

2023 LHC Annual Report

Louisiana Housing Corporation
Communications: Annual Report

HFA Staff Contact

Brenda Evans

bevans@lhc.la.gov

Tasha Joseph
Executive Management Officer
tjoseph@lhc.la.gov
(225) 763-8857

2023 Annual Report

The Louisiana Housing Corporation's (LHC) 2023 annual report shares achievements and their impact throughout the year. Featuring engaging content and an appealing design, the report highlights new programs launched, recent projects completed, financing initiatives, development milestones, and rental opportunities. From the layout of the report, a customized microsite, and a video recap, each component showcased the corporation's commitment to advancing housing opportunities in Louisiana.

Innovatively Highlighting Affordable Housing Options

Amidst Louisiana's [insurance crisis](#), where homeowners' premiums are significantly increasing and insurers are hesitant to cover risks in the state, LHC persevered in its mission to provide families with safe, affordable, and energy-efficient housing options in 2023. To this end, LHC developed its 2023 annual report to spotlight those endeavors.

The team implemented innovative strategies for engagement and accessibility and modified previous annual report practices to enhance effectiveness. Infographics effectively communicated complex data, while clear calls-to-action ensured stakeholders remained engaged with valuable insights. Through a dedicated microsite, tailored information was provided to diverse audiences, strategically minimizing scrolling and ensuring optimal functionality. Visual elements, such as vibrant colors and photos, improved understanding, while icons and enlarged numbers and figures facilitated smooth navigation through the narrative. A QR code on the printed version provided quick access to the microsite.

LHC also leveraged digital channels like its social media platforms (e.g., Facebook, X [formerly known as Twitter], and Instagram) to extend the report's reach and the *LHC Insider* (eblast) to share the report deliverables with stakeholders. Testimonials from homeowners and a letter and video message from the corporation's executive director added a personal touch. Throughout the report and microsite, LHC remained committed to transparency and accuracy. The 2023 annual report highlights the power of strategic communication and exemplifies LHC's dedication to promoting its efforts to advance affordable housing in the state.

A Replicable Approach for Nationwide Impact

LHC's annual report serves as a model for housing agencies nationwide, with its strategic communication, organization, and accessibility ensuring broad engagement. Categorized into project highlights, programs, financing, partnerships, and more, it presents information in a structured, digestible way. While written in Word and designed in the Adobe InDesign platform, other agencies can replicate this approach using sites like Canva for visually engaging reports. The microsite can be achieved through a content management system (CMS) like WordPress or Squarespace, even for staff with minimal web experience. These tools allow agencies to disseminate information, engage stakeholders, and support their mission objectives effectively.

Responding to Louisiana's Housing Need

LHC remains steadfast in its commitment to addressing pressing housing needs, as demonstrated through its comprehensive annual report. In Louisiana, homeowners continue to face a significant challenge, with insurance premiums skyrocketing, increasing by [30 to 40 percent](#) in 2023, even without storms. With a mission to provide affordable housing for Louisiana residents, the report serves as a beacon of hope that highlights the positive work of the corporation amidst the insurance crisis. By spotlighting tangible achievements, innovative solutions, and strategic partnerships, LHC focused on what the corporation could control: administering beneficial programs and promoting projects and initiatives. As LHC launched programs, celebrated ribbon cuttings, and broke ground on new projects, the annual report and microsite stood as a testament to its unwavering commitment to transforming lives for Louisiana families and communities through housing initiatives.

Demonstrating Measurable Benefits

LHC's annual report microsite provided measurable results to the corporation's communication team, with an average of 2,000 page views each month. Moreover, by incorporating up-to-date data, testimonials, and visually engaging infographics, the report showcased the impact and effectiveness of LHC's initiatives. For example, last year, LHC executed a targeted geofencing and display ads campaign for its [Weatherization Assistance Program](#) with a \$32,550 investment over 90 days, aiming for a monthly target of 650,000 impressions. From September 19 to November 30, 2023, the campaign delivered impressive results, garnering 1,610,827 impressions, 1,410 clicks, and achieving a click-to-return rate (CTR) of 0.09%. With 19 days left, this success prompted LHC to plan for a reimplementation of the strategy the following year. Notably, the campaign was strategically aligned with energy awareness month in October. LHC's communications team crafted tailored content for social media, intending for it to be prominently featured in both the annual report and microsite, and ensured digestible data presentation through engaging infographics.

Proving a Track Record of Success

LHC's annual report highlighted a proven track record of success for the corporation in affordable housing. With 12 new programs launched in 2023, 17 ribbon cuttings held for new housing developments, and seven groundbreakings for new affordable housing projects, the impact was evident. Moreover, LHC closed nearly 900 loans, amounting to over \$150 million, invested nearly \$23 million into rural communities, contributed to the creation of 10 housing developments, and provided \$66 million in heating and cooling benefits to over 85,000 households – all of which were highlighted in the annual report. These achievements and ongoing accomplishments have strengthened LHC's credibility and reputation within the state and nationwide. The annual report also emphasized the corporation's role as a leading force in advancing housing opportunities and positively impacting communities in Louisiana.

Providing Benefits that Maximize Value and Minimize

The benefits of the annual report exceed its associated costs, given the substantial value it can provide to the corporation through enhanced stakeholder engagement and increased access to state and federal funding. With a nominal web hosting fee of \$35 per month, the investment in developing the report and microsite, which included expenses for video production, graphic and

web design, printing, and mailing, proved to be a strategic allocation of resources. Moreover, the resources allocated to create the annual report deliverables yield dividends in time and effort, facilitating streamlined operations and enhanced productivity across various tasks, including research and social media promotion and management. This comprehensive approach elevated the report's quality, reinforced LHC's overarching objectives, and showcased responsible stewardship of funds. By highlighting achievements, the annual report's deliverables can attract increased funding for projects, initiatives, and programs critical for a state agency dependent on state and federal resources to sustain and expand its mission.

Demonstrating Effective Use of Resources

The development and implementation of the annual report and microsite are a testament to LHC's wise resource management. The strategies employed aimed to maximize impact by creating visually appealing content, delivering concise messaging, and utilizing state-of-the-art digital platforms. Content creation was a collaborative effort, with program officers providing invaluable input to the communications team. Moreover, LHC engaged with Emergent Method, a Louisiana-based management consulting firm, to develop content, design graphics and the microsite, and produce the video to ensure quality control throughout the process. This collaborative partnership, combined with the oversight of internal staff, enabled seamless execution of the annual report. Moreover, by adopting this approach, LHC could effectively target a wider audience, amplifying the dissemination of their message regarding their mission and extending their impact to help more people.

