

**2014 Entry Form**  
(Complete one for each entry.)

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

**Entry Name** \_\_\_\_\_

**HFA** \_\_\_\_\_

**Submission Contact** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

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

HFA \_\_\_\_\_

Entry Name \_\_\_\_\_

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

**2014 NCSHA Annual Awards for Program Excellence**  
**Wisconsin Housing and Economic Development Authority (WHEDA)**  
**Communications | Annual Report**  
**Ideas in Action: WHEDA 2013 Digital Annual Report**

Overview

WHEDA continues to demonstrate its commitment to innovation with the production of its very first digital annual report – “Ideas in Action.” People and communities look to WHEDA to help them realize their hopes and dreams through affordable housing and economic development. WHEDA’s 2013 annual report’s stories and testimonials bring to life the critical role the Authority plays in bringing these dreams to fruition.

Conceptualizing and planning for the annual report started in late summer of 2013. The report theme, “Ideas in Action,” supports the Authority’s mission and goal to create stronger communities through access to affordable housing, fostering home ownership for thousands of Wisconsinites, and job creation. In furthering WHEDA’s commitment to innovative ideas, WHEDA’s Marketing Team made the conscience decision to do something completely different than the traditional printed annual report. Utilizing presentation software Prezi, the team conceptualized, designed and created a completely interactive annual report. Videos, produced by Tweedee Productions, were used in place of letters and written stories and were followed up with fact sheets highlighting WHEDA’s successes throughout the year. The final report was transformed into a full-length video, which can be found on WHEDA’s YouTube channel to expand its digital presence. <http://www.youtube.com/user/wisconsinhousing>

2013 Annual Report: More than just numbers

A light bulb icon is the traditional representation of an idea. For this annual report, each light bulb icon represents a core area of focus: Transform Milwaukee, economic development, multifamily housing, home ownership, agriculture and housing grants. The interactive report begins within the main light bulb stating WHEDA’s mission and culminates with WHEDA’s 2013 financial performance. The report also includes video messages from Governor Scott Walker and WHEDA Executive Director, Wyman Winston.

The first annual report segment highlights Transform Milwaukee, a public-private strategic initiative, focusing on restoring economic vitality to Wisconsin’s largest city. It is followed by a look at WHEDA’s Economic Development performance through a story about Milwaukee steel fabricator Compo Steel. WHEDA provided \$250,000 in financing to aid in the purchase of specialized equipment; in turn the funds allowed their business to grow, created 40 new jobs and retained 25 previously laid off workers.

The work of WHEDA’s Multifamily unit is highlighted in the Arbor Crossing video. This mixed-use development, located in the Madison suburb of Shorewood Hills, was a new concept for the community. The video features new resident Bethany Allen Jarding discussing her love for her new home and neighbors, and how the long-term benefits of establishing roots in a community will help Shorewood

Hills prosper in the future. Also featured in the video is vice president and co-owner of Stone House Development Rich Arnesen. He discusses how WHEDA's contribution of affordable housing tax credits was vital in getting the project completed. Finally, Village Administrator Karl Frantz discusses how Arbor Crossing has changed the nature of Shorewood Hills by providing quality, affordable housing options for residents and new office space for small, local businesses.

WHEDA's innovative single family lending programs are highlighted in the next video featuring interviews with new homeowners Heather Durkin and Brandon Urbanski; they purchased their first home in Deerfield, WI, with a WHEDA Advantage loan. Heather and Brandon give their testimonial of living the American Dream and speak to the importance of personally owning a stake in your community. Bob Martin, Mortgage Originator with WHEDA lender partner Fairway Independent Mortgage, also highlights WHEDA's innovative lending programs and the unique advantages they bring to Wisconsin residents who wish to become homeowners.

LaClare Farms, a family-run goat cheese and milk producer located in the rural community of Pipe, WI, is a shining example of the Authority's commitment to Wisconsin's agricultural industry. In an effort to spur job growth in Wisconsin, WHEDA expanded its agricultural and business financing options with the introduction of the Participation Loan Program (PLP). Owners Larry and Clara Hedrich, were the first to utilize the PLP to expand their operations. The investment allowed for the construction of a new facility, including a dairy plant, store and restaurant, which is expected to create 13 full-time jobs.

The last story perfectly illustrates WHEDA's mission in action. Since 1985, WHEDA has granted \$21.6 million dollars through the Housing Grant Program, to nonprofit agencies, local governments and tribal authorities. In 2013, 62 applicants requested \$1.3 million in funding. WHEDA granted \$500,000 to 26 providers, including the New Hope Center and YWCA Rock County. The New Hope Center in Chilton, WI serves more than 250 clients annually by providing housing and employment services to persons with disabilities. YWCA Rock County utilized their \$25,000 grant by rebuilding exterior stairs and railings at the Jeffris Flats Apartments in Janesville, WI. The building serves as a transitional housing option for low-income families recovering from domestic violence.

### Response

The response to WHEDA's digital 2013 Annual Report has been overwhelmingly positive, generating more than 600 total views on WHEDA's Prezi and YouTube channels. The video segments produced for the digital annual report continue to share the wonderful work done by WHEDA's staff, as they are included in product presentations and other marketing efforts. The 2013 Annual Report is nothing short of innovative – a trait encouraged and shared by WHEDA's staff, programs and initiatives.