

It's All New to Us

Nebraska Investment Finance Authority

Communications: Integrated Campaign

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Introduction: When you have something successful, you want to shout it from the rooftops. When that same thing has stood the test of time and made it to its twentieth anniversary, you want to make sure everyone knows about it; but how do you share the information? How do you include the partners that helped make this program what it is today? You start with a marketing campaign. Celebrating the twenty-year anniversary of a successful program was the perfect project for NIFA's newly developed Marketing Department.

Marketing Background: In late 2020 the Nebraska Investment Finance Authority (NIFA) established a Marketing Department. One of the first initiatives was to bring awareness to programs long kept out of the public eye. In 2021, NIFA celebrated the 20th anniversary of the Collaborative Resource Allocation for Nebraska (CRANE). After realizing much of our audience, which includes developers, community partners, and staff, had limited knowledge of CRANE and the impact this program has had on the state of Nebraska, the Marketing Department, alongside the Low-Income Housing Tax Credit (LIHTC) Department teamed up to bring an informational marketing campaign that would showcase 17 projects throughout various marketing channels.

About CRANE: CRANE is a strategic allocation process between NIFA and other collaborating resource providers to accomplish difficult projects. CRANE promotes collaborative partnerships between housing experts and developers that lead to creative financing options, effective partnerships, and eventual completion of innovative projects. These projects were designed to meet the needs of Nebraska's most vulnerable citizens, including those with mental illness, substance abuse disorders, special needs, veterans, low- to moderate-income households, elderly, homeless, and victims of domestic violence. The CRANE program also assists with hard to develop projects that don't fit into standard programs and processes, including projects on tribal land, veteran, immigrant and refugee housing.

Marketing Plan & Results: The goal of the campaign was to provide our audience with educational insights on CRANE projects and their impact on Nebraska communities and residents. It was determined that the marketing campaign would run from May 2021 to May 2022. The channels we utilized included an email campaign, publication on NIFA's website, a webinar, social media platforms – Instagram, Facebook, Twitter, LinkedIn, and an excerpt in NIFA's 2021 Annual Report.

Email Campaign: The email campaign served as an informational tool to educate our partners and collaborators, while at the same time giving each project the recognition it deserves. The email recipients are Realtors, Lenders, Developers, Property Managers, those subscribed to Community Engagement news, NIFA staff, and the NIFA board of directors. The email body included engaging photos from each project and details on history, project financing, management, amenities, and supportive services.

- **Results**

6 Emails – Sent to 5,155 recipients

Open Rate: 19.72%

52 Clicks (Linked to project's website)

NIFA's Website – Community Stories: This revolving section of our website is used to feature groundbreaking, testimonials, and community highlights as well as CRANE spotlights. At the time the Marketing campaign began, NIFA's website had 65,288 users.

20th Celebration of CRANE Webinar & Results: This was a celebratory webinar honoring and showcasing CRANE's innovative and challenging projects. Guest speakers were Sara Tichota – NIFA, Joel Dougherty - Livestock/One World, and Kendra Dean - Cirrus House. In total there were 33 in attendance, most of them were developers from the metropolitan areas of Lincoln and Omaha, Nebraska.

Social Media Campaign: 11 projects were spotlighted on social media. Our goal was to attract viewers by showcasing modern residential complexes and renovated historic buildings and the populations they serve. The post messaging encouraged people to click on the link for more information which then led to NIFA's website with expanded information on key items such as history, project financing, management, amenities, and supportive services. An intriguing draw point for each project was what makes it unique, this may be what it was repurposed from, specialized services offered, or the population served.

Results: 11 Projects were spotlighted on social media

- Facebook: Up to 3,306 impressions
- LinkedIn: 621 impressions
- Instagram: This is NIFA's newest platform, launched in 2021, audience reach was up to 140
- Twitter: Up to 253 impressions

2021 Annual Report: Each year NIFA publishes a physical copy of our Annual Report as well as a digital copy on nifa.org. This year's report includes an excerpt celebrating 20 years of CRANE's success. Hard copies are sent to all Nebraska State and Federal legislators and digital copies are sent to our partners.

How this meets NCSHA judging criteria and warrants recognition by our peers:

Innovative: For an organization that has operated without a marketing department or self-promotion for over 39 years this was quite a campaign. The creation of our marketing department coincided conveniently with our twentieth anniversary of an award-winning program. We established new social media accounts, reached out to long standing partners and leaders across the state to bring awareness to the projects and the impact to the community members they serve.

Replicable: Any HFA could replicate this marketing campaign, especially the smaller states or rural areas. We maximized information from our external stakeholders to determine

the most important aspects of the program and how it could be most beneficial to our residents and partners.

Engage targeted audience: The primary campaign was set to engage our non-profit partners, developers, and community leaders to highlight successful developments across the state and provide them with examples of what could be achieved in their communities or regions of the state.

Achieve measurable results: Utilizing online sources enabled us to track who, where and how long people were engaged with our project. This is a continuing campaign so final numbers are not currently available. We have measured the progress to date and are very pleased with the initial results.

Provide benefits that outweigh costs: After having performed without a marketing department for 39 years, our new marketing department and this campaign have been able to elevate awareness of NIFA and our programs. The twentieth anniversary campaign was achieved through digital resources with nominal expense. This campaign offered us our first opportunity to showcase not only NIFA but the partners we work closely with to achieve our mission and goals. Our first major marketing effort highlights NIFA's long-standing and effective use of resources to develop critical projects that could not have been completed through any other method.

Demonstrate effective use of resources: We need to promote our programs and successes in providing affordable housing to the state of Nebraska in order to reach the next generation of homeowners and renters, as well as decision makers. While small, our marketing department works closely with our well-established community engagement team to effectively promote our efforts across the state.

Achieve strategic objectives: We are achieving our strategic objective of elevating our brand awareness and the CRANE program across the state. Audiences across Nebraska now have a better understanding of NIFA and how we are furthering their affordable housing options. The twentieth anniversary campaign has highlighted how important partnerships are in achieving the common goal.

Conclusion: While many housing finance agencies have marketing departments that work hard to promote their accomplishments, this is a first for NIFA. In the past, our agency has chosen to stay in the background and allowed our partners to shine. This was a great opportunity for us to not only highlight our unique, award-winning program but also recognize all the partners and developments that have been successful because of it. The campaign that was created utilizes popular social media accounts, email, a virtual presentation platform, and the agency annual report. NIFA is proud of our programs and the replicable campaign our new marketing department put together. We look forward to celebrating many more milestones in the years ahead.

HFA: Nebraska Investment Finance Authority
Entry Name: It's All New to Us
Category\Subcategory: Communications\Integrated Campaign

Exhibit 1: Email campaign

Skyline Apartments



CELEBRATING 20 YEARS OF CRANE!

