



CAPITAL IMPACT
PARTNERS

EQUITABLE **DEVELOPMENT** INITIATIVE

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

October 7, 2020 | 5:30 p.m.



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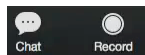
AGENDA

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





HOUSEKEEPING & PROTOCOL



join the chat
discussion or
share links



1. Questions? Type them in the chat box – either to “Everyone”, or you can directly message Ashlee Cunningham.
2. You will be muted during the presentation. We can un-mute you if you’d like to ask a question verbally during the Q&A.
3. Please turn your video off during the presentation; you can turn it back on during the Q&A if you’d like.
4. Estimated timing: 30min presentation, 30min Q&A
5. We will be recording the session for circulation and will plan to share the presentation deck as well.





INTRODUCTIONS



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PRESENTERS



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



Jarrett Sanders
Detroit Real Estate Program Specialist
Jsanders@capitalimpact.org
(313) 230-0147





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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.





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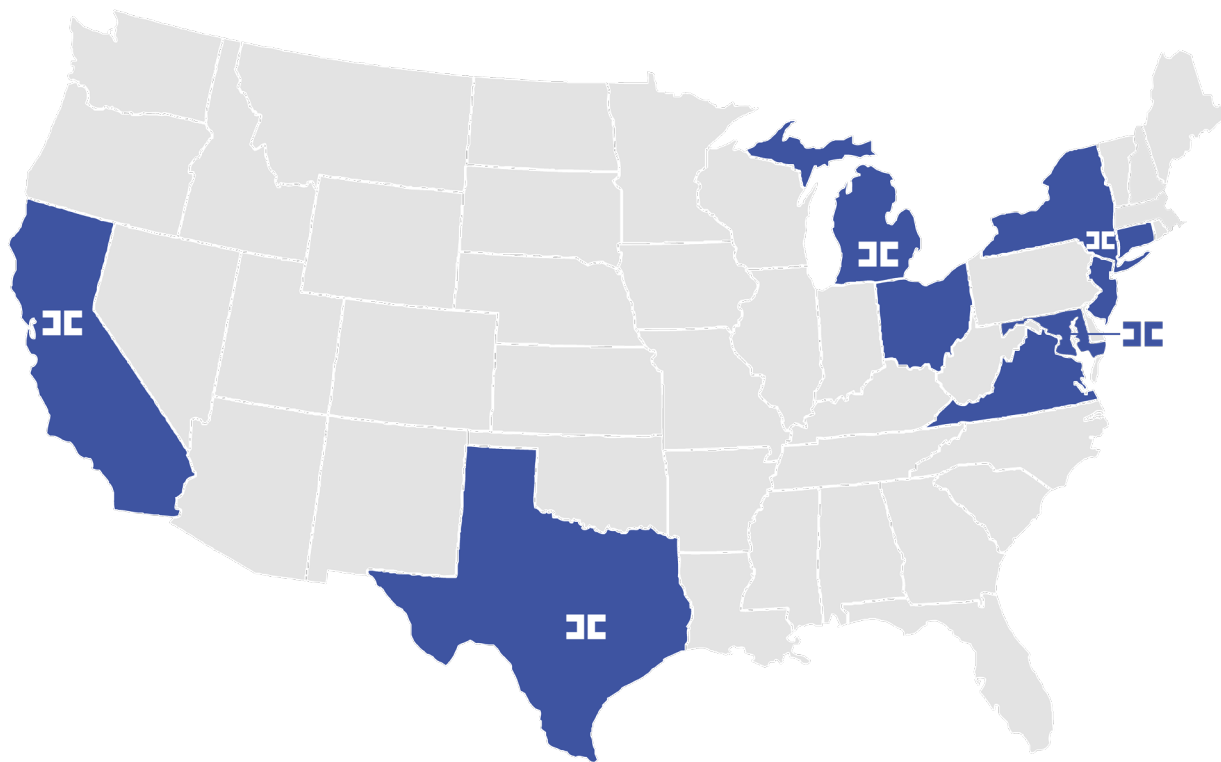
WHERE WE WORK



Capital Impact Offices



Core Geographies





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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.





