



CAPITAL IMPACT
PARTNERS

EQUITABLE **DEVELOPMENT** INITIATIVE

Detroit EDI 2021 Learning Series Overview **For Partners**

October 13, 2020 | 3:00 p.m.



CAPITAL IMPACT
PARTNERS

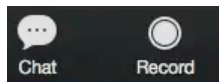
AGENDA

1. Webinar Protocol
2. Presenter Introductions
3. Capital Impact, our Detroit Program
4. Detroit EDI Overview
5. 2021 Learning Series, Partner Application
6. Q&A





WEBINAR PROTOCOL



join the chat
discussion or
share links



1. Questions? Type them in the chat box – either to “Everyone”, or you can directly message Jarrett Sanders.
2. You will be muted during the presentation. We can unmute you if you’d like to ask a question verbally during the Q&A.
3. Estimated timing: 35min presentation, 25min Q&A





INTRODUCTIONS



CAPITAL IMPACT
PARTNERS

PRESENTERS



Elizabeth Luther
Detroit Program Director
Eluther@capitalimpact.org
(313) 230-1129



Ashlee Cunningham
Senior Housing and Community Development Specialist
acunningham@capitalimpact.org
(313) 230-1118





CAPITAL IMPACT PARTNERS



CAPITAL IMPACT
PARTNERS

VISION & MISSION

Vision: Our vision is a nation of communities of opportunity built on a foundation of equity, inclusiveness, and cooperation.

Mission: Through capital and commitment, Capital Impact Partners helps people build communities of opportunity that break barriers to success.





WHERE WE WORK

 Capital Impact Offices

■ Core Geographies





CAPITAL IMPACT
PARTNERS

OUR STRATEGIC PILLARS



ADDRESS SYSTEMIC POVERTY

Effect systemic change at scale —from social systems to government programs—so that all people have paths out of poverty.



CREATE EQUITY

Support equitable access to quality services and economic opportunity regardless of race, ethnicity, gender, or income.



BUILD HEALTHY COMMUNITIES

Foster connections and social supports that strengthen the links between health, education, housing and opportunity that help people and communities thrive together.



PROMOTE INCLUSIVE GROWTH

Build diverse, mixed-income communities that promote economic mobility and empower individuals to break the barriers to success.





