



# California Community Economic Development Association

## *2018 Annual Report*

California Community Economic Development Association  
*presents*

### Creating Community Impact with CCEDA in 2018

#### 1. CONTINUING EDUCATION



Hosted 10 Continuing Education sessions with 770 participants in both Northern and Southern California.

#### 2. DIRECT TECHNICAL ASSISTANCE

CCEDA provided Direct Technical Assistance to 25 organizations working on 29 different community economic development projects.



#### 3. POLICY, ADVOCACY AND RESEARCH



CCEDA provided CED comments on both State and Federal public policy concerns, including the Community Reinvestment Act.

[www.cceda.com](http://www.cceda.com)

## I. 2018 Outcomes

CCEDA's service and programmatic activities in 2018 continued to focus on innovation and advancing the field of CED (Community Economic Development). CCEDA's statewide network of community based economic development organizations work to develop innovative solutions to augment local resources and meet the needs of their communities. CCEDA's core programmatic areas work in coordination to support the CED field both locally and nationally in the following areas:

- Continuing Education
- Direct Technical Assistance, and
- Policy, Advocacy, and Research

### 1) Continuing Education

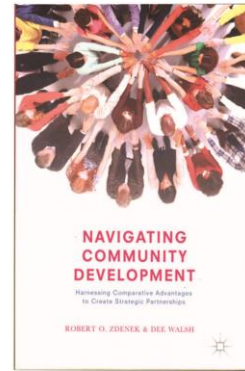
**Continuing Education:** CCEDA holds exemplary practices that inform, support, and build on local resources. CCEDA provides access to the latest project and financing strategies through its strategic partnerships with many of the strongest CED organizations nationwide, as well as its public and private sector funding resources. CCEDA also provides capacity building tools, online reference materials, and continuing education training sessions for CED organizations and practitioners.

- CCEDA conducted and participated in 10 training sessions throughout the state on current CED topics, reaching more than 770 CED practitioners throughout the state.
- Hosted four regional intensive training sessions, two in Los Angeles and two in Oakland, on Social Enterprise Development and Job Creation and Entrepreneurship in the Community Based Food Industry with about 100 attendees at each event.
- Conducted the "Overview of Community Economic Development" training at the California Association for Local Economic Development's Annual Conference.

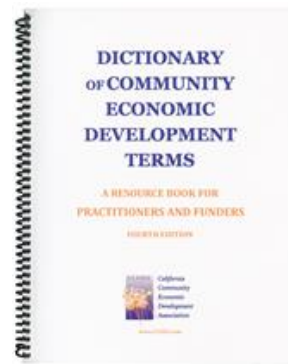


*Figure 1: Mariela Cedeño of Mandela Market Place presents a Social Enterprise Case Study.*

- Provided training at the Annual Conferences of the National Community Action Partnership and the California Community Action Partnership Association on “Getting Started in Community Economic Development.”
- Held the 28<sup>th</sup> Annual Teaching and Learning Conference, which brought more than 120 attendees to Los Angeles for a full day of speakers and continuing education sessions, featuring sessions on Defending Community Reinvestment (CRA), Climate Change and Community Resiliency, and authors Dee Walsh and Robert Zdenek, of the newly released book, “*Navigating Community Development: Harnessing Comparative Advantages to Create Strategic Partnerships*”.



CED Dictionary: CCEDA continued to disseminate its 4<sup>th</sup> edition of the CED dictionary published in 2017, which includes definitions for hundreds of CED terms including important acronyms and funding sources.



CCEDA Newsletter: CCEDA’s newsletter continues to offer a wealth of information to CED practitioners. The Newsletter includes CED industry news, funding and job announcements, and a calendar of upcoming industry-related meetings and webinars. The newsletter reaches 2,500 recipients each month and continues to be an important source of CED news for the CCEDA network.

