

WASHINGTON D.C. UPDATE WEBINAR SERIES

TOPIC: In-District Advocacy

Tuesday, July 30, 2019

Where Do We Stand?

The 116th Congress

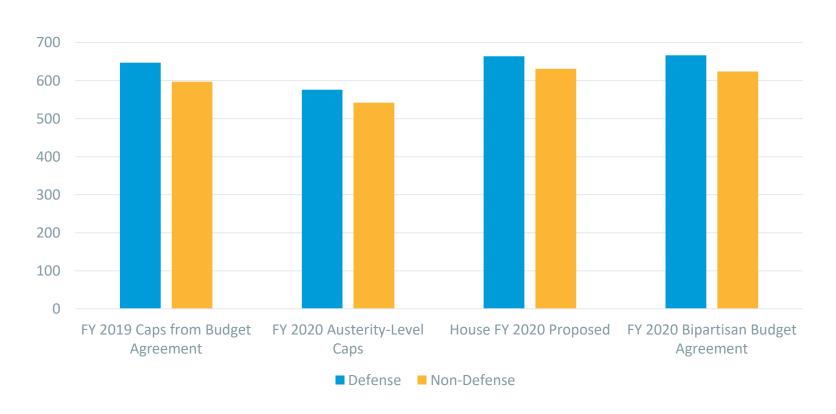


- FY 2020 Budget Agreement
- FY 2020 Appropriations
- Tax Provisions



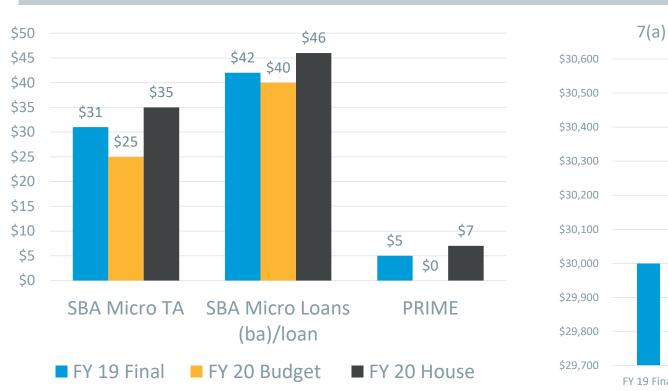
Spending Cliff

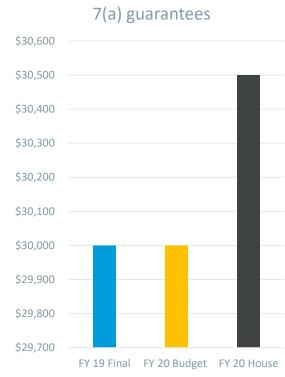
Spending Caps – FY 2019 Agreement, FY 2020 Austerity Level, FY 2020 House Proposed – In Billions





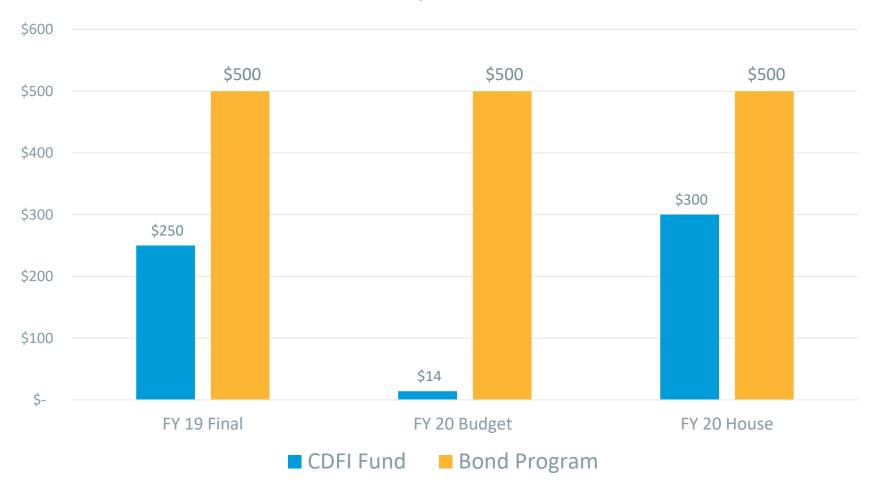
Appropriations for Selected Financial Services and Commerce Programs Final FY 19, FY 20 Budget, and FY 20 House -- \$ in millions





