

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

THDA launched its Housing CONNECT Team in 2013 with three purposes in mind:

- 1) business development, especially among the agency's "low flow" lenders and in rural counties and small towns;
- 2) partnership cultivation with the non-profits, public entities and local officials on whom THDA relies in the administration of its own programs and the nine federal programs we administer on the state's behalf; and
- 3) telling THDA's story through media and events highlighting the impact of the work THDA undertakes with its housing partners across the state.

Business Development

The challenges are several.

- THDA closed no loans in a third of Tennessee's 95 counties last year. The CONNECT Team's goal is to reduce that by half.
- THDA has roughly 65 lenders who deliver fewer than 10 loans per year. The CONNECT Team's goal is to produce incremental gains in loan deliveries from this group of lenders.
- THDA's mortgage business is top-heavy in the Nashville MSA. The CONNECT Team's goal is help increase the share of business THDA earns in East and West Tennessee.

These challenges are being met through an aggressive schedule of meetings with our low flow lenders, augmented by a pair of high-profile *Great Choice* tours through targeted counties in East Tennessee, along the Kentucky border, and in the Highway 64 corridor along the state's southwestern counties. Targeted advertising raised awareness of THDA's product changes, competitive rates, available down payment assistance and underwriting flexibility. At a time when many potential buyers are hearing that mortgages are harder to come by, THDA is urging them to see what's available from lenders working with THDA's *Great Choice* product. The CONNECT Team is also stressing that in many Tennessee counties THDA is able to waive the requirement that borrowers be first-time homebuyers. Much of this was new information to lenders who hadn't done much business with us and will almost certainly produce gains in loan deliveries. As the CONNECT Team visits with small lenders, they are noting those who express interest in working with THDA when the agency is again able to offer conventional loans next year.

Partnership Cultivation

Everything THDA does depends on partners across the state – lenders, REALTORS®, counselors, non-profits, public entities, state and local elected officials – and none of them are obligated to work with THDA. We believe this calls for a private sector-type focus on customer service and engagement, another key function of the CONNECT Team's work.

Team members are charged with making regular contact with local partners, being alert to problems and sharing that information with THDA program staff. We want local officials to be aware of THDA programs that can benefit their communities (Housing Trust Fund grants, for example) and provide help when natural disasters strike (*Rebuild & Recover* program). CONNECT Team members strive to learn enough about local housing challenges to allow THDA to be proactive in suggesting solutions and assistance.

Telling THDA's Story

THDA's programs have a direct financial impact to Tennessee's economy of over \$400 million annually. In addition to the agency's own programs, funded by program earnings, THDA administers nine federal programs on the state's behalf – everything from foreclosure prevention and neighborhood stabilization, to Low Income Housing Tax Credits, Rental Assistance Vouchers, Weatherization Assistance and Low Income Heating Assistance. Each of those is an opportunity for THDA and its partners to tell their story, demonstrate the impact of these programs and drive home the overall importance of housing to our communities and our state's economic vitality.

CONNECT Team members are charged with generating publicity on each of the grants THDA awards, cooperating with builders and developers to showcase housing developed with THDA's assistance, and helping to spotlight the important work of our partners who offer homebuyer education and foreclosure prevention counseling.

The CONNECT Team...Community Outreach, Networking, Navigating, Engaging, and Connecting Tennesseans in providing safe, sound, affordable homeownership opportunities...was created in August 2013. The team's main 2014 goal and purpose is to strategically increase THDA mortgage production through building connections. Long-term industry partners will confidently cite "it takes too long to do a THDA mortgage" or "THDA runs out of money". Being available frequently for office meetings, and active in industry events, and designing media events around housing are techniques in educating our

Earned Media examples from Tours

Lawrence County -

<http://www.lawrencecountyadvocate.net/editionviewer/default.aspx?Edition=e157b31d-dfb2-4032-a0db-e34afefa0da0&Page=e235d396-4f15-4f11-8e94-94a0759487fa>

Bradley County -

http://clevelandbanner.com/view/full_story/25282761/article-THDA-helps--securing-mortgages?instance=hmesecondleft

Rutherford County -

<http://www.dnj.com/article/20140615/BUSINESS/306080013/THDA-attempts-build-economy-homebuys>

Hamilton County –

<http://www.timesfreepress.com/news/2014/jun/12/thda-cuts-mortgage-rate-urges-buyers-to-study/>

Photo Opportunities for local officials, program administrators

Attached in .pdf.



Tennessee Housing Development Agency

Posted by Josh Gibson [?] · June 21 · Edited

Mending Hearts received \$154,208 to rehabilitate 2 units of rental housing in Davidson County to serve eight homeless special needs women.

(Left to Right) Trina Frierson- Mending Hearts executive director; Rep. Harold Love, Jr.; Denise McBride, THDA CONNECT Liaison



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12 people like this.



