



2025 National Community Development Week Tool Kit

#CDWeek2025

#CDBGWorks

#HOMEWorks

The 2025 National Community Development (CD) Week will be celebrated **April 21-25, 2025**.

This tool kit is designed to help communities with the planning and implementation of their National Community Development Week activities.

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SECTION 1: BACKGROUND

WHY NATIONAL COMMUNITY DEVELOPMENT WEEK?

National Community Development Week was created in 1986 by the National Community Development Association (NCDA) and several other national organizations to bring national attention to the Community Development Block CDBG (CDBG) program through grassroots support at a time when the program was facing scrutiny by Congress. National Community Development Week also provides the opportunity to support the Home Investment Partnerships (HOME) program. The main objective of National Community Development Week is the education of Congressional members on the importance of CDBG and the HOME programs, their local impact and, most importantly, *the need* for increased program funding. National Community Development Week is intentionally held during the Congressional appropriations process so that the significance of these programs can be imparted to Congressional members through local activities conducted by grantees and program partners at the grassroots level.

National Community Development Week will be held April 21-25, 2025. This is a critical time for appropriations; work on the upcoming FY 2026 HUD funding bill will be in the initial stages. National Community Development Week provides the perfect opportunity to cement the importance of CDBG and HOME in the minds of those in Washington to increase program funding.

Start planning your activities immediately. The CDBG and HOME programs may be in jeopardy of funding cuts or elimination in the coming year. Your participation and engagement in National Community Development Week is critical to amplifying support for the programs. This engagement could be a meeting, a projects tour, or other activity that directly affords Congressional offices the opportunity to learn about the programs and see firsthand how the funds are being used and why more funds are needed. Highlighting the work that occurs with CDBG and HOME dollars in your community creates a tangible connection for lawmakers between the funding they appropriate for the program and improvements to their states and districts. Congressional members like to hear directly from the organizations or people the program serves. If possible, put a face to your program by including beneficiaries and subrecipients in your National Community Development Week activities.

Now is the time to reach out to your Congressional offices to make sure National Community Development Week is on their schedule. To contact your Congressional members, please use the links below.

U.S. House of Representatives

<https://www.house.gov/representatives/find-your-representative>

United States Senate

<https://www.senate.gov/senators/senators-contact.htm?Class=1>

CDBG PROGRAM HISTORY AND PURPOSE

Enacted by Congress in 1974 under the Housing and Community Development Act and signed into law by President Gerald Ford on August 22, 1974, the program officially turned 50 on August 22, 2024. The Act consolidated eight federal categorical programs into one block grant – CDBG – and devolved federal decision making for urban issues to local governments CDBG provides funding to communities across the country to address infrastructure, economic development, housing, disaster recovery, and other community needs. The program provides local communities with the flexibility to design and implement strategies tailored to meet local needs and priorities.

WHO BENEFITS?

Low- and moderate-income people are the direct program beneficiaries. States and entitlement cities and counties receive direct program allocations. Small, rural communities receive assistance through their state. Nonprofit organizations, contractors, and other local partner organizations serve as program subrecipients to deliver local CDBG activities. State and local governments work with their local program partners and harness input from the public to develop community development programs that invest in low- and moderate- income people and neighborhoods. One of CDBG’s greatest strengths is its ability to leverage other investments. As a flexible resource designed to accommodate local needs, CDBG often serves to match other sources of public and private funds. Program resources also help projects and services become reality providing gap funding to meet budget needs.

CDBG PROGRAM NEED

The program has never been adjusted to inflation in the entire 50-year period of the program even though local activity and operating costs increase annually. The program’s inaugural funding level of \$2.4 billion (1974) is the equivalent of \$13.9 billion in 2024. The number of grantees receiving CDBG funding has grown from 594 in 1975 to more than 1,245 today, further exacerbating the need for increased program funding.

CDBG IMPACT

1,940,974

LMI households
assisted
(FY05-FY23)

189,031,891

Individuals assisted by
public services
(FY05-FY23)

56,975,876

Individuals benefited from
public improvements
(FY05-FY23)

HOME PROGRAM HISTORY AND PURPOSE

Authorized in 1990 through the Cranston-Gonzalez Affordable Housing Act, the HOME program is the largest federal block grant to state and local governments designed exclusively to create affordable housing for low-income households. HOME funds are awarded annually as formula grants to more than 600 participating jurisdictions. HOME funds can be used to support rental and homeownership through new construction, rehabilitation, down payment assistance, and tenant-based rental assistance. HOME funds benefit persons at or below 80 percent of area median income (AMI).

HOME PROGRAM NEED

Like the CDBG program, the HOME program has never been adjusted to inflation even though program demand for affordable housing and program activity and operational costs increases annually.

HOME IMPACT

1,400,000

**Units of Affordable
Housing**
produced or preserved
(since 1992)

415,000

households received
**tenant-based rental
assistance**
(since 1992)

SECTION 2: PLANNING AND MARKETING

GOALS OF NATIONAL CD WEEK

- ✓ **Increase awareness of *the impact and need*** for CDBG and HOME funding.
- ✓ **Organize** events that positively showcase CDBG and HOME funded projects.
- ✓ **Involve** lawmakers, program partners, and local media in your events.
- ✓ **Market and amplify** your events early and often through a variety of advertising.

