
Homeport is a private nonprofit community development corporation here in central Ohio. It's been around for about 24 years.

David Reiersen:
Homeport is committed to building vibrant communities and enhancing the lives of its residents.

David Reiersen:
Our focus in this Neighborhood Stabilization project is North of Broad, and it's a community that is on the King Lincoln District on the near east side of Columbus. And at one time this was a thriving hub of African-American culture, life. But over several decades we saw a lot of decline.

SHOTS OF FORECLOSED AND ABANDONED HOMES

David Reiersen:
Unfortunately throughout the years a lot of the housing in the North of Broad Neighborhood fell victim to being converted to substandard rental housing. When the foreclosure crisis hit, a lot of the investors that owned and operated these rental units were not able to sustain them or the collateral did not match and they were flipped or they were foreclosed upon. This left a lot of new inventory of foreclosed and abandoned property at North of Broad.

The infrastructure was already there we wanted to go back and we wanted to bring it back to what it really could be.

Homeport is a sub recipient of Neighborhood Stabilization Program Funds and the City of Columbus is the lead consortium member.

Kim Stands, Assistant Housing Administrator, City of Columbus:
Under Neighborhood Stabilization the City of Columbus received three different funding rounds. So, total it's around 50 million between the three of them.

NSP2 we got about 23 million.

SHOTS OF 2 CONSTRUCTION WORKERS: "you got counter tops, you got floors..."

Kim Stands:

We play a big role in just kind of shepherding all different projects that are going on.

Kim Stands:

One of the things that we have really liked about what Homeport has done with North of Broad is that it showed the effectiveness of focusing on a small area. So basically Homeport started with one city block.

David Reiersen, Senior Project Manager, Homeport:

We've been able to impact over 30 homes on North 21st Street. By concentrating the funds in a very focused area, we've created sort of an anchor where there's a significant reinvestment. We really thought that this is how we're going to make the biggest impact is start on a block-by-block basis. At the same time engaging the residents that already lived there, and listening to their wants and their needs and what they wanted to see the block look like.

David Reiersen:

What do you think about the architecture of the new homes?

Mr. Minter, resident:

"I find it amazing how close you came to what the structures were."

Kim Stands:

We, as a city, have encouraged other nonprofits to look at maybe not picking one block, but at least focusing their efforts in a particular area. And that seems to be working in what we're doing in other neighborhoods, because we're turning one area around and seeing successes, and then we can grow from there.

Mr. Minter:

"I've lived on N. 21st Street since 1989. When I moved here housing was in terrible shape. A lot of dilapidated housing. But I didn't have any idea that 20 years later my street would be as it is. It's really a complete turnaround."

SCENE OF HOMEOWNER AND HER CHILD

Monica Kendrix-Thomas, homeowner:

Owning a home was always a goal. And it happened a lot sooner than we planned which is actually a good thing. We wanted to be a lot more stable and be able to afford the house.

David Reiersen:

I would say a lot of our homebuyers are young families. This is their first time going through the home-buying process.

Through our partnership with Huntington Bank, we've been able to close fifteen loans using a mortgage product they designed exclusively for our buyers.

SCENE OF DANIEL RUGGIERO MEETING WITH DAVID REIERSON

Daniel Ruggiero:

With our Hometown mortgage product they only need \$500 out of their pocket...

Daniel Ruggiero, Community Development Specialist, Huntington National Bank: Huntington Hometown Mortgage is a special loan product that we've developed with Homeport. It has a low down payment, no private mortgage insurance, more flexible underwriting and credit guidelines, and, most importantly, the homebuyers have to take up to twenty hours of credit counseling, home-buying education counseling, and one-on-one credit counseling with the Homeport counseling staff and that helps mitigate the risk to the bank.

SCENE OF HOMEBUYER EDUCATION CLASS

Kerrick Jackson, Housing Advisor, Homeport

We've talked about credit so far. We've talked about are you ready to purchase a home. This evening we are going to talk about managing money.

REAL ESTATE SHOWS APT TO INTERESTED BUYERS

Al Waddell, Real Estate Agent, NSP Program:

As a real estate agent I'm oftentimes the first contact that a buyer will have. I can tell them about our product, the NSP2 funding, and how we make it affordable but I can also tell them about the neighborhood because I live here too.

Al Waddell, Real Estate Agent, NSP Program:

In the packet you will find information about the home buying process...

Al Wadell:

One of the most gratifying aspects of working with Homeport and the NSP Program is that we provide opportunity for homeownership to buyers who would oftentimes think they would not qualify or have access to homeownership.

Monica Kendrix-Thomas, homeowner:

Being a homeowner to me is like security. It's comfort. I mean it's mine. I don't know I just love it.

David:

You walk and—you walk up and down North 21st Street, you can see the impact. And people see that now. And people want to be part of it. And that's all thanks to the Neighborhood Stabilization funding that's come about in the past two years.

*SCENE OF HOME AGAIN EVENT FOR REALTORS AT LEED CERTIFIED
PLATINUM MODEL HOME*

David:

What we are in is the first LEED certified platinum house in a residential setting in the whole great lakes region. We want to connect the affordable market to sustainable building practices and green living and this is what we did.

We have so much interest in North of Broad. We have all kinds of people that have moved in. We have all kinds of age ranges and all kinds of family situations and all kinds of demographics and income levels. It's been fantastic.

Kim Stands:

Homeport has not only created better housing, but worked with the people who are in the this neighborhood to become better neighbors and work together to continue to have a sustainable effort.