

## Community Impact Report



# Gainesville Housing Mission Statement

## Gainesville Housing is a Public Housing Agency (PHA)

**PUBLIC HOUSING AGENCY (PHA):**  
“Any state, county, municipality, or other governmental entity or public body, or agency or instrumentality of these entities that is authorized to engage or assist in the development or operation of low-income housing under the U.S. Housing Act of 1937.”

## U.S. Department of Housing and Urban Development



GHA Main Office 750  
Pearl Nix Parkway  
Gainesville, GA  
Phone 770.536.1294

To improve the quality of life of the residents of Hall County by providing quality, affordable housing in an environment that promotes dignity, pride and opportunity, serving as a community of hope.

### Vision

GHA will be an innovative leader, developer and advocate believing that affordable housing and supportive programs improve the economic status of residents, transform neighborhoods and stabilize lives.

### Goals

1. Preserve and improve existing affordable housing.
2. Strategically expand the supply of affordable housing.
3. Decrease GHA's dependency on HUD subsidies.
4. Empower and equip families so that they may improve their quality of life and achieve economic stability ending the cycle of poverty.
5. Improve GHA operational efficiencies.
6. Serve as a leader in the development of affordable housing and revitalization throughout our community.
7. Educate and advocate the need for affordable housing on a local, state and national level.

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Housing Authority  
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# Moving ahead with cautious optimism

Since early 2020, our greatest concern has been keeping our residents, staff and community safe and informed during the pandemic that has devastated so many families.

When this health crisis was first declared, we took aggressive action, supporting the Northeast Georgia Medical Center and others by getting vital health information, supplies, transportation and other necessities to our residents. We went door to door and gave out virus-killing scrub kits, food, emergency supplies and up-to-date information on preventive measures, plus linking residents with resources and aid for those in need.

It's difficult to imagine a more challenging year.

Our hearts go out to all those who have suffered loss; we are committed to helping residents and community get back on their feet again, whatever it takes.

Yet, despite 2020's challenges, we have good reasons for optimism. Consider that Gainesville Housing had committed to a massive renovation on six properties prior to the pandemic. Under normal circumstances, such a project would pose a serious challenge. Under the weight of the pandemic, it appeared impossible. Still, we stuck to our strategic plan and everyone pulled together.

And we *did* meet the deadlines and goals. By 'we', I mean GH staff, the GH board, developer partners, residents, our contractors, allied partners – everyone involved.

And if that wasn't enough, we began the relocation of Tower Heights families to make way for Walton Harbor (*below, at right*), a 164-unit affordable housing development. Construction is underway, and Walton Harbor will soon be a beautiful housing addition to Gainesville.

We can take pride knowing the quality of life was raised for our community, despite the pandemic. And we are cautiously optimistic as we proceed, knowing challenges always lie ahead. But having been tested and proven, we know no matter what happens, we will rely on each other, and we will succeed.



Executive Director



At Right: Walton Harbor is a 164-unit affordable housing community under construction in Gainesville.





# The Gainesville Housing Board

Serving a five-year term, GHA Board members establish policies and provide leadership and oversight to the organization.



**Broughton Cochran**  
Board Chair



**Mary Sue Brown**  
Resident Commissioner



**Myrtle Figueras**  
Commissioner



**Faron Thompson**  
Commissioner



**Darryl P. Smallwood**  
Commissioner



HOUSING AUTHORITY

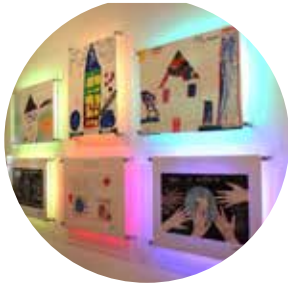
GA. - April, 16, 1952

SE HOMES -

Photo in background: the original board of the Gainesville Housing Authority in 1952.  
WHELCHER, Attorney - JOHN W. JACOBS, com. - CHAS. L. HARDY, com. - C. B. ROMBERG, Chairman.  
GEORGE WOFFORD, com. - J. H. WASHINGTON, FORMER COM. - Dr. C. G. BUTLER, com.  
JAMES A. DUNLAP, Secretary.

