



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

The California Housing Finance Agency saw little to no multifamily lending for several years following the 2007 recession, but in the past few years we have begun to bounce back in a big way. In 2016 alone, we achieved \$365 million in multifamily lending, which was 159 percent of our volume goal.

With that kind of production, CalHFA was certainly back at it, making a splash on the multifamily lending scene. So after spending the preceding years monitoring the market and working to create and enhance loan programs to meet the needs we observed, as well as creating new relationships while strengthening our existing partnerships, one last piece remained — **an official campaign to re-introduce ourselves and our brand to the marketplace.**

We choose to unveil our brand at one of the biggest affordable housing conferences in the state, Housing California’s annual conference March 8-10, 2017 at the Sacramento Convention Center.

With the event breaking its own record for attendance — a group that was made up of developers, builders, affordable housing advocates, nonprofit and government officials, lenders, architects and more — the Housing California conference was the perfect place for the brand launch.

The campaign included advertisements on all conference e-blasts and in the conference booklet (see Media 1), flyers and signage around the convention center, a booth with a very unique design and great giveaways, and a well-attended question and answer session with CalHFA Executive Director Tia Boatman Patterson and Director of Multifamily Programs Tony Sertich at the conference’s final-morning breakfast.

Booth/giveaways

In keeping with the conference theme of “Block by Block” the CalHFA booth featured a table that was constructed from EverBlocks, which are basically life-sized Legos ([see Media 2](#)). We combined that distinctive table with a matching orange backdrop to create a booth that was eye-catching and attractive, drawing conference attendees to speak with our Multifamily staff and continue to form the partnerships that are at the heart of our rebranding campaign ([see Media 3](#)).

Taking the building block theme a step further, visitors to our booth were able to register for a drawing to win a special mug that can be decorated with Lego-style pieces ([see Media 4](#)). And with our CalHFA question and answer session scheduled for breakfast on the second day, we gave people the option to enter the drawing by filling out a question card ([see Media 5](#)) with a query that would be asked at the Q&A session.

We also had CalHFA travel mugs ([see Media 6](#)) that were given away to anyone that wanted them, as well as a display of booklets describing our Multifamily Loan Products. The booklet covers ([see Media 7](#)) featured four unique photos and the phrase “Loans that Build Lives,” which is one of four slogans we developed for the brand launch. That slogan, and the three others — “Passion for Partnerships,” “Financing Solutions for Complex Problems” and “Lender with a Purpose” — summarized the message of CalHFA’s new multifamily brand.

The final piece of the booth was a TV screen that ran a pair of videos on a loop, one an introduction to our new brand ([see Media 8](#)) and the other a testimonial on a recent affordable housing project partnership ([see Media 9](#)).

Flyers/signage

In addition to our booth, we had signage and flyers around the convention center advertising our new brand and specifically promoting our Breakfast and Answers Q&A session. This included flyers ([see Media 10](#)) that were placed near the registration table and on the tables that were used for the nighttime mixer the evening before the breakfast. We also had large signs ([see Media 11](#)) posted at key points around the convention center advertising the Breakfast and Answers Q&A.

Also, when CalHFA staff members mingled around the conference and made connections with other attendees, they were equipped with VIP invitation cards to the Breakfast and Answers Q&A ([see Media 12](#)).

Breakfast and Answers Q&A

On the final morning of the conference, CalHFA hosted the breakfast in the grand ball room. The setup included a large backdrop made up of four banners, each featuring one of the brand slogans ([see Media 13](#)). Moderator Eric Johnson, from the CalHFA Marketing Division, then asked Boatman Patterson and Sertich questions that had been collected on the question cards at the booth, as well as questions from the audience, which amounted to more than 500 people ([see Media 14](#)). The session began and ended with a screening of the new multifamily brand video.

Results

While the overall success of the launch will be felt in the number of deals done and affordable units CalHFA can help create in the coming years, some initial website and social media analytics tell a strong story of our campaign's impact.