Effectively Employing Partnerships

Partnering with Emergent Method, program officers and support services played a pivotal role in shaping the narrative and visual identity of LHC's annual report deliverables. The report's narrative was developed by spotlighting individuals propelling progress within the organization and acknowledging the corporation's impact. The collective effort, including staff, board members, and executive leadership, strengthened LHC's capacity to advance housing opportunities by leveraging diverse expertise and resources. This process allowed LHC to continue managing programs and initiatives while ensuring the smooth execution of the report.

Achieving Strategic Objectives

Improving the agency's annual report and communication efforts ensured alignment with LHC's strategic objectives – promoting transparency, engaging stakeholders, and showcasing its accomplishments. Through curated content, a visually engaging design, and strategic utilization of digital platforms, these communication tools provided a comprehensive overview of project and program highlights and achievements throughout 2023. Additionally, the report highlighted a detailed perspective on the corporation's work and impact, presenting data accessible to all audiences. This proactive approach to improving communication standards and operating procedures for its annual report proves LHC's commitment to achieving its strategic goals.

Visual Aids

Annual Report

See the next page to view the annual report.



Louisiana Housing
Corporation

Annual Report

2023



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A MESSAGE FROM DIRECTOR WILLMAN



Greetings,

It has been a privilege to serve the state as the Interim Executive Director of the Louisiana Housing Corporation (LHC).

I'm thankful to my predecessors, specifically Mr. Joshua G. Hollins, for his dedicated leadership in stabilizing and setting a new direction for LHC. His commitment to the agency's mission will have a lasting impact. What excites me most is the potential for LHC to reach new uncharted heights. I share with the esteemed LHC Board of Directors a vision for this agency - one centered on being the lead housing agency for Louisiana, touching every corner of this great state with our programs and enhancing affordable housing options for everyone. At its core, this vision aligns with our mission at LHC.

Our mission at LHC remains clear - to provide safe, affordable, and energy-efficient housing for every Louisiana resident. With two decades of service in the affordable housing arena, over 15 of those years at LHC, I have witnessed the profound impact of our mission. Over the years, I have worked with LHC staff to successfully implement programs such as the Louisiana All In Plan to combat homelessness, the Rental Restoration and Development Program, the Developers Assistance Program, Keys for Service Down Payment Program, the Rural Rental Rehab Program, and more, all contributing to increased affordable housing options and housing stability for the residents of Louisiana.

To our valued stakeholders, partners, and community members, I look forward to your continued collaboration. Your input and engagement are vital to advancing LHC's mission and making a difference in our state. Through our collective efforts, we will continue to enhance the lives of those we serve. Together, we will move forward into a future guided by our mission, where safe, affordable, and energy-efficient housing becomes a reality for every Louisiana resident. We will build upon the solid foundation established by my predecessors and the dedicated team at LHC.

Thank you for your ongoing support. I am excited about the journey ahead and confident we can work together to create positive change and brighter prospects for Louisiana.

Warm regards,

Marjorianna Willman

Marjorianna Willman

OUR MISSION

The mission of the Louisiana Housing Corporation is to ensure that every Louisiana resident is granted an opportunity to obtain safe, affordable, energy-efficient housing.

OUR VISION

The Louisiana Housing Corporation will be recognized as a catalyst, a coordinator, and a trusted partner in changing lives and communities across the state as we provide an increasing number of residents with the opportunity to live in safe, decent, and affordable housing.

OUR VALUES

- Integrity
- Transparency
- Consistency
- Efficiency
- Client-Centric Approach
- Expand Our Reach
- Identify and Leverage
- The Power of Partnership

OUR COMMITMENT

Our commitment to addressing the daily housing challenges our fellow citizens face is unwavering. This commitment is upheld by a dedicated team of professionals who work tirelessly to allocate federal and state resources, thereby transforming the housing dreams of low-to-moderate-income individuals into a reality.

The inception of the LHC in 2011 marked a significant milestone in our state's approach to housing initiatives. It resulted from the Louisiana Legislature's strategic decision to merge the Louisiana Housing Finance Agency with housing programs from various state agencies, including Louisiana's Office of Community Development. This consolidation was aimed at centralizing Louisiana's housing programs, allowing for greater efficiency in addressing the state's housing needs through the elimination of duplicative efforts and thereby enhancing public services.

At LHC, our mission is to effectively administer federal and state funds through specialized programs that focus on advancing the development of energy-efficient and affordable housing options for low- and moderate-income families. In addition, we play a pivotal role in shaping housing policy for Louisiana and oversee the state's Disaster Housing Task Force, ensuring that our residents have access to safe, comfortable, and sustainable housing solutions.

LOUISIANA HOUSING CORPORATION BOARD OF DIRECTORS

The Louisiana Housing Corporation is governed by a board of 13 members composed of the State Treasurer, two members appointed by the President of the Senate, two members appointed by the Speaker of the House, and 8 members appointed by the Governor. The board represents various housing sectors and the public.



Alfred E. Harrell, III
Chairman



Brandon O. Williams



Tonya P. Mabry
Vice-Chairwoman



Willie Robinson



John M. Schroder
State Treasurer



Ericka McIntyre



Jennifer Vidrine



Steven P. Jackson



Steven J. Hattier



Richard A. Winder



Willie Rack



John S. Alford

LOUISIANA HOUSING CORPORATION EXECUTIVE TEAM

LHC's executive staff provides leadership and vision to ensure that the corporation is effectively managing its programs, assisting stakeholders, and achieving the LHC's mission.



Marjorianna Willman
Interim Executive Director



Louis Russell
Chief of Multifamily Development



Brenda Evans
Chief Programs Officer



Tasha Joseph
Executive Management Officer



Joshua McNemar
Chief of Staff and Operations



Barry Brooks
Confidential Assistant to the Executive Director

LOUISIANA HOUSING CORPORATION LEADERSHIP TEAM

LHC's daily functions are managed by a team of dedicated employees with decades of experience in housing and community development in both the public and private sector.



