Stakeholder Meeting

Jacksonville, Florida

June 15, 2016
Agenda

Discussion Items
- Nuts & Bolts of CRED Program
- Objective of CRED

Introduce the John Scott Bailey Florida Institute of Government at USF

Purpose of Meeting
- Welcome & Introductions
Identity potential partners in the Jacksonville CRED program.

Expand CRED into the Jacksonville area, specifically City of Jacksonville and surrounding counties.

Determine need for Community Development training in the Jacksonville market.

Purpose of Meeting
The Florida Institute of Government at

The John Scott Bailey Florida Institute of Government (FIOG) was created by the Florida Legislature in 1980 and subsequently designated as a Type I Institute by the Florida Board of Regents.

Our Mission: "To increase the effectiveness and quality of government in Florida through applied research, training, technical assistance programs and public service."

The Institute fulfills its statewide mission through a consortium of six (6) affiliate program offices: Florida Gulf Coast University, Florida Atlantic University, University of Central Florida, University of South Florida, University of Florida, Florida State University.

The Executive Office of the Institute serves as the administrative unit of the program and is located at the Florida State University.
How has CRedit Impacted the Tampa Bay and South Florida Community?

History of CRedit.

What is the Goal of CRedit?

Build a Community of Community Builders

Objective of CRedit
Local Government Staff
CREDS Alumni
For-A Non-Profits
University Faculty
Housing Authority Staff
Financial Sector

Steering Committee Members Include:

Development activities.
Professional stakeholders who have a vested interest in successful community
Government (FIOG) at USF and we partner with a Steering Committee of local
The program is sponsored and administered by the Florida Institute of

Nuts & Bolts of CRED Program
Nuts & Bolts of CRE Program

Module Program designed to give participants the tools to carry out successful, affordable housing and community development initiatives.

Each (3) module program begins with a panel of local practitioners, which will be presented to a panel of local practitioners, 80% of the program, pass proficiency tests, and participate in a group project. To receive the certificate, participants are required to attend a minimum of 80 hours of course work which includes a culmination and graduation event.

CRED offers successful participants a certification through the University of South Florida Continuing Education Department.

Managing Real Estate Development
Understanding Financing and Subsidy Resources
Learning the Basics of Real Estate Analysis

Curriculum Modules

Nuts & Bolts of CRE Program
Learning Outcomes:

- Negotiation and presentation skills.
- Legal issues, project management, understanding financial statements.
- Gain skills for managing development, creating partnerships, understanding the community real estate development process.
- Gain exposure to local market opportunities and possibilities.
- Understand the local market DNA.
- Articulate a deal and package it for presentation to partners.
- Identify a project and determine preliminary feasibility.
- Investment.
- Understand the language of real estate development, underwriting and underwriting.
- Learn basic skills in real estate analysis.
- Develop a personal perspective.

Nuts 4 Bolts of CRED Program
Special thanks to John Talmage and his delicious culinary skills.

Opening Doors to Affordable Housing

Have a minimal cost for participants of $150 per person.

Program Cost: Partnerships and sponsorships have allowed the program to

Nuts & Bolts of CRED Program
Discussion Items

- Speakers Bureau
- SMEs - Speakers/Presenters
- Logistics
- Registration
- Marketing Efforts
- Scheduling for CRED JAX in Fall 2016
- Operational Items
- Community Partners
- Formation of Steering Committee in Jacksonville (JAX)
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Becky Clayton, Training Support Specialist

For more information please contact:
4/15/14 CRED NEFRE BOARD ROOM

ANGELA CRIST  FIG
JOHN TACMARGE
ED JOHNSON TAMPA
CHARLIE WILKES
TECHIE JAX
JANET HAMrer
DIEUL IG
ANTHONY JOHNS
CHERYL formerly FIFPA
BILL LACARIE

CRED ED JOHNSON
IDEA AROUND 2010

TA/ TRAINING

NLP?

5 IG IN FC
JAX
JAX MARKET

250 CRED GRADS
NETWORK

HAD STEERING COMMITTEE (N.LIST)
UNDER CLOUD W/ NON-PROFITS TO INCREASE CAPACITY IN REDONDO
OFFICE OF COMMUNITY ENGAGEMENT; PARTNERSHIPS
USF PROVIDES CERTIFICATE PROGRAM SINCE 2006
CRG FOCUSED ON CDC'S
1/2 DOZEN NON-PROFITS ACTIVE IN JAX
4 WALK PROGRAM - WORK-UP PROJECTS

SMALL FAITH-BASED ORGS IN JAX.
DECISIONS
LOCATION

FLORIDA COMMUNITY LOAN FUND

WANTS TO START
SEPT./OCT.
DEPENDS ON BUY-IN @ INDIVIDUAL MTGS

WANT CONFIRMATION
THEY CAN USE THIS SPACE

LOCAL GOV.
CLAY CO HFA
PHA PUTNAM
NEFCA
HUD
POCAHугA

DISC
HOMELESS COALITION
COMMUNITY FOUNDATION
BILL KILGINGS WORTH
FRED
JU
THERESA W/ CLAY
JOHN KOPOLOUSOS
SHIMBURG CTR
NEFCA
JOHN ROOD
PAUL TUTWILER
OPERATION NEW HOPE
ABILITY HOUSING
The Community Real Estate Development Certificate Program at USF offers practical training for community developers and other industry professionals. CRED provides the tools needed to carry out successful affordable housing and community-based real estate development projects.

Program History

CRED is based on a program partnership developed between the late Tom Zuniga, DSG Community Management Services LLC, the Metropolitan Center at Florida International University, Miami Dade County Office of Community Economic Development and Miami Local Initiatives Support Corporation (LISC). Mr. Zuniga was invited to set up a similar program in Tampa Bay in June 2006 by Tampa Bay LISC. The City of Tampa Affordable Housing funded the program, aimed exclusively at CDCs. In 2007, the program became affiliated with the USF Collaborative for Children and Families.