CAPITAL IMPACT
PARTNERS

DETROIT PROGRAM

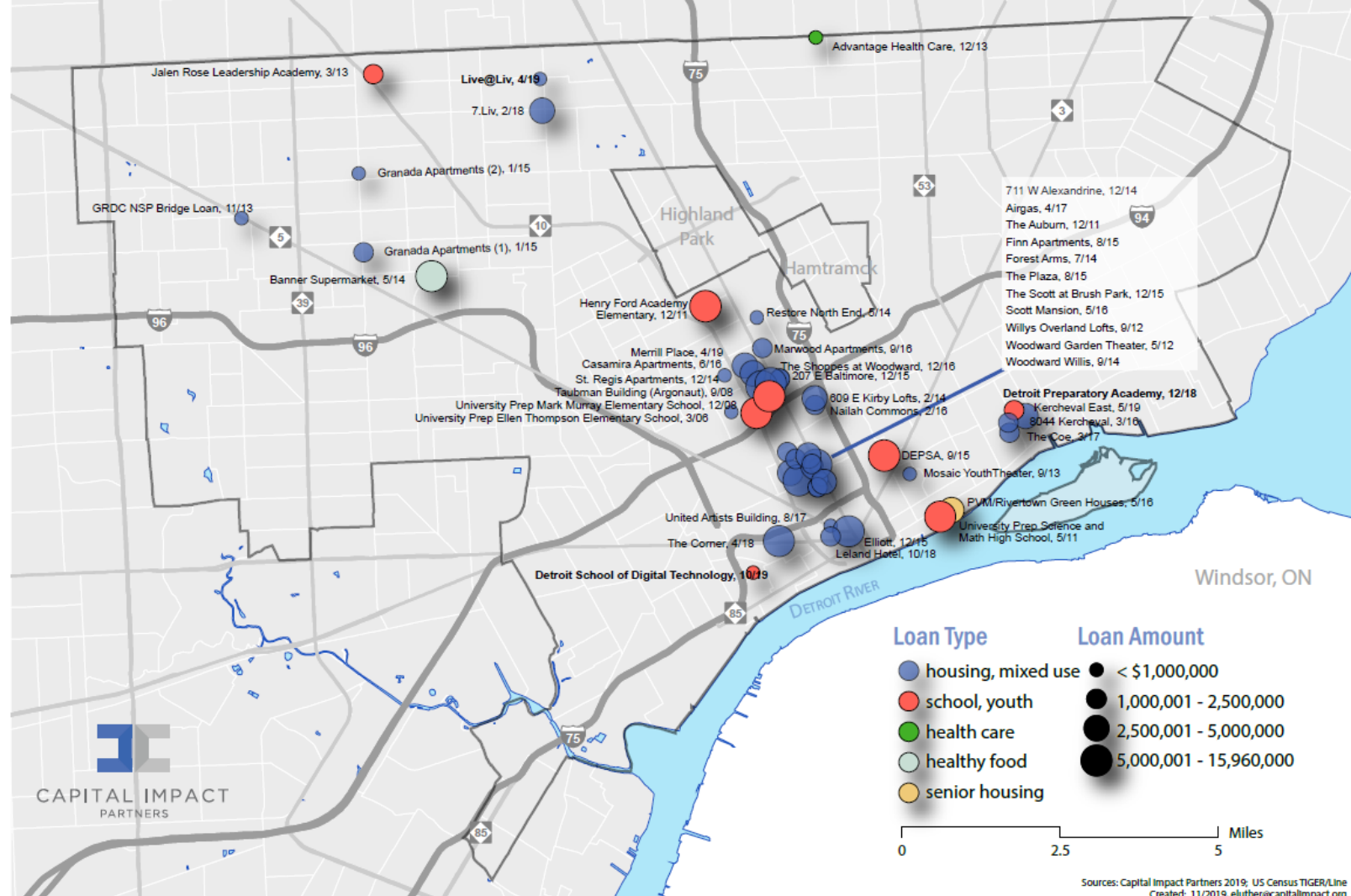


Mission

Catalyze Inclusive Growth in Detroit: CIP aims to contribute to building opportunity rich, mixed-income neighborhoods in Detroit that increase density, de-concentrate poverty, improve neighborhood assets, and increase residents' access to services and amenities.

Areas of Focus

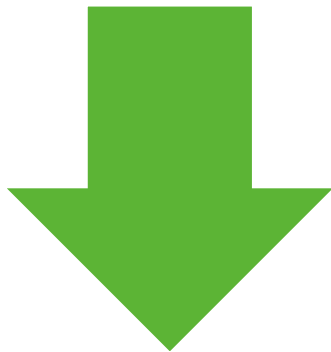
- Catalytic Financing
- Programs & Initiatives
- Research & Policy Development
- Partnerships





CAPITAL IMPACT
PARTNERS

COMMUNITY-LEVEL / BORROWER-LEVEL



Community-Level Outcomes

- Density
- Mixed-income housing
- Reduced vacancy
- Increased community assets
- Stabilized neighborhoods



Borrower-Level Outcomes

- Property ownership
- Long-term wealth building
- Development expertise



TABLE OF CONTENTS

OUR HISTORY & EXPERIENCE

PROJECT OVERVIEW

SITE PLAN

FINANCIALS & TIMELINE

WHAT DEVELOPMENT?



