

Summary

The Buildout is a podcast published by CHFA that uplifts the stories of people and organizations tackling some of the state's toughest challenges. Over the course of 16 episodes, *The Buildout* has successfully leveraged the power of storytelling to illustrate the impact of CHFA and its partners in the work to strengthen Colorado by investing in affordable housing and community development.

An Innovative Approach to Storytelling

In 2024, CHFA began exploring ways to further its storytelling efforts in recognition of its 50th anniversary and toward the goal of uplifting the stories of the many inspiring partners that CHFA works alongside in pursuit of its mission. Out of these efforts emerged *The Buildout*, a narrative podcast focused on a range of topics from homelessness to innovations in affordable rental housing development to supporting homeownership opportunities for historically underserved populations to economic development in Colorado communities large and small.

CHFA is an established and trusted source for technical expertise, data, and research relating to affordable housing and community development. The primary strategic objective of *The Buildout* was to leverage that foundation of expertise to create a storytelling platform for the people and the voices behind the numbers and research. Episodes of *The Buildout* spotlight CHFA's programs and work across the housing continuum and across various Colorado regions while intentionally centering inspiring individuals and organizations hard at work to change their communities for the better.

To help produce the podcast, CHFA partnered with the consultancy firm Creative Circle to recruit a production crew with backgrounds in public radio and Colorado journalism. This team partners with CHFA throughout the podcast production process, from planning and writing episodes, to interviewing guests, editing, and post-production. A Denver-based nonprofit, Youth on Record, allows guests of *The Buildout* to record interviews in their recording studio at an affordable price, and this also provides opportunities for their youth participants to gain experience as they help with the show's production.

To date, CHFA has published two seasons of *The Buildout*, each comprised of eight episodes ranging from 20 to 30 minutes in length. All 16 episodes are available to stream on major podcasting platforms, as well as the [CHFA website \(chfainfo.com/buildout\)](https://chfainfo.com/buildout).

In sum, *The Buildout* has successfully leveraged the power of storytelling through podcasts to further illustrate the impact of CHFA and its partners in the work to strengthen Colorado by

investing in affordable housing and community development. Building on the podcast's success and positive reception, a third season with eight additional episodes is currently in production and planned for release in the fall of 2026.

Responding to an Important State Need

Colorado's housing and economic development needs are pressing, multifaceted, and vary considerably by region. Colorado is frequently ranked among the top ten least affordable states when it comes to housing, and nearly half of Colorado renters (46.8 percent) are housing cost burdened.

At the same time, examples of innovation and progress abound, and CHFA routinely encounters such stories in our work throughout the state. *The Buildout* provides a forum and a platform where these stories can be shared and distributed. CHFA leverages its reach and its network to uplift and amplify partners who have found meaningful ways to move the needle to others working to address similar problems in their own communities.

The podcast also helps to explain complex topics in a compelling, digestible way. For example, an episode in Season Two examines New Markets Tax Credits (NMTCs) through the story of two longstanding nonprofits seeking to develop new buildings to better serve their organizational needs – Cleo Parker Robinson Dance in Denver and Food Bank of the Rockies in Grand Junction. While the technical details of NMTCs are explained in the episode, those details are set against the context of the real-world impact of two brand new facilities whose development would not have been possible without this important federal resource.

Achieving Intended Results

Based on listenership data, *The Buildout* is among the top 25 percent of podcasts overall according to industry benchmarks published by Buzzsprout. Since its launch, *The Buildout* has more than 4,500 episode downloads. The podcast's webpage on the CHFA website (chfainfo.com/buildout) has seen 4,700 visits since publication.

The podcast has been well received on streaming platforms. On Apple Podcasts, the show has a 5.0 out of 5 rating with 25 total reviews. One Apple Podcasts listener reviewing *The Buildout* wrote, "I truly enjoy these episodes and have learned so much about all of Colorado and the many programs it has to offer to help people obtain affordable housing." Another listener described the show in a five-star review as "engaging, timely, and relevant information about one of Colorado's most pressing issues."

