Building Community Wealth: Tools for Changing the Economic Game

Workshop on Equitable Development:
Tools & Strategies for Making a Visible Difference in Communities
14th Annual New Partners for Smart Growth Conference

Panel: Deal Makers and Game Changers
Being Responsive to a Market for Equitable Development
Baltimore, Maryland, January 30, 2015

Steve Dubb, Research Director

DEMOCRACY COLLABORATIVE

The Democracy Collaborative

Promoting innovations to rebuild community wealth and enhance vital and equitable local economies

Field Building

To create a “Community Wealth” movement:

- C-W.org
- CWB Roundtable
- Learning/Action Lab
- Policy Development
- Key Partnerships
- Conferences

Research

Build knowledge for the field:

- Reports
- Articles
- Case Studies
- Books
- Metrics & Indicators

Advisory

Develop community wealth building strategies in local communities (with City governments, local philanthropy, anchors):

- Cleveland, OH
- Atlanta, GA
- Washington, DC
- Pittsburgh, PA
- Amarillo, TX
- Jacksonville, FL
- New Orleans, LA

Next System

Expand network of scholars & activists:

- Conferences (Harvard, MIT)
- Commissioned Research
- Next System Book

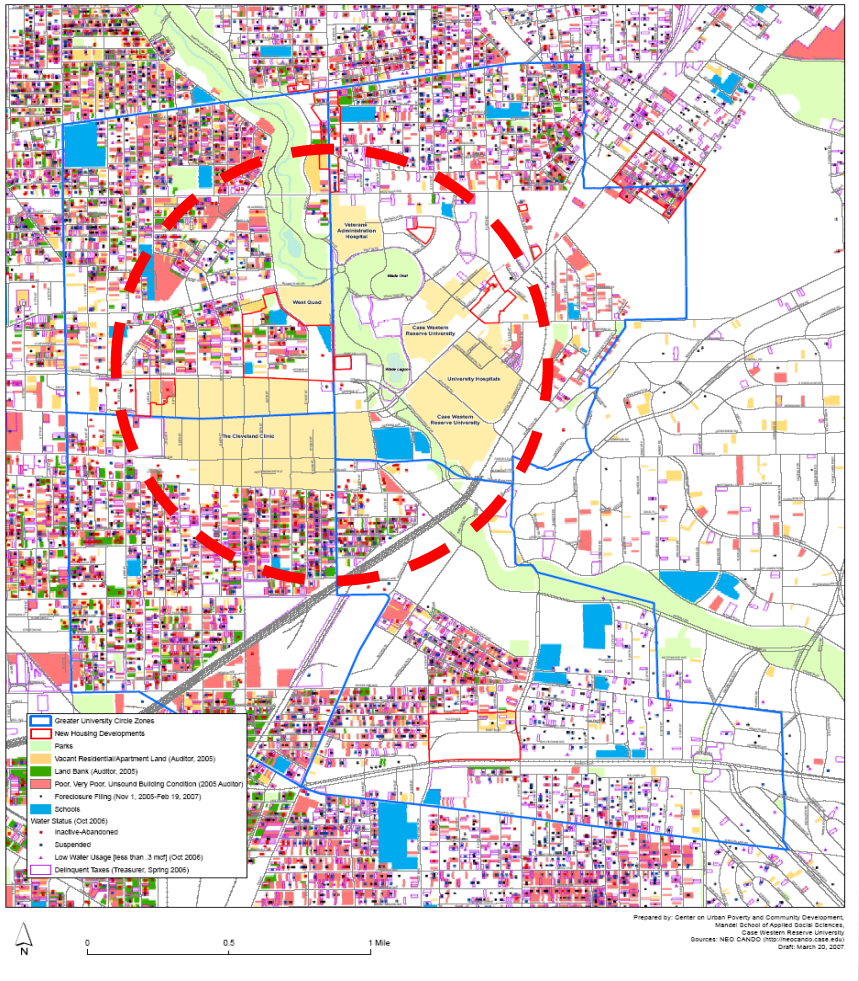
What is Community Wealth Building?

