



# WORKFORCE HOUSING COALITION OF THE GREATER SEACOAST



## 2017 Annual Report





# Message from the *President*

Dear Friend of the Workforce Housing Coalition,

It has been an honor to serve you and this organization as the President of the **Workforce Housing Coalition of the Greater Seacoast**. One of the most rewarding aspects of my involvement with the Coalition over the past six-years is being witness to the extensive support of business owners, housing professionals, involved citizens, and local leaders from the greater community. This past year has been productive and inspiring, but we would not have been able to accomplish all that we did without your time, energy, and support.

We believe, and we know you agree, that the availability of adequate workforce housing is critical to the social, cultural, and economic framework of our communities. This belief propels us toward our mission of ensuring the development of a range of housing options for the diverse workforce of the greater seacoast of New Hampshire and Maine.

With the support of our members, sponsors, and donors, we were able to mobilize a rich program of work last year, including:

- Two annual workforce housing charrettes in Exeter, NH and Sanford, ME
- A breakfast forum in Rochester, organized by our Rochester Housing Huddle
- The Portsmouth Housing Expo, organized by our Portsmouth Housing Huddle
- The Seacoast Housing Summit at the University of New Hampshire
- The Annual Celebration at the Sheraton Portsmouth Harborside Hotel

**All of this was possible because of the generous support of our members, sponsors, and donors, and because of the tireless work of our dedicated volunteers – thank you for all that you make possible!**

Sincerely,

*Kim Rogers*

Kim Rogers  
President  
Workforce Housing Coalition of the Greater Seacoast

# Board of *Directors*



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**President**

*President*  
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Workforce Housing  
Coalition

# About the Coalition

## Vision

The **Seacoast Workforce Housing Coalition** envisions an adequate supply of desirable, attainable, and quality housing options throughout the region, providing the workforce with the opportunity to live, work, and play in their community. We believe housing is key for creating and sustaining diverse communities rich in social, cultural, political, and economic opportunities for present and future businesses, employees, and families.

## Mission

Our mission is to be a catalyst, through a united coalition of business, government, and community groups, for the development of a range of housing options for the diverse workforce of the greater seacoast of New Hampshire and Maine.

## Strategy

The Seacoast Workforce Housing Coalition will serve the communities of the region by acting as an educator, advocate, and catalyst for sound policy and best practices, creating space for the development of a range of desirable housing choices affordable to the workforce at every stage of their lives.

## Tactics

The Coalition will bring partners and stakeholders together to collectively come to consensus as to what specific methods and strategies best serve communities working to support the development of workforce housing. The Coalition mobilizes housing advocates and local leaders using events-based programming, such as our signature workforce housing design charrettes, and the work of our volunteer committees and housing huddles.

*Community members participating in charrette in Exeter, New Hampshire*



# Engage, Educate, Advocate

## Mission

The mission of the Workforce Housing Coalition of the Greater Seacoast is to ensure the development of a range of housing options for the diverse workforce of the greater seacoast region of New Hampshire and Maine. Our strategy is to be a catalyst through creating, sustaining, and nurturing a united coalition of businesses, government, and community groups to accomplish our goals.



**We work to educate, advocate, and engage the communities we serve on the importance of diversified, accessible, and quality homes for the workforce.**

In 2017, our program of work included:

### Workforce Housing Design Charrettes

Last fall's charrettes in Exeter, NH and Sanford, ME were an opportunity for local government officials, housing professionals, and community members to discuss creative solutions for the workforce housing issues specific to their community. The creative nature of our design charrettes allows meaningful conversations to occur, while also producing tangible concepts that include quality workforce housing.

### Regional Housing Summit

An opportunity for stakeholders across the region to gather and learn about solutions from each other. The Seacoast Housing Summit was hosted in partnership with the Greater Dover Chamber of Commerce, alongside all seven seacoast chambers: Dover, Portsmouth, Exeter, Hampton, Rochester, York, and Somersworth, and NH's Business and Industry Association.

### Policy Advocacy

The Coalition drafted testimony in support of workforce housing in Portsmouth, NH last year, including supporting the Gateway Mixed-Use Zoning Ordinance amendments being proposed by the City's Housing Committee.

### Rochester Breakfast Forum

The Rochester Housing Huddle invited stakeholders to explore housing needs in the city and possible solutions over breakfast at the Governor's Inn.

### Portsmouth Housing Expo

The Portsmouth Housing Huddle invited local government leaders, volunteer architects, and Portsmouth residents to discuss and illustrate the Gateway Mixed-Use Zoning Ordinance amendments being proposed by the City's Housing Committee.

### Housing Resource Guide

An informational guide to finding and affording housing in the seacoast region

### Community Liaison

Using community conversations, the Coalition helps to bridge the gap between planning policy experts and the greater community, and helps the community discover a shared vision.

