



## **CDBG 50<sup>th</sup> Anniversary Advocacy Tool Kit**

**#CDBGWorks**  
**#CDBG50**

This tool kit is designed to help communities in the planning of their CDBG outreach and advocacy activities.

This tool kit was developed by the National Community Development Association and the Council of State Community Development Agencies for the CDBG Coalition and its partners.

# Table of Contents

|  |           |
|--|-----------|
| <b>Table of Contents</b> .....   | <b>2</b>  |
| <i>CDBG History and Purpose</i> .....  | 3         |
| <i>Who Benefits?</i> .....   | 4         |
| <i>How Does it Work?</i> .....   | 4         |
| <i>CDBG Funding and Allocations</i> .....  | 5         |
| <b>Congressional Supporters of CDBG</b> .....  | <b>6</b>  |
| <b>Project Highlights</b> .....  | <b>7</b>  |
| <i>Public Facilities and Infrastructure Improvements</i> .....                       | 7         |
| <i>Housing</i> .....   | 8         |
| <i>Public Services</i> .....   | 9         |
| <i>Economic Development</i> .....  | 11        |
| <b>Engaging with Congress and the Public</b> .....                                   | <b>12</b> |
| <i>How to identify and meet with congressional members</i> .....                     | 12        |
| <i>Strategic tips for successful meetings</i> .....                                  | 12        |
| <i>Writing guide</i> .....   | 13        |
| <i>Marketing</i> .....   | 13        |
| <i>Congressional Letter template:</i> .....  | 14        |
| <i>Press Releases</i> .....  | 15        |
| <i>Press Release Template</i> .....  | 15        |
| <i>Press Release Example (2023)</i> .....  | 15        |
| <i>Proclamations/Resolutions</i> .....   | 16        |
| <b>Social Media</b> .....  | <b>18</b> |
| <i>Sample Social Media Posts</i> .....   | 19        |
| <b>2024 CDBG Timeline</b> .....  | <b>20</b> |
| <b>Appendices</b> .....  | <b>21</b> |
| <i>FY93 v FY23 Total CDBG Allocations by State (includes entitlement funding)</i> .. | 21        |
| <i>CDBG Coalition</i> .....  | 24        |

# Introduction and Purpose of the Toolkit

Administered by the U.S. Department of Housing and Urban Development (HUD), the Community Development Block Grant (CDBG) program invests in our nation's communities by supporting activities for low-to-moderate income populations. CDBG reaches every corner of the country from urban cities to rural towns and populations in between. Funding is directed to all states, territories, and congressional districts annually. It remains one of the most important resources for state and local governments and their program partners to use in devising flexible solutions to meet community development needs. CDBG has been critically underfunded and program grantees now contend with less funding to undertake community improvements and development.

The objective of this toolkit is to educate Congressional Members, CDBG Coalition stakeholders, and the community on the importance of the Community Development Block Grant (CDBG) Program. We aim to inform readers of CDBG's legacy, its impact on our communities, and the immediate need for increased program funding. This objective will be accomplished through the lens of celebrating the 50<sup>th</sup> anniversary of the CDBG program in 2024.

The CDBG Coalition represents a network of 33 national organizations across various sectors including elected officials, state and local government agencies, non-profit organizations, and advocates. The Coalition supports the CDBG program's mission to improve infrastructure, housing, services, and economic development in underserved communities.

## CDBG 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, CDBG provides necessary funding to communities across the country to address infrastructure, economic development, housing, disaster recovery, and other community needs. CDBG was the result of the consolidation of eight categorical programs which were federally funded. Consolidation meant that communities no longer had to compete for funding of each program and allowed community leaders to make their own decisions about resource distribution at the state and local levels. The inception of CDBG greatly increased the efficiency of the federal granting process. Since 1995, CDBG regulations have been periodically revised to further increase program effectiveness by increasing flexibility for grantees, adapting to statutory changes, and responding to audits by the Inspector General.

## 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.

## How Does it Work?

Approximately 70% of CDBG program funds are distributed to entitlement communities which can receive grants directly from HUD. Entitlement communities are defined as (1) principal metropolitan cities, (2) other cities with populations of 50,000 or greater, and (3) urban counties with populations of 200,000 or greater (excluding entitlement city populations). The remaining 30% of funds are allocated to states based on a separate formula allocation process. State CDBG funds are distributed by states to communities that do not qualify for entitlement funds. Additionally, prior to formula allocations, specified amounts of grant funds are set aside for groups that don't fall within the above categories. These include 1% of the appropriated amount for grants to Indian Tribes, and \$7 million for insular areas (or U.S. territories).