A new approach to community development that **creates economic prosperity by democratizing wealth and ownership**. Key principles are:

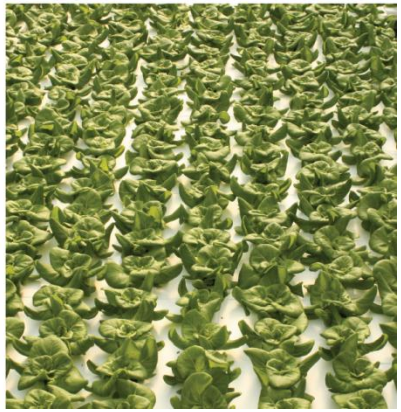
- Start with values
- Develop productive assets
- Grow values-based enterprises
- Lead with demand
- Strengthen support networks
- Anchor ownership in community
- Keep wealth local

Cleveland, Ohio:
Building Wealth via Business Development

Greater University Circle Composite Map (Draft)
Composite At-Risk Properties



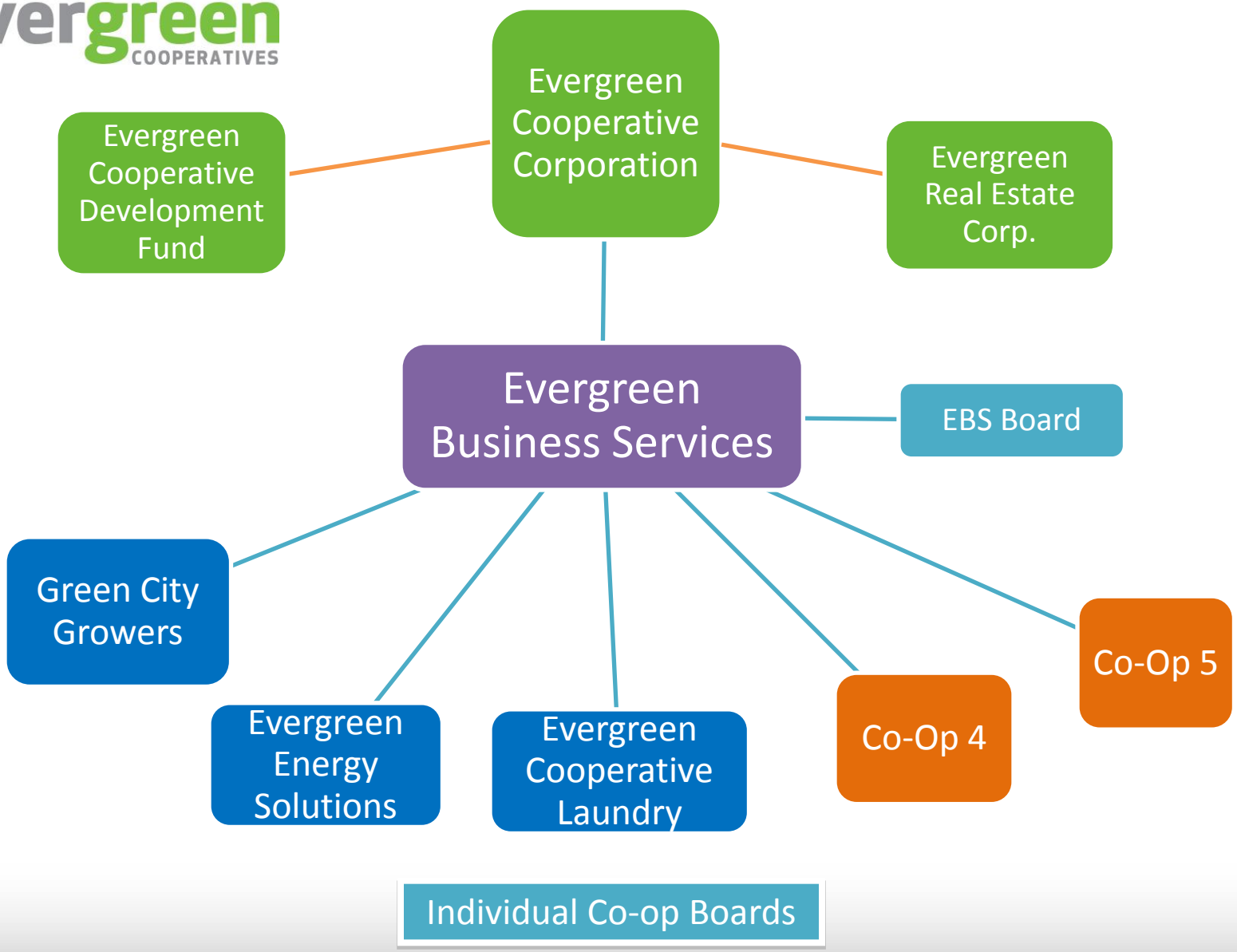
Evergreen Cooperatives
3 businesses, 140 employees



