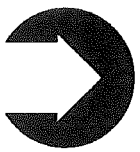


FLORIDA
INSTITUTE OF
GOVERNMENT

ACCRED Stakeholder Meeting

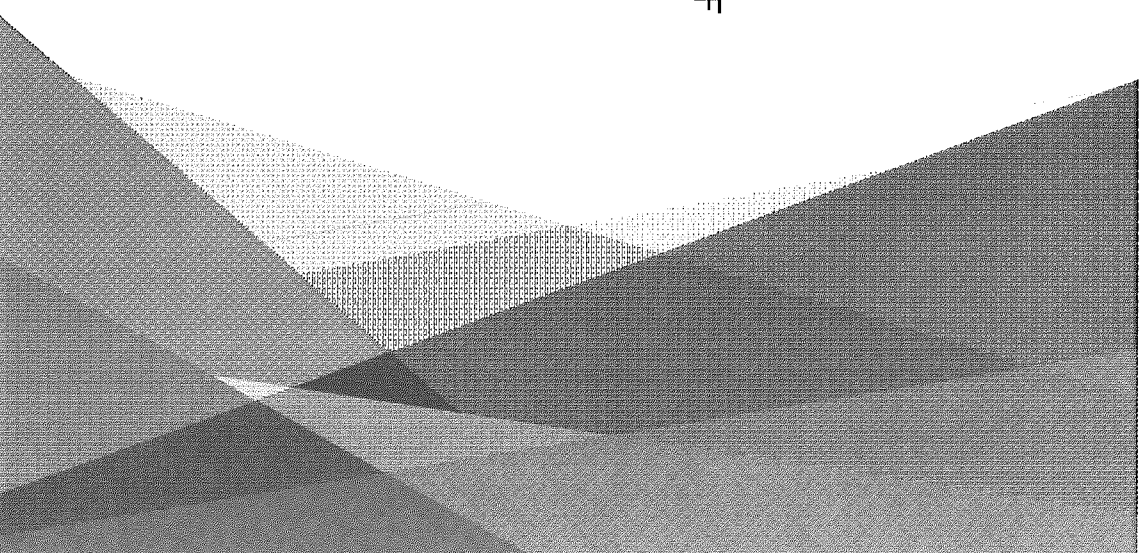
Jacksonville, Florida

June 15, 2016



Agenda

- ▶ Welcome & Introductions
- ▶ Purpose of Meeting
- ▶ Introduce the John Scott Dailey Florida Institute of Government at USF
- ▶ Objective of CRED
- ▶ Nuts & Bolts of CRED Program
- ▶ Discussion Items





Purpose of Meeting

- ▶ Determine need for Community Development training in the Jacksonville market.
- ▶ Expand CRED into the Jacksonville area. (Specifically City of Jacksonville and Surrounding Counties).
- ▶ Identify potential partners in the Jacksonville CRED program.



The Florida Institute of Government at USF

- ▶ The John Scott Dailey 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 State University
 - ▶ University of Florida
 - ▶ University of South Florida
 - ▶ University of Central Florida
 - ▶ Florida Atlantic University
 - ▶ Florida Gulf Coast University
- ▶ The Executive Office of the institute serves as the administrative unit of the program and is located at the Florida State University.



Objective of CRED

Build a Community of Community Builders

- ▶ What is the goal of CRED?
- ▶ History of CRED.
- ▶ How has CRED impacted the Tampa Bay and South Florida community?





Nuts & Bolts of CRED Program

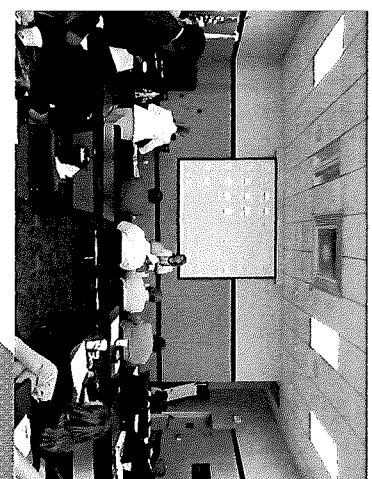
- ▶ The program is sponsored and administered by the Florida Institute of Government (FIOG) at USF and we partner with a Steering Committee of local professional stake holders who have a vested interest in successful community development activities.
- ▶ Steering Committee Members include:
 - ▶ Financial Sector
 - ▶ Housing Authority Staff
 - ▶ University Faculty
 - ▶ For & Non-Profits
 - ▶ CRED Alumni
 - ▶ Local Government Staff





Nuts & Bolts of CRED Program

- ▶ CRED offers successful participants a certification through the University of South Florida Continuing Education Department.
- ▶ Participants attend 80 hours of course work which includes a culmination and graduation event.
- ▶ To receive the certificate participants are required to attend a minimum of 80% of the program, pass proficiency tests, and participate in a group project which will be presented to a panel of local practitioners.
- ▶ Three (3) Module program designed to give participants the tools to carry out successful, affordable housing and community development initiatives.
 - ▶ Curriculum Modules
 - ▶ Learning the Basics of Real Estate Analysis
 - ▶ Understanding Financing and Subsidy Resources
 - ▶ Managing Real Estate Development





Nuts & Bolts of CRED Program

Expected Learning Outcomes:

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

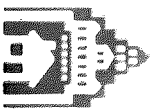




Nuts & Bolts of CRED Program

- ▶ Program Cost: Partnerships and sponsorships have allowed the program to have a minimal cost for participants of \$150 per person.

