



Forward Equitable Development Conference

Wednesday, June 27, 2018

Public Health Management Corporation Conference Center
1500 Market Street, Lower Mezzanine Conference Center

8:45 – 9:45 a.m. Registration, Breakfast and Networking

9:45 – 10:00 a.m. Welcome by Maria Gonzalez, PACDC Board President
Keynote Speaker Introduction by Judy Wicks, author and entrepreneur

10 – 10:45 a.m. Opening Keynote & Q&A: Andy Shallal

Andy Shallal, artist, activist, and restaurateur, will be giving the keynote address. He is the founder and owner of Busboys and Poets, a chain of restaurant/coffee lounges and performance venues in Washington, D.C. that often host a range of poetry, music, drama and political conversations.

10:45 – 11:00 a.m. Networking

11:00 – 12:00 p.m. Post-Keynote Panel Discussion

Doing Well by Doing Good: The Role of Entrepreneurs in Advancing Equitable Development at the Neighborhood Level

Panelists: Della Clark, The Enterprise Center; Bob Logue, Quaker City Coffee; Andy Shallal, Busboys and Poets; Judy Wicks, author and entrepreneur
Moderator: Tayyib Smith, Little Giant Creative

Temple University, Center City Campus
1515 Market Street

12:00 – 12:45 p.m. Lunch

2nd Floor, Room 222

12:00 – 5:00 p.m. Community Development Marketplace Open

3rd Floor

12:45 – 2:00 p.m. Round I: Concurrent Workshops and Roundtables

Refreshments available in Community Development Marketplace

2:15 – 3:30 p.m. Round II: Concurrent Workshops and Roundtables

Refreshments available in Community Development Marketplace

3:45 – 5:00 p.m. Round III: Concurrent Workshops and Roundtables

5:00 p.m. Dilworth Park Beer Garden – City Hall

Braided Alignment: A Community-Centered Engagement Model for Creating Innovative Social Impact

Leon D. Caldwell, Ph. D., Ujima Community Transformation Partners

Although important to equitable development, sustainable community engagement has been elusive in many real estate projects. The continuum of community engagement runs from tokenism to participatory with more advanced practices including power sharing. The purpose of this workshop is to introduce the concept of Braided Alignment as a community-centered method of solution designing. While community engagement strategies are important to equitable development, the placement of resident's voice in the process is a matter of social justice.

Chinatown Connections: Racial Equity and Safe Streets

Panelists: Liza Goodell, Spiral Q Puppet Theater; Jennifer Turnbull, Spiral Q Puppet Theater; Sarah Yeung, The Food Trust

In 2017, the Philadelphia Chinatown Development Corporation, in partnership with Spiral Q Puppet Theater and Public Workshop, with support from the Knight Foundation, led a yearlong initiative called Chinatown Connections: Connecting Our Community. The project rallied community members, institutions and park spaces behind safe streets, access to public resources and the long-term preservation of Chinatown's identity as an immigrant community. Learn how community developers, artists and urban planners can bring their perspectives together to form a common approach and create a coalition for community-driven, equitable change.

Everything You'd Ever Want to Know about the New Project Information Form Ordinance

Steve Masters, JustLaws PLLC

The Project Information Form provides detailed information about the community impact of a development project, both during and after the construction phase. A PIF is now required for development projects that require an ordinance or resolution of City Council, action by the zoning Board of Adjustment (ZBA), or a Civic Design Review (CDR), if the project is equal to or exceeds 2,500 square feet. In this workshop, participants will take a deep dive into the new ordinance to understand how CDCs and other RCOs can use the PIF as a tool for promoting equitable community development.

Health + Housing: New Partnerships to Better Health Outcomes through Housing Solutions

Panelists: Brandon Alcorn, Rebuilding Together Philadelphia; Garrett O'Dwyer, PACDC; Dr. James Plumb, Thomas Jefferson University; Jill Roberts, Healthy Rowhouse Project

What are social determinants of health? How does the work of community-based organizations and health systems complement one another and what are the opportunities for strategic partnerships? At this panel discussion we will learn the hows and whys of growing collaborations between community-based organizations and health systems, learn how these relationships form, and hear experts' predictions for the future.