Project Funding: Laundry

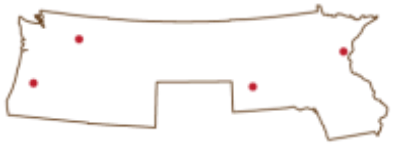
- $1.5 Million in City of Cleveland Empowerment Zone/HUD 108 Funds
- $750,000 Loan from CDFI
- $1,326,500 from the Evergreen Cooperative Development Fund
- $1,373,500 in New Markets Tax Credits Investments
- $200,000 in City of Cleveland EDA Title IX Working Capital Loan
- $250,000 from local loan fund
- $183,500 in Enterprise Grant

Governance Structure



DEMOCRACY COLLABORATIVE

Community Wealth in Indian Country



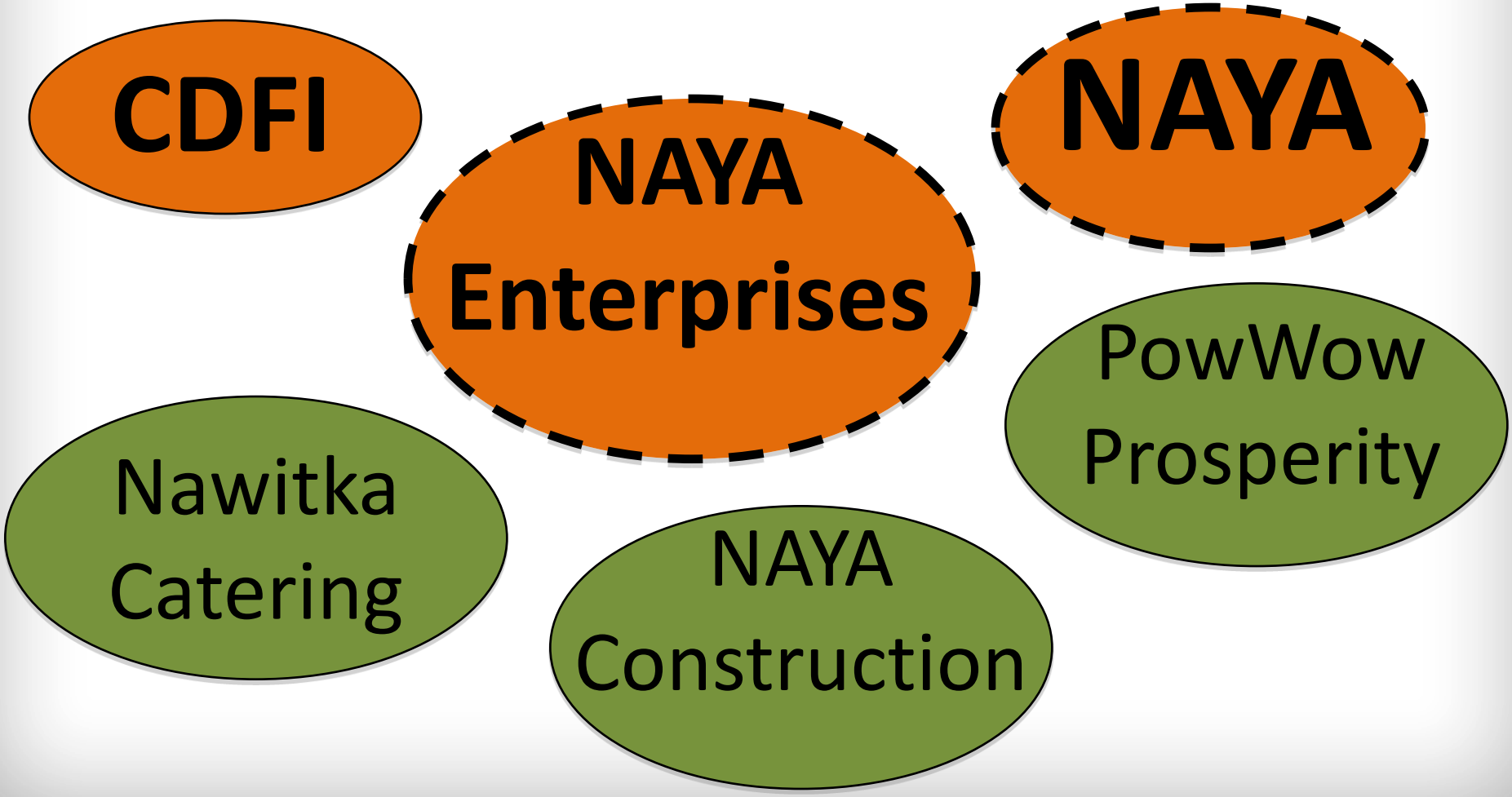
Learning/Action Lab for Community Wealth Building

