

2012 NCSHA Annual Awards for Program Excellence
Wisconsin Housing and Economic Development Authority (WHEDA)
Communications | Annual Report
“WHEDA @ Work in Wisconsin”

The Wisconsin Housing and Economic Development Authority’s (WHEDA) 39th year in business was one of change for the Authority. The new year ushered in a new administration with a greater strategic focus on job creation, challenging the Authority to find new ways in which it could play a bigger role in the economic growth and development in Wisconsin. This focus resulted in a number of landmarks for the Authority including legislation to expand WHEDA’s small business and agriculture programs, new capital access and private equity programs to promote job creation and retention for small businesses, and WHEDA’s first participation lending program to provide commercial credit for larger businesses. Through all of these changes, the Authority remained focused on its mission of providing affordable housing financing products in the multifamily and single family housing arenas.

WHEDA’s marketing team was charged with the creation of the 2011 WHEDA Annual Report, highlighting the mission and new focus of the Authority. It was determined the theme of the annual report would be “WHEDA @ Work in Wisconsin.” It summed up WHEDA’s new focus and mission moving forward, represented the way WHEDA does business and provided us with the best theme to broadcast the unique success stories we encountered in 2011. The annual report featured stories of people WHEDA has impacted and properties reminding Wisconsin communities about all the resources WHEDA has at its disposal and the vast impact each has on Wisconsin’s economy.

While maintaining the WHEDA brand, the “WHEDA @ Work” theme blended memorable stories with wonderful images. The stories in WHEDA’s 2011 Annual Report highlighted: a landmark commercial real estate project in Green Bay featuring new construction and historic renovation in a lakefront community; the adaptive reuse of a former hospital into supportive rental housing for individuals who were homeless with a disability or who are at high risk of homelessness; a first-time home buyer who fulfilled a dream of home ownership along with a new family; special legislation helping more Wisconsin farmers obtain much-needed financing; and a transitional housing provider who received a grant to fund the construction of a new facility for the homeless.

WHEDA Marketing designed, produced and managed the printing of 2,000 copies of the 24-page annual report within a short period of time and a budget of less than \$6,000. Beginning in late October 2011, WHEDA’s marketing staff traveled around the state conducting interviews, photographing partners, properties and customers, while collecting data and information internally to round out the financial reporting for 2011.

The response to WHEDA’s 2011 Annual Report has been unanimously positive. It continues to be a popular sales tool for WHEDA staff when explaining to new partners and constituents the many programs and services we provide. Our annual report displays the strength of our financials and demonstrates WHEDA’s commitment to providing Wisconsinites safe, affordable housing while putting Wisconsin to work.

[Click here](#) to view an electronic version of the “WHEDA @ Work in Wisconsin” 2011 Annual Report.