

Video

Keynote Diversity The Public Private Partnership Where Everybody Wins

Date: July 29, 2022

00:00:00 --> 00:00:04: Hopefully get you guys out of here and enjoying our
 00:00:04 --> 00:00:07: fine city a little bit sooner or on to your
 00:00:07 --> 00:00:12: next destination. So our next speaker is going to talk
 00:00:12 --> 00:00:17: about public private partnerships where everybody wins. So I'm excited
 00:00:17 --> 00:00:23: to introduce Nicole Cober, Esquire and principal managing partner of
 00:00:23 --> 00:00:28: Coburg Johnson and Romney, and founder of Beau Collective, an
 00:00:28 --> 00:00:30: organization of the top.
 00:00:30 --> 00:00:34: Nations Top 50 black women small business owners who collaborate
 00:00:34 --> 00:00:38: on numerous initiatives. Nick is an executive coach and business
 00:00:38 --> 00:00:43: strategist and a presidential appointee to the nation's national Women's
 00:00:43 --> 00:00:48: Business Council. Nick will share her expertise and private Public
 00:00:48 --> 00:00:51: Partnerships and what kind of value they can bring to
 00:00:51 --> 00:00:54: the communities. So let's welcome Nicole.
 00:01:06 --> 00:01:11: All right. All right. All right. Good morning, everyone. I
 00:01:11 --> 00:01:14: I first of all, I want to thank you all
 00:01:14 --> 00:01:18: for the opportunity to come and speak. We got girl
 00:01:18 --> 00:01:22: power in the room. We definitely have our allies, and
 00:01:22 --> 00:01:26: I'm really, really grateful for that. Number 1 #2.
 00:01:26 --> 00:01:29: I am. I am standing between you and lunch, so
 00:01:30 --> 00:01:33: I feel a great amount of pressure. So I'm gonna,
 00:01:33 --> 00:01:37: I'm gonna keep it moving, I'm gonna keep it snappy
 00:01:37 --> 00:01:40: for you all. But I want to tell you about
 00:01:40 --> 00:01:44: some successes that we've had. I'll give a little bit
 00:01:44 --> 00:01:48: of background, but how my partner and myself started a

00:01:48 --> 00:01:53: real estate development company that has a crown jewel of
00:01:53 --> 00:01:58: public, private partnership that really has revitalized the
community.

00:01:58 --> 00:02:02: Alright, so first of all, I have been an attorney.
00:02:02 --> 00:02:06: I have worked my way into this room in a
00:02:06 --> 00:02:10: very unconventional way. I have been an attorney and I
00:02:10 --> 00:02:16: focus on small business consulting. I look at businesses
holistically
00:02:16 --> 00:02:20: and see how they can be a part of the
00:02:20 --> 00:02:25: program, how they can be a part of revitalized communities
00:02:25 --> 00:02:28: that we develop. We started our firm.
00:02:28 --> 00:02:29: I see. Let's see.
00:02:32 --> 00:02:37: Alright, we started our firm Cobra, Johnson and Romney real
00:02:37 --> 00:02:43: real estate development incorporated in about 2015. And
listen, I
00:02:43 --> 00:02:47: think that it is a a blend that is very
00:02:47 --> 00:02:51: helpful when you have a different lens. So our mission
00:02:52 --> 00:02:58: is creating the experience of home creating and bringing
inspiration
00:02:58 --> 00:03:02: and comfort to people who live and work in the
00:03:02 --> 00:03:03: environment.
00:03:03 --> 00:03:08: I am the principal managing partner, woman owned Black,
Black
00:03:08 --> 00:03:12: as long as I can remember and very, very silly,
00:03:12 --> 00:03:16: but but it does. Diversity is not just something we
00:03:16 --> 00:03:20: talk about when you have a different lens, when you
00:03:20 --> 00:03:25: have a different perspective. It's a unique opportunity and I
00:03:25 --> 00:03:28: want to give you guys a case study. We have
00:03:29 --> 00:03:33: done a development in. We're based out of Washington DC.
00:03:33 --> 00:03:36: And there is a community.
00:03:37 --> 00:03:43: In Maryland, just outside of the nation's capital called
Suitland,
00:03:44 --> 00:03:48: MD, and if anyone is familiar with the DMV area,
00:03:48 --> 00:03:53: you know that it is greatly polarized by race racial.
00:03:55 --> 00:04:00: In terms of how the cities look, alright, Maryland is
00:04:00 --> 00:04:04: a great example and I'll give you just just a
00:04:04 --> 00:04:09: bit about that. So according to Redfin, homes in primarily
00:04:09 --> 00:04:15: African American neighborhoods are worth nearly \$50,000
less than they
00:04:15 --> 00:04:21: are comparable white neighborhoods. Black families have
less equity with
00:04:22 --> 00:04:25: median home equity values of 89,000.
00:04:25 --> 00:04:31: Compared to 113,000 median homes in white
neighborhoods. And in

00:04:32 --> 00:04:37: 2021, these homes were undervalued by \$55,000. So I want
00:04:37 --> 00:04:43: you all to think about Maryland. We work in Prince
00:04:43 --> 00:04:50: Georges County, which is a predominantly African American
county, all
00:04:50 --> 00:04:55: right? This project that we worked on for the last
00:04:55 --> 00:04:56: seven years.
00:04:57 --> 00:05:01: Has actually been an opportunity for over 20 years that
00:05:02 --> 00:05:06: would start and stop, start and stop. Could not get
00:05:06 --> 00:05:10: any traction. But let me tell you about what this
00:05:10 --> 00:05:16: particular community looked like prior to our public private
partnership,
00:05:16 --> 00:05:20: all right, again talking about its value.
00:05:20 --> 00:05:26: The median, or the market rate housing in town square
00:05:26 --> 00:05:31: was a 321,000. But if you go right to Montgomery
00:05:31 --> 00:05:36: County, which is about 20 miles away but Bethesda, MD,
00:05:36 --> 00:05:41: Rockville, MD, you take a similar home and it's one
00:05:41 --> 00:05:47: point, and it's value is \$1.2 million, and in Rockville
00:05:47 --> 00:05:52: it's 675,000, according to the US Census Suitland.
00:05:52 --> 00:05:56: Population is 85% black.
00:05:57 --> 00:06:04: Wow. Bethesda and Rockville. You have only four percent
4.5%
00:06:04 --> 00:06:08: black and 77% white. Rockville is.
00:06:09 --> 00:06:15: 56% black and 11% white. Alright. So these inequities
obviously
00:06:15 --> 00:06:18: do a couple of things that are are on its
00:06:18 --> 00:06:23: face and equitable is that it really does increase the
00:06:23 --> 00:06:27: racial wealth gap. All right. And so one of the
00:06:27 --> 00:06:31: things my partner and I wanted to do was see
00:06:31 --> 00:06:36: how as developers we could look at this community and
00:06:36 --> 00:06:40: see opportunities where others did not see.
00:06:40 --> 00:06:43: Now I will tell you where we this is a
00:06:43 --> 00:06:48: mixed-use project that we've done over the last seven years.
00:06:48 --> 00:06:52: One thing that I do want to share is that.
00:06:53 --> 00:06:58: This community, the streets that we have replaced, they were
00:06:58 --> 00:07:03: the, they were the highest crime communities in all of
00:07:03 --> 00:07:06: Maryland, all right? And so.
00:07:06 --> 00:07:09: If you as a developer or you as a community,
00:07:10 --> 00:07:14: a person that's talking about and thinking about revitalization,
those
00:07:14 --> 00:07:17: are some things that maybe on its face you are
00:07:17 --> 00:07:20: going to say stop, do not pass, go, do not
00:07:20 --> 00:07:24: collect \$200.00. But you have to have a little bit
00:07:24 --> 00:07:27: of vision, a little bit of trust and a little