EQUITABLE DEVELOPMENT INITIATIVE



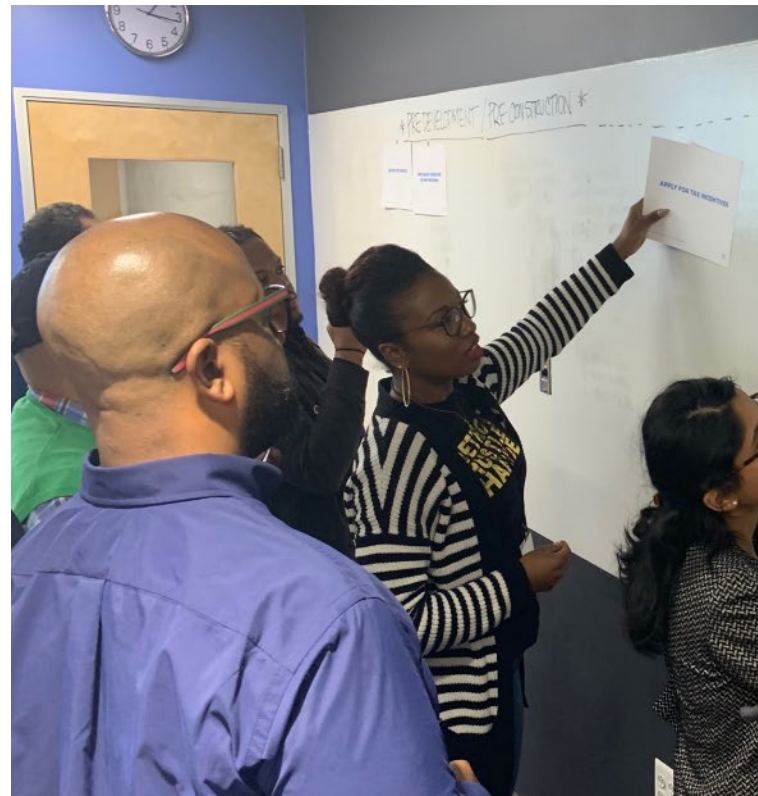
CAPITAL IMPACT
PARTNERS

PROGRAM OVERVIEW

The Equitable Development Initiative Supports Local Minority Developers with Training and Technical Assistance.

Program goals:

- **Long-term wealth-building for developers of color.**
- **Increased knowledge and connections within local/regional real estate development industry.**
- **Neighborhood stabilization through improvements to the built environment.**





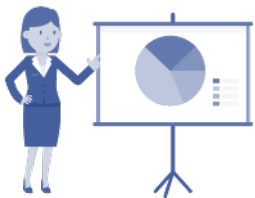
CAPITAL IMPACT
PARTNERS

PROGRAM STRUCTURE



Learning Series

Program participants engage in formal real estate development training, workshops with local development experts and city leaders, discussions around challenges and opportunities for minority developers in metropolitan regions.



Capstone

As part of the Learning Series, program participants complete a “Capstone” project – a viable real estate development in the core geography, designed in partnership with a mission-aligned partner. This is a group project, informed by a local real estate development advisor.



Technical Assistance

Participants receive one-on-one support from program advisors or mentors to support project development. These local experts provide project-specific guidance to further participants’ real estate development efforts.



