

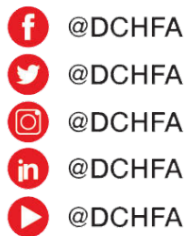
# 2023 BOSTON

## Best Practices in Event Planning



# Best Practices in Event Planning

NCSHA 2023



[WWW.DCHFA.ORG](http://WWW.DCHFA.ORG)

# 2023 Live Events are Back

## DCHFA launched 3 new events in 2023

- Baldwin DuBois Discussion Series
- DCHFA's Homeownership Fair
- DC Open Doors 10<sup>th</sup> Anniversary

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[WWW.DCHFA.ORG](http://WWW.DCHFA.ORG)

# Baldwin DuBois Discussion Series

## The Baldwin DuBois Discussion Series

### Part I: Preparing the Next Generation of Emerging Developers

Wednesday, February 1 • 9-11AM



Given the history of racial inequity and disparity, its impacts on housing, and the obstacles Black real estate developers face when accessing the capital needed to revitalize communities, solutions that drive equitable outcomes for communities of color are critical to creating thriving communities. Join us for this dynamic session to learn from housing industry leaders about:

- Real estate development in Washington, D.C.;
- Tools you can use to succeed;
- How to break into and build a viable business;
- And how Black professionals in the real estate industry can move the needle in a different direction.

Take the conversation online using #DCHFANextGen



- DCHFA’s executive director, Christopher Donald wanted to have a series of conversations to reengage DCHFA’s partners with a focus on racial equity and leadership.
- The timeframe to execute the event was 2 weeks.

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# Baldwin DuBois Discussion Series

## Event Execution

- Partnered with the Housing Association of Nonprofit Developers (HAND)
- Free, invitation only event using HAND and DCHFA's distribution lists (EventBrite)
- Director Donald invited panelists to participate

# DCHFA Baldwin DuBois Discussion Series



- 100+ attendees
- 2<sup>nd</sup> panel took place in March 2023
- Event was recorded and distributed to attendees and on social media
- 2<sup>nd</sup> panel took place in March and 2 more are in development

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[WWW.DCHFA.ORG](http://WWW.DCHFA.ORG)

# DCHFA's Homeownership Fair



- Agency's largest event for Homeownership Month
- Open to vendors (realtors and lenders)
- Public event
- An event planner was hired to execute all homeownership month events

# DCHFA's Homeownership Fair



- 100 attendees
- 4 government agencies participated
- 13 lenders and realtors participated
- Event will be held annually



# DC Open Doors 10<sup>th</sup> Anniversary

- DC Open Doors is the agency's flagship homebuyers' program (\$561 million in closing and/or downpayment assistance)
- Private cocktail party for homeowners, staff, lenders and realtors (near 100 guests)



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[WWW.DCHFA.ORG](http://WWW.DCHFA.ORG)

# Debrief

- Mobilize and tap resources quickly
- Hire an event planner (provided additional staff, vendor relationships, media relations)
- Meet regularly with the internal teams that can assist you and include the event planner
- Hire an event planner (DCHFA's PR staff is a team of 2.)

# Virginia Housing: Celebrating 50 Years

Virgin  
Hous



50 YEARS

ary 16, 2021

# High-level goals:

## What's the purpose?

- Celebrate partners (nonprofits, developers, government agencies, local governments) statewide that have helped Virginia Housing deliver on its mission
- Engage Virginians statewide
- Create local touchpoints across the Commonwealth via earned and social media

## Our Approach:

- Must be easy-to-implement, turnkey, creative, memorable and reinforce our mission.
- Leverage existing events, inventory and relationships to create our “blowfish” strategy.
- Low-hanging fruit comes first. (Social, website, internally-created content that is reusable and shareable)

## Banners Virginia Housing locations



## Retractables



Lamp Post Banners across Richmond

50<sup>th</sup> Logo Lockup

# 50<sup>th</sup> Anniversary Landing Page

The landing page features a dark green header with the Virginia Housing logo and navigation links: Individuals & Families, Business Partners, About, News, Contact, and Login. The main content area is white with a large green '50 YEARS' graphic. Below the graphic, a paragraph states: "This year marks our 50th anniversary of working in partnership with public and private sectors to help Virginians attain quality, affordable housing." A section titled "Our History" contains a timeline with three key events: 1972: Virginia Housing Development Authority (VHDA) is created; 1975: Paid off startup costs; 1976: Began first statewide Rental Assistance Program. Below this is a section for the "Virginia House" Grant, followed by "More About Our History" text and a footer with the Virginia Housing logo and '50 YEARS' graphic.

