

FY24 DHCD Interactive Annual Report – A Year of Housing

Maryland Department of Housing and Community Development
Communications: Annual Report

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MARYLAND DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

2025 NCSHA Annual Awards Submission

ENTRY NAME:

FY24 DHCD Interactive Annual Report – A Year of Housing

ENTRY CATEGORY:

Communications: Annual Report



Maryland Department of Housing and Community Development FY24 DHCD Interactive Annual Report – A Year of Housing Category: Communications SubCategory: Annual Report

In Fiscal Year 2024, the Maryland Department of Housing and Community Development (DHCD) launched its first fully interactive digital annual report. Designed and developed in Adobe InDesign's online publishing platform, the report replaces traditional formats with a web-hosted experience that combines clear navigation, dynamic visuals, and intuitive interactivity. Users can explore DHCD's accomplishments through clickable sections, animated transitions, and embedded links that enhance both accessibility and engagement.

This approach reflects DHCD's strategic shift towards modernized public communications, balancing design innovation with functionality. The result is a user-centered product that supports transparency, elevates storytelling and expands the agency's reach, without the limitations and costs of print.

Link to Report

View the [FY24 DHCD Annual Report](#) directly, or find it on the [DHCD About Us page](#).

Project Narrative

Main Goals

- Present DHCD's programs, goals, and community impact in a more visually engaging and user-friendly format.
- Replace static, text heavy formats with a dynamic and clickable experience.
- Make the report mobile-accessible and easily sharable across platforms.
- Reduce and eliminate printing and distribution costs.
- Reflect DHCD's forward-thinking and people-centered approach.

Design and Interactivity

The FY24 Annual Report was developed with a focus on data visualization and user interactivity, highlighting key metrics and performance insights in a clear, accessible format.

Key design elements include:

- **Clickable Navigation Buttons:** Readers can jump between sections using clear call to action buttons and a persistent navigation menu.
- **Hover Effects:** Subtle highlights on buttons and graphics that indicate interactivity and improve the user experience.

- **Subtle Animations:** Section headers and content blocks, such as program overviews and data statistics fade or slide into view as users scroll.
- **Embedded Links:** Redirect users to related content and detailed program information hosted on the DHCD website.
- **Page Layouts:** Designed a visual hierarchy with overlapping content blocks and other interactive elements that provides a user experience similar to a website.

The digital format also allowed for responsive design, meaning it could be easily viewed across devices – desktop, tablet, or mobile device – without losing structure or clarity.

Innovation

This report marks DHCD’s first venture into a fully interactive, web-published annual report. Unlike a traditional PDF, this approach allows users to engage with content.

The interactive framework makes it easier for audiences to navigate, find topics of interest and retain key information. It also sets the stage for future multimedia integration, including videos and real-time data visualization.

Results and Feedback

- The report successfully combined content from two previously separate publications, the standard Annual Report and the separate Social and Economic Impact Summary Report into one streamlined digital publication, making it more comprehensive and easier to navigate than a printed version would have allowed.
- Strategic promotion of the [FY24 DHCD Annual Report](#) included a [press release](#), expanded email outreach, and social media. The email bulletin announcing the Economic Impact release achieved a 56.8% open rate from 19,958 unique opens out of 37,386 recipients, an increase from prior year’s 36.6% open rate with 4,801 unique opens out of 13,599 recipients. Social media posts featuring the report and leadership video highlights also performed well, with a combined total reach of 10,121 and 846 total engagements across [Facebook](#), [Instagram](#), and [LinkedIn](#).
- The design was recognized by stakeholders and leadership for its clarity and user-friendly format.
- Received positive internal feedback and has inspired future design planning for other communications materials.

Cost-Benefit Analysis

The transition to an interactive format required a higher creative investment in planning and layout but resulted in measurable long-term savings:

- \$0 in printing and distribution costs by utilizing existing software tools
- Digital platform enables faster future updates and reusability
- Increased reach and user engagement compared to previous years

In short, this project demonstrated that a design forward, interactive annual report delivered a better user experience while also saving time and money compared to previous years.