Multi-year collaboration with Native American communities in four communities (2 urban, 2 rural)

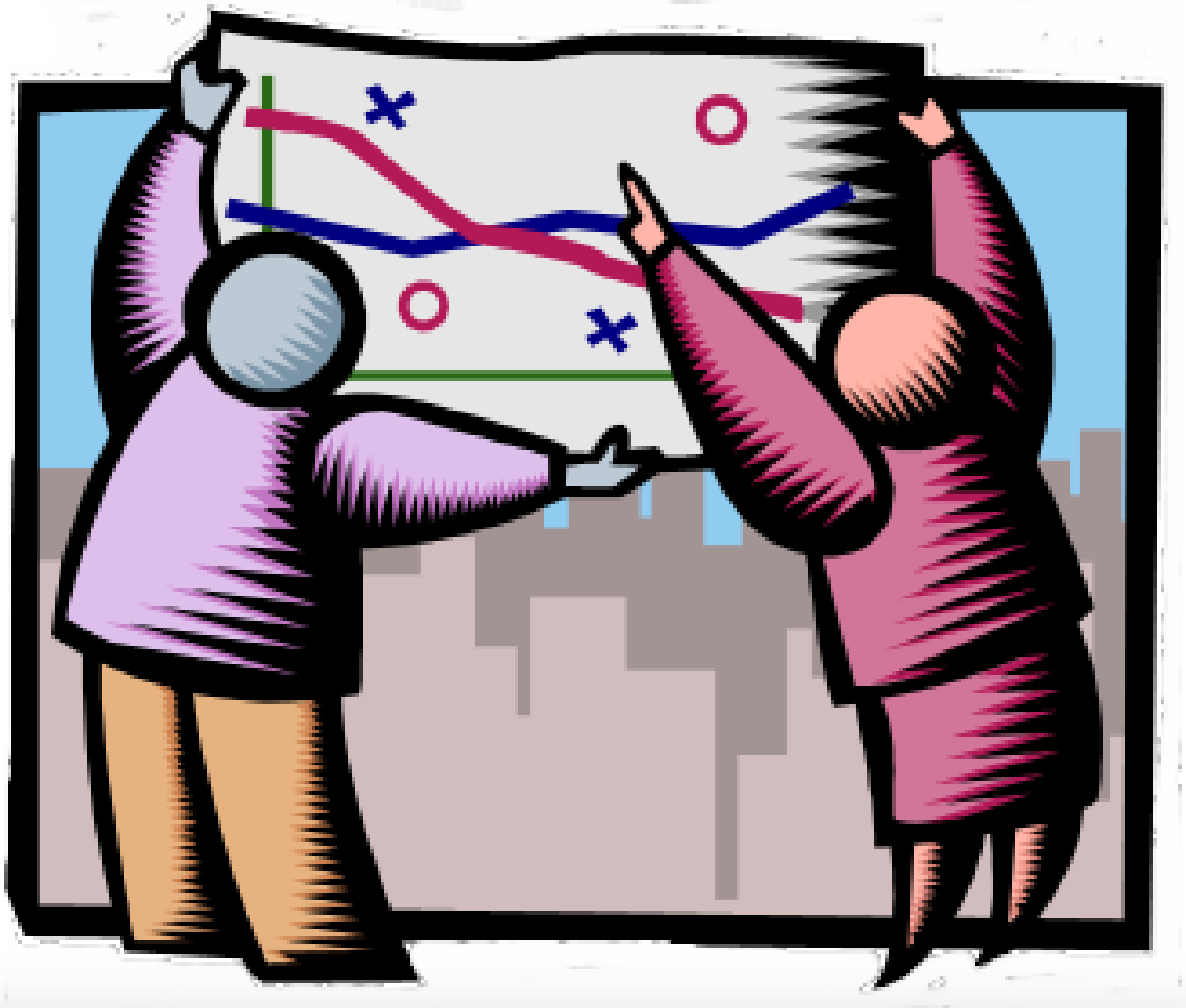
Key focus: capacity building, strategic direction