Virginia Housing Celebrates

# 50 YEARS

This year marks our 50th anniversary of working in partnership with public and private sectors to help Virginians attain quality, affordable housing.

### Our History

**1970s**

**1972:** Virginia Housing Development Authority (VHDA) is created by the Commonwealth of Virginia to help Virginians attain quality, affordable housing.

**1975:** Paid off startup costs appropriated by the General Assembly.

**1976:** Began first statewide Rental Assistance Program with Liberty Manor. Also established the Congregate Housing Program for Virginians with mental disabilities.

### "Virginia House" Grant

Virginia Housing is collaborating with Habitat for Humanity affiliates in support of their work to eliminate substandard housing. We awarded \$1.2M in "Virginia House" grant funds that will build homes and communities in five of Virginia's localities.

[Read more about our Virginia House grant here.](#)

### More About Our History

Virginia Housing was created as a self-supporting public-private partnership by the Virginia General Assembly in 1972. For 50 years, our mission has been unwavering: to help Virginians attain quality, affordable housing.

We accomplish our mission without the use of state taxpayer dollars — instead, we issue bonds to fund our affordable mortgages for homebuyers and developers of quality rental housing. We also teach free classes for first-time homebuyers, and help people with disabilities and the elderly make their homes more livable. We work with lenders, Realtors, developers, local governments, community service organizations and many others who share our mission.

With the support of so many partners, we've accomplished much in the last 50 years to make housing more affordable in Virginia, and we look forward to the next 50 years.

Virginia Housing | 50 YEARS

## Social Media



24 likes

virginiahousing It's #FunFactFriday! In FY22, we awarded 2,156 down payment assistance grants to new homebuyers and 858 closing cost assistance grants for a total of 3,014 grants valued at \$16,262,193.37.

#HomeHelpsEveryone #AffordableHousing

August 19, 2022



## 50<sup>th</sup> Highlights Video



## Swag



**Associate and Partner Testimonials – used in various videos.**

## Animated 50<sup>th</sup> Holiday Card



## Sponsorship Ads

# “Virginia House Grant” – Partnership with Habitat for Humanity



FOR IMMEDIATE RELEASE  
11.22.22

CONTACT: Adrian Robinett  
(c) 276-971-0494  
Adrian.Robinett@virginiahousing.com

## Virginia Housing Awards \$1.2 Million Grant to Habitat for Humanity

**RICHMOND, VA-** In celebration of Virginia Housing's 50<sup>th</sup> anniversary, the Authority is collaborating with Habitat for Humanity affiliates in their work to increase affordable housing by supplying a total of \$1.2 M in grant funds that will build homes and communities in five of Virginia's localities.

"The Virginia House" grant will assist five Habitat for Humanity affiliates in the construction of a







# Power of HOME Art Contest (New)

ON-AIR > VIRGINIA THIS MORNING

## Virginia Housing presents "Power of Home" Digital Art Contest



Watch Virginia This Morning weekdays at 9 a.m. on CBS 6!

Today, Adrian Robinett, Public Relations Manager for Virginia Housing joined us to share more about their "Power of Home" Digital Art Contest.