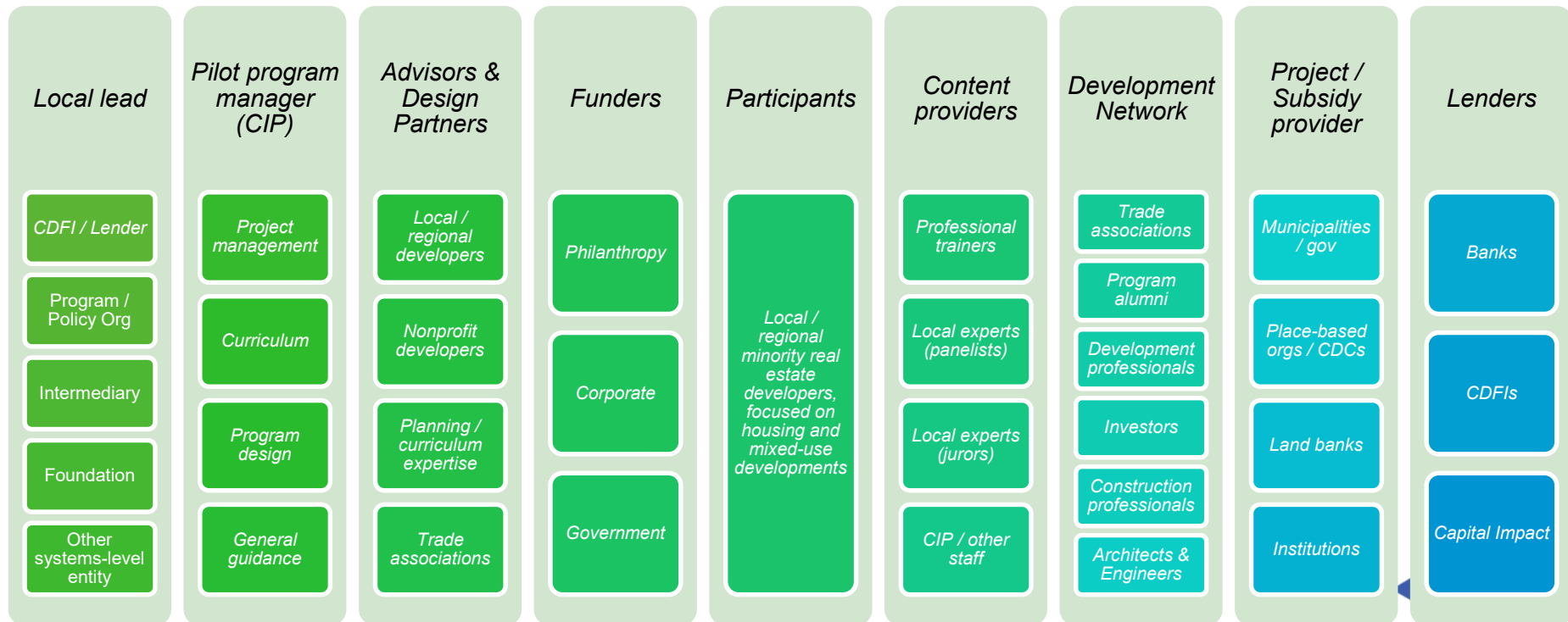
Financing

Capital Impact will work with program participants to connect them to project financing options, leveraging the tools they have gained to strengthen their financing applications. This includes program-specific lending tools, as well as partner referrals.



CAPITAL IMPACT
PARTNERS

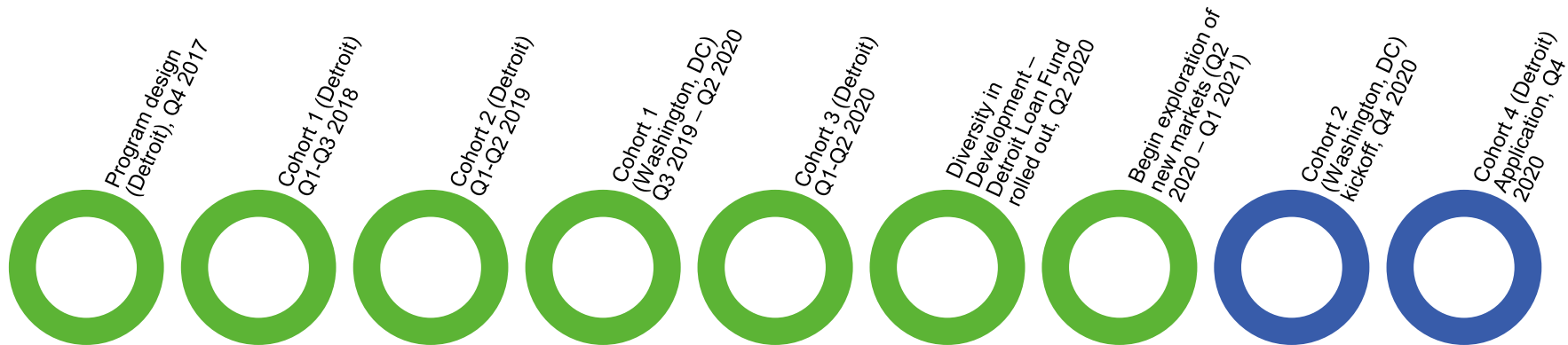
KEY PARTNERSHIPS





CAPITAL IMPACT
PARTNERS

PROGRAM HISTORY





CAPITAL IMPACT
PARTNERS

DETROIT EDI BY THE NUMBERS

- 67 program alumni
- \$12.5MM senior debt tool launched; 4 Detroit EDI graduates currently in project pipeline
- 50 community partners engaged
- 10 program advisors
- > 200 hours of office hours completed
- Free Urban Land Institute membership and training opportunities
- \$55,000 in training and project grants





