



NEW HAMPSHIRE COLLEGE FOCUS GROUP  
CED PROJECT: CONVENTION ON CED IN PHILADELPHIA

=====

NEEDS ASSESSMENT

At this point in time in Philadelphia there is no coherent policy for community economic development that includes and/or involves all of the different neighborhoods, ethnic groups, and income status groups, that make up the City of Philadelphia. There is no forum or platform providing for education, communication, collaboration and cooperation between community economic development practitioners and grassroot start-up organizations involved in community economic development, as well as the various sectors, such as foundations, charitable organizations, organized labor and building trade, government and quasi-government, academic and educational, religious institutions, businesses, corporations, banks and other players in economic development in the City of Philadelphia.

One of the leading groups responsible for interaction between the known community development corporations ("cdc's") and city agencies responsible for economic development is no longer in existence. As a result several entities are beginning to dialogue to discuss a CDC trade association. A research document from these meeting entitled "A Project Production Delivery System for Philadelphia," stated in its overview that "There is a crisis in Philadelphia's community development (CD) sector." (See Memorandum from Jan Rubin on behalf of the Working Group, December 6, '88, attached hereto).

In spite of these intentions, there are presently no known plans to address the needs of the small low-socio-income status community economic development groups on the ABC level. This is the need and intent of this project to provide a forum where the ABC level groups can interact with the providers, funders, and banks, as well as city representatives responsible for economic development in the City of Philadelphia.



COMMUNITY ECONOMIC DEVELOPMENT  
NATIONAL WEEKEND PROGRAM  
NEW HAMPSHIRE COLLEGE

PROJECT CONTRACT

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PROJECT ADVISOR: MICHAEL SWACK, DIRECTOR  
PROJECT GROUP: JEROME MITCHELL, WEST PHILADELPHIA EDC  
MARY L. MOORE, NEIGHBORHOOD DEVELOPMENT CENTER  
LINDA RICHARDSON, BLACK UNITED FUND OF PHILA.  
SUBJECT: A CONVENTION ON COMMUNITY ECONOMIC DEVELOPMENT IN THE GREATER  
PHILADELPHIA REGION

PROJECT NEED:

The overall need for the C.E.D. convention is to establish additional and ongoing opportunities for communication, exposure, education and information, cooperation and collaboration among and around C.E.D. practitioners and their respective communities.

PROJECT GOAL:

To organize representatives from all sectors relative to C.E.D. to discuss and work on some long term solutions to the above identified need.

NEEDS ANALYSIS:

The reasons for establishing ongoing opportunities for communication, education and cooperation among C.E.D. practitioners is that there are many people with similar interests who are working in isolated environments.

1. The available resources and information is not being consistently and openly shared with many people and organizations that can benefit from them.
2. Basic efforts and strategies by C.E.D. corporations need more exposure. Now only the "sexy, high profile projects" get attention. Those are more the exception than the rule.
3. Opportunities to share resources and education/information should be available to all, not those with the right connections, or who are in limited circles.
4. There needs to be more communication to and involvement from communities that C.E.D.'s operate in. This will result in a better appreciation for their respective efforts.

## **PROJECT STRATEGY:**

- I. The goals of the conference will be met by having a very comprehensive gathering of the local C.E.D. community.**
  - A. The organizations and individuals will be organized into various sectors that include:**
    1. Government/Quasi Government
    2. Academic and Educational
    3. Businesses, Corporations and Banks
    4. Foundations and Charitable Organizations
    5. Organized Labor and Building Trade
    6. Religious Institutions
    7. Others
  - B. They will all be given multiple means for explaining and communicating their plans, programs and services.**
  - C. There will be forums for dialogue between resource providers and recipients and among each other.**
  - D. There will be a Keynote address given to the entire conference to establish the tone and outline the goals that we are there to achieve.**
  - E. The conference will be held on 2 different days. The first will be an opening reception that will outline the conference agenda and goals. And provide an opportunity for networking among the conference participants. The second day will consist of presentations, workshops and breakout sessions.**
- II. Our group plans to spend additional time fine-tuning this proposal and then submitting it for funding to some local funding sources for under writing.**
  - A. This would allow us to hire a conference coordinator. Provide promotional materials. Secure conference site and conference packets etc.**
  - B. The conference is planned for the fall of 1989 and work will begin in January 1989.**
- III. With or without a paid conference coordinator we plan to establish a sizeable committee to plan and implement the conference.**
  - A. This allows more comprehensive input and output as it relates to making this event cover as much territory that is feasible and attainable.**
  - B. Additionally, the more people that we have involved and committed early in the process creates a high probability for a favorable outcome.**
- IV. The successful implementation of this project will produce several outcomes.**
  - A. Increased Knowledge, awareness and use of resources available to C.E.D. practitioners.**
  - B. Increased Knowledge, awareness and cooperation of individuals and corporations practicing C.E.D.**
  - C. Continuum of communication among many new acquaintances in the field of C.E.D.**
  - D. Increased media exposure of the corporation, projects and programs that are occurring in the Philadelphia area C.E.D. community.**
  - E. The establishment of a widely accepted agenda for C.E.D. in Philadelphia endorsed by the conference participants.**
  - F. A communication vehicle that keeps C.E.D. community aware of happenings in the Philadelphia Community.**

## **V. Status of Conference Concepts**

- A. At this point our group is in agreement of how we visualize the conference. However, there are still many details to be completed and many variables to be considered. We are very confident at this point that we know what we want to accomplish and that shall be done.**



March 31, 1989

## CONFERENCE GOALS AND OBJECTIVES

### Goals:

To bring together a large diverse group of individual citizens and representatives of community based organizations from the entire city for the purpose of education, exchange of information, resource identification and personal professional networking.

### Objective:

To have a minimum of 50 relevant organizations exhibit at the conference. To have a minimum of 300 people attend the conference.

### Goal:

Provide forum for discussion of various key areas of concern including: Organizational development, funding sources, financing strategies, housing development, business development, commercial real estate development, proposal development, technical assistance sources.

### Objective:

To maximize participation of resource provision agencies, (this includes gov't, quasi gov't foundations, charities, profit and non-profit.) in the form of exhibits, representations, workshops, discussions, printed material etc.

### Goal:

To collectively develop strategies for successful and efficient utilization of shrinking available resources, especially public sector.

### Objective:

Provide mechanism, ie survey, questionnaire, suggestion box and/or other means or identifying participants ideas and/or consensus on how Phila. community can meet its challenges.



## Continue

### Goal:

To insure that every functional and geographic area of Phila's community development is present at conference.

### Objective:

Extensive research and recruitment of all potential prospects for conference, obtain directories, lists, word of mouth, use mass mailing, media and telemarketing.

### Goal:

To install a sense of unity, mission, and a general feeling of all of us in this together to make this city work.

### Objective:

Develop and use recurring theme throughout conference, have messages delivered through several key speakers written material and workshops.

### Goal:

Provide for individual and total group needs by having several breakout sessions and several periods where everyone is together.

### Objective:

Events including everyone opening, breakfast, lunch, closing etc. individual events - exhibits, workshops, presentations etc.

### Goal:

To have all participants increase their knowledge of who, what, where, why, how and when in areas of agencies, organizations, specific contacts, projects, ref's etc.

### Objectives:

Provide large array of diverse and detailed information that allows everyone to find at least one new thing.

### Goal:

To provide tools that participants find beneficial after conference. ie:

Objectives:

Resource directory, period newsletter, classes seminars, educational programs etc.

Goal:

Check participants knowledge of acronym groups before and after.

Objective:

Administer quick written quiz's using acronyms beside fill in the blanks for identification of agency/organization. Give prizes for most before and most improved after.

Goal:

To attract leaders of local and national prominence to speak at conference.

Rev. Sullivan  
Jesse Jackson  
Cong. Gray

Jack Kemp  
Mayor Goode

Goal:

To generate revenue from conference.

1. Exhibit Fee - sliding scale      \$10-\$200
2. Admission Fee - \$5.00
3. Lunch Fee - \$10.00
4. Video of conference \$
5. Resource Directory \$

## **PARTIAL LIST OF PARTICIPANTS**

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Advocate CDC  
Black United Fund  
Industrial Resource Center - Delaware Valley  
PA Department of Community Affairs  
Philadelphia Commercial Development Corporation  
Philadelphia Industrial Development Corporation  
Redevelopment Authority  
Hispanic Association Contractors and Engineers  
Private Industry Council  
West Philadelphia Partnership  
Allegheny West Foundation  
National Temple Non-Profit  
U.S. Economic Development Administration  
Philadelphia Housing Authority  
Greater Philadelphia Economic Development Coalition  
Logan CDC  
New Kensington CDC  
S.W. Germantown CDC  
Greater Philadelphia First Corporation  
Greater Philadelphia Chamber of Commerce  
East of Broad CDC  
Coalition Lower Nicetown  
West Oak Lane CDC  
Mt. Airy Neighbors  
Philadelphia Council For Community Advancement  
Local Initiatives Support Corporation  
Enterprise Foundation  
Philadelphia Fund For Community Development Revolving Loan Fund  
Philadelphia Commerce Department  
Department Of Human Services  
Wharton West Philadelphia Project  
Wharton Small Business Development Center  
Advanced Technology Center  
Urban Affairs Partnership  
Ogontz Avenue Revitalization Corporation  
LaSalle Non Profit Management

**PARTIAL LIST OF PARTICIPANTS - CONTINUED**

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United Black Business Association  
New Hampshire College  
Development Training Institute  
National Development Council  
Opportunities Industrialization Center  
Philadelphia Urban Coalition  
Philadelphia Urban League  
Regional Council Neighborhood Organization  
Mayor's Office of Community Service  
West Philadelphia Coalition of Neighborhoods and Businesses  
Office Of Housing and Community Development  
Philadelphia Housing Development Corporation  
Philadelphia Business and Technical Center  
University City Science Center  
Philadelphia Export Network  
Community Based Credit Unions  
Delaware Valley Planning Commission  
Minority Business Enterprise Council  
Pennsylvania Minority Business Development Center  
Philadelphia Electric  
Philadelphia Gas Works  
All Major Banks  
Parkside Association Philadelphia  
Belmont Improvement  
Girard Parkside  
U.S. Small Business Administration  
Community Legal Services



COMMUNITY ECONOMIC DEVELOPMENT  
NATIONAL WEEKEND PROGRAM  
NEW HAMPSHIRE COLLEGE

CED PROJECT INTERIM REPORT  
=====

PROJECT GROUP: JEROME MITCHELL, WEST PHILADELPHIA EDC  
MARY MOORE, ACRES OF DIAMONDS N.E.D.C.  
LINDA RICHARDSON, BLACK UNITED FUND OF PHILA.

PROJECT SUBJECT: A CONVENTION ON COMMUNITY ECONOMIC DEVELOP-  
MENT IN THE GREATER PHILADELPHIA REGION

RECAPITULATION: The above name persons in the project group have undertaken to organize representatives from all sectors relative to community economic development in the Philadelphia region and surrounding vicinity to discuss and work on some long term solutions for communication, exposure, education and information, as well as cooperation and collaboration among C.E.D. practitioners and their respective communities. The group has spend considerable time and efforts fine-tuning the proposal outlined in the Project Contract. These activities include:

A. Where The Project Stood At The Beginning Of The Term: The CED Practitioners designed the concept for a community economic development conference.

B. Activities Undertaken This Term: Setting up meetings with City Officials, funding sources and community agencies, i.e.:

- 1) Elaine Black, Department of Commerce, City of Phila.
- 2) William Gilmore, Pew Charitable Trust
- 3) Ernest Jones, Philadelphia Urban Coalition
- 4) Mary Davis, Urban Partnership
- 5) Patrice Nelson, Greater Philadelphia First

B. Activities Undertaken This Term (cont'd):

- 6) Roxanne Jones, State Senator, Harrisburg, PA
- 7) William Seerfoorce, Community Relations, Meridian Bank
- 8) Telephone Interviews with Steve Cohen, LISC, Ahada Stanford, Urban Partnership, other technical assistance providers in community economic development, as well as participation with funder's collaborative.