00:07:27 --> 00:07:30: bit of intellect to see beyond that and see where
00:07:30 --> 00:07:34: the potential is. And I think that that's where having
00:07:34 --> 00:07:36: diversity, diverse voices that CB.
00:07:36 --> 00:07:39: And what is there is going to be valuable.
00:07:40 --> 00:07:44: All right, so over the last seven years, what is
00:07:44 --> 00:07:47: Town Square? What has it become?
00:07:47 --> 00:07:52: All right. It is a / 1.9 million square foot
00:07:52 --> 00:08:02: mixed-use residential housing that includes single family
apartments, senior apartment homes. We have over 150,000
feet of
00:08:09 --> 00:08:14: retail and commercial space. We have a site for 120
00:08:14 --> 00:08:17: room select service hotel.
00:08:18 --> 00:08:21: And we have a plan to put a steam center
00:08:21 --> 00:08:24: there. How do you go from one extreme to the
00:08:24 --> 00:08:28: next? Right? And only seven years. It really is, again,
00:08:29 --> 00:08:33: a great example of a public private partnership. And I
00:08:33 --> 00:08:36: want to go through the four parts of this. You
00:08:36 --> 00:08:41: have the public sector, you have the private sector, you
00:08:41 --> 00:08:46: have the Community itself, and then you have the
developers.
00:08:46 --> 00:08:48: All right. And who was our?
00:08:48 --> 00:08:52: A partner on the public sector side.
00:08:53 --> 00:08:58: So we about, I guess eight years ago, um.
00:08:58 --> 00:09:02: We did it just on relationships. We asked the redevelopment
00:09:02 --> 00:09:05: authority lead at the time to say, hey, we know
00:09:06 --> 00:09:09: that you have not been in the space of taking
00:09:09 --> 00:09:13: a deal through development, all right? Usually they would just
00:09:13 --> 00:09:17: take the land, the developer would come in, they would
00:09:17 --> 00:09:20: sell it and be out of the deal. Well, we
00:09:20 --> 00:09:23: looked at this as an opportunity. We were from the
00:09:23 --> 00:09:27: community. We had seen this, this project or this vision
00:09:27 --> 00:09:28: for this.
00:09:28 --> 00:09:32: Project start and stop over the years and so they
00:09:32 --> 00:09:35: said, hey, OK, we'll take a chance with you. So
00:09:35 --> 00:09:39: we came in as a free developer on this with
00:09:39 --> 00:09:43: the redevelopment authority, alright. And we set goals to
meet
00:09:43 --> 00:09:48: a local participation from vendors to benefit the community.
We've
00:09:48 --> 00:09:52: also strived to have in addition to us being a
00:09:52 --> 00:09:56: majority minority owned firm, the vendors that we work with,
00:09:56 --> 00:09:58: we see them, we work with them.

00:09:59 --> 00:10:03: We've worked with them over 20 years and brought them
00:10:03 --> 00:10:07: into this deal, which is over a \$600 million redevelopment
00:10:07 --> 00:10:11: project. So again, being from a diverse lens, seeing that
00:10:11 --> 00:10:16: community in a different way, right, being able to shape
00:10:16 --> 00:10:20: a narrative that was not one that was exclusively looking
00:10:20 --> 00:10:25: at the liabilities, but looking at the opportunities and assets
00:10:25 --> 00:10:26: as well.

00:10:28 --> 00:10:34: The private sector obviously benefited from this too. So again
00:10:34 --> 00:10:38: I, I think that what CJR experience, our track record
00:10:38 --> 00:10:42: over 20 years both in the legal and the real
00:10:42 --> 00:10:47: estate community, it really did benefit because we were able
00:10:47 --> 00:10:51: to say, hey guys, trust us, look, look at, look
00:10:51 --> 00:10:55: beyond what is there and bring in some, bring in
00:10:55 --> 00:10:58: some novelty. Now I mentioned to you.

00:10:58 --> 00:11:02: About Montgomery County, so the the the products that you
00:11:03 --> 00:11:07: see the townhouse products that you see were Ryan Holmes
00:11:07 --> 00:11:12: products and again those houses went for those townhouses
00:11:13 --> 00:11:18: went
00:11:18 --> 00:11:22: for about 800,000. When they when they started this
00:11:22 --> 00:11:27: community
00:11:27 --> 00:11:28: we advocated with Ryan homes to say, look what type
00:11:28 --> 00:11:33: of product can we build that's equal quality, that's equal
00:11:33 --> 00:11:37: in terms of.
00:11:38 --> 00:11:42: Of visually aesthetic, but keeping the price points down. How
00:11:42 --> 00:11:46: could we do that? And we were successful to having
00:11:46 --> 00:11:52: these townhouses started at \$300,000. And let me tell you
00:11:52 --> 00:11:57: how did Ryan Holmes benefit from it? It was the
00:11:57 --> 00:11:58: fastest selling townhouse community that they had in the
00:11:58 --> 00:12:04: nation.
00:12:04 --> 00:12:10: And so that is a quintessential example of how communities
00:12:10 --> 00:12:14: that have been.
00:12:14 --> 00:12:19: Overlooked communities where there hasn't been any trust
00:12:19 --> 00:12:23: that's been
00:12:23 --> 00:12:27: established, communities where you're labeling what you
00:12:27 --> 00:12:29: think that community
00:12:29 --> 00:12:34: needs or wants. You really have the the ability to
00:12:34 --> 00:12:39: go in with great partnerships to get beyond the stereotypes,
00:12:39 --> 00:12:44: to get beyond the limitations and to see value. And
00:12:44 --> 00:12:49: now we have Ryan Holmes being a partner for us,
00:12:49 --> 00:12:54: not only in other.
00:12:54 --> 00:12:59: Developments that we're doing in Maryland, but we're going
00:12:59 --> 00:13:04: beyond
00:13:04 --> 00:13:09: and looking in rural neighborhoods and rural communities
00:13:09 --> 00:13:14: too. West

00:12:39 --> 00:12:43: Virginia, this is a great model, just not a urban
00:12:43 --> 00:12:45: area but also rule as well.
00:12:48 --> 00:12:52: And I think the biggest piece, these are actual residents
00:12:52 --> 00:12:57: within our community. You know, I talked about this project
00:12:57 --> 00:13:01: over that lasting over 20 years. There had been so
00:13:01 --> 00:13:05: many misfires and there had been so many people that
00:13:05 --> 00:13:09: had been disappointed to say you're just a developer, you're
00:13:09 --> 00:13:13: going to come in here, you're going to leave the
00:13:13 --> 00:13:16: community out of it. That was not the case. We
00:13:16 --> 00:13:19: really wanted to hear their voice.
00:13:19 --> 00:13:23: And we made a promise to them that they would
00:13:23 --> 00:13:27: be able to benefit and not be left behind #1.
00:13:27 --> 00:13:30: So you do have this community is right next to
00:13:30 --> 00:13:35: Suitland Elementary School. And we're so proud that we
were
00:13:35 --> 00:13:40: able to keep the rates, market rate housing so that
00:13:40 --> 00:13:44: they were able to purchase their first homes as teachers.
00:13:44 --> 00:13:49: And now two years later, they're experiencing the benefit.
00:13:49 --> 00:13:53: Of having \$100,000 in equity.
00:13:54 --> 00:13:57: And that's something that we don't talk about. And I
00:13:57 --> 00:14:01: heard earlier, we're talking about taxes. Nothing is perfect.
We
00:14:01 --> 00:14:04: do have to have solutions, but that's a story that
00:14:04 --> 00:14:08: we should all be proud of when we're talking about
00:14:08 --> 00:14:11: how can the hard working, the missing middle, how can
00:14:11 --> 00:14:15: they afford. A lot of the opportunities are in these
00:14:15 --> 00:14:19: communities that have been overlooked, that there have
been, we
00:14:19 --> 00:14:23: haven't built trust by the developers, by the private sector,
00:14:23 --> 00:14:24: by the public sector.
00:14:24 --> 00:14:27: To come in and say, what can we all do
00:14:27 --> 00:14:31: instead of going in and looking through our own lens,
00:14:31 --> 00:14:35: how can we do something where we're brokering an
opportunity
00:14:35 --> 00:14:39: for everybody that's at the table? And I look down
00:14:39 --> 00:14:42: and I see each one of these individuals. They all
00:14:42 --> 00:14:46: took a chance. They all came together and said, look,
00:14:46 --> 00:14:50: they are buying into this. They see the resources that
00:14:50 --> 00:14:54: have come in and they're taking pride in their community.
00:14:54 --> 00:14:58: I'll give us another small example. So you know, these
00:14:58 --> 00:15:04: neighborhoods, these streets that used to have murders
taking place,
00:15:04 --> 00:15:08: you now have kids playing. Not only are they playing,

00:15:08 --> 00:15:13: we've also started an internship program with young men ages

00:15:13 --> 00:15:18: 12 to 15. They're going around cleaning the community that

00:15:18 --> 00:15:22: their parents have purchased in. They're also learning how a

00:15:22 --> 00:15:24: real estate development.

00:15:24 --> 00:15:28: Deal takes place. They're learning what architecture and what elements

00:15:28 --> 00:15:32: come in and place. They're learning about engineering they're learning

00:15:32 --> 00:15:33: about.

00:15:34 --> 00:15:39: The legal aspects of Community development, and I think that's

00:15:39 --> 00:15:42: another thing, that we need to look to our youth

00:15:43 --> 00:15:46: and bring them into the process at an earlier age

00:15:46 --> 00:15:51: so they can be community participants as well as developers.

00:15:53 --> 00:15:57: And then I just want to wrap by saying, you

00:15:57 --> 00:16:01: know, what were some of the key things that, you

00:16:01 --> 00:16:07: know, being an African American developer, what types of partnerships

00:16:07 --> 00:16:11: did we make, what types of solutions did we bring

00:16:11 --> 00:16:15: that maybe others didn't see? And the first one I

00:16:15 --> 00:16:20: think is huge, where we talked about advocating for free

00:16:20 --> 00:16:24: for fair appraisal. I know that my husband.