CAPITAL IMPACT
PARTNERS

DIVERSITY IN DEVELOPMENT — DETROIT LOAN FUND

Fund Goals

- Build on EDI program efforts
- Break down barriers to accessing capital
- Further our commitment to equitable development and inclusive growth in Detroit

Fund Status

- Launched May 2020
- 12.5 MM in total funds
- Moving 5 projects through our lending pipeline





CAPITAL IMPACT
PARTNERS

OPPORTUNITIES TO GROW AND IMPROVE

- Ongoing/enhanced technical assistance for program graduates
- Additional resources for participants to assess project feasibility
- Networking opportunities
- Additional financing products
- Stronger partnership opportunities





PARTNER EXPERIENCE



CAPITAL IMPACT
PARTNERS

PARTNERSHIP OPPORTUNITIES

CURRENTLY SEEKING APPLICATIONS

- Lecturer
- Panelist
- Advisor
- Juror
- Capstone Project Partner

ADDITIONAL OPPORTUNITIES

- Sponsor
- Event host
- Development partner
- Funder





CAPITAL IMPACT
PARTNERS

PARTNERSHIP ELIGIBILITY

- Be enthused about the program's mission and activities
- Demonstrate a positive connection to Detroit
- Demonstrate a familiarity with neighborhood real estate markets in Detroit
- Be established professionals in real estate development or a related field, OR represent an organization or entity that has a community-focused mission in Detroit.
- If applying as a Capstone Project Partner, own or have site control of a property in Detroit (one or more vacant structures and/or lots).





CAPITAL IMPACT
PARTNERS

PARTNERSHIP OPPORTUNITIES

CURRENTLY SEEKING APPLICATIONS FOR:

Lecturers

Provide lecture content on one or more of the following topics: identifying property and creating a project vision; planning, designing, and financing that project; overseeing the construction process; managing the project once it is fully operational; and pulling together a team of individuals to support the effort.

Application asks for:

- Contact information
- Biography and headshot
- Primary area(s) of expertise
- Specific topics of interest
- Whether you have content prepared
- Availability

Time commitment:

- Engagement will be case-by-case, incorporating at least one planning session and virtual attendance at least one learning series session.



CAPITAL IMPACT
PARTNERS

PARTNERSHIP OPPORTUNITIES

CURRENTLY SEEKING APPLICATIONS FOR:

Panelists

Provide subject matter expertise to program participants on one or more of the following topics: identifying property and creating a project vision; planning, designing, and financing that project; overseeing the construction process; managing the project once it is fully operational; and pulling together a team of individuals to support the effort.

Application asks for:

- Contact information
- Biography and headshot
- Primary area(s) of expertise
- Specific topics of interest
- Availability

Time commitment:

- Engagement will be case-by-case, incorporating at least one planning session and virtual attendance at least one learning series session.





CAPITAL IMPACT
PARTNERS

PARTNERSHIP OPPORTUNITIES

CURRENTLY SEEKING APPLICATIONS FOR:

Jurors

Review, judge, and provide feedback to five Capstone Project pitches based on established scoring criteria.

Application asks for:

- Contact information
- Biography and headshot
- Primary area(s) of expertise
- Availability

Time commitment:

- April 28, 2021, 1p - 3p, Juror Orientation
- May 10 - May 16 - up to 5 hours of presentation review (own time)
- May 17, 11a - 6p - final Capstone presentations
- May 24, 2hrs between 11a - 5p (timing TBD) - presentation debrief





CAPITAL IMPACT
PARTNERS

PARTNERSHIP OPPORTUNITIES

CURRENTLY SEEKING APPLICATIONS FOR:

Advisors

Provide expertise to program participants to support learning series Capstone project development.

Application asks for:

- Contact information
- Biography and headshot
- Primary area(s) of expertise
- Availability during scheduled learning series

Time commitment:

- December or early January - Orientation kick-off, date TBD
- Required learning series attendance: 2/1/21, 2/22/21, 3/1/21, 3/29/21, 4/26/21, 5/17/21, 6/7/21.
- Optional learning series attendance: 1/11/21, 1/20/21, 1/25/21
- February 10, 2021 Check-in #1
- March 3, 2021 Check-in #2
- March 31, 2021 Check-in #3
- Capstone team engagement will be outside scheduled hours (up to two hours per week during the learning series).