C. Outcome Of These Activities: Positives: The endorsement from Urban Coalition, Elaine Black, Department of Commerce, Meridian Bank, and the possibility of including t/a providers for ABC level groups, as co-sponsors of the conference. Also, the opportunity to submit proposal to Pew Charitable Trust. And, finally, the draft of the actual proposal.

Negatives: The lack of interest in the low-socio-economic constituencies by the various sectors responsible for service to these individuals, including corporate, public, private, and the funders. Also, the challenge to come up with broad base contingency to interest all levels.

D. Problems Encountered. The mission of clearly defining what the event will be and transposing in communicative clarity to paper.

E. Additional Support Need From School. To have New Hampshire College undertake task of inviting Keynote Speaker on N.H. College letterhead. Also receiving written, as well as verbal, feedback from advisor.

F. Plans For The Coming Term, Including Revision Of Timetable. Submit proposal to potential funders. Establish final planning committee, Confirm and solidify use of Philadelphia Civic Center at site for conference. Confirm keynote speaker, and finally solidify the agenda.





COMMUNITY ECONOMIC DEVELOPMENT  
NATIONAL WEEKEND PROGRAM  
NEW HAMPSHIRE COLLEGE

CED PROJECT INTERIM REPORT

3rd Quarter 1989

PROJECT GROUP: JEROME MITCHELL, WEST PHILADELPHIA EDC  
MARY MOORE, ACRES OF DIAMONDS N.E.D.C.  
LINDA RICHARDSON, BLACK UNITED FUND OF PHILA.

PROJECT SUBJECT: NEIGHBORHOOD COMMUNITY ECONOMIC DEVELOPMENT FORUM

RECAPITULATION: Our project group has kept pace with the stated goals and objective of this quarter.

We have a proposal being considered for underwriting and/or sponsorship by two very interest funders. Pew foundation for conference, Amheuser Busch for sponsorship of a reception at conference.

We have secure the service of a Wharton MBA student through the Black United Fund of PA and the Wharton West Philadelphia project. He has committed to having a Conference marketing plan prepared and ready for implemation by August 15, 1989.

We have moved the conference foward to accomodate the schedule of Mtangulizi K. Sanyika to October 16, and 17.

The final planning committee along with specific committee assignments will be established at a meeting on August 16, 1989.

The primary project gorup from New Hampshire College has implemented weekly meetings to maintain and ensure strict allherence to establish goals and objectives of the project and relative time tables.

At least One Thousand Dollars seed money will be raised through the organization of the primary sponsors and the T.A. sponsorship component.

We plan to invite the entire N H College CED community to attend the conference. We even hope to arrange for credit for attendance or perhaps an alternative to class weekend at the end of the week of the conference.

At this point we have not secured a final sight. The Civic Center fell through because the city cannot secure it any longer at no-cost.

Letters have been sent. Written response requested from the City of Phila., and the Phila. Urban Coalition in terms of their exact support and sponsorship.

We requested the use of the name City of Phila. as an official sponsor and also requested participation by Mayor and contribution of \$2500.00 in cash or any kind of services from them.

Same from Urban Coalition, except the Mayor

\*NOTE: See attendant. We want Ernie Jones.



## Focus Group - Time Line

Proposed conference on Community Economic Development in the greater Philadelphia area.

### I. First Stage:

#### Structure - See Attached

Establish Planning Committee - November 1988 - January 1989

Determine place and site selection - February 1989

Recruit participants - November 1988 - March 1989

Conference - May 1989 ( Identify economic development needs of Philadelphia and region.

May - Jerome will follow-up on mentoring and develop component.

### II. Second Stage:

July - September - Service delivery implementation

May - Community Credit Unions

Linda - Legal Structure for Economic Development Fund

Jerome - Component for evaluation

October - Conference evaluations

**A PROPOSED STRUCTURE FOR: "A CONVENTION ON COMMUNITY ECONOMIC DEVELOPMENT IN THE GREATER PHILADELPHIA REGION"**

Below is a listing of elements which need to be organized, brought together, funded and set up so that a Convention with significant outcomes for Community Economic Development can occur within 6 months to one year of November 1988.

- I. Establishing a Board of Advisors, including
  - A. Representatives of Community Development Corporations
  - B. Representatives from City State and Federal Programs
  - C. Representatives from Regional Foundations and Religious Organizations.
  - D. Representatives from Corporate and Corporate Involved Agencies
  - E. Representatives from Technical Assisting and Academic Institutions
  - F. *Representatives from Labor Unions*
- II. Establish a Dialogue on "What are the Issues?"
  - A. What are the strengths and weaknesses of the current situation?
  - B. What are the target populations sought to attend? What types of groups can be interested in the Convention?
  - C. What geographical areas should the Convention reach out to?
  - D. What could be the outcomes of the Convention? What possible future situations could be developed from the Convention situation?
- III. Determine the place and dates for the Convention.
  - A. How many days will it run?
  - B. How many people will attend?
  - C. What kinds of accomodations need to be arranged for, and what is the time frame necessary for meeting/event sites and hotel rooms?
- IV. Set up for Convention Organization Staff and Office
  - A. At least a need for a Director and one Adminsitative Assistant
  - B. At least two office spaces, equipped with supporting elements i.e. telephones, word processing unit, file system possibly set up for desk top publishing.
  - C. The key organizing work to be done by the Director, with committees and volunteers handling the major part of the actual workload.
- V. Organize for Funding Of the Convention
  - A. Planning Grant for 3 months to organize the structure. Approximately \$15 - 25,000, coupled with in/kind contributions
  - B. Operatons Grant: To support the operations necessary for the Convention:
    1. Office and administrative costs
    2. Printing costs and mailing costs
    3. Deposits on space rentals
    4. Consultant fee
    5. Honorariums and travel expenses





# ACRES OF DIAMONDS

## DEVELOPMENT CORPORATION

A Non-Profit Housing, Human Resources and Economic Development Corporation

### MEMORANDUM

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TO: JEROME MITCHELL & LINDA RICHARDSON  
FROM: MARY BETTS MOORE  
RE: NEW HAMPSHIRE FOCUS GROUP/CED PROJECT

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Dear Linda & Jerome:

Per our conversation, I met with the technical assistant providers that have agreed to participate with us in CED Convention. Several things were proposed for your consideration and input as follows:

1) That the project be referred to as a "Neighborhood Economic Development Forum," as opposed to a convention and/or conference.

2) That we concentrate on three concurrent workshops: (a) Board Development; (b) Fiscal; and (c) Funding.

3) That we conduct the Board of Directors workshop in the form of a panel, as opposed to a regular workshop with little audience participation.

4) That we have a panel of the local funders who have agreed to participate with us, i.e., Gil Gilmore from Pew, Bill Seerfoorce from Meridian, and someone from the Philadelphia Foundation, as well as the community credit unions.

5) That we contact one of the food provider such as ARA to underwrite the reception and/or provide the food for lunch and/or coffee breaks, and registration on Friday and Saturday.

6) That we contact KYW/TV 3 to participate as a sponsor and be responsible for advertisement, along with WDAS Radio, and someone from the Neighborhood Section of the Inquirer News.



Memo to Linda & Jerome  
From: Mary Betts Moore  
Re: N.H. CED PROJECT

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Finally, per our discussion, we considered the time-line as follows:

May - To pull together final profile of forum events and secure funding for the project.

June - Define workshops. Confirm sponsors, participants as well as site and date.

July - Public Relations and planning

August - First Mailing

September - Second Mailing and telephone follow-up

October - Follow-up and actual conference.

Community Accountants will be responsible for the Fiscal Workshop and are considering the theme, "Putting Your Fiscal House In Order."

VAC will be responsible for contacting KYW-TV because they are already participating with them in a public service announcement and neighborhood volunteer program.

At our next meeting we can discuss my conversation with Ernie Jones and Bill Seerfoorce.

See you soon!

1700 Arch Street  
P.O. Box 7588  
Philadelphia, PA 19103



May 3, 1989

Ms. Mary L. Betts-Moore  
Director of Technical Assistance Program  
Neighborhood Development Center  
1217 Sansom Street  
Philadelphia, PA 19107

Dear Ms. Moore:

I read with interest your proposal to hold a convention on Community Economic Development in the Greater Philadelphia Region. The stated project goal and need analysis focuses on what to me is a serious problem here in Philadelphia: education, cooperation, collaboration and the exchange of information is often sorely wanting.

As your plans develop please keep me informed of your progress. Although I can not now tell you the extent of our commitment, this does seem to me to be the kind of project in which Meridian Bank would want to be involved.

Sincerely,

A handwritten signature in dark ink, appearing to read "William J. Searfoorce", written over the typed name and title.

William J. Searfoorce  
Vice President

WJS/rb

RECEIVED MAY 25 1989



**COMMUNITY ECONOMIC DEVELOPMENT PROGRAM**  
*Graduate Program in Community Economic Development*  
*Graduate Program in International*  
*Community Economic Development*  
*Institute for Cooperative Community Development*

24 May 1989

Mr. Mtangulizi Sanyika  
Economic Development and Law Center  
1950 Addison Street  
Berkeley, California 94704

Dear Mr. Sanyika,

I wish to invite you to deliver the keynote address to a special Economic Development Forum for community-based organizations in Philadelphia, Pennsylvania. The Forum will be held on October 26th and 27th of this year.

The Economic Development Forum is being organized by a team of three New Hampshire College C.E.D. students from the Philadelphia area: Linda Richardson of the Black United Fund, Jerome Mitchell of the West Philadelphia EDC, and Mary Moore of Acres of Diamonds N.E.D.C. I am acting as their advisor while Michael Swack is on sabbatic leave.

The purpose of the Forum is to bring together Philadelphia's many small community based organizations, those with operating budgets of under \$200,000. The organizing team plans to invite major institutions within the state and city to address these smaller groups --to explain what resources are still available in a time of state and local budget constraints. The organizers hope that the Forum will help forge coalitions among the smaller groups, to place more effective pressure on the resource institutions.

The organizing team is currently fundraising for the event. Sponsorship has already been obtained from the Urban Coalition, the Department of Commerce, and Meridian Bank. Subject to obtaining full funding, the organizers will offer you travel and lodging expenses, plus a \$500.<sup>00</sup> honorarium for your keynote address.

Continued.....

On behalf of Mary, Jerome and Linda, I hope you will be able to accept this request. We believe you will be able to provide a national perspective on the realities of community economic development in these difficult times, while still inspiring the participants to continue on with their important work.

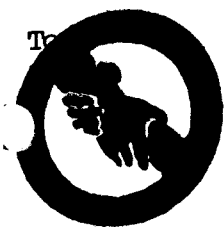
Please contact me at the above address, or call me at (603) 642-8963. You might also wish to contact Linda Richardson at (215) 748-0150. Thank you for your consideration.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Steven L. Dawson', with a stylized, flowing script.

Steven L. Dawson  
Adjunct Faculty

✓ cc: Ms. Linda Richardson



# Black United Fund of Pennsylvania, Inc.

4601 Market Street  
Philadelphia, Pennsylvania 19139  
(215) 748-0150  
1-800-232-5191

To: Jerome Mitchell  
Mary Betts Moore

From: Linda

Subject: ~~C&D~~ CED Project

June 1, 1989

I met with the TA providers this month regarding our project.

1. Decision by TA providers to move the fair date to coincide with our date ~~of Oct~~ of October 26, 1989 and October 27, 1989.
2. There was a decision to send notices of the conference to Gerri Williams of the Sherrif's Office since she sends out things to Community Development Groups.
3. Pew rejected the request from Cathy Cavenaugh.
4. Workshops will be coordinated by Gwen Winfree based on using the attached TA information form. The form will assess capabilities and will be used as a basis of a directory. Please send back to Gwen and feel free to circulate to anyone else. Tentative facilitators are Community Accountants, Black United Fund, Wharton West Philadelphia Project and Volunteer Action Council. Workshops will be held to accommodate volunteers and staff and will be held from 2pm-4pm and 4pm to 7pm.
5. Marketing MBA student has been requested and assigned by Wharton West Philadelphia project to work with BUF and will be spending a portion of his time marketing the conference.
6. Funding- Proposals submitted to Pew and Hilles. Hilles requested that we submit 4 copies and 3 copies of the summary. The Staff of BUF will follow-up on this. At the TA meeting, it was suggested that we use in-kind grants to fund the project and that we contact Anhiers-Busch for the reception.
7. Letter to Mtangulizi went out (see attached)

Misc; A summary and cover letter went out to Mayor Goode to request his participation.