00:16:24 --> 00:16:29: And business partner worked with the Redevelopment authority and they

00:16:29 --> 00:16:34: went in front of the appraisal board together. So black

00:16:34 --> 00:16:38: man and a white man coming together and saying this

00:16:38 --> 00:16:39: community has been.

00:16:41 --> 00:16:45: Basically have a bias and their appraisal rates have been

00:16:45 --> 00:16:48: suppressed. That was a true partnership going in and saying

00:16:49 --> 00:16:53: the government and the private sector coming together and really

00:16:53 --> 00:16:58: holding their appraisal board, the appraisal community accountable because you

00:16:58 --> 00:17:01: do need fairness there so that these families that are

00:17:02 --> 00:17:05: are there, that are coming in, that are staying in

00:17:05 --> 00:17:09: the Community, they're not being discriminated against. And I think

00:17:09 --> 00:17:11: that that was a huge.

00:17:11 --> 00:17:15: A part of and parcel of this, the success here.

00:17:16 --> 00:17:21: I also think that you know the vision, envisioning the

00:17:21 --> 00:17:25: value, all of you all are here because you see

00:17:25 --> 00:17:31: development, you see your participation in building something that doesn't

00:17:31 --> 00:17:36: exist or revitalizing something that you can't that that doesn't
00:17:36 --> 00:17:41: exist, right, or improving upon something that does. And I
00:17:41 --> 00:17:45: think that that vision and those of having vision with
00:17:46 --> 00:17:47: like minded partners.
00:17:47 --> 00:17:51: That is a true success, and I think that's something
00:17:51 --> 00:17:56: that definitely happened here in Suitland. We have family
members
00:17:56 --> 00:18:00: that have been here for generations. And so there's also
00:18:00 --> 00:18:03: an aspect of of trust, right, that when you are
00:18:03 --> 00:18:06: from the community, you're going to get a bit more
00:18:06 --> 00:18:10: goodwill. So instead of just being an outsider coming in
00:18:10 --> 00:18:15: and looking at making the numbers work exclusively, we
want
00:18:15 --> 00:18:18: to make the homes work. We want to make the
00:18:18 --> 00:18:18: communities.
00:18:19 --> 00:18:23: We want to make the children the educational system that's
00:18:24 --> 00:18:27: right there. We want all of those things to be
00:18:27 --> 00:18:31: collaborative and I think when we when we look.
00:18:31 --> 00:18:35: At our own values, they are not, they are not
00:18:35 --> 00:18:39: different because of our race or our gender. Our packages
00:18:39 --> 00:18:43: are different, but and our vision is our lens and
00:18:43 --> 00:18:47: perspective is different, but our values are the same. And
00:18:47 --> 00:18:51: so I really do appreciate everyone being in this room,
00:18:51 --> 00:18:56: wanting to figure out how can we make more relationships
00:18:56 --> 00:19:00: happen, how can we make more community and networks. I,
00:19:00 --> 00:19:02: I will, I heard someone say.
00:19:02 --> 00:19:06: Earlier that, you know, the old boys network works well.
00:19:06 --> 00:19:10: This is the the girl's network, right? As an aside,
00:19:10 --> 00:19:14: I did look to create a community of business owners
00:19:14 --> 00:19:20: called the Beau Collective, black owner and Women's
Collective. I'm
00:19:20 --> 00:19:23: very proud of that for the reason that women, we
00:19:24 --> 00:19:28: really do collaborate. We really do. That is the heart
00:19:28 --> 00:19:32: of who we are. We share information when we're given
00:19:32 --> 00:19:33: an opportunity.
00:19:33 --> 00:19:37: And so I think that, guess what, we continue to
00:19:37 --> 00:19:41: do this and we continue to bring our allies together.
00:19:41 --> 00:19:45: And you know, these rooms are a little challenging the
00:19:45 --> 00:19:49: the rooms that maybe we're not invited into pushing the
00:19:49 --> 00:19:54: door down, making those relationships feeling comfortable
that if you
00:19:54 --> 00:19:58: have a lens, it's going to not only benefit you,
00:19:58 --> 00:20:02: but it's also going to benefit the people that may

00:20:02 --> 00:20:04: not see what you see.

00:20:04 --> 00:20:04: As well.

00:20:05 --> 00:20:08: And then I would just say this final piece and

00:20:09 --> 00:20:12: then I'll show you a video of the community and

00:20:12 --> 00:20:15: show and answer any questions that you all have.

00:20:16 --> 00:20:21: You know, continuing to keep underserved communities without equity, it

00:20:21 --> 00:20:25: does not help the country or our communities at all

00:20:25 --> 00:20:29: to keep it so divided. So I think showing this

00:20:29 --> 00:20:33: where not only was the public sector helped, but they

00:20:33 --> 00:20:37: improved land, they improved their tax base. You also have,

00:20:37 --> 00:20:41: I told you the private sector, how they have benefited

00:20:41 --> 00:20:46: there and the Community they are benefiting so, but giving

00:20:46 --> 00:20:46: that.

00:20:46 --> 00:20:50: That equity to the community, giving it back in a

00:20:50 --> 00:20:54: helpful and positive way that they can be proud of.

00:20:54 --> 00:20:59: I think that's the quintessential goal of a public private

00:20:59 --> 00:21:03: partnership is something that where everyone is winning and not

00:21:03 --> 00:21:08: one party walks away with everything, but everyone can feel

00:21:08 --> 00:21:12: proud together. So if we can play the video, I

00:21:12 --> 00:21:15: just want you to see it in real time. What

00:21:15 --> 00:21:17: what we are so proud of.

00:21:17 --> 00:21:18: I'm happy to answer any questions.

00:21:21 --> 00:21:23: Oops, how we do that?

00:21:24 --> 00:21:25: Isn't that OK?

00:21:26 --> 00:21:27: Well.

00:21:29 --> 00:21:30: Huh?

00:21:31 --> 00:21:32: There's OK nobody.

00:21:34 --> 00:21:34: OK.

00:21:37 --> 00:21:40: That's fine. OK, so huh, no, we don't have the.

00:21:40 --> 00:21:44: We don't have the video. That's OK. But hopefully I've

00:21:44 --> 00:21:48: given you all just my experience on what a public

00:21:48 --> 00:21:52: private partnership can work like in true time. I do

00:21:52 --> 00:21:56: have my partner here if you have any specific questions

00:21:56 --> 00:21:58: about the project.

00:22:02 --> 00:22:04: Thank you so much for being here and that project

00:22:05 --> 00:22:08: seems very impressive. I wanted to know if you could

00:22:08 --> 00:22:11: go back to the original slide where it shows kind

00:22:11 --> 00:22:13: of the breakdown of all the uses in the space.

00:22:13 --> 00:22:16: And I wanted to know #1 how many acres was

00:22:16 --> 00:22:17: the original property?

00:22:23 --> 00:22:24: OK.

00:22:25 --> 00:22:28: 1.9 square feet.

00:22:29 --> 00:22:30: Oh, you said that.

00:22:30 --> 00:22:31: It's the.

00:22:32 --> 00:22:36: The total acreage was an assemblage of 34 acres.

00:22:36 --> 00:22:36: OK.

00:22:36 --> 00:22:41: OK. And it makes up 14 city blocks.

00:22:41 --> 00:22:44: OK, awesome. So on the Far East side here in

00:22:44 --> 00:22:47: Indianapolis, we have a former apartment complex. It is the

00:22:47 --> 00:22:51: oak tree former apartment complex that was demoed. So it's

00:22:51 --> 00:22:54: a vacant lot and the community is trying to figure

00:22:55 --> 00:22:58: out, you know, what's going to go on that site.

00:22:58 --> 00:23:02: There was there's another like condominium behind it that

00:23:02 --> 00:23:02: has

00:23:02 --> 00:23:06: a bunch of.

00:23:02 --> 00:23:06: Individual users. And then there's a charge across the street

00:23:06 --> 00:23:09: and a gas station and things like that. So as

00:23:09 --> 00:23:12: I've seen this project, it really made me think of

00:23:12 --> 00:23:16: like, you know, the possibilities that we could have for

00:23:16 --> 00:23:19: the space because one of the things that we really

00:23:19 --> 00:23:23: need is affordable homeownership opportunities, retail

00:23:23 --> 00:23:26: options as well as

00:23:23 --> 00:23:26: green space. And it'll be the purple line, which is

00:23:27 --> 00:23:30: our new BRT transit line, will go down this particular

00:23:30 --> 00:23:33: St so I just wanted to know, like what advice

00:23:33 --> 00:23:33: you.

