



FAMILY



COMMUNITY



HOPE



HEART

Launching the Gary and Region Investment Project

# The Road to Comprehensive and Strategic Community Revitalization

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Urban Strategies, Inc.

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HOME



NEIGHBORHOOD



SERVICE



LEADERSHIP



# Urban Strategies



## Mission:

*To empower residents in distressed urban core neighborhoods to lead healthy, prosperous lives in thriving, self-sustaining communities.*



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# About Urban Strategies

LEADERSHIP



## Urban Strategies Experience and Qualifications

30+ Years nationwide experience

Human capital planning projects  
8 major cities

Over 5,000 units of housing

6 HOPE VI communities  
supportive services for 2000 families

5 Enhanced schools

Elderly services and senior living  
facilities in 10 communities



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## Moving From Disinvestment to Transformation:

1. Plan for People AND Place
2. Engage Strategic Partners
3. Facilitate Comprehensive Approaches
4. Build the Infrastructure to Sustain

*“Action is the antidote to despair.” –Joan Baez*



# Moving From Disinvestment to Transformation



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## 1. Plan for People AND Place

### Determine and Assess the Community:

- Who are the people?
- How many people?
- What are the assets?
- What are the obvious challenges?



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# Moving From Disinvestment to Transformation



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## 2. Engage Strategic Partners

- Collaborative Partnerships
- Strategic Alliances

*“The only way ... for our community to be a better place to live is for the people of the community to understand and accept their personal responsibility for what happens.”*

*–Davis Merritt, Jr.*



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## 3. Facilitate Comprehensive Approaches

- Capture the moment
- Create the pathway beyond collaboration
- Connect and strengthen existing resources, and identify new resources



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# Moving From Disinvestment to Transformation



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## 4. Build the Infrastructure to Sustain

- Leadership
- Governance
- Information Sharing / Continuous Feedback
- Modules of success across all engaged sectors



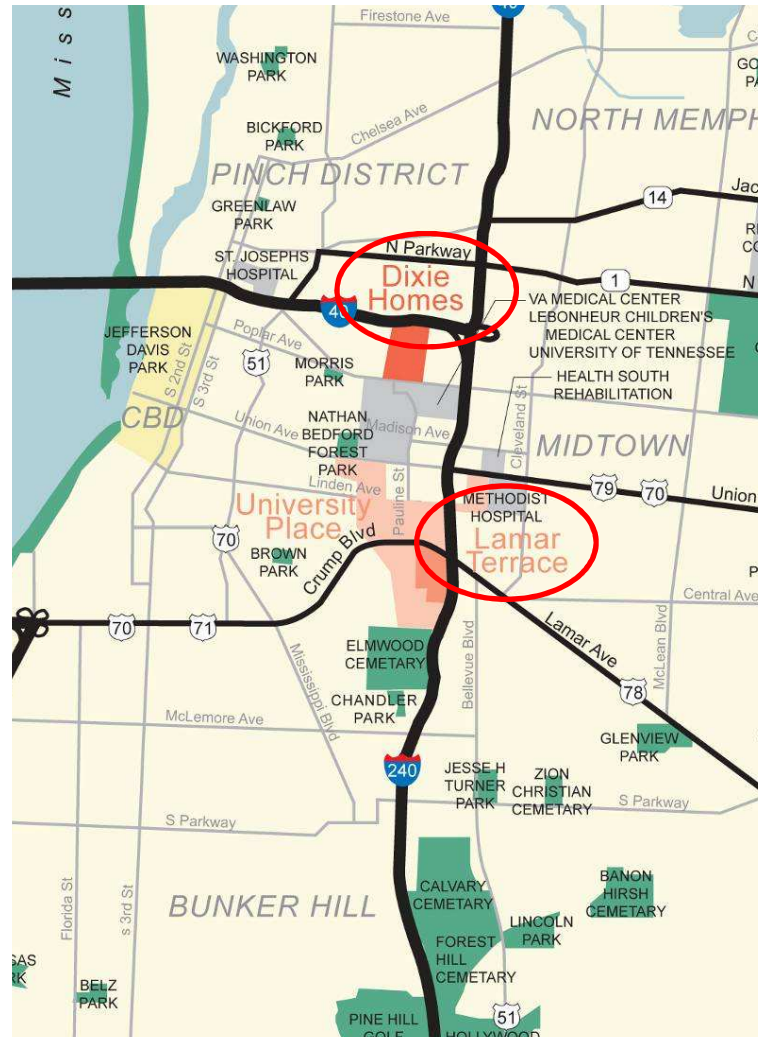
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# Comprehensive Strategic Revitalization: Best Practice – Memphis, TN

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## Dixie Homes and Lamar Terrace



Two distressed neighborhoods that flank heart of urban core and medical district



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# Comprehensive Strategic Revitalization: Best Practice – Memphis, TN



