



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

The new mission statement of the Michigan State Housing Development Authority (MSHDA) is the following: “We partner to provide homes and preserve places for the people of Michigan.” It is an expression of the agency’s efforts to enhance economic and community vitality through housing and historic preservation activities, and in providing financial and technical assistance through public and private partnerships to create and preserve safe and decent affordable housing for the people of Michigan.

Advance Agency Mission and Achieve Strategic Objectives

In coordination with more than 20 key housing stakeholders in Michigan, MSHDA hosted the 20th annual affordable housing conference, known as the Building Michigan Communities Conference (BMCC). After a year of planning – planning that started immediately after the conclusion of the previous year’s conference – approximately 1,200 participants attended the two and half day conference at the Lansing Convention Center on April 30 – May 2, 2018.

The implementation of a statewide housing conference is no easy feat. The 2018 BMCC, for example, included this sampling of components: (1) 93 breakout sessions; (2) 262 speakers (including panelists and keynote speakers); (3) 58 exhibitors; and (4) 36 sponsors (included in the exhibitor count).

By all accounts, including survey results from conference attendees, the 2018 BMCC was a complete success. However, a single survey does not tell the full story. Michigan’s affordable housing conference has proven to be a durable, sustainable, and important annual event for veteran housing advocates and new recruits. Key organizing principles have driven the success of this showcase conference and it offers lessons to be shared for other housing conference organizers around the country.

Conference Innovation: Shared Work, Shared Success

Over the 20 years, MSHDA’s leadership role with the conference has been unwavering. For example, the agency has (1) been the event’s principle sponsor and financial backer; (2) provided staffing and leadership to the organizing efforts; and (3) hosted the monthly planning meetings at its headquarters building. Importantly, however, MSHDA does not – and has not – claimed the title or ownership of the annual event. Instead, the year-after-year success and, indeed, participation in the annual conference, has relied on shared work, planning, and organizing from a wide array of housing stakeholders and partners around the state. As a result, the true ownership and continual success of the conference has been shared by everyone involved.

The conference also serves as a setting to recognize achievements of individuals and organizations that work in the housing industry. Organizations such as Habitat for Humanity of Michigan, the Community Economic Development Association of Michigan, MSHDA, and others, present annual awards for outstanding achievements. A full list of awards is provided in the supplemental information and attachment.

Composition of Organizing Committee – MSHDA could not put on this large-scale event alone on an annual basis. Thus, participation, cooperation, and support from housing partners are crucial to the endeavor. The continuity of a two-decades-long annual affordable housing conference reflects a strong working relationship and shared vision among MSHDA and its for-profit, non-profit, and governmental housing partners.

Active participation in the 2018 organizing committee included representation from the following organizations in Michigan, a list that varies only slightly from year-to-year:

Michigan State Housing Development Authority
MSHDA's 20th Anniversary Affordable Housing Conference
Special Achievement

- Cinnaire
- Community Development Advocates of Detroit
- Community Economic Development Association of Michigan
- Corporation for Supportive Housing
- Federal Home Loan Bank of Indianapolis
- Habitat for Humanity of Michigan
- Home Builders Association of Michigan
- Local Initiatives Support Corporation
- Michigan Association of Land Banks
- Michigan Coalition Against Homelessness
- Michigan Community Action Agency Association
- Michigan Community Development Association
- Michigan Community Resources
- Michigan CRA Bankers Association
- Michigan Department of Health and Human Services
- Michigan Developmental Disabilities Council
- Michigan Historic Preservation Network
- Michigan Housing Council
- Michigan Nonprofit Association
- Michigan State Housing Development Authority
- Michigan State University Community and Economic Development Program
- National Association of Housing and Redevelopment Officials
- Northwest Michigan Council of governments
- Opportunity Resource Fund
- State Historic Preservation Office of Michigan
- USDA – Rural Development
- U.S. Department of Housing and Urban Development

These organizations all contribute varying amount of staff time, resources, sponsorships, and support to help organize and plan the annual event. Ultimately, no one group or organization gets top billing.