## 2) Direct Technical Assistance

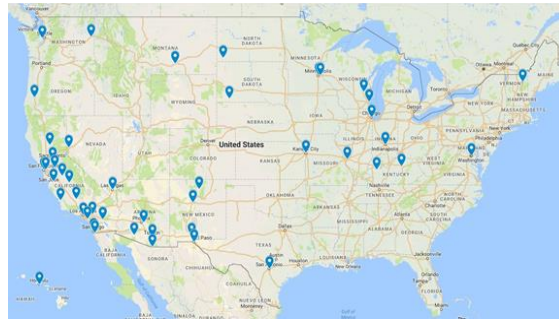
**Direct Technical Assistance (TA)**: CCEDA provides direct TA, as well as on-demand assistance through our 911 Call Center for CED agencies that have encountered challenges on their specific CED projects to help move them forward.

CCEDA continued to respond to calls and request for project assistance in 2018. CCEDA provided direct TA to 25 organizations on 29 active projects; 17 California-based projects and 12 out of State CED agencies based on fee-for-service contracts.

- CCEDA continued to assist 41 previous client organizations on various CED issues and projects.
- Added four organizations as technical assistance clients.
- Provided direct input to 4 financial institutions and regulatory agencies through active advisory board participation.
- Executive Director, Ralph Lippman was appointed to serve as a Regent for the California Academy of Economic Development.

CCEDA also refocused its TA efforts back to California in 2018. The following figures are maps illustrating this comparison of TA services from 2017 to 2018.

CCEDA worked with a wide range of CED organizations in 2017, 71 clients in 11 states, to develop a variety of community-serving projects, including entrepreneurship centers, social enterprises, commercial spaces, fresh food programs, community facilities, affordable housing, community centers, and more.



*Figure 3: Map of 2017 trainings and TA*

As part of a shift in focus, CCEDA’s TA work was reduced from 11 to 7 states with work primarily focused in California for 2018. California remains CCEDA’s 2019 and moving forward.



*Figure 4: Map of 2018 trainings and TA clients in 7 States.*

### 3) Public Policy, Advocacy, and Research

**Policy, Advocacy, and Research:** CCEDA works to expand the knowledge and influence of CED organizations and practitioners through public policy analysis, advocacy, and research. CCEDA focused on the following public policy initiatives in 2018:



- Continued to advocate for the protection and expansion of critical CED programs and funding sources at both the State and Federal level.
- At the Federal level, CCEDA provided comments to the Federal Reserve on the Advanced Notice on the Proposed Rulemaking regarding the Community Reinvestment Act (CRA).

*Figure 5: Tómas Duran of Concerned Capital leads a discussion on Transitioning Locally Owned Businesses to Employee Ownership: A Place-Based Strategy.*



## II. ORGANIZATIONAL BACKGROUND

### CCEDA's History

In 1988, 15 Executive Directors operating high-capacity nonprofit organizations throughout California organized a support association to advance the field of community economic development (CED). CCEDA was founded to support community-based, neighborhood-targeted nonprofit development organizations that improve economic conditions for low-and-moderate-income communities.

CCEDA's early programs included an annual teaching and learning conference, regular newsletters, programmatic funding, policy and advocacy, and regionally-targeted community development programs. CCEDA's annual budget enabled it to serve an annual membership of more than 200 organizations focused on innovating and implementing CED strategies for California's economically impacted neighborhoods.