The Collaborative Resource Allocation for Nebraska (CRANE) program is a strategic allocation process between NIFA and other collaborating resource providers to accomplish difficult projects. CRANE promotes collaborative partnerships between housing experts and developers that lead to creative financing options, effective partnerships and eventual ground-breakings of innovative projects.

Today we are showcasing Skyline Apartments, located in Norfolk, Nebraska!

Skyline Apartments

Completed in March of 2019

Skyline is a rehabilitation of a 92-unit apartment complex that serves low income special needs and elderly tenants! The renovation took around 2 years to complete and the building contains studio, 1, and 2 bedroom layouts.



Project Financing

The Skyline project was completed by Wishrock Development. It utilizes a mix of Low Income Housing Tax Credits, Tax Increment Financing, HOME Funds, National Housing Trust Funds, Federal Home Loan Bank funds and conventional financing. 91 out of the 92 units have Project Based vouchers, which is a great support for the tenants and contributed to the success of this project!

Awesome Amenities

Skyline offers premier amenities such as; a community room, hobby room, and inviting patio area. All utilities are included in a community maintenance-free lifestyle!

Supportive Services

This property has on-site Rent Wise Education, monthly onsite tenant activities and free Adult Education Classes at Northeast Community College.

"Seldin Company is thrilled to be part of this exciting community transformation, and to help provide high quality, affordable housing to the Norfolk community... It has been very exciting to watch this project progress over the past couple years."

- Jay Wagner, Regional Portfolio Manager with the Seldin Company



Check out the virtual tour of the Skyline floor plan in this video clip!

This complex is managed by Seldin Company. Explore more about Skyline Apartments and see available spaces for rent: <https://www.seldin.com/skyline>



"NIFA's Collaborative Resource Allocation for Nebraska (CRANE) program was essential for completing the renovation project... Skyline is the poster child for that program. It was never going to score enough to get funding. With the CRANE program, it was the perfect fit."

-Tyson O'Connell, Wishrock Group

City Impact Homes



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Today we are showcasing City Impact Homes, located in Lincoln, Nebraska!

City Impact Homes

This development is located on Overland Trail between 31st and 33rd Streets, near Peter Pan Park in Lincoln. It consists of one 3-bedroom unit, seven 4-bedroom units, and six 5-bedroom units that are operated under the CROWN program.

City Impact Homes utilized CROWN tax credits, whereby qualified residents will rent the townhomes or homes for an initial 15-year period. During the initial 15-year period, utilizing a variety of local services and resources, residents will receive homeownership education in the areas of credit, finance and home maintenance to position them to be able to purchase the home at the end of the 15th year. A small stipend from their monthly rent will be put into an account that will be available to them to help purchase the home at the end of year 15.



Project Financing

City Impact Homes was developed by City Impact and Excel Development Group. The project was financially supported by Low Income Housing Tax Credits received through the CRANE program as well as HOME funds from the City of Lincoln. Additional sources of funding for the development included FHLBank of Topeka AHP funds, HOME funds from the Nebraska Department of Economic Development, and owner equity.

Management & Amenities

City Impact Home's is managed by Excel Development Group and some of the amenities include:

- A community facility building adjacent to Peter Pan Park and Mo-Pack Trail
- Attached two-car garages
- All electric and energy-efficient homes
- Washer and dryer in every unit

Supportive Services

City Impact provides support services, including homeownership classes, budgeting classes, strengths-based leadership development for adults, physical wellness classes, entrepreneurship classes, and an Impact Leadership Academy for youth.



"Our vision is to see urban youth, families and neighborhoods transformed from the inside out. This project gives us the opportunity to positively impact the lives of 14 families, offering empowerment to equip them for success."

-Brad Bryan, Board Member of City Impact

Explore more about City Impact Homes and see the affordable rent to own spaces:

[Click Here](#)

Livestock Exchange Building



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Livestock Exchange Building

Built in 1926, the historic Livestock Exchange Building served as the center of the livestock industry in Omaha until 1999. Rehabilitation of the 240,000 square foot building was completed in 2002 and produced 102 affordable rental units, community space, medical offices, and a formal ballroom on the top floor for events.

The renovation of the Livestock Exchange Building served as a catalyst for neighborhood development. Since its completion the area has added the new South Omaha Library, a Metro Community College campus, businesses and medical facilities and a second housing development with 32 affordable units and the headquarters for OneWorld Community Health Center.

This project highlights the long term success of the CRANE program!



Project Financing

Livestock Exchange Building was developed by NuStyle Development Corporation. It is financially supported by Low Income Housing Tax Credits awarded through the CRANE program as well as Tax-Increment Financing, Federal Home Loan Bank AHP Funds, a Managing Member Loan, and Capital Contributions.

Management & Amenities

The property is managed by Seldin Company and offers amenities such as; a fitness center, picnic area, and stackable washer & dryer in every unit. The building has controlled access, is near public transportation and the Metro Community College campus!



Livestock Exchange Apartments - Two Bedroom, Two Bath Tour:



Explore more about the Livestock Exchange Campus
and see the rental space options:

[Click Here](#)



Little Priest Tribal College Residential Complex



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Little Priest Tribal College (LPTC) Residential Complex

The LPTC Residential Complex is located in Winnebago, Nebraska. The development was completed in 2016 and became a part of the CRANE program family! It is in close proximity of the Little Priest Tribal College which is a public tribal land-grant community college. The college is a member of the American Indian Higher Education Consortium and primarily supported by the Winnebago Tribe of Nebraska.

The residential complex consists of 27 units, with 26 of them being Low-Income Housing Tax Credit (LIHTC) units. The property features 1, 2, and 3 bedroom rental units. Supportive services are offered to all residents such as: an onsite Service Coordinator, transportation, and monthly onsite organized tenant activities. LPTC Residential Complex has established a great place of community and belonging!



Project Financing

LPTC Residential Complex was developed by Ho-Chunk Community Development Corporation. It is financially supported by Low-Income Housing Tax Credits awarded through the CRANE program as well as additional funding sources from the Little Priest Tribal College.

Management & Amenities

Ho-Chunk Community Development Corporation manages the LPTC Residential Complex. Some of the amenities include: a furnished community room, washer and dryer hook-ups in all units, a community laundry room, an exterior playground and high-speed internet!



Canterbury Estates

CELEBRATING 20 YEARS OF CRANE

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Canterbury Estates

Canterbury Estates is located in Sidney, Nebraska. The development became part of the CRANE program family when it was completed in 2019! The City of Sidney is located in western Nebraska, only a few miles from the Colorado border. Canterbury Estates serves this small town community by offering affordable rental units.

