

Leveraging the Arena: The ESA as a Catalyst for Community Development

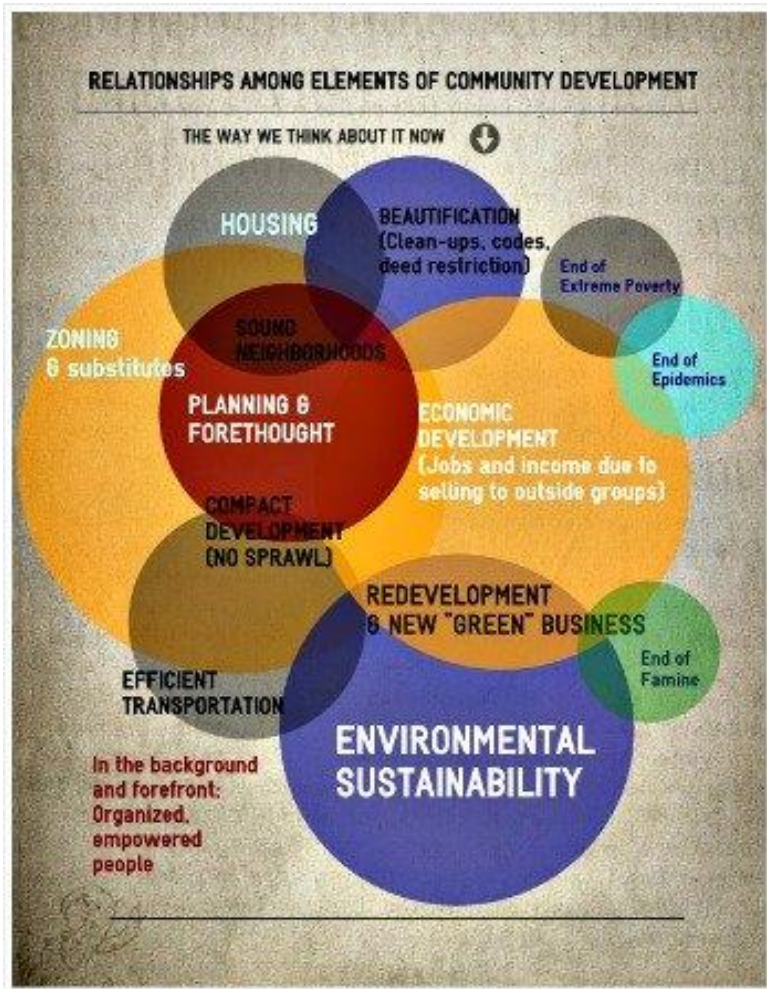
Final Project








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Summary Overview

- 1) identifying definitions of Community Development
- 2) community need and resources
- 3) case studies for reference
- 4) goals
- 5) recommendations

Community Development



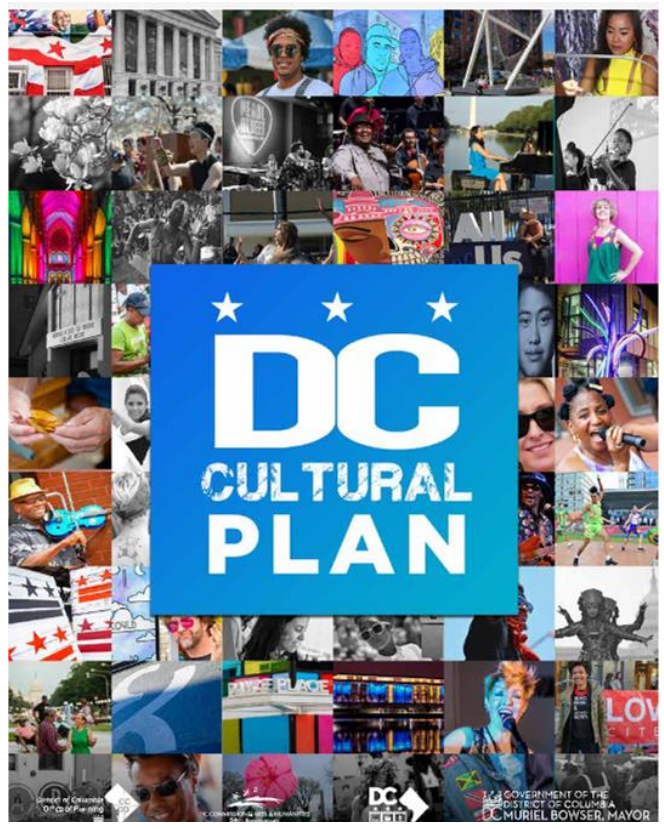
	Community Economic Development/ Community Wealth Building	Traditional Economic Development
 Place	Develops under-utilized local assets of many kinds, for the benefit of local residents.	Aims to attract firms using incentives, which increases the tax burden on local residents.
 Ownership	Promotes local, broad-based ownership as the foundation of a thriving local economy.	Supports absentee and elite ownership, often harming locally owned family firms.
 Multipliers	Encourages institutional buy-local strategies to keep money circulating locally.	Pays less attention to whether money is leaking out of the community.
 Collaboration	Brings many players to the table: nonprofits, philanthropy, anchors, and cities.	Decision-making led primarily by government and the private sector, excluding local residents.
 Inclusion	Aims to create inclusive, living wage jobs that help all families enjoy economic security.	Key metric is the number of jobs created, with little regard for wages or who is hired.
 Workforce	Links training to employment and focuses on jobs for those with barriers to employment.	Relies on generalized training programs without focus on linkages to actual jobs.
 System	Develops institutions and supportive ecosystems to create a new normal of economic activity.	Accepts the status quo of wealth inequality, hoping benefits will trickle down.