LIHTC 101

Panelists: Karyntha Cadogan, Diamond and Associates; Chris Paul, Diamond and Associates

Join two affordable housing development consultants from Diamond and Associates as they share important insights into the Low Income Housing Tax Credit (LIHTC), which is the major source of funding for affordable rental housing development in Pennsylvania. Come learn how LIHTC is used to build affordable housing and learn the building blocks of a development budget.

The Power of Youth Adult Partnerships

Panelists: Sydney Grimes, Advocacy Institute; Amanda Irizarry, Advocacy Institute; Jada Rasulallah, Advocacy Institute; Cheryl Wilshire, Advocacy Institute

Presenters will explore the concept of youth-led advocacy efforts within the CDC context and present the Advocacy Institute's Young City Planner's Initiative as an evidence-based approach to expanding and building capacity of CDC's city-wide. This will be done through a mixed media presentation showcasing the YCPI Olney case study and hands-on activities. The Young City Planners Initiative (YCPI) is an intervention that addresses the lack of youth voice in city design and community development within Philadelphia. At the heart of the session is the core principles and innovation of equitable Youth-Adult partnerships in the CDC context.

Power Up Your Library Partnership

Panelists: Alex Balloon, Tacony CDC; Donna Henry, Southwest CDC; Annette Mattei, The Paschalville Partnership; Suzin Weber, Free Library of Philadelphia

Learn about creative ways CDC and libraries are partnering to deepen economic opportunities for local small businesses and job seekers. Featured panelists from Tacony CDC will share insights on their efforts to deliver high quality supports for small businesses along their commercial corridor working with its local library partner in a range of capacities. The Paschalville Partnership, in collaboration with Southwest CDC and others, is working to transform services for job seekers in Southwest for collective impact.

Step #1: Equitable Development Within Your Organization

Panelists: Marcos Beleche, Codman Square Neighborhood Development Corporation; Christina Deady, NeighborWorks America; Felix Torres Colon, New Kensington CDC

As we strive for equitable development in our communities, we must also ensure that we are achieving equity--equitable staff development, fair promotion and compensation policies, etc.--within our own organizations. In 2017, NeighborWorks America piloted a program for current and future leaders in the community development field to develop as leaders; to learn at deep levels about race, equity, diversity and inclusion (REDI); and to practice those skills by implementing a specific work effort at their organizations with a "REDI lens." In this workshop, graduates of the program will share tips and lessons learned so that others' efforts may be easier and so that those working on equitable development in their organizations can make progress as quickly and easily as possible.

Aunts, Uncles and Other Good Friends: Supporting Small Business with Insight and Capital

Panelists: Luis Mora, FINANTA; Judy Wicks, entrepreneur and author

Two of the major stumbling blocks for small business development and growth is accessing capital and good advice. Join Philadelphia entrepreneur and author Judy Wicks to learn about the Circle of Aunts and Uncles, a micro loan and mentoring program for small businesses in the region, how it got its start and what others can learn from small business investing. Luis Mora, founder and CEO of FINANTA, one of the city's leading community development finance institutions, will also share insight on their capital access programs and the pathways local businesses and community developers eager to support them can follow for lasting success.

Community Schools & Community Partnerships: A Neighborhood Development Strategy

Panelists: Connie Grier, Mayor's Office of Education; Eden Kainer, PHENND; Hillary Kane, PHENND

The Philadelphia Higher Education Network for Neighborhood Development places full-time AmeriCorps VISTA members in Philadelphia public schools to help them better develop and sustain meaningful partnerships to support students. Philadelphia schools have always had fluctuating capacity, often budget dependent, to manage partnerships with integrity, over and beyond the instructional work that is their main priority. PHENND will describe the work that their AmeriCorps VISTAs do, provide examples of how community development organizations have partnered with schools, and present models for future neighborhood engagement in schools. They will also share the process for applying for a VISTA for your school or organization. During this presentation, the Mayor's Office of Education will describe the Community School model, discuss partnership management and give several examples of effective school and community relationships.