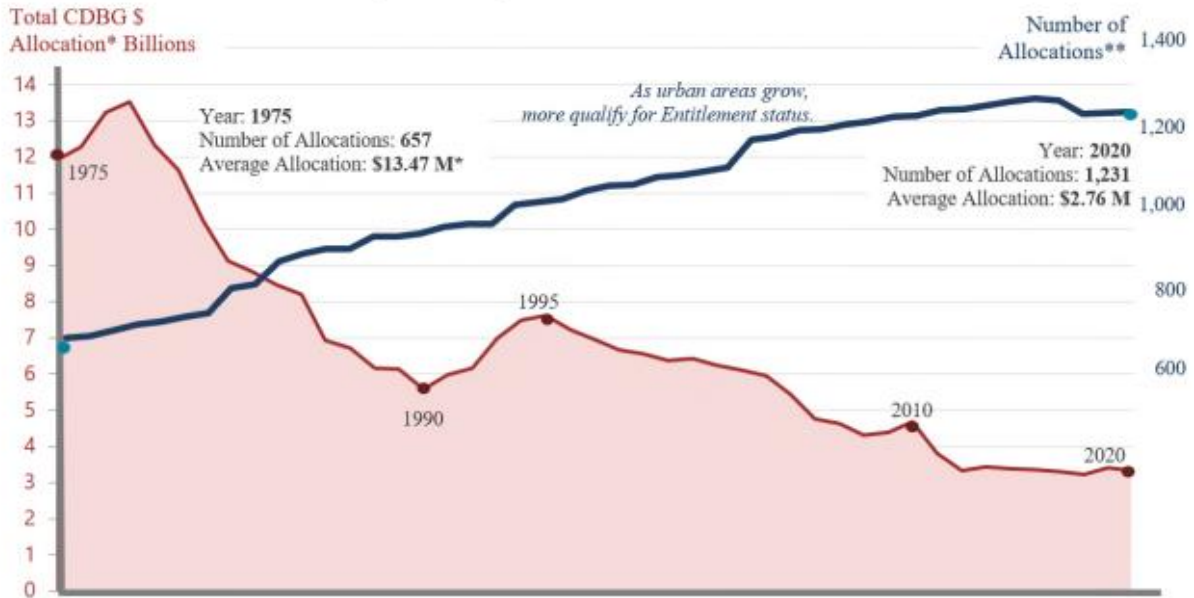
CDBG program funds can be used for a host of activities that include affordable housing, infrastructure and public facility improvements, economic development, and social services. Each activity must meet one of three national objectives: (1) benefit low- and moderate-income people; (2) address urgent health and safety needs in the community; or (3) eliminate slums and blight.

While the need for program funding continues to increase, as shown by the increase in eligible program grantees in the chart below, funding has significantly diminished since the inception of the program. As a result, fewer funds are available to meet operating costs and drive local solutions to public-wide challenges. The 2021 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 (see following graph).

# CDBG Funding and Allocations

## COMMUNITY DEVELOPMENT FUND

CDBG History: Funding, Inflation & the Number of Allocations



\*Each Total Annual Allocation from 1975 to 2020 has been adjusted for inflation to the value of the dollar in 2020 by using the annual average Consumer Price Index for the corresponding years. <http://www.bls.gov/cpi>.

\*\* For the years 1975 through 1982, the data include 51 annual allocations for the Small Cities program, the predecessor to the State CDBG Program, which later began in 1983.

\*\* The number of actual grant agreements executed by HUD is typically less than the number of allocations because grantees form approximately 35 joint grant agreements per year.

# Congressional Supporters of CDBG

“Community Development Block Grants provide Wisconsin communities with the resources they need to spur economic development, increase access to affordable housing, create good paying jobs, and so much more. I am happy to support this vital program and look forward to seeing its continued impact across the Badger State.”

- **Senator Tammy Baldwin, Wisconsin**

“Community Development Block Grants are a powerful tool for revitalizing underserved communities, stimulating economic opportunity, and, very dear to my heart, expanding housing opportunities for families. As a former Mayor, I understand that federal investments provided by the CDBG program, along with the flexibility of local input and instruction, is what allows so many important projects to move forward.”, “...let us not only recognize the life-changing impact created by the Community Development Block Grants but work to strengthen the program so that more communities may benefit in the future.”

- **Congressman Emanuel Cleaver, Missouri's 5<sup>th</sup> District**

“Community Development Block Grants provide significant investments in infrastructure, economic development, housing, and other projects that create and sustain jobs, support families, and lift up entire communities. The progress we are making on developing affordable housing and reducing homelessness for our most vulnerable neighbors is a direct result of the assistance from this program.”

- **Senator Susan Collins, Maine**

“I have long believed that those closest to the work know best what will work. The Community Development Block Grant program provides flexible funding for communities to invest in what's needed most.”

- **Senator Tina Smith, Minnesota**

# CDBG at Work

CDBG funds are used to provide improvements and services to neighborhoods and provide a better quality of life for program beneficiaries in need. The funds are often combined with other federal, state, and local resources to make projects whole. Program funds can be used for a host of activities that include affordable housing, infrastructure and public facility improvements, economic development, and social services. Use the following success stories to spread the word about the reach of CDBG.