We should discuss this and make our report at the focus group meetings

June 4, 1989

W. Wilson Goode, Mayor  
City of Philadelphia  
City Hall, Room #215  
Philadelphia, PA 19107

Dear Mayor Goode,

On October 26, 1989 and October 27, 1989 we will be coordinating a Forum, entitled the "ABC's of Getting Things Done". The Forum is specially designed to provide (300) participants with information and technical know-how in community development issues. The conference is a joint effort of several agencies, included among them are the Philadelphia Urban Coalition, The Philadelphia Clearinghouse, Volunteer Action Council, Black United Fund of Pennsylvania, Wharton West Philadelphia Project, Community Accountants, Delaware Valley Council of Agencies, West Philadelphia Community Economic Development Corporation and Ms. Elaine Black, Commerce Department.

We are planning a reception on October 26, 1989 at 6:00p.m. and would like to request your participation.

Mrs. Mary Betts Moore, will contact your office with more details.

Enclosed is a summary of the conference and the budget.

Sincerely,

Mary Bette Moore,  
Acres of Diamonds, NEDC

Jerome Mitchell,  
West Philadelphia/CEDC

Linda Waters Richardson,  
Black United Fund of PA

CONFERENCE COORDINATORS

Enclosures:

LWR/al

RECEIVED JUN 14 1989



C I T Y      O F      P H I L A D E L P H I A

W. WILSON GOODE  
MAYOR

June 9, 1989

Linda Waters Richardson  
Black United Fund of Pennsylvania, Inc.  
4601 Market Street, Suite 520  
Philadelphia, Pennsylvania 19139

Dear Ms. Richardson:

Thank you for your correspondence inviting Mayor W. Wilson Goode to participate in the reception being held in conjunction with the Forum, "The ABC's of Getting Things Done", on October 26, 1989.

Mayor Goode appreciates your invitation, and regrets that he must decline; due to a previously scheduled commitment.

Sincerely,

A handwritten signature in cursive script that reads "Betty McAdams-Perez".

Betty McAdams-Perez  
Scheduling Office

BMcP:bp





TECHNICAL ASSISTANCE PROVIDERS

M e m o r a n d u m

10 July 1989

To: All Collaborators

Re: MEETING NOTICE

The meeting scheduled for this morning at 9:30 a.m. has been re-scheduled to-

Tuesday 18 July 1989  
3508 Market St., 135  
( Community Accountants' Offices )  
9:30 a.m.

The agenda previously distributed will be used for the re-scheduled meeting.

( Sorry, some of you received the notice late )

Technical Assistance Providers  
Suggested Format for Timeline  
( Submitted by Kathleen Cavanaugh )

WORKSHOPS:

Decisions:      Date *Oct 27, 28*

Place

- \*      1.    Workshops- Key Person Responsible
  - Titles/Content
  - Presenters/Bios/Letters of Confirmation/Handouts
  
- \*      2.    Facility- Key person responsible
  - Date
  - Place
  - Workshop rooms
  - A.V. Equipment/other needs
  - Capacity seating

brochure- design and printing
  
- \*      3.    Invitation List- Key person responsible
  - mailing
  - rspv's

T/A FAIR:

Date/Times

Place

Available space

Capacity/ # of Exhibit Booths

- \*    Invitation List
  - What organizations should be invited to exhibit ?
  - Criteria ?
  - Limitations
  - Participant Fee ?
  
- \*    Letters of Invitation
  - RSVP ( to whom ? )
  - Deadline
  
- \*    What will be provided ?
  - Tables only ?
  - electronic outlets ?

-Outline for timetable- ,

## PROPOSED TECHNICAL ASSISTANCE FORUM AND FAIR

PURPOSE: To make small grassroots nonprofit organizations aware of local technical assistance providers; to familiarize these organizations with the specific services provided as well as how to access them; to interpret the critical issues nonprofits are facing in the '90's in language grassroots can understand.

AUDIENCE: Small, grassroots neighborhood nonprofit organizations with budget size up to \$200,000.

PROBLEM: Small grassroots organizations are facing tough times. Funding is becoming increasingly tight as funders are demanding more accountability for funding and programming as well as professionalism in management. Nonprofits of this size need to acquire skills in order to conduct their organizations like small businesses.

SPONSORS: New Hampshire College Community Economic Development Program  
Black United Fund  
Urban Coalition\*  
Philadelphia Clearinghouse  
Delaware Valley Council of Agencies  
Acres of Diamond Community Development Corporation  
West Philadelphia Economic Development Corporation\*  
Volunteer Action Council  
Community Accountants  
Wharton West Philadelphia Project  
KYW-TV\*  
Meridian Bancorp, Inc.\*  
Local foundations

FORMAT: In an attempt to reach a maximum number of participants from all-volunteer organizations, the event will be scheduled for Friday evening through Saturday afternoon.

Friday evening: Registration; motivational keynote speaker; panel to preview Saturday's workshops addressing key topics in technical assistance; informal questions and answers; reception.

Saturday: 2 rounds of workshops--"Putting Your Fiscal House in Order", "The Roles and Responsibilities of the Board of Directors", "Mobilizing Your Neighborhood Resources--People and Services", "Grassroots Fundraising" (panel of local funders). Lunchtime discussion tables.

Technical assistance providers booths will be open throughout Friday and Saturday; representatives (volunteer and paid staff) will be available to answer questions and facilitate applications for short-term technical assistance.

OUTCOME: Participants will have a better understanding of issues facing their organizations in the 1990's and the resources available to help them solve these problems. A major goal of this event is to break down the barriers to available technical assistance.

HISTORY: The sponsoring technical assistance providers came together with a common concern for the number of nonprofits providing vital services to the community that have closed their doors in the past year due to poor management.

We have had four meetings to discuss how to begin to confront the problem of delivering our services to the community organizations most in need of technical assistance. These organizations are usually all volunteer, immersed in program delivery, lacking management skills and familiarity with technical resources, and, quite often, intimidated by "consultants".

It is our common goal to overcome these barriers by educating the target audience about the available resources, preparing them to work effectively with technical assistance providers and demonstrating the value of managing their organizations with simplified "business" standards.

In short, we want to make technical assistance accessible, understandable, and unintimidating.

Technical Assistance Providers  
Suggested Format for Timeline  
( Submitted by Kathleen Cavanaugh )

## WORKSHOPS :

Decisions:                      Date

Place

- \* 1. Workshops- Key Person Responsible  
Titles/Content  
Presenters/Bios/Letters of Confirmation/Handouts
- \* 2. Facility- Key person responsible  
Date  
Place  
Workshop rooms  
A.V. Equipment/other needs  
Capacity seating  
  
brochure- design and printing
- \* 3. Invitation List- Key person responsible  
mailing  
rsvp's

T/A FAIR:

Date/Times

Place

Available space

Capacity/ # of Exhibit Booths

- \* Invitation List
  - What organizations should be invited to exhibit ?
  - Criteria ?
  - Limitations
  - Participant Fee ?
- \* Letters of Invitation
  - RSVP ( to whom ? )
  - Deadline
- \* What will be provided ?
  - Tables only ?
  - electronic outlets ?

-Outline for timetable-

TECHNICAL ASSISTANCE PROVIDERS  
Monday 10 July 1989  
3508 Market Street  
9:30 a.m.

A G E N D A

- I Call to Order
- II Review of Assignments from Previous Meeting
  - A. Timeline, Kathleen Cavanaugh
  - B. Other Funding Sources
    - 1. Delaware Valley Together, Gwen Winfree
    - 2. Continental Bank, Kathleen Cavanaugh
    - 3. Anheiser Busch, Linda Richardson
  - C. Location
    - 1. City, Linda Richardson
    - 2. Wharton, U of PA, Lisa Hoffstein
    - 3. Other Alternative Sites  
Entire Group
  - D. Draft Workshop Outline, Gwen Winfree
- III Responses for Directory
- IV Mailing List for T/A Fair
- V Announcements
- VI Schedule for Next Meeting - *Tues - Aug 15, 1989*  
*Immediate*  
*One Jones - Mary Morse, name*

-agenda-

*see attached -*

*Delaware Valley Together will support - Aug 9.10 non profit committee meeting - our proposal will be recommended to special committee - support will be provided*

*We will ask Betty May to do Foundation Remembrance - Anne H do*

*\* ask Hanson letter - L.R.*

*\* Site - Contact Council person re. bus center*

*\* Send in workshop directory - Aug 9, 1989*

*\* workshop planning to where Betty the 1st of August be - with*

*\* need to send men small money for - and to Anne - Aug. 1 P.P.H. next planning*

# COMMUNITY ACCOUNTANTS

## Volunteers Producing Results

TO: The TA Provider Fair "Group"  
FROM: Kathy Cavanaugh  
DATE: July 26, 1989  
TOPIC: Minutes of 7/18/89 Meeting

My apologies for the tardiness of these minutes; I've been trying furiously to wrap up things here before my move to Camden on August 7.

In attendance:

Gwen Winifree, Ayo Joyner, Linda Richardson, Portia McCloud,  
Kathy Cavanaugh

Discussion:

Plans are progressing for the TA Conference/Fair scheduled for October 27 + 28. The site is tentatively set for the Civic Center. Since Elaine Black will be leaving the City, Linda is looking for a new city contact person.

The next committee meeting should be an expanded conference planning committee. Other groups should be brought into the planning, especially community groups such as the Logan CDC. One person should be specifically responsible for the TA Fair and Workshops.

Gwen spoke with Becky Ney at Delaware Valley Together; DVT is very interested in technical assistance and will be some kind of support. The DVT Nonprofit Committee is prioritizing nonprofit issues and will review our proposal to ascertain where it fits in.

The Pew proposal will be resubmitted attention Rebecca Rimel. Possibly Rebecca Rimel and Becky Ney will be asked to serve on a panel to meet the funders.

We still have not received responses from everyone for the directory. If you have not returned the form, complete it and send to Gwen Winifree.

Brainstorming for other directory participants produced:

NESC, GPCA, PVLA, PCCA, WPCEDC, Regional Housing Legal Services, LaSalle, Leadership Inc., Urban Coalition, Urban League, North City Conference. OIC, OAMT, CPAC.

Everyone should send copies of their nonprofit mailing lists to Gwen and the committee will cull for duplications. Deadline for sending these lists is August 4.

The next meeting of the 'group' will be Tuesday, August 15, 9:30 at CA, 3508 Market Street.

TECHNICAL ASSISTANCE PROVIDERS PROFILE FORM  
( To compile interim directory )

Name of Org./Individual: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Brief Description of Services Provided:

Year Established:

F ee for Service:







# ACRES OF DIAMONDS

...A NEIGHBORHOOD ECONOMIC DEVELOPMENT CORPORATION

2135 North Broad Street  
Philadelphia, Pennsylvania 19122

Rev. Donald R. Lyons  
*Founder & Chairman of the Board*

Evangelist Mary Lou Moore  
*President, Chief Executive Officer*

Office of the Executive Director  
(215) 232-0800  
FAX LINE 232-6001  
1-800-874-5378

11 August 1989

Ernie Jones, Esquire  
Executive Director  
The Philadelphia Urban Coalition  
121 South Broad Street - 6th Floor  
Philadelphia, Pennsylvania 19107

Re: New Hampshire CED Practitioners' Community  
Economic Development Forum in Philadelphia

Dear Ernie:

As an update on what happening with the plans for the October forum in community economic development, please note that:

- ° The date has changed from October 26 and 27 to October 15-17, 1989.
- ° The invited speakers are: (1) Mtangulizi Sanyika, Economic Development & Law Center, Berkeley, California. (2) Lunch Speaker, Jack Kemp. (3) Closing Speaker, Congressman Wm. Gray. (4) Opening Speaker, Mayor W. Wilson Goode.
- ° The additional local co-sponsoring organizations are: The Philadelphia Clearinghouse, Delaware Valley Council of Agencies, Volunteer Action Council, Community Accountants and Wharton West Philadelphia Project, in addition to Philadelphia Urban Coalition, Black United Fund of PA, West Philadelphia Economic Development Corporation and Acres of Diamonds CDC.

