



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.

2018 NCSHA Annual Awards for Program Excellence
Wisconsin Housing and Economic Development Authority (WHEDA)
Communications | Annual Reports
45 Years of Firsts: WHEDA Annual Report 2017

Overview

In 2017, the Wisconsin Housing and Economic Development Authority (WHEDA) celebrated its 45th anniversary. Looking back at our history marketing staff noticed a consistent trend. In many instances, WHEDA has been out in front, leading and paving the way for the housing finance industry. In 1975 we were the first state Housing Finance Agency (HFA) to successfully market long-term bonds used to finance Section 8 housing development. In 1977 we were the first HFA to coordinate the distribution of subsidized housing with the Department of Housing and Urban Development (HUD) and Farmers Home Administration. In 1985 WHEDA initiates the Housing Grant Program, making us the first HFA to administer such a program. In 1988 WHEDA offers the first-of-its-kind Drought Relief Guarantee Program.

During the 90's WHEDA was the first HFA to offer a 97% LTV mortgage with private mortgage insurance. We also led the nation in 1992 with over 4,500 single family home ownership loans financed by mortgage revenue bonds. In 2001 WHEDA announced "HouseKey Wisconsin," the first online mortgage application system in the HFA industry. In 2004 WHEDA was the first HFA in the country to be awarded federal New Markets Tax Credits. To-date, WHEDA has received \$575 million in NMTC's. In 2010, WHEDA became the first HFA to offer an exclusive mortgage product in partnership with Fannie Mae.

In between these milestones were many other accomplishments. To-date, WHEDA has issued over \$10.8 billion in tax-exempt and taxable bonds to invest in affordable housing and economic development. We have financed more than 73,000 affordable rental units, provided mortgages to 123,900 families and made more than 29,000 small business and agricultural loan guarantees. WHEDA is proud to present our annual report for 2017: **45 Years of Firsts**.

Concept and design

WHEDA's annual report was produced in a digital format as well as a printed format. Production was a comprehensive six-month planning process with the WHEDA Marketing team. WHEDA used in-house resources, not an agency, to theme, design, copy write and produce the annual report.

The focal point for the report was to highlight the entire 45 year history of WHEDA. The report begins with a message from Wisconsin Governor Scott Walker and WHEDA's Executive Director, Wyman Winston. Following is a timeline highlighting each of WHEDA's accomplishments. The photos placed within this timeline are from our historical archive.

The first story is about WHEDA's Capital Access program. WHEDA was the first HFA in the nation to receive a Capital Magnet Fund award through the Community Development Financial Institutions (CDFI) Fund. Of the \$5.4 million awarded to WHEDA, we used \$3.5 million for a home buyer program called the Capital Access Advantage. The loan product is a second mortgage of \$3,500 to be used towards down payment and closing costs. It features a 0% interest rate and payments are deferred until the original mortgage is paid off or the home is sold, whichever comes first. The program is great for first-time home

buyers because it allows them to keep more cash in their pockets after closing for home improvements or for other reasons.

One Penny Place is a residential care apartment complex where senior residents have access to meals, laundry, housekeeping, wellness activities and other personal care services on an as needed basis. When it opened in 2002, One Penny Place was WHEDA's first affordable assisted living facility. Our second story highlights WHEDA's commitment to supportive housing. From One Penny Place to Aster Retirement, financed in 2017, these examples show how quality housing with supportive services makes a big difference for the residents of Wisconsin.

Our third story was about St. Augustine Preparatory Academy, a new 200,000 square foot, non-denominational Christian school located on Milwaukee's south side. The school is driven by the belief in the transformative power of a high quality education has on people and communities. A local philanthropist was prepared to fund a majority of the construction costs. WHEDA was able to close the gap with our NMTC program. WHEDA's Community Development Entity, the Greater Wisconsin Opportunities Fund (GWOFF), awarded \$10 million in tax credits to build the state of the art learning center serving low-income families. The school serves students from all areas of Milwaukee. The school also participates in the School Choice program with 99% of the students receiving vouchers and 90% of students qualify for free or reduced lunch. Every student who applied was accepted when it opened in 2017.

Baby cows wearing sweaters, a robotic calf feeding system that resembles a paired down R2-D2 and a cow wash to keep cows clean and happy highlight the success of Marti Farms. Located in Vesper, Wisconsin, the Marti family was looking to expand and modernize their operations to meet market demand as well as to create a sustainable operation for its next generation of owners. Working with a partner lender, the Marti family was able to secure a \$1 million loan utilizing a \$200,000 guarantee from WHEDA. WHEDA's FARM program was able to provide a credit enhancement to the loan transaction which reduced the risk to the lender. Without WHEDA's agricultural financing, the farm would not have had the capital required to expand. The expansion and modernization project included a modern, tunnel ventilated free-stall facility with milking parlor, milk meters and cow monitoring devices to help manage the herd. The expansion also tripled the herd, requiring other improvements like a retrofitted robotic calf feeding system, improvements to older facilities and a cement manure lagoon. The project also implemented new technology. From a control center the farm is able assess the needs of every cow in the herd and a cow wash station helps to keep them clean and comfortable. Happy cows has meant higher than expected yields. Every improvement was done with the well-being of the cows in mind.

The final story of the annual report is on WHEDA's Housing Grant Program. Since 1985, over \$23 million has been awarded through permanent grants to public, not-for-profit and faith-based providers of housing and shelter facilities for vulnerable populations. The story highlights one of the first grant awards, The Open Gate. Joyce Henry started out as a door minister, welcoming patrons to the nightly dinner at St. Ben's Community Meal located on the western edge of Milwaukee's downtown. Her experiences working with homeless men was the catalyst for her work. The story also highlights recent awards to the Rice Lake Housing Authority and SAFE Haven of Racine.

Target audiences

The target audiences include state agencies, legislators, trade publications, municipalities, partners and the general public. The annual report is an important way to share with people unfamiliar with WHEDA our mission, our proud successes as well as a way to educate the public on WHEDA programs and services.

Objectives and resources

WHEDA begins every annual report with a set of objectives. It is important that the most interesting stories that demonstrate WHEDA's mission and community impact come to light. Another strategic objective is to make sure that the annual report is designed to be attractive, interactive and easy to read.

The digital version allows the ability to share the WHEDA through social media, wheda.com and email delivery systems. While the print version offers a show case leave-behind for both public and private partners that demonstrates WHEDA's mission.

Summary

WHEDA strives to utilize its strengths to build the state's economy through quality, safe, affordable housing and small business expansion. We then build communities by helping residents realize their aspirations. Our annual report is a key extension of our mission and showcases how we are positively impacting lives.

Visual aids provided

You can view WHEDA's 2017 digital annual report [here](#).

Ten copies of the printed version of the annual report have been mailed to NSCHA for award committee review.