
1 **R2020-34: A RESOLUTION STATING THE POLICY OF THE CITY COUNCIL**
2 **CONCERNING THE ISSUE OF WORKFORCE HOUSING, AND TO SUPPORT**
3 **CERTAIN ACTIONS IN FURTHERANCE OF THIS POLICY.**

4 **Applicant/Purpose:** Staff/ to implement the recommendations of the Workforce Housing
5 Advisory Board, & to adopt a City workforce housing policy.

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7 **Brief:**

- 8 • The term “Workforce Housing” is generally understood to mean affordable
9 housing for households with insufficient income to secure quality housing in
10 reasonable proximity to the workplace.
- 11 • Studies show that housing costs in the City have become increasingly unaffordable.
- 12 • The need for workforce housing in this community is particularly acute for workers
13 in the hospitality & service industries (Group 1), & for most public employees,
14 teachers, & other middle income workers (Group 2 - those w/ incomes 2/3rds to
15 twice the U.S. median household income).

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17 **Issues:**

- 18 • As a result of the shortage of such housing, these workers are commuting from
19 outside of the City, which degrades their quality of life, increases traffic
20 congestion, & negatively impacts efforts of City businesses to resume normal
21 operations following a major disruption such as a significant storm.
- 22 • Per this resolution Council:
 - 23 ▪ Supports using the Workforce Housing Fund for incentives, purchases,
24 income subsidization, &/or other strategies to increase the stock of
25 attractive & affordable workforce housing options for both Groups.
 - 26 ▪ Supports creation of a non-profit corporation to:
 - 27 ▪ Coordinate w/ other agencies to expand workforce housing.
 - 28 ▪ Create affordable rental & home ownership programs.
 - 29 ▪ Create a community land trust to assemble property to develop &
30 perpetuate additional workforce housing.
 - 31 ▪ Seek additional private development & financial partners.
 - 32 ▪ Conduct market & financial feasibility studies as needed.
 - 33 ▪ Actively seek federal & state funding opportunities.
 - 34 ▪ Conduct community engagement meetings.
 - 35 ▪ Continually study best workforce housing practices.

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37 **Public Notification:** Normal meeting notification.

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39 **Alternatives:**

- 40 • Do not address the shortage of safe & affordable housing for our workforce.
- 41 • Address this issue using City resources instead of creating a non-profit agency.

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43 **Financial Impact:**

- 44 • Council has previously set aside a revenue stream to support this effort (.25% of
45 the value of new construction permits after the first \$100,000).
- 46 • This fund currently includes ~\$500,000.

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48 **Manager’s Recommendation:** I recommend approval.

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50 **Attachment(s):** Proposed resolution & supporting documents.

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CITY OF MYRTLE BEACH
COUNTY OF Horry
STATE OF SOUTH CAROLINA

A RESOLUTION STATING THE POLICY
OF THE CITY COUNCIL CONCERNING
THE ISSUE OF WORKFORCE HOUSING,
AND TO SUPPORT CERTAIN ACTIONS IN
FURTHERANCE OF THIS POLICY.

WHEREAS, the term “Workforce Housing” is generally understood to mean affordable housing for households with earned income that is insufficient to secure quality housing in reasonable proximity to the workplace.*; and

WHEREAS, studies have shown that housing costs in the City have become increasingly unaffordable for the workforce causing a shortage of housing options in the City limits; and

WHEREAS, the need for workforce housing in this community is particularly acute for workers in the hospitality, and services industries (Group 1), and the vast majority of public employees, teachers, and other middle income workers (Group 2 - those with incomes two-thirds to double the U.S. median household income, according to the Pew Research Center); and

WHEREAS, as reflected in the Workforce Housing Advisory Board proposal, due to the cost of living, these workers are living further away from where they work which degrades their quality of life, and negatively affects the City’s economy; and

WHEREAS, the shortage of workforce housing also negatively impacts efforts of City businesses to resume normal operations following a major disruption such as a significant storm; and

WHEREAS, City Council recognizes that there is a national housing crisis, and as is true in every city in this nation, there is no easy solution to this problem; and

WHEREAS, City Council has a long history of supporting agencies that provide solutions to problems in our community; and

Whereas, City Council also recognizes that an umbrella organization to implement affordable workforce housing solutions is needed to coordinate the agencies currently involved in meeting these critical needs and to assist the City in the creation of cost effective solutions to the shortage of workforce housing.

Now, therefore, be it resolved by the City Council of the City of Myrtle Beach that it shall be the policy of the City to:

- 1. Support the use of the Workforce Housing Fund for authorized incentives; purchases; subsidization of income to gain rental or home ownership; and/or other strategies to increase the stock of attractive and affordable workforce housing for individuals in both Group 1 and Group 2.

- 1 2. It shall be the policy of the City to support creation of a non-profit organization
2 with the mission of growing affordable workforce housing opportunities in the
3 City. This agency will work to:
- 4 • Coordinate and establish partnerships with the City of Myrtle Beach, the
5 Myrtle Beach Area Housing Authority, Habitat for Humanity of Horry
6 County, New Directions of Horry County, ECHO, Waccamaw Council of
7 Governments, and other similar agencies for the purpose of expanding
8 the inventory of workforce housing.
 - 9 • Create affordable rental and home ownership programs for Group 1 and
10 Group 2.
 - 11 • Create a community land trust to assemble property for development of
12 workforce housing, and to perpetuate the stock of workforce housing.
 - 13 • Seek additional private development and financial partners.
 - 14 • Conduct market and financial feasibility studies as needed.
 - 15 • Actively seek federal and state funding opportunities.
 - 16 • Conduct community engagement meetings.
 - 17 • Continually study best workforce housing practices.
- 18 3. Support the use of the Workforce Housing Fund for authorized incentives,
19 purchases, or subsidization of income to gain rental or home ownership.
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21 * See Haughey, Richard M. (2002), ULI Land Use Policy Forum Report: Challenges to
22 Developing Workforce Housing Washington, D.C., Urban Land Institute, and
23 <https://americas.uli.org/affordable-workforce-housing-council-awhc/> Urban Land
24 Institute.
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27 SIGNED AND SEALED this 11th day of August, 2020.
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32 BRENDA BETHUNE, MAYOR
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34 ATTEST:
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37 JENNIFER ADKINS, CITY CLERK
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