The next meeting is August 15, 1989 at 9:30 a.m. Community Accountant's office, 3508 Market Street. Enclosed is a draft response letter from co-sponsors to officially and formally state their participation. We discussed getting one from you, but never was able to. If you would have Peggy give me a call at 232-0800 or 922-1899 I would be happy to pick up a letter from you on your letterhead. Thank you.

To: Mr. Ernie Jones  
Philadelphia Urban Coalition  
121 North Broad Street - 6th Floor  
Philadelphia, Pennsylvania 19107  
Page 2  
11 August 1989

=====

We are expecting approximately 300 invited participants by asking all of the co-sponsors to mail to their individual mailing list and/or provide the mailing list to one of the coordinator, Ms. Gwen Winfree. Please let me know what your preference will be. As agreed upon, when we met, Linda, Jerome and I will be the staff for the forum and will require minimum work, but lots of support from you and your office.

Again many thanks, and we are looking forward to an exciting and well informed forum in October.

Sincerely,

Mary Betts Moore

/mbm

cc: Linda Richardson  
Jerome Mitchell



# ACRES OF DIAMONDS

...A NEIGHBORHOOD ECONOMIC DEVELOPMENT CORPORATION

2135 North Broad Street  
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11 August 1989

Honorable W. Wilson Goode  
Mayor, City of Philadelphia  
Room 200 - City Hall  
Office Of The Mayor  
Philadelphia, PA 19107

Re: New Hampshire CED Practitioners' Community  
Economic Development Convention in Philadelphia

Dear Mayor Goode:

As you will probably recall, some time ago I spoke with you concerning a convention on community economic development in the Greater Philadelphia Region to be sponsored by the New Hampshire CED Practitioners, which includes Jerome Mitchell, West Philadelphia Economic Development Corporation, Linda Richardson, Black United Fund of Pennsylvania, Inc. and myself. The first date discussed was October 26 and 27, 1989. Our letter request for your participation was not accepted by your office. Because of the importance and magnitude of these efforts in the City of Philadelphia we have proposed a new date of October 15-17, 1989. By way of an update, please note that:

1) The convention is now a forum designed to bring together participants active in neighborhood economic development, i.e., local and national practitioners, government and corporate representatives, social service providers, and others concerned with economic human needs in the Delaware Valley.

2) The forum is intended to familiarize participants with resources available through handouts, three concurrent workshops that will be centered on board development, fiscal and funding, as well as fiscal management and funding resources. Our out-of-town invited speaker is Mr. Mtangulizi Sanyika, Economic Development & Law Center, Berkeley, California. The invited Luncheon speaker will be Jack Kemp and our closing invited speaker will be Congressman Wm Gray.

3) Some of the local co-sponsoring agencies are: The Philadelphia Urban Coalition, Philadelphia Clearinghouse, Delaware Valley Council of Agencies, Volunteer Action Council, Community Accountants and Wharton West Philadelphia Project, in addition to Black United Fund of PA, Inc., Acres of Diamonds CDC and West Philadelphia Economic Development Corporation. Also, Bill Searfoorce of Meridian Bank has expressed his interest in being involved.

Since the forum will be held in Philadelphia, and the New Hampshire CED Practitioners are community laborers in the City of Philadelphia, we invite you to be the opening speaker, to welcome everyone to Philadelphia as Mayor of the City. In addition, we would like to have the City's participation as co-sponsor of the forum. Your participation as co-sponsor would include contributing a financial donation in the amount of \$2500 or equivalent in-kind services, such as printing materials for the forum, postage, providing the site (the Civic Center has been suggested), and/or lending one of your community service office staff as coordinators.

The next meeting is scheduled for Tuesday, August 15, 1989 at Community Accountants' offices, 3508 Market Street, at 9:30 a.m. It would be helpful if I could represent at the next meeting your response to this request. I can be reached at 232-0800 or 922-1899 at your convenience.

Also, Mr. Art Ransom, Area Manager, Anheuser-Busch has expressed interest in providing refreshments for the opening reception. All support, participants and co-sponsors will be acknowledged in our brochure, media advertisements and all materials distributed at the conference.

Thank you for supporting our efforts in providing resources and information to residents concerned with revitalizing communities and upgrading neighborhood through economic development in our City. We believe that your interest also lies in neighborhoods and welcome this opportunity to provide activities that will assist the ABC groups in their work and in their communities.

Again, many thanks.

Sincerely,

Mary Betts Moore

/mbm

cc: Linda Richardson, BUFF, Inc.  
Jerome Mitchell, WPEDC



## West Philadelphia Economic Development Corporation

Suite 1418, <O> 5070 Parkside Avenue, Philadelphia, PA 19131 (215) 879-1212 <O> 879-4220

Jerome Robert Mitchell  
Executive Director  
J. D. Scott  
Secretary/Treasurer

Dr. Willard Richan  
School of Social Administration  
Temple University  
RA 507  
Philadelphia, Pa. 19122

Dear Will,

Thank you for your interest and support of The Philadelphia Community and Economic Development Coalition's Conference. We especially appreciate the "Empowerment Workshop" that you will be facilitating. The planning and response for the conference thus far is going very well, the major support we are now seeking is financial and strong audience participation.

We are requesting funds in the amount of Eight Hundred Dollars (\$800.00), from Temple University through your department in order to cover half the cost of the facility and the luncheon.

We understand that this amount to be within your means and we hope you can respond expeditiously.

If you have any questions or need additional information please call.

Sincerely,

Jerome R. Mitchell

[Date]

Mary Betts Moore  
Acres of Diamonds CDC  
2135 North Broad Street  
Philadelphia, PA 19122

Linda Richardson  
Black United Fund of PA, Inc.  
4601 Market Street, Suite 520  
Philadelphia, PA 19139

Jerome Mitchell  
West Philadelphia Economic Development Corporation  
5070 Parkside Avenue  
Philadelphia, PA 19104

Re: October, 1989 Community Economic Development Forum

Dear Jerome, Mary & Linda:

Your proposal to hold a community economic development forum in the City of Philadelphia is of interest to my agency. The stated project goal and need analysis focuses on what we all agree to be a serious problem in Philadelphia, i.e., education on the ABC's of getting thing done, cooperation and collaboration, as well as the exchange of information. The phrase, "Information is Power," certainly is applicable when it comes to community economic development. Where to go for what has often detained what might have been successful programs and projects.

Our office is committed to community economic development and offers the following services to help make the forum a success:

[State your proposed contributions]

Sincerely,





Proposal Submitted by Urban Coalition for Conference on Community  
Economic Development

Goals and Objectives

1. To bring together a large diverse group of individual citizens and representatives of community based organizations from the entire city for the purpose of education, resource identification and personal professional networking.
2. To provide a forum for discussion of various key areas of concern including: Organizational development, funding sources, financing strategies, housing development, business development, commercial real estate development, proposal development, technical assistance sources.
3. To collectively develop strategies for successful and efficient utilization of shrinking available resources, especially public sector.
4. To insure that every functional and geographic area of Philadelphia's community development is present at the conference
5. To instill a sense of unity, mission, and general feeling of confidence in making community development work in the city.
6. To provide for individual and group needs by having several breakout sessions and plenary sessions.
7. To have all participants increase their knowledge of who, what, where, why, how and when in areas of agencies, organizations, specific contacts, projects, referrals, etc.
8. To provide tools that participants find beneficial.
9. To check participants knowledge of acronym groups.
10. To attract leaders of local and national prominence to speak at the conference and to generate revenue from the conference.

## NEEDS\_ASSESSMENT

At this point in time in Philadelphia, there is no coherent policy for community economic development that includes and/or involves all of the different neighborhoods, ethnic groups, and income status groups that make up the City of Philadelphia. There is no forum or platform providing for education, communication, collaboration and cooperation between community economic development practitioners and grass roots start up organizations involved in community economic development. In addition, there is a need to come together with various sectors, such as foundations, charitable organizations organized labor and building trades, government and quasi government, academic and educational, religious institutions, businesses and corporations, banks and other players in economic development in the City of Philadelphia.

One of the leading groups responsible for interaction between the known community development corporations(CDC) and city agencies responsible for economic development is no longer in existence. As a result several entities are beginning to dialogue to discuss a CDC trade association. A research document from these meetings entitled 'A Project Production Delivery System for Philadelphia ,stated in its overview that 'There is a crisis in Philadelphia's community development sector.'(See memorandum from Jan Rubin on behalf of the Working Group, December 6, 1988,attached). In spite of these intentions, there are presently no known plans to address the needs of the small low,socio income status community economic development groups on the ABC level. There is a need and intent of this project to provide a forum where the ABC level groups can interact with the providers, funders,and banks, as well as city representatives responsible for economic development in the City of Philadelphia.

Method

The conference is designed to bring together 300 participants in a forum for discussions of key areas of concern. There will be extensive research and recruitment of participants through mass mailings, word of mouth, media and telemarketing. A list of potential participants is attached. The first day of the conference will open with exhibits, a reception and introduction to the conference objectives. The conference is designed to be held during two days during the middle of the work week.

The second day the conference is designed to have a keynote address and concurrent workshops on the ABC's of financing and fiscal development. Additional workshops on organizational management and how to run CDC's as a business will also be offered.

The first day will provide opportunities for networking and involve participants in workshops crucial to financial and economic growth. The second day, a keynote speaker from the Economic Development and Training Center, Mtanulizi Sanyika will set the tone for developing an action plan for future strategies. During lunch a speaker will deliver an inspirational message. Cosponsors to date include the Urban Coalition, Black United Fund, West Philadelphia CEDC, Acres OF DIAMONDS/NEDC and the City of Philadelphia's COMMERCE DEPARTMENT.

### Evaluation

The project will be evaluated on a two fold basis. The first will be an internal evaluation and the second will use an external model. The internal evaluation will consist of a questionnaire to be developed and distributed to the participants. The questionnaire will consist of a 10 point rating system that participants will be able to rate conference content, facilitators, keynoters and conference facilities. A project advisor from New Hampshire College will be in attendance and will do mini interviews throughout the conference with participants, representatives, conference facilitators and presenters. Finally, an evaluation design will be made by an outside facilitator from The Imani Business Services or the Philadelphia Clearinghouse.

## Budget

### Expenses

#### Personnel

Coordinator	\$8000.00
-------------	-----------

#### Non-Personnel

Printing (flyers, invitations, materials)	5000.00
---	---------

Postage	500.00
---------	--------

Office supplies	500.00
-----------------	--------

Honorarium	2000.00
------------	---------

Travel	1500.00
--------	---------

Facilities	3000.00
------------	---------

Meals/Refreshments	3600.00
--------------------	---------

Exhibition Materials	<u>500.00</u>
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Total	\$24600.00
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#### Income

Registration fee \$10.00x300	3000.00
------------------------------	---------

Lunch \$20.00x 150	3000.00
--------------------	---------

Exhibit fee	<u>7000.00</u>
-------------	----------------

Total	13000.00
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Income over expenses	\$11600.00
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# Black United Fund of Pennsylvania, Inc.

4601 MARKET STREET, SUITE 520  
PHILADELPHIA, PENNSYLVANIA 19139  
(215) 748-0150  
1-800-232-5191

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*Advisory Board Chair*

August 19, 1989

Dear Mr Sanyka,

I have consulted with the planning committee to make recommendations on the program based on your fall schedule.

We have agreed to change the date of our program to October 15-17, 1989 to accomodate your travel plans.

Under a sparate cover, I will send you details regarding your presentation.

Thank you in advance for your participation.

Sincerely,

President, Black United Fund  
Conference co-coordinator

*"The helping hand that is your own"*

September 29, 1989

^F1^,

Dear ^F2^:

The PHILADELPHIA COMMUNITY AND ECONOMIC DEVELOPMENT COALITION (PCEDC) is an organization of Practioners, Graduate Students, Community Activist and Academicians, who are committed to informing, educating, facilitating and establishing working coalitions among the many faceted neighborhood based community and economic development organization.