Carlos Dickerson
Chief Financial Officer



Collette Mathis
Internal Audit Director



Todd Folse
Construction and Compliance
Monitoring Administrator



Robert McNeese
Housing Finance Manager



Wendy Hall
Housing Finance Manager



Dione Milton
Asset Management Administrator



Cody Henderson
Housing Finance Manager



Tonika Jackson-Smart
Rental Assistance Administrator



Lauren Holmes
Energy Assistance Administrator



Raymond Rodriguez
Disaster Response and Recovery
Administrator

LOUISIANA HOUSING CORPORATION LEADERSHIP TEAM (CONT.)



John Ampim
Technology Services Director



Darlene Fields
Executive Management Officer



Liza Bergeron
CDBG-Disaster Recovery Administrator



Jarvis A. Lewis
Director of Governmental Affairs



Nakesla Blount
Human Resources Director



Michelle Redler
Environmental and Labor Compliance Administrator



Winona Connor
Housing and Homeless Services Administrator



Leslie Strahan
General Counsel

GET TO KNOW LOUISIANA HOUSING CORPORATION

LHC oversees multiple initiatives to support renters, homebuyers, property owners, developers, nonprofit organizations, local governments, and other involved parties in establishing secure, cost-effective, and energy-efficient housing. Our dedicated team, consisting of 158 individuals, is steadfast in its commitment to providing for residents throughout Louisiana.



158 EMPLOYEES

Program Departments

- Asset Management
- CDBG-Disaster Recovery
- Compliance and Construction Monitoring
- Disaster Recovery and Small Rental
- Energy Assistance and Weatherization
- Environmental and Labor Compliance
- HOME (Community Housing Development Organization)
- Homelessness Solutions
- Homeownership
- Housing Development
- Performance-Based Contract Administration
- Rental Assistance

Support Services Departments

- Accounting
- Facilities Management
- Governmental Affairs
- Human Resources
- Internal Audit
- Legal Services
- Policy and Reporting
- Public Affairs
- Technology Services



NEW PROGRAMS LAUNCHED

LHC Interim-Executive Director Marjorianna Willman

12 new programs launched

92 roof repairs completed under the Blue Tarp Roofing Repair Program

112 loans awarded through the Keys for Service Program

More than \$1 Million in down payment assistance



Chairman Board Member Alfred Harrell, Interim Director Marjorianna Willman, and Vice-Chairwoman Board Member Tonya Mabry



\$56.1 million provided through the Middle Market Loan Program

440 project vouchers allocated to partnering agencies through Tenant-Based Voucher Program

\$230 million in CDBG-DR funding allocated for the PRIME-3 program



The Arbours at Lafayette Phase 1

\$250,000 allocated to provide new and energy-efficient appliances

27 applicants assisted through the Louisiana Bar Foundation & LHC's Foreclosure Prevention Program

27



\$14.2 million in funding for 51 parishes through the Rural Rental Rehab Program



2 new homeless shelters funded through the American Rescue Plan

TENANT-BASED VOUCHER (TBV) PROGRAM

In conjunction with the project-based vouchers, the tenant-based vouchers increase affordable housing choices for low-income households that are referred to LHC through a Continuum of Care (COC's) Coordinated Entry Systems or Partnering Agencies. Families with a tenant-based voucher can choose and lease safe, decent, and affordable privately-owned rental housing.

DELTA 100 PROGRAM

The Delta 100 Program is a \$2 million, parish-specific program that helps first-time homebuyers who lack traditional credit but have demonstrated the ability, willingness, and commitment to homeownership through alternate avenues. LHC provides up to 100% financing and up to 3% closing cost assistance to eligible homebuyers.

KEYS FOR SERVICE PROGRAM

The Keys for Service Program is a housing assistance program designed to support Louisiana's first responders, certified teachers, and essential workers. LHC understands the unique challenges our heroes face when it comes to homeownership – with demanding schedules and added financial stress, saving for a down payment and closing costs can make the dream of owning a home seem out of reach. This program makes homeownership possible for our community heroes.

BLUE TARP ROOFING REPAIR PROGRAM

The Blue Tarp Roofing Repair Program provides grant funding for roof repairs and/or replacement costs for owner-occupied homes. LHC launched this program due to an initiative by State Senator Regina Barrow that was included in appropriation bills during the 2021 and 2022 legislative sessions.



Les Maisons de Bayou Lafourche

We got \$10,000 toward closing. As a teacher and first responder, we don't make as much as we would like, so it was nice to get back as much as we could.

-Will & Annie Callegeri, New Homeowners

MIDDLE MARKET LOAN PROGRAM (MMLP)

The MMLP provides \$56.1 million through the partnership with the Office of Community Development – Disaster Recovery Unit (DRU) and CDBG-DR. One-half of the funds are available for projects located in the U.S. Housing and Urban Development (HUD)-determined Most-Impacted and Distressed parishes affected by Hurricanes Laura and Delta, and one-half of the funds will be available for projects in the HUD-determined MID parishes affected by Hurricane Ida. This competitive program focuses on benefitting multifamily housing for moderate-income populations.

PIGGYBACK RESILIENCE INITIATIVE – MIXED INCOME PROGRAM (PRIME-3 PROGRAM)

The PRIME-3 Program provides \$230 million in CDBG-DR funding through the partnership with OCD-DRU. The program is forecast to produce an estimated 2,400 units which will include Permanent Supportive Housing (PSH) units. All developments will be constructed to meet FORTIFIED Gold and Enterprise Green Certification Standards.

HOME APPLIANCE REPLACEMENT PROGRAM (HARP)

The Home Appliance Replacement Program allocates \$250,000 to supply eligible households with new and energy efficient appliances in an effort to reduce energy bills. Eligible persons 60 years or older receive vouchers valued at up to \$1,500 to purchase new appliances.

DISASTER RAPID REHOUSING

The Rapid Rehousing Program allocates funding to community organizations to provide case management to individuals and families affected by eligible disasters in 2020 and 2021.

SSI/SSDI OUTREACH, ACCESS AND RECOVERY (SOAR)

The primary objective of SOAR is to establish case management roles for completing and submitting SSI/SSDI applications by targeting eligible adults facing homelessness due to mental illness, medical impairments, or co-occurring substance use disorders. SOAR's focus is to expedite application processing, enhance application quality, increase initial benefit awards, and significantly reduce processing times.

THE HOME AMERICAN RESCUE PLAN

LHC received \$39 million in one-time HOME American Rescue Plan funds to help mitigate homelessness by prioritizing activities such as affordable housing development, supportive services, rental assistance, and the establishment of non-congregate shelters.

