

## Supportive services add to double bottom line

By John Zipperer

Services and programs for residents are playing important roles in Campbell-Hogue & Associates, Inc.'s housing developments. For developer Terry Campbell, president of Campbell-Hogue, the impetus for getting involved in providing supportive services came from the lack of activities for the large numbers of children at his affordable family apartments.

Campbell began looking for a non-profit group experienced in providing after-school programs or summertime activities for children. His company had contacts at the YMCA who recognized the

Hogue. "It cannot be included in the tax credit basis because it's a facility that is used by residents and neighborhood children," said Campbell. But he handles its financing as he would any other amenity on the site. "It's like building a clubhouse or a pool. You don't get rent for those, either."

The YMCA provides staffing and programs for the center, and in return it collects fees based on its own income-level schedule. Texas-based Dell, Inc., donated 20 computers to the center.

In addition to the sense of knowing he's improved the lives of his residents,

with the results at Fort Branch that it is making similar moves at several other properties it is putting together in Austin: Victoria, Texas; and Cottonwood, Ariz. The YMCA is involved in some of those projects. In Cottonwood, the developer will be teaming with Buena Vista Children's Services to help staff a learning center.

"What really comes through is that most of the families living in the low- and moderate-income units of affordable communities don't have a lot of extra dollars, and the parents are busy working," said Campbell. "The kids come home at 2:00 or 2:30, and what are they going to do?"



The YMCA provides staffing and programs for residents and neighbors of Fort Branch at Truman's Landing, a bond-financed apartment development in Austin, Texas.

advantages of being visible and active in places in the community besides its own large facilities.

The result can be seen at Fort Branch at Truman's Landing, a 250-unit, \$21 million property in Austin, Texas, financed with tax credits and bonds. About 300 children live at Fort Branch, many of them between 5 and 12 years old and thus the perfect target audience for a YMCA program. The site includes a 2,200-square-foot YMCA learning center that was built and paid for by Campbell-

Campbell said there are bottom-line benefits to a property that can offer such services to its residents. Having something competing properties lack is a boon for marketing. It also helps retain tenants, who might not be able to find similar services in another location. And it helps put more adults on-site, with the workers at the learning center providing additional supervision of a child-heavy property. Busy children can't be out wreaking havoc or otherwise getting into trouble.

Campbell-Hogue has been so happy