## Public Facilities and Infrastructure Improvements

CDBG helps communities fund the acquisition, construction, reconstruction, rehabilitation, and installation of public facilities and infrastructure. These include publicly owned infrastructure such as water and sewer systems and buildings owned by non-profit organizations that are open to the public and provide important community services. Overall, these activities received the highest amount of program investment among eligible categories.

Examples of public facilities and improvements funded with CDBG include senior centers, facilities for persons with disabilities, homeless facilities, youth centers, childcare centers, neighborhood facilities (libraries, community centers, food banks, workforce centers, etc.), facilities for abused and neglected children, parks and recreational facilities, fire stations and equipment, health facilities, solid waste disposal facilities, flood and drainage facilities, water and sewer improvements, street improvements and sidewalks, among other public improvements. **According to HUD since FY2005, CDBG funded infrastructure activities have directly benefitted over 56 million people.**



### **Denise Louie Education Center**

**Beacon Hill Neighborhood**

**Seattle, WA – WA-9**

**Funding Sources: \$430,000 (CDBG)**

**Other Partners: Washington Early Learning Loan Fund, Washington Community Reinvestment Association**

The City of Seattle Human Services Department (HSD) and the Office of Planning and Community Development

(OPCD) partnered to secure the future of Denise Louie's Beacon Hill location by awarding \$430,000 in federal CDBG funding to help the non-profit organization purchase property where their Beacon Hill childcare center is located. Prior to the purchase, Denise Louie had leased the Beacon Hill facility. The City's

investment in Denise Louie's Beacon Hill location is part of a bigger story. When possible, Seattle leadership works to save successful community organizations from the negative aspects of gentrification. In the case of Denise Louie Beacon Hill, the former property owner had considered developing the site, which would have meant certain closure of the childcare center after years of operation in that location. Denise Louie Beacon Hill enrolls 95 children annually. The early learning center gives priority to children enrolled in Head Start. Children with Individual Education Plans (IEPs) are also given enrollment priority. Young children with IEPs have qualified for special education services based on development delays. Seattle is proud to have played a role in saving Denise Louie Beacon Hill, ensuring continuity of care for children and job security for staff for many years to come.



### **Water System Improvements**

**Damascus, GA – GA-2**

**Funding: CDBG (\$600,000); Georgia Environmental Finance Authority (\$50,000), Private Funds (\$15,000)**

Damascus, GA faced a myriad of infrastructure problems - leaking water lines, water loss, low water pressure, no customer water meters, antiquated rate structure, and lack of fire hydrants. CDBG and other project funding added more fire hydrants, water meters, updated service lines and valves, and helped complete a rate study and updated billing system.

The improvements to the water system have multiple direct benefits to the city and residents served by the system, including better water pressure and fire protection and the benefits to the city will be a huge

reduction in water loss and more accurate billing. The project benefits 195 persons, of whom 146 (74.87%) are low to moderate income.

## **Housing**

CDBG is essential to affordable housing preservation and expansion in low- and moderate-income areas. The CDBG program focuses on the elimination of conditions which are detrimental to health, safety, and public welfare primarily through rehabilitation of single family and rental properties. These activities result in the preservation of affordable housing and the expansion of the affordable housing stock for low- and moderate- income people. Grantees also use CDBG to assist first-time homebuyers. These resources enable low- and moderate-



income people to enter the housing market and build wealth through homeownership. **According to HUD, Since FY2005, the CDBG funded housing activities have assisted over 1.9 million households.**

### **Merced Housing Texas' Owner-Occupied Repair Program**

**San Antonio and Bexar County, TX, TX-35**

**Ongoing since 2002, CDBG funding of \$500,000 - \$1,000,000,**

With the help of CDBG funds, the Owner-Occupied Repair Program made health-, safety-, and accessibility-related repairs to the homes of homeowners living on low incomes. In the last fiscal year, the population served was primarily Latino and Black, with over 90% of those assisted also being over the age of 50 and living in houses made between 1950 and 1980 that were in major need of rehabilitation. In a specific story shared by National Association for Latino Community Asset Builders (NALCAB) member Merced from last year, an older Latina woman who reported living with medical conditions was able to complete necessary home repairs and ensure a healthier living space thanks to Merced's Owner-Occupied Repair Program and CDBG Funds.



### **Mainstream – Wheelchair Ramps**

**City of Little Rock, AR**

**CDBG Investment: \$15,000**

The City of Little Rock partners with Mainstream, an organization that coordinates the construction of wheelchair ramps for persons with disabilities. The ramps are constructed by volunteers of the AT&T Telephone Pioneers, a local community service organization. The program assists approximately 18 low-income households each year.