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## **BEFORE** Human Capital Building and Physical Revitalization

- 550 total households
- 381 employable adults only 77 were employed
- 54% employable adults lack high school diploma/GED
- HH income \$0 to \$21,432
- Median income \$5,724



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# Comprehensive Strategic Revitalization: Best Practice – Memphis, TN



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## **DURING Human Capital Building and Physical Revitalization**

- Deep assessment and engagement with individuals and families
- Establishment of strong partnerships
- Intensive case management and service supports
- Estimated \$160 million new unit construction, physical infrastructure, capital improvements



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# Comprehensive Strategic Revitalization: Best Practice – Memphis, TN



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## AFTER Human Capital Building and Physical Revitalization



- 97 new job placements
- 192 adults currently employed
- 787 enrollments in job skills training and other employment related services
- Memphis Housing Authority (MHA) adopts new integrated approach as benchmark for future public housing projects



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# Comprehensive Strategic Revitalization: Best Practice – Memphis, TN



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## AFTER Human Capital Building and Physical Revitalization

Economic impact of adults currently employed assuming an average salary of \$8.60 per hour:

<i><b>Job Type</b></i>	<i><b>6 Months</b></i>	<i><b>One Year</b></i>
<i><b>Full-time</b></i>	<i><b>\$1,091,168.00</b></i>	<i><b>\$2,182,336.00</b></i>
<i><b>Part-time</b></i>	<i><b>\$313,040.00</b></i>	<i><b>\$626,080.00</b></i>
<i><b>Total Back to Economy</b></i>	<i><b>\$1,404,208.00</b></i>	<i><b>\$2,808,416.00</b></i>



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# Comprehensive Strategic Revitalization: Best Practice – Memphis, TN



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## Partners

### Public Sector

- *Memphis Housing Authority*
- *Workforce Investment Network*
- *Department of Human Services*
- *Memphis City Schools*
- *University of Memphis*

### Foundation

- *Women's Foundation for a Greater Memphis*
- *Plough Foundation*
- *Hyde Family Foundation*
- *Memphis Community Foundation*
- *Buckman Foundation*



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# Comprehensive Strategic Revitalization: Best Practice – Memphis, TN

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## Partners

### Private Sector Partners

- *Methodist Health Care*
- *Bridges*
- *Seek to Serve*
- *Bridges Out of Poverty*
- *Rise Foundation*
- *Gold Strike Casino*
- *Seedco*
- *Memphis Digital Graphics*
- *Links of Shelby County*



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# Comprehensive Strategic Revitalization: Best Practice – St. Louis



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## Renaissance Place at Grand

- *\$5 million CSS budget*
- *2,260 people engaged*
- *303 job placements*
- *300 youth utilizing computer lab*
- *Establishment of first ever CSS Endowment Fund*



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# Comprehensive Strategic Revitalization: Best Practice – St. Louis



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## Partners: Renaissance Place at Grand

### Public Sector

- *St. Louis Housing Authority*
- *St. Louis Community College*
- *Neighborhood Networks*

### Foundation

- *US Bancorp Foundation*
- *Kemper Foundation*

### Private Sector

- *MERS/Goodwill*
- *Big Brother Big Sister*
- *PNC Bank*
- *St. Louis University*



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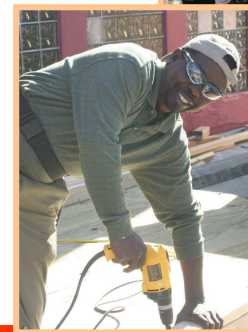
# Comprehensive Strategic Revitalization: Best Practice – New Orleans



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## C.J. Peete/Harmony Oaks

- *\$7 million CSS budget*
- *2,200 people engaged*
- *Learning Campus K-8 charter school and a KIPP high school*
- *Construction training program with 60 graduates and 75% job placement rate*



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# Comprehensive Strategic Revitalization: Best Practice – New Orleans



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Partners: CJ Peete/Harmony Oaks

## Public Sector

- Housing Authority of New Orleans
- Department of Labor
- Job 1
- Recovery School District

## Private Sector

- KIPP New Orleans
- Early Childhood and Family Learning Foundation
- New Orleans Hornets
- Goodwork Network

## Foundation

- HHS
- Kresge Foundation
- Kellogg Foundation
- Ford Foundation
- Casey Foundation



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# Looking Forward



## LEADERSHIP

- What opportunities exist for strategic partnership building in Gary?
- What does sustainability look like?
- How can Gary break the cycle of poverty?
- How can Gary build social AND economic capital?



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# Looking Forward



## LEADERSHIP

- Align with Federal initiatives
- Establish goals for a sustainable community
- Place local development issues in regional context
- Increase regional economic competitiveness
- Increase local capacity to generate wealth
- Engage community members fully
- Value differences and create viable solutions to shared problems



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