

# People, Places and Progress: Celebrating 50 Years of THDA

**Tennessee Housing Development Agency**  
Communications: Special Event Marketing

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# 2024 NCSHA Awards Submission

**ENTRY CATEGORY:**

**Communications – Special Event Marketing**

**ENTRY NAME:**

**People, Places, and Progress:  
Celebrating 50 Years of THDA**

## Brief Description

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### Background

Safe, sound, affordable housing opportunities are a key component of thriving communities. Since its establishment by the Tennessee General Assembly in 1973, Tennessee Housing Development Agency has existed with the following purposes:

- Promote the production of more affordable new housing units for very low-, low-, and moderate-income individuals and families.
- Promote the preservation and rehabilitation of existing housing units for very low-, low-, and moderate-income individuals and families.
- Bring greater stability to the residential construction industry and related industries to assure a steady flow of production of new housing units.

THDA offers loan products through private-sector lending partnerships that help Tennesseans achieve the goal of homeownerships. Further, THDA provides servicing for these loans through Volunteer Mortgage Loan Servicing. With no state appropriations, the proceeds from these loans support the operations of THDA and are reinvested in Tennessee through THDA programs and grant initiatives.

### Strategy

THDA's Communications Division, in partnership with the Research and Planning Division, developed a strategic, 10-month plan to celebrate the agency's 50<sup>th</sup> anniversary with the objective to increase awareness of the agency's work. Specifically, THDA's campaign theme of "People, Places and Progress" provided the opportunity for the agency to highlight key partnerships in a variety of different communities across Tennessee to best illustrate the broad scope of the agency's efforts to improve housing across the state. Between May 2023 and March 2024, THDA deployed mixed media messaging, utilized statewide partner visits, and worked with a local Tennessee icon to create a custom keepsake for THDA's milestone anniversary.

### Marketing

- **Campaign Branding:** THDA launched the 50<sup>th</sup> Anniversary campaign by introducing a custom logo used in place of the standard THDA logo for all marketing purposes during the anniversary year.
- **Custom Hatch Show Print:** Hatch Show Print, a working letterpress print shop since 1879, is a Tennessee icon that specializes in limited print runs of uniquely designed posters. THDA worked with Hatch to create a custom anniversary poster/keepsake commemorating the agency's 50<sup>th</sup> anniversary.
- **Press Releases and Media Outreach:** For the duration of the anniversary year, all press releases and media interviews included references the agency's 50<sup>th</sup> anniversary.
- **Social Media:** Profile images across all platforms were updated to the 50<sup>th</sup> anniversary logo. In addition, we executed a "People, Places and Progress: THDA over 50 Years" campaign that provided weekly highlights of THDA accomplishments from across the state.

Prior to campaign launch, THDA's Communications Division identified over 70 subjects from across the state to create targeted stories. The goal was to include a variety of programs, highlight different types of partnerships, and illustrate how THDA has impacted the state over the past 50 years. We deployed staff to research and conduct interviews to put together weekly social media posts throughout the campaign.

### Internal Communications

- **The Scoop** (Employee Newsletter): In the May 2, 2023 edition of The Scoop, THDA's employee newsletter, a 50<sup>th</sup> anniversary vlog by Executive Director Ralph Perrey provided a brief history of how and why THDA began.
- **Employee Gift:** Each employee was given a custom THDA 50<sup>th</sup> Anniversary Hatch Show Print as a token of appreciation for their contribution to the work of the agency.

### Partner Engagement

- **Statewide Visits:** Without the valuable work of THDA partners across the state, progress towards more safe, sound, affordable housing would be impossible. Throughout the 50<sup>th</sup> anniversary year THDA planned and executed visits to many partners across the state with one goal: saying "thank you." Over the course of 10 months, Executive Director Ralph Perrey personally visited with 87 THDA partner organizations across the state and presented these organizations with a framed Hatch Show Print. Pictures from these visits were used at the 2024 TNHC to further highlight the agency anniversary.
- **Legislative Awareness:** Further, every member of the Tennessee Legislature was provided the unique THDA Hatch Show Print and thanked for their support of the agency's work to improve housing over the past 50 years. In May 2023, THDA staff worked with Governor Lee who issued an official proclamation stating May 14, 2023 as the Fiftieth Anniversary of THDA.

