



CONCRETE MASONRY
CHECKOFF

FY24-FY25

BIENNIAL REPORT

INTRODUCTION

Through coordinated national and regional initiatives and industry investment, the Concrete Masonry Checkoff continues to elevate and strengthen the concrete masonry industry nationwide. This report provides a snapshot of key accomplishments, investments and program outcomes achieved throughout FY24 and FY25.

FINANCIAL STEWARDSHIP

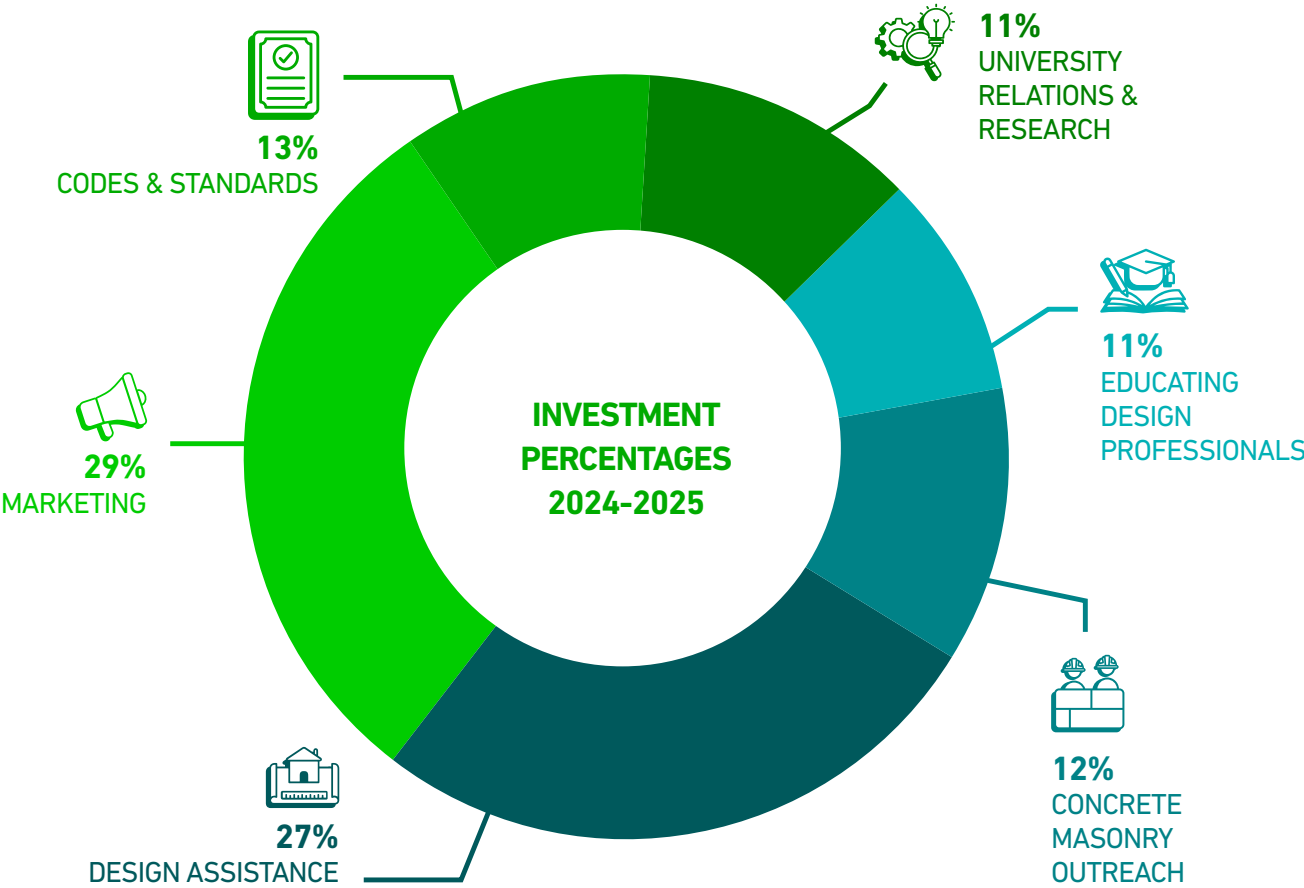
The Concrete Masonry Checkoff is committed to responsible financial management and transparent investment of industry resources. During FY2024 and FY2025, Checkoff funds were strategically allocated to programs and initiatives designed to strengthen demand, expand industry engagement and support the long-term growth of concrete masonry nationwide.

	FY 2024	FY 2025
INCOME	\$11,564,816	\$11,047,338
PROGRAM INVESTMENTS	\$2,486,356	\$9,323,150
ADMINISTRATIVE EXPENSES	\$972,507	\$633,634
GOVERNMENT FEES	\$68,089	\$546,204
NET INCOME	\$8,037,863	\$544,350

*Cash Basis Accounting: The CMCB prepares its financial statements using the cash basis of accounting, recognizing revenues when received and expenses when paid. This accounting method is standard practice for federally authorized commodity checkoff programs.
** Program Investment Timing: While assessment revenues were collected throughout 2024, many strategic initiatives were still being developed and implemented during the organization’s startup phase. As a result, a significant portion of program expenditures and related invoice payments occurred in 2025 as initiatives became fully operational.
***Government Fee Timing: Government oversight fees related to 2024 operations were paid in 2025, consistent with the timing of federal invoicing and payment.

