



INNOV8TETM

TRANSFORMATIONAL ECONOMIC DEVELOPMENT SOLUTIONS FOR WARD 8 | ANCHOR INDUSTRY FACILITIES

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By Tendani Mpulubusi, Chris White, Gloria Nauden

DC COMMUNITY DEVELOPMENT CONSORTIUM INSTITUTE (DCCDCI)

Economic Equity Brain Trust

powered by DC Community Development Consortium Institute (DCCDCI)

DCCDCI is a economic equity centered think tank committed to working exclusively and long term with the office of Councilmember White and Ward 8 stakeholders to assist the Councilmember in offering solutions to address the systemic disenfranchisement and chronic socioeconomic challenges faced by his constituents with ongoing innovation in economic equity policy.

PROGRAM TEAM

- Tendani Mpulubusi - Project Director, Entrepreneur, Activist, Educator
- Gloria Nauden - Economic Equity Broker & Business Strategist
- Chris White - Social Impact Analyst, Impact Investor Liaison

DCCDCI Board

- Tendani Mpulubusi
- Gloria Nauden
- Chris White
- John Whitman Ph.D.
- Harvey Yancey

Innov8te | Vision

- Innov8te aims to create a community led-coalition that establishes new hyper-local economic anchors that provide thousands of long-term, living-wage jobs, which will foster a healthy hyper-local economy, eliminate inter-generational poverty, and persistent racial disparities in Ward 8.

Innov8te | Roadmap

Phase I: Aug - Dec 2020

Planning | Research & Development - \$250,000 - \$450,000

- Develop 5 Year Business Plan
 - Site & Financial Feasibility
 - Identify Anchor Industry Partners
 - Identify Developer and Anchor Sites
- Draft Supporting Legislation
 - Emergency Funding for Planning & Engagement
 - Funding for Project Innov8te

Phase II: Jan 2021 - Dec 2021

Stakeholder Engagement & Mobilization - \$1 Million

- Identify Investment Partners
 - Private & Philanthropic
 - DC & Federal Gov
- Federal Legislative Outreach
- Establish Innov8te Community Committee

Phase III: Jan 2022 - 2025

Implementation - \$1.5 Billion

- Finalize Development Plan
- Design Facilities
- Training and Onboarding

THE NECESSITY for ECONOMIC INNOVATION

Local Face of Systemic Economic Exclusion

Wealth Gap - The average white family, in the District of Columbia, has 81x the wealth of the average black family.

Income Gap - The average white family, in the District of Columbia, has 3x the income of the average black family.

Simply put, the majority of DC's white families are plugged into economies that black families are excluded from institutionally.

THEORY OF CHANGE.....

Societies flourish by monetizing their assets and investing in the health of their communities.

The Opportunity of Now

Race & Economic Equity Investment Attention due to Civil Unrest, COVID related health and economic challenges

Largest Dormant & Underutilized Real Estate is in Ward 8

Economic Anchor connects Ward 8 to the bigger Economy

The Problem | The Goal

POVERTY IS THE ROOT CAUSE OF SYSTEMIC:

- VIOLENCE AND CRIME
- LIMITED SOCIAL ORGANIZATION AND POLITICAL INFLUENCE
- LIMITED EDUCATIONAL RESOURCES
- INVOLUNTARY DISPLACEMENT OF HOUSING AND COMMUNITY DESTABILIZATION
- HEALTH & WELLNESS DISPARITIES