board members

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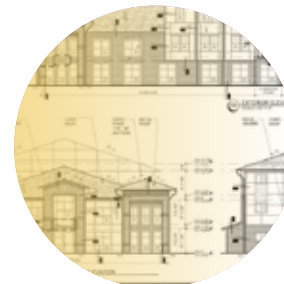


	2019	2018	2017
Revenue	2,591,810	1,105,000	1,111,115
Operating Expenses	931,369	1,111,115	1,111,115
Depreciation	1,846,740	83,596	83,596
Total	5,853,788	2,332,146	2,332,146

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GH residents learned details of the upcoming renovations over lunch and they had a chance to discuss, comment on and ask questions from staff and affiliated partners. Throughout the entire process, residents were included in each step.

## Midtown Villages: A smashing success!

In early 2020, we hosted a meeting to inform residents of our plans to renovate six of our properties – with new plumbing, wiring, HVAC, floors, walls, ceilings, appliances, windows and doors, parking, infrastructure, landscaping, new porches, new roofs and much more. The residents learned that we would take care of all the details, and it would be relatively painless for them. This meeting was in English and Spanish.

Such detailed planning paid off, because in the next few weeks the pandemic hit and everything was up in the air – except for our strategy.

Over the next year, our teams were able to continue work even while social distancing and wearing masks.

Looking back, it seems near impossi-

ble to complete such a huge goal on time, and on budget.

Yet, that's exactly we did. Today we are grateful that everyone involved with Midtown Villages took ownership of their part, including staff, board, residents, contractors, development partners and our community. In spite of COVID-19, we still got it done.

On the following pages, take a look at the process and the stunning results for Midtown Villages' renovated campuses.



Above: Residents made suggestions and comments about the upcoming renovation.





## First steps: Getting residents interested and involved in the process

*AT RIGHT: Richelle Patton (left) of Collaborative Housing Solutions, Beatriz Colon (center) and Beth Brown (right) met with residents in a bilingual format that allowed residents to comment on, make suggestions and ask questions about the what to expect and how to prepare for the renovations.*