THE LOUISIANA BAR FOUNDATION & LHC'S FORECLOSURE PREVENTION PROGRAM

The \$1 million partnership with the Louisiana Bar Foundation and LHC's Foreclosure Prevention Program assists Louisiana residents encountering foreclosure or homeownership challenges with legal aid and counseling services.

THE RURAL RENTAL REHAB PROGRAM (TRRRP)

TRRRP provides \$14.2 million in funding for the rehabilitation of rural, multifamily, affordable rental housing that will benefit low-to-moderate income populations. This program was the result of the partnership between LHC and United States Department of Agriculture - Rural Development (USDA-RD). The program was designed to provide funding to rehabilitate rural and multifamily affordable rental housing to ensure the long-term viability of rental units at preservation-worthy properties. Funding for this program was made available through CDBG-DR funds and will include developments in 51 HUD-designated parishes affected by the 2016 flooding events.



Uneda Biscuit Artist Lofts



PROJECT HIGHLIGHTS

Cypress Pinchback Ribbon Cutting Ceremony

\$50 million in Community Block Development Grant- Disaster Recovery funding invested in new affordable housing projects



37 new shelter beds for the homeless

7 ground breakings for new affordable housing projects in 2023

17 ribbon cuttings held for new housing developments

Over 757 new affordable housing units underway



1,857 affordable housing units announced or opened

RIBBON-CUTTINGS

DRAKES LANDING (BATON ROUGE)

LHC celebrated the grand opening of Drakes Landing, which is a brand-new apartment complex designed for low-income families in Baton Rouge. The newly constructed project will serve as a hub for workforce housing families to grow and prosper.

LHC awarded over \$9 million to the development through its PRIME Program, in addition to \$30 million in Mortgage Revenue Bonds (MRB) and over \$1.5 million in Low Income Housing Tax Credits. This development features 216 apartment units, 13 of which will be set aside for Permanent Supportive Housing (PSH). This project closed on December 17th, 2020, and was the first CDBG PRIME loan to close.



LHC Interim-Executive Director Marjorianna Willman and LDG Multifamily, LLC (Developer of Drakes Landing)

RAPIDES SENIOR LIVING FACILITY (ALEXANDRIA)

The Rapides Senior Living Facility provides much-needed affordable senior citizen housing in central Louisiana. LHC awarded \$850,000 in Low Income Housing Tax Credits (LIHTC); the estimated LIHTC Equity Proceeds are expected to be \$7.3 million.



Arbours at Lafayette developers

THE ARBOURS AT LAFAYETTE (LAFAYETTE)

Alongside local, state, and federal partners, LHC unveiled the brand-new Arbours at Lafayette apartment complex with 84 new one, two, and three-bedroom apartment units.

This project received \$7,971,992 in CDBG-DR funds through the Piggyback Flood PRIME program. It is one of the 14 developments to be the first to incorporate the FORTIFIED Gold standard of construction.

SOLID GROUND SAFE HAVEN (SHREVEPORT)

LHC and Hope Connections, alongside local and state partners, celebrated the opening of Solid Ground Safe Haven, a service facility for the local homeless population of the Shreveport area. Hope Connections was awarded \$1.75 million of CDBG-DR funds to give the homeless population of Shreveport a place to regroup and access resources they may not find on their own. The facility has a total of 37 beds for those seeking shelter.

JOHNSON MEMORIAL HOMES (DONALDSONVILLE)

After working with the Donaldsonville Housing Authority since 2017, LHC, alongside federal and state partners, celebrated the ribbon cutting of Johnson Memorial Homes, a brand new public housing facility for low-to-moderate income families in Ascension Parish. JMH offers 12 units of rental housing with two and three-bedroom units.

Johnson Memorial: Joshua G. Hollins, Donaldsonville Housing Authority, Ascension Parish President Clint Cointment, Ascension Parish Sheriff Bobby Webre



LOTUS VILLAGE (BATON ROUGE)

The Lotus Village Senior Residential Complex is a \$25 million community comprised of 116 low- to moderate-income residential rental homes dedicated to the needs of seniors and decent, affordable housing. LHC invested over \$20 million into Louisiana's first senior village.

This project received \$10 million in CDBG-DR funds through the Piggyback Flood PRIME program. It is one of the 14 developments to be the first to incorporate the FORTIFIED Gold standard of construction.

THE BURROW (HAMMOND)



The Burrow Development

LHC celebrated the opening of a new multifamily development, called the Burrow, in Hammond. LHC awarded over \$6 million in CDBG-DR funds, over \$9 million in Multifamily Housing Revenue Bonds (MRB), and over \$6 million in Low- Income Housing Tax Credits (LIHTC) to the project.

The development features four units are designated as Permanent Supportive Housing, which combines deeply affordable rental housing with voluntary, flexible, and individualized community-based services. It assists people with the most severe and complex disabilities to live successfully in the community and reduce chronic homelessness.

This project received \$6,923,864 million in CDBG-DR funds through the Piggyback Flood PRIME program. It is one of the 14 developments to be the first to incorporate the FORTIFIED Gold standard of construction.

THE RESERVE AT HOWELL PLACE CLUBHOUSE (BATON ROUGE)

LHC celebrated the opening of a new multifamily housing development in North Baton Rouge, the Reserve at Howell Place. The Reserve offers 300 quality, affordable housing units for families in need, with close proximity to transit, educational, and workforce opportunities. This development is just one of three that have been announced for North Baton Rouge, with a total of over 700 housing units and over \$100 million in investments from LHC.

GROUND BREAKINGS

SENIOR HOUSING COMMUNITY AT FEDERAL CITY FOR NEW ORLEANS RIVERSIDE (NEW ORLEANS)

Alongside local and state partners, LHC celebrated the groundbreaking of the Senior Housing Community at Federal City for New Orleans Riverside, an acquisition and rehabilitation project that provides affordable housing units for veterans and senior citizens in the Algiers area.

T. BERNARD CIRCLE APARTMENTS (NEW ORLEANS)

LHC broke ground on new construction to transform a vacant lot in the 7th ward into the St. Bernard Circle Apartments, which will feature 51 one-bedroom and two-bedroom-style units.

LHC awarded \$1.5 million to the project through a 9% Low Income Housing Tax Credit. Three permanent supportive housing units will be set aside as 20% of the Area Median Income (AMI) with Section 811 subsidy.



