

BAY AREA FAMILY OF FUNDS

Fact Sheet

MAY 2005

About the Bay Area Family of Funds –

- A regional effort to attract private investment into low and moderate-income neighborhoods to promote smart growth, address poverty, support local businesses, and clean up contaminated sites with market-based solutions.
- Bay Area Family of Funds has raised over \$175 million:
 - ✓ The Bay Area Smart Growth Fund has raised \$65.8 million, to invest in mixed use, mixed income real estate developments. Funds managed by Pacific Coast Capital Partners, LLC.
 - ✓ The California Environmental Redevelopment Fund (CERF), has raised \$34.4 million, to invest in the restoration of environmentally contaminated sites.
 - ✓ The Bay Area Equity Fund has raised \$75 million. The fund will make equity investments in businesses. Funds managed by JP Morgan H&Q.
- Invests in projects that will make impact in targeted neighborhoods and benefit, rather than displace, neighborhood residents.
- Bay Area Family of Funds requires “double bottom line” returns:
 - ✓ Long-term market returns for its investors.
 - ✓ Significant social returns and environmental benefits.
- Individual funds provide an array of funding mechanisms including pre-development, equity, mezzanine finance and debt finance.
- Developed and coordinated with a broad coalition of business, community, governmental, and environmental groups.
- Investors include banks, insurance companies, foundations, corporations and individuals.
- Bay Area Family of Funds operates within the Community Capital Investment Initiative (CCII):
 - ✓ Smart growth to develop under-served inner city neighborhoods convenient to transportation hubs and work force.
 - ✓ Business investment in priority neighborhoods supported by venture capital.
 - ✓ Poverty reduction with developments funded by the Bay Area Smart Growth Fund and the Bay Area Equity Fund targeting low and moderate-income neighborhoods within the nine Bay Area Counties, where household median income is less than 80% of county household median income.
 - ✓ Market forces driving investment, funding, and development decisions.
 - ✓ Environmental clean up of contaminated sites and development of transit-oriented, green projects.
 - ✓ Broader local community development strategies and regional planning.

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Key Players of the Bay Area Family of Funds –

- Bay Area Council – Lead Organization
 - ✓ Nelson C. Rising, Chairman
 - ✓ Elizabeth Y.A. Ferguson, Executive Vice President and Managing Director, Bay Area Family of Funds
- Investment Managers:
 - ✓ Bay Area Smart Growth Fund – Adam Zoger, Pacific Coast Capital Partners
 - ✓ California Environmental Redevelopment Fund – Peter Hollingworth, President and CEO
 - ✓ Bay Area Equity Fund – Nancy E. Pfund & Michael C. Dorsey, JP Morgan H&Q
- Fund Sponsors:
 - ✓ Bay Area Smart Growth Fund – Bay Area Council
 - ✓ California Environmental Redevelopment Fund – Bay Area Council, Federal Reserve Bank of San Francisco and the Los Angeles Area Chamber of Commerce
 - ✓ Bay Area Equity Fund – the Alliance for Community Development and Bay Area Council
- Co-Chairs of the Community Capital Investment Initiative (CCII, umbrella organization for the Bay Area Family of Funds):
 - ✓ Elizabeth Y.A. Ferguson, Executive Vice President and Managing Director, Bay Area Family of Funds
 - ✓ Juliet Ellis, Executive Director, Urban Habitat Program
- Representative Investors:
 - ✓ Citibank
 - Monica Edwards, Vice President, Citibank Community Development — Investments
 - ✓ F.B. Heron Foundation
 - Luther Ragin, Vice President, Cash & Investments
 - ✓ The PMI Group, Inc.
 - W. Roger Haughton, Chairman and CEO
 - ✓ Wells Fargo Bank
 - Lee Winslett, Vice President
- Contacts for the Bay Area Family of Funds:
 - ✓ Elizabeth Y.A. Ferguson, EVP and Managing Director, Bay Area Family of Funds / 415-981-6600
 - ✓ John Grubb, Director of Communications and Marketing, Bay Area Council / 415 981-6600
- Web Sites:
 - ✓ Bay Area Council – www.bayareacouncil.org
 - ✓ Bay Area Smart Growth Fund -- www.pccpllc.com
 - ✓ California Environmental Redevelopment Fund -- www.ca-cerf.com