CAPITAL IMPACT
PARTNERS

PARTNERSHIP OPPORTUNITIES

CURRENTLY SEEKING APPLICATIONS FOR:

Capstone Project Partners

Propose a project idea for participants to develop a pitch for as part of the Learning Series Capstone. The Capstone Project Partner application requests information about a site for the learning series Capstone exercise. Capstone groups will have the option to select a Capstone Project Partner site and create a development proposal for it over the course of the learning series, culminating in a complete project pitch that will incorporate Capstone Project Partner feedback.





CAPITAL IMPACT
PARTNERS

PARTNERSHIP OPPORTUNITIES

CURRENTLY SEEKING APPLICATIONS FOR:

Capstone Project Partners

Work in partnership with participants to develop a complete project pitch, that will include a proforma with options for sources and use, as part of the Learning Series Capstone.

Application asks for:

- Contact information
- Biography and headshot
- Primary area(s) of expertise
- Availability during scheduled learning series

Time commitment (draft schedule):

- December or early January - Orientation kick-off, date TBD
- Feb 1, 2021 – Attend portion of learning series session
- March 1, 2021 – Capstone pairings.
- March 3, 2021 – Check-in with program team. **If your project is not selected, this will end formal engagement with the 2021 learning series.**
- March 29, 2021 – Optional learning series attendance
- April 26, 2021 – Attend learning series session
- May 17, 2021 – Attend learning series session (final Capstone presentation)
- June 7, 2021 – Attend 1:1 discussions w/ Capstone team and Program team
- 45-day period to determine whether there's a plan to move forward with project.



CAPITAL IMPACT
PARTNERS

LEARNING SERIES - OVERVIEW / LOGISTICS

- 20 participants
- Virtual experience
- 4-6 hours per week, 3x per month.
- February – June 2021
- Training, one-on-one support, capstone project, cohort-building, network-building.
- Program assessment and evaluation (surveys, quizzes).
- 5 advisors; 5 project partners

TECHNOLOGY REQUIREMENTS

- ▶ Videoconferencing capabilities, including:
 - reliable wifi connection
 - working camera
 - quiet space for participating in learning series sessions
- ▶ Spreadsheet software (Microsoft Excel recommended)
- ▶ Presentation software (Google slides, PowerPoint, InDesign, etc.)





CAPITAL IMPACT
PARTNERS

CAPSTONE: OVERVIEW / LOGISTICS

LOGISTICS

- Teams of four
- One advisor per team
- Group-led work outside of learning series time
- 4-6 assignments, including market assessment, project vision, project budget, cash flow projections, basic renderings, project timeline, pitch deck
- Final presentations in front of professional jury

OVERVIEW

The Capstone is an applied learning opportunity for Detroit EDI participants to apply learning series knowledge to a realistic development project in Detroit. Participants will form teams and work together during the duration of the learning series to pitch a viable project in front of a professional jury.





CAPITAL IMPACT
PARTNERS

CAPSTONE PROJECT



SITE Location

- Commercial: 3 tenant spaces averaging 1,090 sf
- Parking: 26 onsite, off-street parking spaces
- Studio units: 4 units averaging 483 sf
- 1-bedroom units: 20 units averaging 739 sf
- 2-bedroom units: 6 units averaging 1,174 sf

East Jefferson Pointe

9

SITE GUIDELINES

- Site is located in one of the City's target investment
- Above-average population density for a Detroit neighborhood
- Viable market activity: stable residential base, functioning businesses, investments in infrastructure and capital improvements
- Existing zoning supports multifamily/mixed-use development
- Site is in proximity to public transportation lines and/or non-motorized greenways
- Site can accommodate at least five residential units





2:00 – 3:00

THE DEVELOPMENT PROCESS OVERVIEW + NAVIGATION

City of Detroit Buildings, Safety, Engineering & Environment Department
City of Detroit Planning & Development Department
City of Detroit Jobs and Industry Team
Detroit Economic Growth Corporation

APPLICATION



CAPITAL IMPACT
PARTNERS

HOW TO APPLY: START WITH OUR WEBSITE

<https://www.capitalimpact.org/what/capacity-building/equitable-development-initiative/>

EDI DETROIT COHORT APPLICATIONS NOW OPEN

We are currently accepting applications for our fourth cohort in Detroit. Participant and partners can apply by November 1st by clicking the buttons below.