St. Bernard Circle Apartments Renderings

THE NEW ISLE DEVELOPMENT (SCHRIEVER)

LHC celebrated the groundbreaking for new homes at the New Isle, located in Terrebonne Parish. For over 170 years, Isle de Jean Charles has been a historical tribal homeland and burial ground. In 2016, the State of Louisiana was awarded \$48.3 million in CDBG-DR funds from the United States Department of Housing and Urban Development to fund the tribe's resettlement to higher and safer ground.

LHC awarded \$5 million of HOME funds to Jericho Road to construct 19 new single family homes at the New Isle. An additional eight single family homes will be constructed utilizing the net proceeds from selling the original 19 homes, creating 27 new single family homes.

THE RESERVE AT JOOR PLACE (BATON ROUGE)

LHC celebrated the groundbreaking of the Reserve at Joor Place in East Baton Rouge Parish, which features 360 units designed to be multifamily housing, designated at 30%, 60%, and 70% of the Area Median Income.



LHC joins partners and local officials for the groundbreaking of The Reserve at Joor Place

WOODRING APARTMENTS (LAKE CHARLES)

Woodring Apartments, built under Fortified Gold Standards, will revitalize Downtown Lake Charles with 110 new units for workforce housing. LHC awarded \$1.5 million in 9% Low Income Housing Tax Credit to the project, generating over \$13 million in equity. LHC also awarded a second mortgage of \$10 million from CDBG-DR for Phase 1 of the Woodring Apartments.

GRAND OPENINGS

UNEEDA BISCUIT ARTIST LOFTS (SHREVEPORT)

LHC celebrated the grand opening of the Uneeda Biscuit Artist Lofts (The Lofts) in Downtown Shreveport. The Lofts offer 32 units with a leasing preference for local artists of the Shreveport community. Half of the units will be available to market rate tenants, while the others will be classified as affordable units.

LHC awarded \$1.25 million in funding through the National Housing Trust Fund (NHTF). The Lofts will feature one-bedroom/one-bathroom units while still preserving its historic taste.

CAPSTONE AT SCOTLANDVILLE (SCOTLANDVILLE)

Alongside HUD, the City of Baton Rouge, the East Baton Rouge Housing Authority, and Capital Area Finance Authority, LHC celebrated the grand opening of Capstone at Scotlandville, which consists of 84 housing units for large family households on a fixed income.

LHC awarded over \$1 million in 9% Low Income Housing Tax Credits, \$3.5 million in Housing Trust Funds, and \$1.4 million in Home Rental Housing Program loans to fund Capstone at Scotlandville.

48 new units in the Rapides Senior Living Facility

84 units at Arbours at Lafayette

37 beds at Solid Ground Safe Haven Homeless Shelter

12 units at Johnson Memorial Homes

116 homes at The Lotus Village

64 units at The Burrow

300 units at The Reserve

216 apartments at Drakes Landing

5 ground breakings for new affordable housing projects in 2023

Over 540 new affordable housing units being constructed

Over \$17.8 million invested in new affordable housing projects

\$10.5 million in Multifamily Revenue Bonds

\$796,465 in low-income housing tax credits

\$5 million of funding for the New Isle

\$1.5 million for Woodring Apartments

110 units at Woodring Apartments

27 new single family homes in the New Isle Development

360 units at The Reserve at Joor Place

51 new apartment units at St. Bernard Circle



FINANCING AND DEVELOPMENT OF HOUSING

LHC Homeownership Marketing Supervisor Daniel Duggan shares information with Louisiana realtors



Invested over **\$665 million** in multifamily housing efforts

Allocated **\$467,281** for homeownership counseling

Closed **848 loans** amounting to more than **\$152 million** in single family housing support

Provided \$1.8 million in funding to three nonprofit open cycle affordable housing projects

New Isle Development



MULTIFAMILY HOUSING

Issued **\$560 million** in Multifamily Revenue Bonds to develop affordable housing for low to moderate income families

\$97 million
in Low-Income
Housing Tax Credits

**321 affordable
housing units**
supported by the National
Housing Trust Fund

330 affordable housing units supported by
\$3.8 million
in Home Investment Partnership funding

SINGLE FAMILY HOUSING

Hosted the inaugural **Louisiana Homeownership Think Tank** events at Southern University and the 50th Bayou Classic to highlight HUD-certified housing counseling services for prospective homeowners and renters, explain rights under the Fair Housing Act, and address common misconceptions surrounding homeownership

79 loans originated valued at
over **\$14 million**

18 new lenders
added in 2023

1,200+ participants in
Homeownership Counseling and
Foreclosure Prevention Classes

Offering first-time homebuyers 4-9% down payment and closing cost assistance through Mortgage Revenue Bonds

COMMUNITY AND NONPROFIT-BASED DEVELOPMENT

\$17.9 million allocated to
nonprofit developers to produce
81 affordable housing units

**15 Community
Housing Development
Organizations re-certified
in 2023**

\$3.9 million allocated to
CHDOs to support the
development of 14 affordable
housing units

LHC supports community- and nonprofit-based development through several programs and funding sources, including Nonprofit Open Cycle Affordable Housing, Community Housing Development Organization (CHDO), the CHDO Annual Awards Program, and several other large-scale initiatives.

RENTAL OPPORTUNITIES AND RESOURCES

Drake's Landing Development



1,290+

Louisiana residents leased through the
Project-Based Voucher Program

1,810 Louisiana residents
supported by PSH vouchers

149 Louisiana residents
housed through NED vouchers

10 Vouchers awarded through Veterans Affairs Supportive Vouchers



144 Emergency Housing Vouchers

PROJECT-BASED VOUCHER PROGRAM

Through the Project-Based Voucher Program, LHC enters into a Housing Assistance Contract (HAP) with the owner for specified units over a specified term.

PERMANENT SUPPORTIVE HOUSING (PSH)

PSH is a proven, effective means of reintegrating individuals from vulnerable backgrounds into the community by addressing their basic needs for housing and providing ongoing support. This includes chronically homeless people, highly vulnerable homeless families, and individuals with psychiatric disabilities or chronic health challenges.