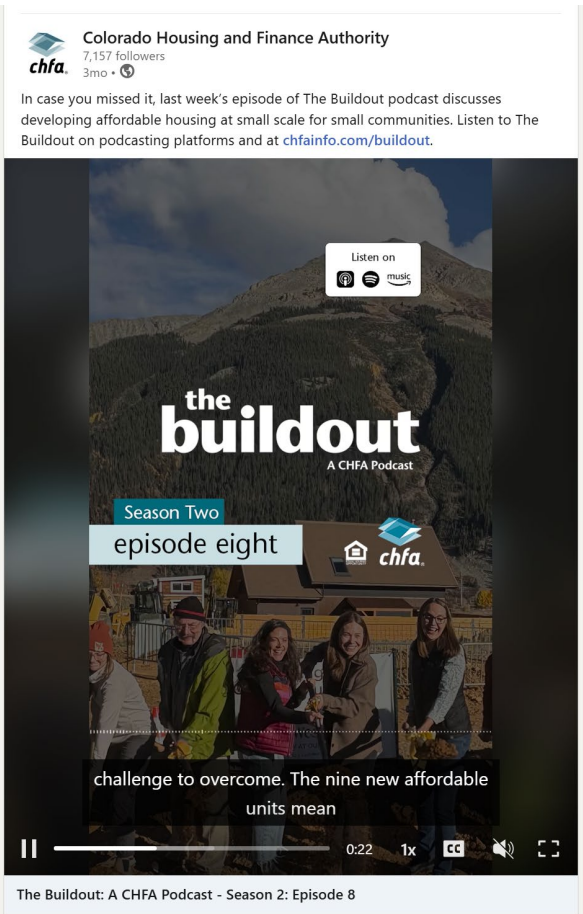
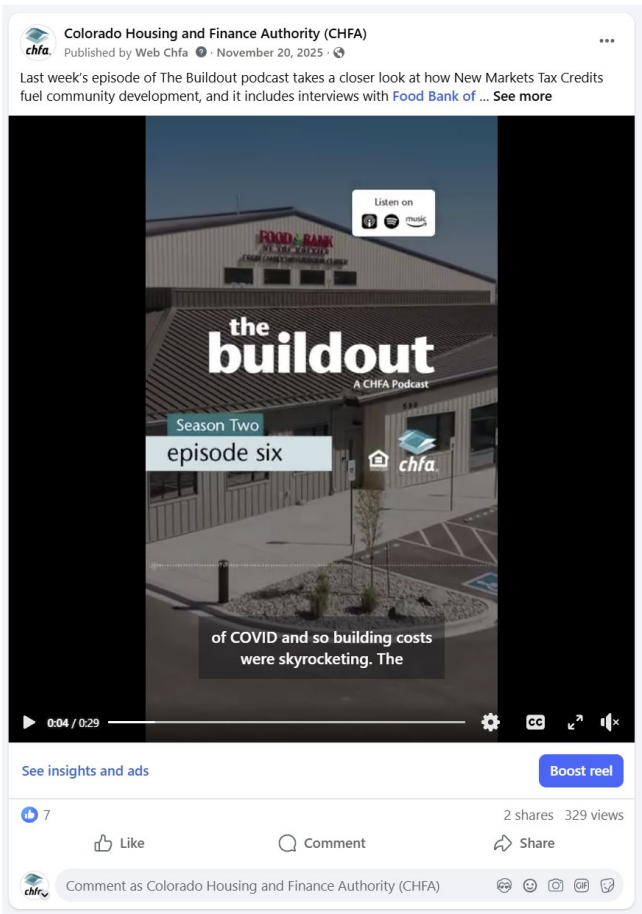
Content from *The Buildout* podcast has expanded well beyond podcasting platforms and onto CHFA's social media accounts via audiograms (videos featuring interview clips), into CHFA newsletters where episodes are spotlighted to add additional context and color to stories, and even into a live listening experience at the state's signature affordable housing conference, Housing Colorado. Additionally, interviewees receive a customized communications toolkit with tailored, ready-made social media posts and newsletter articles so that they can easily share the podcast with their audience and supporters.

Finally, due to the show's success in achieving its intended results, Creative Circle will be featuring *The Buildout* in an upcoming case study to be published on its website.

Providing Benefits that Outweigh the Costs

The benefits of the episodes have extended far beyond the date of their publication. Many cover evergreen topics, providing opportunities to repurpose the episode in CHFA marketing efforts. For example, an episode published in Season One exploring Black and African American homeownership includes a visit to one of CHFA's free homeownership workshops. The episode is used by CHFA's Home Finance Business Development Specialists to provide prospective workshop attendees with an idea of what to expect at the event. An episode published in Season Two explores the topic of neuro-inclusive housing, and serves as a resource for those wishing to understand the unique housing needs of the 130,000 Coloradans living with an Intellectual and Developmental Disability (I/DD). Most recently, CHFA leveraged the episode about financing for small-scale housing developments in its promotion and communication of the Small-scale Housing Technical Assistance application round.