00:23:33 --> 00:23:37: Might have in regards to just the Community galvanizing

00:23:37 --> 00:23:39: together

00:23:37 --> 00:23:39: to talk about what they'd like to see for this

00:23:39 --> 00:23:42: particular space and how to kind of push that plan

00:23:42 --> 00:23:42: forward.

00:23:42 --> 00:23:46: Oh, that's great. So I that would be my background

00:23:46 --> 00:23:51: too. Just in terms of being the galvanizer, we've done

00:23:51 --> 00:23:55: a lot, you know, over 7 years prior to, well,

00:23:55 --> 00:23:59: I'll say this, there are two phases, the phase before

00:23:59 --> 00:24:03: the project exists and after and really.

00:24:03 --> 00:24:09: Finding out who the Community Association chairs are,

00:24:09 --> 00:24:14: maybe doing

00:24:09 --> 00:24:14: a slight roundtable just to see, you know what their

00:24:14 --> 00:24:20: thoughts are. So organizing and then incorporating them

00:24:20 --> 00:24:25: along the

00:24:20 --> 00:24:25: way, #1, #2, social media, you know, creating something in

00:24:25 --> 00:24:30: your community, getting getting them to sign up. I think

00:24:30 --> 00:24:33: that that is another positive way.

00:24:33 --> 00:24:39: They're just channeling the energy, getting the thoughts behind it.

00:24:39 --> 00:24:43: I would also say that if you have a redevelopment

00:24:43 --> 00:24:47: authority, you you don't. OK, all right, no, no problem.

00:24:48 --> 00:24:52: But maybe there are some municipalities, if not there, but

00:24:52 --> 00:24:57: for for land, land use something just where they can

00:24:57 --> 00:25:01: partner or collaborate with you as a community leader, as

00:25:01 --> 00:25:03: the developer to give you.

00:25:03 --> 00:25:07: And resources and support with their with what they have.

00:25:11 --> 00:25:13: So just one follow up question. How do we go

00:25:13 --> 00:25:16: about attracting the right investors to that property? Because the

00:25:16 --> 00:25:19: concern is that there's a lot of things that are

00:25:19 --> 00:25:22: happening in the Community now, the demographics very similar to

00:25:22 --> 00:25:26: the neighborhood that you mentioned in in Maryland. And we're

00:25:26 --> 00:25:29: really concerned about property values skyrocketing, things coming in the

00:25:29 --> 00:25:32: area that the people who currently live there won't be

00:25:32 --> 00:25:35: able to afford or utilize. And I know you talked

00:25:35 --> 00:25:37: about Ryan homes and how so how would you really

00:25:37 --> 00:25:40: work to massage those those relationships to get the right

00:25:41 --> 00:25:41: developers?

00:25:41 --> 00:25:43: That's that's a that's a good question.

00:25:43 --> 00:25:46: Harold, do you have thoughts on that and then I'll,

00:25:46 --> 00:25:47: I'll follow up.

00:25:54 --> 00:25:58: So one of the I'm looking at you, I'm looking

00:25:58 --> 00:26:01: at everybody else. So, so I think one of the

00:26:01 --> 00:26:05: most important aspect of this and and I'll jump back

00:26:05 --> 00:26:08: to that other question. I'm sure that there is a

00:26:08 --> 00:26:13: planning department too and you know, you know community can

00:26:13 --> 00:26:17: start there too with the planning department looking at what

00:26:17 --> 00:26:19: the master plan has said.

00:26:19 --> 00:26:23: Or the sector plan for that community and I, you

00:26:23 --> 00:26:28: know and I share this with especially in minority communities

00:26:29 --> 00:26:33: alright to not be afraid, especially black community, not be

00:26:34 --> 00:26:38: afraid of, of, you know the word increased value you

00:26:38 --> 00:26:39: know it is.

00:26:40 --> 00:26:44: What we try to do is recognize that there are

00:26:44 --> 00:26:46: working families.

00:26:47 --> 00:26:52: And that they had an affordable level. In this case,
00:26:52 --> 00:26:55: we looked at 80% of AMI up to 120% of
00:26:55 --> 00:26:59: AMI because we had some families that you know made
00:26:59 --> 00:27:04: that but they could not afford in Washington DC, you
00:27:04 --> 00:27:08: know, because Washington DC, you know, you would have
to
00:27:08 --> 00:27:13: have a serious income at that time, OK. And looking
00:27:13 --> 00:27:16: at how we balance that out now when it came
00:27:17 --> 00:27:18: to affordability.
00:27:18 --> 00:27:22: There are things that you can do when you know
00:27:22 --> 00:27:26: you have seniors. You know, we used only 4% tax
00:27:26 --> 00:27:31: credit on the senior housing. OK, so that worked. We
00:27:31 --> 00:27:34: didn't go any 9%. You know, we used 4%.
00:27:35 --> 00:27:39: But we also found OK that some of the seniors
00:27:39 --> 00:27:44: that wanted to be there OK, had we couldn't use
00:27:44 --> 00:27:47: all of where we hoped to to set the price
00:27:48 --> 00:27:52: point in terms of AMI because we were taking you
00:27:52 --> 00:27:57: know Everything Everywhere on the seniors from from 40%
to
00:27:57 --> 00:28:01: 60%. So it's a 40 and 60 split. We ended
00:28:01 --> 00:28:06: up having some seniors that wanted to live in the
00:28:06 --> 00:28:06: area.
00:28:06 --> 00:28:10: That grew up and had their home in area and
00:28:10 --> 00:28:13: just wanted to be at the senior housing but they
00:28:14 --> 00:28:16: were at 80% of AMI. So we had to, we
00:28:16 --> 00:28:20: had to put a little bit of market rate in
00:28:20 --> 00:28:23: there too for the seniors. So you never know and
00:28:23 --> 00:28:28: when until you start talking with your community you never
00:28:28 --> 00:28:32: you know believe that hey we have some great working
00:28:32 --> 00:28:36: families that need to come in you know and so
00:28:36 --> 00:28:36: we just.
00:28:36 --> 00:28:41: You know, decided that with our builders to look at
00:28:41 --> 00:28:45: how we can customize a design that worked, you know,
00:28:45 --> 00:28:50: in terms of the affordability level at that market, you
00:28:50 --> 00:28:53: know, kind of 80% of of AMI, OK, and that
00:28:53 --> 00:28:58: a teacher could afford because we took a teacher firefighter,
00:28:58 --> 00:29:02: you know, public servant and we kind of looked at
00:29:03 --> 00:29:07: that income level, that's starting income level.
00:29:07 --> 00:29:10: And we said if they can afford you know and
00:29:10 --> 00:29:14: they are working family then we could get the right
00:29:14 --> 00:29:18: marketplace. Now it went up you know so we went
00:29:18 --> 00:29:22: from 300 to you know 4:50 in the starting gate,
00:29:22 --> 00:29:26: but ultimately the values now are around 500 and so.

00:29:28 --> 00:29:29: I hope I answered.

00:29:29 --> 00:29:30: Some of them.

00:29:36 --> 00:29:39: Hi there I have a follow up question. First and

00:29:39 --> 00:29:44: foremost Sharia, thank you for bringing that question to the

00:29:44 --> 00:29:44: table.

00:29:46 --> 00:29:49: One thing I think when we look at public and

00:29:49 --> 00:29:55: private partnerships is understanding that in the partnerships

00:29:55 --> 00:29:59: the equalizer

00:29:55 --> 00:29:59: are the people right? Yes, sometimes in the deal making

00:29:59 --> 00:30:03: we look at the maturity of like the equity right

00:30:03 --> 00:30:06: between who's at the table. But can you talk a

00:30:06 --> 00:30:10: little bit about the image of the people right in

00:30:10 --> 00:30:15: the community? Did you implement in some plan or

00:30:15 --> 00:30:16: sustainability

00:30:15 --> 00:30:16: plan of?

00:30:16 --> 00:30:17: Being.

00:30:18 --> 00:30:23: Able to reinforce that those check-ins with community when

00:30:23 --> 00:30:26: you're

00:30:23 --> 00:30:26: reaching the end of maturity that there is some type

00:30:26 --> 00:30:31: of performance measurement and evaluation of where the

00:30:31 --> 00:30:34: community stands.

00:30:31 --> 00:30:34: I mean I'm trying to figure out like what, what's

00:30:35 --> 00:30:38: the technique of town square and that we don't have

00:30:38 --> 00:30:42: just great buildings that people have been able to capitalize

00:30:42 --> 00:30:46: off of, but it's also to enabling the seed investments

00:30:46 --> 00:30:48: of the people to remember to stay.

00:30:48 --> 00:30:51: And even as well when that next deal may come,

00:30:52 --> 00:30:54: if you know that 40% like your 40 year of

00:30:54 --> 00:30:59: affordability is now expired, that is not impacting and

00:30:59 --> 00:31:02: disrupting

00:30:59 --> 00:31:02: the next generation of family to be a part of

00:31:02 --> 00:31:03: that next set.

