



THE HUB
West Virginia
Community Development Hub

OUR WORK & ITS IMPACT

2017-2018 Impact Report



2017-2018 Impact Report

THE HUB DASHBOARD

Data shown here reflects activities from June 2017 - May 2018

THE HUB'S FOUR APPROACHES TO COMMUNITY DEVELOPMENT:

1.

COMMUNITY COACHING &
LOCAL CAPACITY BUILDING

2.

CONVENING COMMUNITIES
OF INTEREST

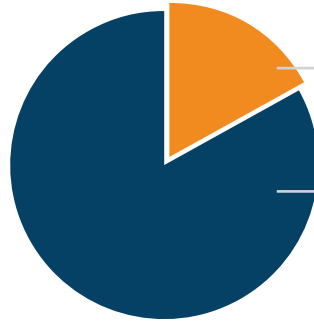
3.

POLICY SOLUTIONS FOR
SYSTEMIC CHANGE

4.

COMMUNITY DEVELOPMENT
COMMUNICATIONS

Find us at
www.wvhub.org and
info@wvhub.org.



374,513

POPULATION IMPACTED BY THE HUB

1.8 MILLION

TOTAL NUMBER OF WV RESIDENTS

\$2.4 MILLION

OUTSIDE FUNDING LEVERAGED
FOR COMMUNITY PROJECTS

608,235

CONNECTIONS TO POSITIVE
COMMUNITY STORIES

15

COUNTIES
RECEIVED IN-DEPTH
COACHING

61

COMMUNITIES
RECEIVED TECHNICAL
ASSISTANCE

38

ARTICLES PUBLISHED
ABOUT HUB INITIATIVES

60,729

COMMUNITY DEVELOPMENT
STORY READERSHIP

1,432

COMMUNITY MEMBERS
ATTENDED MEETINGS, EVENTS,
AND TRAININGS

45

COMMUNITY
PROJECTS
INITIATED

25

COMMUNITY
PROJECTS
COMPLETED

136

COMMUNITY
TEAM MEMBERS
ACTIVELY
ENGAGED

107

ORGANIZATIONAL
PARTNERS
ACTIVELY
ENGAGED

650

VOLUNTEERS
RECRUITED
FOR COMMUNITY
PROJECTS

1,277

VOLUNTEER
HOURS INVESTED
IN COMMUNITY
PROJECTS

Thank you to the Appalachian Regional Commission, BB&T, Claude Worthington Benedum Foundation, Greater Kanawha Valley Foundation, Just Transition Fund, Mary Reynolds Babcock Foundation, One Foundation, US Department of Agriculture, and all of our generous donors.

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KEY ORGANIZATION WINS 2017-2018

HUB INITIATIVES POSITIVELY IMPACTED 1 IN 5 WEST VIRGINIANS

FUNDING LEVERAGED DOUBLES:

The amount of outside funding leveraged for Hub-related community projects in WV more than doubled this year over last, **from \$1.1 million to \$2.4 million.**

IMPACT POPULATION INCREASES:

With the addition of our **Responsive Community Coaching** program to offer services to communities on-demand, our total community impact population increased **by 252%** over the last reporting period.

BUSINESSES OPEN:

Grafton, WV and immediately surrounding areas experienced a surge in entrepreneurial momentum and celebrated the opening of six new businesses, including a yoga studio, coffee shop, and restaurant. Grafton residents have participated in The Hub's **Turn This Town Around** and **Energizing Entrepreneurial Communities** programs.



POSITIVITY ABOUNDS:

We delivered the message to the world that good things are happening in West Virginia communities on more than 600,000 occasions.

CAPACITY CATAPULTS FORWARD:

Residents of **Turn This Town Around** and **HubCAP** community **Whitesville, WV**, population 514, **earned a \$2.25 million Abandoned Mine Lands Grant** through the West Virginia Department of Environmental Protection to build the first 8 miles of the Clear Fork Rail Trail project.