OVERALL FINANCIAL CONDITION

At the close of FY2025, the Board maintained a strong financial position, enabling continued investment in national initiatives while supporting long-term organizational sustainability and strategic priorities.



IMPACT SUMMARY



MARKETING

The Concrete Masonry Checkoff launched the industry's first-ever national marketing campaign, Beauty of Block®, creating a unified platform to elevate awareness, engage design professionals and increase demand for concrete masonry nationwide. Early campaign momentum established a foundation for sustained industry visibility and engagement.

KEY OUTCOMES

- Launched the national Beauty of Block campaign
- Generated 13,000+ marketing contacts
- Achieved 17.5 million paid advertising impressions
- Drove more than 177,000 website visits and nearly 25,000 AEC engagements



DESIGN ASSISTANCE

The Checkoff established the Block Design Collective, creating a national design assistance network to help architects, engineers and contractors confidently design and build with concrete masonry. Through expert guidance, project support and technical resources, the program expanded access to masonry expertise across the country. The BDC launched in Q4 2025 following the development of the necessary team, resources, strategy and supporting infrastructure that were built in 2024 through Q3 of 2025.

KEY OUTCOMES

- Established a national design assistance program and five-region service model
- Supported 112 projects nationwide
- Added more than 180,000 blocks through project assistance efforts
- Developed technical resources including design guides, checklists, details, articles and AIA presentations



EDUCATING DESIGN PROFESSIONALS

The Block Learning Hub® expanded access to concrete masonry education through a free, on-demand platform offering AIA CEUs, PDHs and HSW credits. By creating centralized learning resources and scalable training programs, the Checkoff helped equip design professionals with the knowledge and tools to specify masonry with confidence.

KEY OUTCOMES

- Launched the Block Learning Hub and 19 online courses, now expanding to all regions
- Established a Region 2 education and outreach program reaching 1,300+ AEC professionals, now expanding nationally
- Hosted the first Masonry Design Summit in Texas in 2024, followed by a 2025 Region 4 summit in Arizona, creating a model for future expansion
- Engaged 1,258 learners and delivered 11,000+ hours of learning
- Developed the Train-the-Trainer program to equip investors with tools to expand local education efforts
- 17,060 Educational Contact Hours

\$11.8M+

2024-2025 PROGRAM INVESTMENT



CODES & STANDARDS

The Checkoff strengthened industry representation in building codes and standards discussions by establishing a national network of subject-matter experts and dedicated technical leadership. These efforts helped advance the role of concrete masonry in key code conversations while supporting builders and designers with trusted expertise.

KEY OUTCOMES

- Assembled 13 SMEs across five focus areas: Structural, Fire and Life Safety, Energy and Environmental Separation, Materials Science, and Environmental Technologies
 - Advanced masonry's position with ICC, ASTM, ASHRAE, NFPA and ASCE, protecting key code provisions
 - Established a new partnership with the Insurance Institute for Business & Home Safety (IBHS)
 - Expanded regional codes programs, securing multiple ordinance adoptions and positive code changes
 - 1,342 SME Hours Engaged in Codes Work
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CONCRETE MASONRY OUTREACH

The Checkoff expanded outreach efforts to introduce students to masonry career opportunities while supporting instructors, contractors and regional partners. Through education, competitions and curriculum development, these initiatives helped strengthen awareness of masonry careers and build a pipeline of future industry talent.

KEY OUTCOMES

- Established the National Concrete Masonry Outreach Program for high school masonry education
 - Developed new resources including updated NCCER-aligned curriculum, Masonry Foundations for Educators certification, a Best Practices Playbook and a 3D Wall Scanner
 - Expanded Region 2 youth outreach, including the new Junior Block Layer program
 - Supported 15 masonry skills competitions with 415 competitors
 - 47,458 High School Students Reached
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UNIVERSITY RELATIONS & RESEARCH

The Checkoff invested in research and academic partnerships to advance masonry innovation, strengthen university engagement and increase exposure to concrete masonry within higher education. These efforts expanded opportunities for students, professors and researchers while showing long-term value and performance of masonry construction.

KEY TAKEAWAYS FROM RECENT MIT RESILIENCE STUDY

- Masonry single-family homes performed significantly better during Hurricane Irma than predicted by FEMA's Hazus program.
- Both older and newer masonry homes demonstrated greater resilience than modeled, with newer homes performing at levels comparable to engineered masonry buildings.
- The findings indicate that current Hazus models may underestimate the resilience of concrete masonry construction.
- Updating these models would more accurately reflect masonry's performance and could strengthen cost-benefit analyses, improve eligibility for mitigation funding and support insurance incentives for resilient construction.

KEY OUTCOMES

- Invested \$528,351 in masonry research initiatives
- Expanded engagement to more than 14 universities nationwide
- Increased masonry education exposure for 1,703 students
- Hosted producer-professor workshops and student engagement programs to strengthen industry-academic collaboration