
VIRGINIA TOBACCO REGION REVITALIZATION COMMISSION

Local Land Use & Community Living Workgroup

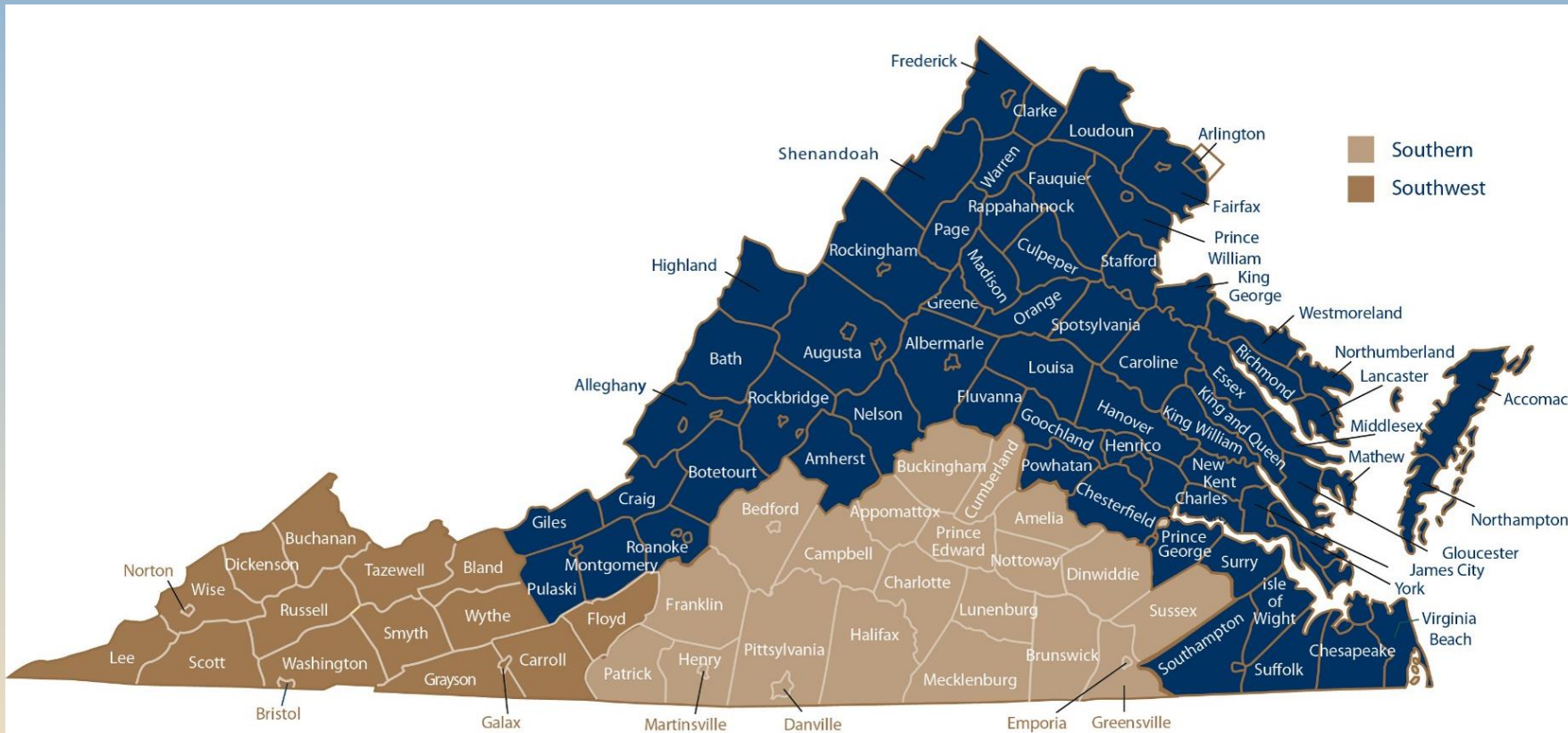
November 26, 2024



DEVELOPING A DIVERSE ECONOMY IN SOUTHERN & SOUTHWEST VIRGINIA



A region of 40 counties & cities impacted by declines in tobacco, textiles, furniture, coal