Energy as a Vehicle for Strengthening Households

Panelists: Alon Abramson, Philadelphia Energy Authority; Jessica Moore, Mission First Housing Group; Laura Rigell, Philadelphia Energy Authority; Ky Sanders; Solar States

The Philadelphia Energy Campaign is creating jobs and reducing households' utility costs through energy efficiency and clean energy projects. This session will report out on the achievements and forward trajectory of the Philadelphia Energy Campaign, an initiative of the Philadelphia Energy Authority (PEA). The presenters will describe specific initiatives within the Campaign that are advancing equitable development by creating jobs and reducing expenses for low- and moderate-income (LMI) households in Philadelphia. Programs to be described include: Solarize Philly, multi-family housing energy efficiency, and workforce development.

Eviction and Homelessness Prevention as a Critical Component of Community Preservation and Housing Equity for Low-Income Renters

Panelists: Daniel Farrell, HELP USA; Renee Fueller, HELP USA; Rachel Garland, Community Legal Services; Tina Goodrich, HELP USA; Rasheedah Phillips, Community Legal Services

Philadelphia is experiencing a crisis of evictions. In 2015, close to 8% of all renters in Philadelphia experienced an eviction. By comparison, in New York City, 2% of all renters in 2015 were evicted. Housing preservation for low income renters who are at risk of eviction and homelessness is at the heart of achieving equitable housing in Philadelphia's housing marketplace. This session will give an overview of Philadelphia's current eviction landscape for community development practitioners and describe HELP USA's successful prevention program Homebase, which has helped keep NYC's eviction rate among the lowest in the country.

If You Build It... Will They Come: Community Engagement Starts with a Conversation.

Lisa Jo Epstein, Just Act

PACDC's and Just Act's Art-Powered Places (APP) unravels the mystery surrounding community engagement by beginning that conversation with neighborhood residents and outlining the steps for planning and launching community projects. APP's community-building process consciously re-centers residents as the core creators of their futures to explore solutions to seemingly intractable, systemic problems that affect the lives of individuals, families and communities. In partnership with the Community Development Corporations in their neighborhoods, residents are guided in an interactive arts and theatre-based process to honor their strengths and assets and join with local artists to support community revitalization and change, one block at a time.

LIHTC: Can We Do This?

Panelists: Karyntha Cadogan, Diamond and Associates; Chris Paul, Diamond and Associates

As a complement to LIHTC 101, presented in Round I, this session will focus on how an organization can analyze their own capacity to take on LIHTC development as well as how to prepare adequately for the challenging yet rewarding work ahead.

Pathways to Employment: From Client to Colleague

Scarlett McCahill, Project HOME

Given training and ongoing support, staff with lived recovery experiences can leverage their personal histories to provide valuable direct services and leadership in community organizations and more work settings. This session is intended for organizations considering starting or enhancing peer employment programs. The goals of this session are to consider how to design and communicate career paths and supports for staff with personal experiences of homelessness, mental illness and/or recovery (known as peers).

Reimagine Kensington: Cross-Sector Collaboration in Equitable Development

Panelists: Jonathan Arrieta, Impact Services Corporation; Kae Anderson, New Kensington CDC; Maria Sourbeer, Shift Capital

Last September, New Kensington CDC, Impact Services, Shift Capital, and the Philadelphia Commerce Department designed a unique partnership with the support of FINANTA, Laura Kind McKenna, Uninvest and LISC to launch the Kensington Avenue Storefront Challenge. CDCs utilized their networks to spread the word, engaged the community for input regarding the types of businesses they wanted opened on the Ave, and provided technical assistance to neighbors who wanted to apply. This session shows a unique partnership between the private, public, and nonprofit sectors in a focused delivery of supports to neighborhood driven economic development.

