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FORT WAYNE, IN

# THE HOUSING RESOURCE HUB HOUSING STRATEGY GUIDE

# 2023

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NOBLE COUNTY, IN



# NOBLE COUNTY HOUSING STRATEGY TEAM

Noble County Housing Strategy was commissioned by Be Noble Inc. comprised of key stakeholders. We thank the following individuals for their input and direction.

Angie Kidd - Common Grace Ministries

Aerle Franklin - City of Ligonier

Melanie Kellogg - Be Noble Inc.

Gary Leatherman - County Commissioner

Grace Caswell - Tourism, Young Professionals

Jacob Ihrie - Be Noble Inc; Town of Albion

Jeff Dyson - Be Noble Inc; Entrepreneur and Developer

Jenna Anderson - Noble Thrive by Five

Kay Craig - The Arc Foundations Noble County

Leigh Pranger - Town of Rome City

Lori Gagen - Be Noble Inc.

Margarita White - Community Foundation of Noble County

Nathan Scherer - Be Noble Inc; Entrepreneur and Developer

Steve Geist - Creative Liquid Coatings

SuzAnne Handshoe - Be Noble Inc; City of Kendallville

Tara Streb - Be Noble Inc.

Tena Woenker - Be Noble Inc; Town of Avilla

Teresa Tackett - County Plan Commission

Will Thatcher - Community State Bank

Zach Smith - Noble County Engineer

# Project Phases

*This process takes approximately 18 - 24 months to complete.*

01

## Project Initiation

- Formalize Steering Committee
- Select communities to be included in market potential analysis
- Prepare Communication Plan
- Create Communication Homebase

02

## Set the Baseline

- Understand housing market potential
- Launch Community Housing Needs Survey

03

## Engage Stakeholders

- Hold Housing Symposium and announce market potential results

04

## Implement Housing Strategy

- Identify catalyst sites
- Authorize and create down payment assistance programs and other tools for buyers
- Complete project feasibility analyses and capital stacking

05

## Build Buyer/Renter Pipeline

- Launch media strategies in Communication Plan
- Host Housing Fair
- Host Homeownership is Possible Webinars

# NOBLE COUNTY HOUSING MARKET POTENTIAL

## NOBLE COUNTY POPULATION OVERVIEW 2023

POPULATION: 48,157

HOUSEHOLDS: 17,795

1 & 2-PERSON HOUSEHOLDS: 58%

MEDIAN HOUSEHOLD INCOME: \$64,800

HOUSING UNITS: 20,650

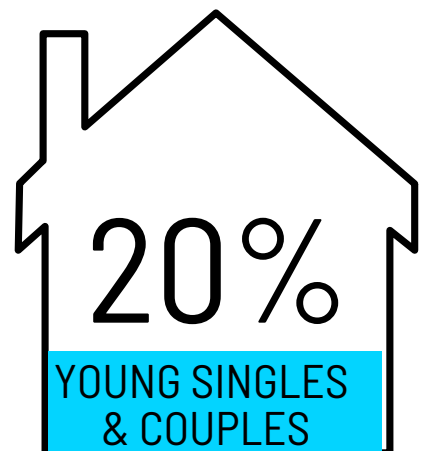
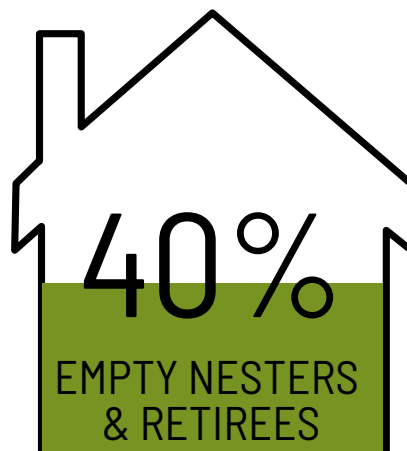
OWNER-OCCUPIED: 78%

SINGLE-FAMILY DETACHED: 78%

MEDIAN HOUSING VALUE: \$166,200



## HOUSEHOLD LIFESTAGE



# NOBLE COUNTY HOUSING MARKET POTENTIAL CONTINUED

WHERE DOES THE POTENTIAL MARKET FOR THE COUNTY LIVE NOW?

NOBLE COUNTY: 44.4%  
REGIONAL DRAW AREA: 26.8%  
ALLEN COUNTY: 11.1%  
BALANCE OF THE U.S.: 17.7%

**2295**

HOUSEHOLDS OF ALL INCOMES  
HAVE THE POTENTIAL TO MOVE  
TO NOBLE COUNTY EACH YEAR!



TRADITIONAL &  
NON-TRADITIONAL  
FAMILIES



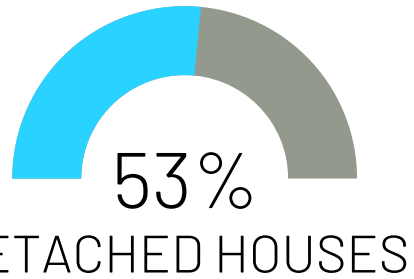
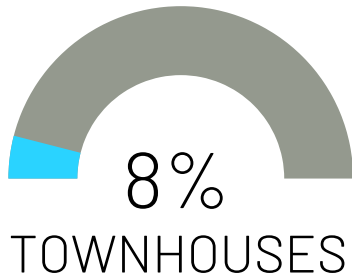
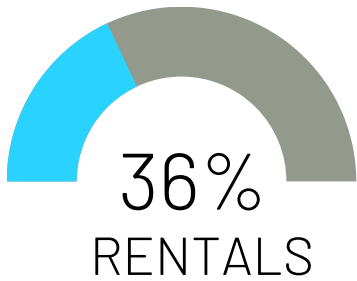
YOUNGER SINGLES  
& COUPLES



EMPTY NESTERS  
& RETIREES



# NOBLE COUNTY HOUSING MARKET POTENTIAL CONTINUED





# Measuring Progress

The H.O.M.E. Method uses a practical methodology that produces tangible results. Communities with SWAGGER seek housing solutions, not just a study of them. Many "housing studies" are designed to look back at past trends as an indicator of future housing market performance. They can be excellent tools for making applications for Federal and State funding streams, but high performance leaders are typically not looking to simply ask for funding. They want a tool to help them make good decisions about how to jumpstart their own local housing initiatives, with or without outside funding streams and the restrictions that come with them. The H.O.M.E. Method begins with the end in mind by determining a community's optimal housing market position and then builds a strategic plan for addressing key variables that are interacting in the market, that are preventing this from occurring.

Key Indicator	Activity / Project	Data / Outcome
New housing units developed or underway	Housing Strategies	<ul style="list-style-type: none"> <li>• Optimum market position</li> <li>• Capacity to undertake complex housing projects (swagger)</li> </ul>
Homebuyers assisted and/or supported	Local Government Homebuyer Initiative	<ul style="list-style-type: none"> <li>• Reduced worker commute time</li> <li>• Employer engagement</li> </ul>
New investment attracted (\$)	Catalyst Housing Development Projects	<ul style="list-style-type: none"> <li>• Income taxes</li> <li>• Real Estate taxes</li> </ul>

# HOUSING STRATEGY WORK PLAN

- Informational Webinar on Six Steps to Success
- Leadership Inventory
- Catalyst Sites
- Housing Optimization Plan
- Market Empowerment Plan
- Execute Housing Strategy