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DETROIT PROGRAM

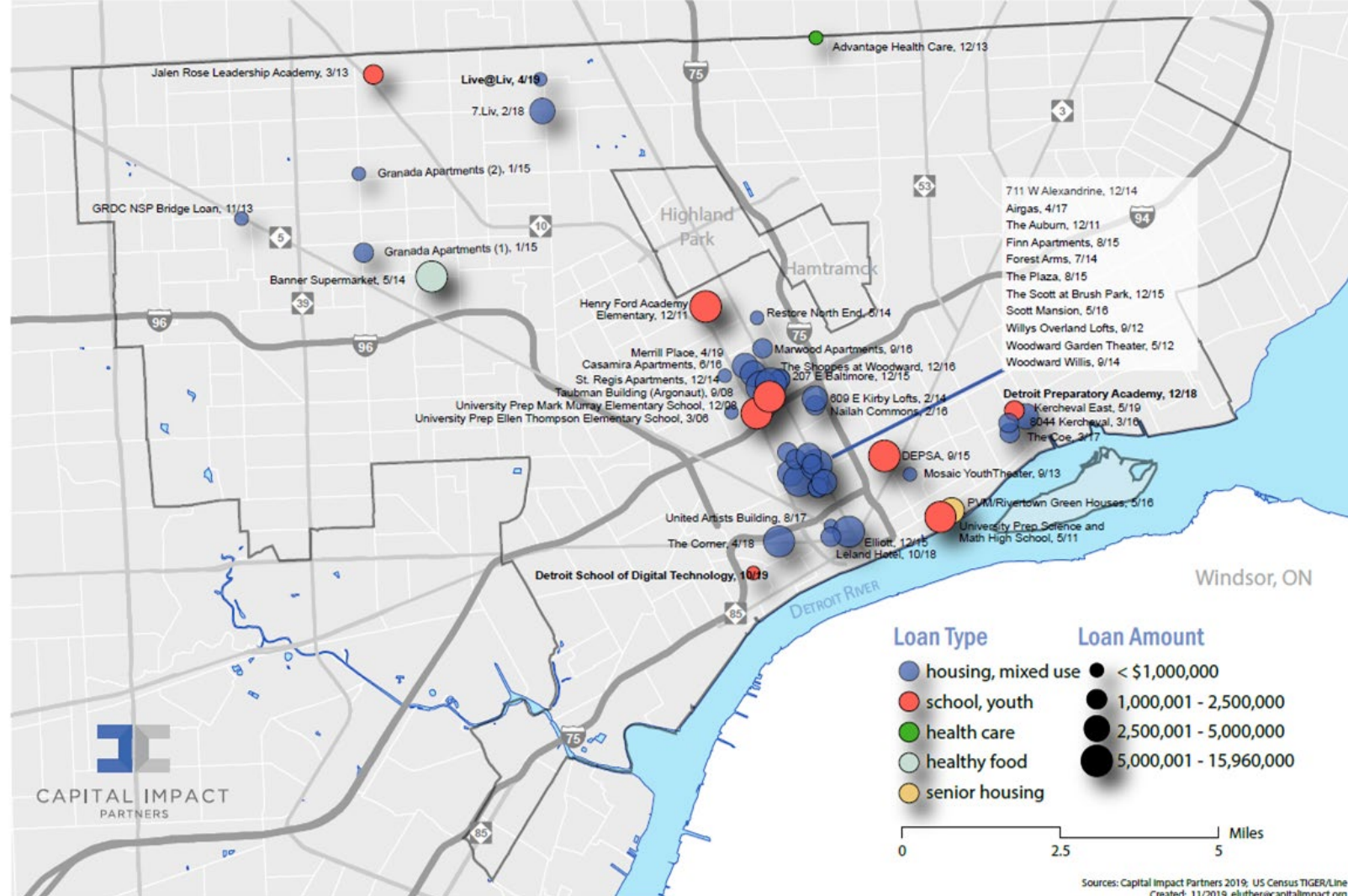


Mission

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

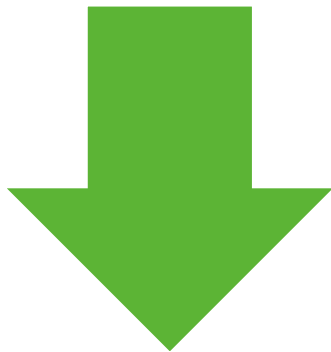
- Catalytic Financing
- Programs & Initiatives
- Research & Policy Development
- Partnerships