HOUSING CHOICE VOUCHER AND SPECIAL PURPOSE VOUCHER PROGRAMS

NON-ELDERLY DISABLED (NED)

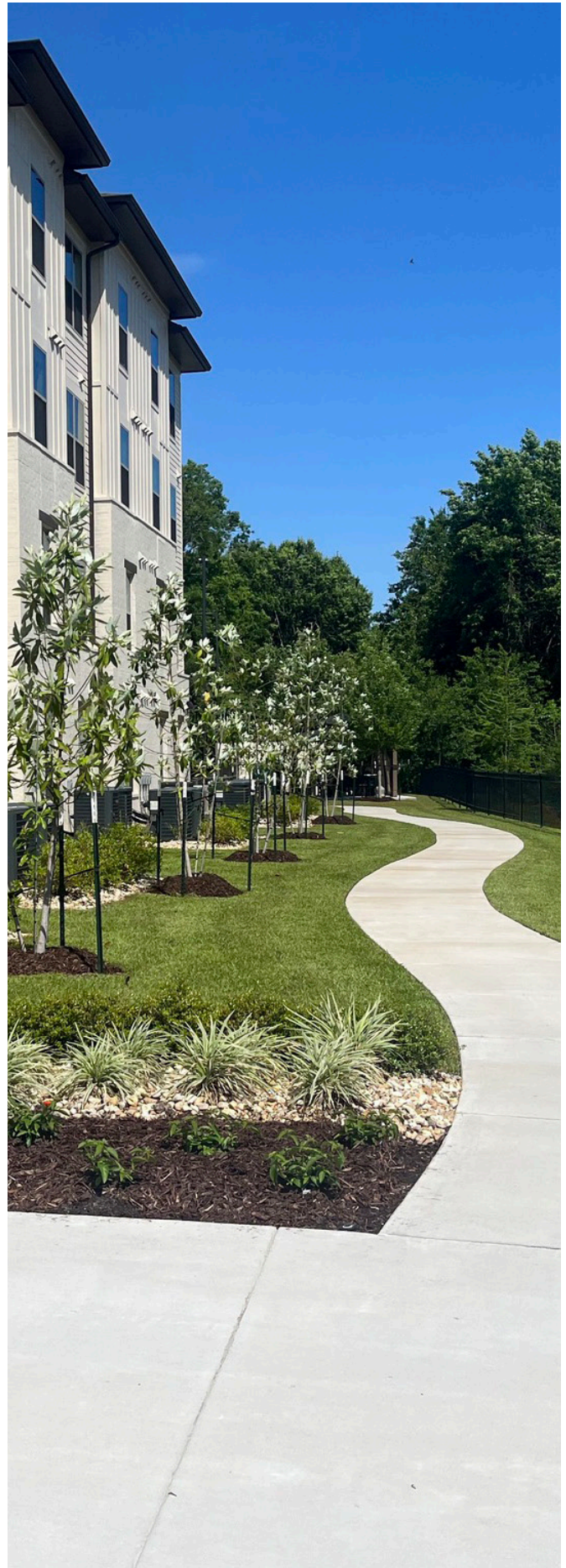
NED, administered by the Louisiana Housing Authority (LHA) in partnership with the Louisiana Department of Health, provides case management services to assist in serving non-elderly persons with disabilities and their families.

VETERANS AFFAIRS SUPPORTIVE HOUSING

This program combines Housing Choice Voucher rental assistance for homeless veterans with case management and clinical services provided by the Department of Veteran Affairs.

EMERGENCY HOUSING VOUCHERS (EHV)

EHV are tenant-based rental assistance vouchers that serve applicants who are experiencing homelessness. Applicants can only be accepted by client referrals through a COC's Coordinated Entry Systems or partnering agencies.





RESOURCES FOR PARTNERSHIP AND SUSTAINABILITY

Weatherization Training Coordinator Pam Lewandowski



\$78.8 million in utility assistance provided through the Low-Income Home Energy Assistance Program

85,623 households provided energy assistance totaling **\$66.3 million**

31,860 households provided **\$13.4 million** in water and wastewater assistance

717 units weatherized

\$6.9 million invested in the Weatherization Assistance Program

\$260 million in CDGB-DR funds invested in 26 projects across parishes impacted by Hurricanes Laura and Delta

Received **83** neighborhood landlord rental program environmental clearances

16 multifamily program developments funded

\$103.6 million awarded in Piggyback Resilience Initiative developments

I feel much better and my pocket book feels much better too [after receiving weatherization services]. It helps when you retire and you're living on a fixed income. Every little bit helps. I can tell the difference.

-Eliza, Homeowner

14 Piggyback Resilience Initiative developments funded

Conducted over **11 workshops** statewide for the Rental Restoration and Development Program

Received more than 490 Rental Restoration and Development Program applications **totaling \$80.6 million**

Completed **11** neighborhood landlord rental program closings

\$226.9 million awarded
in multifamily program developments

New Courses offered at the Weatherization Training Center:

National Energy Audit Tool/Manufactured Home Energy Audit Software Online Training

BPI Home Energy Professional Energy Auditor Training

BPI Infiltration and Duct Leakage Course

PROGRAMS AND RESOURCES

Low-Income Home Energy Assistance Program

Low-Income Household Water Assistance Program

Weatherization Assistance Program

Weatherization Training Center

Neighborhood Landlord Rental Program

Multifamily Piggyback Flood Program

Piggyback Resilience Initiative - Mixed Income

Rental Restoration and Development Program

Entitlement Declared Disaster Relief Fund



ASSET MANAGEMENT AND HOMELESSNESS SOLUTIONS

Homelessness Solutions Department Angela Davis and Jessica Norman

More than \$100 million allocated to address homelessness in Louisiana

Served over 3,000 people experiencing homelessness



Distributed 144 housing vouchers

Helped over 2,000 individuals find emergency shelters

Provided more than 900 households with rental assistance

Groundbreaking of the Woodring Apartments





SUPPORT SERVICES HIGHLIGHTS

LHC Board of Directors with United States Department of Housing and Urban Development Secretary Marcia L. Fudge

2023 LOUISIANA HOUSING CONFERENCE

600 participants		Attendees from 20+ states		83 speakers
		30 sessions		61 sponsors

HUMAN RESOURCES

Welcomed **38 new employees**

Expanded recruitment efforts by engaging in university career fairs

STATEWIDE ROADSHOWS



Participants at an LHC Roadshow

Conducted a single-day, three-stop event with U.S. Congressman Carter and USDA Rural Development State Director Robert to share resources with Louisiana's 2nd Congressional District