On the Monday following the conference, CalHFA's website homepage visits reached their highest level since the previous June's Homeownership Month, and the spike continued for what ended up as the biggest week in that same time period.

Our Multifamily Programs page also saw its most visitors ever in March and the interest continued into April, which was the second biggest month for visitors in the history of our website.

On Twitter, CalHFA's main social media platform for our Multifamily Division, tweet impressions skyrocketed from 2,125 in February to more than 8,600 in March, while our mentions went from three to 25. In addition, our profile visits more than doubled, from 425 in February to 1,059 in March.

All in all, we got great immediate feedback from our Brand Launch and our Multifamily staff has already seen the growth of new relationships, as well as the strengthening of old ones. And that "Passion for Partnerships," should help us continue to grow our lending portfolio and help accomplish our mission of helping more Californians find a place to call home.

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LOANS THAT BUILD LIVES

We have invested more than \$3 billion toward 44,000 affordable rental units, but that's not our story. The real story is in the hopes and dreams of families, seniors, those with special needs and honored veterans, who now have a good home with a rent they can afford.

We're CalHFA and we're lending again. We've got a new attitude focused on partnerships with a new streamlined process and less bureaucracy. But the mission hasn't changed: giving more Californians a place to call home.

To learn more about our Multifamily Lending Programs, stop by our booth or meet us at the CalHFA Breakfast on Friday, March 10th.



