

# 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: 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  
00:08:02 --> 00:08:09: 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  
went  
00:11:13 --> 00:11:18: for about 800,000. When they when they started this  
community  
00:11:18 --> 00:11:22: we advocated with Ryan homes to say, look what type  
00:11:22 --> 00:11:27: of product can we build that's equal quality, that's equal  
00:11:27 --> 00:11:28: in terms of.  
00:11:28 --> 00:11:33: Of visually aesthetic, but keeping the price points down. How  
00:11:33 --> 00:11:37: could we do that? And we were successful to having  
00:11:38 --> 00:11:42: these townhouses started at \$300,000. And let me tell you  
00:11:42 --> 00:11:46: how did Ryan Holmes benefit from it? It was the  
00:11:46 --> 00:11:52: fastest selling townhouse community that they had in the  
nation.  
00:11:52 --> 00:11:57: And so that is a quintessential example of how communities  
00:11:57 --> 00:11:58: that have been.  
00:11:58 --> 00:12:04: Overlooked communities where there hasn't been any trust  
that's been  
00:12:04 --> 00:12:10: established, communities where you're labeling what you  
think that community  
00:12:10 --> 00:12:14: needs or wants. You really have the the ability to  
00:12:14 --> 00:12:19: go in with great partnerships to get beyond the stereotypes,  
00:12:19 --> 00:12:23: to get beyond the limitations and to see value. And  
00:12:23 --> 00:12:27: now we have Ryan Holmes being a partner for us,  
00:12:27 --> 00:12:29: not only in other.  
00:12:29 --> 00:12:34: Developments that we're doing in Maryland, but we're going  
beyond  
00:12:34 --> 00:12:39: and looking in rural neighborhoods and rural communities  
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  
00:13:35 --> 00:13:40: were  
00:13:40 --> 00:13:44: able to keep the rates, market rate housing so that  
00:13:44 --> 00:13:49: they were able to purchase their first homes as teachers.  
00:13:49 --> 00:13:53: And now two years later, they're experiencing the benefit.  
00:13:53 --> 00:13:57: Of having \$100,000 in equity.  
00:13:57 --> 00:14:01: And that's something that we don't talk about. And I  
00:14:01 --> 00:14:04: heard earlier, we're talking about taxes. Nothing is perfect.  
00:14:04 --> 00:14:08: We  
00:14:08 --> 00:14:11: do have to have solutions, but that's a story that  
00:14:11 --> 00:14:15: we should all be proud of when we're talking about  
00:14:15 --> 00:14:19: how can the hard working, the missing middle, how can  
00:14:19 --> 00:14:23: they afford. A lot of the opportunities are in these  
00:14:23 --> 00:14:24: communities that have been overlooked, that there have  
00:14:24 --> 00:14:27: been, we  
00:14:27 --> 00:14:31: haven't built trust by the developers, by the private sector,  
00:14:31 --> 00:14:35: by the public sector.  
00:14:35 --> 00:14:39: To come in and say, what can we all do  
00:14:39 --> 00:14:42: instead of going in and looking through our own lens,  
00:14:42 --> 00:14:46: how can we do something where we're brokering an  
00:14:46 --> 00:14:50: opportunity  
00:14:50 --> 00:14:54: for everybody that's at the table? And I look down  
00:14:54 --> 00:14:58: and I see each one of these individuals. They all  
00:14:58 --> 00:15:04: took a chance. They all came together and said, look,  
00:15:04 --> 00:15:08: they are buying into this. They see the resources that  
00:15:08 --> 00:15:08: have come in and they're taking pride in their community.  
00:15:08 --> 00:15:08: I'll give us another small example. So you know, these  
00:15:08 --> 00:15:08: neighborhoods, these streets that used to have murders  
00:15:08 --> 00:15:08: taking place,  
00:15:08 --> 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

00:29:59 --> 00:30:03: are the people right? Yes, sometimes in the deal making

00:30:03 --> 00:30:06: we look at the maturity of like the equity right

00:30:06 --> 00:30:10: between who's at the table. But can you talk a

00:30:10 --> 00:30:15: little bit about the image of the people right in

00:30:15 --> 00:30:16: the community? Did you implement in some plan or

00:30:16 --> 00:30:17: sustainability

00:30:18 --> 00:30:23: plan of?

00:30:23 --> 00:30:26: Being.

00:30:26 --> 00:30:31: Able to reinforce that those check-ins with community when

00:30:31 --> 00:30:34: you're

00:30:35 --> 00:30:38: reaching the end of maturity that there is some type

00:30:38 --> 00:30:42: of performance measurement and evaluation of where the

00:30:42 --> 00:30:46: community stands.

00:30:46 --> 00:30:48: I mean I'm trying to figure out like what, what's

00:30:48 --> 00:30:51: the technique of town square and that we don't have

00:30:52 --> 00:30:54: just great buildings that people have been able to capitalize

00:30:54 --> 00:30:59: off of, but it's also to enabling the seed investments

00:31:02 --> 00:31:03: of the people to remember to stay.