Write a comment...

149 people reached

Boost Post

CONNECT Team Member



Tennessee Housing Development Agency

Posted by Josh Gibson [?] · June 24

Be A Helping Hand Foundation received \$405,511 to develop 7 units of rental housing in North Nashville to serve very low income families.

In the photo: Rep. Harold Love, Denise McBride- THDA, Mark Wright- Executive Director Be a Helping Hand



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17 people like this.

View 1 more comment



Jarmaine Betts Fantastic

Yesterday at 12:41pm · Like · 1



Janet Dyer THDA has lots of great programs!

15 hours ago · Like



Write a comment...

157 people reached

Boost Post

CONNECT Team Member



Tennessee Housing Development Agency

Posted by Josh Gibson [?] · May 13 · Edited

THDA's Katie Moore (Business Development - CONNECT Team) was inducted into Young Professionals of Knoxville last week. The association's theme is: Serve. Unite. Inspire. Our Knoxville. Congratulations, Katie.



Like · Comment · Share



128 people reached

Boost Post

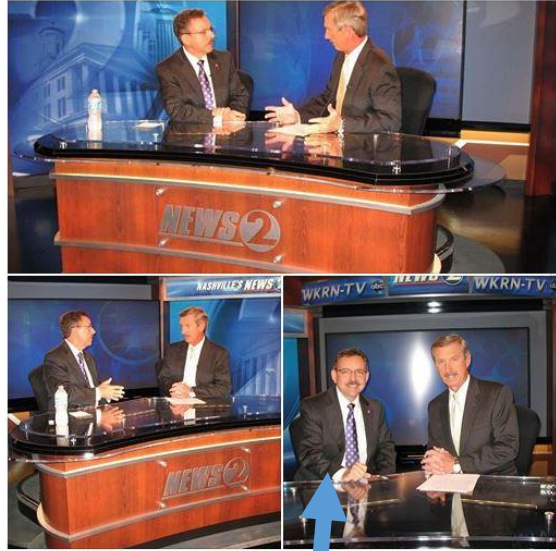
CONNECT Team Member



Tennessee Housing Development Agency

Posted by Charmaine Wilde McNeilly [?] · June 13

Executive Director Ralph Perrey filming a segment for This Week With Bob Mueller on WKRN News 2.



Like · Comment · Share

4 people like this.

Write a comment...

75 people reached

Boost Post

THDA Executive Director

Homeless Veteran Project Provides Local Housing

A \$96,112 grant was made by Lexington-based Tennessee Homeless Solutions (THS) to acquire and rehabilitate one rental unit in Henderson County for a homeless veteran or military family with low income. The project was one of eight allocations announced at the Tennessee Housing Development Agency (THDA) May 20 board of directors meeting.

THDS has allocated over \$2.35 million in Housing Fund grants this spring. Tennessee Homeless Solutions is one beneficiary.

Aubrie Kobernus, Outreach, West Tennessee Liaison for THDA said the funding came from THDA and was not taxpayer funded. She said the goal was "safe, affordable housing." "It is such a wonderful opportunity for veterans," she said.

Wayne Snelling, Executive Director of Tennessee Homeless Solutions, said THS had been working with veterans about five years and partnered with West Tennessee Legal Services about 10 years ago. They have served approximately 120 families in that time.

"It is difficult to find safe, affordable housing for low income families.

Lexington is one of eight in the state to receive grant funding for a veteran housing. "We're very proud of these programs," said Snelling.

THS has identified a lack of safe, decent, affordable housing in Henderson County for veterans and military families. THS cites a search estimating 37 homeless persons in the county at any one time, many of whom are veterans and military families living in need not meant for human

habitation. "We value the sacrifices of those brave men and women who serve our country," said Ralph M. Perrey, THDA's executive director. "We are grateful to see partners like THS helping those who defend our homes have a place to call home when they return."

The Spring round of the Housing Trust Fund received 23 complete applications requesting \$7 million. Since the first competitive grant round in 2007, the HTF has contributed over \$29 million to new, innovative, affordable housing initiatives across the state.

Please turn to page 4A

As the State's housing finance agency, the Tennessee Housing Development Agency is a self-sufficient, independently funded, publicly accountable entity of the State of Tennessee. THDA's mission is to ensure that every Tennessee has access to safe, sound, affordable housing opportunities.



A dedication ceremony was held last week at a Lexington home in the hospital area through a THDA grant to Tennessee Homeless Solutions. The rental home is for homeless veterans or military families of low income. Attending the dedication were Aubrie Kobernus, West Tennessee THDA Liaison; county Veterans Officer Eddie Bray, Senator Delores Gresham, Wayne Snelling, Executive Director with THS; Rep. Steve McDaniel; Lexington Mayor David Jowers and Rozann Downing, Grant Writer and THS board member. (See related story).