



MEDIA RELEASE

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Social Media Campaign Highlights City Of Lompoc Community Development Programs

Campaign kicks off during National Community Development Week

LOMPOC, CA, April 20, 2017 – The City of Lompoc will be highlighting in a social media campaign various ways the city’s Community Development Division programs benefit the community.

The “Community Development: Did You Know?” campaign kicks off this week, during National Community Development Week, which runs **April 17** through **April 22**.

Posts spotlighting different programs of the Community Development Division and how these programs support Lompoc organizations and residents, will be posted weekly for several months to the City of Lompoc’s Facebook and Instagram pages.

The “Community Development: Did You Know?” campaign raises awareness of the importance of the Lompoc Community Development Division, which aims to improve quality of life and create viable urban communities for Lompoc residents, primarily for people of low to moderate income. The City of Lompoc uses Community Development Block Grant (CDBG) funds for a variety of purposes, including human service programs, park and recreation facility improvements, economic development and affordable housing opportunities.

This social media campaign comes at a crucial time for the Community Development Division, as proposed budget cuts on the national level would eliminate funding for the CDBG program and other critical Community Development programs.

Community members are encouraged to contact their Congressional members and voice their opposition to the elimination of these important programs.

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City of Lompoc

The City of Lompoc, known as “The City of Arts and Flowers”, was founded as a town in 1874 and incorporated as a city on Aug. 13, 1888.

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Prior to the City's establishment, the building of La Purisima Mission in 1787 marked the earliest European settlement in the Lompoc Valley. Growth in the Lompoc Valley was sparked by the 1901 completion of the coastal railroad between San Francisco and Los Angeles, which included the extension of a spur into Lompoc. The Lompoc Valley is home to Vandenberg Air Force Base, the first missile base of the United States Air Force. Today, the City of Lompoc is a travel destination known for its downtown mural program, local wines and acclaimed cuisine, historic landmarks, parks and nearby beaches. For more information, visit:

<http://www.cityoflom poc.com/>