MESSAGING ON CDC IMPACT

Florida Alliance of CDCs Conference
July 18, 2013

Philadelphia Association of Community Development Corporations
PACDC: Who We Are

MEMBERSHIP ORGANIZATION

- 90 members, including 45 CDCs
- Strong voice in policy
- Strong CDCs
- Strong neighborhoods and city
PACDC: What We Do

- ADVOCACY and POLICY
  - Expand Resources
  - Improve Systems & Programs
  - Focused agenda
    - affordable housing
    - neighborhood economic development
    - vacant land reuse
    - equitable development
PACDC: What We Do

- MEMBER SERVICES
  - Capacity Building
    - Training
    - Technical Assistance
  - Promotion
    - Best Practices
    - CDC Impact
PACDC: What We Do

COMMUNICATIONS

- Support Advocacy
- Inform Members
- Educate Stakeholders
- Visibility
CDCs: What They Do

- DIVERSE ACTIVITIES...
  - Housing
  - Neighborhood economic development
  - Facilities development
  - Education & social services
  - Greening
  - Neighborhood organizing & planning
Housing

- Different income groups & populations served
- Rental & homeownership
- Housing development & preservation
- Housing counseling & foreclosure prevention
Neighborhood Economic Development

- Commercial corridor revitalization
- Commercial/mixed use development
- Workforce development
- Small business assistance
Facilities Development

- Day care centers
- Health care centers
- Community centers
- Technology centers
- Schools
Education & Social Services

- Charter Schools
- Drug & Alcohol Recovery
- Medical Care
- Youth Development
Greening

- Vacant land stabilization
- Tree planting
- Parks/open space
- Sustainability initiatives
Community Organizing & Neighborhood Planning

- Engaging the community
- Creating longer-term vision
- Building off of assets
- Balancing needs
- Implementation plan
Economic Impact of CDCs?

- CDCs Do Excellent Work (Qualitative)… but Need to Measure Their Success (Quantitative)
- Must Demonstrate their Return on Investment for…
  - Foundations
  - Corporate Partners
  - Public Sector
  - Other Stakeholders
PACDC Survey of CDCs

- Conducted Survey of Philadelphia CDCs of their Housing, Economic Development and Service Investments (Physical & Programmatic)
- Engaged Econsult Solutions To Do Analysis
- Produced a Report
TOTAL CITY ECONOMIC IMPACT OVER THE PAST 20 YEARS

$3.3 Billion

Direct expenditures of $2.2 billion triggered indirect spending of $1.1 billion.

- Employment: +11,600 jobs
- Property Values: +$680,000,000
- Tax Revenue: +$28,000,000
TOTAL STATE ECONOMIC IMPACT OVER THE PAST 20 YEARS

$5.1 Billion

Direct expenditures of $2.2 billion triggered indirect spending of $2.9 billion.

EMPLOYMENT
+37,100 jobs

TAX REVENUE
+$118,000,000
CDCS ARE A CONSISTENT NEIGHBORHOOD INVESTOR

New and Rehabilitated Housing Units Completed by CDCs vs. Private Sector Recipients of the City’s 10-Year Property Tax Abatement for New Construction and Major Rehabilitation, 2003 to 2011

CDC INVESTMENTS REACH NEARLY ALL OF THE CITY’S NEIGHBORHOODS

Geographic Distribution of New Construction and Major Rehabilitation Projects Completed by CDCs from 1992 to 2011

CDCS CREATED THOUSANDS OF JOBS IN PHILADELPHIA AND PENNSYLVANIA

Jobs from CDC Construction (1992-2011)

Philadelphia

11,600

Construction
Professional, scientific, and technical services
Retail trade
Health care and social assistance
Food services and drinking places
All other industries

Pennsylvania

37,100
With CDC investment in city neighborhoods during the past 20 years:

- On average, homes near CDC investments are worth $4,000 more
- 9,000 families are living in new or renovated homes
- 12,000 jobs were created
- The City gained $4.6 million in tax revenues annually
- The School District gained $5.6 million in revenues annually
Collective Strength “Roll-Out” Strategy

- Released Report at event in December 2012
- Press briefings & outreach, resulting in strong coverage
“Roll-Out” Strategy Continued

- Recognized leaders and CDC Tax Credit business partners at PACDC’s 2013 Gala
- Briefed local, state and federal legislative leaders
- June Neighborhood Revitalization Tour with Delaware Valley Grantmakers
Complimentary Efforts to Highlight CDC Impact

- Communications Assistance to CDCs to Help Them Better Tell Their Story
- Community Development Excellence Awards
- Members in the News Communications
- YouTube Videos
- PACDC Magazine & Reports on Funding Programs
PHILADELPHIA HOUSING TRUST FUND

- Raised $83 million for
  - Development of new affordable homes
  - Housing preservation
  - Homelessness prevention
- Leveraged $277+ million
- Benefitted 8,500+ families
Its About the People!
THANK YOU!

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