## **Public Services**

CDBG grantees can use up to 15% of their annual allocation plus 15% of program income from the previous program year for community services to address a wide range of community needs. These services include employment training, meals and other services to the elderly, services for abused and neglected children, aid to local food banks, youth and senior services, and support for many other community services. Services are provided by large and small public and private organizations in diverse settings such as schools,

community facilities and other venues. CDBG funds may also be used to pay for labor, supplies, and material as well as to operate and/or maintain the portion of a facility in which the public service is located. This includes the lease of a facility, equipment, and other property needed for the service. **According to HUD, Since FY2005, CDBG provided funding for public services that assisted over 194 million low- and moderate-income people nationwide.**



**Project Going the Extra Mile (GoEM)  
City of College Station, TX  
CDBG Funding: \$403,708  
Completion Date: March 31, 2023**

Project GoEM was created in response to the COVID-19 pandemic as a way for food insecure residents to access food. Since its inception in 2021, Project GoEM has enabled the Brazos Valley Food Bank to deliver food to clients who have been impacted by COVID-19 job losses and

family disruptions when no other resources could be easily accessed. Not only does this direct client service allow the Brazos Valley Food Bank to deliver nutritional and needed food to clients' homes, but it also allows staff to connect clients directly with other Brazos Valley Food Bank resources such as Benefits Assistance, Referral Partner Program and Together We Grow as well as agencies in Brazos County who can address a wider range of needs. Over the course of the program, Project GoEM has allowed the Brazos Valley Food Bank to serve over 400 low- and moderate-income individuals with more than 5,500 boxes of food.



**Boys and Girls Club  
City of East Providence, RI – RI-1  
CDBG Funding (\$20,000 annually)**

CDBG funds are used by the East Providence, RI Boys and Girls Club to support the Safe Haven Drop-in Program, the Keystone Teen Leadership Program, and teen leadership efforts.

## Economic Development

CDBG economic development activities help communities tackle economic distress, stimulate private investment, spur small business and commercial growth, and add jobs to the local economy. CDBG-funded economic development activities help address challenges and barriers to local economic growth such as the lack of working capital and financing for business development and expansion and the lack of adequate infrastructure to attract new businesses. **According to HUD, since FY2005, CDBG facilitated the creation and retention of 563,236 economic development related jobs.**



**Stockton Community Kitchen**  
**City of Stockton, CA - CA-9**  
**CDBG Investment: \$190,000**  
**Other Funding: CA Hispanic Chamber Foundation Grant (\$25,000); San Joaquin County Grant (\$60,000); Stockton School for Adults (\$10,000)**

The Stockton Community Kitchen is a 5,000 sq ft fully licensed commercial kitchen incubator program that primarily serves underrepresented low-income, female food

entrepreneurs in Stockton who face the highest barriers to entry to the food industry. The program targets entrepreneurs who would like to enter the food industry but face a lack of background experience, resources, or skills to execute their ideas, those who have an idea, business plan, or existing business model but need access to resources and mentoring to bring their product to the market, and those who are already in business but require access to larger commercial kitchen space to expand their business.



**Niobrara Valley Vineyards Expansion**  
**Cherry County, NE – NE-3**  
**CDBG Funding: \$385,039; Private Funding: \$351,050**

This expansion project will increase the economic and tourism capacity of Niobrara Valley Vineyards, a family-owned and operated small business. CDBG funds will provide ADA accessibility through installation of handicapped parking, accessible

bathrooms, and walking paths.

# Engaging with Congress and the Public

We urge you to participate in the CDBG 50<sup>th</sup> anniversary celebration and advocacy efforts. This year, all communities, organizations, and individuals impacted by CDBG are encouraged to reach out to their Congressional members directly. The CDBG 50<sup>th</sup> anniversary celebration will be the best opportunity to showcase the numerous benefits of the program. Meetings and site visits can provide lawmakers with valuable information regarding community funding in their districts. Meetings and site visits are an opportunity for community members to communicate with lawmakers, build relationships with them, and create tangible connections between the funding they appropriate and the improvements in their districts.

It is important to include CDBG program beneficiaries in meetings and project site visits, if possible, to share success stories and explain community development needs first-hand. They are essential to telling the full CDBG story, and their direct involvement makes them ideal candidates to be the face of successful programs.

## How to identify and meet with congressional members

The first step in contacting your elected officials is knowing who they are. Use this [tool from USA.gov](#) or a similar site to identify your legislators. Next, go to their website to either schedule a meeting online or call the office and ask to speak with the scheduler. Let them know you are a constituent, who you are representing, and that you wish you discuss the CDBG program in your district.

## Strategic tips for successful meetings

### **Before the meeting:**

1. Schedule the meeting in advance. Be aware of the legislator's busy schedule.
2. Thoroughly prepare the issues you wish to discuss. Research facts and specific CDBG funded projects in your community. Be ready to explain how the program affects you personally.