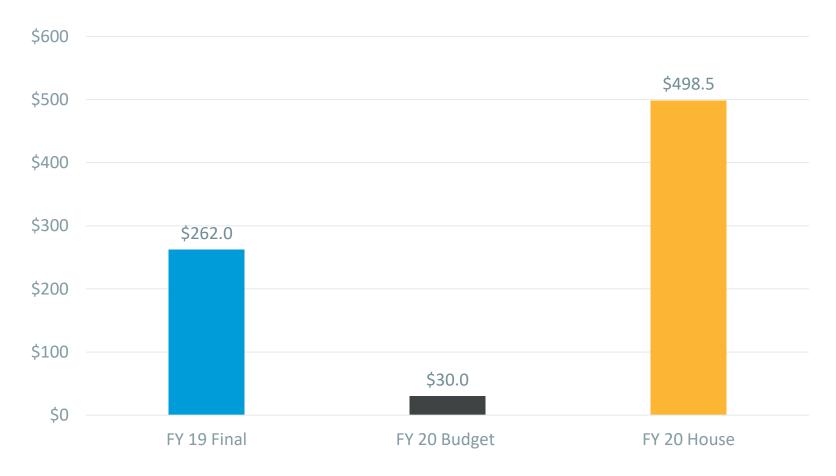


Appropriations for Selected Financial Services and CDFI Fund Programs, Final FY 19, FY 20 Budget, and FY 20 House-- \$ in millions



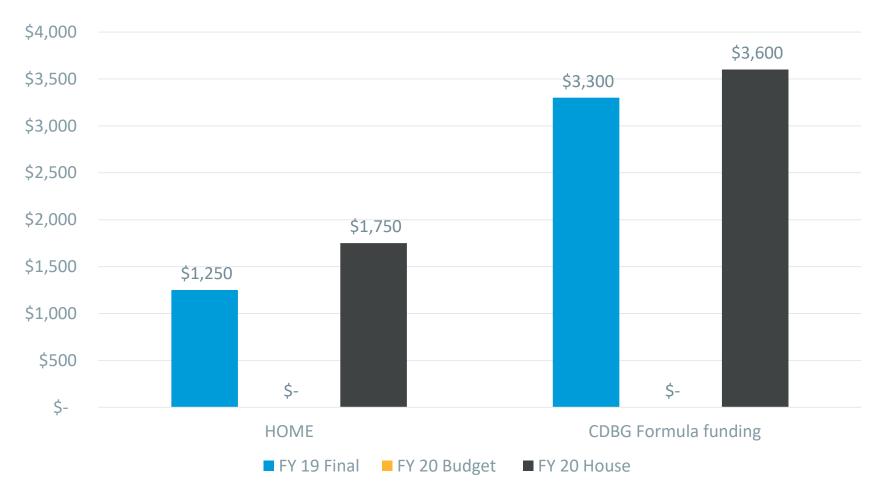


Economic Development Assistance Programs Final FY 19, FY 20 Budget, and FY 20 House -- \$ in millions