Finally, the podcast has strengthened CHFA's relationship with partner organizations throughout the state, providing the more than 30 organizations featured on the show so far with a piece of media that can be used to promote their programs and work.





the buildout: a chfa podcast

[Home](#) | [Community Partnerships](#) | [The Buildout: A CHFA...](#)

Share: [f](#) [x](#) [in](#) [e](#)

The Buildout is a podcast published by CHFA that uplifts the stories of people and organizations tackling some of the state's toughest challenges. For more than 50 years, CHFA has worked alongside partners and communities in pursuit of the vision that everyone in Colorado will have the opportunity for housing stability and economic prosperity.

Throughout Season Two, CHFA is continuing to uplift the stories of these partners: the people and organizations driving affordable housing and community development in Colorado. This season explores a range of topics, including the importance of child care to a thriving community, the ongoing work to support Colorado's growing older adult population, how economic development is unfolding in underserved areas of the state, and much more.

The Buildout Season Two

Season Two of *The Buildout* kicks off on September 4, 2025, and the remaining episodes will be published every other Thursday. Episodes and show notes will also be posted here as they are available.

Subscribe to *The Buildout* on Apple, Spotify, or wherever you get your podcasts.



Available Where You Get Your Podcasts



Apple Podcasts



Spotify

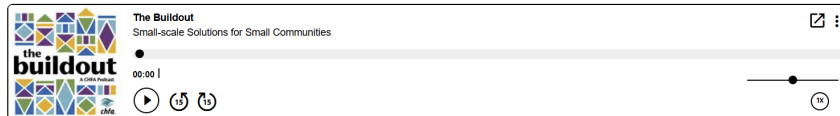


Amazon Music

The Buildout Season Two

Season Two - Episode Eight

Small-scale Solutions for Small Communities



Episode Description and Show Notes

Silverton, Colorado, is tucked away in the mountains in the southwest part of the state and has about 731 residents. But they want to grow, and to do so, they need more housing. Contrary to what you might think, building even just a few units of affordable housing is complicated and expensive for small communities. They often don't meet the criteria for the big federal housing programs, like Housing Tax Credits. That's why CHFA launched Small-scale Housing Technical Assistance, which provides training to communities like Silverton to overcome obstacles to building affordable housing. Ann Chase, director of the Silverton Housing Authority, explains how the program turned things around for the town. They are now adding nine townhomes of affordable housing, which will increase Silverton's housing stock by 10 percent in just one building season.

Mary Coddington, founder of Twelve Inc., is a consultant who helps communities like Silverton as part of the technical assistance program. Small towns face an uphill battle to build affordable housing, and Coddington says funding is the biggest challenge. She discusses how CHFA is creating new avenues for financing small-scale developments throughout the state in towns like Hayden and Dolores.

Then, we'll visit Mancos, just a few hours away, where Tami Graham and a team of passionate citizens banded together to save a historic printing press and the building it resides in. In the process, they took advantage of Small-scale Housing Technical Assistance, adding three units of affordable housing to Mancos' downtown. Graham says she hopes to see more developments like this in Mancos.

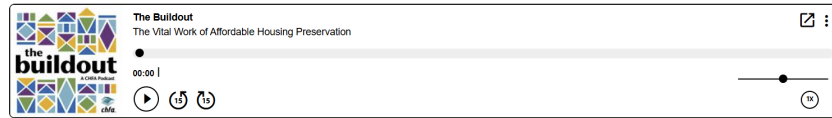
Resources from this episode:

- [CHFA Small-scale Housing Technical Assistance](#)
- [Silverton Housing Authority](#)
- [Mancos Common Press](#)

The Buildout Season One

Episode Eight

The Vital Work of Affordable Housing Preservation



Episode Description and Show Notes

To address the shortage of affordable housing, Colorado must do more than build new units. That's why this episode is focused on increased efforts to preserve the affordable housing that's already standing. There are two kinds of affordable housing that the state is at risk of losing: housing that is built with government subsidies, and privately owned apartments that happen to have below market rents – often referred to as naturally occurring affordable housing.

When it comes to the privately owned buildings, Lori Rosendahl of Foothills Regional Housing Authority explains what it takes to keep those rents low and those tenants housed. Hint: she says it's a lot of "dialing for dollars." As for the subsidized housing, Jennie Rodgers, Rocky Mountain VP for Enterprise Community Partners, discusses the tools nonprofits and governments can take advantage of to preserve affordability for decades to come.

Resources from this episode:

- [Learn more about the Colorado Affordable Housing Preservation Network](#)
- [Learn more about Foothills Regional Housing's work in Jefferson County](#)
- [Read more about how Enterprise Community Partners is helping local housing authorities and nonprofits be proactive about preservation work](#)
- [Check out the Colorado Affordable Housing Database Map](#)

