

## Rainbow seeks to expand housing assistance programs

By Kaitlyn Mitchell

**Rainbow Housing Assistance Corporation**, a Phoenix-based non-profit, is hoping to expand the service-based housing programs that it provides to residents in affordable rental housing communities. The company works with more than 85 affordable communities in nine states and is involved in a number of new developments within Arizona, all of which started construction in mid-2016. “We are now in nine states, and our business model can be taken anywhere,” said Janisse. “We will go wherever needed, we are looking at opportunities in New York where there is a need, and strong interest – once the industry feels confident in the political direction and support of affordable housing I think we will see more development in 2018 forward.”

Most recently, the company has been tapped by **Reliant Group Management** as the service provider for La Palmilla Apartments, a 267-unit apartment complex at 3838 West Camelback Road in Phoenix. Reliant recently purchased the property via a new tax credit limited partnership sponsorship program and all units are restricted to households making 60% of the area median income.

“The community is located right in our organization’s backyard – most of the communities that we serve in Arizona are small cities on the outskirts, such as Pinetop, Lake Havasu City, Safford, and then larger areas such as Phoenix and Tucson,” said **Flynann Janisse**, executive director of Rainbow. “We will perform a number of upgrades focused around energy efficiency at the property, reducing operating costs and resident expenses. After surveying the residents it was decided to enhance the playground areas to offer green space for soccer and other outdoor activities.”

Utilizing tax-exempt housing revenue bonds approved by the **Industrial Development Authority of the City of Phoenix** and low income housing tax credits allocated by the **Arizona Department of Housing**, La Palmilla Apartments is undergoing

renovations to modernize the property and promote energy efficiency. The upgrades will include the community's common areas and its unit interiors. Once renovations are complete, projected for mid-2018, Rainbow will establish onsite services to be provided to residents at no cost.

The apartment community primarily serves families with children, and Rainbow will offer its core services to residents. Youth enrichment programs will be provided, set to include educational activities, resources and homework to promote academic achievement and teen employment opportunities. Adult courses will be offered with programs including life skills, financial literacy, health and nutrition, computer training and job readiness courses. Rainbow will also offer partner referrals for residents requiring crisis intervention.

Built in 1974, the community includes 70 single-story apartment buildings with a leasing office and community center on a more than 22-acre parcel. The complex houses one, two and three-bedroom units totaling 234,250 net rentable square feet. The amenities include private patios, common laundry facilities and a large community pool. The complex is located nearby local schools and daycare facilities. "We want to serve the mission of affordable housing by focusing on a return to our investment in the community and tenants," added Janisse. "By investing in services that support transportation, employment, and education we can position residents to be financially stable. This allows them to maintain their household and thrive with in a community that is booming with education and employment opportunities."

**The original article can be found [here](#).**