Conducted a statewide tour of Louisiana's urban centers and rural parishes alongside U.S. Senator Cassidy and the Louisiana Municipal Association to share information on upcoming funding opportunities, homeownership programs, updates regarding energy and water assistance programs, and an overview of the forthcoming adjudicated properties initiative

LHC SUPPORT SERVICES

Supported the successful passing of Act 314, effectively creating the Louisiana Interagency Council on Homelessness

Supported **615** Tenant Selection Plans

Developed the first internal **Housing Needs Assessment**

Navigated **1,925** legal requests

Established the CDBG-DR Compliance Monitoring Department

Developed and implemented **interactive reporting tools** to support agency transparency

Created and implemented the Single family Conversion Policy to support residents in multifamily units transition to single family homeownership

AUDIENCE

Activity between 12/2/2022 - 12/1/2023 vs. 11/30/2021 - 11/30/2022

7,958 TOTAL SOCIAL MEDIA FOLLOWERS



FACEBOOK	INSTAGRAM	X
5,828	1,324	806
+538 followers in 2023	+377 followers in 2023	+65 followers in 2023

Between December 1, 2022, and December 1, 2023, LHC's social media audience increased by 14.04%, resulting in an audience of 7,958, up from 6,978 during the corresponding period last year.

MEDIA HIGHLIGHTS

Social Media

DECEMBER 1, 2022

- Facebook: 5,828 followers
- Instagram: 947 followers
- X: 741 followers

DECEMBER 1, 2023

- Facebook: 5,828 followers
- Instagram: 1,324 followers
- X: 806 followers

MEDIA RELATIONS

OF NEWS STORIES

1,986

As of December 1, 2023, the total mentions reach was **1,986**, demonstrating a **177% increase** from the 717 total mentions noted during this same period last year.

Note: Total mentions provide a total volume of all mentions from all sources in a selected date range. It also includes the delta trend, which tells you the percentage change in volume over the previous time frame.

Source: Meltwater

62,215,587

As of December 1, 2023, the total exposure was **62.2 million**, demonstrating a **40% increase** from the 44.5 million total exposure noted during this same period last year.

Note: The total media exposure highlights the current media coverage with a percent change over a comparison period

Source: Meltwater

WEATHERIZATION OUTREACH CAMPAIGN RESULTS

\$32,550 investment for 90 days

Target of **650,000 impressions** per month

FROM SEPTEMBER 18TH – DECEMBER 8TH, THE RESULTS WERE:

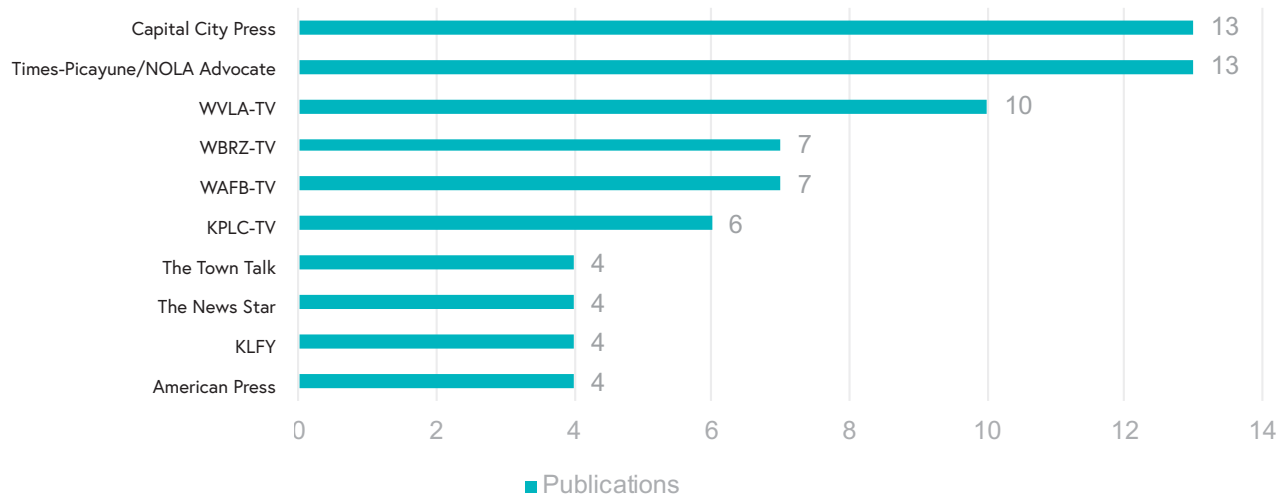
1,649,990 impressions

1,441 clicks

Click-To-Return rate (CTR) of **.09%** (typical goal is .10) so we are just barely under that goal for the first two months (19 days remaining)

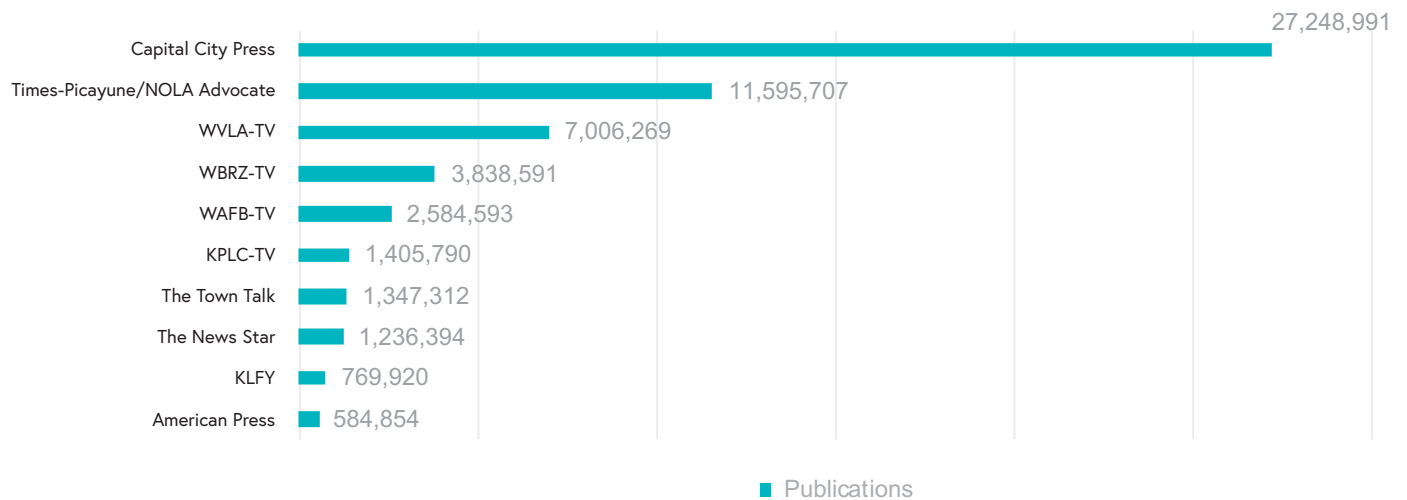
The Disability and Disability Caretakers tactic delivered over **118,775** impressions and had a strong CTR of **0.21%**. As such, we will be placing further emphasis on this tactic.