Philadelphia is a city of many diverse neighborhoods, including many low-income, multi-ethic communities. Most communities have community based organizations that are operating at various levels of capacity, funding, efficiency, technical ability etc. All too often due to lack of information, skills, human and financial resources, these organizations operate in non-cooperative and non-productive environments. It is the goal of the PCEDC to create and establish a more positive and cooperative environment among community based organizations.

Our initial goals and objectives to be achieved include:

1. To bring together a large diverse group of individual citizens and representatives of community based organization from the entire city for the purpose of education, resource identification and personal professional networking.
2. To provide a forum for discussion of various key areas of concern including: Organizational development, funding sources, financing strategies, housing development, business development, commercial real estate development, proposal development, technical assistance sources.

3. To collectively develop strategies for successful and efficient utilization of shrinking available resources, especially public sector.
4. To insure that every functional and geographic area of Philadelphia's community development work in the city.
5. To instill a sense of unity, mission, and general feeling of confidence in making community development work in the city.
6. To provide for individual and group needs by having several breakout sessions and plenary sessions.
7. To have all participants increase their knowledge of who, what, where, why, how and when in areas of agencies, organizations, specific contacts, projects, referrals, etc.
8. To provide tools that participants find beneficial.
9. To check participants knowledge of acronym groups.
10. To attract leaders of local and national prominence to speak at the conference and to generate revenue from the conference.

The Philadelphia Community and Economic Development Coalition consists of several individuals and organizations. For the purpose of fiscal management and accountability it will be under the umbrella of The Philadelphia Urban Coalition. Other key members include: Jerome Mitchell, President and CEO of West Philadelphia Economic Development Corporation, Mary Betts Moore, President & CEO of Acres of Diamonds CDT, Linda Richardson, Black United Fund, Ernie Jones, The Philadelphia Urban Coalition, Will Richan, Professor of Social Administration, Temple University, Ruth Birchett, State Representative Curtis Thomas's Office and members of The Committee for a Better North Philadelphia. Additional members will be added as we move forward.

Financial support for the estimated \$25,000 conference budget will come from many sources. The PCEDC itself will commit to at least 10% or \$2,500. The remainder needs to come from a variety of private and/or government sources. Enclosed for your reference is the agenda for the conference which will be held Monday, October 16th & Tuesday, October 17th.



PCEDC is seeking ^F3^ from ^F4^ for our Community and Economic Development Conference. We expect at least 300 individuals, practitioners, professionals, students, agency representatives to attend. Additionally we are inviting more than 2 dozen agencies to exhibit, make presentations and to give workshops. We have 2 nationally recognized leaders and practitioners committed to speaking at the conference and we have invitations out for 2 more.

The synergy created through this conference has the potential to generate a lasting environment hope, unity, collective responsibility and cooperative economics. Additionally, the conference can serve as a catalyst to promote ongoing cooperation, communications, education and facilitation of programs and projects undertaken by community based organizations.

THE COMMUNITY AND ECONOMIC DEVELOPMENT CONFERENCE will provide the forum and help to facilitate the exchange of ideas, information and potential solutions to the common problems facing many of the smaller community based organizations. The methods employed include:

- \* ECONOMIC EMPOWERMENT THROUGH INCREASING AWARENESS OF RESOURCES AVAILABLE TO CBO's

- \* INTRODUCTION OF KEY INDIVIDUALS RESPONSIBLE FOR RESOURCE DELIVERY AND/OR PROGRAM IMPLEMENTATION.

- \* PROVIDING AN ENVIRONMENT AND FORUM CONDUSIVE TO THE ESTABLISHMENT OF ONGOING ACTION PLANS AND AGENDAS THAT SUPPORT NEIGHBORHOOD BASED SELF-SUFFIENCY

- \* UTILIZING THE BUDGET OF \$25,000, WHICH COVERS ONE MONTH, PCEDC WILL BE ABLE TO ASSESS THE MARKET ENVIRONMENT AND PROVIDE THE GUIDANCE TO ENSURE THAT ITS CLIENTS BENEFIT AND THE COMMUNITY IS SERVED.

We need not mention that for any worthwhile venture to succeed, there are several key elements. First, the plan must be viable given the market. There must be a realistic assessment of what can be accomplished. In addition, a structure must exist that can achieve the objective, and there must be the economic support that will enable that imposed structure to succeed. Without your support, PCEDC, which provides the knowledge base, will be unable to achieve its objectives.

We would be happy to provide you with any additional information that will help you determine that the **PHILADELPHIA COMMUNITY AND ECONOMIC DEVELOPMENT COALITION** is a project worthy of your financial and other support. We invite you to visit any of us and tour our offices and neighborhoods. We look forward to your favorable reply in the very near future and we thank you very much in advance for your support.

Please contact the following persons for the relevant information,

Financial Information: Jerome Mitchell, 879-1212

Technical Assistance: Linda Richardson, 748-0150

Facility Information: Mary Beth Moore, 922-1899



# **Black United Fund of Pennsylvania, Inc.**

4601 MARKET STREET, SUITE 520  
PHILADELPHIA, PENNSYLVANIA 19139  
(215) 748-0150  
1-800-232-5191

September 29, 1989

Mr. Mtangalizi Sanyka,  
Manager of Training  
1950 Addison Street  
Berkely, CA 94704

Dear Mtangalizi Sanyka,

Thank you for agreeing to participate in the conference sponsored by the Philadelphia Community and Economic Development Coalition on Monday, October 16, 1989 and Tuesday, October 17, 1989.

We are requesting that you serve as the Keynote Speaker on Monday, October 16, 1989, from 6:00p.m. to 6:30p.m. and facilitate a workshop on Tuesday, October 17, 1989. The workshops will be held from 10:00 a.m. - 12:00 noon and 2:30 p.m. - 4:30 p.m.

The conference will be held at the Urban Education Foundation Conference Center on the 5th Floor, 4601 Market Street, Philadelphia, PA 19139.

The theme of the conference is "The ABC's of Getting Things Done". Your address will focus on national perspectives and the reality of community economic development, examples of collective strategies. The theme is designed to bring people together and address some critical areas in the community.

The participants will be small CDC's, Block Associations and Civic Organizations. Please contact me at (215) 748-0150 during the day or (609) 871-0639 in the evening.

The Coordinating Committee is prepared to reimburse you \$500.00 for travel, expenses and honorarium.

Thank you for assisting in this important event. Please call me for any additional details you may require.

Sincerely,

*Linda Waters Richardson*  
Linda Waters Richardson,  
President

**"The helping hand that is your own"**

**RESUME OF EXPERIENCE****MTANGULIZI K. SANYIKA****Current Position:**

Manager of Training and CED Planner  
National Economic Development and Law Center - 1978 - Present

**Academic Background:**

- B.A. Dillard University, New Orleans, LA, 1963
- M.A. Boston University, Boston, MA 1967
- Harvard University, 1968 - 1972, Faculty
- M.I.T. , 1968 - 1974, Faculty
- Brown University, 1973 - 1975, Faculty
- University of Massachusetts , Boston, 1974 - 1976, Faculty

**Training Experience:**

- Designed and delivered approximately 150 training conferences/activities since 1966. Such trainings have been delivered to Local Governments, Religious Institutions, Community/Neighborhood Organizations, Human Service Providers, Technical Assistance Organizations, Legal Services Programs, Grant making bodies and non-profit social service agencies.
- Specific responsibilities have included: Pre-training Needs Assessments, developing training objectives, outcomes and design, curriculum development, group dynamics and organizational processes, budget and fiscal management, substantive content delivery, training evaluation and follow-up work planning.

**Management and Organizational Development Experience:**

- Have conducted organizational interventions and/or management audits for numerous non-profit organizations or government entities.
- Such interventions/audits have focused on corporate goals and mission, delivery systems, strategic planning, program evaluation, leadership development, constituency development and accountability, policy processes, board/staff relationships, executive searches, affirmative action and resource development.

**Community Economic Development Experience**

- Conducted market studies and developed business plans for shopping centers, housing developments, social service ventures, small and minority businesses.
- Developed resource strategies and advised on appropriate structure for neighborhood and community development organizations, social service agencies and non-profits undertaking economic development projects.

## **RESUME OF EXPERIENCE**

**MTANGULIZI K. SANYIKA**

**Page 2**

- Consultant to Title 7 CDCs, Community Action Agencies, Ford Foundation CDCs, the governments of Detroit, Philadelphia, Pittsburgh, Flint, New Orleans, Berkeley and Oakland.
- Organized a \$5M 10 year debenture capitalized by church investments for investment in CED enterprises.
- Provided technical assistance to development organizations in Houston, Birmingham, San Francisco, Los Angeles, Las Vegas, New York, Chicago, Boston, Philadelphia, Detroit, Peoria, Springfield, Miami, Jackson, Phoenix, Baltimore, Wilmington, Raleigh-Durham, Knoxville, Dallas, San Antonio, Atlanta, New Orleans.

### **Writings/Travels**

- Authorized numerous training manuals on Community Economic Development.
- Authored 10 substantive articles on various aspects of CED practice.
- Traveled, studies or worked in Africa, the Caribbean, Western and Eastern Europe, the Soviet Union, Canada and the territories.

### **Current Emphasis and Specializations**

- Economic development of low-income and minority neighborhoods.
- Assisting institutional non-profits such as universities, hospitals and churches in the development of CED strategies.
- Application of economic development strategies to the excluded underclasses consisting of youth, single parent households, public housing tenants and client councils.
- Design of equity approaches to downtown and regional plans to achieve economic integration of neighborhoods and the historically excluded in development projects.



# **Black United Fund of Pennsylvania, Inc.**

4601 MARKET STREET, SUITE 520  
PHILADELPHIA, PENNSYLVANIA 19139  
(215) 748-0150  
1-800-232-5191

October 3, 1989

Thank you for agreeing to serve as a panelist for the Philadelphia Community and Economic Development Coalitions Conference on Tuesday, October 17, 1989 at 10:00 a.m. to 12:00 noon and from 2:30 p.m. to 4:30 p.m.

I have enclosed a brochure that describes the conference in more detail. If you have any questions, please call me at 748-0150.

Please feel free to bring materials, to share with participants. The expected number of conference participants is 100 people.

Sincerely,

Linda Waters Richardson  
Coordinator

*"The helping hand that is your own"*



# **Black United Fund of Pennsylvania, Inc.**

4601 MARKET STREET, SUITE 520  
PHILADELPHIA, PENNSYLVANIA 19139  
(215) 748-0150  
1-800-232-5191

FOR IMMEDIATE RELEASE:  
October 9, 1989

FOR ADDITIONAL INFORMATION:

Linda Waters Richardson  
(215) 748-0150

## COMMUNITY ECONOMIC DEVELOPMENT COALITION TO SPONSOR COMMUNITY MOBILIZATION

### WORKSHOPS AT THE URBAN EDUCATION FOUNDATION OCTOBER 16TH & 17TH

Mtangulizi Sanyika, training director of the National Economic Development Law Center, will open a two-day conference on community empowerment issues, at the Urban Education Foundation, 46th & Market Sts., on Monday, October 16, 1989. Mr. Sanyika is scheduled to deliver the conference keynote address at 5:30 p.m.

The conference, "The ABC's of Getting Things Done: A Primer For Community Mobilization," will focus on such topics as: Human Development and Empowerment Through Community Organizing & Economic Development, Fiscal Management, Fund-raising, Organizational Development, and Community Organizing and Drugs. The intent of the conference is to bring together community based agencies with public and private resources to address critical social and economic problems impacting Philadelphia neighborhoods.

The conference is sponsored by the Philadelphia Community and Economic Development Coalition. The fee is \$10 for workshops only or \$20 for workshops and lunch (Tuesday, October 17). For information call 922-1899/879-1212 or 748-0150.