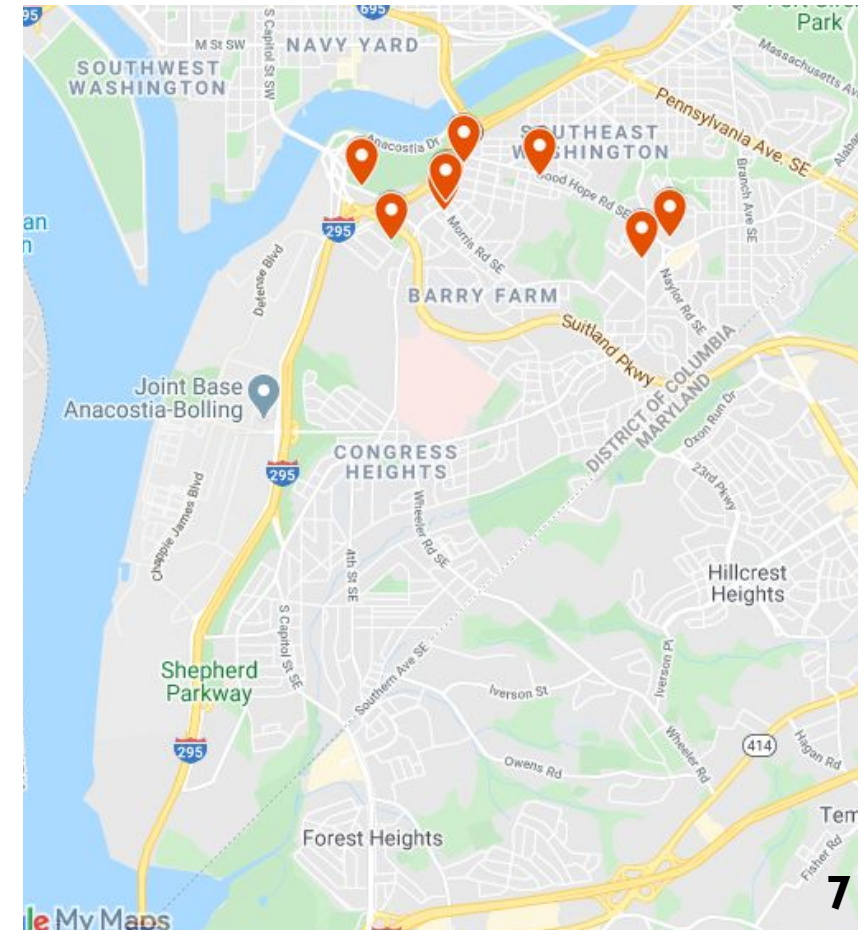
TARGETED OUTCOMES

- REPLACE VIOLENCE AND CRIME WITH JOBS AND SOCIAL ORGANIZATION
- INCREASE EDUCATIONAL QUALITY THROUGH INCREASED COMMUNITY ENGAGEMENT
- INCREASE HOUSEHOLD INCOME ENABLES PEOPLE TO PARTICIPATE IN POLITICAL PROCESS
- LIVING WAGES EMPOWER CITIZENS TO AFFORD THE COST OF LIVING AND BUILD FINANCIAL PORTFOLIO
- EXPAND BUSINESSES
- EDUCATION AND WORKFORCE DEVELOPMENT TO PREPARE FOR THE NEW ECONOMY

9 Developments Planned in Ward 8

The creation of housing units (even “affordable” units), and office space do not address the income and wealth gap. Innov8te directly addresses the income and wealth gap through quality job creation.