▶ Sponsors include:



NTP
Neighborhood Lending
Partners, Inc.



Bank



Urban
PHILANTHROPIES
PREVENTIVE • EMPOWERMENT • TRANSFORMING



Pinellas
County
HOUSING FINANCE
AUTHORITY



Tampa
Housing
Authority



Housing Finance Authority
of Hillsborough County, Florida
Opening Doors to Affordable Housing

Special Thanks to John Talmage and his delicious culinary skills!

- ▶ Program website: <http://flog.usf.edu/training.html>



Discussion Items

- ▶ Formation of Steering Committee in Jacksonville (JAX)
- ▶ Community Partners
- ▶ Operational Items
 - ▶ Scheduling for CRED JAX in Fall 2016
 - ▶ Marketing Efforts
 - ▶ Registration
 - ▶ Logistics
- ▶ SME's- Speakers/Presenters
 - ▶ Speakers Bureau





Questions

For more information please contact:

Becky Clayton, Training Support Specialist

Office #813.974.9627

raclayton@usf.edu

Angela Crist, Director

Cell # 813.857.8801

acrist@usf.edu

6/15/14 CRED NEFRC BOARD ROOM

ANGELA CRIST FIG

JOHN TALMADGE

ED JOHNSON TANITA

CHARISSE ~~WILKES~~ (WILKES TAMPI)

TERRE JAX

JANET HAMMER

DEE L IG

ANTHONY JONES

CHERYL FORMERLY PHFA

BILLALAZIE

5 IG IN FL
GEO.

USF

JAX MARKET

CRED ED JOHNSON

IDEA AROUND LISK

HAD STEERING COMMITTEE (W/LISK)

UNDER CLOUD W/NON-PROFITS TO INCREASE CAPACITY IN REDEV.

OFFICE OF COMMUNITY ENGAGEMENT & PARTNERSHIPS

USF PROVIDES CERTIFICATE PROGRAM SINCE 2008

ORIG FOCUSED ON CDC'S → CEOs

1/2 dozen non-profits active in JAX

4 week program - work up projects

SMALL FAITH-BASED ORGS IN JAX.

TA/
TRAINING

NLP?

DECISIONS

LOCATION

FLORIDA
COMMUNITY
LOAN
FUND

LOCAL GOV.

CLAY CO HFA

PHA PUTNAM

NEFCAA

HUD

FORD, WCHA

LISC

HOMELESS COALITION

COMMUNITY FOUNDATION

BILL KILLINGS WORTH

FRED

JU

THFA

TERESA

W/ CLAY

JOHN KOPOLOUSOS

SHIMBURG CTR

NEFHGA

JOHN ROOD

PAUL TUTWILER

OPERATION NEW HOPE

ABILITY HOUSING

WANTS TO START

SEPT./OCT.

DEPENDS ON BUY-IN

© INDIVIDUAL MTCs

* WANT CONFIRMATION

THEY CAN USE

THIS SPACE



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.



Local, grassroots training designed to create or strengthen community partnerships



Seasoned, local industry professionals serve as instructors and mentors



USF Innovative Education's Continuing Education Certificate (CEUs)



"Tuition-free" University training, made accessible to community-based organizations

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 (FIOG) 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.

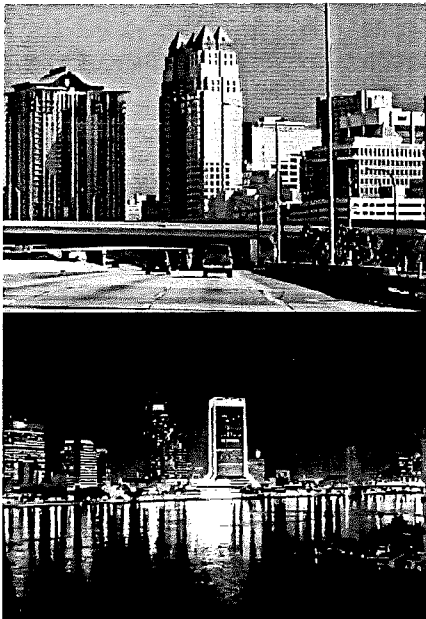
Quick Facts

- 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.

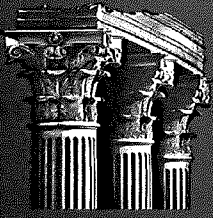


CRED Expansion

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.

small business dev. ctf

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 raclayton@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

Harry Hedges
Tampa Housing Partnerships

Trent Green
USF School of Architecture

Roxanne Amoroso
Amoroso Consulting

Ed Johnson
East Tampa Development

Lisa Reeves
Realtor/CRED Alumni

Debra Reyes
Neighborhood Lending Partners

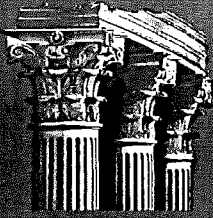
Ernest Barefield
Plant City CDC/CRED Alumni

Anthony Jones
The Housing Finance Authority of Pinellas County

Jack Garrett
Homeless Coalition/CRED Alumni

Leroy Moore
Tampa Housing Authority

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



the John Scott Dailey
**FLORIDA
INSTITUTE OF
GOVERNMENT**
at the University of South Florida

CRED

Community Real Estate
Development Program

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.