www.community-wealth.org

www.useful-community-development.org

Community need:

capitalize location and facilities of ESA through both internal and external organizational resources

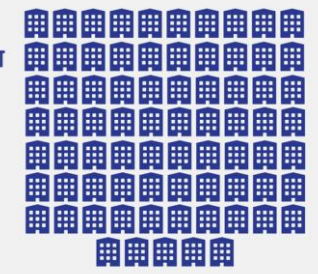


Current Distribution of Cultural Organizations

NONPROFIT



FOR-PROFIT



Anticipated Future Distribution of Cultural Organizations

CHARITY



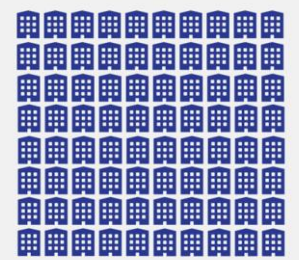
SOCIAL
IMPACT
ORGANIZATION



SOCIAL
ENTERPRISES



COMMERCIAL
ENTERPRISES



"...all infrastructure is a stage and every resident is a performer..."

Precedent Case Studies



POINTS FOR POUNDS

For every point the Lynx score during the regular season, Land O'Lakes will donate 10 pounds of food to Second Harvest Heartland.

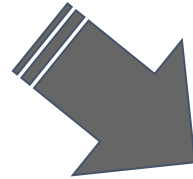
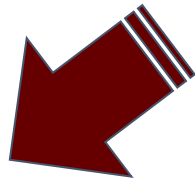
LAND O'LAKES, INC. 



GOAL: position the ESA as a desirable and effective institutional ally to the community

Recommendations:

Organizational



Programmatic

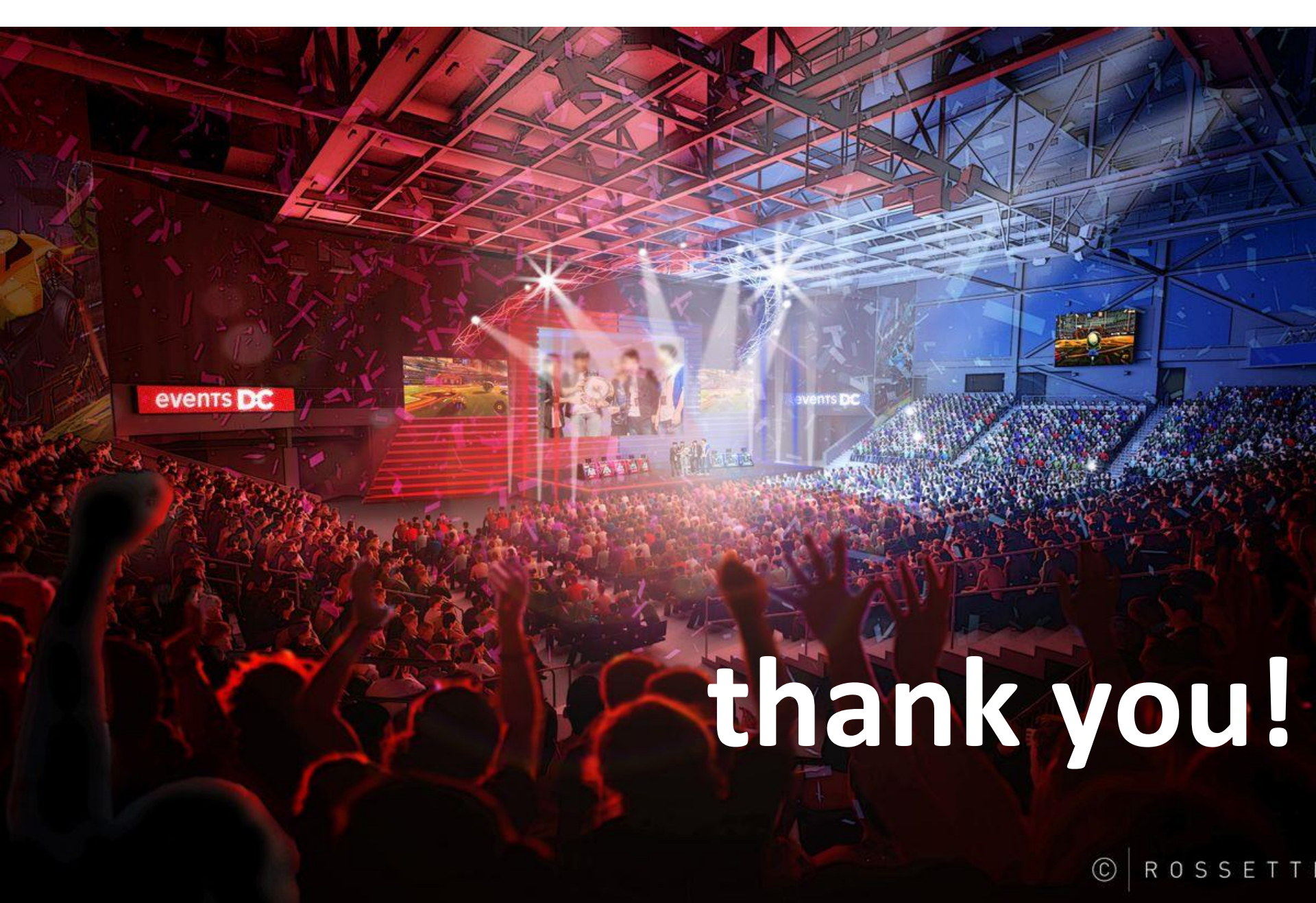


Organizational Recommendations



Programmatic Recommendations





events DC

events DC

thank you!

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