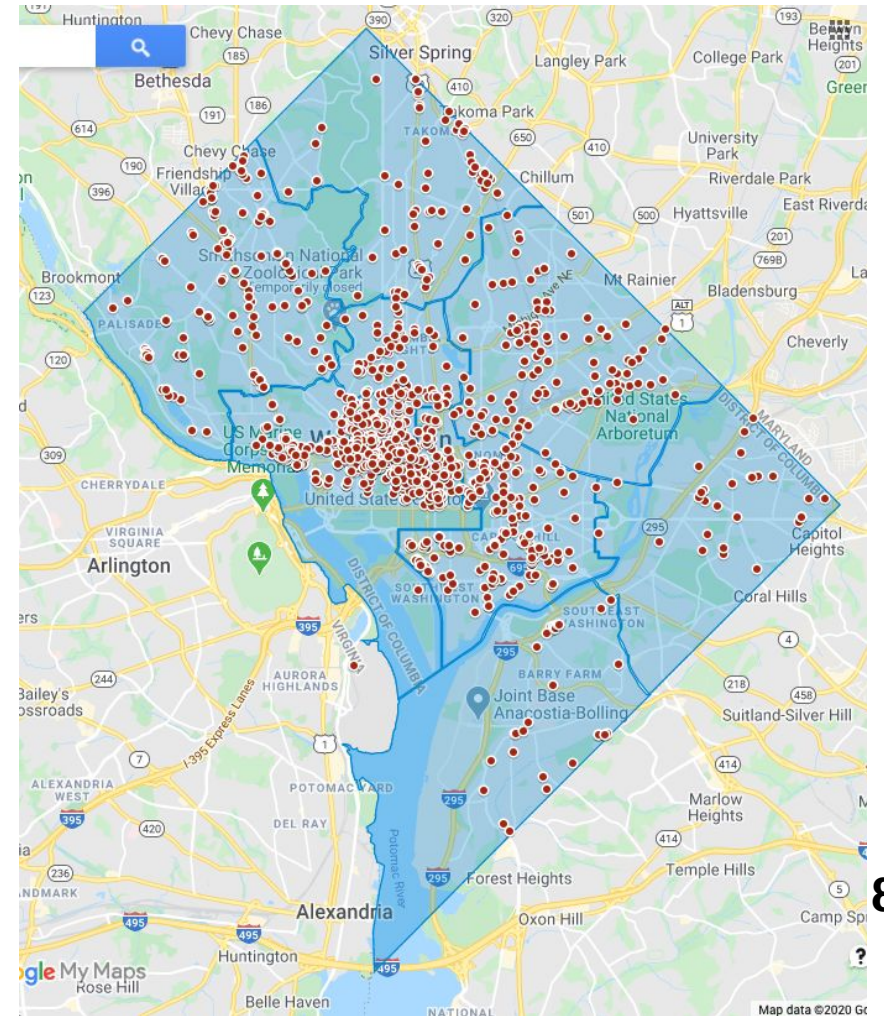
1. Barry Farm Redevelopment (1,100 units)
2. Columbian Quarter (692 units)
3. The Clara (85 units)
4. Reunion Square (624 units)
5. 2255 Martin Luther King Jr. Ave SE (71 units)
6. 2001 - 2027 Martin Luther King Jr. Ave SE (125 units)
7. 1615 Good Hope Rd (86 units)
8. Skyland Town Center (252 units)
9. Skyland Senior Housing (67 units)



Recent Data | Distribution of PPP Loans in DC (July 2020)

Few Economic Anchors East of the River:

- Citywide
 - \$2.1 Billion in total PPP loans
 - 7,860 borrowers citywide
 - 2,806 PPP loans over \$150K
- East of the River
 - 88 borrowers received PPP loans over \$150K



Source: <https://sba.app.box.com/s/wz72fqag1nd99kj3t9xlq49deoop6gzf>
Date: July 28, 2020