Supporting Materials

The following visual samples highlight key design elements and interactive features of the [FY24 Annual Report](#). Each screenshot demonstrates intentional use of layout, motion, and user engagement to enhance storytelling and accessibility.

A. Cover Page



B. Embedded Video Panel




C. Division Feature Page(s)

AFFORDABLE RENTAL HOUSING


Tackling the affordable housing shortage

\$3.2 Billion


Economic Impact of the Program



IMPACT



PROJECTS



UNITS

Support Maryland's [affordable rental housing](#) programs and learn how we are addressing housing needs.

BY THE NUMBERS

\$59.3 MILLION

TAX REVENUE GENERATED

12,850

FULL TIME EQUIVALENT JOBS CREATED

\$1.2 BILLION

IN DEVELOPMENT

28,065

HOUSEHOLDS RECEIVING RENTAL ASSISTANCE




PHOTO GALLERY ↗

JUST COMMUNITIES

The Maryland Department of Housing and Community Development established its Just Communities Division in 2023. Through partnership with communities, governments and organizations, the Division's work is focused on the Department's priority to right the wrongs of the past.

The Division is charged with implementing the Just Communities Act of 2024, identifying communities with economic and housing trends that demonstrate a need for reinvestment to target state resources.

[Subscribe for updates](#) to follow the creation of Just Communities in Maryland.



[Just Communities Baseline Report](#)



[Just Communities FAQs](#)



D. Specialized Topic Page(s)



4. ONYX BEAUTY SUPPLY SALON AND BARBERSHOP
 With support from Maryland's Project Restore grant, Onyx Beauty Supply Salon and Barbershop opened in Queenstown, enhancing local beauty services to the community.

PHOTO GALLERY

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Project Restore & Business Boost

The Maryland Department of Housing and Community Development supports small businesses through grant programs designed to strengthen local economies.



Project Restore 2.0 provided **\$13.2 million** to **55 place-based economic development organizations** for businesses to occupy vacant commercial spaces.



Business Boost awarded **\$2.1 million** to **47 small businesses** seeking to expand or establish locations and support economic growth by driving innovation or technology advancements, growing new industries, leveraging existing regional strengths, or were women or minority-owned.

Learn how [Project Restore](#) and [Business Boost](#) are supporting Maryland's small businesses and revitalizing communities.



TURNING THE KEY UNLOCKING MARYLAND'S POTENTIAL

Incentivizing housing in places that make sense & removing barriers to development

Read more about the 2024 legislative successes and subscribe for updates on the [Turning the Key webpage](#).

- MOST COMPREHENSIVE** housing legislation in recent history
- 1ST IN THE COUNTRY** to have statewide Just Communities designation
- PATHWAYS CREATED** for more homes to be built in Maryland than in any of the previous 10 years
- 1ST STATEWIDE** Office of Tenant and Landlord Affairs

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E. Interactive Map Section

Cumberland

- \$529,405 to fund the purchase of vehicles, equipment
- \$591,713 to fund the acquisition of heavy equipment
- \$2,087,193 to fund building and facility improvements

BY THE NUMBERS

- \$1.4 MILLION** TAX REVENUE GENERATED
- 351** FULL TIME EQUIVALENT JOBS CREATED
- \$34.3 MILLION** LOCAL GOVERNMENT INFRASTRUCTURE FINANCING

PHOTO GALLERY ^

F. Photo Gallery Spread

AFFORDABLE RENTAL HOUSING

BY THE NUMBERS

28,065 HOUSEHOLDS RECEIVING RENTAL ASSISTANCE

5. \$48.2 MILLION HOUSING ANNOUNCEMENT
 DHCD Secretary Jake Day announced more than \$48.2 million in funding for 13 projects through federal Low Income Housing Tax Credits and state Rental Housing Funds, creating or preserving 1,211 affordable rental units.

Support Maryland's [affordable rental housing](#) programs and learn how we are addressing housing needs.

