



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



featured on www.youtube.com/pacdcorg

Neighborhood Stories

Neighborhood Stories is a program that showcases the vibrant and diverse work of CDCs and the impact of that work on the neighborhoods served using the internet. CDCs work with videographer Janet Gala to develop a 2-3 minute video that is then featured on YouTube.

Recent premieres include:

Logan CDC's Carlton Simmons Community Technology Center

This year-long project of transforming a vacant row home into a valuable community resource is celebrated during a ribbon-cutting ceremony and tour of the center. Offering nine computer stations, a full-time staff person, and a resource library, the technology center provides free computer and wireless internet access, plus training programs and workshops.

"Half of the households in the city of Philadelphia do not have internet access, and in neighborhoods like ours that percentage is even greater. So we would like to do our part in narrowing the digital divide on a local level by bringing this resource to the community," says Cicely Peterson-Mangum, Executive Director of Logan CDC.

Mt. Airy Revitalization Corporation transforms Wadsworth Avenue

Visit the businesses along Mt. Airy's Wadsworth Avenue—transformed by Mt. Airy Revitalization Corporation's (MARC) impact during the past three years—new trees, street lights, decorative lighting, trash cans, banners, and a beautiful landscaped gateway to the community.

In addition, MARC has assisted avenue business owners in obtaining grants to make storefront improvements. "I've seen the changes on this avenue—to being clean, and bright with trees and lights. I am just so glad to be a part of it," says Betty Blue, owner of Blue Hawk Uniforms.

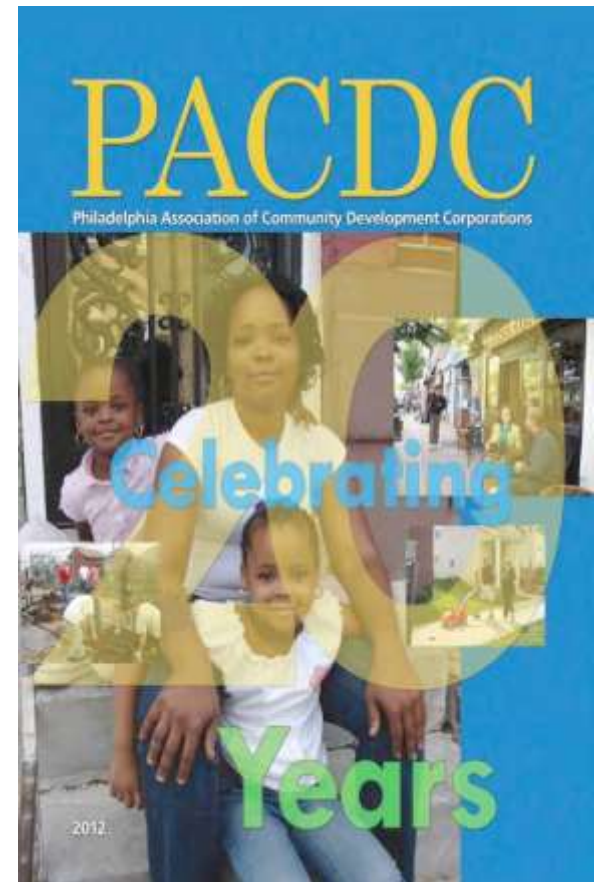
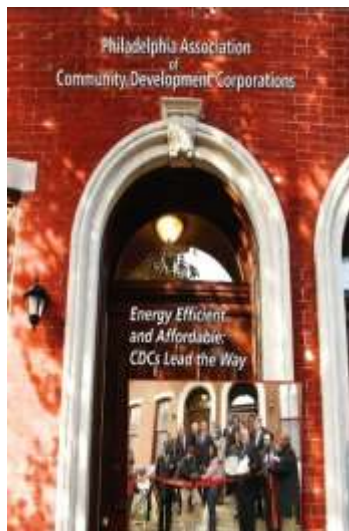
"With the public streetscape improvements and private business investment, Wadsworth Avenue has never looked better. People are really starting to take a notice and rediscover the avenue," says John Ungar, Executive Director of MARC.

View these and other PACDC videos on our YouTube channel, www.YouTube.com/pacdcorg. Subscribe to our channel, rate videos, share them with friends, make comments, send us links to your videos, we'll make them our favorites.