The residential complex consists of 10 Low-Income Housing Tax Credit (LIHTC) units. Thirty percent (30%) of the units serve households with physical or mental disabilities. The property features 1 and 2 bedroom rental units. Supportive services are offered to all residents such as: paid renters insurance and 12-round trips of transportation per household annually.



CANTERBURY ESTATES!



Project Financing

Canterbury Estates was developed by Sidney Housing Authority. It is financially supported by Low-Income Housing Tax Credits awarded through the CRANE program as well as additional funding sources from the following: National Housing Trust Funds, Deferred Developer Fee, and Owner Equity.

Management & Amenities

The Scottsbluff Housing Authority manages Canterbury Estates. Some of the amenities include: a washer and dryer in each unit, and a community garden!

Drake Court Apartments



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Drake Court Walk Apartments

The Drake Court Apartments are located in Omaha, Nebraska. The development was completed in 2003 and became a part of the CRANE program family! The historic buildings are in close proximity to the Old Market, Midtown Crossing & the Blackstone District.

The residential complex consists of 138 units, with 108 of them being Low-Income Housing Tax Credit (LIHTC) units. The property features 1, 2, and 3 bedroom rental units.



Project Financing

Drake Court Apartments was developed by NuStyle Development Corporation. It is financially supported by Low-Income Housing Tax Credits awarded through the CRANE program as well as additional funding sources from HOME Funds, Federal Home Loan Bank, and Historic Tax Credits.

Management & Amenities

NuStyle Management, LLC manages the rental units for Drake Court Apartments. Some of the amenities include: 1 3/4 spacious bathrooms, community room, and washer & dryer units!

Explore More

View available rental units and explore more information about Drake Court Apartments!

[Learn More](#)

Lydia House



CELEBRATING 20 YEARS OF CRANE

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Lydia House

Lydia House is located in Omaha, Nebraska. The development became a part of the CRANE program family in 2007! This project was designed to specifically serve women and families who are homeless or at risk of becoming homeless, many of whom are fleeing domestic violence situations.

The development consists of 82 Low-Income Housing Tax Credit (LIHTC) units. It is located in close proximity of downtown Omaha and Omaha Eppley Airfield - OMA.



Project Financing

Lydia House was developed by J Development Company, LLC. It is financially supported by Low-Income Housing Tax Credits awarded through the CRANE program as well as additional funding sources from Developer Equity, HOME Funds, Federal Home Loan Bank and Tax-Increment Financing.

Management & Amenities

Help the Homeless, Inc. manages Lydia House. Some of the amenities include: furnished community room, community laundry room, exterior playground area and an electronic security system!

Supportive Services

Lydia House offers education programs, self-sufficiency programs, employment and training opportunities, congregate meals, transportation, nutrition education classes, crafts, parenting skills, and physical fitness courses. Special services are provided for children, domestic violence, and family reunification. Lydia House provides the first steps toward preventing future homelessness.



Ambassador and President Apartments



CELEBRATING 20 YEARS OF CRANE

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Ambassador & President Apartments!

A & P II is located in the heart of downtown Lincoln, Nebraska, across the street from the State Capitol building! The development became a part of the CRANE program family in 2014.

The development consists of two five-story buildings that are designed in the Art Deco style by architect John A. Alexander. They were originally built in 1928 and have been listed on the National Register of Historic Places since 1993. The historic structures are now used for much needed affordable housing in the downtown area and the CRANE program made this possible!

The development consists of 71 Low-Income Housing Tax Credit (LIHTC) units with studio and 1-bedroom apartments. One of the reasons this project qualified for the CRANE program was that it was designed to serve those with special needs. A & P II is wheelchair friendly and provides 16 handicap accessible apartments.

Project Financing

A & P II was developed by Excel Development. It is financially supported by Low-Income Housing Tax Credits awarded through the CRANE program as well as additional funding sources from City of Lincoln Loan, Nebraska Affordable Housing Trust Fund, Federal Home Loan Bank, Tax-Increment Financing, General Partner Loan, Deferred Developer Loan, and Midwest Housing Assistance Corp.

Management & Supportive Services

Excel Development Group manages A & P II. The property offers many supportive services such as: a credit counseling program, tenant counseling, and has an onsite supportive service coordinator.

Amenities

Some of the amenities of this development include:

- o Handicap accessible apartments
- o All Utilities Provided (Electricity, water, sewer and trash service)
- o Laundry Facilities
- o Exercise Facility
- o Community Room

Explore more information about the Ambassador & Presidents Apartments here:

<https://exceldg.com/properties/ambassador-president-apartments/>



Cirrus House Apartments

CELEBRATING 20 YEARS OF CRANE

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Cirrus House Apartments

Cirrus House Apartments are located in Scottsbluff, Nebraska. The development was the first to be completed under the CRANE program in 2001.

The development consists of 29 Low-Income Housing Tax Credit (LIHTC) 1-bedroom units for persons with special needs.

Project Financing

Cirrus House was developed by Cirrus House, Inc. Cirrus House received a reservation of Low-Income Housing Tax Credits through the CRANE program with additional funding from Tax-Increment Financing, Deferred Developer Fee, Federal Home Loan Bank Affordable Housing Program Funds, Developer Equity, HOME Funds and a conventional loan.

Management & Supportive Services

Cirrus House, Inc. manages Cirrus House Apartments. The mission of Cirrus House, Inc. is to advance mental wellness through opportunities including employment, housing, advocacy and offer services to those individuals recovering from mental illness and substance use disorders. Cirrus House also helps people with an identified risk of life challenges (e.g., homeless persons, veterans, at-risk youth, etc.) explore their strengths and goals.

The apartments offer many supportive services such as: warm meals, laundry assistance, cleaning, social gatherings, transportation, employment and educational opportunities, and health care services.

Amenities

Some of the amenities of this development include:

- o Community room
- o Community laundry room
- o Dishwashers
- o Refrigerator and microwave in all units

Explore more information about Cirrus House, Inc. at <https://cirrushouse.org/>



Work! It's What We Do.

Stephen Center

CELEBRATING 20 YEARS OF CRANE

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Stephen Center Permanent Supportive Housing

The Stephen Center Permanent Supportive Housing Apartments are located in Omaha, Nebraska. The development was completed under the CRANE program in 2013.

The development consists of 62 Low-Income Housing Tax Credit (LIHTC) units for persons with special needs.

Project Financing

The Stephen Center Permanent Supportive Housing was developed by J Development Company in partnership with the Stephen Center, Inc. The development received a reservation of Low-Income Housing Tax Credits through the CRANE program with additional funding from HOME Funds, Tax-Increment Financing, Federal Home Loan Bank Affordable Housing Program, a Managing Member Loan, and a Capital Contribution.