NATIONAL COMMUNITY DEVELOPMENT WEEK ACTIVITIES

National Community Development Week is designed to focus local as well as national attention on the CDBG and HOME programs. Public support and involvement from Congressional offices, local and state elected officials, program subrecipients and beneficiaries, media, community leaders is important.

In whatever activities you choose, make sure to reiterate the following key points.

- How program funds are invested in the community to meet critical needs and leverage resources.
- The need for more program resources.

ACTIVITY EXAMPLES

- | | |
|---|--|
| ✓ Meetings with lawmakers | ✓ Press conference |
| ✓ Proclamation | ✓ Highlight events, programs on local web site |
| ✓ Press release | ✓ Ribbon Cutting/Groundbreaking events |
| ✓ Program fact sheets | ✓ Community service events |
| ✓ Projects tour | ✓ Public fairs and workshops |
| ✓ Social media | ✓ Videos |
| ✓ News articles | |
| ✓ Radio spots | |
| ✓ Television interviews, showcase of projects | |

IMPORTANCE OF MARKETING AND COMMUNITY ENGAGEMENT

Advertising and promotion are critical to a successful National Community Development Week. Proclaim, announce, promote National Community Development Week! Most importantly, market National Community Development Week early and often throughout your community. Use a variety of methods to reach all stakeholders - social media, print media, radio, television, and the internet. Reach out to Congressional offices *early* to guarantee their participation in your events.

SAMPLE NATIONAL COMMUNITY DEVELOPMENT WEEK TIMELINE

While the most impactful National Community Development Week celebrations include events every day of the week, that level of participation is not possible for most grantees. The following timeline is shown simply to provide ideas for National Community Development Week activities. The most important activity is to engage with your Congressional members, preferably in person or through virtual platforms or by email. Remember to take photos and share them on social media!

MONDAY: meeting with Congressional member, proclamation, panel discussion with community leaders

TUESDAY: guided tour of recent or future CDBG/HOME funded projects

WEDNESDAY - community service event (park rehabilitation, street cleanup, food drive) and picnic or community lunch, radio or television or print media story

THURSDAY - Partner with local businesses and subrecipients to host clinics and/or resource tables (homebuyer or renter assistance, neighborhood services, code compliance, library services, police oversight)

FRIDAY - Recognizing the work of the CDBG and HOME staff and partners (award ceremony, meet and greet with Congress member or other elected officials). Gifting CD week “swag” and photos of CDBG funded projects to board commissioners

DISTRIBUTE KEY TOOLS AND RESOURCES

Visit the websites of the [CDBG Coalition](#) and [HOME Coalition](#) to download relevant state and program area fact sheets which you can distribute to policy makers and community leaders during CD Week.

See these sample fact sheets below:

CDBG IN CALIFORNIA

The CDBG Coalition calls on California's Members of Congress to fund at least **\$4.2 Billion for CDBG formula grants in FY2025.**




WHAT IS CDBG?

The Community Development Block Grant (CDBG) Program is a highly impactful federal program that allows State and local governments and their program partners to craft locally driven solutions to address urgent and important community development needs. Program activities focus on four areas: decent housing, infrastructure (public improvements), services, and economic development. The CDBG program grows local economies and improves the quality of lives for low- and moderate-income citizens. Over **1,200 jurisdictions** receive an annual allocation of CDBG funds. Nationally, over **7,200 rural, suburban, and urban communities** have access to CDBG funds. Communities use CDBG to respond to current and emerging community development needs, including job creation, affordable housing development, improvement of existing housing stock, the delivery of services, and the development of infrastructure improvements.

CDBG'S IMPACT IN CALIFORNIA (FY05-FY22)

- 60,797 JOBS CREATED/RETAINED**
- 206,827 LMI HOUSEHOLDS ASSISTED**
- 22,890,942 PEOPLE BENEFITED BY PUBLIC IMPROVEMENTS**
- 34,989,337 PEOPLE BENEFITED BY PUBLIC SERVICES**

CDBG WORKS

The program serves the Nation. Every State, U.S. Territory, and Congressional District has access to CDBG funding. For 2023, the state of California and localities received **\$378,216,242** in CDBG formula funds.

LACK OF FUNDING

Despite its successes, the CDBG Program has been cut by **\$1.1 billion** since FY2001.

FY2001: \$4.4 BILLION


FY2023: \$3.3 BILLION

CDBG ASSISTS MILLIONS OF PEOPLE NATIONWIDE

- Provide vital public services**
Between FY05- FY23, CDBG funding provided to local nonprofit organizations for public services programs assisted **189,033,891 people**. Public services activities included operating cost assistance for programs serving the homeless, assistance to local food banks, employment training, services for victims of domestic violence and sexual assault, and many other activities.
- Provide public improvements to communities**
Between FY05-FY23, CDBG public improvements directly benefitted **56,975,876 people**. These public improvements included senior centers, childcare centers, group homes for persons with disabilities, homeless shelters, sanitary water and sewer systems, and improved drainage systems, among others.
- Provide safe, decent, affordable housing**
Between FY05-FY23, CDBG assisted **1,940,974 LMI households**. Assistance included home rehabilitation, providing down payment and closing cost assistance to home buyers, and assisting with lead-based paint abatement, among other activities.

The CDBG Coalition consists of 33 national organizations which recognize the importance of the CDBG program in empowering and transforming people and places. For more information on CDBG and the CDBG Coalition, please contact Vicki Watson with the National Community Development Association vawatson@ncdaonline.org.

