



# #CDWEEK2025 KANSAS

COMMERCE

APRIL 21-25, 2025

**#CDWEEK2025 and #QUALITYPLACESMATTER**

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  
CD Week activities.

CD Week activities in Kansas are promoted  
by the Quality Places Division at Kansas Commerce.



# BACKGROUND

## CELEBRATE COMMUNITY DEVELOPMENT IN YOUR TOWN DURING NATIONAL COMMUNITY DEVELOPMENT WEEK!

*Quality Places matter. Community Development works.*

Join us in celebrating National Community Development Week (April 21-25, 2025)! Your community, organization, and local leaders drive positive change—let's highlight the impact of community development together.

### Why National Community Development Week?

Established in 1986, National Community Development Week was created by the National Community Development Association (NCDA) and other national organizations to raise awareness of the Community Development Block Grant (CDBG) Program.

In Kansas, we've expanded this celebration to recognize all community development and Quality Places efforts.

### Elevating Community Development in Kansas

In 2024, the Quality Places Division was created, marking the largest reorganization of Commerce functions under Lt. Governor Toland's tenure. Governor Kelly and Lt. Governor Toland have prioritized elevating quality of life initiatives within Commerce, strengthening relationships with external stakeholders and Kansas communities, and allowing the Deputy Secretary for Business Development to focus solely on business recruitment and expansion.

National Community Development Week gives Commerce and communities across Kansas the opportunity to showcase the lasting impact of these efforts. Moving forward, we remain committed to expanding initiatives, leveraging more funding opportunities, and empowering local leaders to build thriving, resilient communities.

The best is yet to come—we're excited to work alongside you to make Kansas stronger than ever!

## 2024 ACCOMPLISHMENTS

**\$16,000,000**

Awarded in Broadband Grants

**\$13,363,731**

Awarded by Community Development Block Grants

**\$4,099,858**

Awarded by Community Service Program Tax Credits

**\$500,000**

Awarded by Individual Development Account Tax Credits

**\$75,000**

Awarded in Startup Housing Opportunity Venture Loans

**DESIGNATED MAIN STREET  
COMMUNITIES**

**30**

**HOUSING ASSESSMENTS  
COMPLETED**

**21**

**RURAL CHAMPIONS**

**14**

**NEW RURAL MURALS**

**20**

**SEED GRANT AWARDS**

**12**

**CURRENT ROZ PARTICIPANTS**

**399**

**BUILDINGS SAVED - HEAL**

**28**

**HOMES, BUSINESSES AND MUNICIPALITIES  
CONNECTED TO BROADBAND**

**3,006**

# INAUGURAL COMMUNITY IMPACT TOUR

## INAUGURAL COMMUNITY IMPACT TOUR

The Kansas Department of Commerce's Quality Places Division is hitting the road for a five-day, 26-stop "Community Impact Tour" across the state! We'll be visiting communities to showcase impactful projects, engage with local leaders, and highlight how strategic investments are shaping a stronger Kansas.

Commerce representatives, elected officials, and community changemakers will spotlight housing, downtown revitalization, childcare, and other transformative initiatives. Follow along and join us on the road!

## HOW TO PARTICIPATE

### Join a Stop on the Tour

- Check out the Community Impact Tour schedule to see when we'll be visiting a town near you.
- Attend a stop to connect with state leaders, share your community's story, and celebrate local successes!

### Share our excitement

- Share on social media using #KansasCommunityImpactTour and #CDWeekKansas.
- Encourage your community to attend and engage—invite local businesses, organizations, and residents!
- Tag @KansasCommerce in your posts to help us amplify your community's impact.

### Engage Online

- Follow our journey on social media for updates and highlights.
- Post your own photos and stories from the event, and let us know what these projects mean to your community!

Let's hit the road and celebrate the incredible work happening across Kansas!