Management & Supportive Services

Stephens Center, Inc. manages the apartments. Stephen Center, Inc. has served homeless and low-income individuals in Omaha since 1984 and partners with the community, families and individuals to overcome homelessness, addiction and poverty.

The apartments offer many supportive services such as: nutritional education/classes, self-sufficiency programs, employment preparation, onsite health and wellness programs, and congregate meals.

Amenities

Some of the amenities of this development include:

- Furnished Community Room
- Storm Shelter
- Community Laundry Room
- Exterior Playground

Explore more information about Stephen Center, Inc. at:

<https://stephencenter.org/>



Sheltering Tree Community Phase 2

CELEBRATING 20 YEARS OF CRANE

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Sheltering Tree Community Phase 2

The Sheltering Tree Community is located in Omaha, Nebraska. The development was completed under the CRANE program in 2015.

"Sheltering Tree build affordable apartment communities for persons with developmental disabilities. The purpose of housing initiated by Sheltering Tree, Inc. is to create affordable, quality, home-like environments in apartment style communities with secure and supervised living to help adults with developmental disabilities achieve maximum independence, lead productive and fulfilling lives, build friendships, belong to and contribute to the greater community in which they live."

The development consists of 23 Low-Income Housing Tax Credit (LIHTC) units for persons with special needs.

Project Financing

The project was developed by J Development Company. The development received a reservation of Low-Income Housing Tax Credits through the CRANE program with additional funding from NDED HOME Funds, City of Omaha, and General Partner Contribution.

Management & Supportive Services

Seldin Company manages the apartments. Their mission is to empower disabled individuals to live self-determined lives and be engaged in their community.

These apartments have an onsite Service Coordinator.

Amenities

Some of the amenities of this development include:

- o Furnished Community Room
- o Community Garden
- o Storm Shelter
- o Community Laundry Room
- o Exterior Playground (sensory playground and basketball hoop)

Explore more information about Sheltering Tree Community at:

<http://shelteringtreescommunity.org/>



Old Walnut Apartments

CELEBRATING 20 YEARS OF CRANE

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Old Walnut Apartments

The Old Walnut Apartment building, located in the heart of Grand Island, Nebraska is a prime example of how affordable housing builds stronger communities. It provides a historic touch of architecture as the building was previously the home of Walnut Junior High and Grand Island Senior High School. It now provides a different sense of home for occupying tenants and community members. The development was completed under the CRANE program in 2005.

The development consists of 88 Low-Income Housing Tax Credit (LIHTC) units of various sizes, a remodeled auditorium and 1,000 square feet of offices for Grand Island's Multicultural Coalition and Outreach Center.

Project Financing

The project was developed by Walnut Redevelopment, LLC. The development received a reservation of Low-Income Housing Tax Credits through the CRANE program with additional funding from Tax-Increment Financing, Historic Tax Credits, Grant, Federal Home Loan Bank Affordable Housing Program, and Deferred Developer Fees.

Management

Perry Reid Properties manages the apartments. Old Walnut combines great value and an exceptional location to give residents a one-of-a-kind apartment living experience.

Amenities

Some of the amenities of this development include:

- o Community Room
- o Elevator
- o Wash and dryer hook-ups
- o Playground equipment
- o Security system
- o Storage areas

Explore more information about Old Walnut at:

<https://www.liveatoldwalnut.com/>



Little Priest Apartments



CELEBRATING 20 YEARS OF CRANE

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Little Priest Apartments

Little Priest Apartments are located in Winnebago, Nebraska. The development became a part of the CRANE program family in 2008! This project was designed specifically to serve Winnebago Reservation by increasing the availability of high quality affordable housing.

The development consists of 20 Low-Income Housing Tax Credit (LIHTC) units.

Project Financing

Little Priest Apartments were developed by Excel Development Group. It is financially supported by Low-Income Housing Tax Credits awarded through the CRANE program as well as additional funding from Nebraska Affordable Housing Trust Funds.

Management & Amenities

Ho Chunk Community Development Corp. manages Little Priest Apartments.

Some of the amenities include: Dishwasher in all units and exterior playground area.

Supportive Services

Little Priest Apartments offer tenant association and renter education, youth leadership and development programs.



The Brewery Lofts



CELEBRATING 20 YEARS OF CRANE

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The Brewery Lofts

The Brewery Lofts are located in Hastings, Nebraska. The development was completed in 2016 and became a part of the CRANE program family! This historic residential complex was a redevelopment of the old Cold Storage building. It consists of 35 Low-Income Housing Tax Credit (LIHTC) units. The property features 1, 2, and 3 bedroom rental units.



Project Financing

The Brewery Lofts was developed by Cohen-Esrey Affordable Partners, LLC. It is financially supported by Low-Income Housing Tax Credits awarded through the CRANE program as well as additional funding sources from Loan, Federal Historic Tax Credits, NDED HOME Funds, Developer Equity, Federal Home Loan Bank, and State Historic Tax Credits.

Management & Amenities

Cohen Estrey Communities, LLC manages the rental units for The Brewery Lofts. Some of the amenities include: Furnished Community Room, Washer and Dryer in each unit.

Supportive Services

The Brewery Lofts offer 12 round trips annually per household, monthly onsite medical, dental, or vision testing, and Onsite RentWise.



Creekside Village

CELEBRATING 20 YEARS OF CRANE

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Creekside Village

Creekside Village is a redevelopment of surplus land from the previous national guard armory turned into an affordable housing project and supportive park. The development was completed under the CRANE program in 2009 and serves individuals with mental illness.

The development consists of 71 Low-Income Housing Tax Credit (LIHTC) units of different sizes

Project Financing

The project was developed by Hoppe Brothers, LLC. The development received a reservation of Low-Income Housing Tax Credits through the CRANE program with additional funding from Loan, Tax-Increment Financing, Energy Credits, 1602 Funds, City of Lincoln Grant, and Deferred Developer Fee.

Management

The Hoppe Law Firm manages the apartments. Creekside Village combines great value and an exceptional location to give residents a one-of-a-kind apartment living experience.

Amenities

Some of the amenities of this development include:

- o Furnished Community Room
- o Washer and Dryer hook-ups in units
- o Community Laundry Room
- o Dishwasher in all units
- o Electronic Security System for exterior doors
- o Storage area

Explore more information about Creekside Village at:

<https://www.creeksidevillagelincn.com/>



HFA: Nebraska Investment Finance Authority
Entry Name: It's All New to Us
Category\Subcategory: Communications\Integrated Campaign

Exhibit 2: Social Media Posts



NIFA

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It's time for a CRANE property highlight! The Lydia House is located outside of Downtown Omaha, and has a mission to reduce homelessness and provide transitional living for women and families in need of assistance. Lydia House offers many essential services such as congregate dinners, classes in parenting and nutrition, career development and educational programs, and more.