Follow us on [f](#), [t](#) and [in](#) or visit www.calhfa.ca.gov



Media 2: Booth with unique block table



Media 3: Our booth drew lots of interest



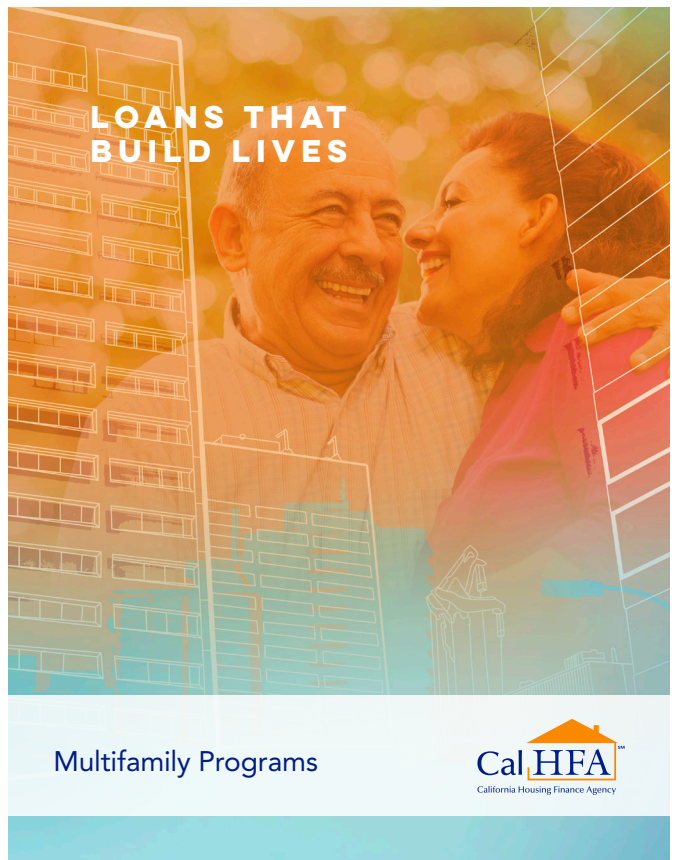
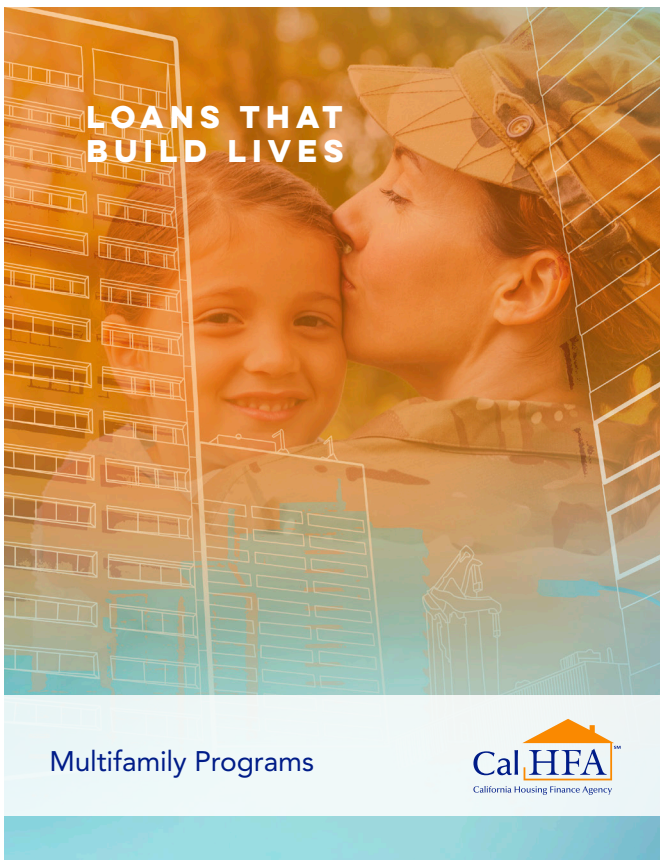
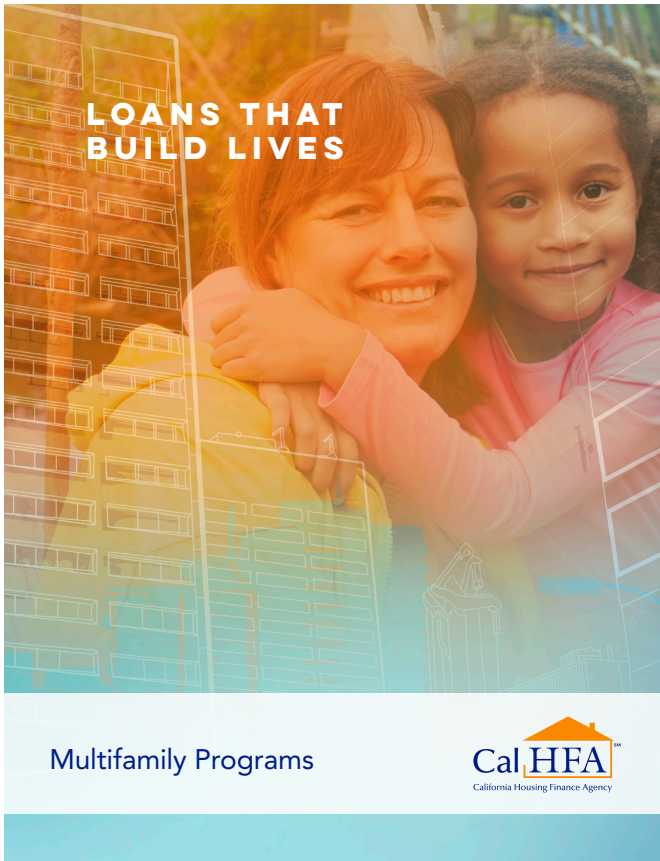
Media 4: Picture of Lego-style mug



Media 5: Question card



Media 6: Photo of travel mug



Media 7: Booklet covers



Media 8: www.youtube.com/watch?v=h2G3F3xqg-k
(Brand video)



Media 9: www.youtube.com/watch?v=CPC7ydR9tS4
(Testimonial video)

A flyer with a warm, orange-toned background. The top half shows a woman in a tan cap kissing a young girl on the cheek. To the left, there is a white outline of a multi-story apartment building. The text "BURRITOS, COFFEE, QUESTIONS & ANSWERS" is written in large, bold, blue letters. Below this, a paragraph of text describes the event. At the bottom, the event details and the CalHFA logo are displayed.