# Midtown Villages

Melrose • Butler • Collins • Mill • Summit • Rainey

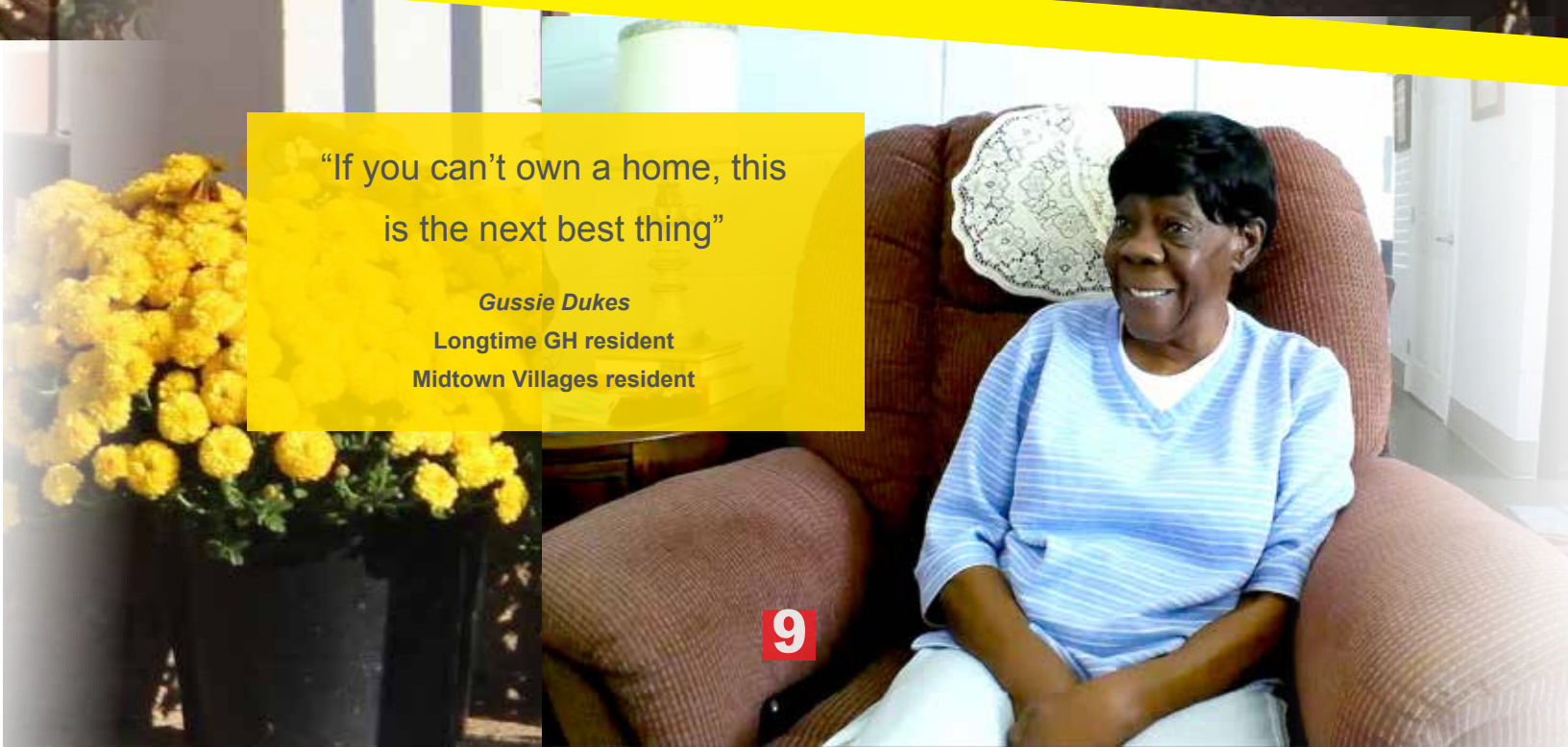






“People come over and see my place and they can’t believe it’s public housing.”

*Tiffany Nicely*  
Longtime GH resident  
Midtown Villages resident



“If you can’t own a home, this is the next best thing”

*Gussie Dukes*  
Longtime GH resident  
Midtown Villages resident



# Midtown Villages' 'MAC'

The 'MAC' stands for the 'Melrose Art and Activities Center'

– a community center and office that replaces the old 'Innovation Station'

## MAC resources include:

- Business Center
- Children's Art and Activity Room
- Resident Services
- Resident Laundry
- Business Office
- Meeting area
- Kitchen

Check out the upcoming events at the MAC (and at other campuses) at [www.gainesvillehousing.org](http://www.gainesvillehousing.org).









# Midtown Villages



Melrose Campus



Butler Campus



Collins Circle Campus



Mill Street Campus



Summit Street Campus



Rainey Street Campus

## Number of Units

Melrose Apts.	114
Butler Apts	22
Collins Circle	6
Mill St.	28
Summit St.	18
Rainey St.	12

## Number of Bedrooms

	0	1	2	3	4	5
Melrose Apts	0	18	48	36	11	1
Butler Apts	0	0	18	4	0	0
Collins Circle	0	6	0	0	0	0
Mill St.	0	0	22	6	0	0
Summit St.	0	0	12	6	0	0
Rainey St.	6	4	2	0	0	0

# Walton Summit and Walton Harbor



Walton Summit



Walton Harbor



# Gainesville Housing



Harrison Square Apartments



Jesse Jewell Apartments



Johnson Street Apartments



Banks Street Apartments



Martin Luther King Jr. Drive Apartments

Number of Units		Number of Bedrooms						
		0	1	2	3	4	5	
Harrison Sq.	75	0	0	30	29	14	2	
Jesse Jewell	25	6	6	2	11	0	0	
Johnson St.	4	0	0	0	3	1	0	
Banks St.	10	0	4	4	2	0	0	
MLK Drive	17	0	7	4	2	3	1	