Conference Programing and Content – The conference workshops provide the substantive content that attracts attendees. For many involved in Michigan’s housing industry, this conference is the “must-attend” event of the year as it attracts thought-leaders, practitioners, and decision-makers. The learning and networking opportunities are hard to resist. Still, maintaining a conference’s relevancy over two decades is not easy. In this case, the conference organizers lean on each other’s expertise and insights to identify, development, and select the workshop topics and speakers. The conference is divided into five key “tracks” where organizing committee members allocate the conference’s limited time and space for the breakout sessions. This decision-making process for workshops is not top-down; instead the process is collaborative in identifying current topics, issues, and practices that need to be addressed.

As a result, Michigan’s affordable housing conference ends up being a mixture of workshops from basic to more advanced topics. Attendees, depending on levels of expertise and interest, may choose from topics or speakers addressing nuts-and-bolts practitioner sessions, housing programs, or sessions on new cutting-edge trends and techniques. The conference organizers

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Special Achievement

serving on these track subcommittees sift through various presentation proposals and collaboratively determine final slate of workshops.

Here is an outline of the track subcommittees, which are chaired on a rotating basis, for the 2018 BMCC:

- *Organizational Growth Track* - subcommittee chaired by a representative of the Opportunity Resource Fund
- *Multifamily Housing Finance, Development, Rehabilitation & Management Track* - subcommittee co-chaired by representatives of the Michigan Housing Council and Cinnaire
- *Innovation & Policy Track* - subcommittee chaired by a representative of the Community Economic Development Association of Michigan
- *Preventing and Ending Homelessness Track* - subcommittee co-chaired by representatives of the Community Housing Network and the Michigan Coalition Against Homelessness
- *Single-Family Housing Development Track* - subcommittee chaired by a representative of Habitat for Humanity of Michigan

Also, all members of the full organizing committee help identify potential keynote speakers and plenary sessions for the broader conference outlook and theme. The organizers also have the flexibility to add new and different elements to the conference to help refresh the look, feel, and energy of the event. This year, for example, the BMCC organizers had a tiny house built onsite in the exhibit hall during the conference, with plans to have it transported, installed, and used for a formerly homeless resident in Detroit.