00:31:03 --> 00:31:06: And even as well when that next deal may come,

00:31:06 --> 00:31:07: if you know that 40% like your 40 year of

00:31:07 --> 00:31:09: affordability is now expired, that is not impacting and

00:31:09 --> 00:31:10: disrupting

00:31:10 --> 00:31:14: the next generation of family to be a part of

00:31:14 --> 00:31:19: that next set.

00:31:19 --> 00:31:19: I'm a little. I'm a little confused. You want to?

00:31:20 --> 00:31:20: OK, OK, go.

00:31:21 --> 00:31:26: Ahead. Yeah. I'm just wondering where are the. You said

00:31:26 --> 00:31:30: that.

00:31:30 --> 00:31:33: The check in where are the check-ins people for OK?

00:31:33 --> 00:31:38: OK.

00:31:38 --> 00:31:43: Well.

00:31:43 --> 00:31:48: First, first the this this the issue of check-ins. What

00:31:48 --> 00:31:53: we what we did is one we had sessions where

00:31:53 --> 00:31:58: we meet with community every month.

00:31:58 --> 00:32:03: 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  
understood  
00:32:40 --> 00:32:44: that there was a lot of individuals, OK, that either  
00:32:44 --> 00:32:48: was living there and working at at in the Community,  
00:32:48 --> 00:32:51: I mean, working at the Federal Center. OK.  
00:32:52 --> 00:32:53: Or.  
00:32:54 --> 00:32:58: There were individuals who wanted to live closer to the  
00:32:58 --> 00:33:02: federal center that had to move, I mean had to  
00:33:02 --> 00:33:06: come to work a hour away because of affordability near  
00:33:06 --> 00:33:11: Washington area. They they couldn't even afford to, you  
know,  
00:33:11 --> 00:33:14: to live in the area. OK. So with that, we  
00:33:14 --> 00:33:18: worked with the county and the state and the federal  
00:33:18 --> 00:33:23: side and then we use tax incremental financing, OK, for  
00:33:23 --> 00:33:24: infrastructure.  
00:33:24 --> 00:33:27: So some of you, I know you want to know  
00:33:27 --> 00:33:30: how in the world did you get to the performer  
00:33:30 --> 00:33:33: and you can make the numbers you know work. OK.  
00:33:33 --> 00:33:36: So we did use TIF, alright. The county in this  
00:33:36 --> 00:33:41: case the redevelopment authority has it's a quasi public  
private  
00:33:41 --> 00:33:44: entity. So it had bond authority and this was the  
00:33:44 --> 00:33:49: largest TIF district created in Prince Georges County at the  
00:33:49 --> 00:33:49: time. OK.  
00:33:51 --> 00:33:55: We used, we had the benefit of first time homebuyer  
00:33:55 --> 00:34:00: 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,

