

Member Community Activation Checklist

Turning membership from a status into completed projects in your community

DOCUMENT

MGBA-MUN-JA-07

PROGRAM SEGMENT

Segment 5 — What Membership Delivers

AUDIENCE

Member community staff and elected leadership

VERSION

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Membership makes C-PACE available. Awareness is what makes it used. The gap between a member community with no closed projects and one with several is almost never the ordinance — it is whether property owners know the tool exists at the moment they need it.

This checklist is short on purpose. None of it requires budget, new staff, or a program to administer.

One: brief the three roles that meet owners first

Role	What they need to know
Permitting and building staff	That C-PACE exists, that it covers energy, renewable, and energy-tied water work, and that a one-sentence mention at the counter is all that is being asked of them.
Economic development staff	The full picture. This is the role most likely to bring C-PACE into a retention or expansion conversation, where deferred capital is often the real obstacle.
The city administrator or clerk	Where to route an owner who calls with questions, and where the district's documents live.

Two: use the permit-desk trigger

THE SINGLE HIGHEST-VALUE MOMENT

When a business owner comes to you about a permit for a major renovation — a re-roof, an HVAC replacement, a build-out — that is the moment to mention C-PACE and NPCA. The owner is already spending. Many projects that stall on financing become viable the day the owner learns they can find the right capital in one place.

The mention does not need to be a briefing. "There is a state financing program for energy and efficiency work on commercial buildings — no cost to the city, and it might cover more of this than you think. Missouri Green Banc can tell you in one conversation." That is sufficient.

Three: put it where owners already look

- A short paragraph and link on the economic development or business services page of your website.
- A line in whatever packet or checklist a commercial applicant already receives.
- A mention in the newsletter or bulletin that goes to your business community.
- A note to your chamber of commerce or main street organization, which will often carry it further than the city can.

Four: name a point of contact

One person who knows where the answer lives. Not an expert — a router. When an owner asks, that person forwards them to Missouri Green Banc and the question is handled from there.

Five: make membership visible to your governing body

Report closed projects. A short item noting that a commercial property in the community funded an improvement through C-PACE — with the private investment figure and the work performed — does two things: it demonstrates the value of a decision the body already made, and it prompts the members who have business contacts to mention it themselves.

Quick self-check

Has anyone at the permit counter been told C-PACE exists?	Yes / No
Does the municipal website mention it anywhere?	Yes / No
Is there a named person to route owner questions to?	Yes / No
Has the chamber or business association been told?	Yes / No
Has the governing body heard about a completed project?	Yes / No

Every "no" in that column is a property owner who will not hear about the tool this year. Each one takes an afternoon to fix.

WHY THIS IS WORTH THE AFTERNOON

Every completed project in your community is local investment, local energy savings, and local economic activity that would not have happened otherwise. Your membership is what makes that possible — and the more visible you make it, the more your community gets back.

Support available at no cost

- Briefing materials and a short staff presentation for permitting and economic development teams.
- Website and newsletter copy you can use as-is.
- A direct line for owner questions, so your staff never has to answer a technical one.
- MGB Academy courses for property owners, contractors, and lenders in your community.

Markets set in motion. It all starts with collaboration.

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