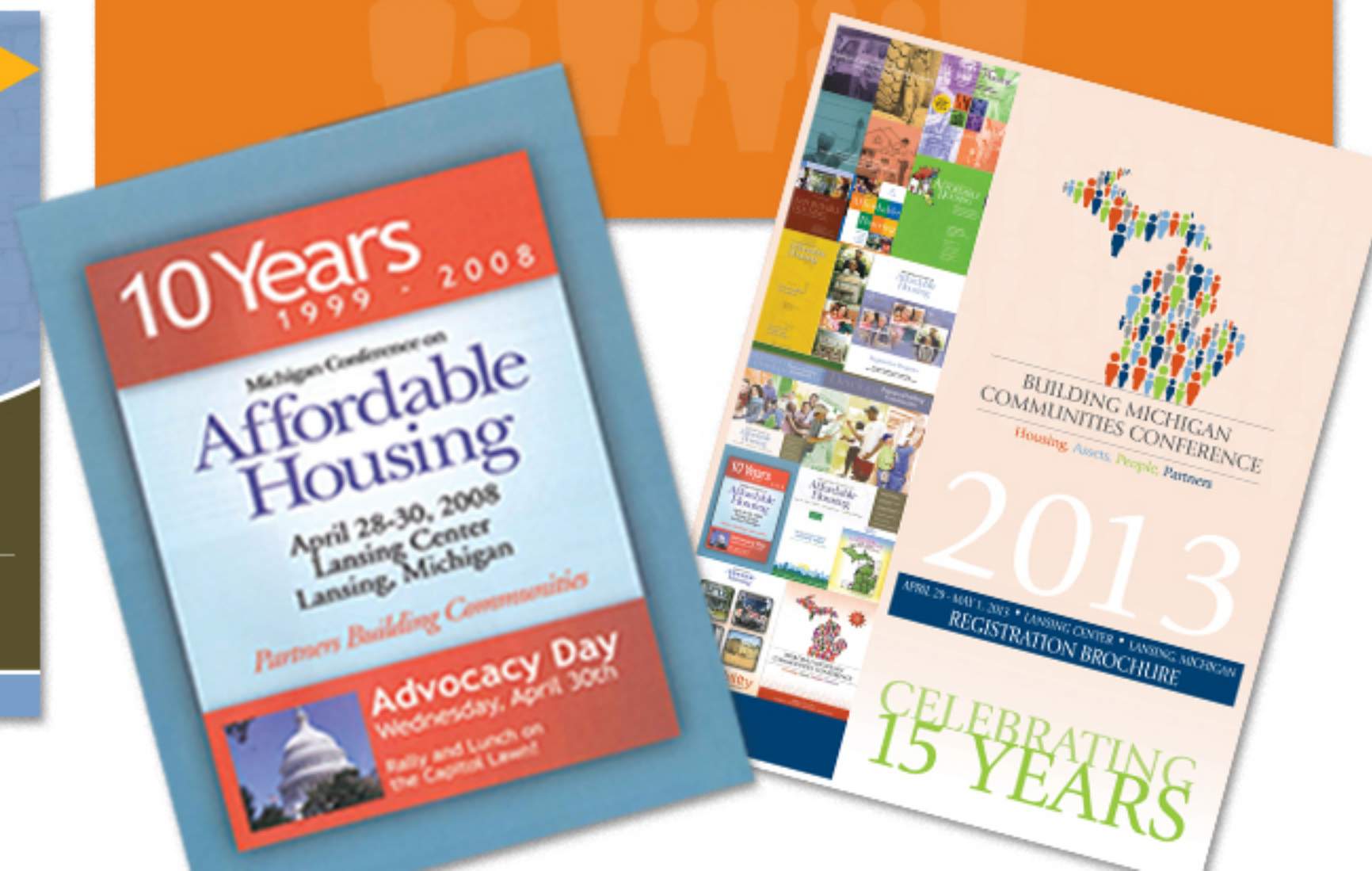
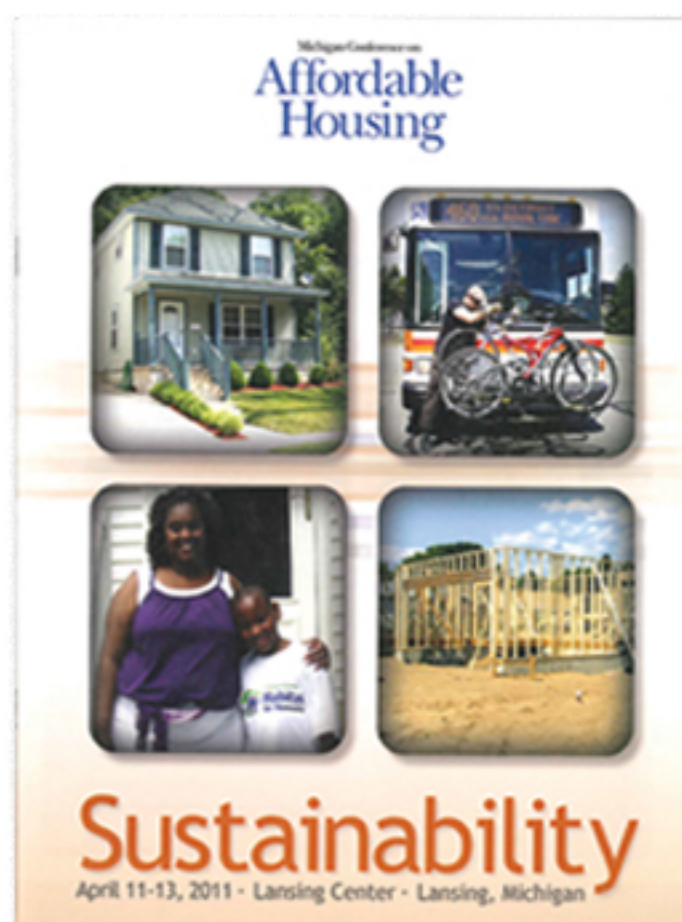
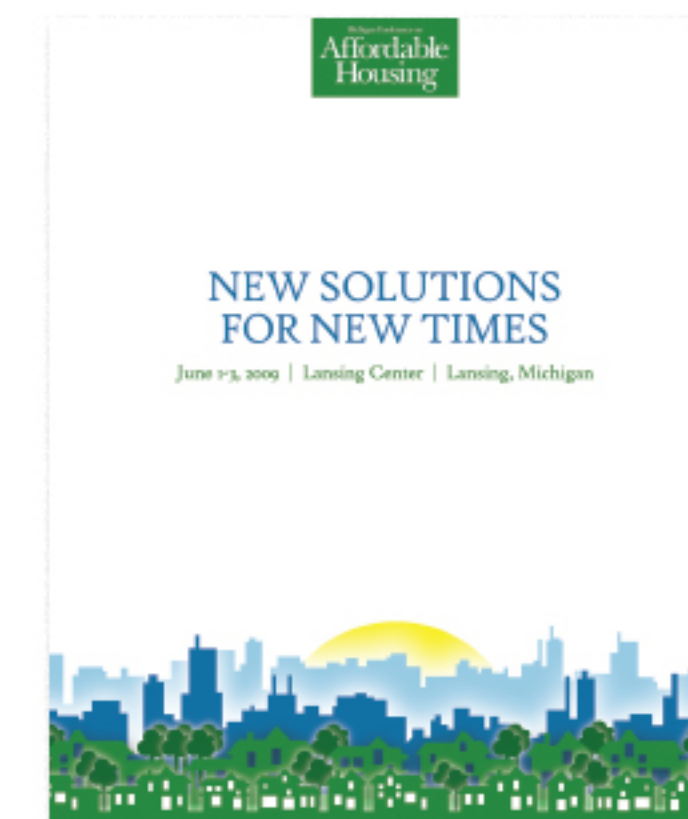
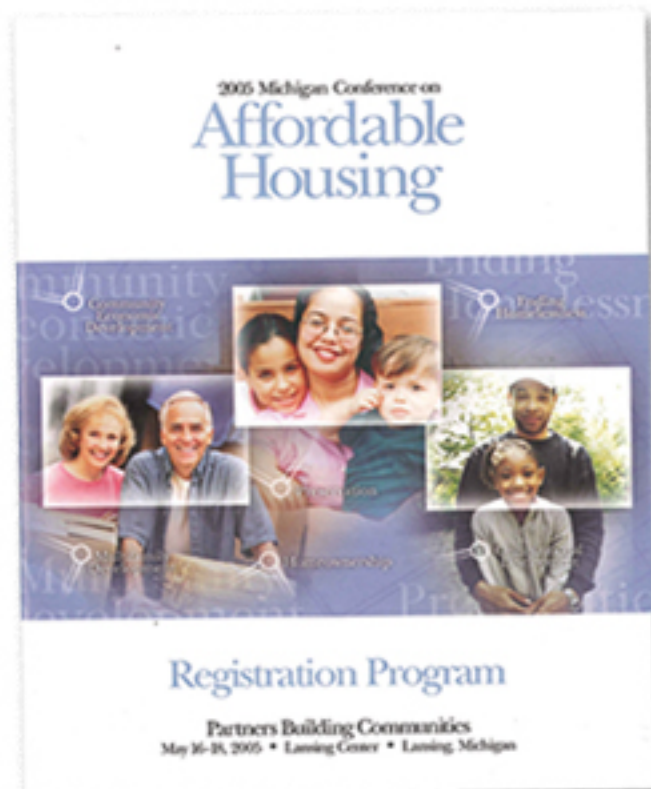
