

The Partnerships That Build Community Roadshow

Louisiana Housing Corporation
Communications: Special Event Marketing

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In the spring of 2022, the Louisiana Housing Corporation Board of Directors appointed a new executive director to lead the organization and tasked him with promoting and growing the Corporation brand and impact. Given the vastly changing housing landscape across the country and the acknowledged need across the state of Louisiana newly-minted Executive Director Joshua Hollins immediately accepted the challenge. As a response to the call, ED Hollins began building a new executive team, planned and launched the “Partnerships That Build Community” statewide roadshow. The roadshow, a partnership between the Louisiana Housing Corporation (LHC) and U.S. Department of Agriculture Rural Development (USDA-RD), was a 12 day, 22 stop roadshow across the state to share how each organization could be of service and how their partnership could work together to build and house communities. This roadshow was planned to touch every region of the state in both rural and urban centers with the end goal of increased visibility, stakeholder participation and investment. As a result, the LHC saw increased media and public engagement.

No Corner Untouched, New Partnerships Birthed

LHC Executive Director Hollins and USDA-RD State Director Deidre Deculus Robert, joined by their teams, embarked on a robust roadshow, which included meetings in the urban and rural areas with mayors, council members, legislators, developers and constituencies. The goal was to strengthen partnerships, improve housing services statewide, and increase the utilization of critical housing programs throughout Louisiana. Members of the LHC executive team provided program overviews and updates on new and existing programs. Attendees learned about funding opportunities, homeownership programs, energy and water assistance, and the adjudicated properties initiative.

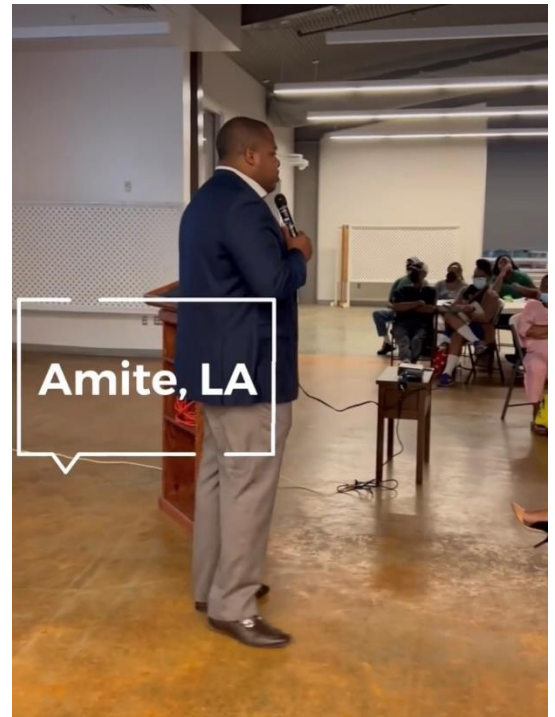
The roadshow grew stop after stop, with 1,000 participants across the nearly 2,000 miles traveled. Since then, LHC has received calls from partners in the work to join and launch new roadshows. As the roadshow continued, the LHC was joined by Federal Co-Chair Dr. Corey Wiggins of the Delta Regional Authority and Executive Director Leslie Durham of the Louisiana Technical Assistance Corporation (LITA Corp). This grew the focus around pooling multiple funding sources and ultimately grew interest and reach. As a result of the successful impact of the first roadshow, two new roadshow requests were received. The first was by United States Senator Bill Cassidy for a second rural community focused roadshow, which is currently underway, and a second request by United States Representative Troy Carter, of which planning is currently underway. Not only was interest driven in partnering with LHC, the impact showed in program participation.

The LHC has seen increased application submissions and participation in our housing development programs which drove LHC to accelerate and increase additional multi-family investments across the state.

Commitment to the Community

Using social media, local news media and partnering with local elected official, the LHC conducted extensive outreach and engaged hundreds of partners, homeowners, renters, community developers and advocates. The LHC used this roadshow to establish a new commitment to communities, partnership and investment in urban and rural communities. The LHC team met with community leaders to hear concerns and offer tailored assistance with elected officials to grow investment. The commitment of the LHC was reaffirmed to invest in affordable places to call home and spur economic development through housing construction while working with the USDA and communities to ensure clean water and better infrastructure. By the numbers, it was clear that the LHC name and brand was quickly becoming a house hold name and reaffirming the organizations place as the leader of housing in Louisiana. In just one years' time, from April 1, 2022, to April 1, 2023, the LHC noted an 8.1% increase in Facebook followers, a 78.2% increase in Instagram followers, and a 13.9% increase in Twitter followers. Across all social platforms the agency noted almost 1000 new mentions and 39.5M potential news reaches through interviews and print publications.

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RURAL COMMUNITY FUNDING SUMMIT

HOSTED BY SENATOR CASSIDY, USDA RURAL DEVELOPMENT, AND LOUISIANA HOUSING CORPORATION

CONNECTING COMMUNITIES TO STATE AND FEDERAL FUNDING OPPORTUNITIES INCLUDING:

THE INFRASTRUCTURE INVESTMENT JOBS ACT
BIPARTISAN INFRASTRUCTURE LAW
INFLATION REDUCTION ACT

<p>RUSTON - APRIL 3</p> <p>9:00 AM - 12:00 PM Ruston Civic Center 401 N Trenton St. Ruston, LA, 71270</p>	<p>RESERVE - APRIL 14</p> <p>9:00 AM - 12:00 PM Regala Gymnasium 200 Regala Park Road, Reserve, LA, 70084</p>
<p>WINNSBORO - APRIL 4</p> <p>9:00 AM - 12:00 PM Jack Hammond Community Center 810 Adams St. Winnsboro, LA, 71295</p>	<p>LEESVILLE - APRIL 24</p> <p>9:00 AM - 12:00 PM Vernon Parish Fairgrounds Auditorium 276 HM Stevens Blvd., Leesville, LA, 71446</p>
<p>OPELOUSAS - APRIL 5</p> <p>9:00 AM - 12:00 PM Opelousas Civic Center 1638 Creswell Ln, Opelousas, LA, 70570</p>	<p>BOGALUSA - MAY 22</p> <p>9:00 AM - 12:00 PM The Coke Plant 213 Shenandoah St., Bogalusa, LA, 70427</p>
<p>MORGAN CITY - APRIL 13</p> <p>1:00 PM - 4:00 PM Morgan City Municipal Auditorium 728 Myrtle St., Morgan City, LA, 70380</p>	<p>LAKE CHARLES - MAY 24</p> <p>9:00 AM - 12:00 PM Lake Charles Civic Center 900 Lakeshore Drive, Lake Charles, LA, 70602</p>