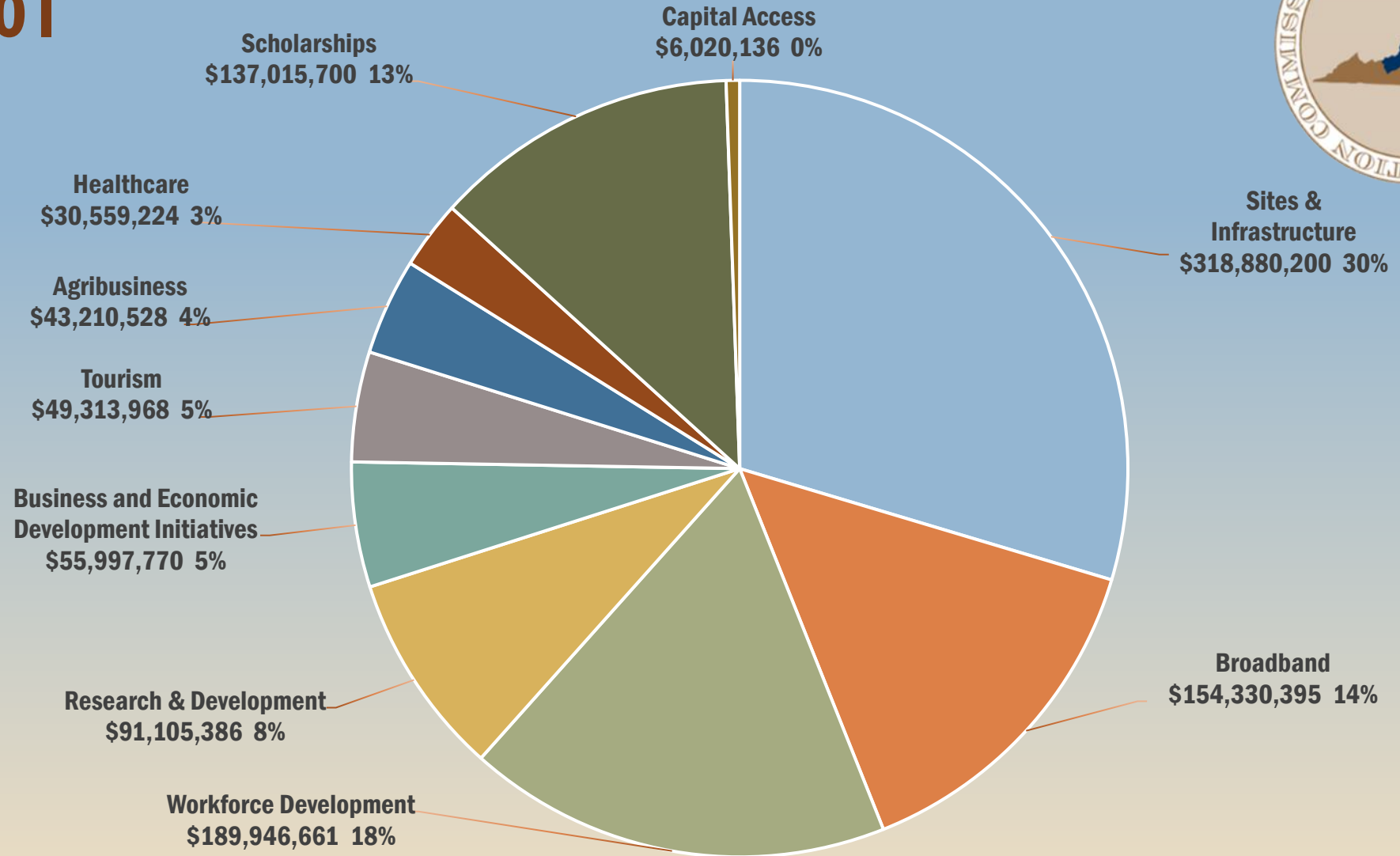




HISTORY

- State Attorneys General sued US cigarette manufacturers, resulting in National Tobacco Master Settlement Agreement (MSA) in 1998
- MSA allocations of the Commonwealth's share:
 - 50% to Tobacco Region Revitalization Commission (TRRC)
 - 41.5% to Va Healthcare Fund (Medicaid/health care services)
 - 8.5% to Va Foundation for Healthy Youth (youth smoking/obesity/substance use prevention)
- 1999 General Assembly created TRRC, now a 28-member body, to provide economic revitalization grant funding from MSA proceeds
- TRRC securitized half its MSA payments in 2005 (tax-exempt bonds) and remaining half in 2007 (taxable bonds) resulting in \$1B+ endowment, which funds our programs

GRANT AWARDS BY MAJOR CATEGORY SINCE 2001



Why Create a Housing Program?



- **Tobacco Region experiencing economic success and growth**
- **Broad and growing recognition that lack of housing is a major barrier to recruiting major new employers to the region**
- **Region's housing market not creating the kind of housing the employees of these new companies need**
- **Differentiate our region by addressing this concern**
- **Provide our allies in economic development a tool to win projects**

Economic Development Workforce Housing Incentive Pilot Program



- **Developed with expert input from:**
 - Virginia Housing
 - DHCD
 - Virginia Housing Commission
 - Tobacco Commissioners

Program rolled out July 2024

Program seeks to deploy modest Commission funding, alongside the energy brought about by a major economic development project, to bring together the locality, the employer, and the state's housing community to develop and implement an innovative workforce housing solution that incentivizes the company's commitment to the Commonwealth.

Economic Development Workforce Housing Incentive Pilot Program



Program Basics:

- Applications made by localities in the Tobacco Region
- Max award of \$1M (\$2M currently committed to program)
- Max incentive per unit of \$35,000 (requires 3-to-1 match)
- Housing must target households at 80-120% of AMI
- Locality must have a workforce housing plan
- Applications taken on a rolling basis
- Award must be tied to an economic development project

Economic Development Workforce Housing Incentive Pilot Program



Stronger projects should have the following:

- **Innovative and meaningful support from the locality for new workforce housing**
- **Involvement from multiple partners leveraging one another's investment**
- **Employer participation or support**
- **Achieve other community development goals**
- **Demonstrates an innovative model for generating more workforce housing in the region**

Economic Development Workforce Housing Incentive Pilot Program



What's next:

- **Communities with prospective projects invited to submit a pre-application at <https://revitalizeva.org/economic-development-workforce-housing-incentive-pilot-program/>**
- **Strong projects will be invited to complete a full application**
- **Program will be evaluated and potentially tweaked at the Commission's three annual meetings (next one in Jan. 2025)**
- **Questions? Contact Stephen Versen, TRRC Deputy Director (sversen@revitalizeva.org or 804-229-4824)**