

# Mission Possible – NCSHA Destination Guide and Video

## **MassHousing**

Communications: Special Event Marketing

### **HFA Staff Contact**

Nancy McDonald

[nmcdonald@masshousing.com](mailto:nmcdonald@masshousing.com)

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**Living Your Best Tourist Life in Boston**

In 2019, the National Council for State Housing Agencies (NCSHA) annual conference and showcase returned to the city of Boston. The annual conference is both an opportunity to network and highlight the work and achievement of peer organizations. As the Housing Finance Agency (HFA) for the state of Massachusetts, MassHousing served as the host HFA for the 2019 conference. Host agencies are given the opportunity to welcome NCSHA and all conference attendees to the city through a number of resources and events. Since this was the third time in fifteen years that the conference was being hosted in Boston, MassHousing decided to employ a different approach utilizing some new ideas coupled with technology for its traditional “host city” duties.

**Boston Destination Guide**

It is customary for host cities to produce a destination guide to be sent out in advance to conference attendees. The guide highlights local restaurants and tourist sites that attendees might like to visit during their time in the conference city. Many of the destination guides from previous conferences were multi-page documents that identified selected restaurants, museums, etc. with contact information and other relevant information. Indeed, this is the way that MassHousing had developed its own guide in years past.

For the 2019 Boston Destination Guide, MassHousing staff decided that it was time to update not only the guide itself – but also how attendees would utilize it. Creating a multi-page word document that attendees would either have to print out (killing hundreds of trees in the process) or try to access on their laptops didn’t really feel interactive – or user-friendly. The team brainstormed to consider the tools they use when they’re in a new city – and want to see the local sights. Cell phones of course!

We know that everyone has their cell phones with them everywhere they go. If our destination guide were to be useful and relevant – it needed to be available on everyone’s cell phone. We decided to utilize a customized Google Map accessible to all conference attendees. This map was marked with restaurants and other local attractions within the City of Boston that might be of interest to conference attendees. To make it even more customized – we reached out to MassHousing staffers to ask them for recommendations for places where conference attendees might like to eat, visit and play during their time in Boston. Staff submitted their recommendations and personal notes via an E-mail survey. These recommendations were then tagged in the map, color-coded and assigned an icon by category: restaurant, landmark, recreation, and affordable housing location (featured in the welcome video). The Google map tool also included other wayfinding information such as transportation options and navigational directions.

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To advertise and educate everyone about this great tool - conference attendees were sent a double sided one-page document which included a hyperlink and qwerty code to access the map on the device of their choosing. One-side of the document provided a snapshot image of the map, map legend and instructions. The other side provided information on getting around the city using the Massachusetts Bay Transportation Authority (MBTA) public transit system and rideshare options. With this tool, conference attendees were able to view and navigate the guide on their digital device at any time. MassHousing staff received a great deal of positive feedback on the Google Map tool from attendees who used it.

**MassHousing Welcome Video: Mission Possible**

It is traditional for the Executive Director of the state housing finance agency in the host city of NCSHA's Annual Conference to offer welcoming remarks at the Opening Session for the Conference. While giving public speeches is not something that is unfamiliar to MassHousing's Executive Director, Chrystal Kornegay, she suggested to the team at NCSHA that she wanted to do something "different."

This led to the ambitious concept to create a "Welcome to Boston" video. MassHousing staff wrote, filmed, edited and produced an elaborate video that was played for all conference attendees on the first morning of the conference in place of Chrystal's speech as Executive Director. The video showcased several notable affordable housing developments in the City of Boston that have been financed by MassHousing. These particular developments were chosen carefully to be ones that represented unique financing structures and affordable housing outcomes. At the same time, the MassHousing team wanted to spotlight developments that were well-known in specific neighborhoods of Boston that themselves have a unique and rich cultural tradition coupled with amazing local food.

The concept for the MassHousing video was based on the multi-million-dollar box office movie franchise "Mission Impossible." The video sets as its premise a critically important call that comes via cell phone to Chrystal Kornegay, MassHousing Executive Director. The caller (just as happens in the "Mission Impossible" movies) outlines the enormity of the affordable housing crisis in Massachusetts and directs Chrystal to assemble her Executive Staff for a mission (if she should choose to accept it) to travel to the NCSHA Conference at the Sheraton Hotel in downtown Boston to educate themselves about the latest in cutting edge strategies and innovative housing programs. It is these strategies – the caller suggests – that will help Chrystal and her team to address the Commonwealth's affordable housing crisis – and obviously save the world.

