

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

Use this header on the upper right corner of each page:

HFA: _____

Entry Name: _____

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

Challenge

The inauguration of Nebraska Governor Pete Ricketts in January of 2015 represents the first change in the state's executive branch in over ten years. In addition, with term limits now applicable to senators in Nebraska's Unicameral, the state experienced an unusually large turnover of state senators this year. The state's 2014 election resulted in the replacement of seventeen of the forty nine senators, a 35% turnover in Nebraska's Unicameral. With this climate of change in both the Governor's office and the Unicameral, the Nebraska Investment Finance Authority (NIFA) had some work to do.

NIFA's goal was to introduce newly elected officials quickly and efficiently to NIFA and the work NIFA carries out on behalf of the state. Understanding the new Governor and legislators would be busy adjusting to their roles, NIFA wanted to accomplish this goal in a manner that did not overwhelm with excess information and unfamiliar industry terms. Additionally, we wanted to be able to take advantage of every opportunity to pass along our information – whether that was in a formal setting or in a brief encounter in the halls or elevators of the state capital. To meet these goals, NIFA developed the Legislative Placemat (Placemat).

Solution

As with every state HFA, NIFA releases its annual report each year, providing copies to the Governor and members of the Unicameral. For our newly elected state officials, we thought the information in our typical annual report on the programs and products of NIFA might present a number of new concepts and ideas with which this group might be unfamiliar. To quickly bring the new legislators and state officials up to date on NIFA's mission and accomplishments, NIFA chose an educational tool - the NIFA Legislative Placemat (Placemat) - to visually convey the history of NIFA together with information about NIFA's programs and the impact of those programs in the state. The open format of the Placemat allows us to provide information in a straightforward, easy to understand manner. The Placemat sets forth key facts and statistics without overwhelming the audience with technical program

terms and industry jargon. For a group that is constantly bombarded with information, this tool provided a very compact way to present our message.

The Placemat is a two-sided 11x17 visual presentation of NIFA and its programs and activities. Side One sets forth information on NIFA programs serving Nebraska residents and businesses. Information includes the number of loans and average loan amount for NIFA's Single Family Program, the number of affordable housing units across the state financed through the allocation by NIFA of Low Income Housing Tax Credits, the number of agricultural loans financed by NIFA through the issuance of Ag bonds, and information about bonds issued by NIFA for various other sectors. Side One also includes a summary for the reader of NIFA's mission, together with information about the results of our investment of resources in programs and technical assistance over time.

Side Two of the Placemat presents information on opportunities and challenges in Nebraska, how NIFA adds value to leverage public resources and highlights NIFA program priorities. Side Two also lists recent awards NIFA has received, our bond rating and identification of some of our long-standing partners. The Placemat allowed us to impart information on the past, present, and future of NIFA in a simple, easy to understand format.

Replicable

NIFA developed and produced the Legislative Placemat completely in-house. Information was gathered from each department and then pared down to the most salient points. We intentionally avoided the use of acronyms and industry jargon. NIFA marketing staff then developed an attractive but simple color scheme and graphics.


Any state HFA can relay information quickly to state legislators and elected officials via a Placemat as it represents a simple, straightforward way to impart key information without overwhelming the reader with a multitude of programmatic details. Additionally, it allows critical information to be passed along easily in hallways, elevators and outer offices - utilizing every opportunity to educate our elected officials

without a formal presentation device. The Placemat travels, in hand, back to the recipient's desk in a color and format that stimulates repeat viewing.

Attached, as an Exhibit, is a copy of the Placemat. A full size PDF version can be viewed at:

https://node1.floor99.net/storage/u.svc/download.dn?fid=5890335271797826724_14093525272448905332

Exhibit A



Mission Summary

Providing Financial Resources:

- Homeownership
- Rental Housing
- Agriculture
- Manufacturing
- Medical
- Community Development

Provide technical Assistance for these while cultivating their asset base.

Programs Serving Nebraskans and Businesses

Homeownership

- Average Loan Amount \$105,000
- Military Home Program
- Down Payment Assistance
- 82,714 Loans to Nebraskans

Multi Family

- 21,336 Affordable Housing Units
- Rent to Own Program (CROWN)

Agriculture

- 89 Counties
- 1,014 Loans
- Totaling \$120 Million
- Average Loan Size: \$118,036

Industry

- \$1.3 Million in Asset Modernization Grants
- \$116 Million in Industrial Development Bonds

Public Finance

- \$5.2 Billion Homeownership Bonds in 123 Series
- \$568 Million in Healthcare Bonds
- \$367 Million in Multi Family Bonds

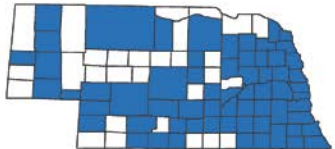
History of Investment

Homeownership

1 in 5 homeowners in Nebraska financed their first home with a NIFA mortgage.

Multi Family

65 Nebraska Counties gained Affordable Housing through the of Low Income Housing Tax Credit program.




Technical Support

- 13** annual conference featuring national speakers and continuing education
- 75** First Friday "listening events" across Nebraska
- 21** Outreach partnerships and numerous community planning projects

31
years

Investing in Nebraska





Accolades

General Obligation Bond rating: AA- stable

1994 Bond Indenture rating: AA+

2014: The Edson Award for Victory Apartments

2014: NCSHA Annual Award: The Roof and Repair Program

2011: NeighborWorks® Northeast Nebraska Partnership Award

Adding Value to Public Resources

Evaluate Need
 Improve Programs
 Develop Solutions
 Leverage Public Resources
 Reduce Cost, Complexity and Risk



Opportunities

Strong State Economy
 High Quality of Life
 Low Public Power Cost
 Supportive Government Environment
 High Quality Work Ethic
 Tradition of Problem Solving



31
years

Challenges

Rural Population Consolidation
 Reduced Incentives for Rural Investment
 Tepid Wage Growth
 Baby Boomers Aging in Place
 Reduced Trade Labor Pool



Priorities

Homeownership Program

- Online Homeownership Loan Origination
- Taxable Home Loan Product

Workforce Housing

- Address Specific Community Needs
- Long Term Investments

Place Based Development

- Community Driven Initiatives
- Long Term Investments

Small Business Growth/ Asset Modernization

- Competitive focus
- Credit Enhancement
- Agricultural Entrepreneurship

Nebraska Partners



Participating lenders and Real Estate Professionals