*"The helping hand that is your own"*

## COMMUNITY MOBILIZATION WORKSHOPS

Add 1

### "The ABC's Of Getting Things Done: A Primer For Community Mobilization"

#### Schedule:

#### October 16, 1989

5:00 p.m. - 5:30 p.m.	Registration	
5:30 p.m. - 6:30 p.m.	Keynote Address	Mtangulizi Sanyika, Training Dir. National Economic Development Law Center, Berkley, CA
6:30 p.m. 8:00 p.m.	Reception/Exhibits	

#### October 17, 1989

8:00 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 10:00 a.m.	Plenary Session
10:00 a.m. - 12:00 noon	Workshops
12:30 p.m. - 2:00 p.m.	Lunch
2:30 p.m. - 4:30 p.m.	Workshops
4:30 p.m.	Open Forum

# # #



THE PHILADELPHIA ECONOMIC DEVELOPMENT COALITION

- ° Acres of Diamonds
- ° Black United Fund of Pennsylvania
- ° Committee For A Better North Philadelphia
- ° City of Philadelphia Commerce Department
- ° Temple University School of Social Administration
- ° Philadelphia Urban Coalition
- ° West Philadelphia Economic Development Corporation
- ° Wharton West Philadelphia Project



# URBAN EDUCATION FOUNDATION of PHILADELPHIA, INC.

4601 MARKET STREET  
PHILADELPHIA, PA. 19139

215 — 476-4003  
4004  
4005

MS. LINDA RICHARDSON  
BLACK UNITED FUND  
4601 MARKET STREET  
PHILADELPHIA, PA 19139

MENU

DATE: MONDAY & TUESDAY  
OCTOBER 16, 17, 1989

TIME: 8:00a.m.-6:00p.m.

748-0150

GUEST: 50

## LOCATION:

URBAN EDUCATION FOUNDATION/CONFERENCE ROOM#1 & LILAC ROOM

## CONFERENCE

10/16/89 (5:00p.m.-6:00p.m.) CONFERENCE ROOM# 1

### MENU

CHEESE/CRACKERS/FRUIT TRAY  
WINE

10/17/89 (8:00a.m.-10:00a.m.) CONFERENCE ROOM# 1

COFFEE  
JUICE

10/17/89 (11:30p.m.-2:00p.m.) LILAC ROOM

CAJUN BLACKENED BREAST ON A KAISER ROLL  
LETTUCE  
TOMATOES  
FRENCH FRIES  
COLE SLAW

### DESSERT

GERMAN CHOCOLATE CAKE

### BEVERAGE

COFFEE/TEA

Menu as listed

All necessary Equipment

Linen Table Cloths and Napkins, Flatware, Glassware, Flower Arrangements,  
Service Personnel-1 Chef, 3 Bus Boys, 1 Dishwasher, 5 Waiters, 1 Pots &  
Pans Washer, 1 Flower Arranger.

Estimated service time includes setup through cleanup. Should you decide to extend your affair beyond the time listed above, additional labor charges will be billed at a rate of \$20.00 per person in half hour increments.



# URBAN EDUCATION FOUNDATION of PHILADELPHIA, INC.

4601 MARKET STREET  
PHILADELPHIA, PA. 19139

215 — 476-4003  
4004  
4005

MS. LINDA RICHARDSON  
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PAGE 2 OF 3

SUBTOTAL	\$695.00
SALES TAX 6%	41.70
GRATUITY 18%	<u>125.10</u>
TOTAL	\$861.80
PER PERSON	\$ 17.23

We are pleased to submit the above and would ask that any changes in the number of guests, menu items, or time, be made no later than ten(10) working days before the date of the function. The purchaser agrees to pay the contracted cost per person for these additional persons served. The Contractor will supply food and beverages requested. No food or liquor of any kind furnished by another other than Contractor, will be permitted on the Contractor's premises, unless specified by the Contractor.

It is further understood that due to illness, accident or the act of God, that Urban Education Foundation will not be held responsible other than re-assigning future date and time agreeable to both Purchaser and Contractor, also the Contractor is not responsible for and will not be held liable for lost property.

The Purchaser agrees to be charged and to pay for any damage to Contractor's property by persons attending the contracted event. Any cancellation of the guaranteed amount of guest beyond October 11, 1989. No refund is due. In additon, the Purchaser agrees to pay the Contractor an amount equal to the rental cost \$1500 of the room in the event the room is not in use at the day and time specified. The Contracted reserves the right to refuse to serve any guest who appears to be intoxicated.



**URBAN EDUCATION FOUNDATION of PHILADELPHIA, INC.**

**4601 MARKET STREET  
PHILADELPHIA, PA. 19139**

**215 — 476-4003  
4004  
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**748-0150**

**GUEST: 50**

**LOCATION:**

**URBAN EDUCATION FOUNDATION/CONFERENCE ROOM#1 & LILAC ROOM**

**PAGE 3 OF 3**

**If this is acceptable, \$500 deposit will be needed to insure your date. The balance is due the date of the affair. Please make payment Cash, Certified Check or Money Order payable to Urban Education Foundation, in care of Ernest L. Strother, Strother Food Service Company.**

**May we take this opportunity to thank you for utilizing our facility and Strother Food Service will provide you with the best food and courtesies available in this area to make your affair a day to remember! We wish you the best now and in the coming years.**

**Ernest L. Strother, Jr. *ES*  
Urban Education Foundation  
October 12, 1989**

**CLIENT'S SIGNATURE \_\_\_\_\_**

**ACCEPTED \_\_\_\_\_**

**DATE \_\_\_\_\_**

RECEIVED OCT 13 1989

**CLAUDIA F. HEARST-CURRY  
DIRECTOR, LEADERSHIP INSTITUTE  
URBAN LEAGUE OF PHILADELPHIA**

Claudia was appointed to her position in January 1988 after serving six months as Consultant to the Urban League Leadership Institute. Her responsibilities include recruiting and screening applicants; designing, implementing and evaluating monthly seminars for Leadership Institute participants; and developing and maintaining ongoing relationships with sponsoring organizations, community leaders and leaders from the political and corporate sectors of the city. In addition, she will develop programs for Leadership Institute alumni. She is also responsible for planning and implementing the Urban League's quarterly Leadership Forum luncheons.

Prior to joining the Urban League, Claudia was Placement Director for Leadership, Inc. where her responsibilities included developing and managing a volunteer referral and placement activity for Leadership, Inc. alum. She was also both manager of corporate contributions and public affairs assistant for the Penn Mutual Life Insurance Company.

Claudia serves on the boards of Big Sisters of Philadelphia, Inc. and the American Red Cross of Southeastern Pennsylvania. She is also a member of the Group Programs Committee of the Philadelphia Area Committee for UNICEF. Claudia has also served as a facilitator for the Mount Carmel Baptist Church Empowerment Program and most recently completed a four-year volunteer role as Chairperson of Mount Carmel's Church Anniversary Committee. Claudia's hobbies include singing, dressmaking and long distance driving.

Claudia is a Bachelor's Degree candidate in the School of Communications and Theatre at Temple University. She is a 1967 graduate of the Berean Institute of Business.



## METHODS

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The overall strategy used in reaching our objectives of a successful conference for community based organizations included many tactics.

Overall our strategy was one of inclusion that solicited input and feedback from as many sources as possible. These sources included community based organizations, technical assistance providers, government agencies and representatives, economic development officials, foundations and many others.

We held the conference at a community oriented institution, the historic Urban Education Foundation. This was done in an effort to set the tone in a grass roots type of setting in addition to providing patronage and additional exposure for the Urban Education Foundation.

The conference was held on two different days. The first day was actually an evening reception, welcome, conference opening and keynote address. The address given by Mr. Mtangalizi Sanyika, of the National Economic Development and Law Center, really was presented as a focused conversation verses a keynote speech. This did a lot to set the tone of cooperation and of collective solutions to some of the many issues facing the conference participants. The networking session that led to the close of the evening was full of positive reinforcement that the conference indeed focused on issues that were timely and pertinent. It was also very clear from the comments and reactions that Mtangalizi was very much on target with his focus and style of presentation. In spite of the initial success of the first evening, it was a delight to know that the best was yet to come the following day.

## CONFERENCE AGENDA AND ACTIVITIES

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Day two began with a welcome by Mr. Ernie E. Jones, Esquire, Executive Director of Philadelphia Urban Coalition. A well known, liked and respected friend and leader in the Philadelphia community. Ernie stressed the importance of networking, sharing ideas, information and resources, while pledging his continued support of our efforts in building a dynamic, productive and forceful coalition of community-based organizations.

Mtangalizi Sanyika then conducted the morning plenary session that went into the history, examples, models, trends and other relevant insights about community-based organizing. Again, he was very effective at targeting the proper issues and provoking ideas, excitement and renewed commitments from our conferees.

The remainder of the morning consisted of a series of concurrent workshops focusing on relevant conference issues. The workshops included:

Community Empowerment & Human Development

## CONFERENCE AGENDA AND ACTIVITIES

PAGE 2

Fiscal Management

Fundraising and

Creative Financing

\*See attached conference agenda for workshop facilitators. All workshops were well attended and recieved and several extended beyond their allotted time due to the enthusiastic dialogue that was occurring. This was especially true of the Creative Financing Workshop conducted by Michael Swack. His wisdom, insight, experience and ability to draw ideas and information from participants was a rare treat for those who participated in this session.

Lunch was the next major event of the conference and this time was used productively also. There was serious discussion, review and critical analysis occurring at each of the tables at lunch. Additionally, the lunch itself was very delicious and plentiful. Again all the feedback was very positive and reinforced the validity of the gathering.

Next on the agenda, beginning during desert was an open forum with the participants that began with some thoughts, reflections and history regarding community organizing as an effective strategy for economic, human and other development. Also included was examples of how coalitions have used their unity in many effective and mutually beneficial ways.

The open forum which was led by Jerome Mitchell, allowed for discussion of the conference so far and solicited input for future directions and programming. The suggestions, needs and wishes of the participants were very diverse while many had a lost in common.

More than 60 people participants in the conference, including speakers, facilitors and participants and all agreed that this was a good beginning in the ongoing process of working together for the common good.

Since there were no new conferees who were coming for the first time in the afternoon, we decided to adjourn the conference without repeating the workshops.

Everyone received some benefit for their participation, whether through meeting new peers, colleagues and/or funders, learning of new and/or additional resources or being introduced to new strategies, tactics or techniques. Many people even were added to the mailing list of the Philadelphia Fund for Community Development, a relatively new collaborature for community development.

Our best official act of the day was an immediate debriefing session of the project group with the benefit and wisdom of Michael Swack and Mtangalizi Sanyika. The notes of this session are attached. Satisfyingly exhausted we officially ended the conference.



10-17-89

Follow-up meeting for Comm. & E.D. Conference

Linda Richardson  
Mary Moore  
Jerome Mitchell  
Michael Swack  
Cliff Royal  
Corbit Banks

Resource Listings

Linda - Expanded her network, would have liked to see broader participation. Generally happy with result and sees as beginning of a process. Can be built upon.

Mary - People appreciated the timely, on-target information that they received. Believes that many folks were not interested in the real issues of hard work, committment, etc.

Jerome - Generally happy with quality, not quantity. Many improvements can be made.

Meaningful follow-up is needed.

Michael - Some good models of coalitions that have been established.

National Association of Community Loan Funds established an agenda and an identity that gave credibility to what they did.

Go after a seperate niche or area that does not compete or exclude other entities.

Mass - has a statewide coalition, that had a Boston Chapter.

What are benefits of organizing a membership. Quick, Fast Results.

All organizations Need Board Training, that is what we all have in common.

Information Groups:

Board Training  
Management Training  
Project Training  
Organizing Development

Next follow-up will adresss one specific area identified need.

People need to feel that being a part of a network gives them access to information that they would not otherwise get.

### Specialized Conferences

Need for Child Care - How CBO's Can Take Advantage of it.

"Community Development Mentorships"

Tap into experienced practioners to help younger folks get something done.

Housing, Organizational, Business Development can be a great way for folks to retire.

Tap into former CDC In. Members.

Tap into collaboration CDC groups.

Have Key meetings with strategic entities before reconvening workshops.

Ford Foundation was planning to give \$500.00 for capacity building but gave it out for production instead.