### **During the meeting:**

3. Build a positive relationship with Congressional members and staff. Arrive on time, act professionally, and thank them for listening to your concerns.
4. Make a clear and concise request. For example, this could be to reverse the funding cuts CDBG has experienced in recent years.
5. Follow-up. Send a thank you letter or email and provide any additional information that was requested during the meeting.

## Writing guide

Another option is to contact legislators to let them know how important the CDBG program is to the community via post or email. Email is the fastest way to let them know how important the CDBG program is to your community. When doing so, remember to be brief and direct. Take time to personalize the message by telling the legislator how CDBG has helped the community.

Your request for CDBG funding increases should be made in the first and last paragraphs of the letter. The letter should be no more than one page and should always be proofread before sending. Letters that are too long or have incorrect spelling may not be prioritized by legislative staff.

## Marketing

Proclaim, announce, promote the CDBG 50th Anniversary all year! Advertising and promotion are critical to a successful advocacy campaign. Most importantly, market CDBG related activities 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.

If your Congressional member or their staff are not available to meet directly, consider sending them a short YouTube video (no more than 5 minutes) that shows recently funded/completed CDBG activities and outlines your program accomplishments in the video remarks. Make sure to include program beneficiaries in your meetings and videos to provide testimonials on the benefits of the program. Creating a video in-house using YouTube is an economical and easy method of documenting your CDBG activities and sharing it with local media and Congressional offices.

In whichever 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.

## Congressional Letter template:

### **To a Senator:**

The Honorable (Full Name)  
District Office Address

Dear Senator (Last Name):

### **To a Representative:**

The Honorable (Full Name)  
District Office Address

Dear Representative (Last Name):

I am writing to you today to inform you of the great work of the Community Development Block Grant (CDBG) program in your district as we celebrate the 50<sup>th</sup> anniversary of this program in 2024. This program has impacted so many people in your district. For example, **[ insert highlight, statistics of local projects; include beneficiary story ]**

Countless communities, including **[insert community/district/org]** rely on annual CDBG funds to provide necessary improvements to housing, infrastructure, economic development, and disaster recovery. Without consistent or increased funding to underserved populations, community needs will not be met in the coming years, and the significant progress that CDBG has made may be lost. As we celebrate the countless successes of CDBG over the past 50 years, it is important to reaffirm our commitment to the principle of community development. I am confident that your leadership and dedication to **[insert district]** will help secure the necessary funding to support the CDBG program.

I look forward to hearing from you and seeing how your support will positively impact the lives of residents in our community. Thank you for your attention to this issue.

Sincerely,  
(Your Name)

## Press Releases

A press release announcing the CDBG 50<sup>th</sup> anniversary celebration is a useful way to spread the word about upcoming events and the program itself. Press releases should be short, attention grabbing, and should be shared to various media outlets and congressional offices.

### **Keep in mind when writing a press release:**

- Use a catchy title and a picture of a CDBG funded project to catch the reader's eye.
- Include the most important information – “who, what, when, where, why, and how” – at the beginning.
- Provide a timeline of upcoming activities and events to increase public engagement.
- Briefly describe the past and present impact of CDBG on your community.
- Include quotes from local elected officials and prominent community members regarding CDBG 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.

## Press Release Template

The City/County of \_\_\_\_\_ Celebrates the 50<sup>th</sup> Anniversary of the Community Development Block Grant Program.

Mayor/County Executive \_\_\_\_\_ and the City/County Council today issued a proclamation recognizing the Community Development Block Grant (CDBG) Program. The CDBG 50<sup>th</sup> Anniversary celebration brings together citizens, elected officials, government staff, media, program subrecipients and beneficiaries through events to showcase the impact of the CDBG program.

The CDBG program provides grants to over 1,200 local governments to create neighborhood approaches that improve the physical, economic, and social conditions in communities.

The CDBG program is needed more than ever to help our most vulnerable citizens and maintain the progress we have made in neighborhood improvements. The City/County will highlight the program during its 50<sup>th</sup> Anniversary celebration by conducting the following activities [Describe your CD Month activities].

## Proclamations/Resolutions

*Present this proclamation to your Congressional Members during National Community Development Month (April 2024).*

**WHEREAS**, the **Community Development Block Grant (CDBG)** Program has existed since 1975 to provide state and local governments with the resources to develop viable urban communities by providing decent affordable housing and a suitable living environment, and expanding economic opportunities, principally for persons of low and moderate income; 2024 has been designated for the celebration of the 50<sup>th</sup> anniversary CDBG Program; and

**WHEREAS**, the CDBG Program provides annual funding and flexibility to local communities such as the city of \_\_\_\_\_ to provide decent, safe and affordable housing, a suitable living environment, and economic opportunities to low- and moderate-income people; and

**WHEREAS**, over the past \_\_\_\_ years, our community has received a total of \$\_\_\_\_\_ in CDBG funds and has funded a variety of projects that have directly benefited our citizens and neighborhoods; and

**NOW, THEREFORE BE IT RESOLVED**, that the City/County of \_\_\_\_\_ designates the year of 2024 as a time to celebrate the 50<sup>th</sup> anniversary of the CDBG Program in recognition of its tremendous contributions to the viability of the housing stock, infrastructure, public services, and the economic well-being of our community.