## Voting at VA Housing Conference



## Video: Announcing Winners



# 2023 BOSTON

## Best Practices in Event Planning

# 2023 BOSTON

## Best Practices in Event Planning

# March 23 at the Galt House



# August 24-25 in Central Bank Center





## 2023 Kentucky Affordable Housing Conference

# Attendee Overview

- 631 registered, 588 attended for a 93% check-in rate
- These numbers exclude the 150 people who attended the three pre-conference trainings



## 2023 Kentucky Affordable Housing Conference

# Sponsorship Overview

- 36 exhibit booths
- 37 sponsors, including three presenting sponsors
  - Horne/Teksystems, Ohio Capital Corporation for Housing, and PNC



**OCCH**  
OHIO CAPITAL  
CORPORATION  
FOR HOUSING





## 2023 Kentucky Affordable Housing Conference

# Changes

- Overhauled sponsorship benefits
- Automated sponsorship application and remittance process
- Eliminated lists of attendees







## 2023 Kentucky Affordable Housing Conference

# Changes

- Added coffee and Wi-Fi sponsor
- Added a fun event
- Increased visibility of sponsors and their levels
- Sent emails from sponsors
- Push notifications

The screenshot shows the top portion of the conference website. At the top, it features the #KAHC23 logo and three icons (hammer, house, handshake). Below this is the main title '2023 Kentucky Affordable Housing Conference' and the dates 'Thursday and Friday, August 24-25, 2023'. A prominent heading reads '#KAHC23 Starts Thursday!'. The page includes sections for 'Get Ready for This Year's Conference', 'Registration Check-In' (with a QR code and 'Add to Apple Wallet' button), 'Mobile App' (with a 'Get the App' button), 'Evening Event @ Lost Live', and 'Thank You to Our Sponsors'. The sponsors section is organized into levels: Platinum (HORNE YTEK, OCCH, PNC), Gold (Fifth Third Bank), Silver (Coca-Cola, LGG), and Bronze (KPMG, ARCON, etc.).

Announcements

8/24/2023  
**More on PNC**  
 To learn more about PNC and the work it does in the community, visit [www.pnc.com](http://www.pnc.com).  
[More Info](#)

8/24/2023  
**Presenting Sponsor - PNC**  
 The lunch plenary is sponsored by PNC Bank, a #KAHC23 presenting sponsor. PNC is leading the way to a brighter future, coast to coast.

8/24/2023  
**Lunch**  
 Head back to the Ballrooms for a buffet lunch and discussion with Shane Phillips, our plenary speaker.

8/24/2023  
**Grab a Snack**  
 Need a snack? Stop by the Ballrooms for a quick pick-me-up before heading to your next session.

### 2023 Kentucky Affordable Housing Conference

CENTRAL BANK CENTER | LEXINGTON, KY

**A Message from Our Presenting Sponsor**

**OCCH**  
OHIO CAPITAL CORPORATION FOR HOUSING

*Transforming Lives. Impacting Communities.*

Ohio Capital Corporation for Housing (OCCH) is pleased to announce its role as the presenting sponsor of the Kentucky Affordable Housing Conference (KAHC). We look forward to gathering with benefit providers and housing professionals from across the Tri-State area for next year's event together in "Rising to the Challenge, Building a Stronger Kentucky."

We continue to invest in KAHC because of the critical nature of affordable housing. For more than 30 years, OCCH has worked with our stakeholders to fund housing initiatives, rehabilitation and preservation of affordable housing, resulting in the creation of 67,000 affordable housing units, 1,000 developers and \$6.5 billion in equity investment.

We believe that through providing affordable housing, enhancing support services, we can build sustainable communities that provide greater opportunities and empowerment to the lives of our residents.

Though we are located in Columbus, Ohio, we work extensively with Kentucky agencies. In recent years, OCCH was proud to help Kentucky Housing Corporation (KHC) and its partners launch ground-breaking projects, including:

- Rowland Thomas**, a multi-phase renovation and new construction project in Louisville providing independent, senior and family-owned and -operated units.
- Rowland High and Lowry Courts**, an affordable housing community for residents on the urban edge in Louisville. Services including Community Emergency Response Team, educational support services through Vandersand Kentucky Leadership's City Action Program.
- Concord and More Residential Health Inc.**, a Kentucky program for 100 services in Cincinnati that provides addiction abuse therapy, education, job training and placement, family reunification and housing.

Our commitment to our communities, developers and investors is unwavering, because we know that their success is our success.

