

NCSHA 2012 Awards

Category: Communications
Sub-Category: Annual Report
Entry Name: “Sustainability For All” – The 2011 Annual Report

In some respects, the annual report is the most important document the Office of Communications and Marketing produces. Each year, it is our opportunity to tell stakeholders of the Maryland Department of Housing and Community Development about the programs we administer and the people we help. It is more than an important way to hold our agency transparent and accountable to our constituents; it is the quintessential marketing document - hand delivered each year to the governor, lieutenant governor, and comptroller and to each of the 47 senators and 141 delegates in the Maryland General Assembly; and mailed to selected partners, community advocates and supporters. In addition, an electronic version of the annual report is accessible to the general public through our website, Mdhousing.org.

There is an implicit message that remains consistent from year to year and an explicit message that distinguishes each annual report.

Implicitly, we are communicating each year that 1). DHCD programs are *important*, 2). DHCD programs help *hardworking deserving* families and 3). DHCD programs are *successful*; that through the wise and careful stewardship of its dollars, DHCD programs provide a multiple return on the state’s investment that can be measured by their impact on the economy and their impact on the people we touch.

We recognize that it is as important that this message is communicated to decision-makers inside government who determine how state resources are allocated, such as the governor and legislators as to outside stakeholders. Our success can be measured in the broad, bipartisan support DHCD programs and initiatives have enjoyed under the current administration and in the legislature since 2007, even during a period of extreme austerity in other areas of state government.

For its 2011 Annual Report, department chose the theme of “Sustainability for All,” explicitly aligning our programs with an important priority of Governor Martin O’Malley and the people of Maryland. As the definition on the cover reads, sustainability is defined as “the ability to be maintained at a certain rate or level; conservation of an ecological balance by avoiding depletion of natural resources.”

Understandably for many people, the concept of sustainability speaks to environmental issues and policies that promote renewable resources and cut waste. For DHCD, sustainability has a much broader meaning: It is also about helping families find, preserve and improve their homes, allowing small businesses to expand and thrive and revitalizing neighborhoods so its residents can continue with the quality of life they enjoy.

Maryland Department of Housing and Community Development
“Sustainability For All” - The 2011 Annual Report

The 2011 Annual Report chronicles people and communities that are representative of the many beneficiaries of the department’s hard work.

- Through the agency’s Emergency Mortgage Assistance program and foreclosure prevention resources, Baltimore homeowner Deborah Goldring was able to get a bridge loan to help her meet her mortgage payments.
- Due to the department’s continued commitment to supporting the development of more affordable rental housing, the City Arts project became a reality. The building provides affordably priced apartments for local artists.
- For more than 30 years, DHCD’s Maryland Mortgage Program has helped thousands of homebuyers by offering low-interest, fixed rate loans and downpayment and closing cost assistance. Thanks to the program, homeowner Steward Robinson was able to make this major investment through the purchase of his first home in Prince George’s County.
- Martha Brown, a 63 year old Eastern Shore resident, was able to move from a trailer to her own home with help from the Maryland Department of Housing and Community Development’s Special Loans program.
- DHCD encourages communities all around the state to embark on environmentally sound and renewable efforts as a way to better handle growing financial and energy challenges. The town of Berlin, which is a designated community under the department’s Main Street Maryland program, is highlighted for its creation of “Grow Berlin Green,” a multifaceted plan that includes recycling and reuse initiatives.
- As part of the department’s commitment to redeveloping existing structures and reinvesting in older or historic neighborhoods, it awarded a \$50,000 Community Legacy grant towards the improvement of mixed-use properties in Baltimore City’s Station North area.
- Recognizing that small business is at the core of Maryland’s economy, DHCD helps bridge gaps that inhibit entrepreneurial growth. Its \$150,000 Neighborhood Business Works loan to the owner of the Fire Station 1 restaurant in Montgomery County allowed the business to thrive which in turn helped the local job market and community.


Through the stories, pictures and detailed accomplishments as well as the vibrant green leaf cover design and use of recyclable paper, the 2011 Annual Report conveys DHCD’s belief in “saving green.” By promoting environmentally friendly efforts, initiatives that help families and entrepreneurs save money and neighborhood transformations that can strengthen the local economy and boost community pride, this report is an impressive showcase of the Maryland Department of Housing and Community Development’s commitment to fostering the concept of sustainability in all its forms.

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On the Web:

http://www.dhcd.state.md.us/Website/About/PublicInfo/Documents/DHCD_2011_Annual_Report.pdf

SUSTAINABILITY FOR ALL
MARYLAND DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
2011 ANNUAL REPORT



sus·tain·abil·i·ty \-stā-nə-'bi-lə-tē\ *noun*:
ability to be maintained at a certain rate or level; conservation of
an ecological balance by avoiding depletion of natural resources