NIFA is so proud to have awarded Low Income Housing Tax Credits for this project to support our fellow Nebraskans. Find more information about this at

<https://loom.ly/titFNhw>.





NIFA Just now

Today we are highlighting this Hastings, NE, property: The Brewery Lofts. This historic residential complex was a redevelopment of the old Cold Storage building. Learn more at www.nifa.org!

The CRANE program allows NIFA to collaborate with housing experts and community developers in order to finance the construction of various housing projects in Nebraska.



Like Comment Share



NIFAHousing

September 11 at 10:12 AM

Today we are highlighting this Winnebago, NE, property: The Little Priest Tribal College Residential Complex. NIFA is proud to provide resources through the CRANE Program for these affordable units near the college!

The CRANE program allows NIFA to collaborate with housing experts and community developers in order to finance the construction of various housing projects in Nebraska. Learn more at www.nifa.org!



 **NIFA**
Just now

Celebrating 20-years of CRANE! 🎉

Today we are spotlighting the Old Walnut Apartment - located in the heart of Grand Island, Nebraska. This is a prime example of how affordable housing builds stronger communities. It provides a historic touch of architecture as the building was previously the home of Walnut Junior High and Grand Island Senior High School.

Read More: nifa.org



👍 Like 💬 Comment ➦ Share



NIFAHousing

Published by Hootsuite · August 3, 2021 · Omaha, NE ·

Celebrate 20 years of CRANE with us!! This may be a familiar building to many - Did you know the renovation of the Livestock Exchange Building was a NIFA CRANE project?

Learn More: https://www.nifa.org/.../view.../CRANE_livestockexchange

— with NuStyle Development Corporation and 2 others at Livestock Exchange Building.



NIFAHousing

Published by Loomly · December 26, 2021 ·



The Monument View Villa is a CRANE Property located in Gering, NE. It was constructed to help support families with disabilities, and provides residents with job training and Nebraska vocational rehabilitation. This property was developed by the Scottsbluff Housing Authority with Low-Income Housing Tax credits through the CRANE Program!





NIFAHousing

Published by Hootsuite · February 11 ·



The Collaborative Resource Allocation for Nebraska (CRANE) program is a strategic allocation process between NIFA and other collaborating resource providers to accomplish difficult projects. Today we are showcasing the Stephen Center Permanent Supportive Housing Apartments.

[Stephen Center & J Development Company](#)

Read More: https://www.nifa.org/news/view-article/CRANE_StephenCenter





NIFAHousing

Published by Hootsuite · January 15 ·



As we continue our 20-year CRANE Celebration, we are spotlighting our very first CRANE project today! 🎉🎊

Cirrus House Apartments - located in Scottsbluff, Nebraska. Developed and managed by Cirrus House, Inc.

Read More: https://www.nifa.org/.../vie.../CRANEcelebration_CirrusHouse





NIFAHousing

Published by Hootsuite · April 29, 2021 ·



Celebrating 20 years of bringing unique community projects to reality!

The award winning Collaborative Resource Allocation for Nebraska (CRANE) program is a strategic allocation process between NIFA and other collaborating resource providers to accomplish difficult projects.

CRANE promotes collaborative partnerships between housing experts and developers that lead to creative financing options, effective partnerships and eventual ground-breakings of innovative projects.

Follow us on social media as we celebrate some of these successful CRANE projects each month!





NIFAHousing

Published by Hootsuite · June 1, 2021 ·



Join us as we celebrate 20 years of making innovative and challenging projects become a reality. Learn more about the Collaborative Resource Allocation for Nebraska (CRANE) program and hear about some successful projects!

REGISTER: <http://ow.ly/wnN750F0mUS>

**WEBINAR
WEDNESDAY**

**20TH
ANNIVERSARY
CRANE Program**

2 JUNE 2021 | 10 AM | WEDNESDAY

The graphic features a green background with a white diagonal line. The text is in white and green. A circular inset image shows two construction workers in hard hats and safety vests looking at a blueprint. The date and time are enclosed in a white-bordered box at the bottom.