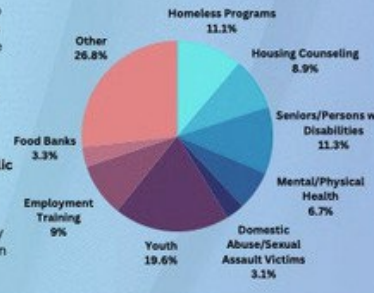
Community Development Block Grant (CDBG) Fact Sheet



For the past five decades, the CDBG program has been one of the most important resources used by state and local governments to meet community development needs. CDBG is administered by the U.S. Department of Housing and Urban Development (HUD) with the intention of funding a wide range of project areas, principally for low- and moderate-income people. This fact sheet highlights one of CDBG's most important areas.

PUBLIC SERVICES

CDBG PUBLIC SERVICES EXPENDITURE BY ACTIVITY, FY2023



- Serves the Nation.** Every State, U.S. Territory, and Congressional District has access to CDBG funding.
- Improves community well-being.** CDBG serves to maintain quality of life and address critical needs within vulnerable populations through immediate and long term services.
- Since FY2005, CDBG provided funding for public services that assisted over **189 million low- and moderate-income people** nationwide.
- In FY2023 alone, CDBG provided funding for **public services** that assisted over **7.5 million people** nationwide.
- Accessible for all.** Public services are provided by large and small public and private organizations in diverse settings such as schools, community facilities and other venues.
- Flexibility for community needs.** CDBG public service activities include programs serving the homeless, aid to local food banks, services for low-income seniors, employment training, services for abused and neglected children, services for victims of domestic violence and sexual assault, and health services.

Congress Must Support CDBG

- Funding has significantly diminished** since the inception of the program.
- The 2023 enacted appropriation of \$3.3 billion represents approximately **one quarter of the funding level in 1975** when adjusted for inflation, while the **number of grantees has doubled**.
- The CDBG Coalition calls on all Members of Congress to fund at least **\$4.2 billion in CDBG formula grants in FY2025.**

The CDBG Coalition consists of 34 national organizations which recognize the importance of the CDBG program in empowering and transforming people and places. For more information on CDBG and the CDBG Coalition, please contact Vicki Watson with the National Community Development Association vawatson@ncdaonline.org.

SECTION 3: ACTIVITY IDEAS

DEVELOP LOCAL PROGRAM FACT SHEETS

Develop program fact sheets that outline program accomplishments and program needs. Share these with your Congressional delegation, the media, and other program supporters.

Executive Summary

- ✓ Why is the CDBG program important to my community?
- ✓ Who is served by the program?
- ✓ How is program funding used in my community?
- ✓ Why is more CDBG funding needed in my community?

Program Accomplishments

- ✓ Number of people assisted
- ✓ Description of projects completed. Be sure to describe how the projects met a need in the community
- ✓ Leveraging

Program Need

- ✓ Pipeline of applications waiting to be funded
- ✓ Increase in activity and program costs – construction materials, labor, housing prices, program regulations
- ✓ Programs have never been adjusted for inflation

SPOTLIGHT: CITY OF MANCHESTER, NH

City of Manchester, New Hampshire
 Department of Planning and Community Development

Mayor Joyce Craig
 Leon L. LaFreniere, AICP, Director

COMMUNITY IMPROVEMENT PROGRAM (CIP) HUD Entitlement Funding – CDBG ▪ HOME

How does it work?

CIP programs funded with HUD entitlement funds provide a critical revenue source that allows the City to assist residents through programs and projects that are beyond the City budget. CDBG and HOME funds help provide safe, decent and sanitary housing, improved living environments and necessary public services for low and moderate income residents.

Over the past three years, Manchester has received \$7,028,840 in Community Development Block Grant (CDBG) and \$4,582,565 in HOME Partnership Programs (HOME and HOME-ARP) funding.

What makes CIP programs successful?

CIP programs are successful as a result of their flexibility to meet the different needs of different communities. CDBG and HOME programs empower local decision makers to tackle their biggest issues, and are supported by public input, research studies, and impact analyses. The funding from these sources is multiplied by private and public investments, and requires strong, active partnerships with local non-profits and charities through competitive funding awards.

Sample Projects:



City HOME funds are being used to leverage **\$8.23M** in public and private investments to improve and develop **161 affordable housing units** targeted at low and moderate income families.

\$856,600 in CDBG funds were spent on **21 public service projects** for after-school programs, elderly nutrition, job training, and childcare.

Every dollar of City CDBG funding leveraged another \$9.63 in private and public funding, and allowed the City to **serve 20,787 persons** during the past fiscal year.



\$750,000 in City CDBG were spent on public improvements, such as Public Works Annual **Street Reconstruction**, **ADA Access Ramps**, and development of parks and recreational facilities.

National Community Development Week April 11-15, 2022

PRESS RELEASES

Issue a press release announcing National Community Development Week. Follow- up with the passage of a National Community Development Week proclamation by your local elected body. Send the press release and proclamation to local media outlets and to your Congressional delegation. These activities require minimal effort and can be undertaken by every grantee. A sample press release and proclamation are included in this guidebook. Some communities also hold special ceremonies or press briefings to announce the passage of the proclamation to gain further media attention for National CD Week.