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



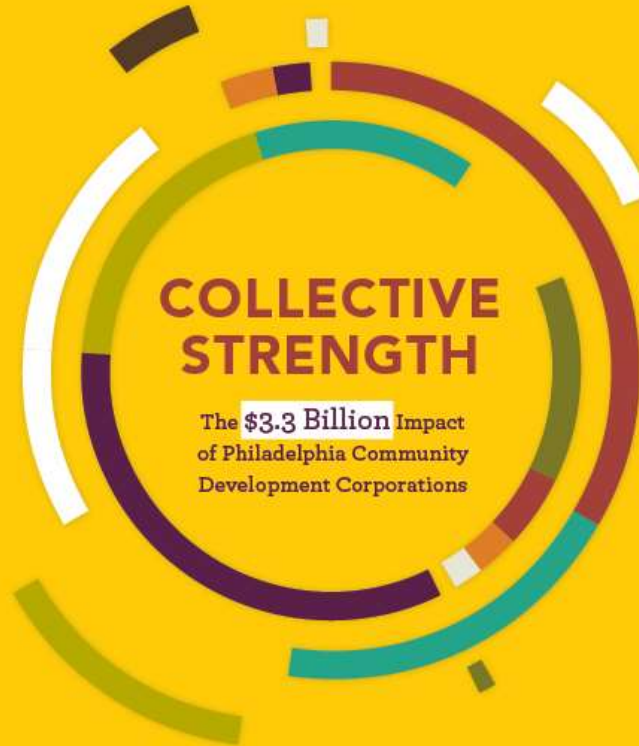
Economic Impact of CDCs?

- 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
-

BUILD REHABILITATE IMPROVE TEACH RENOVATE TRAIN COUNSEL ENGAGE CREATE



COLLECTIVE STRENGTH

The **\$3.3 Billion** Impact
of Philadelphia Community
Development Corporations

TWO DECADES OF SUCCESS

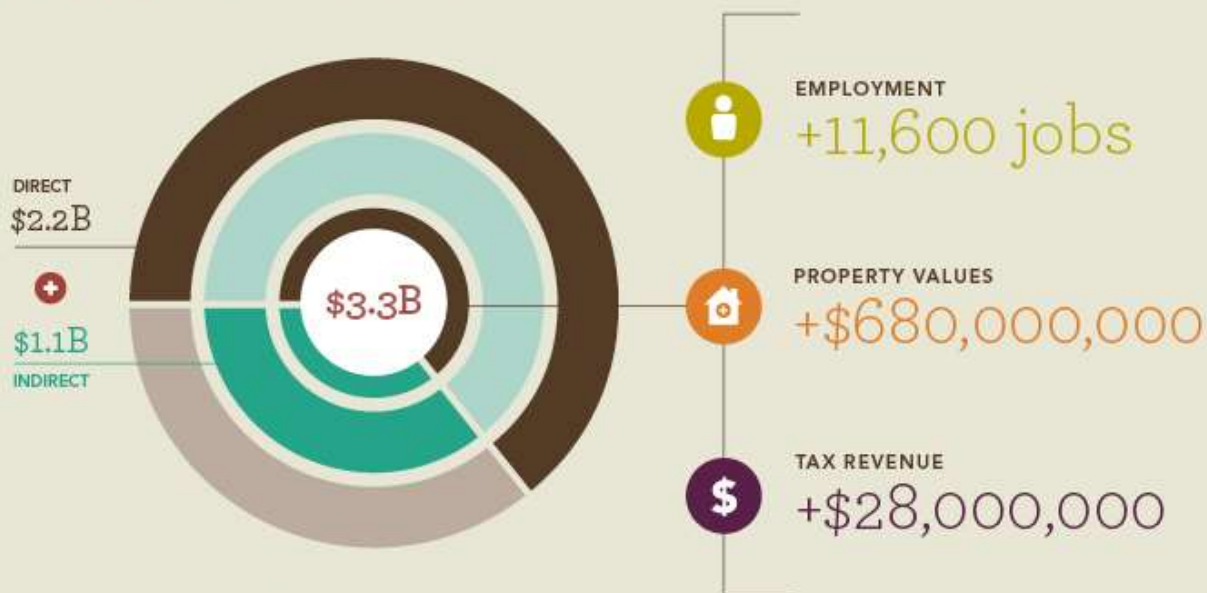


Supporting CDCs. Strengthening Neighborhoods.

DECEMBER 2012

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.

