

WHEDA Stories

Wisconsin Housing and Economic Development Authority

Communications: Integrated Campaign

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2020 NCSHA Annual Awards for Program Excellence

Overview

The Wisconsin Housing and Economic Development Authority (WHEDA) rolled out its WHEDA Stories campaign this year. Spanning WHEDA.com, social media, our annual report, and other printed material, these stories feature the inspiring, unique, and otherwise unheralded success stories of the people and communities WHEDA has supported through its innovative financing programs.

The Concept

From homebuyers to farmers as well as multifamily developers to small businesses, WHEDA touches the lives of many different populations throughout rural and urban Wisconsin. Through WHEDA Stories we celebrate the diverse successes of all our customers and strive to inspire through our corporate motto – Together We Build Wisconsin.

These WHEDA Stories of success, spanning back to WHEDA's inception, are designed to be short, engaging, and heavy on visuals. This format is perfect for our website and social media platforms. To accurately transmit these stories digitally, we relied on the use of mixed media in order to try and capture the impact and human feeling of each story. With some story profiles, like the Garfield School Apartments development, beautiful murals attract the eyes in a way that words just simply cannot portray.

The blog-style platform of WHEDA Stories was not an existing part of our website, wheda.com. To implement the concept, WHEDA partnered with an external web developer to build the page design, functionality, as well as the multimedia gallery. [Figures 1-2, 6]

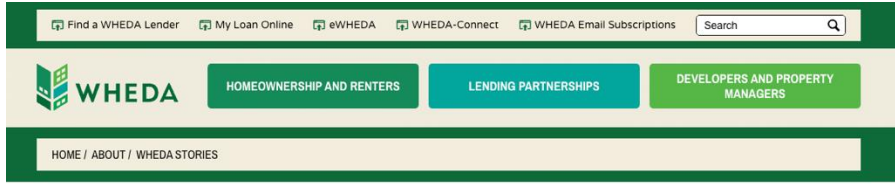
Summary

WHEDA Stories are about personal interest and triumph. We want people to read them, engage with them, and be inspired by them. It also serves as a record of what WHEDA has done, and how we have adapted and responded to meet the unique needs of the residents and communities we serve.

The bite-sized nature of these stories lends itself perfectly to social media, where posts garner significant amounts of positive feedback. The posts also link back to our website, to lead a reader from one story to another, driving more engagement. [Figures 3-5]

This campaign has been met with great success. Social media engagement has increased, web traffic has risen, and we have the basis of new features for our next annual report.


WHEDA Stories can be accessed here: <https://www.wheda.com/about-wheda/wheda-stories>.



WHEDA Stories




WHEDA Stories is a collection of articles highlighting the positive impact WHEDA has had on the people and places across Wisconsin throughout our 45+ years.



A Bountiful CROP of Wisconsin Farmers

In the late 1970's, Wisconsin agriculture experienced unprecedented profits due to increasing exports and production...

[Read More](#)



Realizing Homeownership at any Age

In 2016, Fort Atkinson was welcoming to a pair of home buyers scouring the market for their new happy home...

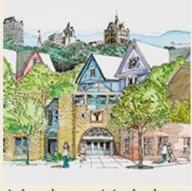
[Read More](#)



A Holiday Carol with the Moore Family


As the leaves changed their colors, and cold nipped the air, a new happy family paid no mind, nor did care...

[Read More](#)



Lindsay Heights

Before freeways replaced houses, and the unrest of the 1960s drove residents and businesses out of Lindsay Heights, the 30-block area on the north side of Milwaukee, named after community activist Bernice Lindsay, was a thriving



Global Water Center

In 2011, 98,000 square feet of abandoned warehouse in Milwaukee's Walker's Point neighborhood stood with no purpose other than to collect the dirt and crime of the city. That all



DEER Program

In 1985, WHEDA launched the Demonstration of Energy Efficient Rehabilitation (DEER) program...

[Read More](#)

Figure 1 - WHEDA Stories Blog



Global Water Center

In 2011, 98,000 square feet of abandoned warehouse in Milwaukee's Walker's Point neighborhood stood with no purpose other than to collect the dirt and grime of the city. That all changed when The Water Council, a nonprofit organization dedicated to advancing water technology, and its member companies decided to call this old seven-story building home.