Like

Comment

Share

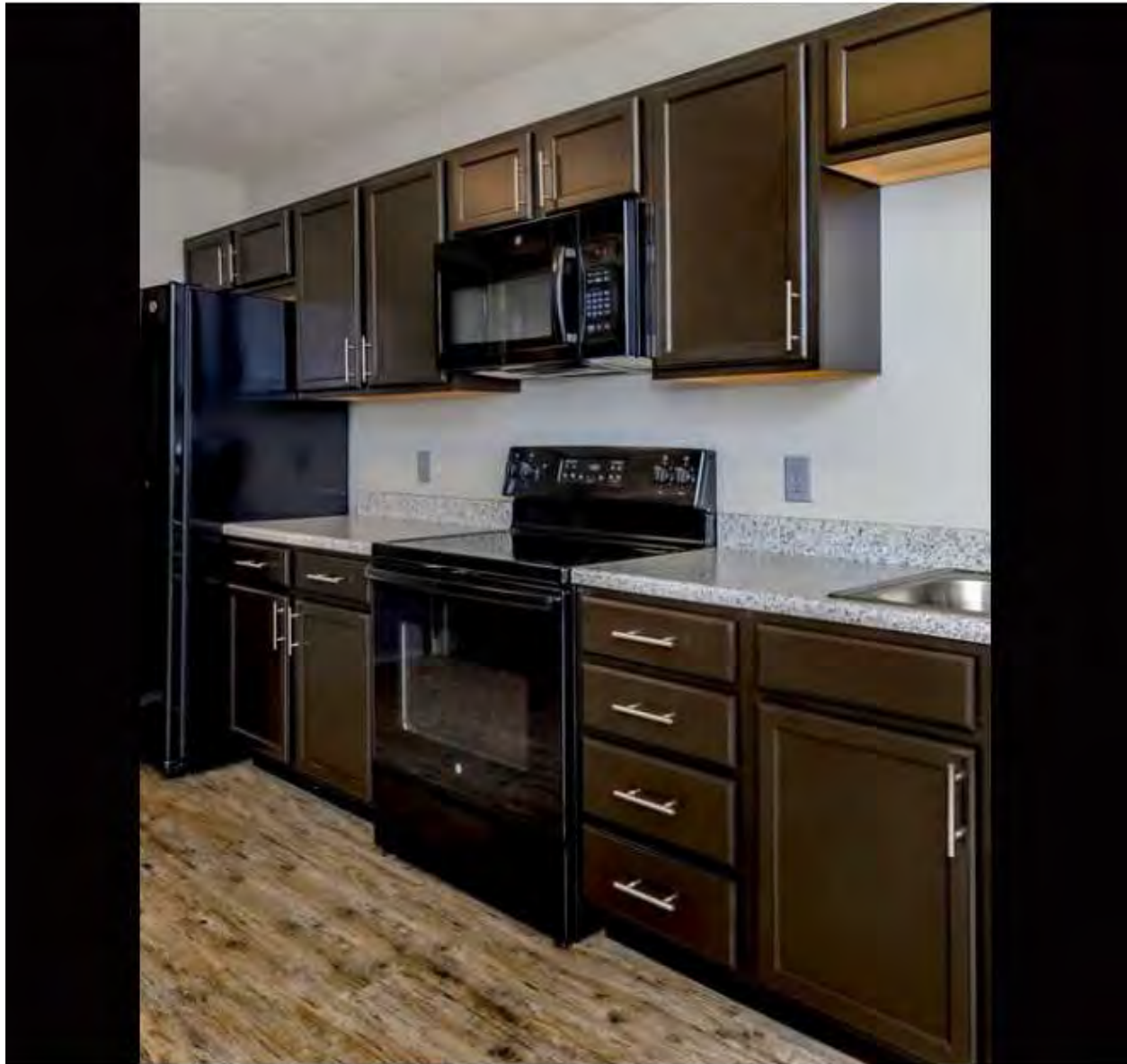


NIFAHousing

Published by Hootsuite · July 20, 2021 ·



Check out the Victory Park Veterans Residence in Lincoln! NIFA's CRANE program facilitates vital affordable housing developments in Nebraska. Check out our website to learn more about our affordable living developments in Nebraska!





NIFAHousing

Published by Hootsuite  · July 2, 2021 · 



At NIFA, we are proud to assist with the development of affordable housing in Nebraska. These beautiful windows show the view at the Skyline Apartments in Norfolk, Nebraska!

This development is managed by @lifeatseldin and was awarded Low Income Housing Tax Credits through the CRANE Program at NIFA! Follow our Instagram @nifa.housing for more content!





NIFAHousing

Published by Hootsuite · July 16, 2021 ·





Does anyone in Omaha recognize this building? NIFA provided Low Income Housing Tax Credits through our CRANE Program to create affordable housing in Omaha's Historic Livestock Exchange Building!

Picture Credit: Peter Olshavsky





NIFAHousing

Published by Hootsuite  · May 21, 2021 · 



As part of our 20 Years of CRANE Celebration, we are showcasing Skyline Apartments, located in Norfolk, Nebraska!

Read More: https://www.nifa.org/about/news/view-article/skylineCRANE_21





NIFAHousing

Published by Hootsuite · July 17, 2021 ·



Look at the view of those trees! The views from this LIHTC development are breathtaking. Featuring Skyline Apartments, one of our CRANE developments. These apartments boast affordable living options for elderly and disabled individuals in Norfolk, Nebraska.



Like

Comment

Share

HFA: Nebraska Investment Finance Authority
Entry Name: It's All New to Us
Category\Subcategory: Communications\Integrated Campaign

Exhibit 3: Annual Report (page 8)



A year of growing Nebraska communities

through affordable housing and agribusiness.

2021
ANNUAL
REPORT



i

From our rural communities to our urban core, local communities understand, now more than ever, the important link between housing and economic development.

Reflecting upon 2021, it is clear that housing is a key issue not only across Nebraska, but throughout the entire country. Strong, continued demand, rising prices, supply chain issues, and investors purchasing single family homes for cash collectively resulted in a challenging environment for homebuyers at all income levels, particularly those at the low to moderate income levels. From our rural communities to our urban core, local communities understand, now more than ever, the important link between housing and economic development. This renewed focus on housing has imbued new energy to the discussion and brought new partners to the table.

Although NIFA was unable to hold its annual Housing Innovation Conference, frequent webinars on relevant topics throughout the year reached a wide audience and spurred new conversations around development and housing.

As ARPA funds poured into the State, Nebraska's economic recovery held steady, with the lowest unemployment rate in the nation. As people got back to work, non-profits, as well as local and state government sought to support those affected most deeply by the pandemic. This collaborative effort continues

to make a positive impact, creating efficiencies, improving programs and establishing fruitful partnerships. As part of these efforts, NIFA continued to work with the State on Emergency Rental Assistance funding and began work on crafting and implementing Nebraska's Homeowner Assistance Fund (HAF) Program.

In August, NIFA launched its new and improved website and work continues to bring additional resources online for our partners and clients. We look forward to continuing to engage problem solvers, innovate solutions and support Nebraskans in creating and sustaining more vibrant communities. As we look forward to 2022, we anticipate that exciting new initiatives such as a statewide housing needs assessment and a statewide strategic housing framework involving partners across the State will help us move the needle in a positive direction.

We're proud to share this year's accomplishments with you. Here's to a greater Nebraska.


SHANNON R. HARNER
 Executive Director, NIFA


ANTHONY L. GOINS
 Chair, NIFA Board of Directors

Homeowner Programs

Since its inception, NIFA has provided a first mortgage under our Homeownership Program to 96,195 borrowers totaling almost \$6.995 billion to date.

Of those, 20,248 homebuyers also received down payment/closing cost assistance and 805 were active military or veterans.



2021 ACCOMPLISHMENTS

1,677
mortgage loans

\$274.3 MILLION
mortgage loans

983
homebuyers with low-rate
second mortgage loans

\$7.7 MILLION
in down payment &
closing cost assistance

72
Nebraska
counties served

\$220.9 MILLION
tax-exempt single family
housing bonds



TRAINED

761 Lender
Partners

81 Real Estate
Specialists

133 Loan Officer
Specialists



All Homebuyers using
NIFA mortgages completed
pre-purchase homebuyer education.



PARTNERSHIPS

Collaborated with National Council of State Agriculture Finance Programs in producing a bill to modernize Aggie Bond Program.

Farmers & Ranchers Program

BEGINNING FARMER/RANCHER PROGRAM

**1,062 LOANS TOTALING OVER
\$135 MILLION SINCE INCEPTION**

This program helps farmers and ranchers obtain agricultural loans at interest rates generally lower than those in the conventional farm credit markets.

GOVERNOR'S AGRICULTURAL EXCELLENCE AWARDS PROGRAM

26TH YEAR OF SPONSORSHIP

This awards program recognizes and financially rewards 4-H Clubs and FFA Chapters in Nebraska for outstanding performance.