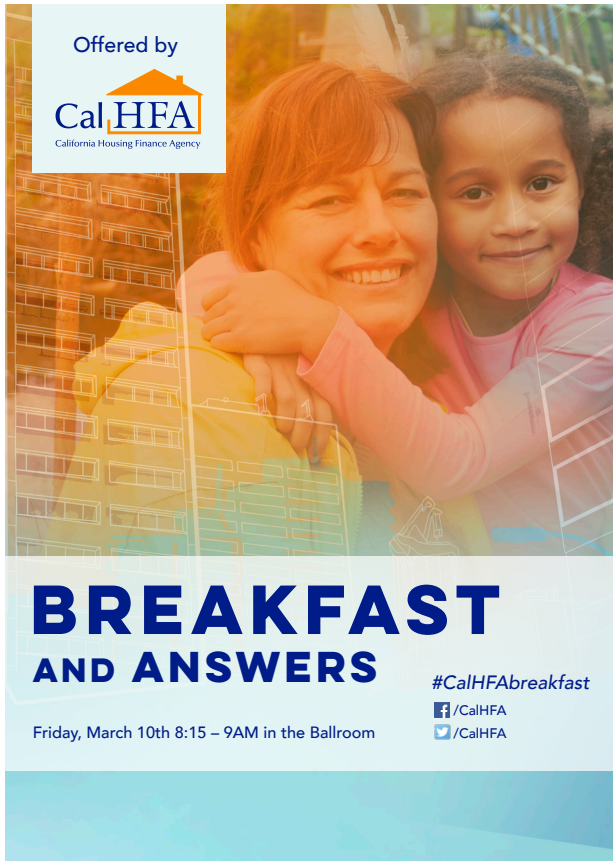
**BURRITOS, COFFEE, QUESTIONS
& ANSWERS**

CalHFA is ready to partner with you on multifamily projects. Find out how CalHFA creates a custom financing solution for your complex projects at an informal breakfast and Q & A with CalHFA Executive Director Tia Boatman Patterson and Director of Multifamily Programs Tony Sertich.