The video was shot entirely on an iPhone – utilizing graphics and music in iMovie that bring it together in a fun and fast-paced way. One by one – Chrystal is seen driving through the streets of Boston in her bright red (MassHousing color) Mazda to locate each member of her Executive Team and get them in the vehicle to make the rest of the trip downtown. In each instance, the staff member is found to be eating something from a neighborhood market or vendor. The

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Executive Team members are then located and picked up from various Boston neighborhoods at developments financed by MassHousing.

The video utilizes additional footage of Boston and capitalizes on the fantastic theme music from the Mission Impossible movies – which adds a sense of excitement and fun to the piece. Shown to a darkened ballroom full of attendees at the Annual Conference on the first morning – the video presentation went off without a hitch (no small feat – given the challenges of videos that anyone who has ever run a meeting anywhere in the history of the world well knows!)

**Innovation**

Technology has not only revolutionized the way people work and live, it also impacts the way people travel, navigate and discover. Most conference attendees have access to a mobile smartphone and computer device, such as a laptop, which they carry with them throughout the day. By offering the destination guide on a digital platform, attendees were able to access and navigate the map, where they could easily find a business’s website, reviews, directions and more information through the Google platform. NCSHA also shared a screen capture video of staff navigating through the map tool on social media.

The Mission Possible video was an innovative way to highlight the many colors and flavors of MassHousing and the City of Boston. The video was shot in eight different locations, including MassHousing’s headquarters at One Beacon Street. While the conference has been hosted in Boston before, attendees may not always have the time to visit the communities outside of the area around the hotel. Through the video, attendees were able to enjoy a sample of the rich and diverse culture found in five of Boston’s fourteen distinct neighborhoods. The video cleverly highlighted five affordable housing developments financed through the agency which combined provide close to 1,000 mixed-income affordable units in the City of Boston – and provided specific details about each one. The restaurants and affordable housing developments featured in the video were also tagged in the destination guide as an additional reference to conference attendees.

**Replicability and Targets**

Both the destination guide and video could be replicated for use by other HFAs, as they were both developed in-house. The destination guide was created using Google Maps, a free resource to anyone with a Google account. The video was shot using an I-phone and edited with video editing tool widely available for purchase.

The destination guide was made available to all conference attendees. By the end of the conference over 360 people viewed the Google Maps page. The video was played at the Opening Plenary for all attendees to view.