An Article by NEDLC about comparisons between CWED and CDC Inc. Should get a copy.

Philadelphia - is one of few cities that are mandated to have CED plan each year. Can be used to its advantage.

Planning Function - specific plan  
VS.

Public Statement Function Mass Mobilization.

Need to get a fix on peoples needs, desires, wants etc. Give them a practical solution as a reality check. If it is good then proceed.

Next Stop - Quality vs. Quantity

1990 N.H. College Graduates should develop an ongoing plan and tie it into what we are doing.

Next mail follow-up should include feedback sheet.

Produce a Training Resource Manual - Evaluate existing programs.

Follow-up meeting for conference

Page 3

Michael Swack

Danager of creating a small group of elite organizations.

Michael was very direct about our situation here in Philadelphia.

What or Who is an effect CED practitioner.

Right on Target - Mike

Only 2 to 3% of people want change.

How do we survive as an industry.

No watchdog system.

No analysis of behavior of resource agencies.

Training & Development as to be accepted as needed.

Practitioners have to bring community along with you and have to keep pace with people.

MT: Planning, Training and various Forms of T.A. in Phila.

Complexity of Issues

Different Types of money available.

Soft money - all groups need is needed more by, soft money. Start-up groups.

North Carolina forced LISC to fund development of organizations before funding project development.

All money is not good money.

The last factor of our development is money.

Political, Economic, Cultural = Development

No structured process that allows levels of experience to be transferred to others less experienced agencies.

Definition of CED based on Brick & Mortar, not on Human Development.

3 levels of funding exist in Chicago. Beginners, Mediate, Advanced.

Chicago CED Workshops - Network of CDC's that do training in Chicago.

Permanent Structure that allows for different levels of experience.

Eliminate Polarizing of CDC's.

\$500,000 into Capacity Building in a fund in Phila.

Reach Back and Reach Forward.

\*Management Skills - lacking.

What structure best allows us to meet our objectives.

Distribute information to other who are not here as well as those who were present.

What areas are people concerned about here.

Child Care - Very Hot Issues - Opportunity

HUD - Public Housing

DPW - Reform

Other Federal Legislation

Housing - Advocacy - 4

- Production - 4

Business Development - 4

Alternative Loan Funds - 1

Sign up sheet for key issues people want.

Can do a directory of people already doing and supporting these areas.

THE PHILADELPHIA COMMUNITY AND ECONOMIC DEVELOPMENT COALITION  
SPONSORS

THE ABC'S OF GETTING THINGS DONE  
(" A Primer For Community Mobilization")

Location: The Urban Education Foundation Building  
(5th Floor Conference Room)  
4601 Market Street, Philadelphia, Penna.

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\*\*\*

A G E N D A

MONDAY, OCTOBER 16, 1989

- 5:00 - 5:30 p.m. \* REGISTRATION
- 5:30 - 6:30 p.m. \* KEYNOTE ADDRESS by: Mtangulizi Sanyika  
Training Director, National Economic  
Development Law Center, Berkley, Calif.
- 6:30 - 8:00 p.m. \* RECEPTION/EXHIBITS

TUESDAY, OCTOBER 17, 1989

- 8:00 - 9:00 a.m. \* REGISTRATION
- 9:00 - 9:15 a.m. \* WELCOME by: Ernie E. Jones, Esquire  
Executive Director, Philadelphia Urban  
Coalition, Philadelphia, Pennsylvania
- 9:15 - 10:00 a.m. \* Plenary Session
- 10:00 - 12 Noon \* CONCURRENT WORKSHOPS

O

WORKSHOP A: EMPOWERMENT/HUMAN DEVELOPMENT  
Will Richan, Temple Univ/School of Social Adm.  
Habiba Soudan, President, O.D.E.C., New Jersey  
Rosemary Jackson, Founder, Camden Urban Women Ctr.

B

WORKSHOP B: FISCAL MANAGEMENT  
Community Accountants  
Philadelphia Urban Coalition

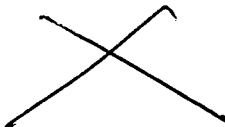
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WORKSHOP C: FUNDRAISING  
Jacqueline Ackens, Philadelphia Foundation  
John Whealin, Philadelphia National Bank  
Donna Weber, Philadelphia Clearinghouse  
Moderator: Linda Richardson, Black United Fund

WORKSHOP D: CREATIVE FINANCING  
Michael Swack, Director/CED National Master Program  
New Hampshire College, Manchester, New Hampshire  
Moderator: Ruth Birchett, St. Rep. Curtis Thomas'Ofc

TUESDAY, OCTOBER 17, 1989

CONCURRENT WORKSHOPS (CONT'D)

WORKSHOP E: ORGANIZATIONAL DEVELOPMENT  
Patricia McBee, Volunteer Action Council  
Claudia Curry, Urban League Leadership Institute  
Moderator: Mary Betts Moore, Acres of Diamonds

WORKSHOP F: COMMUNITY ORGANIZING & DRUGS  
James Mills, Director, Philadelphia Anti-Drugs  
& Anti-Violence Network  
Karim Lewis, West Philadelphia Organizer, and  
Phila. Anti-Drugs, Anti-Violence Network  
Moderator: Jerome Mitchell, W. Phila. Economic  
Development Corporation

IS ANYONE  
PLANNING TO  
ATTEND

12:00 - 12:30 p.m.

\* BREAK

12:30 - 2:00 p.m.

\* LUNCH

OPEN FORUM NOW

2:30 - 4:30 p.m.

\* REPEAT OF CONCURRENT WORKSHOPS

4:30 - 5:00 p.m.

\* OPEN FORUM with Michael Swack, Director,  
CED National Master's Program, New Hampshire  
College, Manchester, New Hampshire

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PRESENTED IN COOPERATION WITH:

SPONSORS: \* Acres of Diamonds Community Development Corp.  
\* Black United Fund of Pennsylvania  
\* Committee For A Better North Philadelphia  
\* City of Philadelphia Department of Commerce  
\* Office of State Representative W. Curtis Thomas  
\* Meridian Bank  
\* North Philadelphia Task Force  
\* Philadelphia Urban Coalition  
\* Temple University School of Social Administration  
\* West Philadelphia Economic Development Corporation  
\* Wharton West Philadelphia Project

EXHIBITORS: \* Black United Fund of Philadelphia  
\* City Planning Commission  
\* City Representative's Economic Development Office  
\* Managing Director's Youth Services Coordinating Office  
\* Office of Housing & Community Development  
\* PA Department of Community Affairs  
\* Philadelphia Urban Coalition  
\* U.S. Bureau of The Census  
\* U.S. Department of Housing & Urban Development  
\* U.S. Department of Labor, Employment & Training  
\* West Philadelphia Economic Development Corporation

URBAN EDUCATION FOUNDATION BLDG.  
4601 Market Street  
Philadelphia, PA 19139

5TH FLOOR CONFERENCE CENTER

?

How can my organization  
get money to renovate  
abandoned buildings ?

?

What can my community do  
about the increasing drug  
traffic in my neighborhood ?

!

How can I get my neighbors  
more active in community  
issues ?

Join the Philadelphia  
Community Economic Development  
Coalition Monday & Tuesday,  
October 16th & 17th, for workshops  
and panel discussions around  
community empowerment issues.

Learn from experts:

- Community Organizing
- Fundraising
- Fiscal Management
- Housing Redevelopment
- Organization Development

## workshops:

### HUMAN DEVELOPMENT & EMPOWERMENT THROUGH COMMUNITY ORGANIZING & ECONOMIC DEVELOPMENT

Facilitator: Rosemary P. Jackson, Founder  
Camden Urban Women's Center

### FISCAL MANAGEMENT

Facilitators: Community Accountants  
Phila. Urban Coalition

### FUNDRAISING

Panelists: Jacqueline Aikens, Assis. Director  
Philadelphia Foundation

John Whealin, Assis. Vice Pres.  
Philadelphia National Bank

Donna Weber, Executive Director  
Philadelphia Clearinghouse

Michael Swack, Director  
Community Economic Development  
Program, New Hampshire College

Moderator: Linda Waters Richardson

### ORGANIZATION DEVELOPMENT

Panelists: Patricia McBee, Executive Director  
Volunteer Action Council

Claudia Curry, Director  
Urban League Leadership Institute

Moderator: Mary Betts Moore

### COMMUNITY ORGANIZING & DRUGS

Facilitator: James Mills, Director  
Philadelphia Anti-Drug/Anti-Violence  
Network

OCTOBER 16, 1989

5:00 - 5:30 p.m.  
Registration

5:30 - 6:30 p.m.  
Keynote Address by:

Mtangulizi Sanyika,  
Training Director  
NATIONAL ECONOMIC  
DEVELOPMENT LAW CENTER  
Berkley, California

6:30 - 8:00 p.m.  
Reception/Exhibits

OCTOBER 17, 1989

8:00 - 9:00 a.m.  
Registration

9:00 - 10:00 a.m.  
Plenary Session

10:00 - Noon  
Workshops

12:30 - 2:00 p.m.  
Lunch

2:30 - 4:30 p.m.  
Workshops

4:30 p.m.  
Open Forum

COST: \$10 (Workshops Only)  
\$20 (Wkshp. & Lunch)

## exhibitors:

- Black United Fund of Pennsylvania
- City Planning Commission
- City Representative's Economic Development Office
- Department of Commerce Enterprise Zone Office
- Managing Director's Youth Services Coordinating Office
- Office of Housing and Community Development
- Pa. Department of Community Affairs
- Philadelphia Urban Coalition
- U.S. Census Bureau
- U.S. Department of Housing and Urban Development
- U.S. Department of Labor, Employment and Training
- West Philadelphia Economic Development Corporation

## sponsors:

- Acres of Diamonds
- Black United Fund of Pennsylvania
- Committee For A Better North Philadelphia
- City of Philadelphia Commerce Department
- Temple University School of Social Administration
- West Philadelphia Economic Development Corporation
- Wharton West Philadelphia Project
- Philadelphia Urban Coalition

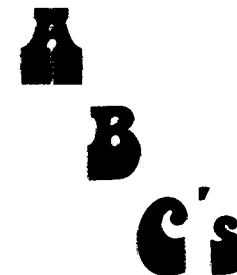
### REGISTRATION INFORMATION:

Mary Betts Moore  
922-1899

Jerome Mitchell  
879-1212

Linda Waters Richardson  
748-0150

The



Of Getting Things  
Done

A Primer  
For Community Mobilization

Sponsored By The Philadelphia  
Community And Economic  
Development Coalition



**The Urban Affairs Partnership**  
215 South Broad Street, 8th Floor, Philadelphia, PA 19107 • 215-545-3271

215 South Broad Street, 8th Floor, Philadelphia, PA 19107 • 215-545-3271

[illegible]

10/17/89 -  
am

## Sign-up Sheet

OCT. 17 1989

no, Title	Organization	Address	Phone
1/2 Garcia	H.A.C.E	2721 N. 5 <sup>th</sup> ST.	426-8023
JENIE JONES	PHILA URBAN COALITION	121 N. BROAD ST	977-2811
OLIVER TEAGUE	2100 WOODSTOCK BLOCK COMMITTEE	2105 WOODSTOCK ST	769-6825
DANIEL ARVIZU	PCDC	714 MARKET ST. SUITE 433 PHILA	238-7601
YVONE REED	SEE 10-16-89	SIGN IN	
LIZ FORD	" "	" "	
Will Richan	" "	" "	
UANDA PARKER	NEIGH. ACTION BUREAU	2565 GERMANTOWN AVE	226-0351
HALENE WAYNS	TRIUMPH EDC	16 <sup>th</sup> + WINGHOCKING ST	276-4384
STAN FORRAS	PUBLIC INTEREST MEDIA	437 POPLAR ST	922-0227
JERRY GRANT	WPEB RADIO	4601 MARKET ST	471-8140
Donald Justice		5733 Chester Ave	724-9416
John Wheeler	Th. Nat. Bank	Po Box 7618	973-4181
Patricia McBe	Volunteer Action Council	7 Parkway	568-6360
Wanda Mae	Enterprise Foundation	399 Market	829-0723
James Cox	Ecoti PAC	7607 Larch	361-8825
LEMOIRA BRANDON	SICKLE CELL COUNCIL	4601 MARKET ST.	471-8186
Tremain Smith	Habitat for Humanity Phila	4211 Chestnut St. 19104	382-7251
Shirley Tupper	Yorktown Comm Cn	1230 W. Market St 19102	769-5845
Clayton Curry	Urban League	4601 MKE St - 19139	476-4123
James Mills	PAAN	121 N. Broad	686-212

10/6/89

1. *Phragmites australis* (Cav.) Trin. ex Steud.