## DAY 1 | MONDAY, APRIL 21, 2025

TIME	PROJECT/BUSINESS	ADDRESS	CITY	WHAT ARE WE VISITING?
8:30-9:00 AM	202 on Washington	202 W Washington	St. Francis	A beautiful and versatile event space with big future plans. (CSP, HEAL)
10:15-10:45 AM	Nesting	400 N Franklin Ave	Colby	The historic Lewis Building is now a budding baby boutique. (HEAL)
12:30-1:30 PM (lunch stop)	Letha's	211 W Mill St	Plainville	Built in 1910, the historic "Letha's Cafe" is now an intimate event venue. (HEAL)
2:15-2:45 PM	Ellis Lakeside Campground	300 E 8th St	Ellis	Restroom and bathhouse facility and an ADA-accessible playground. (CDBG)
3:15-3:45 PM	Catholic Charities of Northern Kansas	1011 Centennial Blvd	Hays	New office space and thrift store to serve the region. (CSP)

## DAY 2 | TUESDAY, APRIL 22, 2025

TIME	PROJECT/BUSINESS	ADDRESS	CITY	WHAT ARE WE VISITING?
9:30-10:00 AM	Farmhouse Fresh	411 Main St	Jetmore	A coffee shop with food and gifts located in a historic 1884 mainstreet building. (HEAL)
12:00-12:30 PM	Medicine Lodge Daycare	126 N Main St	Medicine Lodge	Five new childcare facilities, each one unique. (CDBG, CSP, SEED)
1:30-2:15 PM (lunch stop)	Planes on the Plains	101 East D Ave	Kingman	One of three art installations designed to celebrate Clyde Cessna and the region. (EPIC)
3:30-4:00 PM	Butler Community College	622 Cloud Ave	Andover	The Redler Institute of Culinary Arts. (CSP)
4:20-5:00 PM	Free State Apartments	508 State St	Augusta	Three apartments above a bicycle retail and repair shop. (HEAL, ROOMS)

## DAY 3 | WEDNESDAY, APRIL 23, 2025

TIME	PROJECT/BUSINESS	ADDRESS	CITY	WHAT ARE WE VISITING?
8:30-9:00 AM	Daphne Mae Cafe	208 Main St	Halstead	Indoor and outdoor dining options can be enjoyed at this rehabbed coffee shop. (HEAL)
9:30-10:00 AM	Newton Public Library	223 E 7th St	Newton	New \$10M, 30,000-square-foot facility to serve the community. (CSP)
11:15 AM - 12:30 PM (lunch stop)	Shay Building	202 S. Broadway	Sterling	Five one-bedroom apartments and one two-bedroom apartment. (ROOMS)
2:00-2:40 PM	Glasco Sewer Pipe	206 E Main St	Glasco	Improvements to the lift station and sanitary sewer system. (CDBG)
3:20-3:50 PM	Ball of Twine Water Tower	804 Locust Street	Cawker City	Painted to look like the infamous ball of twine, this water tower is also worth seeing. (CDBG)
4:10-4:30 PM	Main Street Mercantile & Grocery Co.	415 Main St	Lebanon	The community's only grocery store and a hub for local food producers. (SEED)

## DAY 4 | THURSDAY, APRIL 24, 2025

TIME	PROJECT/BUSINESS	ADDRESS	CITY	WHAT ARE WE VISITING?
8:30-9:00 AM	Marshall County Health Department	600 Broadway St	Marysville	A new building that fits right in thanks to Main Street Design Services.
10:30-11:30 AM	City Ballfields	1050 4th Ave East	Horton	Horton couldn't play baseball or softball for five years, but that's all changed now. (CDBG)
12:15-1:00 PM (lunch stop)	Giant Communications	418 W 5th St	Holton	Faster, more reliable internet connections are bridging the digital divide. (KOBd)


DAY 4 CONTINUED | THURSDAY, APRIL 24, 2025


TIME	PROJECT/BUSINESS	ADDRESS	CITY	WHAT ARE WE VISITING?
2:15-2:45 PM	Topeka Zoo & Conservation Center	635 SW Gage Blvd	Topeka	Learn about the Giraffe and Friends exhibit and upcoming My World projects. (CSP)
3:30-4:00 PM	Sunflower Bakery	307 Maple St	Overbrook	A bakery that will also help educate the community on healthy cooking and life skills. (HEAL)