Breakfast and Answers
Friday, March 10th 8:15 – 9AM
Ballroom

CalHFASM
California Housing Finance Agency

Media 10: Flyer for Breakfast and Answers session

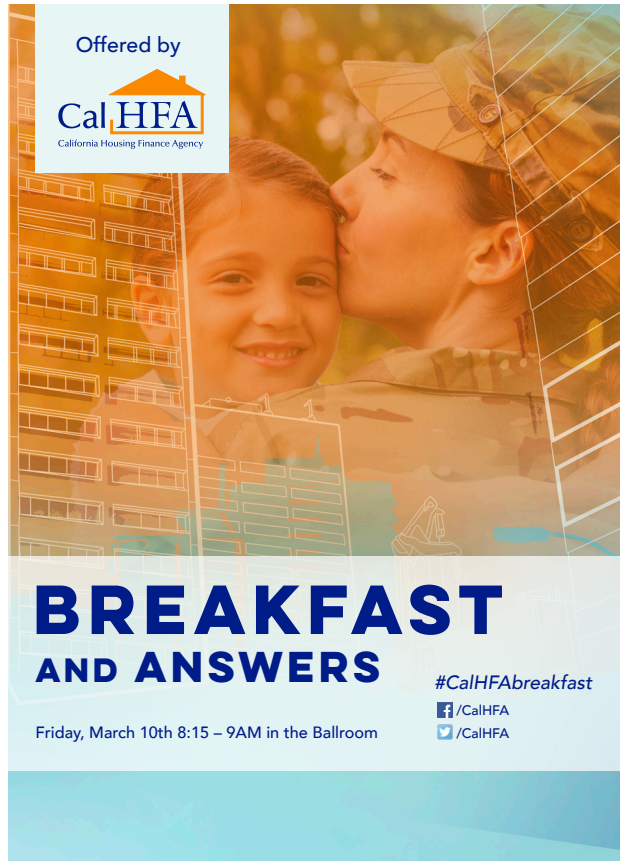


Offered by
Cal HFA
California Housing Finance Agency

**BREAKFAST
AND ANSWERS**

#CalHFAbreakfast
f /CalHFA
t /CalHFA

Friday, March 10th 8:15 – 9AM in the Ballroom

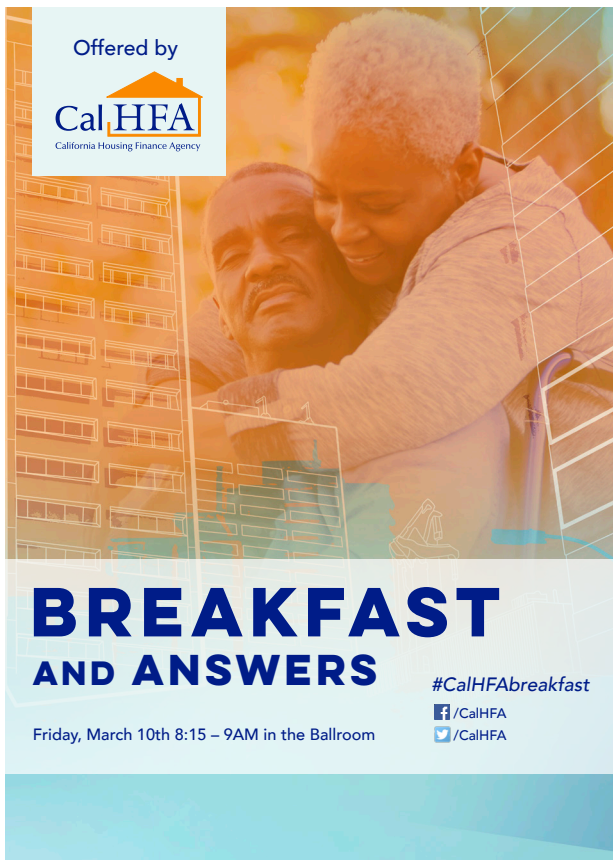


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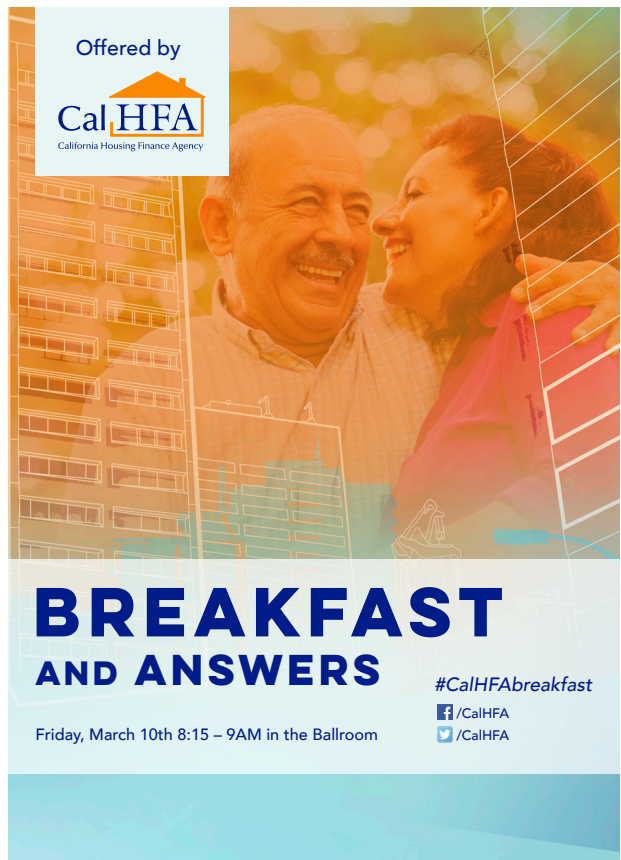


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Media 11: Signs promoting Breakfast and Answers



Media 12: Be our guest



Media 13: Picture of stage



Media 14: Picture of breakfast crowd