



The Community Capital Investment Initiative

Overview Presentation



Bay Area Council

- **Business civic organization of the 275 largest employers in the Bay Area, represented by the CEO or highest ranking officer**
- **Business community encouraged Bay Area Council to sponsor the Bay Area Family of Funds because:**
 - ✓ Poverty in many neighborhoods is one of the major challenges to prosperity
 - ✓ Sustainable economic development requires engagement of the market since funding from government and foundations is limited and not sustainable
 - ✓ Smart Growth requires buy-in from current residents, which means current residents need to share in wealth created
- **Investors in the Bay Area Family of Funds are diverse:**
 - ✓ Banks, insurance companies, foundations, pension fund, corporations, and individuals



Community Capital Investment Initiative (CCII)

- **Engages business, community, environmental, and government leaders to collaborate in using market forces to reduce poverty and promote smart growth**
- **Encourages private investments in or near priority Bay Area low- and moderate-income (LMI) neighborhoods – 80% or less of county household median income**



Bay Area Alliance for Sustainable Communities

3 Es



Compact for a Sustainable Bay Area



Organization

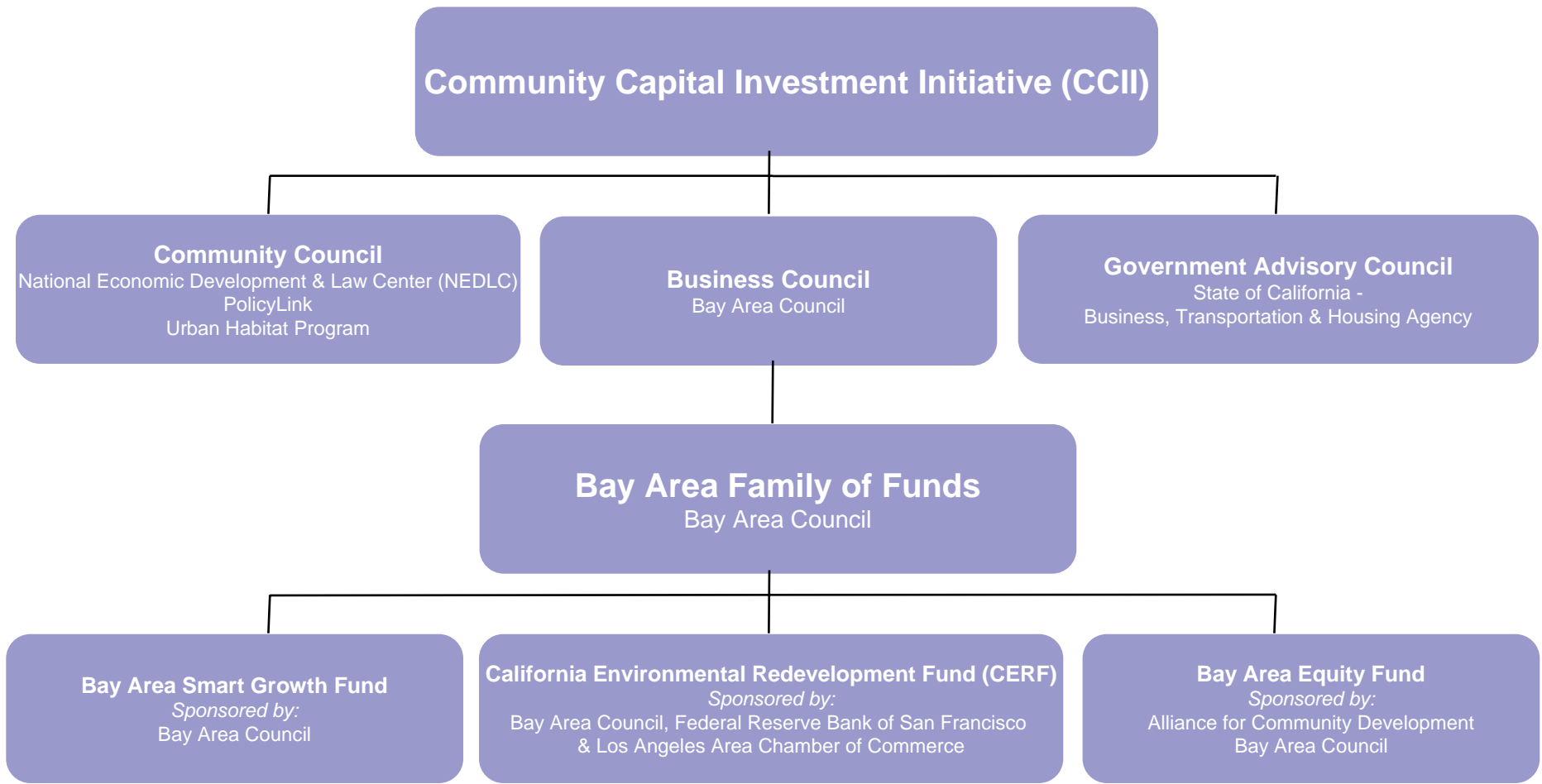
- **CCII is a project of the Bay Area Alliance for Sustainable Communities, called for in the *Compact for a Sustainable Bay Area*.**
- **CCII is organized as a Business Council, a Community Council, and a Government Advisory Council, coming together in a Roundtable and in Neighborhood Workshops.**
- **Co-Chairs: Elizabeth Y.A. Ferguson, Executive Vice President and Managing Director, Bay Area Family of Funds; Juliet Ellis, Executive Director, Urban Habitat Program.**



Organization

- **The Business Council is made up of advisors and investors in the funds – including financial services, business services, real estate, foundation, and core industry cluster leaders.**
- **The Bay Area Council is the lead organization for the Business Council.**
- **The Business Council is organizing:**
 - ✓ Bay Area Family of Funds
 - ✓ Bay Area Community Investment Network

CCII and the Bay Area Family of Funds



Bay Area Family of Funds

- ***Bay Area Smart Growth Fund*** invests in mixed-use, mixed-income, transit-oriented real estate developments
- ***Bay Area Equity Fund: A Double Bottom Line Fund*** invests in businesses that create jobs and wealth in or near priority neighborhoods
- ***California Environmental Redevelopment Fund (CERF)***, statewide environmental clean-up fund with 25% going to the Bay Area





Community Capital Investment Initiative

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