TIPS FOR WRITING A PRESS RELEASE

- ✓ Use a catchy title and a picture of a CDBG or HOME funded project to catch the reader's eye.
- ✓ Include the most important information – who, what, when, where, and how – at the beginning of the press release.
- ✓ Provide a timeline of upcoming activities and events to increase public awareness and engagement.
- ✓ Briefly describe CDBG and HOME program local impact and demand for funding.
- ✓ Include quotes from local elected officials regarding CDBG and HOME program successes.
- ✓ Include contact information for people who can answer questions about the release.
- ✓ Type ### centered below the last line to signal the end of the release.

SPOTLIGHT: CITY OF DALLAS PRESS RELEASE



FOR IMMEDIATE RELEASE

April 1, 2024

FOR MORE INFORMATION CONTACT:

media@dallas.gov

City of Dallas recognizes National Community Development Week

DALLAS – Dallas residents and lawmakers will have the opportunity to experience firsthand how initiatives in the City funded through the Community Development Block Grant Program positively impact residents

April 1 to 6 is National Community Development Week, which highlights the impact of the programs it funds in the community through events and outreach throughout the City of Dallas. The week is also a time to showcase the necessity for increased funding.

At the beginning of the week, The Impact Booklet, which provides a four-year summary of achievements made possible through the HUD Grant Funded Projects under the Consolidated Plan, will be shared with stakeholders.

Other activities throughout the week include:

- Wednesday, April 3: City Council Special Recognition of City's Out of School /After School Program
- Saturday, April 6: CDC annual community tour of selected Projects: 8:30 a.m. to 1p.m.

During the community tour, the Commission will visit U.S. Department of Housing and Urban Development (HUD) funded CDBG, HOME, ESG and HOPWA projects.

This year's tour will include visits to: Kiva East Multifamily Housing development, Five Mile Norte Dame Place Single Family Housing Development, and Catholic Charities – St. Jude Center Park Central.

For more info, [link here](#).

###

PROCLAMATIONS

The passage of a National Community Development Week proclamation by your local elected body is an effective first step in making the public, Congress, and media aware of the impact and need for CDBG and HOME funding. Send a press release and proclamation to local media outlets and to your Congressional delegation. This activity requires minimal effort and can be undertaken by every grantee. Some communities also hold special ceremonies or press briefings to announce the passage of the proclamation to gain further media attention for National Community Development Week.

SPOTLIGHT: CITY OF LEWISVILLE, TX PROCLAMATION



Proclamation

BY THE

City Council of the City of Lewisville

WHEREAS, the week of April 1-5, 2024 has been designated as National Community Development Week by the National Community Development Association to celebrate the Community Development Block Grant (CDBG) Program;

WHEREAS, the CDBG Program is celebrating fifty years of providing local governments with the resources required to meet the needs of persons of low- and moderate-income, and CDBG funds are used by thousands of neighborhood-based, non-profit organizations throughout the nation to address pressing neighborhood and human service needs;

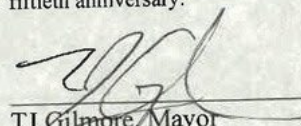
WHEREAS, the CDBG Program provides annual funding and flexibility to local communities to provide decent, safe and sanitary housing, a suitable living environment and economic opportunities to low- and moderate-income people;

WHEREAS, over the past five years, our community has received a total of \$5,034,562, which was used to fund the following activities: The Salvation Army Rehabilitation, land purchase for Glory Park, playground equipment for Glory Park, funding for nonprofit agencies to prevent, prepare, and respond to COVID-19, funding to serve Lewisville residents by partnering with 14 local nonprofit agencies; and upcoming activities: Southwest Parkway Complete Street Design, Minor Housing Rehab Project and Multifamily Accessibility Program.

THEREFORE, I, TJ Gilmore, Mayor of the City of Lewisville, and on behalf of the Lewisville City Council, do hereby proclaim the week of April 1-5, 2024, as:

COMMUNITY DEVELOPMENT WEEK

In Lewisville, Texas and urge all residents to join us in recognizing the Program on its fiftieth anniversary.


TJ Gilmore, Mayor
City of Lewisville



SPOTLIGHT: CITY OF BIRMINGHAM, AL PROCLAMATION

City of Birmingham Proclamation

- WHEREAS,** *The City of Birmingham recognizes the importance of community development in fostering vibrant, inclusive, and resilient neighborhoods; and*
- WHEREAS,** *The National Community Development Association (NCD A) celebrates the 50th anniversary of the community development Block Grant (CDBG) Program, which has been instrumental in supporting local initiatives aimed at improving the quality of life for residents Birmingham; and*
- WHEREAS,** *The CDBG Program has empowered communities to address a wide range of needs, including affordable housing, economic development, public facilities, and services for low- and moderate-income individuals and families; and*
- WHEREAS,** *Community Development Week, observed from April 1 to April 5, provides an opportunity to highlight achievements of the CDBG Program and recognize the dedicated efforts of local leaders, community organizations, and residents who work tirelessly to enhance the well-being of our neighborhoods; and*
- WHEREAS,** *The City of Birmingham remains committed to leveraging federal resources through the CDBG Program to implement innovative projects, promote equitable development, and build a more prosperous future for all residents.*

NOW, THEREFORE, I, RANDALL L. WOODFIN, MAYOR of the City of Birmingham, Alabama, do hereby proclaim April 1 – April 5, 2024, as

Community Development Week

in the City of Birmingham and call upon the people of Birmingham to recognize the importance of commemorating this occasion and reaffirming our commitment to community development, equity, and opportunity for all.