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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



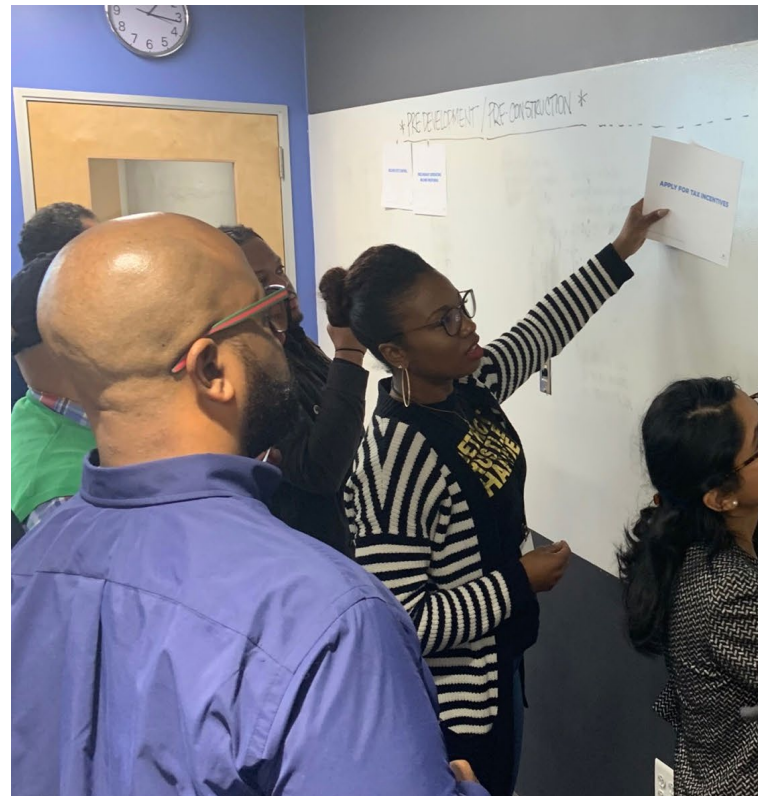
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PROGRAM GOALS

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.**





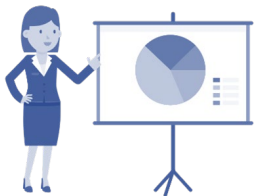
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PROGRAM STRUCTURE



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.



