



2021 MEDIA KIT



WHO WE ARE

Champions of the Community

At our core, DreamKey Partners is a passionate assembly of leaders driven to make a difference in the lives of others.

OUR VISION IS THRIVING COMMUNITIES WHERE EVERYONE HAS A CHANCE TO SUCCEED.

We believe in people. In community. In fairness, inclusion and equity of opportunity for everyone. And our team feels compelled to do everything we can, every day, to help our neighbors achieve their dreams—of living in safe, affordable housing because it's the right thing to do. And we know that affordable housing leads to social and economic mobility.

Our work began over 30 years ago from a seed of an idea and a selfless group of civic leaders who resolved to take action to expand affordable housing in Mecklenburg County. This group became Charlotte-Mecklenburg Housing Partnership (now DreamKey Partners)—a private, nonprofit organization focused on real estate development, homeownership education and financing, and neighborhood revitalization. To date, we've invested over \$322 million in multi- and single-family real estate, provided \$23 million in mortgage loans, and served more than 31,000 individuals with homeownership education and counseling.

The DreamKey Partners Difference

We approach the affordable housing crisis holistically—that is, we don't just build affordable housing and call it a day. We remain invested throughout the entire journey, and our touchpoints are deep. From the outset, we learn before we act. We dig into the hearts of the neighborhoods—we talk and partner with residents, government and community leaders, builders/contractors, lenders, and other nonprofit organizations and foundations.

We are equipped to develop affordable housing solutions that make sustainable sense for people and neighborhoods. We offer virtual programs designed to educate individuals and families about homeownership and every day financial planning such as budgeting and understanding a credit report. And we provide counseling services and help with downpayment financing, as well as provide emergency assistance for rent, utility and mortgage payments when times are hard.

However, the true essence of our difference lies in leadership, which includes some of the most experienced, diverse, and compassionate people in the industry.



OUR TRUSTED LEADERS



Julie Porter, President

Advocate. Pollinator. Ring-Leader.

Julie's hope and optimism are potent and contagious. Her straightforward, unwavering belief that housing is the basic building block to economic opportunity has been a driving force for the DreamKey Partners team since 2013. Throughout her entire career, Julie has been a dynamic, decisive pioneer at the forefront of revitalizing communities and improving lives in the Midwest and Southeast.

Julie's talent for "stirring things up" to create masterpieces is also evident in her kitchen, where she loves to bake tempting treats.



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Fred Dodson, Jr., Executive Vice President of Real Estate & Chief Operating Officer

Motivator. Cultivator. Stormchaser.

They say you have to watch out for the quiet ones, and that's certainly true of Fred. Fred's our "Gentle Giant", leading DreamKey Partners' real estate development and construction operations teams. He has a rich history of accomplishing the seemingly impossible in affordable housing. He does it by remaining laser-focused on his love for the people we serve—and he has nearly 3,000 rental housing units to show for it.

When Fred's not out cultivating hope in affordable housing, you'll find him knuckle-deep, cultivating his own garden.



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OUR TRUSTED LEADERS



**Erin Barbee, Senior Vice President,
Programs & Services**

Cheerleader. Hunter-Gatherer. Tap Dancer.

If Erin were a superhero, she'd be the one who can break down walls with just her smile. Her love for people has guided her in leading efforts to address affordable housing, food insecurities, and building equity and trust among people. Today, she's the driving force for the Financial Literacy, Home Buyer Education, Downpayment Assistance, Foreclosure and Eviction Prevention Programs. Erin joined DreamKey Partners in 2019.

Ever the adventurer, Erin enjoys traveling the globe. And yes, she wears her superhero cape.



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**Rebekah Baker, Senior Vice President,
Asset Management**

First-responder. Ninja. Guardian.

Rebekah is a nimble, gifted, ninja warrior. Her diverse background in real estate management and finance, coupled with her resourceful and loyal nature, has served her well as she fiercely protects and grows DreamKey Partners' real estate investments. She is most passionate about "the ability to create affordable housing developments that not only reflect the character of the community, but also display the same quality of design and construction as market-rate housing."

Rebekah is an active member of her F45 Workout family. It's probably how she keeps up with her sons, who play and coach college baseball.



OUR TRUSTED LEADERS



**Noelle Bell, Senior Vice President,
Marketing & Communications**
Creator. Navigator. Storyteller.

Noelle brings DreamKey Partners' voice to life through all forms of communication. Equipped with acumen in both left/right-brain thinking, she enjoys both the artistic and analytical sides of her work. Her love for photography comes in handy too. But most of all, she gets her energy from collaborating with people. Noelle's extensive background in global communications focused on making a difference – charitable giving, social and economic investments – ignited her commitment to continuing this work more locally. She joined the organization in 2020.