**BE IT FURTHER RESOLVED**, that our community urges Congress and the Biden Administration to recognize the outstanding work being done locally with CDBG by supporting increased funding for the program in FY2025.



# CDBG Program Fact Sheet Template

Please complete this fact sheet and give it to your Congressional delegation and local press during National Community Development Month (April 2024).

## Executive Summary

Attach a brief executive summary that answers the following questions:

- 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

- For every dollar of CDBG funding another \$\_\_\_\_\_ in private and public funding was leveraged.
- CDBG assisted \_\_\_\_\_ persons in the past three years.
- CDBG created or retained \_\_\_\_\_ jobs in the past three years.
- CDBG funds in the amount of \$\_\_\_\_\_ were spent on economic development activities (outline the types of activities and the beneficiaries assisted).
- CDBG funds in the amount of \$\_\_\_\_\_ were spent on public improvements (outline the types of activities and the beneficiaries assisted).
- CDBG funds in the amount of \$\_\_\_\_\_ were spent on public services (outline the types of services and the beneficiaries assisted)
- CDBG funds in the amount of \$\_\_\_\_\_ were provided for housing activities (outline the types of activities and the beneficiaries assisted)

# Social Media

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 CDBG 50<sup>th</sup> anniversary, we're encouraging members to use the hashtags **#CDBG50**, and **#CDBGworks** on all related posts. These labels will increase the likelihood of others seeing your post when searching for similar posts.

**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 news source for your followers.

**Instagram** is formatted well for sharing CDBG 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 CDBG projects and funding, CDBG 50<sup>th</sup> anniversary announcements, and event registrations should all be shared here.

## ***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.

## **Use hashtags #CDBG50 and #CDBGworks on all posts this year:**

- 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.

## **Advice on Personal Branding:**

- Keep your personal and your organization voice separate. Interact between the two accounts if comfortable. For example, like and share the organization content as yourself. Be aware of privacy settings. (Boilerplate: "Postings on this site are my own and do not reflect or

represent the opinions of agency for which I work.") Do not use your government email address for personal accounts, for various reasons.

- Review agency social media policy, seek required communication reviews, permission to disclose public information, and permission to tag.
- Participate in live events (such as Twitter Chats or Facebook Live). Join or start a group. Tweet and share using relevant hashtags. Be a thought leader.

## Sample Social Media Posts

**The Community Development Block Grant Program benefits the nation.  
#CDBGworks #CDBG50**

**The Community Development Block Grant Program invests in communities and people. #CDBGworks #CDBG50**

**The Community Development Block Grant Program has positively impacted millions of people in the last 50 years. #CDBGworks #CDBG50**

# 2024 CDBG Timeline

## January 2024

- CDBG Coalition member legislative conferences, fly-ins

## February 2024

- CDBG Coalition member legislative conferences, fly-ins
- CDBG State Fact Sheets Released
- CDBG Advocacy Tool Kit Released
- CDBG Coalition/HUD event

## March 2024

- CDBG Coalition member legislative conferences, fly-ins
- CDBG Coalition Hill briefing – March 6
- Focus on state, local public services activities

## April 2024: Community Development Month

- Secretary Fudge CDBG 50<sup>th</sup> anniversary video release
- CDBG White House event
- State, local activities and outreach to Congressional offices

## May 2024

- Focus on state, local infrastructure activities

## June 2024

- Focus on state, local housing activities

## July 2024: Economic Development

## August 2024

- Congressional record recognizing 50<sup>th</sup> August 22
- State, local proclamations
- State, local events directed to 50<sup>th</sup>

## September 2024

- Focus on state, local disaster recovery activities

## October 2024

- Focus on state, local acquisition and planning activities

## November 2024

- CDBG Coalition report release (50 years, 50 projects, 50 states)
- Hill briefing: panel shares how program has benefitted their work, program outlook

## December 2024

- Recap (blog post)

# Appendices

## FY93 v FY23 Total CDBG Allocations by State (includes entitlement funding)

*In the last 30 years, overall CDBG funding has increased very little in most states and decreased in others.*

### State of Alaska

\$ 4,400,000.00 (CDBG FY93 Allocation)  
\$ 4,572,219.00 (CDBG FY23 Allocation)