00:31:03 --> 00:31:06: I'm a little. I'm a little confused. You want to?

00:31:06 --> 00:31:07: OK, OK, go.

00:31:07 --> 00:31:09: Ahead. Yeah. I'm just wondering where are the. You said

00:31:09 --> 00:31:10: that.

00:31:10 --> 00:31:14: The check in where are the check-ins people for OK?

00:31:19 --> 00:31:19: OK.

00:31:20 --> 00:31:20: Well.

00:31:21 --> 00:31:26: First, first the this this the issue of check-ins. What

00:31:26 --> 00:31:30: we what we did is one we had sessions where

00:31:30 --> 00:31:33: we meet with community every month.

00:31:34 --> 00:31:38: OK. Alright. On that and then you talked about the

00:31:38 --> 00:31:44: transition of when the affordability level expires or in this
00:31:44 --> 00:31:49: case you know we only have OK one technical affordable.
00:31:50 --> 00:31:55: Thank you. We we only have 1 technical affordable housing.
00:31:56 --> 00:31:58: And that's the seniors, OK?
00:31:59 --> 00:32:01: Everything is market.
00:32:01 --> 00:32:05: But we set the market at 80, between 80 and
00:32:06 --> 00:32:07: 120 of market.
00:32:08 --> 00:32:08: Now.
00:32:09 --> 00:32:12: Our anchors, you know, in all development you say, well
00:32:12 --> 00:32:15: how you have, what are your anchors. One of the
00:32:15 --> 00:32:19: biggest anchors you know, to the development that I think
00:32:19 --> 00:32:22: was overlooked at the time by the county and by
00:32:22 --> 00:32:25: others was the fact that we had a federal center
00:32:25 --> 00:32:25: near.
00:32:26 --> 00:32:31: OK, so we had working federal, federal workers that lived
00:32:31 --> 00:32:35: in Suitland that was working at the federal Center, OK?
00:32:35 --> 00:32:40: So we could through our meetings with community, we
00:32:40 --> 00:32:44: understood
00:32:44 --> 00:32:48: that there was a lot of individuals, OK, that either
00:32:48 --> 00:32:51: was living there and working at at in the Community,
00:32:52 --> 00:32:53: I mean, working at the Federal Center. OK.
00:32:54 --> 00:32:58: Or.
00:32:58 --> 00:33:02: There were individuals who wanted to live closer to the
00:33:02 --> 00:33:06: federal center that had to move, I mean had to
00:33:06 --> 00:33:11: come to work a hour away because of affordability near
00:33:11 --> 00:33:14: Washington area. They they couldn't even afford to, you
00:33:14 --> 00:33:18: know,
00:33:18 --> 00:33:23: to live in the area. OK. So with that, we
00:33:23 --> 00:33:24: worked with the county and the state and the federal
00:33:24 --> 00:33:27: side and then we use tax incremental financing, OK, for
00:33:27 --> 00:33:30: infrastructure.
00:33:30 --> 00:33:33: So some of you, I know you want to know
00:33:33 --> 00:33:36: how in the world did you get to the performer
00:33:36 --> 00:33:41: and you can make the numbers you know work. OK.
00:33:41 --> 00:33:44: So we did use TIF, alright. The county in this
00:33:44 --> 00:33:49: case the redevelopment authority has it's a quasi public
00:33:49 --> 00:33:49: private
00:33:51 --> 00:33:55: entity. So it had bond authority and this was the
00:33:55 --> 00:34:00: largest TIF district created in Prince Georges County at the
00:34:00 --> 00:34:03: time. OK.
00:34:00 --> 00:34:03: We used, we had the benefit of first time homebuyer
00:34:00 --> 00:34:03: program where the state and the county kicked in money
00:34:00 --> 00:34:03: for, you know, for deposits.

00:34:04 --> 00:34:09: For down payment deposits and we basically.

00:34:10 --> 00:34:15: Did all of the infrastructure with the redevelopment authority so

00:34:15 --> 00:34:19: that they could lower the pricing of what it costs

00:34:19 --> 00:34:23: to put in new streets and all of that, OK.

00:34:23 --> 00:34:27: The third thing we did in state of Maryland instead

00:34:27 --> 00:34:31: of waiting for the municipalities, you know, and the water

00:34:31 --> 00:34:35: and sewer and folks that come in and take forever

00:34:35 --> 00:34:39: and put on lines and all of that, OK, we

00:34:39 --> 00:34:41: created a private utility regime.

00:34:42 --> 00:34:47: Together with us and the redevelopment authority, because they were

00:34:47 --> 00:34:51: a quasi public private entity, they could enter into an

00:34:51 --> 00:34:56: app, they could enter into a profit, you know, arrangement,

00:34:56 --> 00:34:59: OK, we created this utility regime and we put.

00:35:00 --> 00:35:05: The utilities in instead of waiting for, you know, the

00:35:05 --> 00:35:09: local utility state law allowed that to happen. OK, now

00:35:09 --> 00:35:12: with that, they allowed us to get.

00:35:13 --> 00:35:14: Front foot benefit.

00:35:15 --> 00:35:15: From it.

00:35:16 --> 00:35:21: So we could take that payment, subsidize most of it,

00:35:21 --> 00:35:26: and then create a front foot benefit regime that we

00:35:26 --> 00:35:27: then sold to.

00:35:28 --> 00:35:31: We sold to the market, so we sold it back

00:35:31 --> 00:35:32: to Wall Street, OK?

00:35:33 --> 00:35:36: And then we recoup some of our money in order

00:35:37 --> 00:35:40: to put back things that you see on this screen,

00:35:40 --> 00:35:44: more amenities that normally a developer can do, all of

00:35:44 --> 00:35:48: that and still make something, you know, work. So that's

00:35:48 --> 00:35:53: the benefit of public private partnership. Now here's the here's

00:35:53 --> 00:35:55: the second biggest benefit.

00:35:56 --> 00:35:56: Was.

00:35:58 --> 00:36:00: Because we were. We were next to.

00:36:01 --> 00:36:03: A federal center, OK.

00:36:04 --> 00:36:07: The Federal Center had a lot of land that was

00:36:07 --> 00:36:10: undeveloped, you know, some parking lots and all of that.

00:36:11 --> 00:36:14: Well, we went to, you know, at the time we

00:36:14 --> 00:36:17: went to the federal side, OK, not only GSA, but

00:36:17 --> 00:36:19: in this case the Department of Commerce.

00:36:20 --> 00:36:22: And and say hey look.

00:36:23 --> 00:36:26: You have to move sub tier agencies out of the

00:36:26 --> 00:36:31: core because the part of Homeland Security requirements,

00:36:31 --> 00:36:35: most of
 00:36:35 --> 00:36:38: our continuity of government, most of sub agencies have to
 00:36:38 --> 00:36:42: be spread out so we won't get hit like 911
 00:36:42 --> 00:36:46: again. OK, bigger agencies, you will always see the federal
 00:36:46 --> 00:36:49: core in Washington the way it is, but some of
 00:36:50 --> 00:36:54: those bureaus have to move out just for the continuity
 00:36:54 --> 00:36:56: of government and so knowing that and working in
 00:36:57 --> 00:37:00: government.
 00:37:00 --> 00:37:02: Before, you know, on the federal side.
 00:37:03 --> 00:37:07: We went to GSA and went to, you know, census
 00:37:07 --> 00:37:11: and say, hey look.
 00:37:11 --> 00:37:16: You can gain benefit. Instead of leasing some kind of
 00:37:16 --> 00:37:21: private, you know, area and going to, in this case,
 00:37:22 --> 00:37:26: the neighboring Montgomery County or Virginia, you could
 00:37:26 --> 00:37:30: come right
 00:37:30 --> 00:37:32: here on your own land master planet and build something.
 00:37:33 --> 00:37:34: They said, OK, we we're not gonna do that until
 00:37:35 --> 00:37:40: we see some serious progress. Well, two years ago, just
 00:37:41 --> 00:37:45: before, just before COVID.
 00:37:46 --> 00:37:51: We got our first big hit.
 00:37:51 --> 00:37:53: The federal government decided to expand on the Federal
 00:37:54 --> 00:37:58: center.
 00:37:58 --> 00:38:03: They now are planning to put 2,000,000 square feet of
 00:38:03 --> 00:38:07: new federal buildings and support offices on that federal
 00:38:07 --> 00:38:10: center
 00:38:10 --> 00:38:13: with 9000 additional workers.
 00:38:15 --> 00:38:18: And you know with with all of that comes economic
 00:38:18 --> 00:38:22: development and everything around it. And so we got our
 00:38:22 --> 00:38:26: first two agencies which make up about 4000 new
 00:38:26 --> 00:38:27: employees,
 00:38:28 --> 00:38:34: 2000 of which will be in by this end of
 00:38:34 --> 00:38:37: this year, the Bureau of Labor Statistics.
 00:38:38 --> 00:38:42: Is is one OK? Which that was a huge, huge
 00:38:42 --> 00:38:45: win for us and for the county. It was a
 00:38:46 --> 00:38:48: win for the state of Maryland because it was, you
 00:38:49 --> 00:38:55: know, the BA was.
 Downtown Washington, DC headquarters. So moving the
 entire Bureau of
 Labor Statistics, you know, here. OK.
 Was incredible and then the next the next one we
 got you know, to come over was.
 The Bureau of Economic Adjustment.
 So all of the federal governments economic analysis is now

