Trends and Opportunities in Community Economic Development

Presentation
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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
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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

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