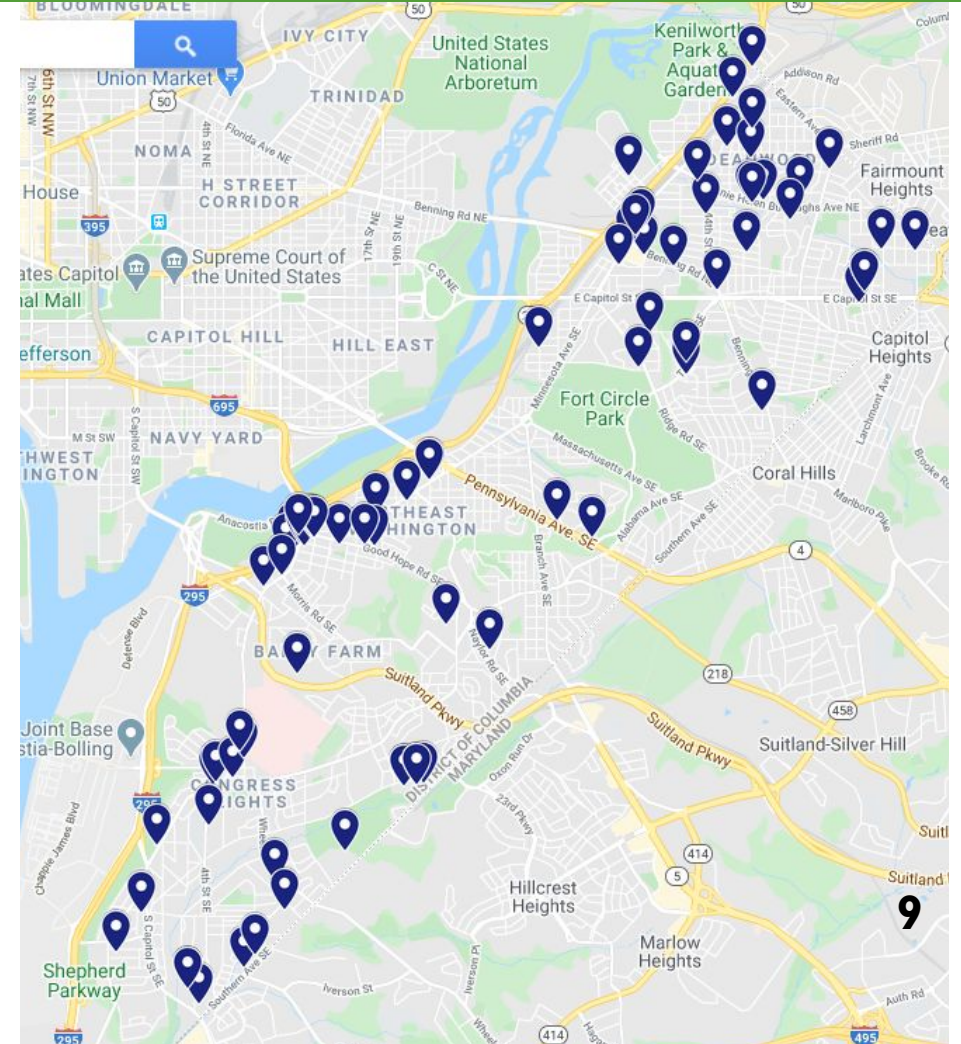
Recent Data | Distribution of PPP Loans in Wards 7 & 8 (July 2020)

These 88 PPP loans resulted in 4,471 jobs retained:

- 3,258 were in Health & Human Services
- 1,054 were in Built Environment Services
- 177 were in Professional Services
- 200 were in Full Service Restaurants
- 82 other

Source: <https://sba.app.box.com/s/wz72fqag1nd99kj3t9xlq49deoop6gzf>

Date: July 28, 2020



Recent Data | COVID Mortality Data Shows Racial Disparities

Citywide Population - 717,189

- By Race
 - Black Alone (45%)
 - White Alone (42%)
 - Other (13%)
- Ward 7 & 8 (22%)
 - Wards 7 - 80,951 (11%)
 - Ward 8 - 80,552 (11%)

Citywide Deaths - 577

- By Race
 - Black 426 (74%)
 - White 62 (10%)
 - Other 89 (16%)
- Ward 7 & 8 (35%)
 - Wards 7 - 85 (15%)
 - Ward 8 - 117 (20%)

Outcomes | Vision

A more equitable DC in which Ward 8 achieves:

- 4,274 new permanent living wage jobs
- 6,175 more families earning over \$75K
- 6,273 more homeowners
- 15,095 fewer people in poverty
 - including 5,536 fewer children in poverty

Theory of Change

Status Quo: Economic development projects are evaluated and selected based on economic return on investment. This produces no systemic change.

Theory of Change: To effect change, projects must be evaluated and selected based on factors that ensure income and equity growth, investment in workers and the community, a voice for workers in corporate policy, and intergenerational poverty reduction:

The Big Idea: Build a Ward 8 Economy

Economic Anchors

- Amazon Fulfillment Center
- Data Farms
- Light Manufacturing
- St. Elizabeths Healthcare Ecosystem

ATTRACT ECONOMIC ANCHORS
TO WARD 8 VS. SOCIAL SERVICE
ANCHORS

WHICH CREATE AN ECONOMIC
FLOOR, INFRASTRUCTURE &
ECOSYSTEM

TO SYSTEMATICALLY ELIMINATE
INTERGENERATIONAL POVERTY

Economic Anchor Example

Fulfillment Center in Ward 8

PG County Merchandise Logistics Center Projections - 1,500 jobs | \$46,000,000 Annual Payroll
19 Acre Foot Print | 5 stories, 4,000,000 sq ft



Economic Anchor Example

Data Farms in Ward 8



Federal Data Center Jobs

- Partner With Major Federal Cloud Providers:
 - Amazon Web Services (AWS)
 - Oracle Cloud
 - Microsoft Azure
- Personnel with No College but Security Clearance
 - \$90,000+ annual salaries
 - Federal HUBZone Procurement Preference

Economic Anchor Example

Light Manufacturing in Ward 8



Manufacturing & Assembly Jobs

- widgets, medical supplies, personal protective equipment, textiles)
- Light Fabrication
- Makerspace for entrepreneurs (home goods, jewelry, art, etc.