IN WITNESS WHEREOF, I have
here unto set my hand and caused the
Seal of the City of Birmingham,
Alabama to be affixed this 1st day of
April, 2024.


MAYOR



SPOTLIGHT: CITY OF PORTSMOUTH, NH PROCLAMATION

**The Council Chambers
City Hall
Portsmouth, New Hampshire**

A Proclamation

- Whereas:** April is National Community Development Month, created to celebrate the Housing and Urban Development Community Development Block Grant (CDBG) Program; and
- Whereas:** 2024 marks the 50th anniversary of the signing of the Housing and Community Development Act and the creation of the federal CDBG Program; and
- Whereas:** Since 1977, the City of Portsmouth and its Community Development Office have administered CDBG Program funds to make a positive impact on the City and its residents. It remains committed to creating a sustainable and dignified quality of urban life by leveraging federal dollars to promote fair, safe, and affordable housing, assistance for the precariously housed and homeless, establishing critical infrastructure, making public facility improvements, and delivering quality public services; and
- Whereas:** The CDBG Program is a valuable program that has made significant contributions that benefit low- to moderate-income individuals and households by supporting these infrastructure initiatives. The members of our community impacted include older adults, people with disabilities, those experiencing chronic or frequent homelessness and at-risk youth; and
- Whereas:** The CDBG Program effectively seeks solutions that expand economic opportunity and social services in our community through private and public partnerships and that address prioritized needs as identified through community input.

Now, therefore, I, Deaglan McEachern, Mayor of the City of Portsmouth, on behalf of the members of the City Council and the citizens of Portsmouth, do hereby proclaim the month of April 2024 in Portsmouth, New Hampshire as

Community Development Month

and commend the good work championed by all who serve the interests of our citizens through fair and effective community development.



Given with my hand and the
Seal of the City of Portsmouth,
on this 1st day of April 2024.

Deaglan McEachern, Mayor of Portsmouth

HIGHLIGHT CD ACTIVITIES ON DEPARTMENT WEBSITE



CELEBRATE 50 YEARS OF COMMUNITY DEVELOPMENT

April 1, 2024

Celebrate 50 years of Community Development and Community Development Week April 1-5, 2024!

This April marks 50 years since the Housing and Community Development Block Grant Program was signed into law by President Ford. All month long we are celebrating the thousands of people who have been helped in Portsmouth and across the country with funds to support people earning low- moderate incomes. **Read the Portsmouth Mayor's Proclamation!**

Upcoming National Community Development Week (CD Week), April 1- 5, provides the opportunity for communities like Portsmouth to highlight the impact of the U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) Program in a weeklong celebration with Congress, program partners and participants, and the public. The objective of CD Week is to educate the community and Congressional members on CDBG programs and projects, their impact on the community and the importance of program funding. Funding is primarily targeted toward extremely low- to moderate-income households and individuals. CDBG projects include social services initiatives and public facility improvements.

Have a story to share about Portsmouth CDBG? Tag us on social media! **#CDBGPortsmouthNH #CDWeek2024**



Check out more about CD Week here!


Community Partners for Public Services Program



NEWS ARTICLE

Reach out to local news sources to publish stories about CD Week and upcoming CDBG/HOME funded projects in your community. This article was published by 256 Today in Huntsville, AL.

Huntsville celebrates Community Development programs, volunteers

By  Mike Easterling April 2, 2024



(City of Huntsville/Facebook)

HUNTSVILLE – A signature event celebrates two anniversaries this week — golden and silver.



Huntsville Mayor Tommy Battle will join the city's Community Development Department in two upcoming activities commemorating Community Development Week.

The department will oversee improvements to a home at 1905 Mangum Drive. The improvements are made possible through the Community Development Block Grant (CDBG) program and the city's CDBG Home Maintenance/Rehabilitation Program.

This year marks the 50th anniversary of the CDBG program and 25th anniversary of the city's Maintenance/Rehabilitation Program.

Community Development each year makes improvements to the homes of residents who meet eligibility requirements. In 2023 Community Development aided approximately 150 homeowners through the Maintenance/Rehabilitation Program.

Battle will visit the work site today at 11:30 a.m., to meet the homeowner and volunteers to learn more about the project.

The mayor will also present awards to volunteers at a noon luncheon Friday at Johnson Legacy Park. The city's CDBG Maintenance/Rehabilitation Program employed the services of more than 1,000 volunteers in 2023.

"We are immensely proud to commemorate Community Development Week and the remarkable milestones achieved through our programs," Battle said. "This celebration underscores the power of volunteerism and underscores our unwavering commitment to building a stronger, more vibrant Huntsville."

Don't miss out! [Subscribe to our email newsletter](#) to have all our smart stories delivered to your inbox.

TAGS Community Development Week Shane Erwin tommy battle

HIGHLIGHT PROGRAM SUCCESSES

Utilize news outlets and social media to advertise Community Development Week by shining a spotlight on local projects and organizations that have been funded by the CDBG and HOME programs. Raising awareness is essential for gaining community support for future funding.