Offer Noelle some dessert and put on an NBA game – she'll be your friend forever.



www.linkedin.com/in/noelle-bell/



Kevin Schrader, Chief Financial Officer
Scorekeeper. Fortune-teller. Referee.

When Kevin comes to see you, you're never sure if he's going to make your day...or tell you to get your calculator out and start over. His deep knowledge and experience in financial management for a variety of companies and industries (including a Big Four accounting firm) makes him fully equipped to deftly govern DreamKey Partners' purse strings. But when you get past his strict adherence to accounting practices, you sense his love for people and his passion for helping others achieve their potential.

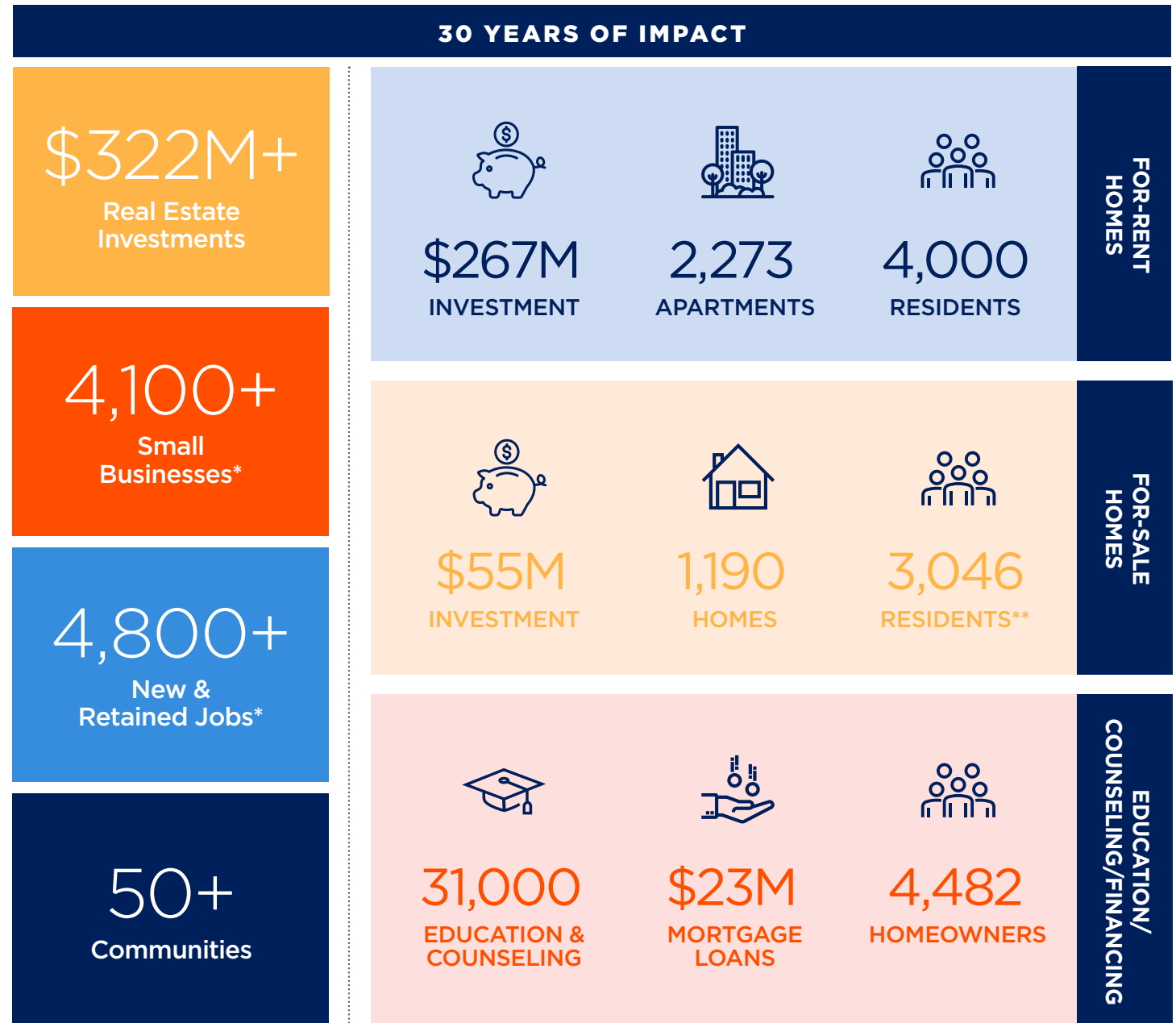
When Kevin's not crunching numbers, you may find him playing on the tennis court, where he usually wins. Is that because he's also acting as the score-keeper and referee?