Northwest Area Foundation SM

Example: Native American Youth and Family Center (NAYA) – Portland, OR



Identifying Goals and Indicators



Principles of Measurement

- Focus on what anchor institutions can control, not what they cannot
- Set benchmarks
- Establish goals and timelines
- Use policy metrics to assess impact in areas where numerical goals won't work
- Include metrics that link to improving local economic multipliers

"While in each area there are hundreds of things [to measure], let's agree on a few key indicators … Perfect data can be the enemy of the good."

Wim Wiewel
President
Portland State University

ANCHOR MISSION DASHBOARD

COMMUNITY BENEFIT

DEMOCRACY COLLABORATIVE

ECONOMIC DEVELOPMENT

- EQUITABLE LOCAL & MINORITY HIRING
- EQUITABLE LOCAL & MINORITY BUSINESS PROCUREMENT
- VIBRANT ARTS & CULTURAL DEVELOPMENT
- THRIVING BUSINESS INCUBATION
- AFFORDABLE HOUSING
- SOUND COMMUNITY INVESTMENT

HEALTH, SAFETY & ENVIRONMENT

- HEALTHY COMMUNITY RESIDENTS
- SAFE STREETS & CAMPUSES
- HEALTHY ENVIRONMENT

COMMUNITY BUILDING & EDUCATION

- STABLE & EFFECTIVE LOCAL PARTNERS
- FINANCIALLY SECURE HOUSEHOLDS
- EDUCATED YOUTH

Community Roundtable
Jacksonville, Florida: March 2014

Community Wealth Building Roundtable

JACKSONVILLE, FLORIDA

March 27-28, 2014

ORGANIZED BY:

Office of Mayor Alvin Brown

The Democracy Collaborative at the University of Maryland

Interfaith Coalition for Action, Reconciliation and Empowerment

PRESENTING SPONSOR: MAYO CLINIC

SUPPORTING SPONSORS:

BAPTIST HEALTH — Changing Health Care for Good.

BROOKS Rehabilitation

THE COMMUNITY FOUNDATION FOR NORTHEAST FLORIDA — Fifty Years of Giving Back. Giving Forward.

The Arthur Vining Davis Foundations

JAGUARS FOUNDATION

HIGHTIDE BURRITO CO.

JESSIE BALL DUPONT FUND

Ways to Change the Game

- Establish trust: respect local knowledge
- Co-create: build ecosystems, not just businesses
- Emphasize coaching/relationship building
- Build strong networks: find the expertise you need
- Create opportunities for small group interaction
- Provide space for regular feedback
- Emphasize peer-to-peer learning
- Be aware of cultural communication norms

Thank you!

For more information:
www.community-wealth.org

Steve Dubb
Research Director
Democracy Collaborative
steve@democracycollaborative.org