



# Support Equitable Investment in Maryland Communities

Partner toolkit for marketing & promotion

IN PARTNERSHIP WITH



MARYLAND  
COMMUNITY  
INVESTMENT  
CORPORATION

the  
Neighborhood  
DesignCenter



COMMUNITY DEVELOPMENT  
NETWORK OF MARYLAND

# Who Is MCIC?

The **Maryland Community Investment Corporation (MCIC)** is a new entity created by Governor Moore's administration to bring **equitable, community-driven investment** to Maryland. We work to **connect grassroots organizations, developers, and anchor institutions** to funding opportunities and technical assistance—especially through tools like the **New Markets Tax Credit (NMTC)** program.

MCIC is here to **bridge the gap** for organizations that have historically been left out of complex funding programs, with a focus on:

- ▶ Community-serving real estate projects
- ▶ Underserved and rural areas
- ▶ Mission-driven organizations and minority-led developers

## WHAT'S IN THIS GUIDE?

This communications guide can be used to share information about MCIC's campaign for equitable investment in Maryland communities. It contains:

- ▶ Information about the campaign
- ▶ Talking points
- ▶ Sample email or newsletter copy
- ▶ Information about community roundtable events
- ▶ Helpful links
- ▶ Frequently asked questions

# How to Talk About It with Partners & Project Leaders

## WHEN TALKING TO GRASSROOTS ORGANIZATIONS:

“This is a short survey that helps MCIC understand what kinds of real estate or infrastructure projects are happening in Maryland’s underserved communities. If you’re planning a project—or even just have an idea—filling out this survey is the first step toward support and potential funding.”

## WHEN TALKING TO INVESTMENT-READY DEVELOPERS:

“MCIC is building a funding pipeline for projects in NMTC-eligible areas. This survey helps identify leaders already doing the work. By filling it out, your project can be prioritized for technical assistance, future funding, and other partnership opportunities.”

## What Is This Campaign?

MCIC, together with the Neighborhood Design Center and Community Development Network, is launching a **statewide Community Needs Assessment Survey**.

The goal? To identify:

- ▶ Who is working on community-serving projects in NMTC-eligible areas
- ▶ What support and funding they need
- ▶ How we can help build a pipeline of **investment-ready projects**

The survey is **open to nonprofits, community developers, and grassroots organizations**—especially those working in under-resourced communities.

By collecting this data, MCIC can:

- ▶ Design technical assistance programs
- ▶ Inform funding priorities
- ▶ Ensure that future investments reflect real needs from the ground up

# Sample Email or Newsletter Copy

## SUBJECT LINE IDEAS:

- ▶ Planning a community project? Get on the radar for future funding.
- ▶ New opportunity: Support for your next big community-serving project
- ▶ Calling nonprofit developers & community leaders—take the MCIC survey!

## BODY COPY:

If you're working on a project that strengthens your community—whether it's a childcare center, health hub, or arts space—this is for you.

Maryland Community Investment Corporation (MCIC), in partnership with Neighborhood Design Center and Community Development Network, is conducting a short **Community Needs Assessment Survey** to identify and support investment-ready community-led projects.

This is the **first step toward potential funding, technical assistance, and support** for organizations working in NMTC-eligible areas.

**Take the 5-minute survey today and help shape Maryland's future investment landscape: [MCIC Community Engagement Survey](#)**

# Community roundtable events

MCIC is hosting four regional gatherings of community development professionals, public sector partners, and local changemakers. This convening is an opportunity to learn about MCIC's team, mission, and emerging goals—and to share what communities need to move more complex projects forward.

Each event features space for connection, idea-sharing, and insights from featured state leaders. Attendance is free but space is limited to 100 participants per event.

## WESTERN MARYLAND [REGISTER](#)

- ▶ **Date:** Tuesday, August 19 · 2–4 PM (Doors at 1:30 PM)
- ▶ **Location:** City Place, 14 South WaterStreet, Frostburg, MD 21532
- ▶ **Featured Speaker:** Tifani Fisher, MCIC Board of Directors Member

## EASTERN SHORE [REGISTER](#)

- ▶ **Date:** Thursday, August 21 · 1–3 PM (Doors at 12:30 PM)
- ▶ **Location:** The Phillips Packing House Company, 411 Dorchester Avenue, Cambridge, MD 21613
- ▶ **Featured Speaker:** Secretary Rebecca Flora, MD Secretary of Planning

## PRINCE GEORGE'S COUNTY [REGISTER](#)

- ▶ **Date:** Wednesday, September 3 · 2–5 PM (Doors at 2 PM)
- ▶ **Location:** Joe's Movement Emporium, 3309 Bunker Hill Road, Mount Rainier, MD 20712
- ▶ **Featured Speaker:** Comptroller Brooke Lierman

## BALTIMORE CITY [REGISTER](#)

- ▶ **Date:** Thursday, September 4 · 2–5 PM (Doors at 2 PM)
- ▶ **Location:** Baltimore Unity Hall, 1505 Eutaw Place, Baltimore, MD 21217
- ▶ **Featured Speaker:** Comptroller Brooke Lierman

# Helpful Links

- ▶ [MCIC landing page](#)
- ▶ [Community Needs Assessment survey](#)
- ▶ [Shareable graphics](#)

## Frequently Asked Questions

### WHO SHOULD FILL OUT THE SURVEY?

Any organization or developer working on—or exploring—a community-serving real estate project, especially in NMTC-eligible areas.

### WHAT KIND OF PROJECTS QUALIFY?

Health centers, arts/cultural spaces, rec centers, childcare facilities, mixed-use buildings, grocery stores in food deserts, small business hubs, and more.

### IS FUNDING AVAILABLE RIGHT NOW?

This survey is the first step. It helps MCIC understand the pipeline and build a support system—including future funding opportunities.

### HOW LONG IS THE SURVEY?

Just 5 minutes.

### WHAT HAPPENS AFTER I FILL IT OUT?

You'll be added to MCIC's network and the first to hear about upcoming support, events, and funding opportunities.