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# Urban Strategies / Memphis HOPE

## *Pathways: Stable and Thriving Families*



USI | URBAN STRATEGIES, INC.

- **Funding request:** \$200,000
- **Type of funding/support request:** Grant
- **CRA-eligible activities addressed:** Economic/Workforce development; Financial access, capability and empowerment
- **Description of project:** We assist our residents using the Two-Generation Approach. We want to continue to assist residents with economic mobility by working with Fortune 500 companies and through our relationship with WIN and the Women's Foundation for a Greater Memphis.
- **Population served:** Urban Strategies wants to continue the work in ZIP code 38126, the poorest ZIP code in Tennessee – poverty rate = 60%; child poverty rate = 75.6%; median income = \$15,305.
- **Project duration:** 1–2 years
- **Expected outcomes:** In 38126, increase employment rate; increase median income; decrease poverty rate.

# The Heights Community Development Corp.

## *Heights Line*



- **Funding request:** \$140,000
- **Type of funding/support request:** Grant / Loan
- **CRA-eligible activities addressed:** Neighborhood revitalization and stabilization; Economic development
- **Description of project:** The Heights Line is a linear park space and pedestrian promenade that stretches from Summer Avenue to Jackson Avenue.
- **Population served:** The neighborhood has 32% of residents below the poverty line with an MHI of \$27,531.
- **Project duration:** Design phase – 18 months; Construction beginning Spring 2020
- **Expected outcomes:** It will promote economic development and address blight that contributes to health disparities and perceptions of safety that discourage walking, biking and future investment.

# The Memphis CDFI Network

## *Community-Driven Strategic Planning for Equitable Development in South City*

- **Funding request:** \$100,000
- **Type of funding/support request:** Investment / Grant
- **CRA-eligible activities addressed:** Affordable housing; Community development finance; Economic/Workforce development; Financial access, capability and empowerment; Small-business development/Technical assistance
- **Description of project:** Residents of South City – a predominantly black neighborhood in a majority black city, poverty = 60%, unemployment = 32%, and other severe distress – have seen decades of disinvestment. Today, they have limited access to the kind of capital and other tools needed to achieve financial security, secure quality affordable housing, and start and grow businesses. The Memphis CDFI Network will build local capacity and align resources to address these needs.
- **Population served:** Memphis ZIP code 38126, where 85% of residents are low- and moderate-income (Census Tracts 0114.00, 0045.00, 0116.00, 0050.00).
- **Project duration:** 1 year
- **Expected outcomes:** As a collaborative, we will raise the profile and leverage the resources of the Memphis CDFI Network to secure a \$3 million loan fund to support existing new developments in South City through formalizing the Network structure and raising the visibility of the Network's impact. Additionally, we will provide services that encourage resident wealth building and financial empowerment to allow residents to grow and thrive within their communities.

# COMMUNITIES Unlimited

## *Cooperative Business Development & Mobile Market*

- **Funding request:** \$150,000
- **Type of funding/support request:** Grant
- **CRA-eligible activities addressed:** Small-business development/Technical assistance
- **Description of project:** This is a new project to launch a cooperatively owned mobile market to serve the Memphis, TN-MS-AR MSA. It combines services offered through Communities Unlimited's entrepreneurship team and its healthy foods initiative. This mobile market would use a home delivery truck design to distribute produce from local farmers to food deserts and other areas.
- **Population served:** Serving low-income areas to include South Memphis, Tenn., and West Memphis, Ark.
- **Project duration:** 12 – 18 months (project implementation period)
- **Expected outcomes:** Offer food deserts access to local, fresh produce; increase economic opportunity for local farmers; increase support for local and fresh produce; create mobile farmers markets for access to schools, day cares, senior homes, etc.

# Winrock International

## *Delta I-Fund*



- **Funding request:** \$200,000
- **Type of funding/support request:** Investment
- **CRA-eligible activities addressed:** Economic/Workforce development; Financial access, capability and empowerment; Small-business development/Technical assistance
- **Description of project:** The Delta I-Fund is an existing program that provides *virtual* training, mentorship and technical assistance to early-stage entrepreneurs in the Delta Regional Authority (DRA) territory.
- **Population served:** Of the 252 DRA counties and parishes, 234 were classified as economically distressed in 2018; 43% of DRA counties and parishes are considered in persistent poverty, compared with the U.S. average of 11%.
- **Project duration:** September 2018 – June 2019
- **Expected outcomes:** In addition to 12 weeks of lean startup training, a dedicated mentor and \$5k in technical assistance that the Delta I-Fund already provides, this investment will give four of the highest-achieving teams their first \$50k and the opportunity to scale and create jobs in their DRA county/parish.