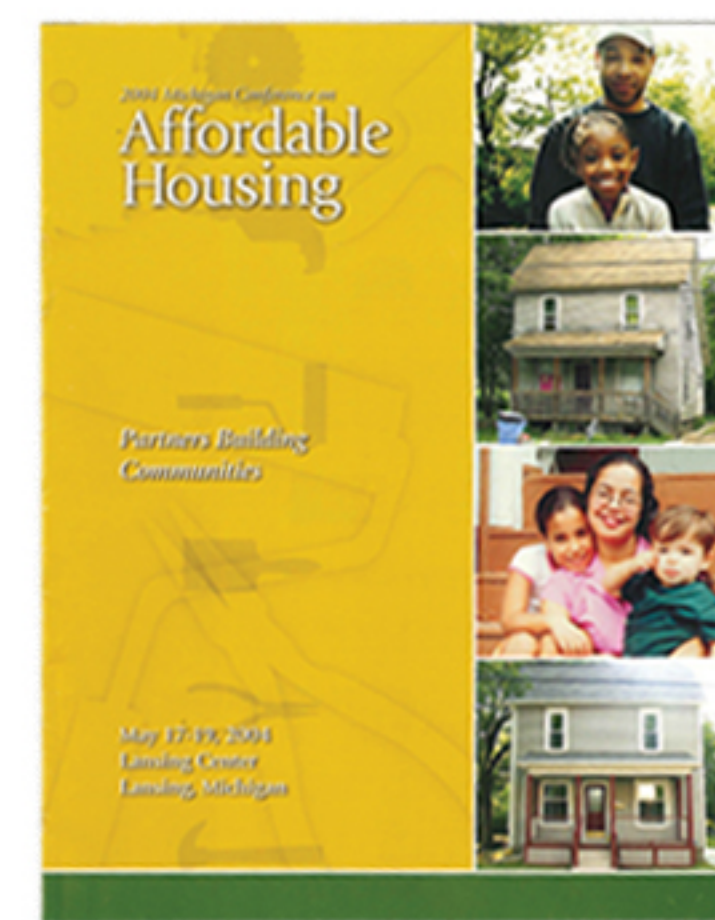
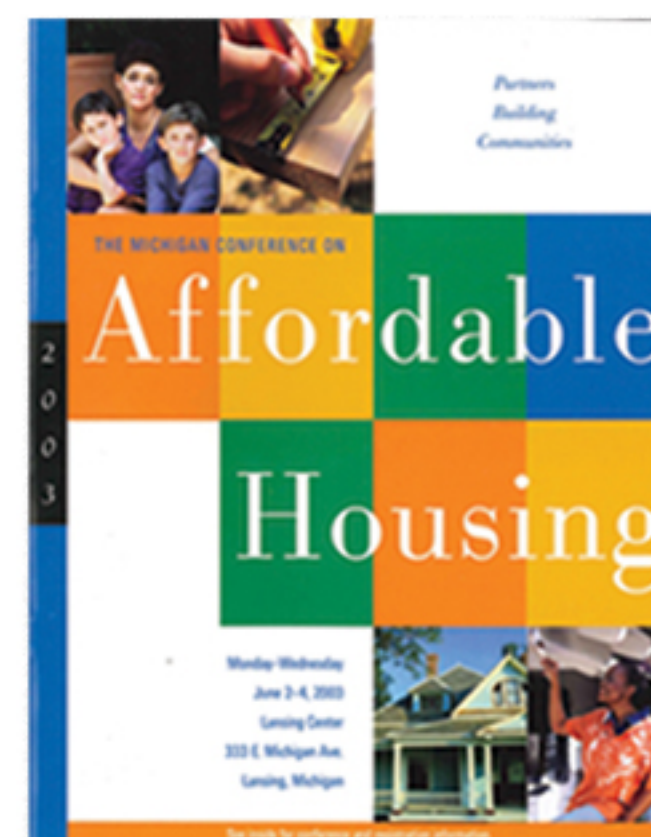
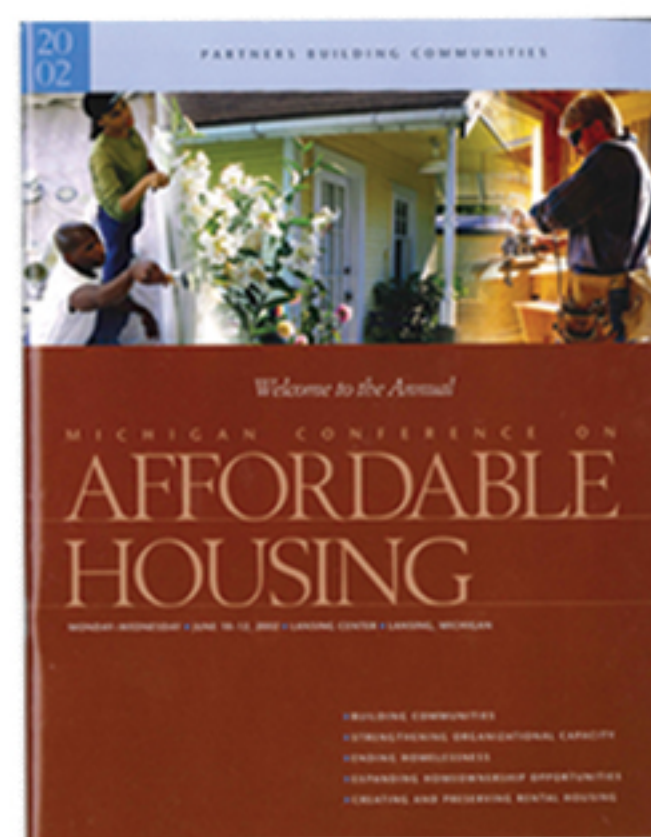
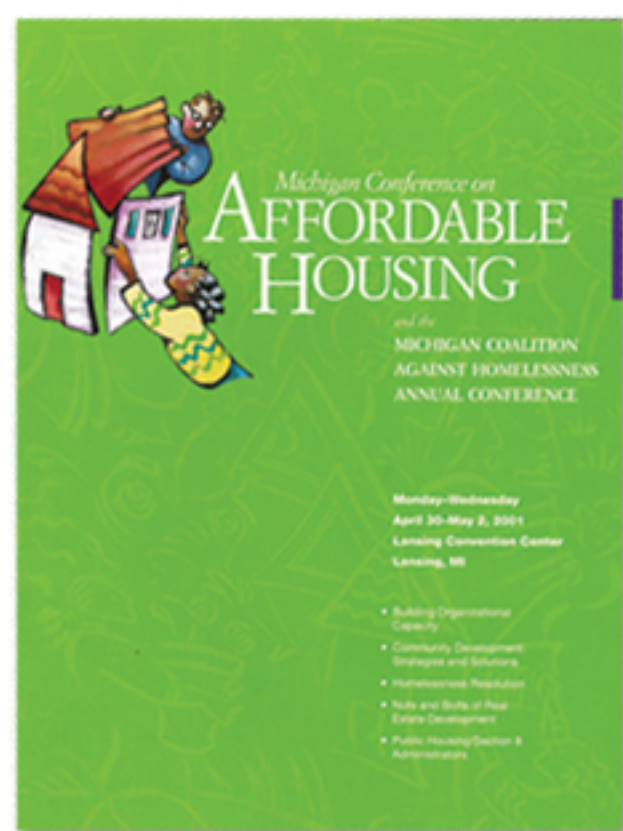
