

Selby Area CDC Business Plan Summary

Mission: The Selby Area Community Development Corporation provides leadership for community, housing and business development initiatives that engage and benefit the area's diverse people and neighborhoods.

Strategic Vision: Selby Area CDC implements physical, social, and economic development strategies that benefit the area. In particular the organization works hard to engage low-income, long-term, African American, and new American stakeholders in the community's revitalization. Selby Area CDC's leadership role traverses a continuum from sole implementer to supportive partner.

Selby Area CDC conducts community outreach and community building activity that includes neighborhood businesses, public sector officials, and people from a mix of economic backgrounds who work and reside in the area. Selby Area CDC relies on community ideas, current planning documents, and stakeholder feedback to guide the portfolio of physical revitalization projects that are pursued.

Selby Area CDC's internal infrastructure and governing body meet standards that mirror best practices in business management and community development. Selby Area CDC has metro wide credibility with policy makers and financial investors. Selby Area CDC earns the sustained confidence of community members who view the organization as a powerful catalyst for stimulating physical change

Distinctive Competence: Selby Area CDC excels at building synergistic partnerships with a broad range of entities. The organization's governing body reflects the area's diversity. The organization's business conduct, internal and external, consistently reflects the values of collaboration, respect and integrity. Selby Area CDC's relationships with individuals, organizations, government, businesses, and public officials yield resources that benefit the service area in the form of capital, policies, and projects. These benefits collectively accrue to the mix of Selby area residents.

Strategic Priorities: Selby Area CDC has three comprehensive community development strategic priorities: 1) Strengthening Selby Avenue, 2) Improving housing, and 3) Linking people through community building. These priorities are targeted toward residents, business owners and visitors.

The strategic priorities are Selby Area CDC's prime focus over the next three years, 2005-2008. The collective impact of activities in the three priority areas will yield quantitative and qualitative outcomes in the community. The complement of these activities advances the organization's mission and is described further in the business section under Strategic Priorities.

Strategic Priorities

Selby Area CDC identified three strategic priorities based on studying existing neighborhood plans, convening board-planning sessions, conducting a survey, and meeting with neighborhood constituents. The first two priorities, *Strengthening Selby Avenue* and *Improve Housing in Service Area*, address the area's physical infrastructure and summarily its economic development needs; fill vacant space, fix deteriorating properties, and enhance the visual appeal and utilitarian value of public right of way space, build indigenous community capacity through business development and job creation. The third priority, *Linking People Through Community Building*, describes how Selby Area CDC simultaneously incorporates community input into its work and stimulates on-going community dialogues and cooperation both tangible and philosophical, amongst a mix of constituents. Importantly, Selby Area CDC views these three priorities as a necessary collective of activities versus a prioritized list. Selby Area CDC maintains flexibility to refine activities annually to ensure that the work remains aligned with the key priorities and mission.

2007-2008 Strategic Priority Goals, Outcomes, Objectives

Strengthen Selby Avenue	Improve Housing In Area	Link People/Build Community
<p>GOAL: Complete the revitalization of the avenue's physical infrastructure by filling vacant space, transforming deteriorating properties, fixing marginal properties, and enhancing the visual and aesthetic appeal of commercial corridor's public spaces. Initiate comprehensive corridor culturally centered revitalization as an economic development priority</p>	<p>GOAL: Stimulate on-going investment in rehabilitating properties to preserve, stabilize, and sustain a mix of housing options for a mix of incomes. Create a mix of housing options to serve the existing, emerging and Life cycle or transitioning markets</p>	<p>GOAL: Institutionalize the practice of incorporating a broad mix of local resident and business input into development decisions. Identify tangible community participation vehicles to engage promote and empower the diverse area residents interests.</p>
<p>OUTCOMES</p> <ul style="list-style-type: none"> • The entire Selby Avenue corridor projects a positive image of quaint Culturally diverse historic beauty and local enterprise vitality throughout the Twin Cities metropolitan area, Minnesota and the nation. • Selby Avenue attracts local and destination customers along a 3-mile span that is characterized with a pleasantly dense mix of residential, institutional and commercial offerings. • Business development reflects an area theme, product and diversity of ownership, related to our cultural uniqueness as well as the tested necessities of a thriving area 	<p>OUTCOMES</p> <ul style="list-style-type: none"> • Households across the economic spectrum and cultural spectrum (Emerging Markets) will have access to resources for maintaining, and improving their homes, as well as acquiring their homes • The housing stock contains quality rental and homeownership options for families across a range of incomes. • <u>Existing residents who wish to stay in the community are able to do so through programming and development that expands housing options</u> • <u>Projects will contain a mixed use of commercial and residential based on area desired convenience, age consideration and financial feasibility</u> 	<p>OUTCOMES</p> <ul style="list-style-type: none"> • The shared vision of neighborhood people across geographic, economic, and cultural affiliations is reflected in the area's development. • A mix of residents that includes significant numbers of people from African, African American, European American, Asian and other cultural backgrounds comfortably make joint decisions about neighborhood development and celebration. • Vehicles, resources and the necessary tools are secured and put in-place to provide community created solutions to community considerations • Multiple means pf providing community wide communications are created
<p>OBJECTIVES</p> <ul style="list-style-type: none"> • <u>Develop and implement a vision for commercial corridor that identifies, an industry and product that maximizes existing neighborhood plans, city documents and the Cultural</u> 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> • <u>Development of housing technical assistance, counseling and financial resources, programming towards the retention of existing residents</u> 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> • <u>Convene/attend-gatherings of residents that collectively represent the broad mix of neighborhood stakeholders constituents to disseminate and gather information.</u> • Provide the desired technical

<p>Heritage District as an asset. Complete streetscape and infrastructure improvements for traffic control.</p> <ul style="list-style-type: none"> • Complete, coordinate and catalyze development of vacant and blighted property. • Leverage financial resources to focus on 1-2 key <u>intersections</u> for street node planning, development activity, and streetscape projects primarily between Dale and Hamline. • Support area business and <u>economic development related</u> initiatives for retention, growth, and attraction of enterprises, including more minority owned businesses. • <u>Intentionally grow scope of services to include Selby Avenue between Lexington and Hamline, and build relationships with organizations between Hamline and Fairview</u> • <u>Provide business-training classes with 16-20 participants annually. Emphasis on minority business development</u> • <u>Provide dedicated alternative resources for area and area related business development</u> 	<ul style="list-style-type: none"> • Design an organization collaborative to provide residents and emerging markets with a “Trusted Advisor” providing information on credit, predatory lending, property rehab, and working with contractors. • <u>Develop affordable housing opportunities as possible.</u> • Build an inventory of housing and property conditions in service area. • <u>Address the Disposition of Selby Commons in conjunction with affordable unit preservation, Alternative homeownership and mixed use development</u> 	<p>assistance, research and analytical capacity to organized community initiative as capable.</p> <ul style="list-style-type: none"> • <u>Develop communications vehicles and partnerships (i.e. print, website, internet, churches, colleges)</u> that reach approximately 10,000 locations. • Support <u>community partnership building efforts</u> to convene public meetings and conduct <u>outreach to the entirety of Selby Area.</u> • <u>Promote community investment strategies</u>
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