00:38:55 --> 00:38:59: next to what was classified as a no man's land
00:38:59 --> 00:39:03: and don't ever come, you know. So that was a
00:39:03 --> 00:39:08: huge, huge win for the community and then we looked
00:39:08 --> 00:39:14: inside of those agencies and determined that there was
individuals
00:39:14 --> 00:39:16: who lived in the community.
00:39:17 --> 00:39:22: And we ended up getting more, you know, more minorities
00:39:22 --> 00:39:26: to move in and stay where they wanted to live
00:39:26 --> 00:39:31: because they saw economic opportunity happening and they
got these
00:39:31 --> 00:39:37: down payments, you know first time homebuyers down
payment, OK.
00:39:37 --> 00:39:41: And through FHA they were able to afford a mortgage
00:39:41 --> 00:39:45: versus a rent. And we we did classes, we showed
00:39:45 --> 00:39:48: people, hey, you're paying \$2000.
00:39:48 --> 00:39:52: A month in rent OK for a 2 bedroom.
00:39:52 --> 00:39:56: And we can get you into a house with.
00:39:57 --> 00:40:02: \$1000 down, OK for the same amount and you have
00:40:02 --> 00:40:06: now a 3 bedroom house and a four bedroom house
00:40:07 --> 00:40:11: townhouse that you can live in and you will own
00:40:11 --> 00:40:13: and gain equity so.
00:40:14 --> 00:40:19: It's the outreach of community. It was education. So we
00:40:19 --> 00:40:23: educated those who were in the community and then they
00:40:23 --> 00:40:28: saw the difference. They were selling their homes in the
00:40:28 --> 00:40:31: community to buy into a new home. So it it
00:40:31 --> 00:40:35: it kept folks staying there. And you know, for me
00:40:35 --> 00:40:39: was what was really the prize for me, OK? Is
00:40:39 --> 00:40:42: that my own mother? OK? And my own aunt, my
00:40:43 --> 00:40:44: own mother said.
00:40:44 --> 00:40:48: I don't wanna live in this fancy house again. I
00:40:48 --> 00:40:52: wanna be with seniors. And she moved in last month
00:40:52 --> 00:40:54: into our own senior housing.
00:40:55 --> 00:40:58: So for me, that was a, you know, that was
00:40:58 --> 00:41:01: something that really I was really proud of.
00:41:02 --> 00:41:03: Alright.
00:41:05 --> 00:41:08: This is a quick follow up, I promise. Thank you.
00:41:08 --> 00:41:12: Thank you. Thank you like Major, major, major thanks. Like
00:41:12 --> 00:41:15: the extra details helps me be able to formulate.
00:41:16 --> 00:41:20: I promised him saying this like super, super nice. That
00:41:21 --> 00:41:24: is a major gift, right? And I'm just thinking big
00:41:24 --> 00:41:27: and this is the big bet I try to and
00:41:27 --> 00:41:32: realizing we've gone from death to for some communities to
00:41:32 --> 00:41:34: now really reinvigorating life.

00:41:35 --> 00:41:38: My I think to reframe the question is how do

00:41:39 --> 00:41:42: we see if there's so much innovation in the processing

00:41:43 --> 00:41:48: of bringing the private partner partnerships together again? There's now

00:41:48 --> 00:41:53: the recruitment of workforce that typically would have never brought

00:41:53 --> 00:41:57: those jobs there before. What is the, I'd say, the

00:41:57 --> 00:41:58: sustainable?

00:41:58 --> 00:42:03: System to reinforce the voices that were there in the

00:42:03 --> 00:42:08: community before they were part of the pre development, they

00:42:08 --> 00:42:12: were part of the the deal making. What is the

00:42:12 --> 00:42:15: the one space where even if all of the private

00:42:16 --> 00:42:20: partnerships are now matured and you move on. Was there

00:42:20 --> 00:42:25: a space about the collective impact that you know for

00:42:25 --> 00:42:28: a fact you got the residents there before?

00:42:28 --> 00:42:31: That there maybe is. Was there like a Neighborhood Association?

00:42:31 --> 00:42:34: Was there continuation of those monthly community meetings?

00:42:34 --> 00:42:38: You just you just said it, so in addition it's

00:42:38 --> 00:42:40: so there is a a neighborhood.

00:42:44 --> 00:42:49: A Community Association. There's a neighborhood Community Association that is

00:42:49 --> 00:42:52: a blend of the old and the new. And they

00:42:52 --> 00:42:56: are, trust me, they are extremely vocal and they are

00:42:56 --> 00:43:01: at the table, great, consistently collaborating voices heard. And guess

00:43:01 --> 00:43:04: what it is? It's a partnership. We we are, we

00:43:04 --> 00:43:08: see ourselves as brokers. And what do I mean by

00:43:08 --> 00:43:12: that? That everybody is not going to get everything.

00:43:12 --> 00:43:15: Right. In order to get, in order to get a

00:43:15 --> 00:43:18: hotel, in order to get a grocer, in order to

00:43:18 --> 00:43:22: get restaurants in there, you have to have some vision,

00:43:22 --> 00:43:25: you have to bring in some new ideas and there's

00:43:25 --> 00:43:28: a lot of fear, right, that it is going to,

00:43:28 --> 00:43:31: you know, the the same old thing will happen. But

00:43:32 --> 00:43:35: we really did start with this community and they are

00:43:35 --> 00:43:39: are at the table and we're negotiating, for example parking

00:43:39 --> 00:43:42: now. We have seniors there, there is.

00:43:42 --> 00:43:46: It's a new issue. Their voice was heard not only

00:43:46 --> 00:43:49: by us but by the county executive's office and that

00:43:49 --> 00:43:53: is that's where they hold the purse strings because they

00:43:54 --> 00:43:57: hold the votes, right. And so we are adjusting in
00:43:57 --> 00:44:01: real time to things. So it's not a static. This
00:44:01 --> 00:44:04: is what we're going to do. It is an where
00:44:04 --> 00:44:08: possible, to your point where possible, that if we if
00:44:08 --> 00:44:11: we miss something they have that voice because of this
00:44:12 --> 00:44:12: private.
00:44:12 --> 00:44:14: A public private partnership.
00:44:14 --> 00:44:17: Aspect. Awesome. Thank you for that. And this my last
00:44:17 --> 00:44:20: tidbit. I promise y'all I'm gonna sit down because I'm
00:44:20 --> 00:44:23: not gonna be the one between lunch. I only stress
00:44:23 --> 00:44:25: that is because it's great. Right now. We see.
00:44:25 --> 00:44:26: This.
00:44:26 --> 00:44:27: It looks great.
00:44:28 --> 00:44:32: But what happens, especially in areas of communities?
00:44:32 --> 00:44:37: There may be, yes, that Neighborhood Association, but what
00:44:37 --> 00:44:41: is
00:44:37 --> 00:44:41: the glue with private and Public Partnerships to always
00:44:41 --> 00:44:46: reinfuse
00:44:41 --> 00:44:46: that continual and investment to keep that coalition of people
00:44:46 --> 00:44:50: together? Because what happens sometimes if we're not
00:44:46 --> 00:44:50: able to
00:44:50 --> 00:44:54: continue when we look at the performas understand the
00:44:50 --> 00:44:54: leveraging
00:44:55 --> 00:44:59: of that social capital and finding those social measurements
00:44:55 --> 00:44:59: to
00:44:59 --> 00:45:03: show their growth, right? Like we may lose and then?
00:45:03 --> 00:45:05: All of this may be that future level of blight
00:45:05 --> 00:45:08: in the future. So that I think that was kind
00:45:08 --> 00:45:10: of the intent of like thinking bold and looking for
00:45:10 --> 00:45:13: that strategy. So this was extremely helpful and I really
00:45:13 --> 00:45:15: thank you for that. Thank.
00:45:15 --> 00:45:15: You.
00:45:19 --> 00:45:21: So we we do have, we do have the video
00:45:22 --> 00:45:25: and I and I'll give, I'll give my partner so
00:45:25 --> 00:45:28: you see a theme here partnership and I'm so happy
00:45:28 --> 00:45:29: to have him here.
00:45:30 --> 00:45:34: It's real fast, OK? The legal part of this is
00:45:34 --> 00:45:38: that the Community Association and the Homeowners
00:45:34 --> 00:45:38: Association.
00:45:42 --> 00:45:48: Hello. OK. The Community Association and the Homeowners
00:45:42 --> 00:45:48: Association were
00:45:48 --> 00:45:52: inscribed in law. OK. So they were dedications into the
00:45:52 --> 00:45:57: law. They will always hear and forevermore be the
00:45:52 --> 00:45:57: Community

00:45:57 --> 00:46:02: Association and almost association. OK. So you have equity amongst

00:46:02 --> 00:46:07: those individuals who were there before and they're well after

00:46:07 --> 00:46:07: two.