### State of Alabama

\$ 58,993,000.00 (CDBG FY93 Allocation)  
\$ 43,839,880.00 (CDBG FY23 Allocation)

### State of Arkansas

\$ 31,126,000.00 (CDBG FY93 Allocation)  
\$ 26,218,309.00 (CDBG FY23 Allocation)

### American Samoa

\$ -  
\$ 1,029,433.00 (CDBG FY23 Allocation)

### State of Colorado

\$ 45,067,000.00 (CDBG FY93 Allocation)  
\$ 55,260,926.00 (CDBG FY23 Allocation)

### State of California

\$ 424,499,000.00 (CDBG FY93 Allocation)  
\$ 378,216,242.00 (CDBG FY23 Allocation)

### State of Colorado

\$ 37,480,000.00 (CDBG FY93 Allocation)  
\$ 36,523,810.00 (CDBG FY23 Allocation)

### State of Connecticut

\$ 42,360,000.00 (CDBG FY93 Allocation)  
\$ 39,757,317.00 (CDBG FY23 Allocation)

### District of Columbia

\$ 20,260,000.00 (CDBG FY93 Allocation)  
\$ 15,404,214.00 (CDBG FY23 Allocation)

### State of Delaware

\$ 7,406,000.00 (CDBG FY93 Allocation)  
\$ 7,588,841.00 (CDBG FY23 Allocation)

### State of Florida

\$ 158,015,000.00 (CDBG FY93 Allocation)  
\$ 153,536,526.00 (CDBG FY23 Allocation)

### State of Georgia

\$ 80,265,000.00 (CDBG FY93 Allocation)  
\$ 82,514,264.00 (CDBG FY23 Allocation)

### Guam

\$ -  
\$ 3,185,755.00 (CDBG FY23 Allocation)

### State of Hawaii

\$ 16,828,000.00 (CDBG FY93 Allocation)  
\$ 13,060,786.00 (CDBG FY23 Allocation)

### State of Iowa

\$ 44,639,000.00 (CDBG FY93 Allocation)  
\$ 37,817,535.00 (CDBG FY23 Allocation)

### State of Idaho

\$ 9,896,000.00 (CDBG FY93 Allocation)  
\$ 12,734,945.00 (CDBG FY23 Allocation)

### State of Illinois

\$ 208,075,000.00 (CDBG FY93 Allocation)  
\$ 159,585,479.00 (CDBG FY23 Allocation)

### State of Indiana

\$ 77,115,000.00 (CDBG FY93 Allocation)  
\$ 66,513,227.00 (CDBG FY23 Allocation)

### State of Kansas

\$ 31,674,000.00 (CDBG FY93 Allocation)  
\$ 25,889,396.00 (CDBG FY23 Allocation)

### Commonwealth of Kentucky

\$ 52,609,000.00 (CDBG FY93 Allocation)  
\$ 43,830,588.00 (CDBG FY23 Allocation)

### State of Louisiana

\$ 78,380,000.00 (CDBG FY93 Allocation)  
\$ 50,505,738.00 (CDBG FY23 Allocation)

### Commonwealth of Massachusetts

\$ 111,463,000.00 (CDBG FY93 Allocation)  
\$ 99,225,630.00 (CDBG FY23 Allocation)

**State of Maryland**

\$ 59,154,000.00 (CDBG FY93 Allocation)  
 \$ 51,861,368.00 (CDBG FY23 Allocation)

**State of Maine**

\$ 18,057,000.00 (CDBG FY93 Allocation)  
 \$ 17,737,841.00 (CDBG FY23 Allocation)

**State of Michigan**

\$ 155,745,000.00 (CDBG FY93 Allocation)  
 \$ 120,803,875.00 (CDBG FY23 Allocation)

**State of Minnesota**

\$ 63,704,000.00 (CDBG FY93 Allocation)  
 \$ 52,595,485.00 (CDBG FY23 Allocation)

**State of Missouri**

\$ 81,622,000.00 (CDBG FY93 Allocation)  
 \$ 63,958,131.00 (CDBG FY23 Allocation)

**Northern Mariana Islands**

\$ -  
 \$ 980,125.00 (CDBG FY23 Allocation)

**State of Mississippi**

\$ 42,349,000.00 (CDBG FY93 Allocation)  
 \$ 28,067,151.00 (CDBG FY23 Allocation)

**State of Montana**

\$ 9,500,000.00 (CDBG FY93 Allocation)  
 \$ 8,502,640.00 (CDBG FY23 Allocation)

**State of North Carolina**

\$ 69,173,000.00 (CDBG FY93 Allocation)  
 \$ 77,823,733.00 (CDBG FY23 Allocation)

**State of North Dakota**

\$ 7,861,000.00 (CDBG FY93 Allocation)  
 \$ 5,527,134.00 (CDBG FY23 Allocation)