## GHA residents



Average residency: **9.3 years**



Average household size: **3**



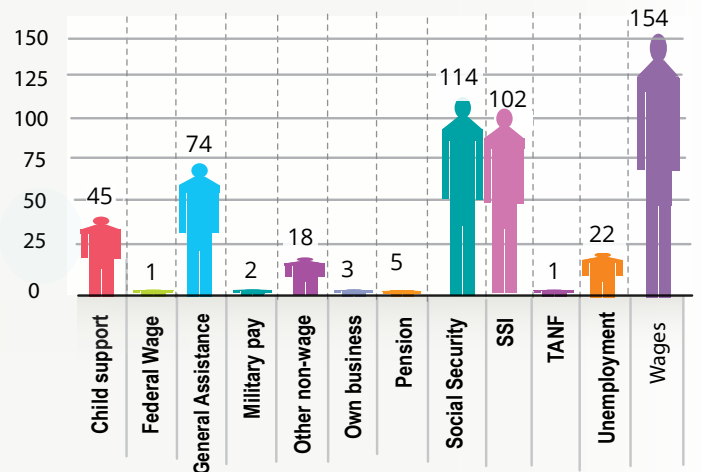
Average head of household age: **48**



Total number of residents: **882\***

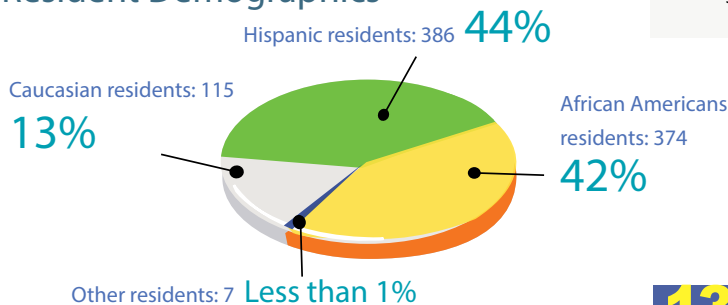
\*This number fluctuates, and does not reflect units in Walton Summit apartments.

### Sources of Income of GHA residents



Note: Some households have multiple sources. For example, if a single parent receives child support for three children, gets a pension, wages from a job, and also Social Security, that household reports six sources of income.

### Resident Demographics



### Number of adults vs. minors





# Resident Services at work in 2020

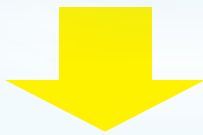
## **GH - Midtown Villages Resident Services**

### **RISE Summer Program (K-5th grade children)**

Due to COVID restrictions, we were not able to offer the RISE program in-person, so instead offered **one-on-one tutoring for eleven children**, 12 hours in June. We offered the program for **30 students at Melrose in June 2021.**



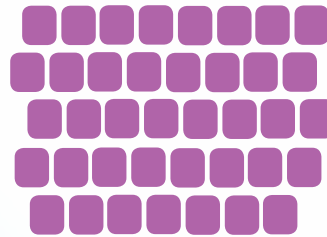
**One-on-one tutoring  
for 11 students**



**30 students  
tutored June, 2021**

2020 was a tough year with COVID affecting jobs, education, and health. To assist our residents, GHS offered the following resources:

• **GH offered a new “Connectivity Program”**, distributing 39 WiFi/Tablet devices and 6 Chromebooks so our students – K through adult learners/college students – could have easy and free access to their online classrooms.



**39 Wifi/Tablets given  
to our student residents**



**6 Chromebooks given  
to our student residents**

• **Online tutoring for students**, 6th grade through adult GED. Our tutors are working online, one-on-one, with our students 1-2 times a week, as needed. Services include working with parents to manage their children’s homework, teaching parents how to communicate with teachers and advocate for their children, and for high school students, coming up with a graduation plan. Sixteen students have been served.





## Soldiers of Truth donate \$3,000

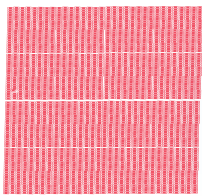
**Soldiers of Truth donates \$3,000 to Midtown Village.** Soldiers of Truth, a local motorcycle ministry, **donated \$3,000** to help Midtown Villages residents with basic needs. They also donated school supplies for the children of Harrison Square.

### Jobs Resource/Job Training newsletter

We created a comprehensive Jobs/Jobs Training online newsletter with all up-to-date and accessible information on Hall County job lists and job training. Updated bi-monthly and shared with GH residents on a regular basis.