SOLUTIONS SECURED:

The Hub, along with partners Huntington Urban Renewal Authority, Northern WV Brownfields Assistance Center, and The Land Use and Sustainable Development Law Clinic at WVU College of Law, completed a research project with the Center for Community Progress (CCP) to discover improvements for West Virginia's cumbersome property tax sale process. This process has caused more than **8,400 properties** across WV to go into an un-taxable limbo—in some cases for more than 50 years. A team has formed to carry out recommendations

DOWNTOWNS BETTER POSITIONED:

After **mobilizing 39 organizers, 38 cities and towns**, and providing education to more than 3000 West Virginians, the Abandoned Properties Coalition secured the legislative passage of the **State Historic Tax Credit law** to increase the amount of tax credits available to developers of historic properties from 10% to 25%.



ACCOLADES EARNED:

Two Hub staff members, Executive Director Stephanie Tyree and Director of Community Engagement Amanda Workman, were named to *The State Journal's* **2018 40 Under 40** class due to their efforts—and successes—in making substantive change for the better in communities across West Virginia.



2017-2018 Impact Report

COMMUNITY COACHING & LOCAL CAPACITY BUILDING

Facilitated leaders in HubCAP communities to begin planning business and real estate development projects; produce community outreach strategies; and host community kickoffs, including in Richwood where **100 people engaged in a discussion of more than 20 positive local initiatives**



COMMUNITY COACHING WINS

Residents in **Whitesville, WV** secured a replacement trash truck, allowing the town to continue earning funds from a critical revenue stream

Residents in **Hinton, WV** kicked off a community-wide initiative named Hinton Full Steam Ahead to support local ownership of present and future projects around the area

Residents in **Matewan, WV** are working with regional partners to earn a water trail designation for the Tug Fork River, which will result in a boost to the access, quality of recreation, and local economy supporting activity on the river

Leadership in **McDowell County** continued to build strong relationships with key regional partners such as The Hatfield-McCoy Trails and WV Department of Agriculture

Supported efforts resulting in **six new businesses** opening and more than **25 new partnerships** developing in communities participating in the Energizing Entrepreneurial Communities program



Hosted AmeriCorps VISTA members who **recruited more than 600 new volunteers** to support community projects



ASSOCIATED PROJECTS	GOALS
HubCAP III	Community capacity building to transform keystone main street vacant buildings
Energizing Entrepreneurial Communities	Building communities that support and attract entrepreneurs
Responsive Community Coaching	Offering community capacity building and leadership development on-demand
McDowell County Coaching	Growing community capacity in one of West Virginia's most under-resourced areas
AmeriCorps Volunteers in Service to America (VISTA) Program	Sponsoring up to 10 AmeriCorps VISTA members for nonprofit organizations across the state

2017-2018 Impact Report

CONVENING COMMUNITIES OF INTEREST



Built **partnerships between 15 organizations**, including the Appalachian Regional Commission, the Economic Development Administration, the WV Development Office, Claude Worthington Benedum Foundation, Southern Community and Technical College and others to lead a multi-year project to support WV POWER grantees to ensure catalytic impact of federal investment in economic transition activities through technical assistance, networking convening, and individual coaching

Held two statewide convenings with **150 participants** from current WV POWER grant projects to encourage collaboration, reduce duplication, and build technical assistance services and connections



Devised a plan, and **secured an \$8,500 grant** through the BB&T Foundation, to support conducting the first strategic planning process for the 5-year-old Abandoned Properties Coalition to create a clearly defined vision and mission statement plus coalition structure (implementation to begin 2018)

Educated more than **300 West Virginians** about issues and policies related to the Abandoned Properties Coalition at 6 public events

Provided individual coaching and support to **21 WV POWER projects**

Convened **more than 80 leaders of innovative WV-based projects** and organizations to present at New Story 2018

ASSOCIATED PROJECTS	GOALS
POWER Grantee Coaching Initiative	Supporting the successful implementation of large-scale projects to drive economic development in WV, including skillbuilding and coaching for Economic Development Administration and Appalachian Regional Commission grant recipients
Abandoned Properties Coalition	Building a multi-stakeholder coalition to support improvements to 'bricks-and-mortar' community infrastructure across WV
New Story	Connections and skillbuilding for community members across the state + sharing of innovative stories to shift perspectives on what can be achieved in WV