2021 ACCOMPLISHMENTS

\$3.8 MILLION
partnered to provide
financing

3,411 ACRES
partnered to provide
financing

1.18%
Average interest
rate savings below
market rates

\$50,000
awarded to
4-H Clubs
& FFA Chapters



Multi-Family Programs

LOW INCOME HOUSING TAX CREDIT PROGRAM (LIHTC)

\$1.35 BILLION SINCE INCEPTION

Allocations of federal tax credits are used to leverage public, private and other funds to develop rental housing that provides affordable rents to low and moderate income residents.

NEBRASKA AFFORDABLE HOUSING TAX CREDIT (AHTC)

\$195.2 MILLION SINCE INCEPTION

NIFA allocates the AHTC, a Nebraska state income tax credit created by the Nebraska Affordable Housing Tax Credit Act in 2016. The AHTC is allocated to owners of affordable rental developments that also receive an allocation of LIHTC.

MULTI-FAMILY TAX EXEMPT BOND PROGRAM

\$421 MILLION SINCE INCEPTION

A program providing lower interest rate financing from the sale of tax-exempt bonds to finance rental housing. The use of tax-exempt bonds allows for the allocation of 4 percent LIHTCs to assist in development costs of the property.

COLLABORATIVE RESOURCE ALLOCATION FOR NEBRASKA (CRANE)

66 PROJECTS SINCE INCEPTION

NIFA's award-winning CRANE program uses LIHTCs and AHTCs for difficult-to-develop projects targeting distressed populations.

CELEBRATING
20 YEARS
OF CRANE



2021 ACCOMPLISHMENTS

\$132.4 MILLION
Awarded in LIHTC & AHTC

228
LIHTC property managers
and staff virtual
compliance training

370
Developments (13,304
units) monitored for
compliance

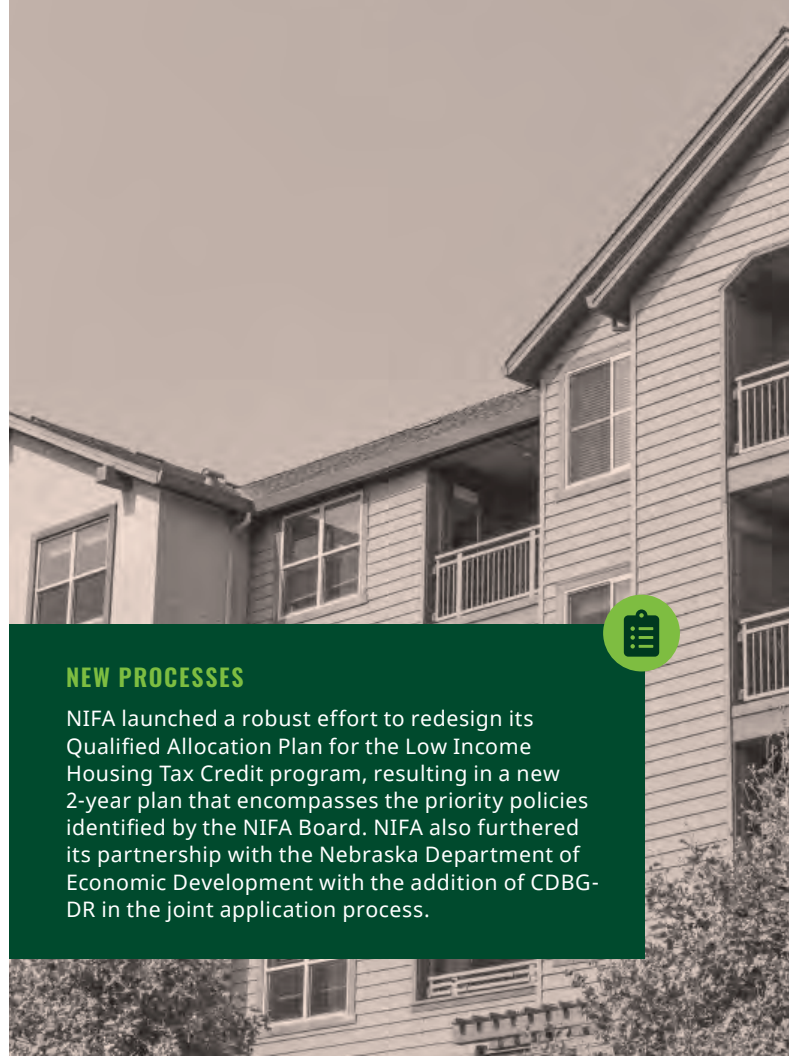
\$193.3 MILLION
in production of affordable
units stimulated

20
affordable rental
projects financed

294 special needs units

397 elderly units

259 family units



NEW PROCESSES

NIFA launched a robust effort to redesign its Qualified Allocation Plan for the Low Income Housing Tax Credit program, resulting in a new 2-year plan that encompasses the priority policies identified by the NIFA Board. NIFA also furthered its partnership with the Nebraska Department of Economic Development with the addition of CDBG-DR in the joint application process.



PANDEMIC PIVOT

NIFA continued our statewide collaboration and utilized our partnerships to communicate information about Covid relief funds. We strengthened our online presence with a newly designed website and additional technology tools to reach out to Nebraskans.

Community Engagement

Previously known as Outreach

CONFERENCES, MEETINGS, TRAININGS

Because of the COVID-19 pandemic, we canceled in-person events, and transitioned to virtual events by creating a webinar series.

HOUSING STUDY GRANT PROGRAM

160 TOTAL GRANTS AWARDED TOTALING \$1,946,170 MILLION SINCE INCEPTION

The Housing Study Grant Program stimulates regional, community and neighborhood plans that encompass housing needs and community development opportunities in Nebraska.

OUTREACH PARTNERSHIP GRANT PROGRAM

3 ACTIVE PARTNERSHIPS AND 29 PARTNER ORGANIZATIONS SINCE INCEPTION

The Outreach Partnership Program was created to support non-profit organizations and help increase their long-term capacity to meet community needs including affordable housing in Nebraska.

18TH ANNUAL NEBRASKA STATEWIDE DASHBOARD

This comprehensive study makes information about economic, demographic and housing conditions in counties and cities more readily available for planning and grant writing.

*No Federal or State tax dollars are used for Outreach Programs.



2021 ACCOMPLISHMENTS

Partner Programs

\$106,610 in Housing Study Grants

\$140,464 in Housing Study Grant matching funds

14 Housing Study Grants awarded

\$180,000 in capacity building Outreach Partner grants

Webinars & Education

24 Webinars executed

1,452 total Webinar participants



50
Nebraska counties engaged



NEW INFORMATION RELEASED

2021 Profile of Nebraska housing study and Nebraska Dashboard.

Informational videos to promote Nebraska non-profits responsible for distributing economic stimulus funding.