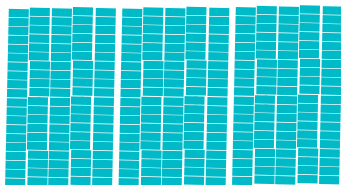
### COVID resources distributed to residents:

o Created two comprehensive COVID “Toolkits” with all testing, safety, and education (K-12) updates.



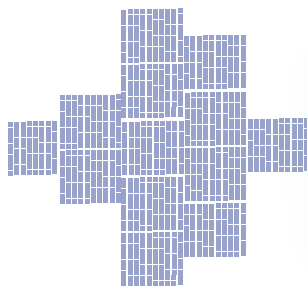
## 700 masks given

o Masks, cleaning supplies and CDC safety guidelines.  
o Hospital donated **700 masks** which were distributed.  
o COVID vaccine resources with residents.



## 300 ready-made meals provided to residents

o Community Service Center donated **300 ready-made meals**. These were distributed to Melrose and Tower Heights residents.



## 1,280 meals provided to our residents

o With Gainesville City Schools, coordinated USDA summer feeding program at Melrose and Harrison Square.

**1280 meals** were distributed.

o With Georgia Mountains Food Bank, food boxes distributed on regular basis (**29,000+ pounds of food**).



### Gainesville Housing receives Hall County Health Department Grant for Community Garden

District 2 Public Health granted GH funds to construct a fenced, irrigated vegetable garden at Harrison Square. Residents, led by Alma Islas, watered, harvested, and distributed the vegetables to residents throughout the summer.





## Midtown Village's 'Culture of Creativity'

We brought visual arts into our communities in a big way – sculptures, art classes and exhibitions as a challenge to 'raise the bar.'

Why? It's well documented that taking regular art classes enhances student performance in other subjects, such as math and writing. It also helps students think 'outside the box' – a trait that employers today describe as ideal and sorely lacking on the hiring end. Art also increases kids' social skills. In that spirit, we launched (with community partners) an initiative called **Public Arts in Public/Affordable Housing, (PAPAH)**. PAPAH is a commitment from Midtown Villages to offer our residents the same creative opportunities as you'd find in upper-income areas.

The PAPAH initiative is presented by partners The University of North Georgia Department of Visual Arts, The Quinlan Visual Arts Center, Collaborative Housing Solutions, The North Georgia Community Foundation/Marta Chapman Memorial Foundation and Gainesville Housing Authority.

**In the spirit of equality and harmony, the PAPAH theme is "Unity in Community: Celebrating the Unique Palette of Colors That Is Us."**

To learn more visit:

[www.gainesvillehousing.org/papah](http://www.gainesvillehousing.org/papah)









# Financials

During the fiscal year ending Sept. 30, 2020, Gainesville Housing (GH) continued its strong financial status, having an ending total unrestricted net cash position of \$21,466,852. On Sept. 30, 2019, GH had a current ratio (current assets to current liabilities) of 114 to 1.

For the Year Ended Sept. 30, 2020, GH's independent financial auditor issued an unmodified (clean-No-findings) Report on the Financial Statements for the year. At October 31, 2021, the audit has not been performed for the year ended Sept. 30, 2021.

Fiscal years (ended Sept. 30)	2020	2019	2018	2017
<b>Revenue</b>				
Dwelling Rental	3,427,823	2,591,810	1,105,000	1,141,266
HUD Operating Subsidy	1,066,592	1,365,229	1,111,15	1,308,008
Other Grants and Income	3,660,425	2,828,188	83,596	69,782
Total Operating Revenue	15,814,892	6,785,157	2,332,146	2,519,056
Gain on sale of capital assets	7,660,052	-	-	-
<b>Expenditures</b>				
Operating Expenses	5,100,514	3,852,058	2,286,634	2,438,124
Depreciation	2,866,447	1,944,342	-	609,236
<b>Change in Net Position</b>				
Equity Transfer				
NET UNRESTRICTED POSITION	21,466,852	9,869,146	3,636,227	3,371,456

## GHA Assets

Total Current Assets....7,310,357  
 Total Capital Assets...34,268,008  
 Total Assets.....44,743,645

