

## **Florida Housing Finance Corporation**

### **2007 Annual Report: *Living in Florida***

#### **Brief Description of the Project**

In accordance with Florida Statutes, Florida Housing Finance Corporation produces an annual report each year that details the affordable housing programs we offer, and the achievements and accomplishments of those programs during a 12-month period. The annual report is Florida Housing's opportunity to present engaging imagery, enlightening and educational stories, detailed statistics and housing data that paint a comprehensive picture of how Florida Housing's affordable housing programs are making an impact in the State.

The main objective of the 2007 Annual Report—titled “Living in Florida”—was to clearly and succinctly provide information on Florida Housing's programs, and accurately show how our funding was used to fulfill our mission. As Florida can be viewed as one of the premier states in which to reside, we wanted our readers to “enjoy the view” of the signature imagery associated with our state—the images that remind us why we choose to live here. At Florida Housing, we not only make housing affordable, but we also make “living in Florida” affordable.

#### **When and Why Was It Undertaken/Target Audiences**

Production on Florida Housing's 2007 annual report began in November 2006 with the discussion of objectives, design concepts, imagery, data and statistics. The report was completed and presented to the Governor, the Speaker of the Florida House of Representatives and the President of the Florida Senate in February 2007, as statutorily mandated. In addition, Florida Housing's target audiences include federal, state and local governments, as well as private sector stakeholders. These reports are provided to the administrators for each of Florida's 67 counties and more than 400 municipalities.

#### **What it Has Accomplished/Measurable Results**

Based on anecdotal research and informal surveys of state legislators, local government officials, affordable housing developers and other stakeholders, Florida Housing's 2007 annual report not only provided important data, statistics and information on our affordable housing programs, but also was a beautiful publication that served to re-enforce our love for our state and why we choose to live here.

Since more of the data is compiled at the end of the publication, the 2007 Annual Report is a resource for various media covering affordable housing and related issues.

#### **Why it is Meritorious**

Florida Housing's 2007 Annual Report is meritorious because of the creative and demonstrative way it illustrates the reasons why it is great to live in Florida, and that “living in Florida” can be affordable to the average, everyday citizen. In essence, the report is a combination of a photojournalistic publication, coupled with program highlights and accomplishments. The report confirms that affordable housing can be available in all areas of the state, thereby allowing homeowners to enjoy the benefits of “living in Florida.”