TOUR LOCAL PROJECTS or HOST PROJECT GROUNDBREAKING or KICKOFF EVENTS

Invite Congressional offices to tour local projects. Select projects that positively showcase the programs. Develop a written project description to hand out during the tour.

INVOLVE PROGRAM PARTNERS AND BENEFICIARIES

The CDBG and HOME stories cannot be told without incorporating the testimony of the many subrecipients and beneficiaries who are served through the programs. Subrecipients and program beneficiaries are on the front lines of providing and receiving program assistance. They are essential to relaying program impact. Put a face on your programs by including beneficiaries and subrecipients in your National Community Development Week events.

SPOTLIGHT: MCHENRY COUNTY PROJECT GROUNDBREAKING ANNOUNCEMENT



FOR IMMEDIATE RELEASE

CONTACT: Alicia Schueller
Director of Public Affairs

APRIL 2, 2024

815-334-0309
AASchueller@mchenrycountyil.gov

County Breaks Ground on Taylor Place Apartments

WOODSTOCK, Ill. – McHenry County celebrated the first day of Community Development Week on Monday by officially breaking ground in the City of McHenry on the Taylor Place Apartments.

When completed, Taylor Place Apartments will begin to address the growing need for workforce housing in McHenry County. Located at 4105 W. Crystal Lake Ave., Taylor Place will create 50 housing units, complete with energy-efficient appliances and wireless internet. Forty-six of the units will be built in a three-story, elevated apartment building, while the other four will be built in a walk-up townhome model. The historic Old Feed Mill at the site will be repurposed into a community center for residents, a leasing office, a fitness center and business center.

Taylor Place will be open to individuals and families whose incomes fall within 30% and 80% of the county median. It is being funded in part by an \$800,000 grant through the Advance McHenry County initiative, which the McHenry County Board created to invest tens of millions of dollars of American Rescue Plan Act funding directly into thoughtful and impactful projects.

The apartments will create a community that will enrich the City of McHenry and the entire county, County Board Chairman Mike Buehler said at the groundbreaking.

"I've ended more than one of my annual State of the County Addresses with my firmly held belief that McHenry County is the best place to live, work and raise a family. But in order to maintain that goal, McHenry County has to be a place where the workers who staff our businesses, manufacture our goods, teach our children and police our streets can live and make rent," Buehler said.

Officials joining Buehler included US Rep. Bill Foster, whose office was instrumental in securing federal representation for the County through the County Board and the County's Community Development Division.

Monday's groundbreaking is the end of a three-year journey involving local, state and federal cooperation. Buehler expressed hope that more projects like Taylor Place are built to meet the increasing need, and that the approval process becomes more streamlined and efficient.

Foster is having a statement honoring McHenry County and the Taylor Place groundbreaking read into the Congressional Record, which is the official record of the proceedings and debates of Congress.

"The availability of workforce housing is a challenge facing communities large and small throughout our country. As McHenry County continues to grow, it's imperative that there are housing options to meet the needs of everyone who calls our community home," Representative Foster said. "The Taylor Place Apartments is a prime example of that effort, and I'm proud to be in attendance at its official groundbreaking today."

Also at the ceremony, McHenry County presented Senior Care Volunteer Network with its Community Development Partner of the Year Award. The SCVN, through its network of more than 250 volunteers, helps senior citizens who require assistance to live independently.

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SPOTLIGHT: LITTLE ROCK, AR RIBBON CUTTING CEREMONY

Little Rock officials hold ribbon-cutting at federally funded affordable homes

April 3, 2024 at 6:06 p.m.

by Joseph Flaherty



Tracey Shine, community development manager for the city of Little Rock, gives remarks outside a new affordable house in Little Rock during a ceremony recognizing the end of construction on Wednesday, April 3, 2024. The house was built with funding from the U.S. Department of Housing and Urban Development's Home Investment Partnership Program. (Arkansas Democrat-Gazette/Stephen Swofford)

Officials marked National Community Development Week on Wednesday with a ribbon-cutting at a pair of homes in Little Rock that were constructed using federal block grant money.

SPOTLIGHT: CNI PROJECT TOUR

SMITHFIELD - COLLEGE HILLS - GRAYMONT SITE TOUR



SPOTLIGHT: ADDITIONAL PROJECTS AND EVENTS

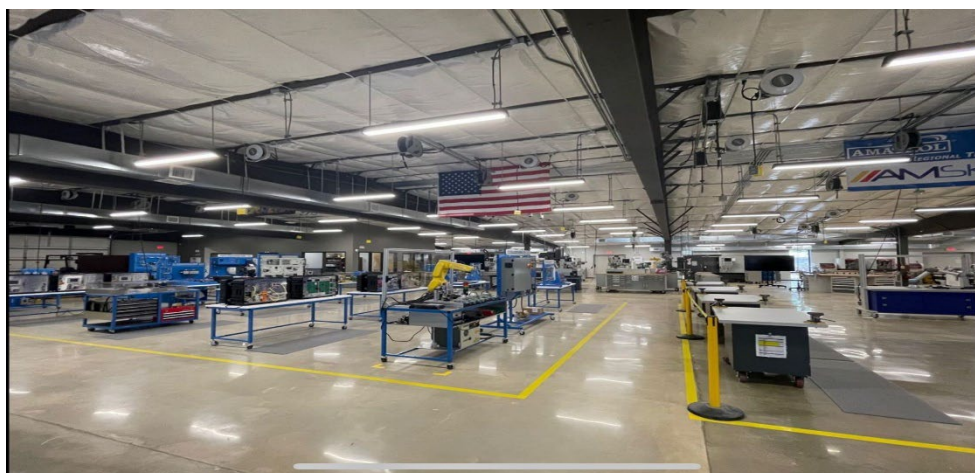
BIRMINGHAM, AL - WILL CLINIC

As one of their daily CD week activities, the City of Birmingham partnered with a local attorney to hold an Estate and Will Clinic for the citizens to create a legacy plan to leave for their loved ones. This clinic recognized the importance of keeping homes within families and maintaining affordable housing.