most of  
00:36:31 --> 00:36:35: our continuity of government, most of sub agencies have to  
00:36:35 --> 00:36:38: be spread out so we won't get hit like 911  
00:36:38 --> 00:36:42: again. OK, bigger agencies, you will always see the federal  
00:36:42 --> 00:36:46: core in Washington the way it is, but some of  
00:36:46 --> 00:36:49: those bureaus have to move out just for the continuity  
00:36:50 --> 00:36:54: of government and so knowing that and working in  
government.  
00:36:54 --> 00:36:56: Before, you know, on the federal side.  
00:36:57 --> 00:37:00: We went to GSA and went to, you know, census  
00:37:00 --> 00:37:02: and say, hey look.  
00:37:03 --> 00:37:07: You can gain benefit. Instead of leasing some kind of  
00:37:07 --> 00:37:11: private, you know, area and going to, in this case,  
00:37:11 --> 00:37:16: the neighboring Montgomery County or Virginia, you could  
come right  
00:37:16 --> 00:37:21: here on your own land master planet and build something.  
00:37:22 --> 00:37:26: They said, OK, we we're not gonna do that until  
00:37:26 --> 00:37:30: we see some serious progress. Well, two years ago, just  
00:37:30 --> 00:37:32: before, just before COVID.  
00:37:33 --> 00:37:34: We got our first big hit.  
00:37:35 --> 00:37:40: The federal government decided to expand on the Federal  
center.  
00:37:41 --> 00:37:45: They now are planning to put 2,000,000 square feet of  
00:37:46 --> 00:37:51: new federal buildings and support offices on that federal  
center  
00:37:51 --> 00:37:53: with 9000 additional workers.  
00:37:54 --> 00:37:58: And you know with with all of that comes economic  
00:37:58 --> 00:38:03: development and everything around it. And so we got our  
00:38:03 --> 00:38:07: first two agencies which make up about 4000 new  
employees,  
00:38:07 --> 00:38:10: 2000 of which will be in by this end of  
00:38:10 --> 00:38:13: this year, the Bureau of Labor Statistics.  
00:38:15 --> 00:38:18: Is is one OK? Which that was a huge, huge  
00:38:18 --> 00:38:22: win for us and for the county. It was a  
00:38:22 --> 00:38:26: win for the state of Maryland because it was, you  
00:38:26 --> 00:38:27: know, the BA was.  
00:38:28 --> 00:38:34: Downtown Washington, DC headquarters. So moving the  
entire Bureau of  
00:38:34 --> 00:38:37: Labor Statistics, you know, here. OK.  
00:38:38 --> 00:38:42: Was incredible and then the next the next one we  
00:38:42 --> 00:38:45: got you know, to come over was.  
00:38:46 --> 00:38:48: The Bureau of Economic Adjustment.  
00:38:49 --> 00:38:55: 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  
 neighbors to help  
 00:51:25 --> 00:51:27: me. They donated supplies such as.  
 00:51:27 --> 00:51:31: Whiteboards, crayons, markers. We've all been pretty much  
 very involved  
 00:51:31 --> 00:51:33: with the elementary school.  
 00:51:33 --> 00:51:36: Because we know that Community involvement is very  
 important and  
 00:51:36 --> 00:51:38: we want to be the change that we see in  
 00:51:38 --> 00:51:39: the Suitland area.  
 00:51:50 --> 00:51:53: Nick, Harold, thank you so much for sharing that. I  
 00:51:53 --> 00:51:56: have a feeling some people are going to want to  
 00:51:56 --> 00:51:59: reach out and go, hey, we have some acreage over  
 00:51:59 --> 00:52:02: here. Would you mind taking a look at it because  
 00:52:02 --> 00:52:06: that's just wonderful. Thank you so much. Alright, before we  
 00:52:06 --> 00:52:09: dismiss and have closing remarks, we've got another  
 message that  
 00:52:09 --> 00:52:12: we want to share from CIC. F It's a quick  
 00:52:12 --> 00:52:15: video, so we're going to play another one. Thank you.  
 00:52:27 --> 00:52:28: Indianapolis.  
 00:52:29 --> 00:52:31: From Harville to Lawrence.  
 00:52:32 --> 00:52:34: Brother, pull to Clifton.  
 00:52:36 --> 00:52:37: Dennington to Mars hill.  
 00:52:39 --> 00:52:45: Neighborhoods built by residents and renamed by  
 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,

passing

**00:55:09 --> 00:55:13:** down creativity to all those that cross their path.

**00:55:15 --> 00:55:20:** Muslim youth, collectively uniting to bring change within themselves and

**00:55:20 --> 00:55:25:** their community. Watch as a neighborhood grows and connects with

**00:55:25 --> 00:55:30:** each open bite, and by reclaiming the throne that others

**00:55:30 --> 00:55:34:** have tried to remove. Indianapolis, you are so much more

**00:55:34 --> 00:55:38:** than your past. You are full of stories untold.

**00:55:40 --> 00:55:44:** Stories that can meld into your promising future, from the

**00:55:44 --> 00:55:48:** Barber shops to the front porches, from the coffee shops

**00:55:48 --> 00:55:50:** to the dinner table.

**00:55:51 --> 00:55:57:** But you must listen and witness the greatness that you

**00:55:57 --> 00:56:02:** can be. And already on Indianapolis, you are because we

**00:56:02 --> 00:56:05:** are. We are because you are.

**00:56:05 --> 00:56:05:** Home.

**00:56:17 --> 00:56:21:** Well, everybody keeps saying that we're standing between you and

**00:56:21 --> 00:56:24:** lunch, and I don't want to disappoint anybody, but we're

**00:56:24 --> 00:56:27:** really not serving lunch. So this might be a good

**00:56:28 --> 00:56:30:** time to look on your table again for the QR

**00:56:30 --> 00:56:34:** code about all the special places that really were that

**00:56:34 --> 00:56:37:** it was put together by the committee. So it's not

**00:56:37 --> 00:56:40:** your typical Chamber of Commerce ad on where to go

**00:56:40 --> 00:56:44:** have lunch, where to eat, where to shop, etcetera. So

**00:56:44 --> 00:56:45:** be sure to do that.

**00:56:45 --> 00:56:46:** Um.

**00:56:47 --> 00:56:49:** So just a few comments that I want to do

**00:56:49 --> 00:56:52:** before we close up a few thank yous, et cetera,

**00:56:52 --> 00:56:52:** but.

**00:56:54 --> 00:56:57:** The past three days we've listened to where we've been,

**00:56:57 --> 00:56:58:** where we are.

**00:56:59 --> 00:57:03:** And where we're going, and I think it's important that

**00:57:03 --> 00:57:08:** 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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