

# Building Community Wealth: Tools for Changing the Economic Game

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Workshop on Equitable Development:  
Tools & Strategies for Making a Visible Difference in Communities  
**US EPA Office of Environmental Justice**  
**14<sup>th</sup> 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**





# The Democracy Collaborative

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

## Field Building

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To create a “Community Wealth” movement:

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

## Research

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Build knowledge for the field:

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

## Advisory

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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

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Expand network of scholars & activists:

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

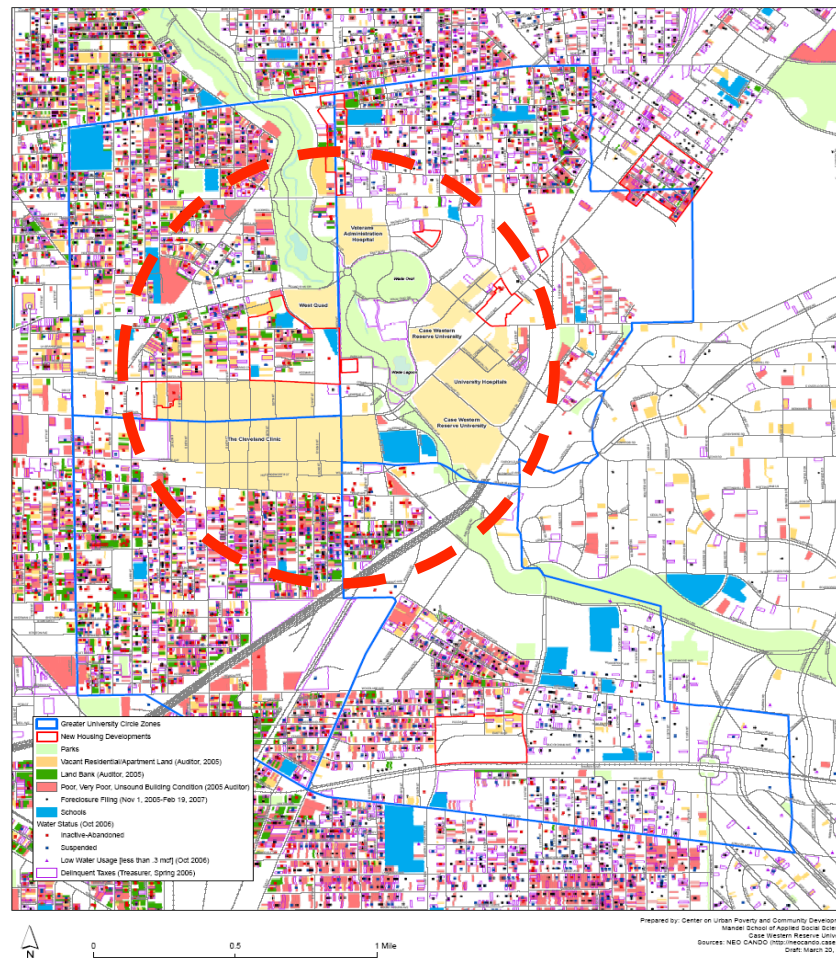
# What is Community Wealth Building?

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



# 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



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

**CDFI**

**NAYA  
Enterprises**

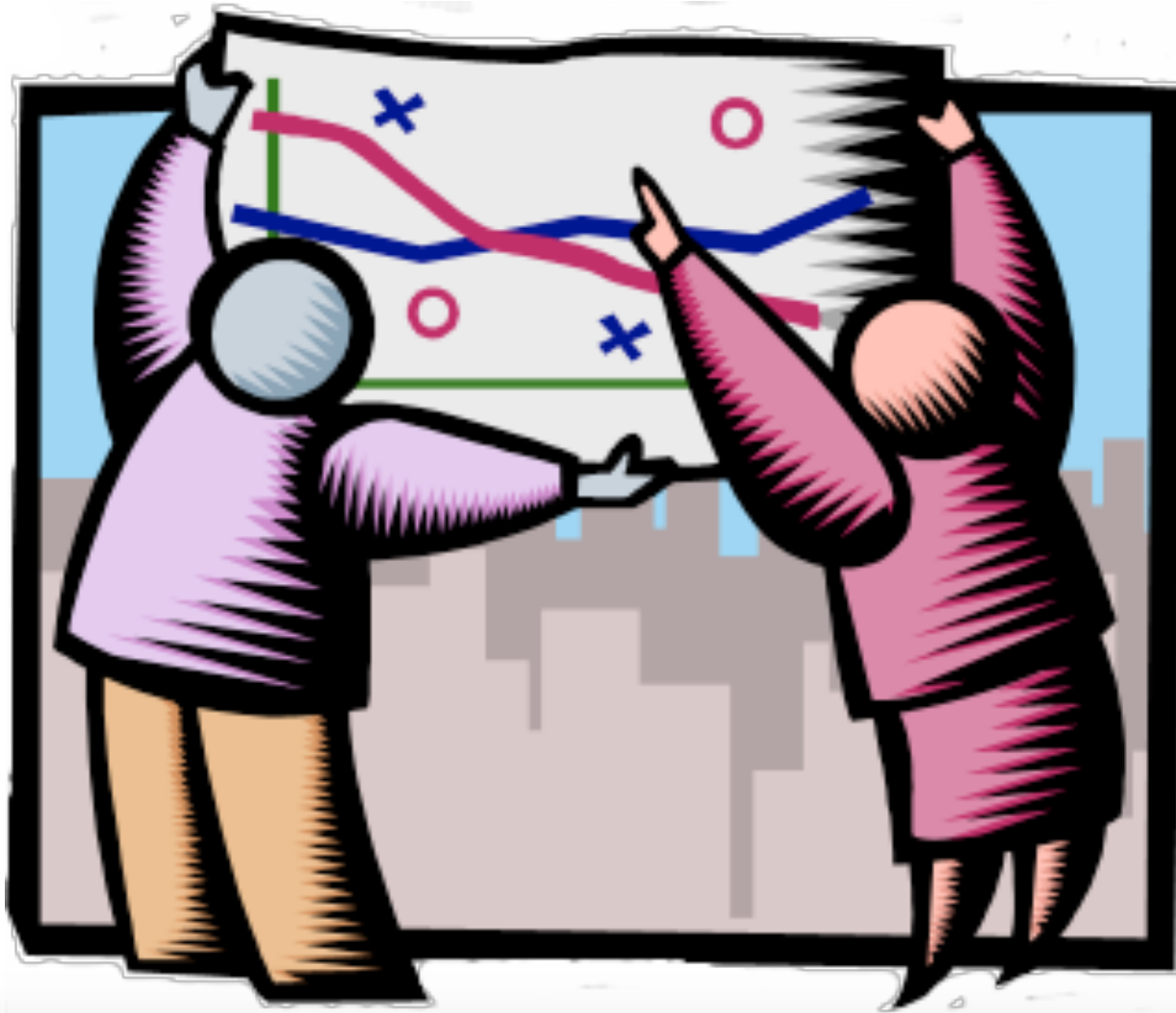
**NAYA**

Nawitka  
Catering

NAYA  
Construction

PowWow  
Prosperity

# 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



## 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



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*The Arthur  
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Foundations*



JESSIE BALL  
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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](http://www.community-wealth.org)

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