The Global Water Center, located at 247 Freshwater Way, broke ground on August 13, 2012, with the help of \$20 million in New Markets Tax Credits from WHEDA. These tax credits helped to redevelop the structure into a world-class office and research space. The center is WHEDA's first investment in, and part of a larger initiative known as Transform Milwaukee, a public-private partnership that focuses on restoring industrial, residential, and economic prosperity to areas of Milwaukee from the 30th Street Industrial Corridor through the Menomonee Valley, south to the Inner Harbor, ending just south of General Mitchell International Airport.

Today, more than 40 tenant organizations join The Water Council at the Global Water Center. The location of the center is also near the University of Wisconsin Milwaukee's School of Freshwater Sciences, the nation's only graduate-level institution devoted to freshwater sciences. The success of the project also fostered the development of Reed Street Yards, an urban business park catering to Milwaukee's water research and technology sector.

Did you know:

- Access to clean drinking water is a global risk to health, security and equity.
- 86% of Wisconsin's borders are water.
- Wisconsin has seen a 7.4% increase in water related exports.
- Wisconsin contains 1.2 quadrillion gallons of groundwater.
- Over 230 water technology companies call Wisconsin home.

Source: The Water Council

Walker's Point has been transformed into a lively mixed-use neighborhood, home to Milwaukee's global water research hub. WHEDA is proud to have supported this development and other ancillary projects that have helped grow Walker's Point as a great place to live, work and play.

Learn more about Wisconsin's water technology industry.

Wisconsin Economic Development Corporation: <https://inwisconsin.com/key-industries-in-wisconsin/water-technology/>

Learn more about the Global Water Center.

The Water Council: <https://thewatercouncil.com>

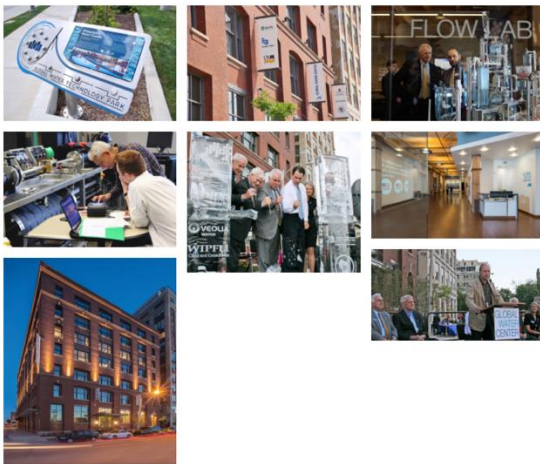


Figure 2 - WHEDA story with media gallery

Wisconsin Housing and Economic Development Authority (WHEDA)
February 6 · 🌐

ACCESSING CAPITAL BREAKS DOWN BARRIERS TO HOME OWNERSHIP #WHEDASTORIES. Since 1972, WHEDA has continuously adapted to the changing needs of Wisconsin families. As a result, our low-cost mortgage products and resources continue to be a great choice for first-time home buyers. Read more: <https://bit.ly/2Oy31rj>

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👍 Like 💬 Comment ➦ Share

 Write a comment... 🗨️ 😊 📷 📺 🎭

Figure 3 - Social media post (Facebook)



Figure 4 - Social media post (Twitter)

The image shows a LinkedIn post from the Wisconsin Housing and Economic Development Authority (WHEDA). The post features a black and white photograph of a woman with her arms raised in front of a house. The text of the post discusses home ownership and includes the hashtag #WHEDASTORIES. The post also includes engagement icons for likes, comments, and shares, and a prompt to be the first to comment.