Co-Op Business Development as a Strategy to Close the Racial Wealth Gap

Panelists: Peter Frank, Philadelphia Area Cooperative Alliance; Jamila Medley, Philadelphia Area Cooperative Alliance

In the city of Philadelphia, close to 80% of small businesses are white-owned. To close the racial wealth gap, attention must be given to creating cooperatively-owned businesses in communities of color. In this workshop, PACA will share local co-op development strategies, as well as national strategies being used to build wealth in low-income communities of color. We'll explore how existing small businesses can be converted to co-ops as an ownership succession strategy; ways that large anchor institutions like hospitals and universities can support co-op development with their procurement dollars; how nonprofits can incubate multiple new co-ops to serve their constituents' needs.

Collaborating with Immigrant and Refugee Communities to Revitalize Neighborhood Commercial Corridors

Panelists: Alex Balloon, Tacony CDC; Robin Kohles, Community Design Collaborative; Andy Toy, Southeast Asian Mutual Assistance Coalition; Lamei Zhang, Philadelphia Chinatown Development Corporation

Philadelphia's neighborhood commercial corridors have been shaped by immigrant and refugee entrepreneurs for generations. An architect from a community design center and staff from community development organizations will discuss how they are promoting investment, inclusion, and equity on some of Philadelphia's most diverse and dynamic neighborhood commercial corridors.

Creating Economic Opportunity: Bridging the Small Business Lending Gap

Panelists: Dan Beck, Community First Fund; Catherine Dentino, Fireball Printing; Heather Hanowitz, Philadelphia Industrial Development Corporation; Josh Mooney, Port Richmond Savings Bank; Kate Swanson, FHLBank Pittsburgh

The lack of equity or acceptable collateral are typical obstacles for both small businesses and lenders trying to finance productive ideas for new small businesses or expanding existing businesses. The FHLBank of Pittsburgh's Banking On Business (BOB) program provides a source of secondary financing that bridges those types of underwriting issues at terms favorable for both the small business and the lender. This panel will discuss the variety of ways in which the BOB can be used to address the small business lending challenges and will present a small business case study that demonstrates how BOB funds can be mixed and matched with other sources to support small business development and expansion.

Equitable Development Remix

Panelists: Serena Maria Daniels, Next City; Jennifer Kinney, Next City; Oscar Perry Abello, Next City; Kelsey Thomas, Next City

Learn about what communities in other cities are doing to achieve or advance equitable development, what strategies are they using to share control or take control of real estate, what policies have been helpful (or not helpful), and how have they been raising or accessing capital to make their visions into a reality. You might be surprised and inspired by what's going on out there. Sample some of those examples. Remix them for your own use.

Good Data for Good Planning

Panelists: Kistine Carolan, City of Philadelphia Office of Digital Transformation and Open Data; Tim Haynes, City of Philadelphia Office of Innovation and Technology; Sarah Mattio, City of Philadelphia Office of Innovation and Technology; Mark Wheeler, City of Philadelphia Office of Innovation and Technology

The City of Philadelphia creates a wealth of data every day that can be used to verify, understand and even predict what might happen next on your block. From business licenses to road closures, proposed zoning changes to sheriff sales, data about what has happened or will happen on a particular property or street is recorded daily in city records. How does one access this information and put it to use? In the last few years the city has worked to make data more accessible and easier to use by the public. This session will introduce new web applications released in the last year by the city and how these apps can help citizens and community organizations answer questions, prepare for zoning meetings, and gather information for grants and project proposals.

Utilizing the NAP Program to Make Impactful Investments in Your Community

Panelists: Aliyah Furman Stranger, DCED Southeast Regional Office; John Winters, DCED Southeast Regional Office; Casey O'Donnell, Impact Services Corporation

This panel discussion offers an informational session and workshop on the Neighborhood Assistance Tax Credit Program (NAP). Hear from participants, corporate sponsors, and program specialists on successful strategies and projects for securing and using NAP tax credits, as well as other resources available at the Department. The NAP program offers tax credits to businesses in exchange for financial contributions to registered 501 (c)(3) non-profit organizations, working in low-income and distressed neighborhoods. Funds from contributions can assist in providing support for many community and economic development activities such as: job training, crime prevention, housing rehab & weatherization, diversity initiatives, rural transportation initiatives, and blight elimination. These programs can also be beneficial in further enhancing existing or developing private partnerships.