DAY 5 | FRIDAY, APRIL 25, 2025


TIME	PROJECT/BUSINESS	ADDRESS	CITY	WHAT ARE WE VISITING?
8:30-9:00 AM	Emporia Arts Council	815 Commercial St	Emporia	New innovation classroom and expansion of a clay studio. (CSP)
9:45-10:15 AM	MT Networks, Coffey County	501 Pearson	Waverly	Expanded broadband infrastructure to a previously unserved area. (KOBD)
11:45 AM-12:30 PM (lunch stop)	Kitchen Collaborative	12 S Main St	Fort Scott	A modern, shared commercial kitchen, retail and event space. (E-HEAL)
2:00-2:30 PM	Brio Med Spa & Wellness	209 N Pennsylvania Ave	Independence	This wellness center renovated a 100+ year old building. (HEAL)
3:15-3:45 PM	Labette County High School YJT House	108 E 7th St	Bartlett	A new internship program enabling high schoolers to build homes. (CDBG)

For questions about the “Community Impact Tour” please  
**CONTACT KATELYNN KOLTERMAN**, Quality Places Logistics & Operations

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# PLANNING AND MARKETING

## NATIONAL COMMUNITY DEVELOPMENT WEEK ACTIVITIES

National Community Development Week is an opportunity to highlight the impact of Quality Places and Community Development initiatives in Kansas. It's a time to showcase how local programs, partnerships, and investments strengthen communities, improve quality of life, and create lasting benefits.

Through a variety of activities, communities can demonstrate how these initiatives address critical needs, foster economic and social resilience, and leverage resources to maximize their impact.

### Key Messages to Highlight:

- How community development efforts improve infrastructure, housing, local businesses, and public spaces.
- The importance of continued investment in community-driven solutions.
- How partnerships between local organizations, businesses, and leaders contribute to long-term success.

### Activity Examples:

- Community proclamations
- Press releases & news articles
- Project tours & showcases
- Social media campaigns
- Radio & TV interviews
- Public fairs & workshops
- Ribbon-cutting & groundbreaking events
- Community service projects (park cleanups, food drives, beautification efforts)
- Business and resource networking events
- Video spotlights featuring community projects and success stories

## MARKETING & COMMUNITY ENGAGEMENT

Raising awareness is key to a successful National Community Development Week. Promote your events early and often through social media, local news, radio, television, and online platforms to engage residents, organizations, and local leaders.

Encourage community members to share their stories and experiences to highlight the real impact of development efforts.

## SUGGESTED NATIONAL COMMUNITY DEVELOPMENT WEEK TIMELINE

While some communities may hold events each day, even one or two activities can make a difference. Here are some ideas:

**MONDAY:** Kickoff announcement, community proclamation, and panel discussion with local leaders.

**TUESDAY:** Guided tour of recent or future community development projects. Even if your community isn't on the Commerce Community Impact Tour, show yourself off!

**WEDNESDAY:** Community service event (park cleanup, street revitalization, food drive) and feature in local media.

**THURSDAY:** Resource fair with local businesses and organizations showcasing available services and programs.

**FRIDAY:** Recognition event highlighting the contributions of community partners, organizations, and volunteers.



# PLANNING AND MARKETING

## SHARING YOUR SUCCESS

Develop community fact sheets showcasing local projects, success stories, and ongoing needs. These fact sheets can be shared with the public, media, and key stakeholders to emphasize:

- How community development efforts have improved the local area.
- The number of people and businesses positively impacted.
- Key projects completed and future initiatives.
- Funding and support leveraged to achieve success.

Issue a press release announcing your local events and include highlights from past and ongoing projects. Posting stories, photos, and testimonials on your website and social media can further amplify the message and inspire continued investment in community development.

## SOCIAL MEDIA GUIDANCE

Social media is a powerful tool to share the impact of Quality Places and Community Development initiatives in Kansas. Having an active presence helps inform your audience, engage the community, and highlight transformational projects.

For National Community Development Week, use the hashtags **#CDWeek2025** and **#QualityPlacesMatter** on all related posts. These hashtags increase the visibility of your content and help connect with others celebrating across Kansas and beyond.

