

The first session, **Discovering Assets and Developing a Vision**, ended with a community visioning activity that allowed participants to model innovative projects and explore creative ideas within the context of their community's assets, resources, needs and wants. Many interesting project ideas emerged from this exercise that hold tremendous potential for community revitalization, job creation, and stimulating local investment and lending opportunities.

At this session attendees will begin the process of refining their proposed community development project with a focus on describing the community or economic development objective that the project serves as well as the sponsor's capacity to complete the project. **The proposal does not have to be fully formed to participate in this process.** This activity is intended to cultivate ideas from the concept stage to a finance-ready project.

Project sponsors will benefit from the opportunity to receive feedback about the proposal and helpful recommendations for how to move forward. The goal is to regularly update the proposal in order to advance it from a concept to a format that can be presented to potential funders. This series will culminate with the presentation of potentially viable projects to lenders and other funders.

In order to present a project, a description of the project that addresses the questions below must be submitted in advance. Responses to each question should be limited to 25 words or less.

Please submit your description to Javier Hernandez (javierh@fwced.org) by October 9, 2009.

1. What is the nature of the project: housing, retail, community facility, commercial?
2. How will the project enhance the project community?
3. Organization or developer information:
 - What is your organization's mission statement?
 - What is your corporate structure (limited partnership, 501c3, other)
 - Do you have any government designations (CDFI, CDC, etc.)
 - How long have you been in existence?
 - Have you done a similar project?
 - What is your staff size and expertise for completing this project?

4. What is the physical location and characteristics of the project site: existing building, vacant lot, brownfield, historic, publicly owned, etc. *(note: if no location has been decided, please describe what kind of space you need).*
5. What is the projected revenue stream for the project?

Neighborhood Studies and Research

- *Unveiling Untapped Assets and Opportunities in West Fresno: Asset Map* (http://www.fwced.com/pdf/WFAM_Plan2-13-09.pdf)
- *The Enduring Challenge of Concentrated Poverty in America: Case Studies from Communities Across the U.S.* (<http://www.frbsf.org/cpreport/index.html>)
- *Neighborhood Market Drill Down: City of Fresno* (www.socialcompact.org)
- *Walking the Walk: How Walkability Increases Home Values in U.S. Cities* (http://blog.walkscore.com/wp-content/uploads/2009/08/WalkingTheWalk_CEOsforCities.pdf)
(note: references Fresno, Bakersfield, Stockton, Sacramento and San Francisco Bay Area)