CCEDA began offering technical assistance in 1999, in 2003, CCEDA substantially expanded its training and technical assistance (TA) programs. Since then, CCEDA has built partnerships across the country while continuing to support its core membership in California. Some of CCEDA's key milestones and accomplishments include:

- 2003: CCEDA expands its training and technical assistance programs.
- 2004: CCEDA partners with federal financial regulatory agencies in regional capacity building efforts to advance financially feasible CED projects.
- 2007: With support from the State of California and the private sector, CCEDA initiates a California-focused direct TA program.
- 2009: CCEDA expands partnerships with national public and private sector CED organizations.
- 2011: CCEDA strengthens its online resources by making CED guides and case studies available on its website, [www.cceda.com](http://www.cceda.com).
- 2012: CCEDA expands its direct TA program to the national level through subcontracts with federal TA programs.
- 2014: CCEDA initiates its 911 Call Center to support members with CED projects.
- 2015: CCEDA expands its web-based TA resources with regular CED training webinars.
- 2017: CCEDA publishes the fourth version of the CED Dictionary, a comprehensive guide for CED practitioners.
- 2018: CCEDA holds a series of regional trainings in Los Angeles and Oakland, focusing on cutting edge CED topics, convening more than 100 practitioners from across the State at each session.

**Mission Statement**

CCEDA is comprised of organizations actively engaged in revitalizing California's neighborhoods, including resident-driven community development corporations, local governments, community action agencies, and faith-based institutions. CCEDA members produce results through a full range of community building strategies including real estate development-housing, retail and commercial-business assistance, and lending, social services, and job training and creation. CCEDA provides its members a clearinghouse for information and action that advances the field of community economic development through training and continuing education, technical assistance, and advocacy on public policy.

### **III. 2018 Awards and Recognition**

#### **Life Time Achievement Award**

In 2018, CCEDA recognized one of its founding Board Members, Mr. B. Kwaku Duren with the Lifetime Achievement Award.

Throughout a distinguished career in law and community activism, Mr. Duren's work has strengthened communities and served as an inspiration to many. His achievements include defending numerous high-profile civil rights and police brutality cases, as well as organizing a number of community groups such as the Coalition Against Police Abuse, Community Services Unlimited, the Intercommunal Youth Institute, and the Southern California Chapter of the Black Panther Party.



*B. Kwaku Duren*

#### **Past Lifetime Achievement Honorees**

- Gordon Chin, Chinatown Community Development Center
- Rodney Fernandez, Cabrillo Economic Development Center
- Marva Smith Battle-Bey, Vermont Slauson Economic Development Center
- Bill Watanabe, Little Tokyo Service Center
- Jim Yacenda, Federal Home Loan Bank



#### **IV. ACKNOWLEDGEMENTS**

##### **Supporters**

CCEDA would like to thank our generous supporters in 2018:

OneWest/CIT Bank  
Wells Fargo Bank  
US Bank  
City National Bank  
JPMChase  
Cathay Bank  
BBVA Compass  
Comerica Bank

Union Bank  
Bank of the West  
Pacific Premier Bank  
Pacific Western Bank  
Federal Home Loan Bank of San  
Francisco  
Boston Private Bank

##### **CCEDA Board of Directors and Staff**

###### **Officers**

- Brian Angus, CCEDA Chair, Executive Director, Fresno County Economic Opportunities Commission
- Kerry Doi, CCEDA Southern Vice Chair, Executive Director, Pacific Asian Consortium in Employment (PACE)
- Caleb Zigas, CCEDA Northern Vice Chair, Executive Director, La Cocina
- B. Kwaku Duren, CCEDA Treasurer, Attorney at Law, B. Kwaku Duren & Associates
- Susan Howard, CCEDA Secretary, District Community Affairs Officer, Office of the Comptroller of Currency (retired)

###### **Board Members**

- Roberto Barragan, Principal, Aquaria Funding Solutions
- Georgia Berland, Owner and CEO, Human Service Designs
- Thomas Tenorio, Executive Director, Community Action Agency of Butte County, Inc.
- Jeremy Tobias, Executive Director, Community Action Partnership of Kern
- Mark Wilson, Executive Director, Coalition for Responsible Community Development

###### **2019 CCEDA Staff**

Ralph Lippman, Executive Director  
Cynthia Amador-Diaz, Director of Training and Development  
Jahmeel Walker, Programs and Operations Coordinator  
Dominique Coleman, Executive Programs Assistant