TOP PUBLICATIONS BY VOLUME



Note: The chart above displays the top publications by volume, which refers to the total number of copies or impressions produced by each publication. Volume is an important metric for measuring the overall reach and influence of a publication, as it considers both the size of its audience and the frequency of its content production.

TOP PUBLICATIONS BY EDITORIAL REACH



Note: The chart above displays the top publications by reach, measured in millions, from December 1, 2022, to December 1, 2023. This metric provides a valuable snapshot of each publication's ability to engage and influence its audience across various platforms. Interestingly, while The Times-Picayune/The New Orleans Advocate has a reach of 27,248,991, several other publications on the list surpass the one million mark, indicating their significant impact and reach.

Data as of December 1, 2023



Louisiana Housing
Corporation



SCAN HERE TO VIEW OUR WEBSITE:

FACEBOOK: @LOUISIANAHOUSINGCORPORATION

INSTAGRAM: @LAHOUSINGCORP

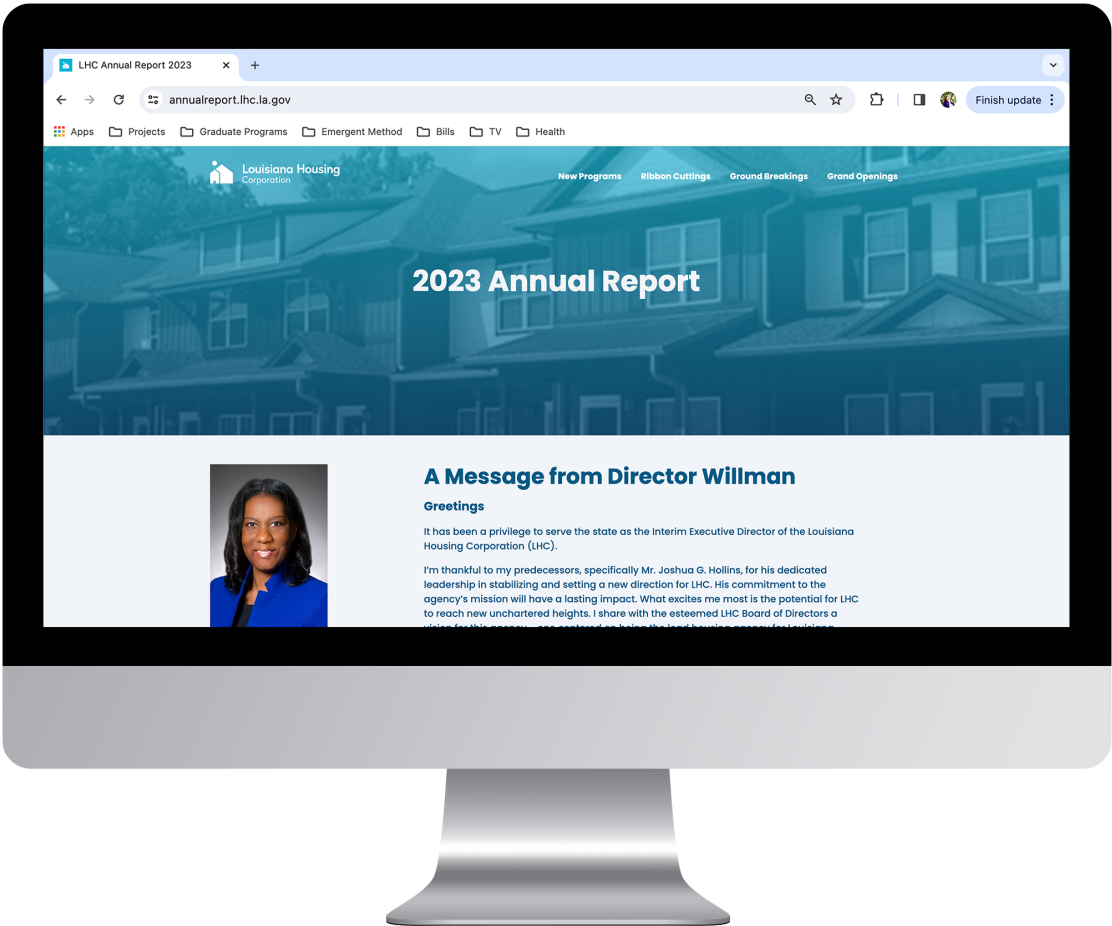
X: @LAHOUSINGCORP

LINKEDIN: @LOUISIANAHOUSINGCORPORATION

VIMEO: LOUISIANA HOUSING CORPORATION

Microsite

Select the image below to access the microsite.



Email Blast

Select the image below to read the LHC Insider newsletter that features the annual report.



Louisiana Housing Corporation's Monthly Newsletter

December 2023

Catch up on all things #TeamLHC, see where we've traveled, projects completed, board meeting recap, public funding announcements, and more.

LHC's mission is to ensure that every Louisiana resident is granted an opportunity to obtain safe, affordable, energy-efficient housing. We administer federal and state funds through programs designed to advance the development of energy-efficient and affordable housing for working families, drive housing policy for Louisiana, and oversee the state's Disaster Housing Task Force.

Each day, this ongoing challenge to produce more safe, affordable, and energy-efficient housing is met by a dedicated staff of professionals who help families make their housing dreams a reality.

To access information about a topic highlighted in the newsletter, simply click on the graphic, image, button, or hyperlink.

2023 Annual Report

Explore LHC's 2023 Annual Report—a comprehensive reflection of our project highlights and accomplishments throughout the year. Our report embodies LHC's mission and ongoing efforts. It provides a detailed view of our work and its impact.

Click the button below to learn about our recent successes, new program launches, funded projects, and more!



2023 ANNUAL REPORT MICROSITE

Video

Select the image below to watch the highlighted video of the annual report.

