



# ***Helping Out Mecklenburg's homeowners with Economic Support*** **HOMES Program Update**

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# Presentation Overview



**PROGRAM SUMMARY**



**FUNDING & ELIGIBILITY**



**PROGRESS UPDATE**



**OUTREACH & MARKETING**



# HOMES Program Summary

- Helps low-to-moderate income homeowners reduce the cost of owning their homes
- Program initiated in FY21 at Office of the Tax Collector
  - Transferred to Department of Community Resources in FY22
- **FY24 program year:** Jul. 1 - Nov. 17, 2023



# FY24 Funding

	Mecklenburg County	City of Charlotte*	Total Funding
Budgeted	\$9,690,000	\$4,152,857	\$13,842,857
<b>Available for Grants</b>	<b>\$8,500,000</b>	<b>\$3,642,857</b>	<b>\$12,142,857</b>

\*Additional funds available to City of Charlotte residents through City-County partnership



# Application Process



Applications submitted via email, mail, drop-box, or online



Eligibility based on residency, tax status, income, and other program considerations



Grants paid to the Mecklenburg County Tax Collector in the order received until funds are exhausted



Credit of 25% of the property tax amount, not to exceed \$426\* from the County and \$234 from the City

\*FY24 calculation, increased from \$340 in prior years



# FY24 Eligibility Requirements\*

- **Residency:** Homeowners must have lived in the home for at least the past three years, and it is currently their primary residence
- **Tax Status:** No more than one delinquent tax bill in the last three years
- Not participating in certain **property tax relief programs** (e.g. Homestead Exclusion, Disabled Veterans)
- **Total Household income:** Must not exceed 80% of the Area Median Income (AMI)

## 2023 AMI Limits, U.S. Department of Housing and Urban Development (HUD)

# of Persons in Family	1	2	3	4
To qualify, household income must not exceed:	\$55,850	\$63,800	\$71,800	\$79,750



# FY21-FY24 Comparison

Metric	FY21	FY22	FY23	FY24 YTD*
County Grants Approved	\$135,861	\$186,108	\$358,037	\$575,030
City Grants Approved	n/a	n/a	n/a	\$256,444
<b>Total Grants Approved</b>	<b>\$135,861</b>	<b>\$186,108</b>	<b>\$358,037</b>	<b>\$831,474</b>
County Grants Pending	n/a	n/a	n/a	\$145,653
City Grants Pending	n/a	n/a	n/a	\$66,459
<b>Total Grants Pending</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>\$212,112</b>

\*July 1 – September 21, 2023



# FY21-FY24 Comparison

Metric	FY21	FY22	FY23	FY24 YTD*
# Applications Received	677	1,122	2,551	2,937
# Applications Approved	513	726	1,347	1,617
<b>% Applications Approved</b>	<b>76%</b>	<b>65%</b>	<b>53%</b>	<b>55%</b>
Average County Award	\$265	\$256	\$266	\$356
Average City Award	n/a	n/a	n/a	\$193
<b>Average Total Award</b>	<b>\$265</b>	<b>\$256</b>	<b>\$266</b>	<b>\$549</b>

