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Bradley G. Marlor, *Council Member*
Donald J. Shelton, *Council Member*
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FOR IMMEDIATE RELEASE:

South Jordan Supports New Affordable Housing for Frontline Workers in Partnership with Ivory Homes

Nine new homes for city and local school district employees demonstrate creative solutions to Utah's housing affordability challenges

(South Jordan, Utah - April 29, 2021) Today, South Jordan City and Ivory Homes celebrated the completion of nine new affordable homes for city and local school district employees through a unique workforce housing collaboration. The Bingham Court Workforce Partnership included innovative zoning and infrastructure cost sharing to allow for deed-restricted, affordable homes for frontline workers. This comes as demand for housing and affordability challenges in Utah are at an unprecedented level.

“We simply don’t have enough housing to meet the current demand and projections show we are going to need substantially more,” said South Jordan Mayor Dawn Ramsey. “The City of South Jordan wanted to be proactive and expand housing options, especially for those who serve its community and greatly appreciate our partnership with Ivory Homes to make that possible. This is exactly the type of collaboration our state needs to address this critical issue.”

The Kem C. Gardner Policy Institute estimates Utah’s extreme housing shortage, estimated at 50,000 units, robust demand, limited new supply are creating pressures to have the median sales price of a home in the Salt Lake area at \$736,000 in the next 25 years. Just in the past year, the Salt Lake area has had a nearly 20% increase in home values according to research by RedFin.

“Utah has a very real housing crisis, both in terms of availability but also affordability that goes beyond our community’s most vulnerable and quickly pricing out first-time homebuyers and our frontline employees,” said Clark Ivory, CEO of Ivory Homes. “We’re so appreciative of South Jordan’s leadership and collaboration on this effort. I am hopeful that other city leaders will look to this partnership and collaborate to keep Utah an affordable place to call home.”

Since 2018, Ivory Homes has helped more than 400 individuals and families achieve homeownership through their [Utah Workforce Housing Priority](#). The program reserves the most affordable homes for our community's critical workforce and first-time homebuyers.

“As a mother of six, I want my kids to live in the community they grew up in, but our resident surveys have made it clear that it's the cost that's preventing so many of our young people from being able to live here in this community,” Ramsey said.

Both the City and Ivory Homes realized the importance of collaboration for this project to be successful. In addition to supporting efforts to rezone the property, the City contributed to the infrastructure costs of the project making these nine units much more affordable to construct.

Additionally, through a South Jordan Redevelopment Agency (RDA) housing program, these employees are also able to apply for up to \$20,000 toward the purchase of a home in the city. Primarily, the applicant, along with all others who will reside in the residence, must have a combined household income of no more than 80% of the area median income for the County.

“We are all in this together to make sure our kids and our City employees – our police and firefighters - and educators can afford to call our communities home, now and in the future. They make our City great, and this partnership with Ivory gave us the tools to give them a chance to make a brighter future for themselves and their families,” Ramsey said.

Once all of the dedicated homes are purchased, this affordable housing option isn't done. Homes will have deed restrictions to guarantee that they will stay in the affordable housing pool in South Jordan beyond the first homeowner.

Media Advisory

What: Ribbon Cutting for South Jordan Workforce Housing Project

When : April 29, 5:00 p.m.

Where: 11351 S 1385 West, South Jordan, UT 84095

Who: City of South Jordan Mayor and Council, Clark Ivory, CEO of Ivory Homes, frontline city employees closing on homes

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About the City of South Jordan: South Jordan is proud to be named WalletHub's 2nd Best City for Access to Resources and the 22nd Best Place Overall in America for 2018. We are honored to be chosen by USA Today, for being chosen as one of the Top 50 Best Cities in America to Live In in 2017, with the highest ranking of any city in the state, and to have South Jordan's Daybreak Community named the Best Place in America to Retire, by Where to Retire Magazine.

About Ivory Homes: Ivory Homes is Utah's Number One Homebuilder® and has been Growing and Changing with Utah™ since 1983, helping more than 23,000 families and individuals achieve homeownership. Today, Ivory Homes provides new homes for every stage of life, offering floor plans and designs, from affordable to fully custom, that fit every lifestyle including luxury apartments, active adult communities, townhomes, small lot cottages, condominiums, and single-family homes. Ivory Homes has led the Utah market for 33 consecutive years, focusing on the company's mission to build quality homes with lasting value year after year in more than 60 active communities and 30 model home locations across the state of Utah. Learn more at www.ivoryhomes.com.