The connection to USF Innovative Education’s Continuing Education Department and its requirements for certification, attendance and curriculum oversight elevated the program and enabled non-CDCs to participate—building a network of community developers.

In 2009, the Florida Institute of Government (FIGO) at USF, led by Angela Crist, became the program administrator, connecting CRED with local government and developed a better connection with University subject matter experts. The program is now offered consistently in Tampa Bay and South Florida.

Quick Facts

- Program consists of hands-on workshops, guest speakers and a one-day culmination event with capstone group project presentations

- Modules cover Basic Skills in Real Estate Analysis & Development, Project Financial Analysis and Managing Real Estate Development

- Offers successful participants certification through the University of South Florida Innovative Education’s Continuing Education Dept.

- CRED received a 2007 Best Practice Award in Community Capacity Building from HUD and the 2014 Tom Zuniga Education "HEART Award" from the Housing Education Alliance

- 200+ program graduates in Tampa Bay and South Florida

- Over 235 units of affordable housing actually developed (123 units homeownership by three nonprofit developers; 112 rental units by for-profit/nonprofit joint venture)
Impact on Local Communities

During the past seven years, there has been a visible network of CRED graduates, faculty and mentors that have facilitated the creation of local partnerships within Tampa Bay and now South Florida. The CRED program has been responsible for a number of real-world projects that have impacted the geographic region. Some examples of these projects include: Westshore Landings in Tampa, a 57-unit townhouse development with 75% of the units slated for households that earn less than 80% of the area median income (AMI); the Housing & Education Alliance, a local nonprofit in Hillsborough County, is acquiring five to eight properties to sell to households that earn less than 80% AMI; and Goodwill Manasota (Manatee and Sarasota counties) has acquired over 20 units for their clients.

CRED Expansion

Due to CRED's success in the Tampa Bay market, the FIOG collaborated with its stakeholders to expand the CRED program to community development professionals in the South Florida market. The 2016 CRED program will be offered to participants in Hillsborough, Pasco, Pinellas, Polk, Sarasota, Manatee, Miami-Dade, Palm Beach and Broward counties. The program anticipates training approximately 40-50 professionals affiliated with community development organizations that provide 100% of their efforts to assist low to moderate income geography, census tracts and households. As the CRED program continues to grow and meet the needs of Florida's local communities, expansion to new markets such as Orlando, Pensacola and Jacksonville are being explored.

Learn more at fiog.usf.edu/cred
When does the steering committee meet?
The Steering Committee will meet at least twice:
1) During the planning phase and prior to the upcoming year’s program dates
2) After the program concludes and prior to the graduation event.
Other meetings maybe scheduled to address specific issues as needed.

How will the steering committee’s advice be used?
Information gathered from the steering committee provides guidance and direction to
establish an alumni network for building relationships and staying connected; assists in
recruiting novice professionals in the industry to participate; mentors graduates to keep class
projects on-going after program completion; helps promote the program to the greater
community and identifies potential funding sources.

Who can I contact for more information about the CRED Steering Committee?
Becky Clayton, FIOG Training Support Specialist at (813) 974-9627 or rclayton@usf.edu
Angela Crist, FIOG Director at (813) 974-2346 or via email at acrist@usf.edu

Current Steering Committee Members

Sylvia Alvarez
Housing and Education Alliance

Trent Green
USF School of Architecture

Ed Johnson
East Tampa Development

Debra Reyes
Neighborhood Lending Partners

Anthony Jones
The Housing Finance Authority of Pinellas County

Leroy Moore
Tampa Housing Authority

Harry Hedges
Tampa Housing Partnerships

Roxanne Amoroso
Amoroso Consulting

Lisa Reeves
Realtor/CRED Alumni

Ernest Barefield
Plant City CDC/CRED Alumni

Jack Garrett
Homeless Coalition/CRED Alumni

Tom Shelly
Broker/Owner/Realtor, Sunshine Commercial Brokerage, LLC
About CRED

The goal of the Community Real Estate Development program is to create effective leadership in community development for long term benefits to the community.

The CRED program works to expand the supply of skilled real estate analysts who are uniquely qualified to formulate and package catalytic real estate and economic development projects in low income urban neighborhoods, particularly affordable housing for underserved communities. The program outcome is to produce a well-trained workforce that can use the skills acquired to have a real world impact on their local community.

The CRED Steering Committee

What is the purpose of the CRED Steering Committee?
The steering committee identifies key real estate and economic development needs of the community, fosters relationships between the CRED program and the community, provides oversight and accountability as well as supports long-term sustainability efforts.

What are the goals and objectives of the CRED Steering Committee?
The steering committee assists the USF Florida Institute of Government to implement a marketable certificate program to engage underserved individuals and community based organizations by training them as practitioners to successfully complete tangible real estate and economic development projects in low income urban neighborhoods.

How is the CRED Steering Committee organized?
The steering committee consists of university faculty/staff, subject-matter experts, financial advisors and advanced practitioners in fields such as affordable housing, community development, economic development, CRED alumni, non-profit/private practitioners, corporate foundations and community foundations. This unique composition affords the CRED program a diverse body of knowledge for current community development trends, increased marketing and guidance for program curriculum.

What are individual responsibilities of a member?
Each member shall serve on the committee to bring in new ideas, information and trends as well as ensure program curriculum is connected to the current body of knowledge. As a member, each individual is responsible for assisting in all marketing and fundraising efforts. Each member shall commit to attending the Steering Committee meetings and at least one CRED-related event per year.