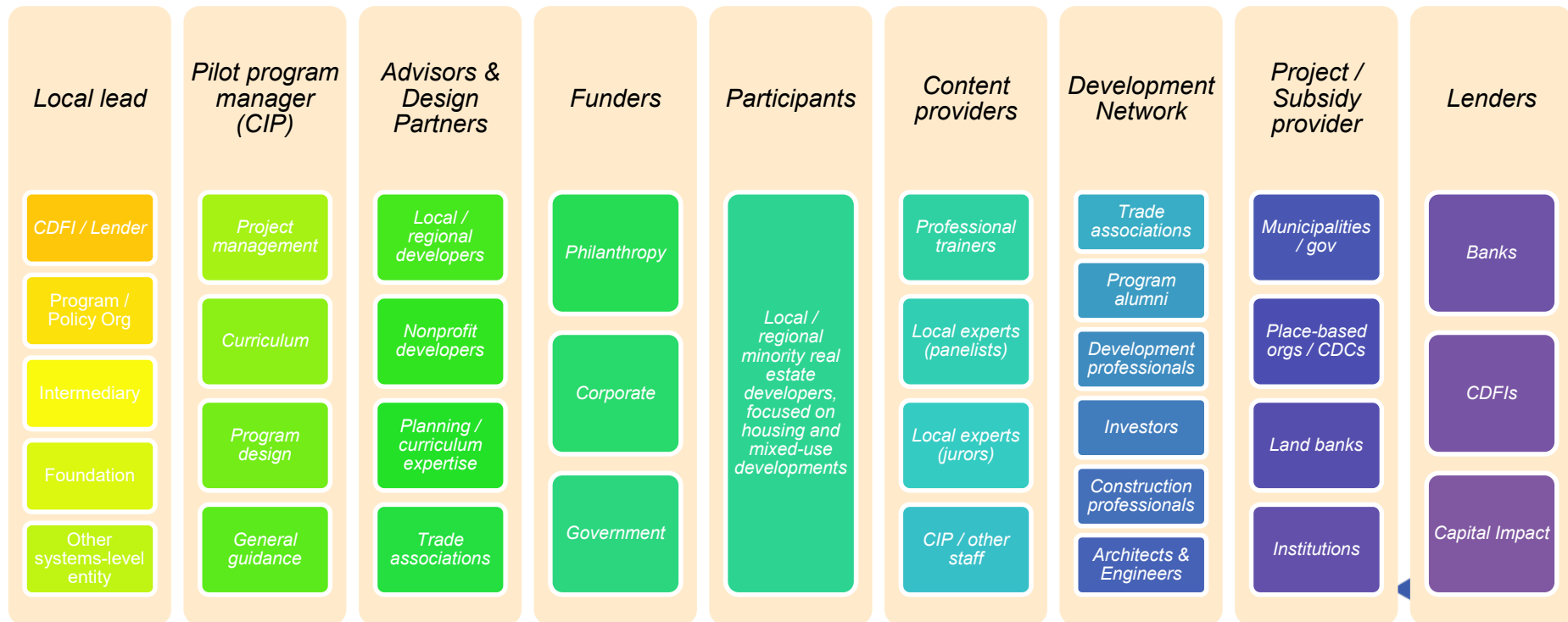
Financing

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.



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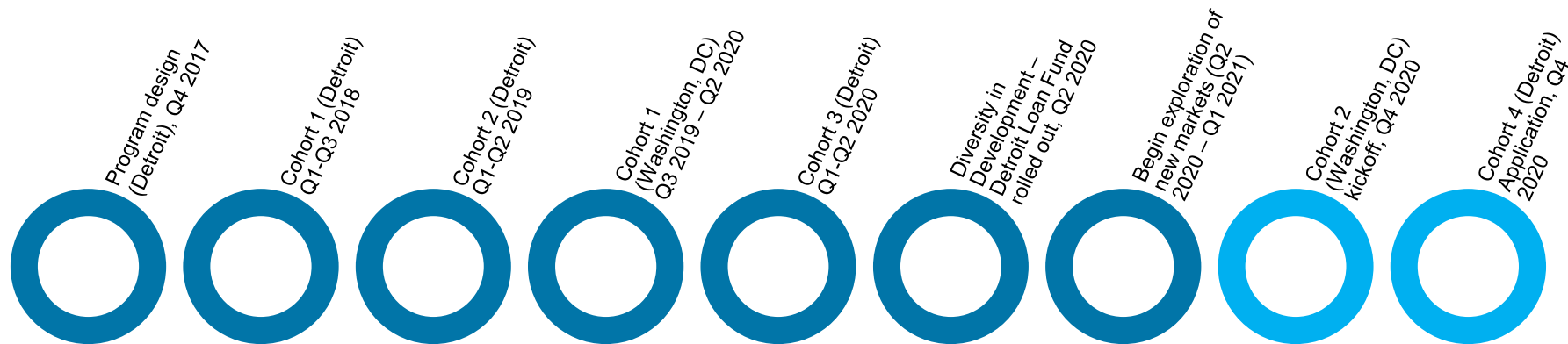
KEY PARTNERSHIPS





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PROGRAM HISTORY





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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





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OPPORTUNITIES

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





2021 LEARNING SERIES



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SHOULD I APPLY?

WHAT IS A REAL ESTATE DEVELOPER?

This is not an introductory program; candidates are expected to have some experience in this role. For the purposes of this program, a real estate developer is an individual who controls the real estate development process from start to finish. This includes:

- 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;
- Building a team of individuals to support the effort.





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SHOULD I APPLY?

ELIGIBILITY CRITERIA

Candidates should:

- Identify as racial or ethnic minorities;
- Be actively working to further careers in real estate development;
- Have some real estate development experience (see definition above);
- Live in metro Detroit;
- Demonstrate a positive connection to Detroit;
- Demonstrate a familiarity with Detroit neighborhood real estate markets;
- Be able to commit to the training dates without missing more than two sessions;
- Be interested in responding to requests for proposals for development projects in the short-term.