PHOTO GALLERY ^

G. Press Release

An official website of the State of Maryland [Here's how you know.](#)

Maryland.gov Maryland State Jobs Translate

HOMEOWNERS RENTERS BUSINESS OWNERS LOCAL GOVERNMENT & NONPROFITS DEVELOPERS & CONTRACTORS

Department of Housing and Community Development

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Maryland Department of Housing and Community Development Generates \$6.5 Billion in Economic Impact, Supports Nearly 28,000 Jobs in Fiscal Year 2024

DHCD invested \$2.6 billion overall across Maryland to improve affordable housing, support small businesses, revitalize neighborhoods and increase broadband connectivity

NEW CARROLLTON, Md. (February 25, 2025) – The Maryland Department of Housing and Community Development just released its [Fiscal Year 2024 Agency Impact Report](#), which shows how its mission to create more affordable housing, help businesses and create lovable places across the state has generated \$6.5 billion in economic impact.

DHCD invested \$2.6 billion overall in state programs in FY24 that were designed to create more affordable housing, revitalize communities, support small businesses and increase broadband connectivity in Maryland. That investment generated \$6.5 billion in economic impact and helped create the equivalent of nearly 28,000 full-time jobs across the state as the Department continues to fulfill the Moore-Miller Administration's commitment to building a greater Maryland through pathways to work, wages and wealth.

"The numbers in this report – the \$6.5 billion in generated economic impact and \$107.5 million in state and local tax revenues – prove that the department is a catalyst for economic growth for our state," said **DHCD Secretary Jake Day**. "Every housing development we help build, every public space we improve, every business we support and every household we connect with high-speed internet will strengthen our long-term economy, create jobs, grow generational wealth and get us closer to a Maryland that is sheltered, affordable, just, lovable and connected."

Work to tackle Maryland's affordable housing crisis led to DHCD supporting \$1.2 billion in new rental housing development projects. Those 27 projects either created or preserved nearly 3,000 units and produced close to the equivalent of 13,000 jobs in FY24.

DHCD also continued to help Marylanders build generational wealth through homeownership. The Department's [Maryland Mortgage Program \(MMP\)](#) is a key part of this effort, averaging \$1 billion in mortgage loan reservations annually. In Fiscal Year 2024, the MMP program provided mortgages to nearly 3,500 Marylanders and their families. The program offers a nationally recognized array of mortgage and down payment assistance options that are responsive to an ever-changing housing market, including innovative products like Maryland SmartBuy.

The Department's goal to help build lovable places and re-energize main streets in Maryland's towns and cities meant DHCD allocated almost \$111 million from its Neighborhood Revitalization Division to support projects and services to improve urban, suburban, and rural communities.

Project Restore 2.0, a Neighborhood Revitalization initiative, awarded approximately \$13 million in grant assistance to 55 place-based economic development organizations to fill vacant commercial spaces. Additionally, DHCD's [Business Boost](#) microgrant program provided \$2.1 million in funding to 47 businesses, including women and minority-led ventures, looking to grow or innovate.

DHCD also supplied \$33.9 million worth of financial assistance through its [Neighborhood BusinessWorks](#) program to business owners for things such as real estate acquisition or construction.

The Department also continued its mission to create digital equity and access to affordable high-speed internet. The Office of Statewide Broadband connected more than 7,200 households with high-speed internet in FY 24 and 100,000 Marylanders overall since 2023.

Two of DHCD's newest divisions have also helped Maryland's most vulnerable populations and improve communities that have endured years of disinvestment and discrimination.

The [Division of Homeless Solutions](#) is responsible for leading the state's initiatives to prevent and end homelessness for all Marylanders and assists local governments and nonprofits deliver help such as street outreach, shelter, permanent housing, food pantries and specialized services for aging adults, domestic violence survivors, and youth. In FY24, the division's programs helped 10,000 people.

The [Division of Just Communities](#) is designed to help reverse decades of disinvestment and exclusionary policies, opening pathways to opportunity in communities that have been previously denied them and ensuring that no Marylander is left behind. Last fall, the [Division released its baseline report](#).

Visit [DHCD's website](#) to learn more about DHCD's impact in FY24.

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