If you are an emerging real estate developer of color in Detroit, you can gain access to training, mentorship and financing through EDI. We are also seeking partners to serve as panelists, advisors, jurors, and even Capstone project partners.

Participant Application

Partner Application

QUESTIONS?

Join our upcoming webinars to learn more about our next cohort and our applications.

Participant Webinar, Oct. 7 at 5:30 p.m.

Partner Webinar, Oct. 13 at 3:00 p.m.

Participant Fact Sheet

Partner Fact Sheet





CAPITAL IMPACT
PARTNERS

HOW TO APPLY: OR OUR SUBMITTABLE SITE

<https://capitalimpact.submittable.com/submit>



CPCA COVID Response Loan Fund Application

Ends on November 6, 2020

More ▾

Submit

CPCA Ventures Fund Application

Submit

Detroit 2021 Equitable Development Initiative Participant Application

Ends on November 1, 2020

More ▾

Submit

Detroit 2021 Equitable Development Initiative Partner Application

Ends on November 1, 2020

More ▾

Submit





CAPITAL IMPACT
PARTNERS

HOW TO APPLY: CREATE AN ACCOUNT OR SIGN IN

Detroit 2021 Equitable Development Initiative Partner Application

Ends on November 1, 2020

Capital Impact Partners is excited to announce an application is now open for partners and advisors to the fourth cohort of the Detroit Equitable Development Initiative (Detroit EDI). The application will be open through November 1, 2020.

Detroit EDI provides training and one-on-one support to minority real estate developers in Detroit.

Additional information for Partner Applications:

- A Detroit EDI partnership fact sheet is available [here](#).
- [Our website](#) contains information about the program and upcoming webinars.
- Reach out to Ashlee Cunningham (acunningham@capitalimpact.org), Detroit Housing & Community Development Senior Specialist, with questions about the partner application process.
- Support@submittable.com can help with application software issues.

We use Submittable to accept and review our submissions.

Create Your Account

Have An Account? Sign In

Sign Up

Sign In

Welcome!

Create your free Submittable account to get started.

Email

Password

Confirm Password

First name

Last name

Sign Up

 Powered by Submittable



CAPITAL IMPACT
PARTNERS

HOW TO APPLY: BEGIN THE APPLICATION

Detroit 2021 Equitable Development Initiative Partner Application

Ends on November 1, 2020

Submit

Save Draft

Capital Impact Partners is excited to announce an application is now open for partners and advisors to the fourth cohort of the Detroit Equitable Development Initiative (Detroit EDI). The application will be open through November 1, 2020.

Detroit EDI provides training and one-on-one support to minority real estate developers in Detroit.

Additional information for Partner Applications:

- A Detroit EDI partnership fact sheet is available [here](#).
- [Our website](#) contains information about the program and upcoming webinars.
- Reach out to Ashlee Cunningham (acunningham@capitalimpact.org), Detroit Housing & Community Development Senior Specialist, with questions about the partner application process.
- Support@submittable.com can help with application software issues.

First Name: *

Middle Name *





CAPITAL IMPACT
PARTNERS

APPLICATION EXAMPLES

SAMPLE QUESTIONS

From the options below, select those that best describe your primary area(s) of expertise: *

- ☐ Architecture and design
- ☐ Community engagement
- ☐ Construction, construction management
- ☐ Environmental issues / remediation
- ☐ Equity investing
- ☐ Incentives & entitlements
- ☐ Lending
- ☐ Market expertise
- ☐ Project management
- ☐ Property management
- ☐ Pro forma development / underwriting
- ☐ Other

Partners will be asked to engage between December 2020 and June 2021, on select Mondays and Wednesdays. Schedules differ based on type of partnership. Please indicate any issues with your availability as it relates to this schedule. *

Limit: 50 words

Learning Series sessions are scheduled to take place up to three Mondays per month from February 1 through June 14, 2021.

