

WILLIFORD, LLC

land use & affordable housing

Willa Williford

Willa Williford has turned a successful career in housing and community development into a consulting practice that works to create and maintain economically vibrant communities. Willa's experience includes housing development, finance, asset management and operations in the public and private sectors. Willa is passionate about helping communities balance values such as environmental sustainability, design excellence, and social diversity, equity, and inclusion. In 2016, Willa launched Williford LLC to assist private developers, non-profits, and local governments in understanding their housing needs and implementing solutions.

PROFESSIONAL EXPERIENCE

Principal, Founder

Williford LLC

2016 - Present

Crested Butte, Colorado

Consultant with a focus on housing market analysis, planning, development, and policy solutions. Recent projects include:

Housing Needs Assessments

Mammoth Lakes, CA
Whitefish, MT
Gunnison Valley, CO
Eagle River Valley, CO
Grand County, CO
South Lake Tahoe, CA
Sterling/Logan County, CO
Alamosa, CO
San Luis Valley, CO

Housing Strategic Plans

Avon, CO
Boulder Housing Partners, CO
Pagosa Housing Partners, CO
Mammoth Lakes Housing Inc, CA
Town of Minturn, CO
Grand County Housing Authority, CO
Lake County Build a Generation, CO
Whitefish Chamber of Commerce, MT
Gunnison Regional Valley Housing Authority, CO
South Lake Tahoe, CA
Housing Resources of Western Colorado, CO

Development of Housing

Anthracte Place, Crested Butte
Paradise Park, Crested Butte
Lazy K Ranch, Gunnison
Hot Springs Blvd, Pagosa Springs
Sunshine Peaks, Montrose
Maxfield Heights, Rifle
Garden Walk, Gunnison
North Village, Mt. Crested Butte
Delta Senior Housing, Delta

Housing Director

Boulder County

2012 – 2016

Boulder, Colorado

Responsible for strategic planning, housing operations, and development of new affordable housing, including managing a team of 68 employees and an annual budget of \$20 million. Accomplishments included: growing the inventory of affordable housing by 500 units, purchasing 23 acres of land for future development, disposing of non-performing assets, refinancing and repositioning 320 units, and cultivating sustainable program revenue sources.

Director of Asset Management and Portfolio Operations

Boulder Housing Partners

2008 – 2012

Boulder, Colorado

Responsible for operations and asset management of a 1,000-unit affordable housing portfolio and leadership of a team of 30 employees.

Business Development Associate

2005 – 2008

US Bank - Community Development Corp

Denver, Colorado

Responsible for business development and analysis of proposed Low Income Housing Tax Credit (LIHTC) investments in markets across the western United States. Closed over \$100 million in successful transactions.

Housing Development Planner

2001 - 2005

Boulder Housing Partners

Boulder, Colorado

Responsible for acquisition and development of affordable and workforce housing to be owned and managed by the local Housing Authority. Developments included public private partnerships, mixed use, rentals, and homeownership.

EDUCATION

Master of Urban and Regional Planning, December 2005

University of Colorado, Denver, Colorado

Bachelor of Arts, Political Science, May 2000

Reed College, Portland, Oregon

COMMUNITY INVOLVEMENT

Willa has served numerous professional and community organizations with her time, including:

- * City of Boulder Planning Board
- * Colorado Housing and Finance Authority Technical Review Group
- * Housing Colorado, volunteer, various committees
- * Colorado Chapter - American Planning Association, writing contributor
- * Mountain Plains Chapter – National Association of Housing and Redevelopment Officials
- * Historic Boulder, board member
- * Safehouse Progressive Alliance for Nonviolence, board member and volunteer
- * I Have a Dream Foundation, Boulder County, volunteer

She is currently the Board Chairperson for Stepping Stones Children's Center, a non-profit daycare in Crested Butte. She serves on the Lands Committee for the Crested Butte Land Trust and the Government Subcommittee for Crested Butte Black Lives Matter.

Willa is an avid skier and competitive cyclist. She coaches middle and high school girls' mountain biking and is a mother of three.