# NCSHA Boston 2019 Destination Guide

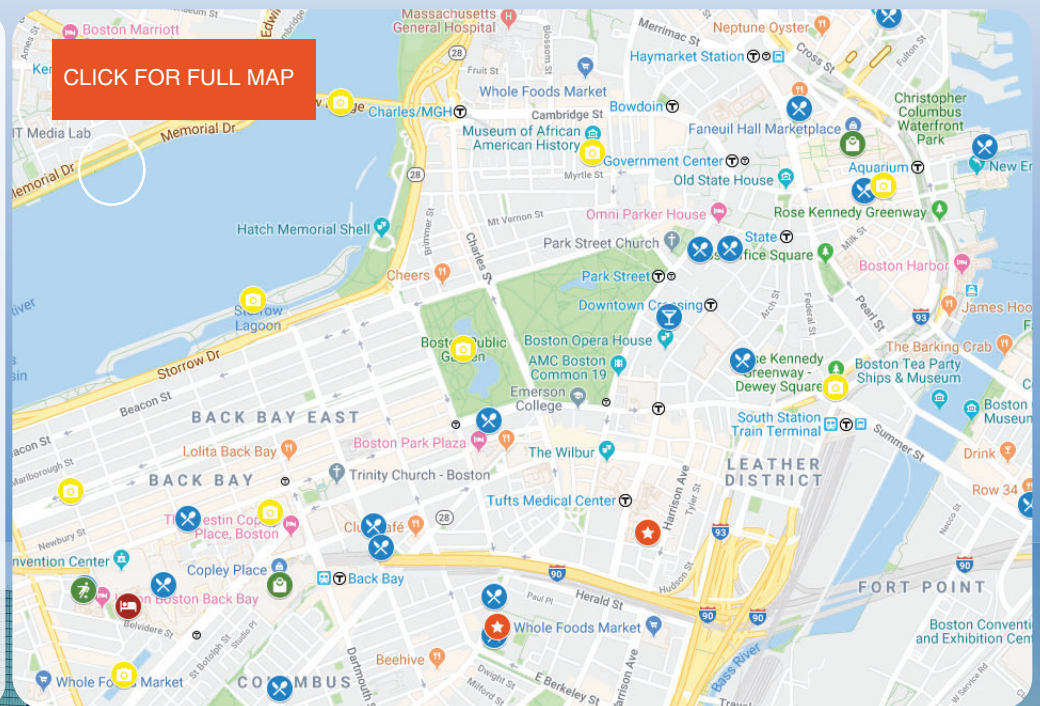


The MassHousing Destination Guide is a Google Map with landmarks, dining, shopping and entertainment options. These locations were submitted by MassHousing staff, and include personal recommendations and tips. The map also includes key affordable housing developments in the City and the location of the Community Tours scheduled for Sunday, October 20th from 1-4pm.

To access the full map, click the button or scan the QR code with your phone.

## Legend

- Sheraton Boston Hotel/  
starting point
- Restaurant/food/bar
- Landmark/place to see
- Recreation/Shopping/  
Entertainment
- Affordable Housing
- Location
- MBTA station or stop



SCAN ME

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[www.masshousing.com](http://www.masshousing.com)



# NCSHA Boston 2019 Destination Guide



CLICK FOR FULL MAP

SCAN ME

## Getting Around



Public transportation  
[www.mbtta.com](http://www.mbtta.com)



### Rideshare

Ride requests and payments are all handled through the Uber and Lyft apps on your smartphone, which can be split between party members in the car.



### Bikeshare

Bluebikes is Metro Boston's public bike-share program, with over 3,000+ bikes and more than 300+ stations.



Lime runs electric scooters, electric bikes and normal pedal bikes. The system offers dockless vehicles which users find and unlock via a mobile app that knows the location of available vehicles via GPS.

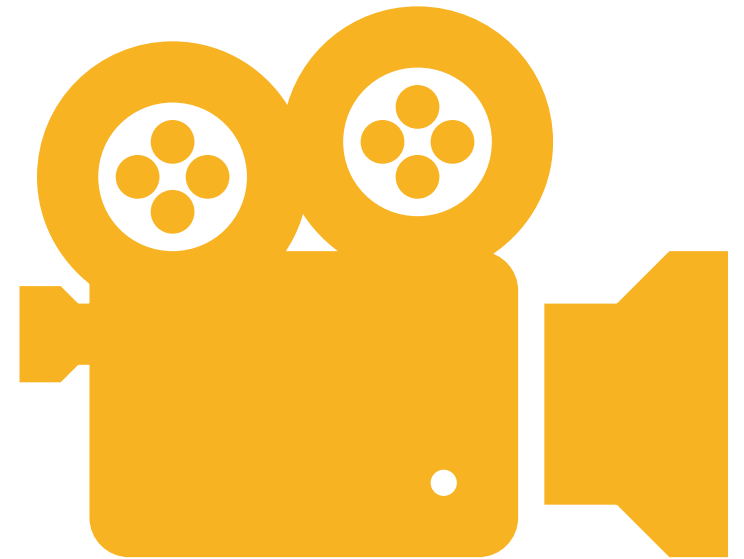


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**MISSION  
POSSIBLE:  
NCSHA  
WELCOME VIDEO**

STORYBOARD



# VIDEO OVERVIEW

The Commonwealth of Massachusetts is in the midst of a housing crisis, and the best organization to address this crisis is MassHousing. Chrystal Kornegay, MassHousing's fearless leader, is on a mission to gather her team of housing experts (Executive Team) who are at various locations around the city of Boston and get to the NCSHA annual conference in time to learn and share best practices with fellow HFA peers.