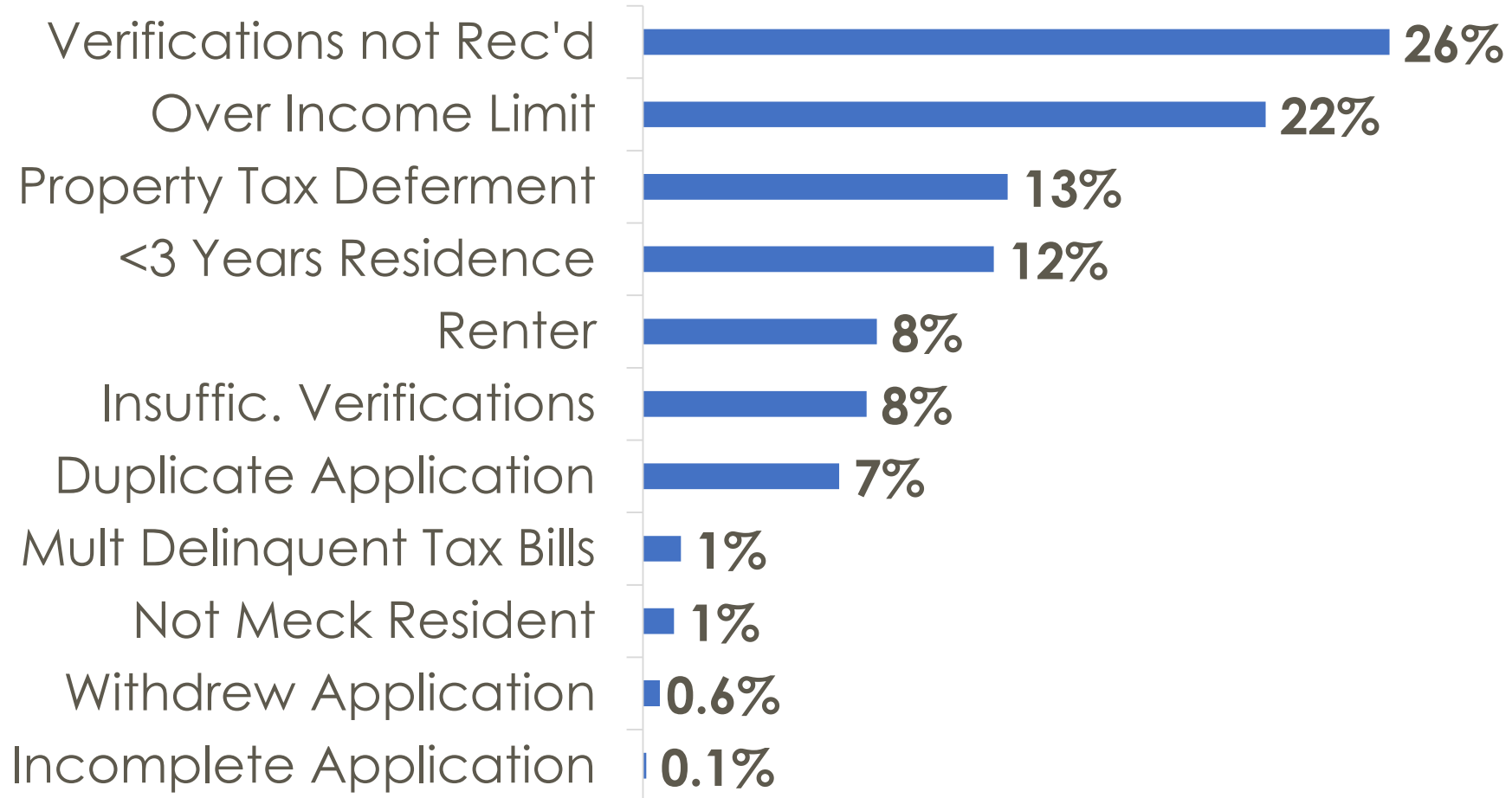
\*July 1 – September 21, 2023



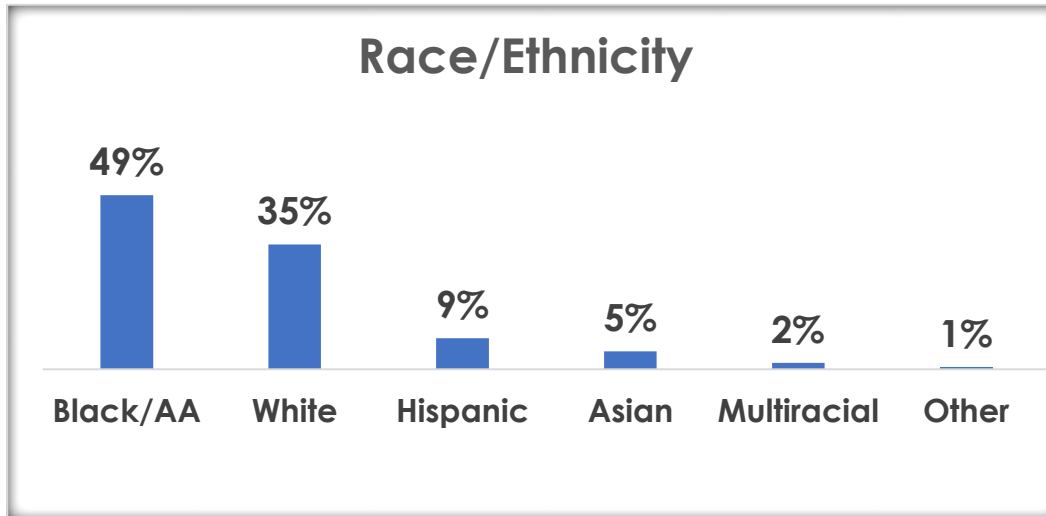
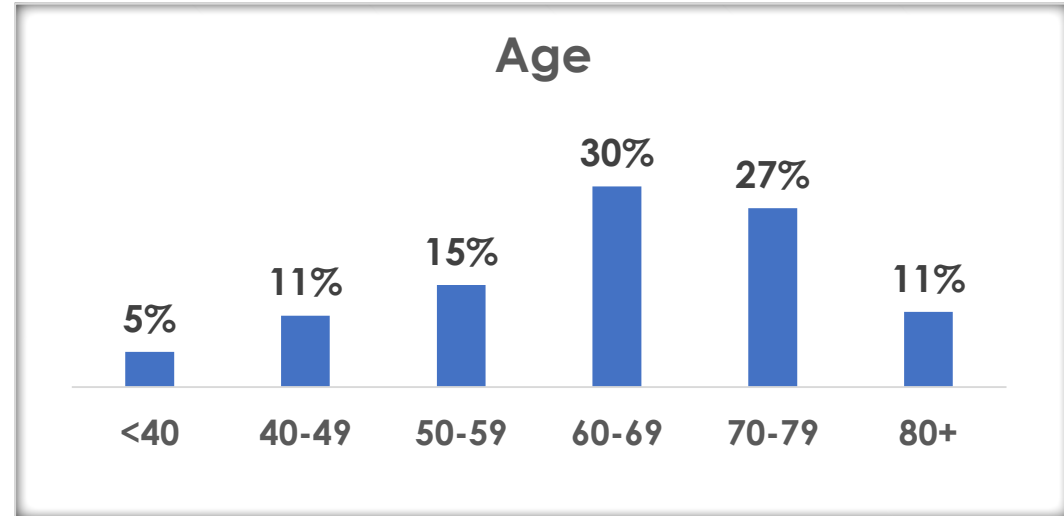
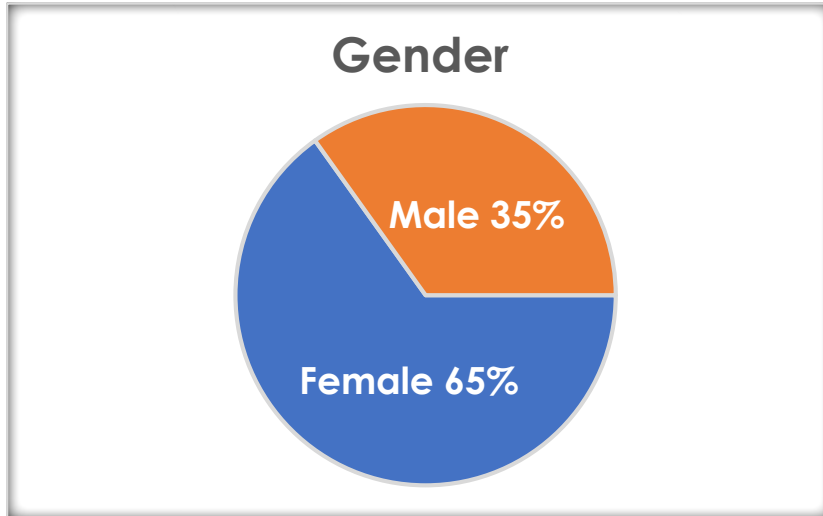