## GHA Equity

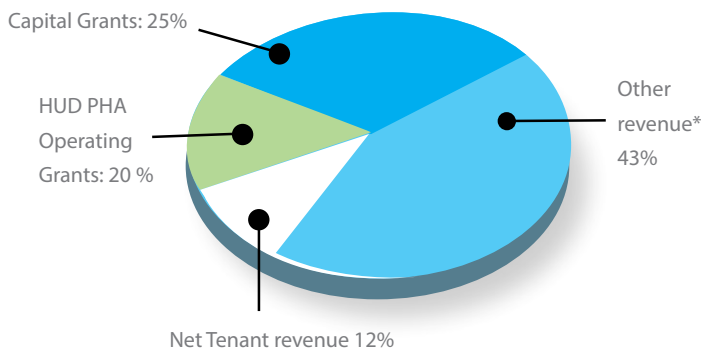
Beginning compared to  
 current equity over 1 year  
 Equity 1 year ago.....5,065,575  
 Current Equity.....9,989,146



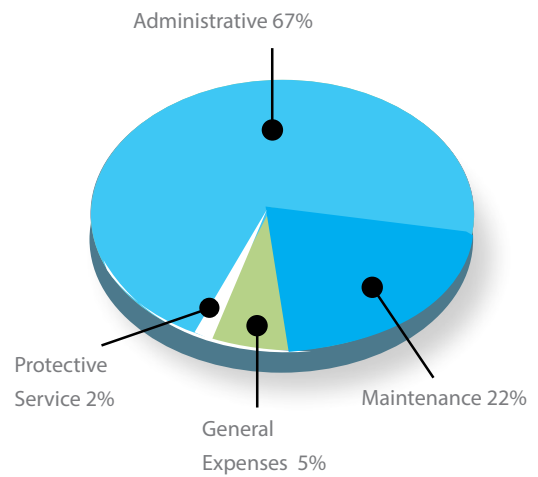
# Funding Sources

Public housing is funded in part by federal funding, but Gainesville Housing generates more than half of our funding through diversified revenue sources. Below is a look at our revenues and expenses.

## Revenue sources



## Expenses



## Revenues

Net tenant revenue.....	512,700 (12%)
Other revenue*.....	1,896,749 (43%)
HUD PHA Operating Grants.....	885,132 (20%)
Capital Grants.....	1,084,560 (25%)
<b>Total Revenue.....</b>	<b>4,109,196</b>

\* Property Management, Investments, Asset Management, Bookkeeping Fees, Developer Fees

## Expenses

Administrative.....	1,496,894 (67%)
Utilities.....	89,314 (4%)
Maintenance.....	501,908 (22%)
Protective Services.....	34,204 (2%)
General Expenses.....	120,029 (5%)
<b>Total Expenses.....</b>	<b>2,401,366</b>



# Preserving and Expanding Affordable Housing number of units

## Bond Issuance

	Number of Units	Capital in Investment
<b>Sycamore Ridge</b>	220	\$60 million
<b>Linwood Apts.</b>	100	\$13 million

## Gainesville Housing Corporation

	Capital in Investment	Number of Units
<b>Walton Summit Phase I</b>	\$14 million	84
<b>Walton Summit Phase II</b>	\$14 million	90
<b>Walton Summit Phase III</b>	\$14 million	78
<b>Walton Harbor Harbor I</b>	\$16 million	81
<b>Walton Harbor Harbor II</b>	\$18 million	85
<b>Midtown Villages</b>	\$34 million	200



The first buildings arise in Phase I of Walton Harbor, at the former site of Tower Heights Apartments (see more photos on pages 22-23)





# Community Partners

Gainesville Housing's Resident Services Program strives to create partnerships with local agencies, churches and organizations, providing connections to resources, such as education, jobs, healthcare, and basic needs so that our residents may attain social and economic self-sufficiency. Many of these partners provide programming in our two community centers, targeting our youth for education and arts; providing our adults with life coaching, job search and job training opportunities; supporting our older adults with healthy meals, social interaction, and connection to community resources; and providing fresh food and health-related resources for all residents.



A Melrose resident enjoys the new Food and Book Bank provided by United Way of Hall County and the Chamber's Wisdom Project.