# LOCATIONS

- I Beacon Street
  - 4<sup>th</sup> floor hallway
  - Garage
- East Boston
  - Maverick Landing
  - Cactus Mexican Grill
  - East Boston Waterfront\*
- Chinatown
  - The Metropolitan
  - Chinatown Gates\*
- South Boston
  - Old Colony
  - Carson Beach/ Castle Island Views\*/  
Sulivans
- Mattapan
  - Olmstead Green
  - Ali's Roti
  - Mattapan Trolley\*
- South End
  - New Castle Court
  - Blackbird Doughnuts
- Boston Sheraton Entrance
  - Conference location
  - Summer Shack

\*B-Roll shots

# 1. ONE BEACON – MASSHOUSING LOBBY

- Chrystal receives a call while walking to the elevator
- Dialogue:
  - Caller: *“Chrystal, the Commonwealth is facing a housing crisis. Your mission, if you choose to accept it, is to gather your team and get to the NCSHA conference.”*
  - Chrystal: *“MassHousing must confront this challenge! I accept the mission.”*
- Chrystal gets on the elevator and heads to the garage
- Camera zooms out to MH mission on lobby wall

# 2. ONE BEACON GARAGE

- Mission Impossible theme music is playing in the background
- The elevator doors open, Chrystal struts to the MassHousing van
- Parking attendant hands her the key,
  - Rachel, "I'm going to stop by Evantide in Fenway, I'll meet you there" (puts on a Red Sox cap)
- Car 'peels' out of the garage

# 3. EAST BOSTON

- Google map shot zooms out from One Beacon to Boston, zooms in on East Boston
- Fade into Maverick Landing, with project details typed in
  - Project Name
  - Units
  - MH Financing
- Chrystal pulls up and sees Mark\* waiting outside.
- Dialogue:
  - Chrystal yells: *“Mark, there’s a housing crisis! Get in the car, we have to get to the NCSHA conference!”*
  - Mark gets in the car: *“Do you mind if I finish my empanada? I couldn’t help but stop by my favorite place here in East Boston”*
- Scene ends with B-roll shot of the car driving along the waterfront



# 4. CHINATOWN

- Zoom out Google map shot of Boston, zoom in on Chinatown
- Fade in shot of the Metropolitan building, with project details typed in
  - Project Name
  - Units
  - MH Financing
- Chrystal pulls up, to see Colin\* sitting in the park eating lunch
- Dialogue:
  - Chrystal yells: *“Come on Colin\*, we have to head to South Boston to pick up Chuck!”*
  - Colin gets in the car: *“Would anyone like a dumpling?”*
- Scene ends with B-roll shot of the car driving past the Chinatown gates

# 5. ANOTHER CALL

- Chrystal gets another call
- Dialogue:
  - *Caller: “Chrystal, the event is starting in 30 minutes! You and your team need to get down to the conference ASAP!”*
- Shot of the van entering the tunnel heading South on 93

# SOUTH BOSTON

- Zoom out Google map shot of Boston, zoom in on South Boston
- Fade into Old Colony, with project details typed in
  - Project Name
  - Units
  - MH Financing
- Chuck\* is walking along eating a hot dog in front of building when Chrystal pulls up
- Dialogue:
  - Chrystal: *“Chuck, hurry up, get in the car!”*
- Scene ends with the van driving along the Carson Beach line

# MATTAPAN

- Zoom out Google map shot of Boston, zoom in on Mattapan
- Fade into Olmstead Green, with project details typed in
  - Project Name
  - Units
  - MH Financing
- Chrystal pulls up to see Mounzer\* talking to a resident\*\*
- Dialogue:
- Chrystal: “Finally, come on let’s go! We’re running out of time”
- Mounzer get’s in the car: “Let's drive up Blue Hill Avenue for a curry roti?”
- The scene ends with the van waiting to cross the street as a Red Line trolley passes



# SOUTH END

- Chrystal, driving through the South End, spots Black Bird doughnuts and makes an abrupt stop
- Dialogue:
  - Chrystal: *“Everyone has had a chance to pick up a snack. I can’t pass Black Bird doughnuts without stopping and picking up my favorite!”*
  - While Chrystal walk backs to the car, Mark\* says: *“Oh, this is New Castle Court. Great project!”*
- The car drives off, while the camera pans to the building and project details are typed in
  - Project Name
  - Units
  - MH Financing

# BACK BAY

- Chrystal drives past Myra on the street (Legal's Seafood)
  - "Look there's Myra, eating a Chowdah!"
  - "Get in, we gotta get to the conference"

# SHERATON HOTEL

- Myra\* and Rachel\* are standing at the entrance waving as the van pulls up.
- Chrystal gets out of the car, walks to the entrance, takes her sunglasses off.
- Dialogue:
  - Chrystal: “Mission accomplished, welcome to Boston!”
  - "Have a great time"
- The End; Mission Impossible music plays

**END CREDITS**



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**EXHIBIT**

Mission Possible Video Link:

[Youtube link](#)