00:46:10 --> 00:46:14: If I want to continue to have equity, I am

00:46:14 --> 00:46:19: going to take care of and maintain my community.

00:46:19 --> 00:46:24: I will not allow anything different than what I was

00:46:24 --> 00:46:28: expecting and what I bought into and and and for

00:46:28 --> 00:46:34: a lot of minority communities that reengineering the thinking along

00:46:34 --> 00:46:39: that lines have to maintain. That's why we teach the

00:46:39 --> 00:46:43: value of equity because the value of equity in home

00:46:43 --> 00:46:48: ownership, the value of equity and where you live has

00:46:48 --> 00:46:50: everything to do with.

00:46:50 --> 00:46:51: How you live.

00:46:53 --> 00:46:57: OK. And to keep that going, we, you know, after

00:46:57 --> 00:47:01: we're gone that theme should roll on because.

00:47:01 --> 00:47:06: That teacher, when she retires, she she's hoping that I

00:47:06 --> 00:47:10: left something for my kids that has built in equity

00:47:10 --> 00:47:14: that that 100,000 is now going to 200,000. And yes,

00:47:14 --> 00:47:18: maybe 30-40 years from now. That it may be another

00:47:18 --> 00:47:23: issue of affordability for someone else, but we just helped

00:47:23 --> 00:47:27: someone, another family that found a way 2040 years ago

00:47:27 --> 00:47:32: to build equity and leave it for another generation.

00:47:32 --> 00:47:33: Their family.

00:47:33 --> 00:47:35: That's what we have to start doing.

00:47:38 --> 00:47:39: Alright.

00:47:40 --> 00:47:43: Alright guys. Well thank you. I hope that this was

00:47:43 --> 00:47:47: informative. I hope it was inspirational. I know that when

00:47:48 --> 00:47:51: you are in the room together that's that's the key

00:47:51 --> 00:47:55: that you're seeing it from different lenses. So I appreciate

00:47:55 --> 00:48:00: your questions because it is the accountability piece and inherent

00:48:00 --> 00:48:03: in there is is trust. You know you have to

00:48:03 --> 00:48:07: build partnerships that are are filled with trust and that

00:48:07 --> 00:48:09: means kind of taking a leap and really.

00:48:10 --> 00:48:14: Erasing maybe some things that have come before that didn't

00:48:14 --> 00:48:17: go well. You have to have vision, you have to

00:48:17 --> 00:48:20: be hopeful and you have to be intentional with these

00:48:20 --> 00:48:24: partnerships. OK. So I appreciate you all. I think we

00:48:24 --> 00:48:26: have the video and I thank you all for your

00:48:27 --> 00:48:27: time today.

00:48:38 --> 00:48:42: My name's Christine Rodrigo, and I've been a homeowner at

00:48:42 --> 00:48:45: Town Square since July 2020. When I first started looking
 00:48:46 --> 00:48:49: for a home to buy, I was really discouraged because
 00:48:49 --> 00:48:52: I wanted to stay inside the Beltway and there was
 00:48:52 --> 00:48:54: just no way I was going to be able to
 00:48:54 --> 00:48:57: do that until I found town square and I came
 00:48:57 --> 00:49:00: over and looked right after the holidays.
 00:49:00 --> 00:49:02: I guess a year ago, and I was just so
 00:49:03 --> 00:49:07: impressed and walked around and talked to people who
 already
 00:49:07 --> 00:49:11: lived here and worked with Ryan Holmes. And six months
 00:49:11 --> 00:49:14: later there I was a resident and it's been great
 00:49:14 --> 00:49:15: ever since.
 00:49:15 --> 00:49:18: We moved to this neighborhood in November of 2020 and
 00:49:18 --> 00:49:21: we've been here for about six months now. One of
 00:49:21 --> 00:49:24: the things that we love so much about this neighborhood
 00:49:24 --> 00:49:28: that we get residential living, townhome, living, we get
 beautiful
 00:49:28 --> 00:49:30: parks, we get beautiful scenery.
 00:49:30 --> 00:49:32: And we are less than two miles from DC, so
 00:49:32 --> 00:49:35: we definitely wanted a good, nice community to raise a
 00:49:35 --> 00:49:35: family in.
 00:49:36 --> 00:49:39: Well, what I like most about it is the diversity
 00:49:39 --> 00:49:43: and the enthusiasm of the homeowners out here. You know,
 00:49:43 --> 00:49:45: being in a position that I'm in, I've had the
 00:49:46 --> 00:49:49: luxury and continue to have it to really literally meet
 00:49:49 --> 00:49:52: with everybody when they purchase. I'm one of the first
 00:49:52 --> 00:49:55: person they talked with after the sales person and it
 00:49:56 --> 00:49:57: actually is sold out in record.
 00:49:57 --> 00:50:01: Time I worked with the developer.
 00:50:01 --> 00:50:03: Team and build a team at the outset of the
 00:50:04 --> 00:50:06: project and we had a schedule to get all this
 00:50:06 --> 00:50:07: done.
 00:50:07 --> 00:50:09: And where I would say as much as almost a
 00:50:09 --> 00:50:11: year, so a lot sooner than what was planned. When
 00:50:12 --> 00:50:14: I saw this community coming up, I got really excited
 00:50:14 --> 00:50:17: because I was finally going to be able to be
 00:50:17 --> 00:50:20: within walking distance to work, beautiful community, new
 homes. I'm
 00:50:20 --> 00:50:23: excited. I think we're all excited to have some local
 00:50:23 --> 00:50:26: businesses, a grocery store and and maybe even like a
 00:50:26 --> 00:50:29: bank so that really we could stay running the.
 00:50:29 --> 00:50:30: Community and we could.
 00:50:30 --> 00:50:31: Just walk to whatever we want.

00:50:33 --> 00:50:36: Currently I am a resident of town square. I am
 00:50:36 --> 00:50:40: also the PTA President of Suitland Elementary, so I relocated
 00:50:40 --> 00:50:43: from Miami-Dade to Suitland. I am very ecstatic over my
 00:50:43 --> 00:50:47: decision. I'm one of the original people to settle. I
 00:50:47 --> 00:50:50: will say this is a great investment property as well
 00:50:50 --> 00:50:54: as a great community to live within. I'll say myself,
 00:50:54 --> 00:50:57: in the last 18 months I've accrued over 6 figures
 00:50:57 --> 00:50:57: in.
 00:50:57 --> 00:50:58: Equity in my.
 00:50:58 --> 00:51:00: Home so this is one of my best.
 00:51:00 --> 00:51:01: Purchases thus far.
 00:51:03 --> 00:51:06: The community involvement is great. We all are pretty much
 00:51:06 --> 00:51:09: tight knit. We have our own little communication group chat
 00:51:09 --> 00:51:11: that we discussed issues with. Kind of hey, you have
 00:51:11 --> 00:51:14: a package on your pool and it's the kind of
 00:51:14 --> 00:51:16: community we have. So people will get your mail for
 00:51:16 --> 00:51:19: you and we watch out for each other's children while
 00:51:19 --> 00:51:21: they're at the park playing. Most recently, we did a
 00:51:21 --> 00:51:25: partnership with Suitland Elementary. I convinced the
 00:51:25 --> 00:51:27: neighbors to help
 00:51:27 --> 00:51:31: me. They donated supplies such as.
 00:51:31 --> 00:51:33: Whiteboards, crayons, markers. We've all been pretty much
 00:51:33 --> 00:51:36: very involved
 00:51:36 --> 00:51:38: with the elementary school.
 00:51:38 --> 00:51:39: Because we know that Community involvement is very
 00:51:39 --> 00:51:50: important and
 00:51:50 --> 00:51:53: we want to be the change that we see in
 00:51:53 --> 00:51:56: the Suitland area.
 00:51:56 --> 00:51:59: Nick, Harold, thank you so much for sharing that. I
 00:51:59 --> 00:52:02: have a feeling some people are going to want to
 00:52:02 --> 00:52:06: reach out and go, hey, we have some acreage over
 00:52:06 --> 00:52:09: here. Would you mind taking a look at it because
 00:52:09 --> 00:52:12: that's just wonderful. Thank you so much. Alright, before we
 00:52:12 --> 00:52:15: dismiss and have closing remarks, we've got another
 00:52:15 --> 00:52:27: message that
 00:52:27 --> 00:52:28: we want to share from CIC. F It's a quick
 00:52:28 --> 00:52:29: video, so we're going to play another one. Thank you.
 00:52:29 --> 00:52:31: Indianapolis.
 00:52:31 --> 00:52:32: From Harville to Lawrence.
 00:52:32 --> 00:52:34: Brother, pull to Clifton.
 00:52:34 --> 00:52:36: Dennington to Mars hill.
 00:52:36 --> 00:52:37: Neighborhoods built by residents and renamed by
 00:52:37 --> 00:52:45: gentrification. Grocery stores