10/17/87

[illegible]

**The Urban Affairs Partnership**  
215 South Broad Street, 8th Floor, Philadelphia, PA 19107 • 215-545-3271

[illegible]

Larry Grant

WPER - FM

4601 Market Street

Philadelphia, Pa 19139

All Topics

Arlene M. Waynes

Triumph Community Development Corp.

1536 W. Wingohocking St

Phila, Pa. 19140

90 1714 E. Tulpehocken St

Phila, Pa. 19138

Housing

daycare

Commercial development

WANDA W. PARKER.

Neighborhood Action Bureau

25-65 Germantown Ave.

19133

Housing/commercial devel-

Ruth L. Bickett

- child care
- youth worker owned business
- Human development focused  
CED
- start up board training and development

ZEMORIA BRANDON

LOW INCOME HOUSING FOR SINGLE MOTHERS & FAMILY

" " " DISABLED & HANDICAPPED PERSONS

FUNDING RESOURCES FOR NON-PROFIT ORGANIZATIONS

# Interest List

I.C.A.N. Liz Ford

Housing  
Child Care

MIKE GARCIA H.A.C.E.

Sm. Business Dev.

Corbett D. Banks

Housing



Stan Pokras - Interest: Financial Literacy  
Networking  
Directory Design

Chief Royal

MANAGEMENT Development  
ORGANIZATION Development  
Small Business Development



THE PHILADELPHIA COMMUNITY and ECONOMIC  
DEVELOPMENT COALITION

The conference held on October 16-17, 1989 had resulted in several recommendations, as follow-ups.

The participants were asked to comment on issues that they were interested in or follow-up in technical assistance. The interest list included three (3) agencies who felt that housing should be a priority. One agency was interested workshops on all topics, two agencies were interested in commercial development, one agency was interested in the following topics:

I. Low income housing for single women, disabled and handicapped housing and funding resources for non-profit organizations.

II. Two agencies expressed interest in financial literacy, management development and networking as it relates to computers.

( Interest list attached )

Coordinators agreed to distribute the interest list to participants.

The following ten issues were also recommendations.

1) Create an alternative institution - How do they look? Who should be involved ?

2) Philadelphia Urban Coalition agreed to work on a monthly basis to hash out program, offered space to meet.

3) Needs: Information dissemination - Formal watchdog - Who is getting what? How to make the system accountable.

4) National Economic Development Law Center is under contract with the city for established CDC's- need a bridge between the old CDC's and the new - Mentor/People development

- 5) System needed to bring people together
- 6) Groups need technical assistance, funding training
- 7) Current discussions with foundations to put \$500,000.00 into capacity building for small CDC's - building a network of coalitions - this is an issue that needs information dissemination
- 8) Need for computer/management skills

The conference planners met to decide on a step by step follow-up immediately after the conference. The recommended stages for the appropriate responses to the conference, would be to develop a report to the participants and interested funders/city representatives.

Follow-up meeting will be scheduled with the Philadelphia Urban Coalition to assess interest. As mentioned the interest list will be distributed.

Formation of a State-wide Association with legislators and private foundations will be explored. There are several gaps in information such as Board training, management training, project development and how to write a business plan. An association would address these needs.

Mentorship as a way of building the information gaps, respect of survivors of (20) years of community development work and reaching back to those who have been involved. Black United Fund expressed interest in dialogue with others to help with this process.

The Ford Foundation may be interested in a mentorship approach.

Since Philadelphia has a CED ordinance, each year the Mayor has to implement a plan. Mtangulizi will send coordinators information on this.

The conference coordinators met with Ernest Jones, Executive Director of the Urban Coalition to begin the first stages of information dissemination. At the meeting held on October 23, 1989 the coalition agreed to sponsor a social during the holidays to inform the community about the future plans of the coalition. The coalition has assigned a staff person to do support work for the session.

Coordinators decided to make a financial request to the coalition ( see attached), and agreed to do the following:

- a) Submission of outstanding bills to be paid out by the coalition.
- b) Review of mailing list for invitation
- c) Develop a name that would add permanency.

As a result of the meeting a plan to structure the entity would be discussed at the session and a brief agenda will be developed to add to the social atmosphere.

Because of the coalitions staffing, the session will be held in early January.

Collective recommendations of the process, conference, project

## GROUP ANALYSIS/CONCLUSIONS/RECOMMENDATIONS

1. Start planning process very early to allow for extensive research of the proper goals and objectives to pursue.
  - A. Your initial idea may have to be adjusted after you find that everyone doesn't see things as you do.
2. Secure a committed coordinator whose primary responsibility is the success of the project.
  - A. When primary sponsors are doing this as one of several major undertakings it will not receive the proper attention.
3. Organizational analysis methods should be applied to project to assess the feasibility at the very beginning.
  - A. This will result in knowing and using your strengths, weaknesses, opportunities and threats to the advantage of the project.
4. When organizers have limited resources they may have to be flexible enough to allow others who contribute to have significant input.



# Black United Fund of Pennsylvania, Inc.

4601 MARKET STREET, SUITE 520  
PHILADELPHIA, PENNSYLVANIA 19139  
(215) 748-0150  
1-800-232-5191

November 13, 1989

Mr. Ernest Jones  
Philadelphia Urban Coalition  
121 North Broad Street, 6th Fl.  
Philadelphia, PA 19107

Dear Mr. Jones, *E. Jones*

I went through the lists for deletions and purged old addresses.

Please use the following for the mailing for December meeting of the Economic and Development Coalition:

1. 1987 Urban Coalition list
2. Community Intervention Program Directory
3. Resource List (Attached) and Conference Mailing List

Jerome Mitchell will deliver the letter of request, under a separate cover.

Thank you for your assistance.

Sincerely,

Linda Waters Richardson,  
President

Enclosures:

LWR/al

"The helping hand that is your own"



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January 5, 1990

Maceo Cummings, Deputy Director of Commerce  
Neighborhood Economic Development  
City of Philadelphia  
16th Fl., MSB  
Philadelphia, Pa. 19107

Dear Mr. Cummings,

As per my letter dated December 14, 1989 regarding services of Keynote speaker at conference held October 16 and 17, 1989.

I am enclosing invoices submitted by Mtangulizi K. Sanyika for payment of services rendered.

The reimbursement should be made payable to the National Economic Development & Law Center. The attached invoice lists the amount as \$653.18.

Thank you for your support and please contact me if you have any questions.

Sincerely,

*Linda W. Richardson*

Linda W. Richardson,  
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I N V O I C E

December 15, 1989

Black United Fund of Pennsylvania, Inc.  
4601 Market Street, Ste. 520  
Philadelphia, PA 19139

Attention: Linda Waters Richardson

-----  
Invoice for services of Mtangulizi K. Sanyika at  
Philadelphia Community and Economic Development Coalition  
conference on October 16 and 17, 1989.

Honorarium: \$500.00

Travel Expenses:

2 nights lodging at Hershey Hotel  
(receipts enclosed) 153.18

TOTAL AMOUNT DUE: \$653.18

National Economic Development  
and Law Center

By: James W. Head  
James W. Head  
Executive Director

# THE HERSHEY

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BROAD STREET AT LOCUST  
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SANYIKA. MTANGULIZI

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94704

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DEPARTURE 10/18/89  
NO. IN PARTY 1  
RATE 69.00

ACCT. NO. 653269

ROOM NO. 2520

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		*BALANCE DUE*	\$249.77CR

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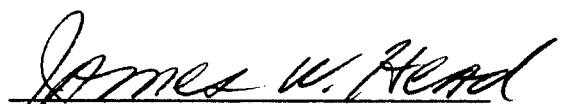
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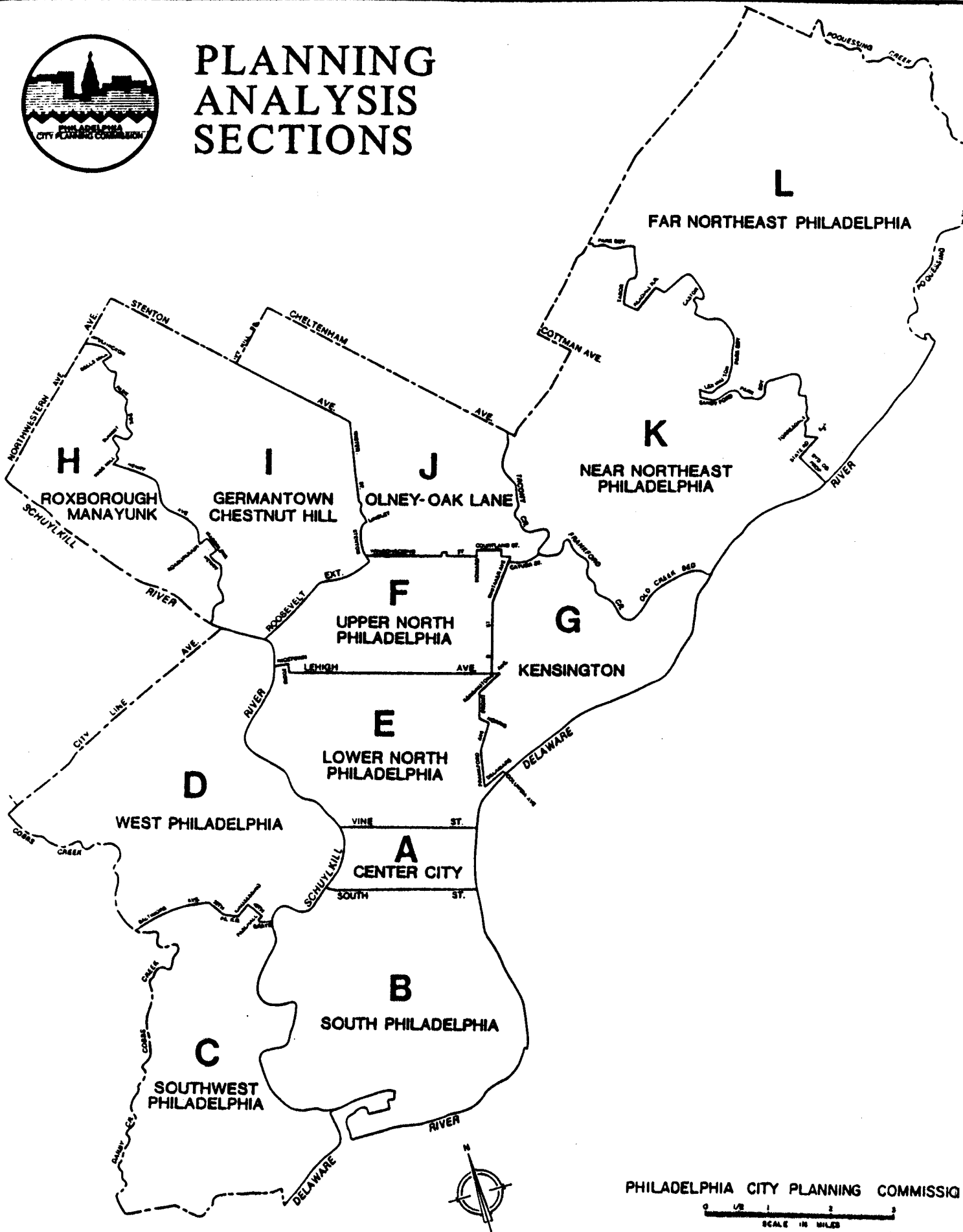
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# PLANNING ANALYSIS SECTIONS



PHILADELPHIA CITY PLANNING COMMISSION

0 1 2  
SCALE IN MILES