Economic Anchor

St. Elizabeth's | Healthcare Ecosystem in Ward 8

Hospital Procurement Opportunities

- Expand Existing Models:
 - CNHED DCAP Program
 - Co-op Service Core Program - (i.e. green vendors, laundry services, Evergreen)
 - JV (Mentor Protege) Program
- Ancillary Business Impact
 - Nearby Day Care, Restaurants, Affordable Housing



Possible Sites | Fulfillment Center & Light Manufacturing

Southern Tip of Ward 8 (124.6 acres)

- Area 2 Municipal Impoundment Lot (19.6 Acres)
- Zoning: Production, Distribution & Repair (PDR)

Area 1: 42 Acres - Wooded (Likely Wetlands)

Area 2: 19.6 acres - Municipal Impound Lot

Area 3: 10 acres - DCPS Bus Storage

Area 4: 19 acres - Potomac Jobs Corp Campus

Area 5: 34 acres - Partially wooded

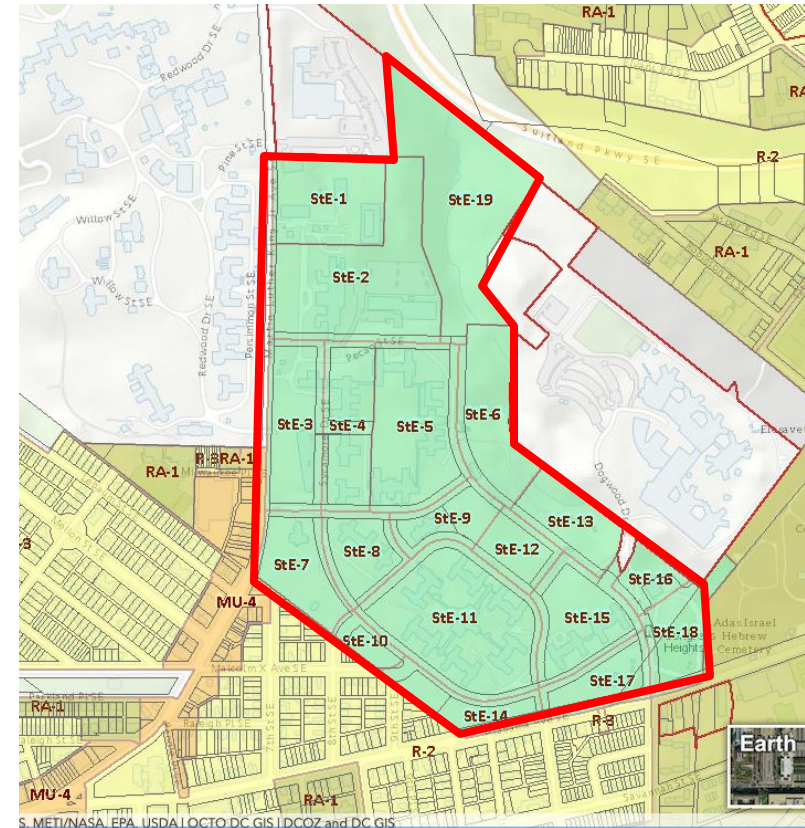


Possible Sites | Data Farm

St. Elizabeth's East

183 Acres

- Existing Master Plan
- Monumental Sports and Entertainment
- New Hospital by 2024



Possible Sites | Ward 8 Small Business Expansion & Development

Anchor will spur larger ecosystem of small business growth

325 City Owned Sites in Ward 8

- 229 Garage/ Unimproved Land
- 96 Commercial Use