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FAST FACTS



*Economic impact estimates were derived using Housing Virginia, SOURCEBOOK and Infogroup's Salesgenie; the data is intended as informational, educational and research use.

**U.S. Census Bureau



OUR SERVICES: REAL ESTATE DEVELOPMENTS

Real Estate Developments

Since 1989, DreamKey Partners has invested over \$322 million in multi- and single-family homes for rent or sale. This has been a genuine labor of love involving trusted partnerships with countless individuals, companies, organizations, foundations and government agencies. Our development work includes significant neighborhood and housing revitalization as well as ground-up new housing communities. To date, we have developed and rehabilitated over 30 apartment communities and are in the process of constructing several new properties including single-family homes and townhomes under the Aveline Communities brand.

Our affordable housing developments are typically geared toward individuals and families with up to 60% of the area median income (AMI), but can include up to 120% AMI with some units that are market rate. We serve families of all races, ethnicities and backgrounds, including veterans and active adults.

We're proud of all our housing developments but feature just a few below. For more information on these or other DreamKey Partners communities, we invite you to visit our website at dreamkeypartners.org.



Seversville Apartments. One of our first neighborhoods and the first tax credit funded development in Mecklenburg County, this multi-family community has 47, 1- and 2-bedroom units. Seversville provides a fully-equipped kitchen, private patio/balcony, playground, community center and more. It's the only affordable housing in, what is now, a gentrified neighborhood.



Crown Court. DreamKey Partners' latest development, Crown Court offers 103 apartment units for seniors aged 55+. This development is named in memory of Nancy Crown, an affordable housing advocate and previous board member. Located on Nolley Road just north of Matthews, these apartment homes offer premium finishes, open floorplans, and amenities such as a fitness center, raised garden beds for resident planting, a community room and more.



OUR SERVICES: REAL ESTATE DEVELOPMENTS



The Mezzanine. This recently-opened 185-unit, multi-family apartment development is located at Freedom Drive and is a mixed-income property serving both affordable and market-rate housing. Located within minutes of Charlotte Douglas International Airport and I-85, The Mezzanine provides modern conveniences such as a laundry center, fitness and weight-training center, and clubhouse.



Tyvola Crossing/Tyvola Phase II. Tyvola Crossing includes 80 multi-family, 2- and 3-bedroom apartments, conveniently located minutes from Uptown Charlotte. These apartment homes offer fully-equipped modern kitchens, full-sized laundry connections, spacious closets and private balconies/patios. The development also includes a playground and resident business center. Tyvola Phase II provides 20 additional apartments for veterans.



Brightwalk. A master-planned community, Brightwalk is a mixed-income urban village in northeast Charlotte. The development consists of single-family homes and townhomes and affordable, multi-family apartments (The Stevenson at Brightwalk) developed by DreamKey Partners. This community includes a pool and daycare center.



Hearthside Club Lafayette. Hearthside offers 125 apartment homes for active adults aged 62+ in Fayetteville, Georgia. This property fosters a sense of community among its residents, with regularly scheduled events planned for the Resident Lounge, fitness programs, a game room and an outdoor courtyard. The 2- and 3-bedroom units feature premium finishes and spacious floorplans. Hearthside was developed as a joint venture with Onestreet Residential based in Atlanta.



OUR SERVICES: UPCOMING DEVELOPMENTS

PROPERTY NAME	CITY	# OF UNITS	ESTIMATED COMPLETION	HIGHLIGHTS
Aveline at Coulwood	Charlotte	52	2021	First single-family development under the brand Aveline.
Easter's Home at Caldwell Presbyterian Church	Charlotte	20	2021	Small supportive housing development in a historic building with a church partnership. Supportive housing is a practice for serving chronically homeless individuals and families.
South Village at Scaleybark	Charlotte	82	2021	Second new construction affordable housing development near a transit site.
Marvin Road	Charlotte	70	Summer 2022	First/kickoff in this community. It's one of three developments.
Dunbar Place	Rock Hill	100	2023	Workforce housing.
McLelland Village	Mooresville	96	2023	Workforce housing. 120% below new luxury rental market rate apartments.
YWCA Central Carolinas	Charlotte	104	2024	Multi-family and townhomes for rent.
Johnston Oehler Seniors	Charlotte	140	2023	Seniors (55+) community.
Aveline at Briar Creek	Charlotte	18	2024	Townhomes for sale. Land donated by Flagship Healthcare Properties.
Connelly Creek Apartments	Charlotte	78	Sept. 2022	Multi-family and townhomes for rent.
Mecklenburg County, Billingsley Road	Charlotte	285	2024	155 multi-family, 80 senior rental units, 27 townhomes for sale, 23 detached single-family for sale. Partnership with CrossRoads CDC.



