HISTORICALLY BLACK COLLEGES & UNIVERSITIES NATIONAL CONFERENCE

Trends in Community Economic Development
The Opportunity for HBCUs
Presentation by:
Tom Zuniga & John Talmage
March 10, 2011
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
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 ...

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<thead>
<tr>
<th>MARKET SIZE</th>
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<tbody>
<tr>
<td>Population: 367,426</td>
<td>Population: 504,226</td>
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<tr>
<td>Households: 137,577</td>
<td>Households: 179,471</td>
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**MARKET BUYING POWER**

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<tr>
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<tr>
<td>Median Household Income: $27,344</td>
<td>Median Household Income: $31,990</td>
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<td>Average Household Income: $39,308</td>
<td>Average Household Income: $50,637</td>
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<td>Aggregate Income: $5.4 Billion</td>
<td>Aggregate Income: $9.1 Billion</td>
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Income per Acre: $386,074

Aggregate Informal Economy: (9.3%)

Income of New Home Buyers: $114,972

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.