

2014 Entry Form
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name _____

HFA _____

Submission Contact _____

Phone _____ **Email** _____


Qualified Entries must be received by **Tuesday, July 1, 2014.**

For more information about Qualified Entries, [click here to access the 2014 Entry Rules.](#)

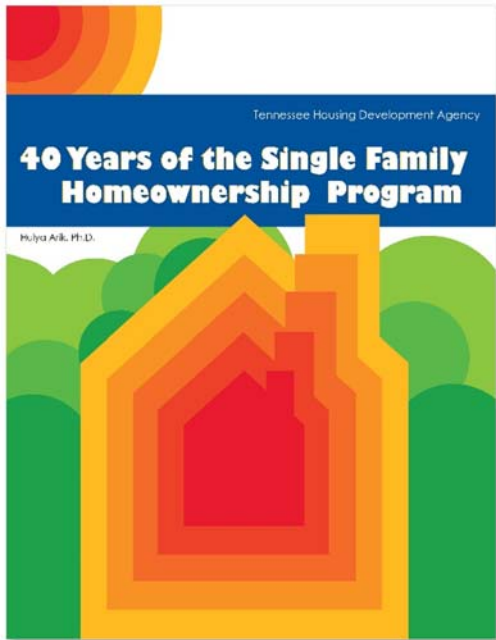
Use this header on the upper right corner of each page.

HFA _____

Entry Name _____

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES  <input type="checkbox"/> NO

Tennessee Housing Development Agency Reporting on 40 Years of Homeownership Programming



Project Description: The approach of our 40th Anniversary was the impetus for a close look at our core business – that of providing affordable mortgage financing – and the remarkable impacts that provided. The *40 Years of the Single Family Homeownership Program* book clearly communicated THDA’s positive impact on the housing market in Tennessee over our first 40 years through informative graphs, charts and maps, and compelling stories from homeowners, homebuyer education counselors, and Realtor® and lender partners.

Innovation: Although THDA regularly presents yearly homeownership program data through our Program Summary and Annual Reports, the *40 Years of the Single Family Homeownership Program* book was the first vehicle used to take a holistic look at THDA’s homeownership program since our inception in 1973. The data collected clearly demonstrates the personal and economic impacts the

program has created. This book includes an analysis of the different loan programs THDA has offered, homebuyer demographics, property characteristics, market share, economic impact and more. This innovative look through THDA’s 40-year history allowed us to fully examine the significant effects THDA’s homeownership program has had and continues to have in Tennessee.

It’s personal: Nearly every foray into a community or industry meeting brings a personal testimony of how a THDA mortgage loan launched a household’s homeownership journey. The book includes stories from elected officials, proud to mention their beginnings. Once again, the faces behind the funding make the programs real, the efforts worthwhile.

Benefits Outweighed Costs and Effective Use of Resources: The primary benefit of this publication was being able to effectively promote THDA’s programs and services, in a way that we have never done before, to local, state and federal elected officials and our other partners as we celebrated our 40th anniversary. We believe that informing legislators and partners in this manner will help us to continue advancing our mission of Leading Tennessee Home by creating safe, sound, affordable housing opportunities.

Through the talents and abilities of our staff we were able to successfully use our internal resources to produce the 40 Years book in-house. This publication was created through the collaborative efforts of several divisions. The project was led by Hulya Arik, PhD. in our Research and Planning division. Dr. Arik’s work was supported through the other members of the Research and Planning division. THDA’s Public Affairs division provided photography, homeowner and partner stories and designed the report.

Reached Targeted Audiences: The 40 Years book was unveiled at the 2013 Governor’s Housing Summit, Tennessee’s premier housing conference. This year the Summit also served as a celebration of

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THDA's 40th Anniversary. The 40 Years book was one of the centerpieces of that celebration and provided our targeted audiences, many of whom were in attendance, the opportunity to discuss the publication.

Easily Replicable: Although this publication required a lot of work to research and produce, we found the benefit was well worth the expenditure of time and effort. We would hope that other HFAs could use it as a model to complete similar projects. It is easily accessed here:
http://issuu.com/thda/docs/sf_book_new

Achieved Strategic Objectives and Achieved Measurable Results: Our objective with the *40 Years of the Single Family Homeownership Program* book was to inform our target audiences of the accomplishments of THDA's Single Family Program over our 40 years and to put a human face on the work we do by introducing some of our program recipients and partners. We believe we achieved these objectives based on the positive feedback received.