# FY24 Denial Reasons

**886** County applications have been denied year-to-date (30%).



# Applicant Demographics\*



Top 5 ZIP Codes	# Applications
28269	339
28215	260
28216	231
28214	217
28227	209

\*Percentages are based on applicants who answered the question.



# Outreach & Marketing



## Media

Radio & print ads  
Social media  
Geofencing (targeted ZIPs)  
Online/email ads  
Streaming & broadcast TV  
Outdoor ads (billboard, bus/light rail)  
Interviews



## Community Outreach

29 events/festivals  
Neighborhood & business canvassing  
Faith leaders & community partners  
Neighborhood associations  
HBCU Alumni groups  
Charlotte-Mecklenburg Schools



## County & City Communications

Fliers at County & City locations including all 26 Park & Recreation Centers  
MeckTV  
External newsletters and email blasts  
Mecklenburg Transportation System  
NC General Assembly Delegation



## Direct Mail

Property tax bills



## Staff Engagement

DCR/CRC  
Tax & Assessors' Offices  
Internal newsletters

# Current Outreach Initiatives



**Helping Homeowners in Need**

[MeckNC.gov/4HOMES](http://MeckNC.gov/4HOMES)

- Onboarding two program coordinators to increase community engagement efforts
- 12 outreach activities, including Festival in the Park
- 12 senior events at six Recreation Centers
- Onsite applications at seven congregated meal sites for seniors
- Direct mailing to reach 40,000 additional residents
- Mass email outreach to faith-based organizations
- *Charlotte Post* webinar
- HOMES staff resource assisting with onsite applications at Office of the Tax Collector



# How to Apply for the HOMES Program

**The HOMES Program application period is July 1 - November 17, 2023.**

Mecklenburg County residents can apply for HOMES via the following ways:

- An online application can be found and submitted on the HOMES webpage at [www.mecknc.gov/4homes](http://www.mecknc.gov/4homes).

- A fillable and printable application can be found on the same webpage. Completed paper applications can be mailed to:

**Department of Community Resources**

3205 Freedom Drive, Suite 1000  
Charlotte, N.C. 28208

- Pick up a paper application from:

**Department of Community Resources at two locations:**

3205 Freedom Drive, Suite 1000  
Charlotte, N.C. 28208

430 Stitt Rd  
Charlotte, NC 28213

**County Assessor's Office located at:**

3205 Freedom Drive, Suite 3500  
Charlotte, N.C. 28208

- Call 980-314-HOME (4663) to request an application or assistance with the process or email [4homes@mecknc.gov](mailto:4homes@mecknc.gov).





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