00:52:45 --> 00:52:46: turn breweries.
 00:52:47 --> 00:52:53: Closed schools turned condos, retail shops with empty windows symbolizing
 00:52:53 --> 00:52:55: someone's dream unfulfilled.
 00:52:58 --> 00:53:04: Pothole ridden streets turning daily commutes into obstacle courses? Fear
 00:53:04 --> 00:53:10: based legislation leaving countless to feel unprotected, hiding their identities
 00:53:10 --> 00:53:15: to blend in despite their own happiness, displacement is rich
 00:53:15 --> 00:53:16: in its history.
 00:53:18 --> 00:53:22: Sammy land fertilized by remnants of strange fruit. You could
 00:53:22 --> 00:53:26: hear the whispers of history and dreams of the future
 00:53:26 --> 00:53:28: if you close your eyes.
 00:53:30 --> 00:53:30: Listen.
 00:53:34 --> 00:53:34: Julio Mercedes.
 00:53:37 --> 00:53:40: Seven fuck, kiss, kiss, kiss, kiss passes.
 00:53:40 --> 00:53:45: Indianapolis speaks in tongues of languages, of distant lands.
 00:53:46 --> 00:53:50: And Abuela singing songs from her childhood, creating new memories
 00:53:50 --> 00:53:51: in her new home.
 00:53:53 --> 00:54:00: French, Swahili, Burmese, Arabic and more syllables dancing, intertwining with
 00:54:01 --> 00:54:01: the wind.
 00:54:06 --> 00:54:10: African drums pulsating through the walls, infecting you with the
 00:54:10 --> 00:54:11: spirit of motherland.
 00:54:13 --> 00:54:17: Echoes of Indiana Ave resonating from the box turned Sunday
 00:54:18 --> 00:54:21: night pulpit to the Colyard, bending with the whims of
 00:54:21 --> 00:54:25: the Monon and Syncopating to the marches of the forts
 00:54:25 --> 00:54:25: past.
 00:54:29 --> 00:54:30: Witness.
 00:54:33 --> 00:54:34: I'm going to do this.
 00:54:36 --> 00:54:40: Love resonating from street to St as the rainbow illuminates
 00:54:40 --> 00:54:43: smiles of everyone it waves to.
 00:54:44 --> 00:54:50: Saturdays where community controlled food initiatives and farmers markets bring
 00:54:50 --> 00:54:53: fresh food to fill the bellies of all its people,
 00:54:53 --> 00:54:56: even those too many have forgotten about.
 00:54:57 --> 00:55:01: Rebuilt ruins, absorbing laughter, reminding us that the spirit of
 00:55:02 --> 00:55:03: joy is what unites us.
 00:55:05 --> 00:55:09: As Santes children, creating legacy through art and theater,

00:55:09 --> 00:55:13: passing
 00:55:15 --> 00:55:20: down creativity to all those that cross their path.
 00:55:20 --> 00:55:25: Muslim youth, collectively uniting to bring change within
 themselves and
 00:55:25 --> 00:55:30: their community. Watch as a neighborhood grows and
 connects with
 00:55:30 --> 00:55:34: each open bite, and by reclaiming the throne that others
 00:55:34 --> 00:55:38: have tried to remove. Indianapolis, you are so much more
 00:55:40 --> 00:55:44: than your past. You are full of stories untold.
 00:55:44 --> 00:55:48: Stories that can meld into your promising future, from the
 00:55:48 --> 00:55:50: Barber shops to the front porches, from the coffee shops
 00:55:51 --> 00:55:57: to the dinner table.
 00:55:57 --> 00:56:02: But you must listen and witness the greatness that you
 00:56:02 --> 00:56:05: can be. And already on Indianapolis, you are because we
 00:56:05 --> 00:56:05: are. We are because you are.
 00:56:17 --> 00:56:21: Home.
 00:56:21 --> 00:56:24: Well, everybody keeps saying that we're standing between
 you and
 00:56:24 --> 00:56:27: lunch, and I don't want to disappoint anybody, but we're
 00:56:28 --> 00:56:30: really not serving lunch. So this might be a good
 00:56:30 --> 00:56:34: time to look on your table again for the QR
 00:56:34 --> 00:56:37: code about all the special places that really were that
 00:56:37 --> 00:56:40: it was put together by the committee. So it's not
 00:56:40 --> 00:56:44: your typical Chamber of Commerce ad on where to go
 00:56:44 --> 00:56:45: have lunch, where to eat, where to shop, etcetera. So
 00:56:45 --> 00:56:46: be sure to do that.
 00:56:47 --> 00:56:49: Um.
 00:56:49 --> 00:56:52: So just a few comments that I want to do
 00:56:52 --> 00:56:52: before we close up a few thank yous, et cetera,
 00:56:54 --> 00:56:57: but.
 00:56:57 --> 00:56:58: The past three days we've listened to where we've been,
 00:56:59 --> 00:57:03: where we are.
 00:57:03 --> 00:57:08: And where we're going, and I think it's important that
 we challenge ourselves and others to keep advancing
 equitable development.
 00:57:09 --> 00:57:13: I was of the generation that had a slogan that
 00:57:13 --> 00:57:18: said, we've come a long way, baby. Well, I'm going
 00:57:18 --> 00:57:22: to tell you that maybe we have, but we have
 00:57:22 --> 00:57:26: not come far enough yet. So this summit has provided
 00:57:26 --> 00:57:31: us with just an excellent representation of the talent.
 00:57:32 --> 00:57:37: Of the resources that lie within our communities. And over
 00:57:37 --> 00:57:41: the past three days, we have learned a tremendous amount.
 00:57:41 --> 00:57:46: We've taken, we've got tidbits we've got, we've been armed

00:57:46 --> 00:57:50: with resources and information that we can take and make
00:57:51 --> 00:57:55: sure that we are the leaders of equitable development in
00:57:55 --> 00:57:56: our communities.
00:57:58 --> 00:58:00: So what will your takeaways be?
00:58:00 --> 00:58:04: We had a lot of them, so I challenge you,
00:58:04 --> 00:58:07: you know, right down the top three, keep ahold of
00:58:08 --> 00:58:14: them, make connections, call people, introduce yourself, take
initiative, leverage,
00:58:14 --> 00:58:18: but be the person that walks out of this room
00:58:18 --> 00:58:19: and doesn't just.
00:58:20 --> 00:58:21: Put their notebook away.
00:58:22 --> 00:58:25: But walks out and takes action.
00:58:26 --> 00:58:30: So with that, I'm going to say I want to
00:58:30 --> 00:58:37: thank again our wonderful WLI Summit 2022 committee.
Woop, woop.
00:58:42 --> 00:58:47: Again, phenomenal, phenomenal job. So thank you and
thank you
00:58:47 --> 00:58:51: again to the regional committees, to Saint Louis and to
00:58:51 --> 00:58:55: Louisville that have helped us as well to our speakers,
00:58:55 --> 00:58:59: to our panelist. I have some new people I'm going
00:58:59 --> 00:59:03: to follow. So to our attendees because again, how you
00:59:03 --> 00:59:06: guys share this summit is how we get to carry
00:59:06 --> 00:59:09: it on and make it impactful.
00:59:09 --> 00:59:12: Um, continuing Ed credits again, if you have the form
00:59:12 --> 00:59:15: to fill out, they're up at the front desk, I've
00:59:15 --> 00:59:18: been told. On a housekeeping note, please leave your name
00:59:18 --> 00:59:21: badge at the front desk as you leave as well.
00:59:22 --> 00:59:26: Please go to WLI hashtag WLI summit and share your
00:59:26 --> 00:59:30: stories. And again, thank you so much for being a
00:59:30 --> 00:59:34: part of this impactful summit in Indianapolis.
00:59:47 --> 00:59:50: The girl and she is on fire.
00:59:52 --> 00:59:57: Hotter than a fantasy, only like a highway. She is
00:59:57 --> 01:00:01: living in a world and it's on fire.
01:00:02 --> 01:00:06: Filled with catastrophe, but she knows she can fly.
01:00:06 --> 01:00:07: Away.
01:00:10 --> 01:00:14: She got both feet on the ground and she's burning
01:00:14 --> 01:00:15: it.
01:00:15 --> 01:00:16: Down.

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