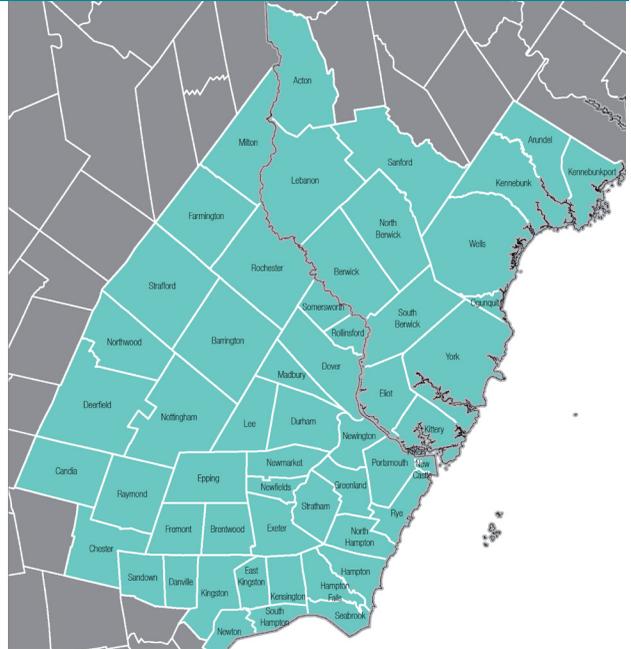
### Annual Celebration

A networking and social event, celebrating the work we are able to accomplish with the help of our volunteers, members, and sponsors.

# Who We Serve

We serve 54 communities in the greater seacoast region of Maine and New Hampshire from Kennebunkport to Kingston and Arundel to Candia. We work closely with local government, employers and their employees, and every resident, from growing families to young professionals to empty nesters, to employ a strategy that is right for each of the unique communities in our catchment area. We are the voice of these communities, ensuring that affordable and quality housing exists for working professionals at every stage of their lives.

*Our catchment area shows the areas that we serve*



## Major Funders

We are sincerely grateful to our major funders without whom our existence would not be possible. Because of our funders we have real and tangible impact on the issue of available and accessible workforce housing in the Seacoast of New Hampshire and Maine. Our major funders in 2017 were: The New Hampshire Housing Finance Authority and the Maine Association of Realtors.

***Thank you for your generous support!***



# Master Builders

The highest level of membership, our **Master Builders** belong to a distinguished group of supporters. The Coalition is incredibly grateful for our Master Builders, **Ambit Engineering** and **Portsmouth Computer Group**, who agree that workforce housing is essential to a thriving economy and vibrant communities. Our 2017 Master Builders generously donated their time, money, energy, and expertise to the Workforce Housing Coalition.

*Charrette team members tour the site in Exeter, New Hampshire*



 **AMBIT ENGINEERING, INC.**  
Civil Engineers & Land Surveyors

 **pcgit**  
Advanced IT Support

*Participants learn more about workforce housing options at the Portsmouth Housing Expo*

# Community Builders

*Thank you for your generous support!*



WATERSTONE



GL ROGERS & COMPANY



*Shannon Alther of TMS Architects thinks outside the box when it comes to making housing more affordable. Alther demonstrates an unconventional use of recycled shipping containers at the Portsmouth Housing Expo.*

Our **Community Builders** are an elite group of contributors who join the Workforce Housing Coalition at a renewable membership level that provides the Coalition stability while giving those members unique benefits of membership. In exchange for their generous donation, Community Builders get brand recognition and marketing opportunities among colleagues, peers, and competitors. We greatly appreciate and value our community builders and would like to thank each of them for their support of our mission and program of work.

# Rochester Breakfast Forum

Organized by the Rochester Housing Huddle, the **Rochester Breakfast Forum** took place early on June 20th. The event was an important opportunity for stakeholders in the city to discuss the impact of housing on jobs and the economy. Panelist presenters included Executive Councilor, Andru Volinsky, George Reagan of the New Hampshire Housing Finance Authority, Rochester Economic Development Manager Karen Pollard, Rochester City Planner Jim Campbell, and Rochester Main Street Director Mike Provost. Presenters and attendees discussed the challenges associated with attracting and retaining businesses without sufficient housing for employees, and the need for more housing in Rochester, especially downtown, to spur the city's downtown revitalization.

The hard work of the Rochester Housing Huddle in planning and organizing this event has led to a 2018 Workforce Housing Design Charrette in the City of Rochester!

Read more about the **Rochester Breakfast Forum**, here:  
[www.fosters.com/news/20170620/forum-discusses-housing-issues](http://www.fosters.com/news/20170620/forum-discusses-housing-issues)

## Event Sponsors:



# Portsmouth Housing Expo

Organized by the Portsmouth Housing Huddle, the Housing Expo served as an opportunity for Portsmouth residents to learn more about the impact of the Gateway Mixed-Use Zoning Ordinance amendments being proposed by the City's Housing Committee. The event took place on the evening of September 13th, sandwiched between public hearings with the Portsmouth Planning Board. Nearly 70 attendees gathered at 3S Artspace in Portsmouth, NH to learn more about the proposed zoning ordinance amendments. Rebecca Perkins, Portsmouth City Councilor and Chair of the Housing Committee, Juliet Walker, Director of Planning for Portsmouth, and Christopher Parker, Director of Planning and Assistant City Manager for Dover discussed the importance of workforce housing to community vibrancy. After the panel discussion, attendees gathered around small tables to watch as volunteer architects shared examples of their work and sketched their ideas for the parcels, if the zoning ordinance amendments were to pass.