### 2024 TNHC

Every year, THDA hosts the Tennessee Housing Conference that brings together 700+ affordable housing professionals from across Tennessee. For the 2024 conference, held February 29-March 1, THDA utilized branding and signage reflective of the 50<sup>th</sup> anniversary. Pre-event communications materials were branded with the 50<sup>th</sup> anniversary logo including the e-newsletter template and web page. The 50<sup>th</sup> anniversary logo was also projected on stage using a gobo during the conference keynotes and mentions of the anniversary were incorporated into the event script to reinforce the messaging. Further, a 50<sup>th</sup> anniversary historical video was developed and produced in house by the THDA Communications Division and debuted at this event.

## Judging Criteria

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### Replicable

- This campaign was developed through a strategic process that focused on the objective of raising awareness of THDA's 50<sup>th</sup> anniversary. We identified target audiences and deployed appropriate

tactics to best reach these audiences. This model can be easily replicated by THDA in future endeavors or by other state HFAs.

**Engage Targeted Audiences**

- Our campaign engaged internal THDA staff members, external partners, members of the Tennessee legislature, as well as key stakeholders in affordable housing.

**Achieve Measurable Results**

- We measured results of this campaign through event participation, partner feedback, and social media metrics.

**Provide Benefits that Outweigh Costs**

- The benefits realized through audience engagement of THDA's 50<sup>th</sup> Anniversary campaign outweighed the direct and indirect costs associated with its execution.

**Demonstrate Effective Use of Resources**

- By incorporating the 50<sup>th</sup> Anniversary campaign into established tactics, THDA demonstrated an effective use of resources.

**Achieve Strategic Objectives**

- All campaign efforts supported the strategic objective of the agency to increase awareness of the THDA brand and programming available.

## Visual Aids

### Logo Design: 50<sup>th</sup> Anniversary Logo



### Video: The Scoop (Internal newsletter)

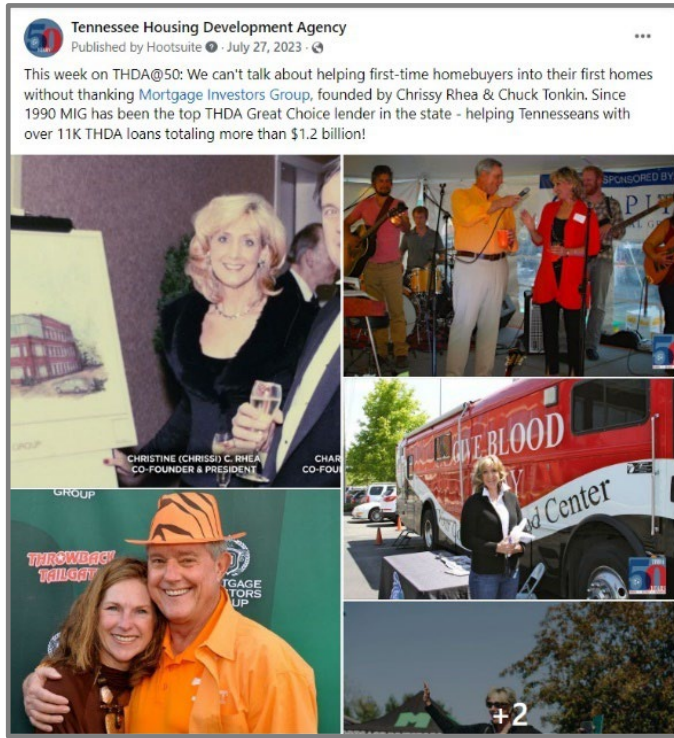
New vlog from Ralph - we're 50!!



### Partner Engagement



**Social Media:**



Hatch Show Print:



Conference Signage:



**Conference E-Newsletter**



**Conference Gobo**



**50<sup>th</sup> Anniversary Video**