We look forward to discussing the latest trends and housing topics with all of the conference speakers and attendees this week and to seeing everyone and welcoming you all to Louisville.

We want to thank the Ballroom sponsors and have more about our [Ballroom Sponsor](#).

Join Us, Thursday at 1:00 PM

Don't miss our live networking event open to all conference attendees!

Starting at 7 a.m. Thursday, August 24, we will close out the first full day of the Kentucky Affordable Housing Conference with dinner hours, networking, music, entertainment, and live DJ in Lexington, which is located across the street from Central Bank Center - so we'll see you there!

Sponsoring our presenting sponsors - **PNC Bank, Home and Title partners** and **OCCH** - we know this will be a great way to extend and connect with other attendees.

See you there!

Presented by **KHC** Kentucky Housing Corporation  
*Investing in quality housing solutions.*

### 2023 Kentucky Affordable Housing Conference

**Welcome #KAHC23 Attendees!**

Please check in at the first floor registration desk.

Download the #KAHC23 app for your schedule, maps, and more.

**ConferenceMap**

Ballrooms 1-3 | Meeting Rooms 1-2  
 Check-in | Registration

Second Floor →

Third Floor ←

Hyatt Regency Lexington

### 2023 Kentucky Affordable Housing Conference

**Presenting Level**

- Home & TEK Systems
- Ohio Capital Corporation for Housing
- PNC Bank

**Platinum Level**

- Fifth Third Bank

**Gold Level**

- German American Bank
- Guardian Savings Bank
- KPMG LLP
- Kentucky Affordable Housing Coalition
- LDC Development

**Silver Level**

- Alco Management\*
- Allied Argenta
- Beacon Property (SOACVR)\*
- Bonnevillie
- Multifamily Capital
- Gitgroup Global
- Markets Inc.\*
- Dinsmore & Shohli\*
- Enterprise/BWE\*
- Fahs, Inc.
- Federal Home Loan Bank of Cincinnati
- Freddie Mac\*
- Freedom Five Star Development, Inc.
- Kutak Rock LLP\*
- National Equity Fund
- New Directions
- New Vista
- U.S. Bank
- Wabuck Development Company, Inc.\*
- Wallick Communities\*

**Bronze Level**

- CAHEC\*
- Community Ventures
- Corporation for Sustainable Housing\*
- Dominium\*
- Kentucky Habitat for Humanity
- McCormack Baron Salazar\*
- REB Architects, PLLC
- Robert Hale Development
- Synagics Technology\*
- Tidwell Group

\*NON-EXHIBITING SPONSORS

**Nonprofit and For-Profit Exhibitors**

- Brown National Research
- Clayton Homes
- Ford's Main Bank
- Kentucky Manufactured Housing Institute
- Levitt
- Funkhouser, Inc.
- Lument
- MattinglyFord
- Table Services LLC
- Model Group
- Novogradac & Company LLP
- Roslin
- USDA - Rural Development
- UK-BREATHE

# Thank You!

Sponsors and Exhibitors

### Exhibit Schedule

**Thursday, August 24, 2023**

Continental Breakfast	7:00 a.m. - 9:00 a.m.
Break	10:00 a.m. - 10:15 a.m.
Break	11:00 a.m. - 11:15 a.m.
Lunch	12:00 p.m. - 2:00 p.m.
Exhibitor Showcase	2:00 p.m. - 2:30 p.m.
Exhibitor Reception	3:00 p.m. - 5:00 p.m.

**Friday, August 25, 2023**

Breakfast	7:00 a.m. - 9:00 a.m.
Break	10:00 a.m. - 10:15 a.m.
Break	11:00 a.m. - 11:15 a.m.
Lunch	12:30 p.m. - 2:00 p.m.

# Post-Event Communication

Overall, the conference was a huge success, and we have gotten great feedback so far. The food and added touches were appreciated. However, it was extremely expensive.





## 2023 Kentucky Affordable Housing Conference

# Cutting Costs

- Reviewing contract
- Exploring outside tech companies
- Assessing food needs
- Restructuring day
- Aggressively pursuing sponsorships



# Questions?