2017-2018 Impact Report

POLICY SOLUTIONS FOR SYSTEMIC CHANGE

Engaged personally **more than 2,000 stakeholders and community members** across associated projects and initiatives

Created and published ten issues of the *Legislative Hubbub* e-newsletter during the state's 2018 legislative session, featuring 46 educational articles with an **average readership of 1,321 residents and 23 legislators**



Added **financial advising services** to Property Rescue Initiative scope of work



Developed the first educational poster in the nation documenting a state's property tax sale process, enabling stakeholders to better illuminate a cumbersome and complicated, yet highly consequential, policy process for the public

ASSOCIATED PROJECTS	GOALS
Revitalize West Virginia's Downtowns Coalition	Educating public + passing property redevelopment legislation (Goal achieved!)
Center for Community Progress Technical Assistance Research	Identifying data on cost of blight to communities and policy strategies to address vacancy and dilapidation (Goal achieved!)
Property Rescue Initiative	Providing community support to secure demolition loan funding from the WV Housing Development Fund
Community Policy Education	Offering interactive workshops and training to teach and engage West Virginian residents in the policy and decision-making processes happening at local and state levels
Legislative Hubbub	Delivering accessible, unbiased updates and education regarding WV's policymaking process on a weekly basis during the state's annual 60-day legislative session

2017-2018 Impact Report

COMMUNITY DEVELOPMENT COMMUNICATIONS



Provided **15 trainings + in-depth technical assistance** to leaders representing 10 local and statewide communities

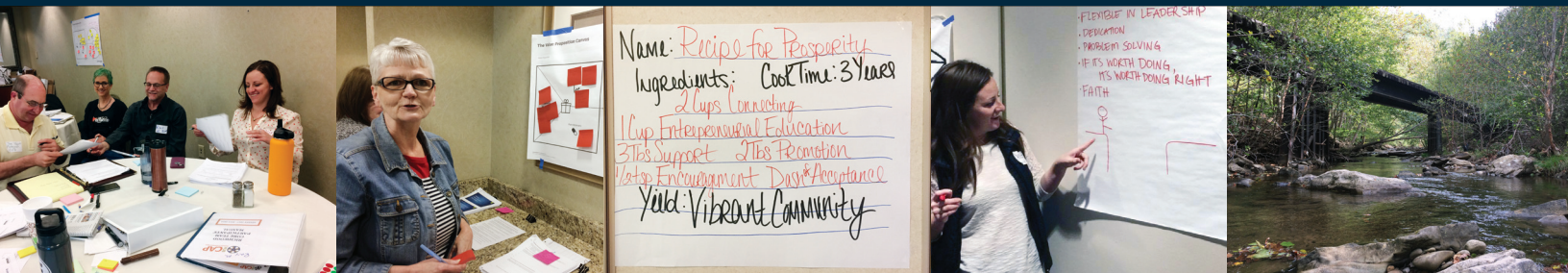


Developed and delivered curriculum for **comprehensive communications workshop on goal identification, key message development, and outreach/promotional strategy for community and service groups**, including facilitating a feedback process with established West Virginian trainers as well as creating an evergreen handbook for participants to take home

Conducted strategic evaluations of vision and past efforts regarding WV Communications Network, Communications Training + Technical Assistance, New Story event, and web-based positive community news distribution efforts, and began to more effectively deliver services based on lessons learned

Started the social media series **"McDowell Mondays"** to deliver positive insight into everyday happenings in the county in complement to community coaching, boosting morale among residents and shifting perceptions about the county from a statewide perspective

ASSOCIATED PROJECTS	GOALS
WV Communications Network	Connecting and providing resources to West Virginians who are invested in creating and documenting positive stories about the state
Community Development Communications Coaching	Building communications capacity for community development stakeholders
Hubbub e-newsletter + social media activity	Widely promoting an alternative narrative of always-positive news about communities in West Virginia



Our Team

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AMANDA WORKMAN

Director of Community Engagement

EMMA PEPPER

Director of Strategic Network Communications

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