## Thanks to our Partners!

- Georgia Mountains Food Bank
- Gainesville City Schools
- United Way of Hall County
- Brenau University, Psychology Department
- Hall County Public Health, District 2
- City of Gainesville
- Good News Clinic
- Northeast Georgia Medical Center
- Family Promise of Hall County
- Hall County Family Connection Network
- The Hub at Gainesville High School
- Georgia Legal Services
- Hall County Alliance for Literacy
- Sunshine Seniors, Fresh Food
- St. Vincent de Paul
- Cresswind Community Fund
- Walton Summit
- Girls Unlimited
- Visual Arts, Inc.
- Goodwill
- WorkSource/DCA
- Lanier Charter Academy
- Legacy Link/Georgia Cares program
- Revolution Fitness
- Hall County Schools, Nutrition Dept.
- Northeast Georgia Latino Chamber of Commerce
- Soldiers of Truth Motorcycle Club
- 7th Day Adventist Church
- Chestnut Mountain Baptist Church
- The Door Church
- Free Chapel Church
- Flat Creek Baptist Church
- Elevating Faith Church
- University of North Georgia
- Marta Chapman Memorial Foundation of the North Georgia Community Foundation



## Other Good News



# Walton Harbor: Leasing begins soon!

Walton Harbor (formerly Tower Heights Apartments) is really coming together; Phase I is scheduled to be completed by January 2022.

The second phase, Legacy at Walton Summit, will offer housing for those 55 years and above, and construction is slated to be complete in early 2023. The Legacy phase also offers 81 units. Both phases will serve families living below 80 percent of the median income. The project is funded through the low-income housing tax credit program, CDBG funds from City of Gainesville and GHA funds.

The application process for residential housing at Walton Harbor is scheduled for spring 2021.

**Under Construction**



If you haven't seen the spectacular Walton Harbor development, then swing by and take a look. It's worth the drive.





# Marking a New Era

As shifting federal policies, economic realities and the pandemic have created new challenges, Gainesville Housing has adopted new strategies and thrived in spite of these conditions.

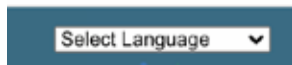
To reflect this, we have re-branded our organization with a new name, website, logo and identity.

**Here is a look at what we are changing:**

**Organizational name:** ‘Gainesville Housing Authority’ is now ‘Gainesville Housing.’ Yes, we still administer public housing, but now we also do a lot more, including property redevelopment, managing other agencies and participating in other housing and development opportunities.

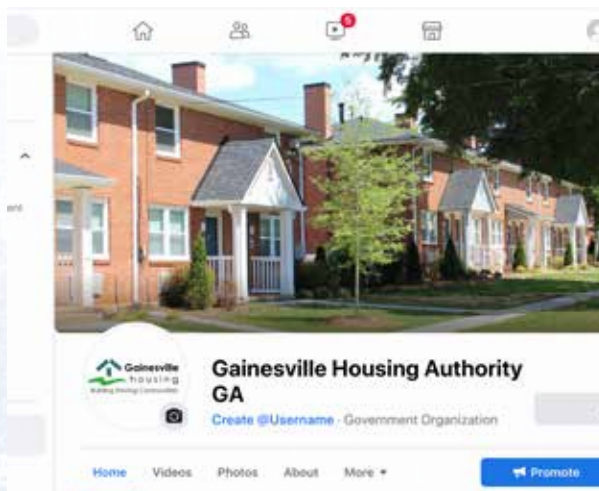
**Logo:** The logo is a house symbol – and also an upward arrow – springing up from the rolling green hills of Hall. Our slogan is ‘Building Thriving Communities.’ (see above at right)

**Website:** we have relaunched a new website, too! It now offers the ability to read it in Spanish – and dozens of other languages!



See it at [www.gainesvillehousing.org](http://www.gainesvillehousing.org).

Also, follow us on Facebook at Gainesville Housing GA (below)



## Now we're on the same page

Since Gainesville Housing increasingly has more and more happening, it helps that we are all on the ‘same page.’ See our current calendar on the homepage of our website at [www.gainesvillehousing.org](http://www.gainesvillehousing.org) to stay up to date.







[www.gainesvillehousing.org](http://www.gainesvillehousing.org)