OUR SERVICES: PROGRAMS

Education and Financial Assistance Programs

At DreamKey Partners, our purpose is to meet people where they are. That means understanding their goals and needs and connecting in a way that is valuable for them, which can be renting an apartment, buying a home, or assistance with existing rent and mortgage payments.

Homeownership is something to strive for, but it may not be for everyone. We recognize how difficult the process of buying and keeping a home can be, especially for first-time buyers. We also know that for some the best decision is securing an affordable place to rent. For that reason, our team of highly experienced, compassionate coaches and HUD-certified Homeownership Advisors are proud to offer a variety of education and financial assistance programs to help people meet their goals.

Homebuyer and Financial Empowerment Programs. In a nutshell, *these programs equip people with the knowledge and confidence to successfully secure a home and learn the basics of financial planning for everyday living.* The classes are designed to prepare future homeowners with the homebuying process, and also help people learn how to save and manage their budgets for sustainable rent and mortgage payments. Participants can enroll and attend classes online (in English or Spanish) and receive certificates of completion.

Financial Assistance Programs. DreamKey Partners manages a number of programs designed to help future homebuyers with downpayment and emergency payment assistance. Some examples include:

- **RAMP (Rent & Mortgage Assistance Program).** A partnership between DreamKey Partners, the City of Charlotte, Mecklenburg County and Socialserve, RAMP primarily serves people at 50% and below AMI who have been impacted by COVID-19 and need help with rent, utilities and mortgage payments. In 2020, this program provided over \$18.7 million in funding; another \$26 million in stimulus funds has been allocated for 2021.
- **HouseCharlotte.** Using funds from the City of Charlotte, DreamKey Partners administers the HouseCharlotte program to provide downpayment loan assistance to Community Heroes who are at or below 80% AMI: teachers, firefighters, law enforcement officers, healthcare workers and other first-responders.
- **Downpayment Assistance for Hispanic Homebuyers.** DreamKey Partners provides one-on-one counseling and administers downpayment assistance to first-time Hispanic homebuyers at or below 80% AMI. These are deferred and forgivable loans up to \$15,000, and the home must be located within Mecklenburg County.



AREAS OF EXPERTISE

Speaking Opportunities & Interviews

DreamKey Partners' leadership includes some of the most notable experts in the field of affordable housing and homeowner education. They can be a tremendous resource to our media partners for speaking engagements, panel discussions, and interviews. Here is a list of just some of our areas of expertise. Don't see a topic that interests you? Just reach out; we may be able to help.

- **Affordable housing**
- **Social & economic development**
- **Neighborhood revitalization and redevelopment**
- **Consequences of gentrification**
- **Real estate development**
- **Property management**
- **Administering a rent/mortgage emergency assistance program**
- **How to find and purchase a home**
- **Determining your homebuying budget**
- **Selecting a lender and broker**



LOOKING AHEAD

Our work is never done. Social and economic disparity remains a critical issue. Unfortunately, the gap has widened during the COVID pandemic and is particularly prominent among people of color, veterans and senior citizens. We stand firm in our belief that affordable housing can greatly diminish those gaps and lead to economic mobility. We're proud of the work we've accomplished with our partners so far, and we look forward to the future with hope and eagerness in our hearts.

2021 promises to be a year of rebirth. While significant progress on pandemic control and efforts to re-energize the economy are being made, our organization is undergoing a rebirth of our own. We have recently changed our name from Charlotte-Mecklenburg Housing Partnership to DreamKey Partners. This decision took much consideration and was made for several reasons:

- We sought to signify our deep commitment and passion for our work and to communicate the value of our work to the people and communities we serve. Our role is to help people achieve their affordable housing goals and we offer them the “keys” to accomplish this.
- Our work has expanded beyond the Charlotte-Mecklenburg area and will continue to expand throughout the Southeast region.
- Our former name was too broad and was easily confused with other housing organizations. We wanted a name that was unique, we could make our own and better represented the people we serve.
- Our developments and programs are designed to help renters and prospective homeowners reach their dreams and stand with them every step of the way.

Our focus for 2021 and beyond is to continue to expand on and grow the work we've started. Key areas include:

- Continuing property and land acquisition and development (see Upcoming Developments chart for more details)
- Administering 2021 RAMP funding (\$26.7 million allocated for this year)
- Expanding virtual homeownership education, financial literacy and counseling



DREAMKEY
PARTNERS

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