TOTAL STATE ECONOMIC IMPACT OVER THE PAST 20 YEARS

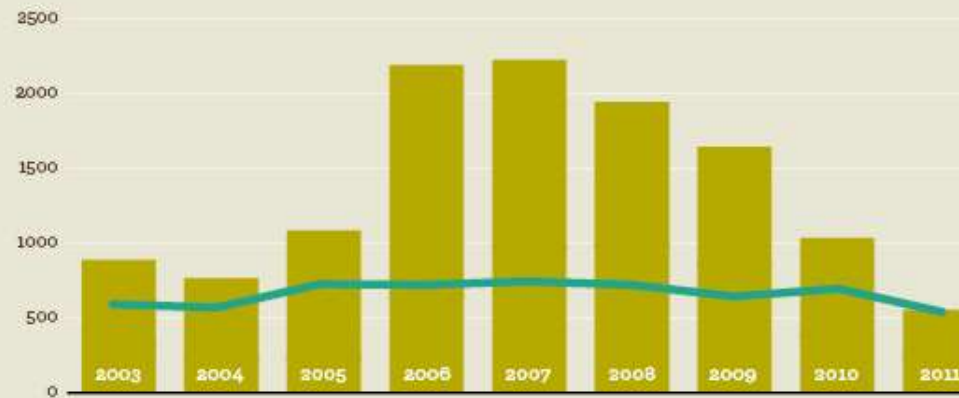
\$5.1 Billion



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

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 Rehabilitations, 2003 to 2011

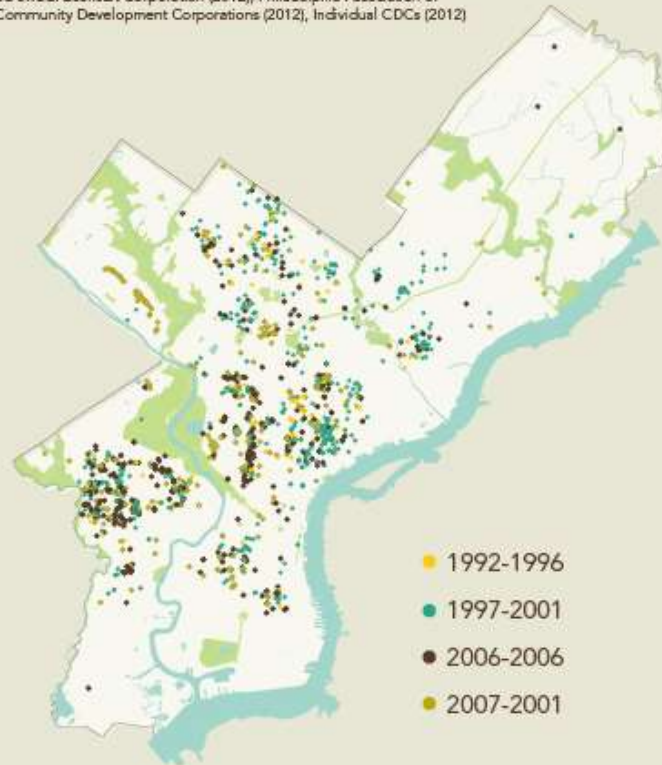


SOURCE : City of Philadelphia Department of Records (2012), City of Philadelphia Office of Property Assessment (2012), Econsult Corporation (2012), Philadelphia Association of Community Development Corporations (2012), Individual CDCs (2012)

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

SOURCE: Econsult Corporation (2012), Philadelphia Association of Community Development Corporations (2012), Individual CDCs (2012)



CDCS CREATED THOUSANDS OF JOBS IN PHILADELPHIA AND PENNSYLVANIA

Jobs from CDC Construction (1992-2011)





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
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Complimentary Efforts to Highlight CDC Impact

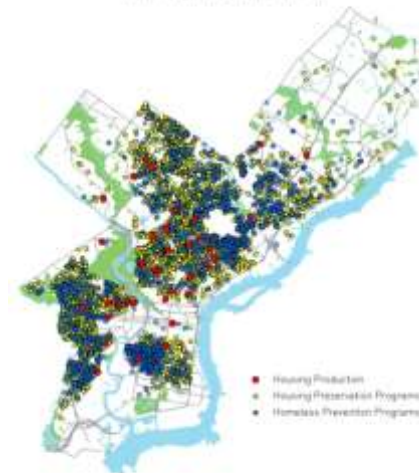
- Communications Assistance to CDCs to Help Them Better Tell Their Story
 - Community Development Excellence Awards
 - Members in the News Communications
 - YouTube Videos
 - PACDC Magazine & Reports on Funding Programs
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■ PHILADELPHIA HOUSING TRUST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

- ❑ Raised \$83 million for
 - Development of new affordable homes
 - Housing preservation
 - Homelessness prevention
- ❑ Leveraged \$277+ million
- ❑ Benefitted 8,500+ families



Philadelphia Housing Trust Fund Investments
Fiscal Years 2006 - 2012



Its About the People!



THANK YOU!

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