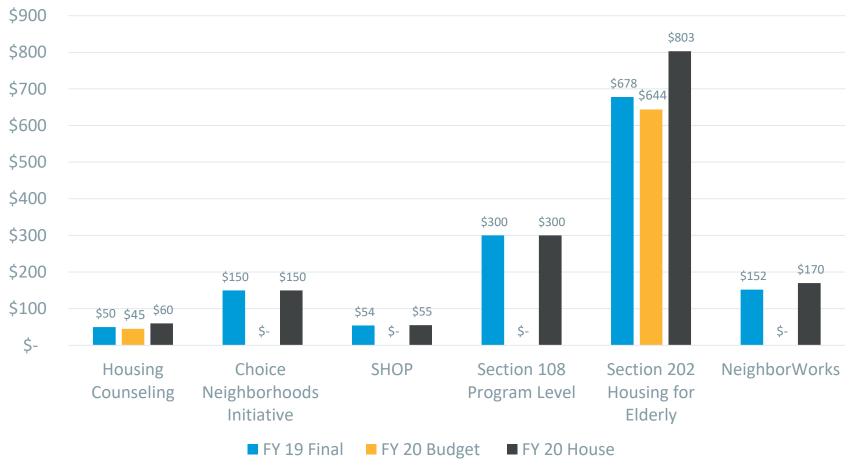


HUD Appropriations Final FY 19, FY 20 Budget, and FY 20 House --\$ in millions



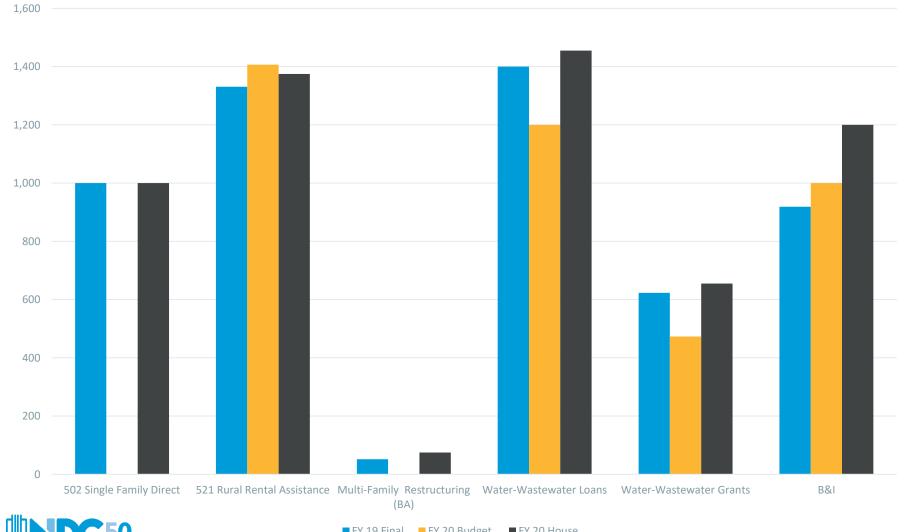


HUD Appropriations Final FY 19, FY 20 Budget, and FY 20 House - \$ in millions





Agriculture Appropriations -- Selected Programs Final FY 19, FY 20 House, Senate and Budget -- \$ in millions





Tax Legislation

House

- HR -3301 House Ways
 &Means Committee –
 reported in June
- Extends all temporary provisions through 2020
- NMTC extended through
 2020 at \$ 5 billion in annual
 credit authority

Senate

- Finance Committee
 established task forces to
 examine and make
 recommendations on all
 temporary provisions
- Employment & Community
 Development Task Chaired
 by Sens. Portman (R-OH) and
 Cantwell (D-WA)
- Reports expected in near future



Pending Tax Legislation

- HR 1680/S 750 New Markets Tax Extension Act of 2019
- HR 3038/S 2028 Rural Job Zones Act
- HR 2593/S 1344 Opportunity Zones Data Collection
- HR3037/S 1703 Affordable Housing Tax Credit Improvement Act
- HR 2825 Historic Tax Credit Growth and Opportunity Zone Act





What Does It ALL Mean





Engage and Advocate

Connecting Community Impact and Policy



Connecting Community Impact and Policy

Meeting one-on-one with legislators



- Know the politician
- Focus on the meeting topic
- Know the issue
- Make it personal
- Don't forget the "ask"
- Follow-up afterward



Connecting Community Impact and Policy

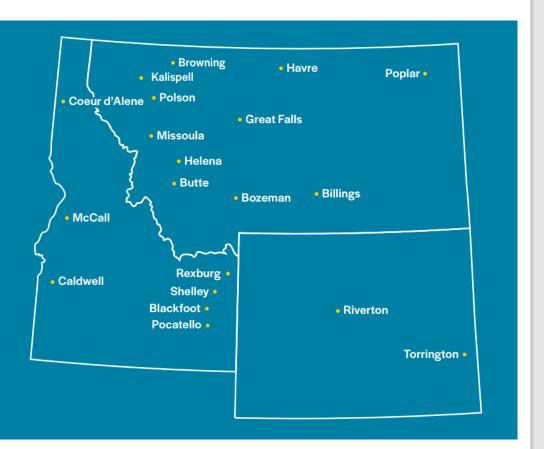
Site Visits with Members of Congress



- Showcase your organization and the NMTC
- Make it about the Member of Congress
- Demonstrate the necessity of the NMTC financing for the project to be completed
- Include constituents who can validate the importance of the project to them and the community
- Invite the media and hire a photographer if the Member of Congress approves
- Don't forget the "ask"









Groundbreaking event for Premier Technology, Inc., Blackfoot, ID.



U.S. Senator Steve Daines (R-MT) speaks at Universal Athletic Services, an NMTC project in Bozeman, MT.



U.S. Senator Steve Daines (R-MT) visits Family Service, Inc. of Billings, MT.





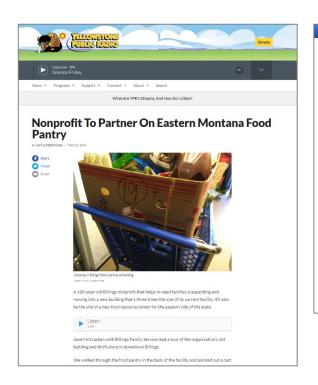
Billings Family Service – "before" and "after"



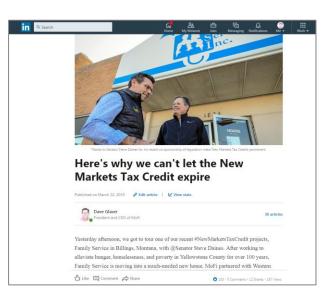
Senator Daines talks with a client at Billings Family Service.



U.S. Senator Mike Crapo (R-ID) speaks at Hemming Cedars, an NMTC project in Rexburg, ID.