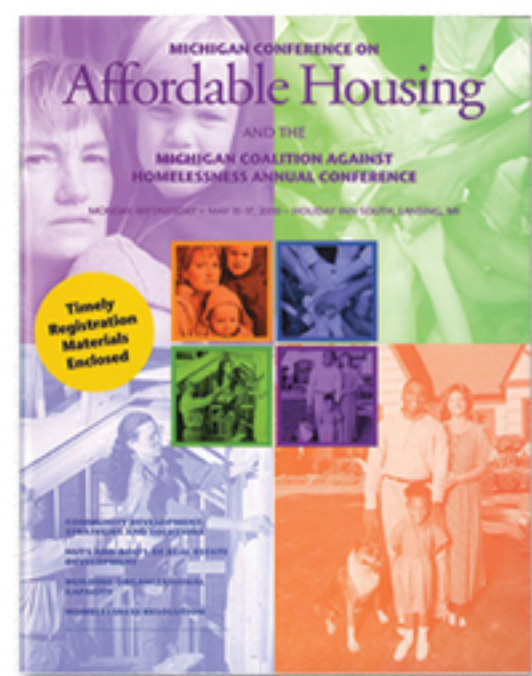
Also, as a change of pace for the conference, BMCC organizers decided to host a housing-oriented “Family Feud”-style informational contest involving conference attendees. The contest was held on the exhibit hall main stage and generated energy and excitement at the conclusion of the conference’s first day.