**State of Nebraska**

\$ 22,084,000.00 (CDBG FY93 Allocation)  
 \$ 17,437,574.00 (CDBG FY23 Allocation)

**State of New Hampshire**

\$ 11,829,000.00 (CDBG FY93 Allocation)  
 \$ 12,594,035.00 (CDBG FY23 Allocation)

**State of New Jersey**

\$ 117,647,000.00 (CDBG FY93 Allocation)  
 \$ 87,566,959.00 (CDBG FY23 Allocation)

**State of New Mexico**

\$ 19,779,000.00 (CDBG FY93 Allocation)  
 \$ 18,132,257.00 (CDBG FY23 Allocation)

**State of Nevada**

\$ 12,232,000.00 (CDBG FY93 Allocation)  
 \$ 23,158,196.00 (CDBG FY23 Allocation)

**State of New York**

\$ 388,685,000.00 (CDBG FY93 Allocation)  
 \$ 318,043,716.00 (CDBG FY23 Allocation)

**State of Ohio**

\$ 182,248,000.00 (CDBG FY93 Allocation)  
 \$ 150,823,351.00 (CDBG FY23 Allocation)

**State of Oklahoma**

\$ 34,819,000.00 (CDBG FY93 Allocation)  
 \$ 27,809,353.00 (CDBG FY23 Allocation)

**State of Oregon**

\$ 33,455,000.00 (CDBG FY93 Allocation)  
 \$ 34,753,244.00 (CDBG FY23 Allocation)

**Commonwealth of Pennsylvania**

\$ 246,880,000.00 (CDBG FY93 Allocation)  
 \$ 186,593,032.00 (CDBG FY23 Allocation)

**Commonwealth of Puerto Rico**

\$ 128,347,000.00 (CDBG FY93 Allocation)  
 \$ 54,443,639.00 (CDBG FY23 Allocation)

**State of Rhode Island**

\$ 18,013,000.00 (CDBG FY93 Allocation)  
 \$ 16,149,217.00 (CDBG FY23 Allocation)

**State of South Carolina**

\$ 40,818,000.00 (CDBG FY93 Allocation)  
 \$ 38,514,758.00 (CDBG FY23 Allocation)

**State of South Dakota**

\$ 9,139,000.00 (CDBG FY93 Allocation)  
 \$ 7,400,994.00 (CDBG FY23 Allocation)

**State of Tennessee**

\$ 59,203,000.00 (CDBG FY93 Allocation)  
 \$ 50,082,668.00 (CDBG FY23 Allocation)

**State of Texas**

\$ 262,540,000.00 (CDBG FY93 Allocation)  
 \$ 243,728,678.95 (CDBG FY23 Allocation)

**State of Utah**

\$ 21,564,000.00 (CDBG FY93 Allocation)  
 \$ 21,611,943.00 (CDBG FY23 Allocation)

**Commonwealth of Virginia**

\$ 63,551,000.00 (CDBG FY93 Allocation)  
 \$ 57,521,570.00 (CDBG FY23 Allocation)

**Virgin Islands**

\$ -  
\$ 1,804,687.00 (CDBG FY23 Allocation)

**State of Vermont**

\$ 7,327,000.00 (CDBG FY93 Allocation)  
\$ 8,068,410.00 (CDBG FY23 Allocation)

**State of Washington**

\$ 57,143,000.00 (CDBG FY93 Allocation)  
\$ 57,309,462.00 (CDBG FY23 Allocation)

**State of Wisconsin**

\$ 70,094,000.00 (CDBG FY93 Allocation)  
\$ 62,038,170.00 (CDBG FY23 Allocation)

**State of West Virginia**

\$ 29,364,000.00 (CDBG FY93 Allocation)  
\$ 20,971,245.00 (CDBG FY23 Allocation)

**State of Wyoming**

\$ 4,464,000.00 (CDBG FY93 Allocation)  
\$ 3,984,362.00 (CDBG FY23 Allocation)

## CDBG Coalition

American Library Association  
American Planning Association  
Boys and Girls Clubs of America  
Coalition for Home Repair  
Council of Large Public Housing Authorities  
Council of State Community Development Agencies  
Enterprise Community Partners  
Feeding America  
Habitat for Humanity International  
Heartland Alliance  
Housing Assistance Council  
International Code Council  
International Economic Development Council  
KABOOM!  
Local Initiatives Support Corporation  
Main Street America  
National Association for County Community and Economic Development  
National Association for Latino Community Asset Builders  
National Association of Counties  
National Association of Development Organizations  
National Association of Housing and Redevelopment Officials  
National Association of Local Housing Finance Agencies  
National Association of Regional Councils  
National Community Development Association  
National League of Cities  
National NeighborWorks Association  
National Recreation and Park Association  
National Rural Water Association  
National Urban League  
Rebuilding Together  
The Trust for Public Land  
U.S. Conference of Mayors  
YWCA USA