The full report can be found at [www.seacoastwhc.org/publications](http://www.seacoastwhc.org/publications).

## Event Sponsors:



# Sanford Charrette

The Stenton Mill Area Revitalization Charrette in Sanford, Maine took place on September 26th and 28th, 2017. The charrette included three distinct areas of the Sanford community: the mill district, downtown, and adjacent inner-city residential neighborhoods. Conversations about the future of the historic Stenton Trust Mill ramped up after the June fire, which destroyed one of the two mill buildings. The first day of the charrette including a listening session, which provided an opportunity for Sanford residents and community leaders to discuss the city's housing needs and share ideas for the future of the site.

After gathering input from the community, the charrette team went to work, producing two concepts for the residents to consider. The first option, the "Lofts at Stenton Mill", included redeveloping the front tower into a mixed-use community and demolished the back tower, which suffered extensive fire damage. The second option, which included near-total demolition of both buildings, would create a mixed-use neighborhood on the site.

## Event Sponsors:



The full report will be available this spring at [www.seacoastwhc.org/publications](http://www.seacoastwhc.org/publications).

# Exeter Charrette

The Exeter Charrette in Exeter, New Hampshire took place on October 18th and 20th, 2017. The charrette site was a small lot, walkable to downtown. The first day of the charrette included a listening session, which drew a small crowd of Exeter residents. After gathering input from the community, the charrette team went to work, producing four concepts for Exeter to consider. The Design Team lead admitted that the small lot size presented a challenge, and all four concepts exceeded the affordability threshold for workforce housing. The first three concepts included townhouses, condo flats, and a mixed-use development. The fourth concept, which was the least expensive of the four, utilized an unconventional building material: recycled shipping containers.

## Event Sponsors:



The full report will be available this spring at [www.seacoastwhc.org/publications](http://www.seacoastwhc.org/publications).

# 2017 Members

Our members ensure that we have stable and dependable revenue necessary for accomplishing our goals and fulfilling our mission on behalf of the 54 communities we serve. Because every single member is critical to our success, we offer a variety of corporate and individual membership levels.

*We would like to thank our 2017 members for their generous support!*

## CORPORATE MEMBERS

### Master Builder, \$3000

Ambit Engineering  
Portsmouth Computer Group

### Community Builder, \$1000

City of Rochester  
City of Sanford, Maine  
Donahue, Tucker, and Ciandella  
Eastern Bank  
GL Rogers and Company  
Great Bridge Properties, LLC  
Kim and Ania Rogers  
Maine Association of Realtors  
Optima Bank Trust  
TD Bank  
Town of Exeter, NH  
Waterstone Retail Development  
York County Community Action Corp.

### 31+ Employees, \$500

Credere Associates  
D.F. Richard  
Frisbie Memorial Hospital  
Northland Forest Products, Inc.  
Riverwoods

### 11-20 Employees, \$350

Ambit Engineering  
TMS Architects  
York Housing

### 1-10 Employees, \$250

Architecture  
C&J Architects  
Manypenny Murphy

## Owner-Operated, \$200

Anagnost Companies  
Castagna Consulting Group  
One Commercial Real Estate, LLC  
S.A. Ciborowski Trust  
Signature Escrow and Title Services  
SRW Environmental Consulting LLC  
THA Architects

## Non-Profit or Municipality, \$150

City of Rochester  
Community Action Partnership of  
Housing Partnership  
Portsmouth Housing Authority  
Strafford County

## INDIVIDUAL MEMBERS

### Catalyst, \$200

Alison and Hank Stebbins  
Christine Dwyer  
Holly Ayer Malloy  
Michael Donahue

### Champion, \$175

Dick Anagnost  
Jack Mettee

### Change Agent, \$100

Bill Schoonmaker  
Carolyn and Walter Beaulieu  
Gregory Gosselin  
Lisa and Paul Henderson  
Ralph Pope

### Friend

Carole and Larry Fisher  
Phyllis and Jonathan Ring  
Senator David Watters  
William Henry Hinkle

## IN-KIND

Above and Beyond Catering  
Amatos  
Back Street Grill  
Dunkin Donuts  
Exeter Inn  
Green Bean  
Las Olas  
Me and Ollies  
Sheraton Portsmouth Harborside  
Hotel  
Third Alarm Diner

## EVENT SPONSORS

Ambit Engineering  
Eastern Bank  
Exeter Area Chamber of Commerce  
Exeter Hospital  
Geolnsight  
GL Rogers and Company  
Kennebunk Savings  
Maine Association of Realtors  
Optima Bank & Trust  
PCG IT  
Pierce Atwood  
Piscataqua Savings Bank  
Riverwoods  
SIS  
TD Bank  
The Edgewood Centre  
York Hospital



***Ensuring the development of a range of housing options for  
the diverse workforce of the greater seacoast region  
of New Hampshire and Maine.***



**WORKFORCE  
HOUSING COALITION**  
OF THE GREATER SEACOAST

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**2-2018**



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