

HISTORICALLY BLACK COLLEGES & UNIVERSITIES NATIONAL CONFERENCE

*Trends in Community Economic Development
The Opportunity for HBCUs*

*Presentation by:
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TRENDS IN COMMUNITY ECONOMIC DEVELOPMENT

THE OPPORTUNITY FOR HBCUS

○ Introductions

- Tom Zuniga, Managing Director, DSG Community Management Systems
- John Talmage, CEO, Social Compact, Inc.

○ Presentation Overview

1. The HBCU Context for CED; Creating Perspective
2. Understanding the market reality
 1. Devolution of government & public sector role
 2. Increased reliance on private sector and nonprofits
 3. Private sector attitudes and expectations
 4. Non Profit Capacity Issues
3. The Opportunity for HBCUs
 1. HBCU as Community Capacity Building Platform
 2. Importance of growing indigenous leadership
 3. Growing an entrepreneurship culture

TRENDS IN COMMUNITY ECONOMIC DEVELOPMENT

THE OPPORTUNITY FOR HBCUS

- ◉ 3. The Opportunity for HBCUs (continued)
 - What are the new economic drivers that encourage growth of entrepreneurship?
 - Green Development—The new Silicon Valley?
 - Bio-Tech-Green Efforts
 - HUD-EPA-EDA Partnerships
 - The overlooked new “workforce”: Baby Boomers Re-Training
 - Putting experience to work at nonprofit and public agencies; who will re-educate them? What new skills are marketable to address needs of America’s vulnerable populations? Who would pay for the training?
 - Community Development /Non-Profit Management—Curriculum Possibilities
- ◉ 4. 2010 Census—Social & Economic Trends that affect CED
 - Census deficiencies; New Methodologies
 - Undercount issues

A tale of two cities ...

MARKET SIZE

Population: 367,426

Households: 137,577

MARKET BUYING POWER

Median Household Income: \$27,344

Average Household Income: \$39,308

Aggregate Income: \$5.4 Billion

Source: U.S. Census Bureau, 2000,

MARKET SIZE

Population: 504,226

Households: 179,471

MARKET BUYING POWER

Median Household Income: \$31,990

Average Household Income: \$50,637

Aggregate Income: \$9.1 Billion

Income per Acre: \$386,074

Aggregate Informal Economy: (9.3%)

Income of New Home Buyers:
\$114,972

Source: Social Compact Miami DRUIDOWN 2008/2009

Census Challenge Program

Why Are Census Estimates Important?

- Over 170 federal programs allocate \$300 billion annually using census estimate data
- For every person not captured in census estimates, the city loses \$2,263 of state and federal funding
- 80% of retail investment deals use data derived from the census to determine where and when to invest
- Inaccurate census estimates greatly contribute to the perception of the city

Census Challenge Program

Social Compact Successes

- Detroit, MI, (+47,000)
- New Orleans, LA, (+50,000)
- San Francisco, CA (+34,000)
- Toledo, OH (+21,000)
- Miami, FL (+15,000)

Together, Social Compact's census challenges will result in an additional **\$420 million** state and federal funding to the cities.