PASCO COUNTY, FL - PROJECT SHOWCASE

Pasco County hosted a community **Lunch and Learn** activity to educate the local community and dignitaries about the CDBG funded [AmSkills Workforce Innovation Center](#) that serves youth, adults, persons with disabilities, and veterans by helping them explore and train for careers in the manufacturing industry.



COLUMBIA, SC - PRESS CONFERENCE, BANQUET

To kick off National CD Week 2024, the City of Columbia hosted a press conference and day of service celebration in collaboration with Columbia International University on Monday. The press conference promoted the 50th anniversary of the CDBG program and highlighted the importance of the program in the community. City staff provided updates on upcoming CD activities throughout the week, as well as community driven projects scheduled during the month of April. On Thursday, the City's Community Development Department utilized Columbia's annual Council of Neighborhoods Banquet to further celebrate CDBG's 50th anniversary and speak on its local impact. Columbia's mayor and city council members attended both events.



City of Columbia's Community Development Department at the banquet.

GREENVILLE, NC - ACTION PLAN PUBLIC MEETING

The City of Greenville hosted unique events and activities to engage the public each day of CD Week 2024. On Thursday, April 4th, the community was invited to City Hall to participate in the annual Action Plan planning process. The city received valuable feedback on projects completed in the last year and community priorities for the upcoming year. This event worked to increase transparency between city officials and community members.

FORT WORTH, TX - PANEL DISCUSSION LIVE STREAM

The City of Fort Worth hosted a community event which included a panel discussion with local media, elected officials, community development council members, and program partners. This event was broadcasted on a local TV network and live streamed on YouTube. The focus for the discussion was specifically set on residents who had no idea what CDBG and HOME were. Live streaming the event allowed the city to reach more residents, educate them about these federal grant programs, and emphasize the need for additional funding.

FORT WORTH, TX - INFORMATIONAL VIDEOS


The City of Fort Worth also produced multiple informational videos to be shared with the public. A CD week kickoff video detailed the purpose of the week and the events that would be taking place. A CDBG/HOME montage video highlighted various local projects and services which were supported by federal funds. This video served as a **virtual open house** tour for residents to see exactly how grants are used in Fort Worth. The short video also allows elected officials and other stakeholders to easily point out the impact the grants have.

CD Week Video: <https://www.youtube.com/watch?v=fCGxPUzPTvE>

Projects Video: <https://www.youtube.com/watch?v=YSjNgF99O0E>





LITTLE ROCK, AR - INFORMATIONAL FLYER

This flyer from the City of Little Rock, Department of Housing and Neighborhood Programs Community Development Division effectively displays the city's planned events for CD Week 2024. During the week, they revealed factsheet data with the intention of educating the community on how grant funds can be spent to produce tangible results.





Community Development Block Grant (CDBG) Program

CELEBRATING 50 YEARS OF PROGRAM IMPACT

 <p>Monday, April 1st @11a.m Tour CareLink 2100 Pike Ave, North Little Rock, AR 72114</p>	 <p>Tuesday, April 2nd @4p.m. Proclamation at City Board Meeting 6401 W. 12th St. Little Rock, AR 2204</p>	 <p>Wednesday, April 3rd @11 a.m. Ribbon Cutting 4403 Bowers St. Little Rock, AR,72204</p>	 <p>Thursday, April 4th ACDA Spring Meeting West Memphis</p>
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NATIONAL COMMUNITY DEVELOPMENT WEEK
APRIL 1-5, 2024



SECTION 4: MEET WITH CONGRESS

MEET WITH CONGRESS

Meeting with your Congressional members or their staff is one of the most effective ways of supporting the CDBG and HOME programs since it affords Congressional members the opportunity to hear first-hand how the funds are being used. Highlighting the work that occurs with program dollars in your community creates a tangible connection for lawmakers between the funding they appropriate for the program and improvements to their states and districts. Events like National Community Development Week attract positive attention and publicity for the programs which are instrumental in creating the next generation of program champions on Capitol Hill.

As mentioned previously, Congressional members like to hear directly from the organizations or people the programs serve. If possible, put a face on the programs by including beneficiaries and subrecipients in the meeting. Come prepared with the fact sheet mentioned previously that outlines program accomplishments and needs.

If your Congressional member or their staff are not available to meet during National Community Development, then schedule a meeting with them sometime during March, April, or May during a Congressional recess period when they are back home.

You can also email your Congressional offices a short YouTube video that shows recently completed projects and outlines program accomplishments and needs. Creating a video in-house using YouTube is an economical and easy method of sharing program information with Congressional offices.