### Best Practices for Social Media Platforms

- **Facebook** — Share project updates, success stories, funding announcements, and event registrations. Encourage community engagement through comments and shares.
- **Instagram** — Showcase high-quality photos of community projects, events, and success stories. Use graphics, event posters, and short testimonials to create engaging posts.

- **X/Twitter** — Provide quick updates on community development projects, event reminders, and real-time engagement.
- **LinkedIn** — Share in-depth articles, project highlights, and success stories to connect with other professionals and organizations working on community development initiatives.
- **YouTube/Facebook Live** — Use live video streaming to showcase ribbon-cuttings, project tours, and panel discussions with community leaders.

### Practical Social Media Strategies

- **Highlight Transformational Stories** — Share before-and-after photos, video testimonials, and community impact stories.
- **Encourage Engagement** — Ask questions, respond to comments, and interact with other organizations and community members.
- **Use a Variety of Formats** — Include photos, infographics, short videos, blog links, and live content to maximize engagement.
- **Cross-Promote Content** — Share links to news articles, press releases, and event pages across multiple platforms.
- **Feature Familiar Faces** — Include local business owners, community leaders, and residents in your posts to create a personal connection.
- **Plan & Schedule Content** — Prepare posts in advance to maintain consistent engagement throughout the week.

By leveraging social media effectively, we can showcase how Quality Places and Community Development initiatives are making a lasting impact in Kansas.

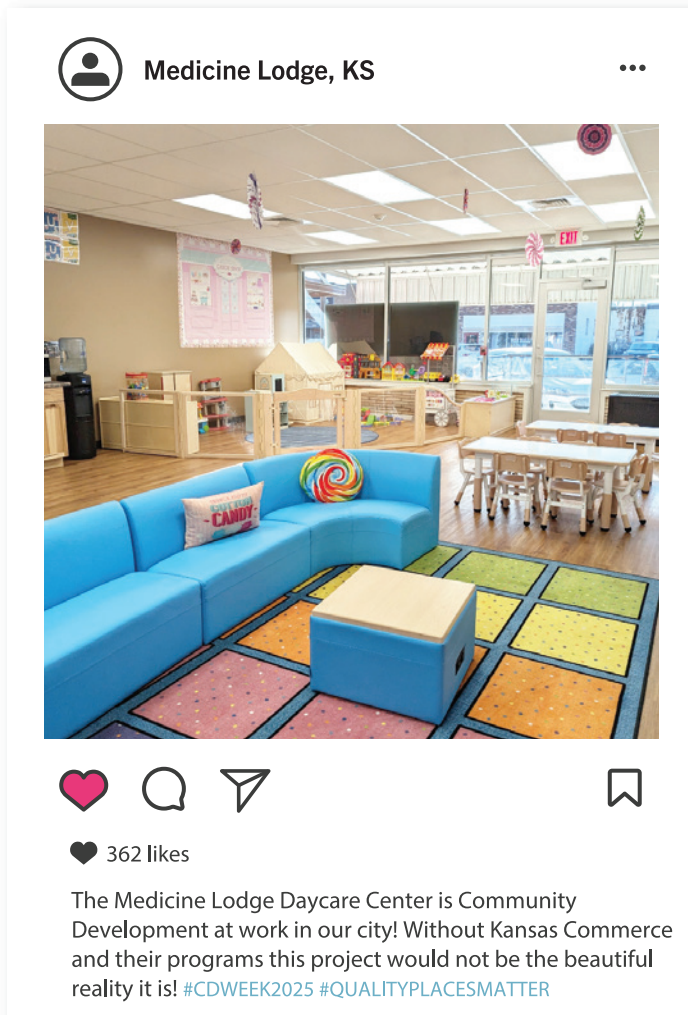
### SPREAD THE WORD!

Let's build excitement across Kansas! Let us know if your community is participating by emailing [Sara.Bloom@ks.gov](mailto:Sara.Bloom@ks.gov).

**Let's celebrate the power of Community Development—one post (and stop) at a time!**

# PLANNING AND MARKETING

## SOCIAL MEDIA POST EXAMPLES



For questions about National CD Week

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