Engaging Legislators on Affordable Housing

Brooke Schipporeit
Housing Advocacy Organizer
July 30, 2019

The National Low Income Housing Coalition



Our Mission:

The National Low Income Housing Coalition is dedicated solely to achieving socially just public policy that ensures people with the lowest incomes in the United States have affordable and decent homes.



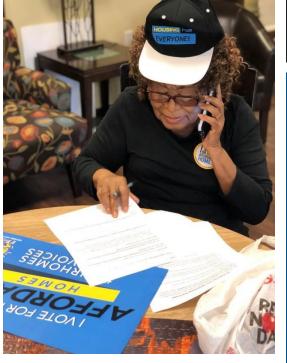


OUR HOMES, OUR VOICES

National Housing Week of Action www.ourhomes-ourvoices.org









Film Screening: Newark, NJ



- Fun, easy way to share information
- Discussion afterwards
- Logistics:
 - Select film, location, and time
 - Publicize
 - Invite members of Congress
 & media
 - Advocacy materials
 - Refreshments
 - Sign-in sheet





Letter-Writing & Call-In Day: Kansas City, MO



- Raise profile of an issue
- Engage with Congress & fellow community members
- Logistics:
 - Location & time
 - Publicize
 - Names, phone numbers, & mailing addresses
 - Call-in script
 - Letter template



Letter-Writing: Evanston, IL





- Evanston Farmers' Market
- Activities, resources, & postcards
 - Over 200 postcards filled out!
- Easy to replicate



OUR HOMES, OUR VOTES



BECAUSE HOUSING IS BUILT WITH BALLOTS













Telling the Story

Traditional Media and Public Relations

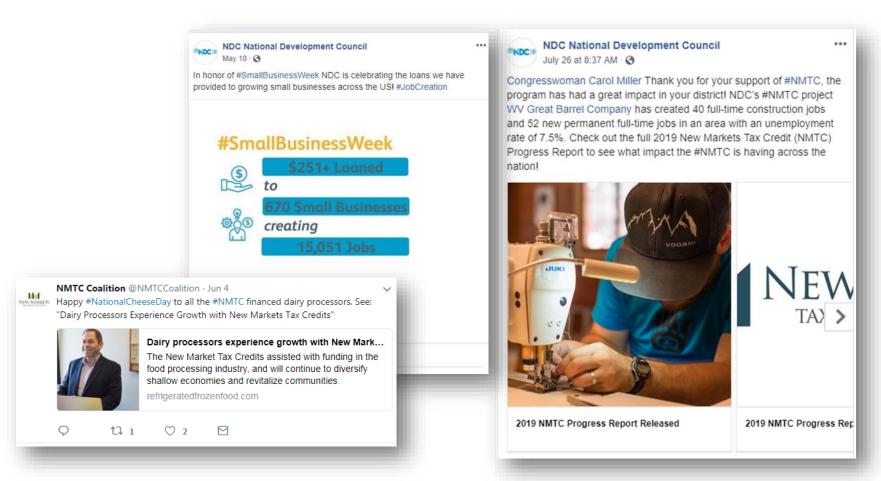
Who, What, When, Where and, most importantly, Why?

- Media Advisory
- Press Release
- Op-Ed
- Letter to the Editor





Connecting Community Impact and Policy Social Media





Social Media Content resources







https://www.youtube.com/watch
?v=toYpqwlOfbY

Social Media

DO ALL THINGS





















Which Action is Right for You?

Do you have 5 to 20 minutes to spare?

- Connect on social media
- Send a letter to yourMember of Congress
- Share a video with your local media, like the NMTC at Work

Do you have 30 minutes or a little more time?

- Write a letter to the editor or an op-ed
- Attend or plan a town hall or roundtable
- Create your own video
- Visit your Member of Congress
- Arrange a site visit or tour



Thank you for joining us! Questions?

Please tag NDC in your social media outreach!

Facebook: <a>@NDC National Development Council

Twitter: @NatlDevCouncil

For policy information, talking points and examples, check out:

- National Development Council https://ndconline.org
- NMTC Coalition https://nmtccoalition.org
- CDFI Coalition http://cdfi.org
- National Low Income Housing Coalition https://nlihc.org
- MoFi https://www.mofi.org



Learn More About These Important Development Tools and Programs

Save 10% on remaining 2019 NDC Training courses with promotional code: NDCadvocacy Offer ends Aug. 31, 2019. Register at https://ndconline.org/training/.

Upcoming Courses

New Markets Tax Credits
Mixed-Use Real Estate Finance
Economic Development Finance
Business Credit Analysis
Rental Housing Development Finance
Home Ownership Finance
Real Estate Finance
Problem Solving Deal and Deal Structuring
Computer Spreadsheet for Rental Housing
LIHTC Webinar
NMTC Webinar

Asset Management for Affordable Housing Webinar