SCHEDULING A MEETING WITH YOUR CONGRESSIONAL MEMBER

Go to the links below to locate the Congressional member websites. The websites contain contact information (usually at the bottom). Call or email their DC office, ask for their scheduler and request a meeting with the Congressional member.

House of Representatives: <https://www.house.gov/representatives/find-your-representative> U.S.

Senate: <https://www.senate.gov/senators/contact>

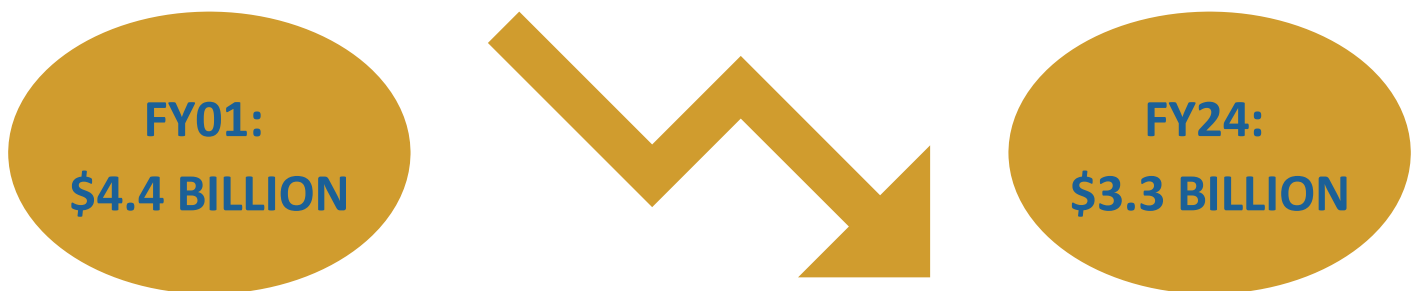
TIPS FOR SUCCESSFUL MEETINGS

- Schedule the meeting in advance.
- Thoroughly prepare the issues you wish to discuss.
- Arrive on time, act professionally, and thank them for listening to your concerns.
- Follow-up. Send a thank you letter or email and provide any additional information that was requested during the meeting.

EMPHASIZE THE LACK OF PROGRAM FUNDING!

Meeting with Congress is the ideal time to emphasize the lack of program funding for CPD programs. Despite their measured successes, CDBG and HOME have both faced funding cuts in recent years.

CDBG funding has been reduced by \$1.1 billion since FY2001 while the number of eligible grantees continues to rise.



SECTION 5: SOCIAL MEDIA

SOCIAL MEDIA GUIDANCE

Social media is an easy and intuitive way for large amounts of people to learn about and act on all kinds of issues. Having an active social media presence is crucial not only for informing your own members, but also for engaging with the wider public and growing support for your cause. For the National Community Development Week, we're encouraging members to use the hashtags #CDWeek2025, #CDBGworks, and #HOMEworks on all related posts. These labels will increase the likelihood of others seeing your post when searching for similar posts.



X/Twitter allows for short and immediate updates and is perfect for sharing a single project highlight or event reminder. Tweeting regularly will help you build validity as you become a reliable CDBG and HOME program news source for your followers.



Instagram is formatted well for sharing success stories, event posters, statistics, and short testimonials. Be sure to use high quality photographs, and generally avoid text-heavy posts.



Facebook is useful for sharing existing content as well as original posts. Articles regarding projects and funding, announcements, and event registrations should all be shared here.



LinkedIn allows organizations and professionals to connect with others, share their latest projects and successes, and spread the word about innovative program practices. Consider promoting CD Week activities on your department's LinkedIn page.



TikTok is a powerful tool for quickly distributing digestible information to mass audiences. Some members have used popular social media trends to become more relatable with the general public while simultaneously sharing relevant information for program beneficiaries.

SOCIAL MEDIA GUIDANCE

Importance of the # (Hashtag) - #CDWeek2025, #CDBGworks, #HOMEworks

Hashtags (#) label posts for ease of searching for social media content by topic. This increases the chances of engagement with others who are posting about the same topic.

- Engagement drives reach. The more reach the posts have, the more “return on investment” of the time staff is putting into social media posting.

Practical Applications

- Use social media to “call to action” such as asking followers to call legislators about CDBG funding in the Federal budget.
- Share exciting stories in more than one format. Give readers more than a headline by writing a blog article. Share more than one photo per post to give viewers a broader perspective of the story behind the post.
- Cross-reference and utilize multiple media channels. Post links or photos of newspaper articles. Include event registration links in press release or in posts if applicable. Be aware of formatting content appropriate to each platform. Make yourself familiar with each platform and how they are different.
- Post familiar faces. Include photos of Mayor, other dignitaries, and participants. Use photo release for children under 18.
- Engage with individuals and organizations both in person and online. Engage with other pages to drive engagement on your page. Make the request for individuals and organizations to participate in the social media campaign and provide guidance. Consider enhanced content options such as podcasts, recorded videos, live streaming, infographics, and blogs.

Keep in mind when using social media:

- Make posts clear and concise. Details and full articles can be linked.
- Share and retweet posts from other members and similar communities to increase collaboration.
- Interact with other users. Use comments to ask and answer questions that others have about CDBG. The more you interact, the more the public will see what you have to say.

2025 COMMUNITY DEVELOPMENT WEEK IS PRESENTED BY:



Inspiring program administrators to build
inclusive, sustainable, and affordable
communities.

#CDWeek2025
April 21-25, 2025