

NCSHA 2008 AWARDS
Maryland Department of Housing and Community Development

Category: Communications
Sub-Category: Annual Report
Entry Name: Maryland Department of Housing and Community Development, Fiscal Year 2008 Annual Report

BACKGROUND

Creating homeownership and revitalizing communities has historically been two of the most important program objectives for the Maryland Department of Housing and Community Development (DHCD). In Fiscal Year 2008 (July 1, 2007 through June 30, 2008), the Maryland Mortgage Program (MMP) provided more than \$585 million in mortgages, enabling nearly 2,900 workforce families in Maryland to achieve the American dream of homeownership.

In addition, DHCD invested more than \$56.6 million in neighborhood revitalization projects all over Maryland.

Today, however, DHCD finds itself with an equally important mission: To help sustain homeownership. The foreclosure problem is complex, and DHCD has made it a priority to develop strong partnerships that combine State, local, private, and nonprofit resources to ensure that homeownership in Maryland is affordable and sustainable.

For DHCD, the development of an Annual Report was important after several years of not publishing one. DHCD's efforts needed to be transparent and the Annual Report had to chronicle the Department's stewardship of the State's resources as well as the professional responsive service it provides to the people of Maryland.

Approximately \$12,000 was spent to produce the Annual Report. A DHCD staff member in the Office of Communications and Marketing designed the report.

JUSTIFICATION FOR NOMINATION

While the concept of an annual report is standard for many organizations, this visually polished publication should be commended for its design and writing style which together, aims to tell the story of DHCD's priorities and efforts in Fiscal Year 2008. The Annual Report offers compelling human interest stories, quick bulleted highlights, partner testimonials and colorful images to convey DHCD's work and accomplishments.

The Annual Report was produced with its recipients in mind. Content was chosen and presented in a way as to appeal to DHCD partners and other stakeholders that have an interest in and an impact on housing and development policy in the State. Thus, this publication is made available to members of Maryland State government, other government partners, community development groups, housing agencies, banking and finance organizations, non-profit foundations and the tax paying citizens of the Maryland.