Need, Results, and Benefits

The stakeholders in Michigan’s housing industry are vast and varied, and many of them share common interests, questions, and needs that need to be addressed. An annual statewide affordable housing conference, when done effectively, can be a method to enhance person-to-person collaboration, information-sharing, and networking. MSHDA, as the state housing authority, is best positioned to draw the interested parties together to hold such a conference. However, the agency for the last 20 years has relied on the active and enthusiastic cooperation, collaboration, and contributions of its statewide housing partners to organize, plan, and implement the event – with all sharing the success throughout.

Each year MSHDA’s investment in the conference is \$100,000 - \$125,000 and is leveraged by additional partner sponsorships, vendor fees, and registration fees. Again, the overall conference expense – in organizing and cost – has been shared by participating housing partners. MSHDA’s leveraged dollars dedicated to the event has proven to be a good investment.

This nomination is further supplemented by the printed editions of the 2018 BMCC program and brochure, as well as full-color page showing a medley of conference brochures from each of the last 20 years.



COMMUNITY
ECONOMIC
DEVELOPMENT
ADVOCATE OF
THE YEAR

HOUSING
EDUCATION
PROGRAM
AGENCY OF
THE YEAR

HOMEOWNERSHIP
TOP LENDER

COMMUNITY
ECONOMIC
DEVELOPMENT
LEADER OF
THE YEAR

HOUSING
EDUCATION
PROGRAM
COUNSELOR
OF THE YEAR

TERRENCE
R. DUVERNAY
AWARD

COMMUNITY
SPIRIT
AWARD

AFFILIATE
OF THE
YEAR

THE CORRIE
BAIR BUILDING
INCLUSIVE
COMMUNITIES
AWARD



AWARDS PROGRAM

BUILDING MICHIGAN COMMUNITIES
CONFERENCE

HOUSING ASSETS PEOPLE PARTNERS

APRIL 30 - MAY 2, 2018

LANSING CENTER, LANSING, MI

Thank you for joining us as we celebrate the shared accomplishments of our partners in housing. This is a great opportunity to champion some of the biggest unsung heroes in the area of affordable and supportive housing, housing education, community and economic development, advocacy and leadership.

COMMUNITY ECONOMIC DEVELOPMENT ADVOCATE OF THE YEAR

Awarded by CEDAM

Presented to **Tahirih Ziegler**, Detroit Local Initiatives Support Corporation

COMMUNITY ECONOMIC DEVELOPMENT LEADER OF THE YEAR

Awarded by CEDAM

Presented to **LINC UP**

THE CORRIE BAIR BUILDING INCLUSIVE COMMUNITIES AWARD

Awarded by Michigan Disability Rights Coalition

Presented to **Kirsten Elliott**, Community Housing Network

COMMUNITY SPIRIT AWARD

Awarded by Federal Home Loan Bank of Indianapolis

Presented to **James Wolfington**, Chelsea State Bank

AFFILIATE OF THE YEAR

Awarded by Habitat for Humanity Michigan

Presented to **Habitat for Humanity of Oakland County**

HOUSING EDUCATION PROGRAM AGENCY OF THE YEAR

Awarded by MSHDA

Presented to **Neighborhood Legal Services of Michigan**

HOUSING EDUCATION PROGRAM COUNSELOR OF THE YEAR

Awarded by MSHDA

Presented to **Amy Bark**, Blue Water Community Action

HOMEOWNERSHIP TOP LENDER

Awarded by MSHDA

Presented to **Mortgage 1**

TERRENCE R. DUVERNAY AWARD

Awarded by the BMCC Planning Committee

Presented to **Richard Cannon**, President and CEO, Hearts for Homes, Inc. and Interim Executive Director, Church of the Messiah Housing Corporation

Richard Cannon is one of the early pioneers of community development in Detroit. He has been a community development professional for nearly 40 years, serving in executive management roles in the non-profit sector, providing technical assistance and consulting services to non-profit CDCs in SE Michigan, and managing development projects and project funding. He has played a key role in numerous community development initiatives across the state including the founding of CEDAM, the state trade association for the community and economic development industry.



2018 BMCC- Organizing Committee (including conference call)



















