



**2013 Annual Awards Entry Form**  
(Complete one for each entry.)

Entry Name Building up Wisconsin: Community by Community

HFA Wisconsin Housing and Economic Development Authority (WHEDA)

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Phone \_\_\_\_\_

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013.**

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

HFA \_\_\_\_\_ WHEDA \_\_\_\_\_

Entry Name Building up Wisconsin: Community by Community

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input checked="" 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"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<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	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

**2013 NCSHA Annual Awards for Program Excellence**  
**Wisconsin Housing and Economic Development Authority (WHEDA)**  
**Communications | Annual Report**  
**Building up Wisconsin: Community by Community**

The Wisconsin Housing and Economic Development Authority (WHEDA) celebrated 40 years in business in 2012. WHEDA's evolution, storied track-record in the lending community and unwavering commitment to Wisconsin through its affordable housing and economic development programs was highlighted in a 40th anniversary annual report.

The annual report brought past and present accomplishments together, beginning with a look at the heart of our mission: providing affordable housing to Wisconsin residents. Hometown Village in Muscoda, Wisconsin, was the first Section 8 rental housing development in the country to be financed by a Housing Finance Agency. Another noteworthy featured project was the recent workforce housing development that was built to house employees at Marinette Marine Corporation, a Lockheed Martin-contracted naval ship-builder.

The 2012 annual report also introduced the Transform Milwaukee initiative, a public-private effort to restore the economic prosperity of Milwaukee's central neighborhoods and industrial centers. The feature story provides insight into the current economic conditions in Milwaukee, while articulating WHEDA's strategies, partnerships, investment and expected results of the multi-year initiative, which is designed to improve the lives of the people who live and work in Wisconsin's largest city.

The over-arching theme of "Building up Wisconsin: Community by Community" was chosen by the Marketing Team, as it was an appropriate way to connect WHEDA's unique history and mission with the exciting work currently being done in the state. To build upon our theme, we also featured a common thread of "Looking back: Moving forward" throughout the annual report to demonstrate the importance of learning from past programs while always having an eye on the future and how we can better serve the citizens of Wisconsin.

The annual report was produced entirely using in-house talent and resources. WHEDA's Marketing Team wrote the articles, designed and developed the artwork and concepts, and managed the printing of 2,000 copies of the 28-page report. WHEDA's marketing staff also conducted customer interviews, as well as coordinated photography of highlighted homeowners, partners and properties. In addition, the team worked with each internal business unit to collect and organize data/information to round out the financial reporting for 2012.

The response to WHEDA's 2012 annual report was overwhelmingly positive for being an informative and visually-appealing, stand-alone marketing piece. Our annual report successfully encapsulates over 40 years of accomplishments and clearly communicates WHEDA's mission of improving the quality of life for residents by providing affordable housing and business financing products to help put Wisconsin to work.