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LEARNING SERIES: WHAT SHOULD I EXPECT?

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

SAMPLE AGENDA

- | | |
|-------------|--|
| 2:00 - 2:20 | WELCOME: CAPITAL IMPACT PARTNERS, CITY OF DETROIT
Ellis Carr, President and CEO, Capital Impact Partners
Donald Rencher, Director of Housing and Revitalization, City of Detroit |
| 2:20 - 2:30 | PROGRAM INTENT, HISTORY AND OVERVIEW
Elizabeth Luther, Director, Detroit Program, Capital Impact Partners
Clifford Brown, Managing Partner, Woodborn Partners |
| 2:30 - 3:10 | THE EDI EXPERIENCE PROGRAM & NETWORK VALUE
Corey Williams, Owner, Core Williams Associates LLC, EDI '19
Ashley D. McLeod, Manager, Internal Operations & Real Estate Strategy, City of Detroit, EDI '19
Alisha M. Moss, CEO & Founder, VM3 Consulting Corporation, EDI '18
Jason Jones, Principal, Tekton Development |
| 3:10 - 4:10 | 2020 COHORT INTRODUCTIONS AMBITIONS
ICEBREAKER: Lauren Counts, Senior Director, Strategy, Innovation & Impact Management, Capital Impact Partners |
| 4:10 - 4:20 | BREAK |
| 4:20 - 4:25 | DAY 02 PREVIEW: DETROIT DEVELOPMENT TOUR |
| 4:25 - 4:55 | BASELINE DEVELOPMENT SURVEY |



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LEARNING SERIES: WHAT SHOULD I EXPECT?

DATES

Key Detroit EDI 2021 Learning Series Dates

Learning Series sessions are scheduled to take place on the following days. The majority of the days are Mondays; one of them (January 20, 2021) is a Wednesday. I understand that sessions may start as early as 11:00 a.m. and end as late as 6:00 p.m. on these days.

Pre-Learning Series Pro Forma training	January 11, 2021; January 20, 2021; January 25, 2021
Learning Series Sessions	February 1, 2021, February 8, 2021, February 22, 2021, March 1, 2021, March 8, 2021, March 22, 2021, March 29, 2021, April 12, 2021, April 19, 2021, April 26, 2021, May 3, 2021, May 10, 2021,, May 17, 2021, June 7, 2021, June 14, 2021. ¹

¹All dates are subject to adjustment by Capital Impact Partners with reasonable prior notice.





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CAPSTONE: WHAT SHOULD I EXPECT?

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.





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ADDITIONAL EXPECTATIONS

- **Professionalism**
- **Commitment**
- **Honesty**
- **Entrepreneurialism**
- **Open communication**
- **Timely return of requested documentation (contract agreements, evaluation surveys, quizzes, etc.)**

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.)



PARTICIPANT APPLICATION



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PARTICIPANT APPLICATION

This webinar covers the application for **participants**.

Note that we are also accepting applications for **partners**. We will be holding a webinar specific to that opportunity next Tuesday, 10/13 at 3:00 p.m. Eastern.





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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](#)





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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





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HOW TO APPLY: CREATE AN ACCOUNT OR SIGN IN

Detroit 2021 Equitable Development Initiative Participant Application

Ends on November 1, 2020

Capital Impact Partners is excited to announce that the application is now open for participants in 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 Participant Applications:

- A Detroit EDI participant fact sheet is available [here](#).
- [Our website](#) contains information about the program and upcoming webinars.
- Reach out to Jarrett Sanders (jsanders@capitalimpact.org), Detroit Real Estate Specialist, with questions about the participant 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



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HOW TO APPLY: BEGIN THE APPLICATION

Detroit 2021 Equitable Development Initiative Participant Application

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Submit

Save Draft

First Name: *

Middle Name *





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WHAT DOES THE APPLICATION COVER?

- **Personal & Contact Information**
- **Program Commitment** – are you fully committed to and available to participate in Detroit EDI 2021?
- **Experience & Credentials** – what is your level of real estate development experience?
- **Program Interest & Applicant Background** – why are you interested in the program, and why is it a good fit for you?
- **Training Expectations** - what do you hope to get out of the program?
- **Project Needs** – what types of real estate development projects are you interested in, and what assistance do you need to complete them?