How would you like to participate with the EDI program? *

RESPONSE TYPES

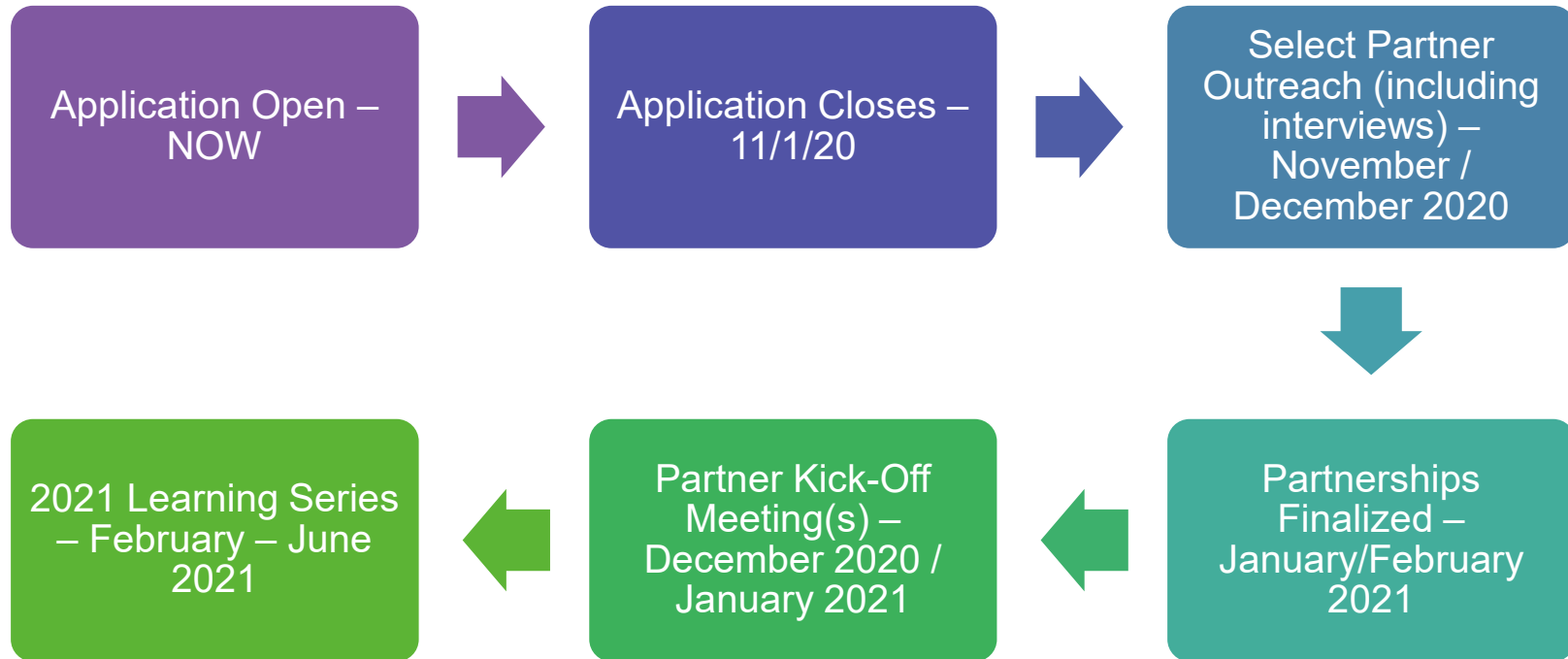
- Essay
- Multiple-Choice
- File Uploads (head shot)





CAPITAL IMPACT
PARTNERS

APPLICATION & LEARNING SERIES TIMELINE





CAPITAL IMPACT
PARTNERS

LINKS

EDI PAGE ON CIP WEBSITE: <https://www.capitalimpact.org/what/capacity-building/equitable-development-initiative/>

SUBMITTABLE: <https://capitalimpact.submittable.com/submit>

DETROIT EDI PARTNER FACT SHEET: [https://www.capitalimpact.org/wp-content/uploads/2020/09/Capital Impact Partners Equitable Development Initiative Detroit Partner Factsheet.pdf](https://www.capitalimpact.org/wp-content/uploads/2020/09/Capital_Impact_Partners_Equitable_Development_Initiative_Detroit_Partner_Factsheet.pdf)





Thanks & Questions?