

# IEDC Leadership Summit 2017

## “Challenges of Gentrification & How Economic Developers Can Help Promote Inclusivity”

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# Session focus:

- Look at how communities are revitalizing low-income neighborhoods while ensuring everyone feels welcome in the new community and can contribute to growth.
- Topics:
  - How to ensure everyone has a voice when making economic development decisions
  - Best practices from the communities that have married revitalization & inclusive development
  - Preserving neighborhood diversity

# (1) How to insure everyone has a voice when making economic development decisions?

- IEDC Professional Development Course & Manual
- **Neighborhood Development Strategies**
  - “top down neighborhood development does not work very well”
  - “the growth of economic activities within a neighborhood depends on the contributions of individuals & groups supporting the desired type of economic activity.
- Salient issues, organizing, planning, community engagement, infrastructure, & strategies
- IEDC Professional Development Webinar & Paper
- **Opportunity for All: Strategies for Inclusive Economic Development**

# (1) How to insure everyone has a voice when making economic development decisions?

- **What the evidence shows:**

- Declining household incomes
- Increasingly unequal income distribution, resulting in a shrinking middle class
- High poverty rates
- High levels of unemployment
- Low mobility among classes
- Distressed places are becoming more distressed, while prosperous places become more prosperous

- **Why economic opportunity matters:**

- Lost economic output & earnings
- Ongoing cost of social problems
- Costs of poverty alleviation
- Weakened private-sector competitiveness
- Reduced consumption
- Civil unrest & risks to social order

## (2) Best practices from other communities (Atlanta, GA) that have married revitalization & inclusive development

- East Lake Community/ Cousins Foundation (real estate)
- East of downtown Atlanta, above I-20
- Then: “little Viet Nam”: high unemployment 87.5%, 96% in poverty, & 30% graduation rate
- Now:
  - Mixed-income housing
  - Cradle-to-college education
    - Drew Charter School
  - Community wellness
  - The First Tee (world class golf course)
- [www.eastlakefoundation.org](http://www.eastlakefoundation.org)
- National model – [www.purposebuiltcommunities.org](http://www.purposebuiltcommunities.org)
  - New Orleans, Indianapolis, Omaha, Spartanburg, Charlotte, Rome, Birmingham, Columbus, Oakland, Fort Worth, Houston, and Orlando



## (2) Best practices from other communities (Atlanta, GA) that have married revitalization & inclusive development

- **NPU V / Annie E. Casey Foundation (UPS) – Atlanta Civic Site**
- Just south of downtown Atlanta, below I-20 bordering both sides of I-75/85 connector
- Focus Area
  - Education
  - Economic Opportunity/ Workforce Development
  - Neighborhood Development/ Health
  - Grade-Level Reading
- [www.aecf.org/work/community-change/civic-sites/atlanta-civic-site/](http://www.aecf.org/work/community-change/civic-sites/atlanta-civic-site/)
- [www.partnershipforsouthernequity.org](http://www.partnershipforsouthernequity.org) – JUST Opportunity Circle (energy, transportation, opportunity, and growth)
- New activity surrounding “old” Braves stadium
- National model – also see work in Baltimore [www.aecf.org](http://www.aecf.org)

## (2) Best practices from other communities (Atlanta, GA) that have married revitalization & inclusive development

- **New Falcon's Stadium / Blank Foundation (Home Depot) – "Westside on the Rise"**
  - Just west of downtown Atlanta, above I-20
- [www.westsidefuturefund.org](http://www.westsidefuturefund.org) (Chick-fil-a et al) impact areas:
  - Mixed income communities
    - Land use study – [www.planwestside.com](http://www.planwestside.com)
  - Safety & security
  - Cradle-to-career education
  - Community health & wellness
- [www.blankfoundation.org/westside-fund](http://www.blankfoundation.org/westside-fund)
  - Westside neighborhood prosperity fund (non-profit program grants)
  - Westside momentum program (non-profit capacity building program)
- [www.westsideontherise.org](http://www.westsideontherise.org) focus areas:
  - Economic inclusion (small business development & financial literacy)
  - Education & youth empowerment
  - Crime & safety
  - Housing
  - Health & environment
- [www.westsidecommunities.org](http://www.westsidecommunities.org) (Georgia Tech University)
  - Research, education, & community engagement
  - initiatives:
    - Data dashboard
    - Resource center
    - Tech Enterprise Park
- Postscript:
- See the Cleveland Project/ anchor institutions
- <http://www.citigroup.com/citi/about/citizenship/inclusive-cities.html>

## (2) Best practices from other communities (Atlanta, GA) that have married revitalization & inclusive development

- **WFF Stakeholder input**

- Community leadership & residents
- Faith-based organizations
- Developers & property owners
- Non-profit developers
- Public safety
- Environmental organizations
  - Historical flooding issues

- **WFF Neighborhood Input**

- Housing (single family & multi-family)
  - building inventory
- Cultural/historic/arts
- Historic preservation
- Environmental issues
- Transportation
  - Connectivity/ street strategies
- Public services/ infrastructure
- Education & training
- Retail market/ commercial density
  - urban agriculture
- Faith-based
- Parks & recreation



# (3) Preserving Neighborhood Diversity?

- **Community Building**

- Social events
- Image making/ branding
- Public space
- Public art

- **Place-based**

- Quality of place
- Development sites
- Environmental issues
- Land assembly
- Transit-oriented development
- Housing

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- **Business-oriented** (intentional)

- Commercial strips
- Business attraction/ development
- Distinct market niches (art/culture, entertainment, ethnicity, etc.)
- Historic preservation
- Business creation/ microbusinesses
- Assist existing businesses
- Financial services

- **Workforce Development**

- Literacy
- English
- Work readiness
- Commuting
- Childcare
- Technical preparation
- Job training/matching