



A home is the  
*foundation.*

The National Housing Trust Fund Campaign  
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## HOUSING IS THE FOUNDATION FOR STRONG LOCAL BUSINESS

Housing low income Americans is in the best interest of the business community. Businesses are more likely to locate in areas with adequate housing for workers, so an increase in housing means attracting more business and economic development.

**BASICS:** The National Housing Trust Fund Campaign proposes federal legislation that would create a dedicated source of funding for the production, preservation and rehabilitation of 1.5 million affordable housing units in 10 years. At least 75% of the funds would be for housing for households that are earning less than 30% of median income.

- **More housing means more consumers in the neighborhood.** This increases foot traffic and sales in retail and service industries.
- **Housing is an economic stimulus.** It brings money, jobs and consumers into a neighborhood and contributes to overall neighborhood improvement.
  - The National Association of Home Builders (NAHB) estimates that in a typical U.S. metropolitan area, building 100 single-family units generates \$16 million in local income and 284 local jobs in the first year alone. The corresponding figures for 100 multi-family units are \$7 million and 133 jobs. The portion of this new income that benefits local businesses is 29% and 23% respectively.<sup>1</sup>
  - The initial impact of the National Housing Trust Fund would be creating 184,300 jobs and generating \$5 billion in wages across the nation, which would have a leveraged impact of 1.7 million jobs and \$44.5 billion.<sup>2</sup>

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<sup>1</sup> National Association of Home Builders. (2005). *The local impact of home building in a typical metropolitan area: income, jobs, and taxes generated*. Washington, D.C.: Author. Retrieved on June 13, 2007 from [http://www.nahb.org/fileUpload\\_details.aspx?contentTypeID=3&contentID=35601&subContentID=28002](http://www.nahb.org/fileUpload_details.aspx?contentTypeID=3&contentID=35601&subContentID=28002).

<sup>2</sup> Brooks, M. (2001). *Home sweet home: Why America needs a National Housing Trust Fund*. Washington, D.C.: Center for Community Change

- **Business owners could be involved in the planning process.** Unlike private developments, housing built with Trust Fund money would require a public participation process in which business owners could be involved.
- **Increased federal funding means we could do more** to improve and develop our neighborhoods.

**ENDORISING ORGANIZATIONS INCLUDE:**

- National Cooperative Bank Community Development Corporation
- Congress for Community and Economic Development
- National Neighborhood Coalition
- National Credit Union Foundation
- National Community Building Network

*For more information, visit [www.nhtf.org](http://www.nhtf.org) or call 202-662-1530.*