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APPLICATION EXAMPLES

SAMPLE QUESTIONS

The 2021 learning series will take place virtually on Monday afternoons from 11:00 a.m. - 5:00 p.m. from February - June. Do you anticipate any issues or conflicts with this schedule, or with the virtual approach? *

Limit: 150 words

We are considering offering a pro forma training course in January, prior to the core learning series. The goal of the course would be to gain a working knowledge of Proforma Development. Please indicate your level of interest in this type of course: *

- ☐ Not Interested
- ☐ Neutral
- ☐ Interested

Please download, review, and sign an "Intent to Participate" form. You will need to upload a signed copy of this document for your application to be considered complete. Copy & paste link in description into a browser window or tab. *

Acceptable file types: pdf, doc, docx, txt, rtf, zip, xls, ppt, pptx, xlsx, sib, mus, mobi, epub, key, musx.

Choose Files

<https://docs.google.com/document/d/1bXrIPn41lcA8zBgGjWBI-ccovwwWSbXZfAxK2qNSs/edit?usp=sharing>

No files have been attached yet.

RESPONSE TYPES

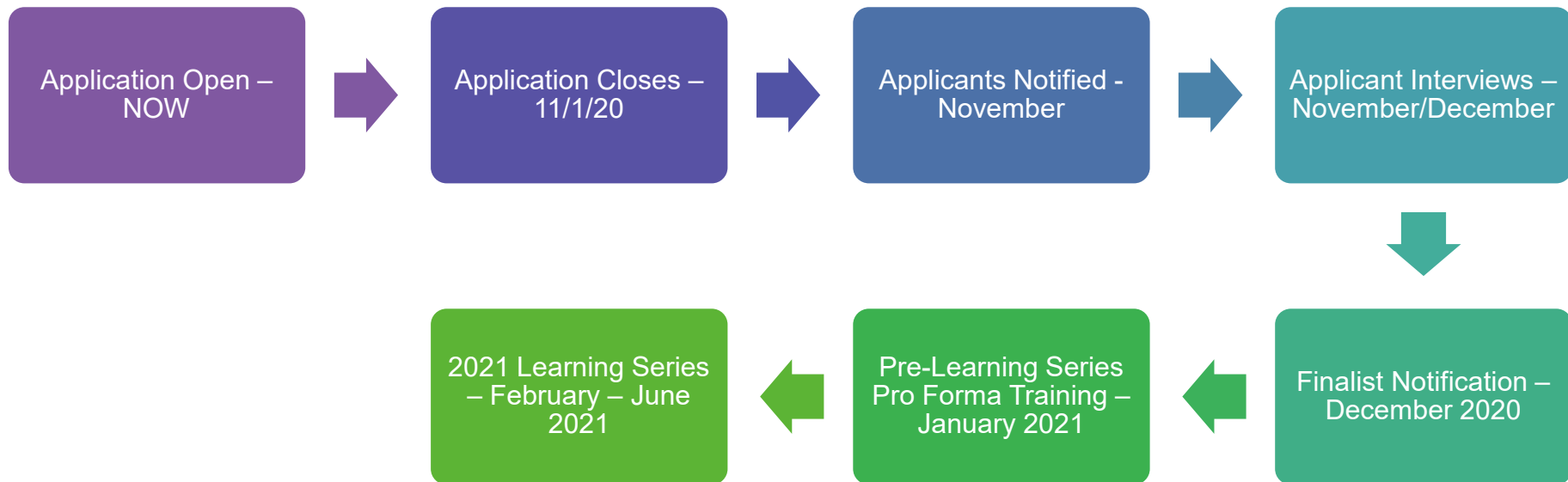
- Essay
- Multiple-Choice
- File Uploads (resume, program commitment)

Copy / paste link into
your browser.
Download, review,
sign, scan, and upload.



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APPLICATION & LEARNING SERIES TIMELINE





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LINKS

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

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

DETROIT EDI PARTICIPANT FACT SHEET: <https://www.capitalimpact.org/wp-content/uploads/2020/09/Capital Impact Partners Equitable Development Initiative Detroit Participant Factsheet.pdf>





Thanks & Questions?