

Trends and Opportunities in Community Economic Development

Presentation
By
Joseph Kriesberg
Florida Association of CDCs
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Core Values

- Community Leadership
- Economic Opportunity
- Inclusion

How can we advance those values?

**Demand Driven
Community Development**

Supply Side Model

- Governments and Foundations decide what is needed
- Non profits “deliver” the services
- Silos predominate and non profits evolve toward functional specialization
- CDCs have severe competitive disadvantage

Demand Driven Model

- Community members work together to identify needs and opportunities
- Communities build political power to organize and exert demand
- CDCs are used to do the work
- CDCs need the financial capacity, technical expertise, and relationships to get the job done

Creating a Healthy Community Economic Development System

- Similar to eco-system or economic system
- Supply and Demand are in balance
- CDCs are essential, but not sufficient
- Systems are more complex than organizations, yet, more sustainable over time

Attributes of a Healthy System

- Diversity
- Interdependence
- Competition
- Birth and death
- Fair rules that provide the right incentives
- Continuous change

All of this raises a few questions

- What are the key changes underway in our sector?
- How can we move to a healthier community development system?
- How do we create a viable CED business model?
- What should CDC leaders be doing?

We see major shifts in “traditional” CED work

- Homeownership is up for grabs
- Rental housing is regaining support
- Economic development is higher priority
- Financial education & asset building are emerging as top tier priorities
- CED business model needs updating

New partners and supporters offer new opportunities

- Growing understanding that CED advances public health
- CED can be part of “Plan B” for slowing climate change
- CED can reduce educational disparities
- Public safety professionals are recognizing the role of CED

CDCs face uncertainties

- CDCs face tough competition for housing and other program dollars
- Changes create opportunities and threats
- Public policy advocacy is essential
- CDC Certification can increase credibility and support

**So what does this mean for CDC
leaders?**

**Top Ten List for
21st Century CDCs**

Top Ten List for 21st Century CDCs

- 1) Build your constituency base
- 2) Understand your local market context, including changing demographics
- 3) Break down boundaries between CED and other sectors
- 4) Think about new development and long-term stewardship

Top Ten List for 21st Century CDCs

- 5) Use data to define needs and to demonstrate your impact
- 6) Apply “state of the art” communication strategies (www.actionmedia.org)
- 7) Implement shared staffing models and foster collaborations to build technical capacity

Top Ten List for 21st Century CDCs

- 8) Operate strategically within larger networks and systems
- 9) Balance mission and money
- 10) Cultivate more diverse and younger leadership

For More information

Joseph Kriesberg

joek@macdc.org

www.macdc.org

<http://blog.macdc.org/>

617-426-0303 x22