Wisconsin Housing and Economic Development Authority (W... 3,484 followers
5mo •

ACCESSING CAPITAL BREAKS DOWN BARRIERS TO HOME OWNERSHIP
#WHEDASTORIES. Since 1972, WHEDA has continuously adapted to the changing needs of Wisconsin families. As a result, our low-cost mort ...see more

EQUAL HOUSING LENDER

12

Like **Comment** **Share**

Be the first to comment on this

Figure 5 - Social media post (LinkedIn)

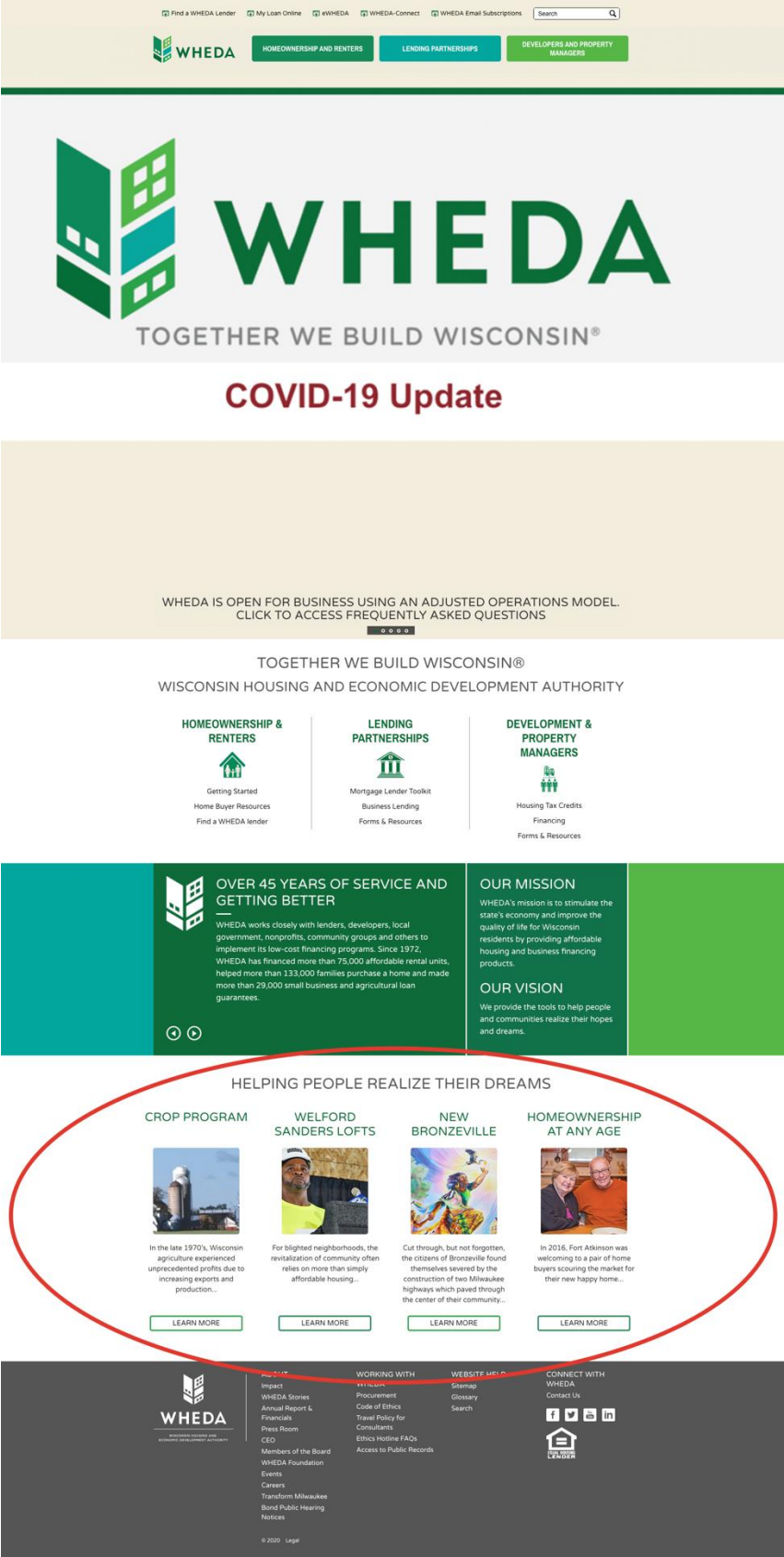


Figure 6 - Current featured stories on the homepage of WHEDA.com