NIFA URBAN WORKFORCE HOUSING MATCH (NUW-HOM)

In 2021, NIFA awarded over \$4.9 million in NUW-HOME funds to 10 organizations that also received funds from the Nebraska Department of Economic Development Middle-Income Workforce Housing Investment Fund. The funds will be used to develop housing units for owner-occupants in Qualified Census Tracts in Douglas and Lancaster County.

Emergency Rental Assistance

Since the launch of the statewide Emergency Rental Assistance program on February 22, 2021 for all areas of the state outside of Lincoln/Lancaster County and Omaha/Douglas County, NIFA staff worked daily with community partners, property managers, and the State of Nebraska to ensure that renters received the information needed to apply. NIFA also provides collaboration between the State and the local ERA jurisdictions.

In 2021, NIFA staff presented ERA information at 64 various meetings or educational sessions and responded to an average of 20 ERA contacts per week.

Rural Workforce Housing Program

RURAL WORKFORCE HOUSING MATCH FUNDS

\$4.97 MILLION IN MATCH FUNDS SINCE INCEPTION

This program was created for the development, production, implementation and financing of Workforce Housing in rural communities.

2021 ACCOMPLISHMENTS

414

Rural Workforce Housing Units

56

of these units meet NIFA's moderate income guidelines

\$547,404

of Rural Workforce Housing Match Funds invested

21

housing development organizations have been awarded funds

Finance

The finance department is responsible for monitoring expenditures and obligations, issuing and managing NIFA bonds, directing the investment of all monies and accounting for all assets and liabilities. The finance department works with all department managers to create budgets and make key strategic decisions throughout the year. NIFA is responsible for allocating private activity volume cap for tax exempt bonds in the State of Nebraska.

The finance department facilitates structure and issuance of the following:

SINGLE FAMILY HOUSING BONDS

\$968 MILLION OUTSTANDING

DEVELOPMENT, HEALTHCARE AND MULTI-FAMILY HOUSING

\$80.6 MILLION OUTSTANDING

INDUSTRIAL DEVELOPMENT

NIFA encourages the investment of private capital in order to stimulate economic activity, create jobs, provide adequate health care facilities and expand the tax base throughout the state. NIFA does this primarily by working with communities and companies through technical assistance.

2021 ACCOMPLISHMENTS

\$220.9 MILLION

Issued in tax-exempt bonds to fund loans to low and moderate income Nebraska homebuyers

\$3.8 MILLION

Issued in Clean Water and Drinking Water State Revolving Fund Bonds to improve community infrastructure

\$71.5 MILLION

Received in payments from mortgages funded with existing bond issues, which were recycled into new loans thereby preserving bond issuance capacity

\$217.9 MILLION

Received in payments from mortgages funded with existing bond issues, which were used for target redemptions of higher rate bonds thereby reducing borrowing costs and creating a benefit that is passed through to NIFA's Single Family borrowers



NIFA's Leadership

2021 BOARD OF DIRECTORS

NIFA would like to recognize the members of its Board and thank each of them for their dedication and service to NIFA's mission. The Board is an integral part of setting priorities and strategic vision for growing Nebraska's communities through affordable housing and agribusiness.



NIFA BOARD REPRESENTATION

NIFA's Board includes 6 members appointed by the Governor of the State of Nebraska and 3 ex-officio members: the Director of Economic Development, the Director of Agriculture and a representative from the Nebraska Investment Council. The 6 appointed members include 2 from each Congressional District and have a statutorily specified area of expertise.



Anthony Goins
Dept. of Economic
Development
Chair Ex-Officio Member



Michael Walden-Newman
Nebraska Investment
Council
Ex-Officio Member



Steve Wellman
Dept. of Agriculture
Ex-Officio Member



George Achola
Burlington Capital, Real
Estate
Real Estate Development



Susan E. Bredthauer
CharterWest National Bank
Housing Mortgage Credit



Shannon Harner
Nebraska Investment
Finance Authority
Executive Director



Warren Arganbright
Arganbright Law Office
*Banking or Investment
Banking*



Herbert Freeman
NP Dodge Real Estate
Licensed Real Estate Broker



Galen Frenzen
Frenzen Angus & Polled
Herefords
Agricultural Production



Colten R. Zamrzla
Covenant Insurance
Services
Public at Large



Learn more at [NIFA.org](https://www.nifa.org).

HFA: Nebraska Investment Finance Authority
Entry Name: It's All New to Us
Category\Subcategory: Communications\Integrated Campaign

Exhibit 4: List of CRANE projects highlighted during the campaign

The Marketing team met and determined that 17 developments would be highlighted in a yearlong campaign:

1. Skyline Apartments
2. City Impact Homes
3. Livestock Commons
4. Livestock Exchange Building
5. LPTC Residential Complex
6. Canterbury Estates
7. Drake Court Walk Apartments
8. Monument View Villa
9. Lydia House
10. Ambassador & President Apartments II
11. Cirrus House Apartments
12. Stephen Center Permanent Supportive Housing
13. Walnut Apartments
14. Sheltering Tree Community Phase 2
15. Little Priest Apartments
16. The Brewery Lofts
17. Creekside Village.

HFA: Nebraska Investment Finance Authority
Entry Name: It's All New to Us
Category\Subcategory: Communications\Integrated Campaign

Exhibit 5: Examples of CRANE projects and why they were selected for the 20th anniversary spotlight

Little Priest Apartments: designed specifically to serve Winnebago Reservation by increasing the availability of high-quality affordable housing.

Lydia House: provides the first steps toward preventing future homelessness. By offering education programs, self-sufficiency programs, employment and training opportunities, congregate meals, transportation, nutrition education classes, crafts, parenting skills, and physical fitness courses. Special services are provided for children, domestic violence, and family reunification.

Brewery Lofts: a historic residential complex that was a redevelopment of the old Cold Storage building.

Old Walnut Apartments: a prime example of how affordable housing builds stronger communities. It provides a historic touch of architecture as the building was previously the home of Walnut Junior High and Grand Island Senior High School. It now provides a different sense of home for occupying tenants and community members.

Livestock Exchange: Built in 1926, the historic building served as the center of the livestock industry in Omaha until 1999. Rehabilitation of the 240,000 square foot building was completed in 2002 and produced 102 affordable rental units, community space, medical offices, and a formal ballroom on the top floor for events. The renovation of the Livestock Exchange Building served as a catalyst for neighborhood development. Since its completion, the area has added the new South Omaha Library, a Metro Community College campus, businesses, and medical facilities. A second housing development with 32 affordable units has been added and the building serves as the headquarters for OneWorld Community Health Center. This project highlights the long-term success of the CRANE program.