

# 2019

## FEBRUARY 6, 7, 8<sup>th</sup>

# COMMUNITY-UP

## CRA CONFERENCE: ALLIANCE INTEGRATION DETROIT MICHIGAN

Federal Reserve Bank of Chicago - Detroit Branch  
1600 E Warren Detroit MI 48207

Community-Up

Office of the Comptroller of the Currency  
U.S. Department of the Treasury

FDIC



**PATRICK DAVIS**  
VP OF PROGRAM STRATEGY  
COMMUNITY REINVESTMENT FUND



**NICOLAS GROENLEER**  
AVP  
FEDERAL HOME LOAN BANK



**KEITH CATANZANO**  
INTERIM DIRECTOR  
AEO



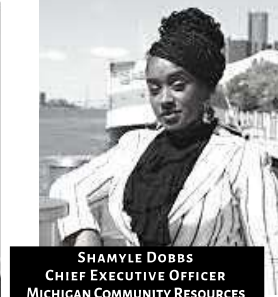
**DANIEL GALINDO**  
DIRECTOR  
WOODFOREST NATIONAL BANK



**KIRK MAYES**  
EXECUTIVE DIRECTOR  
FORGOTTEN HARVEST



**SARIDA SCOTT**  
EXECUTIVE DIRECTOR  
CDAD-ONLINE



**SHAMYLE DOBBS**  
CHIEF EXECUTIVE OFFICER  
MICHIGAN COMMUNITY RESOURCES



**MONIQUE STANTON**  
EXECUTIVE DIRECTOR/CEO  
CARE OF SE MICHIGAN



**REGINA PINNEY**  
EXECUTIVE DIRECTOR  
NONPROFIT NETWORK



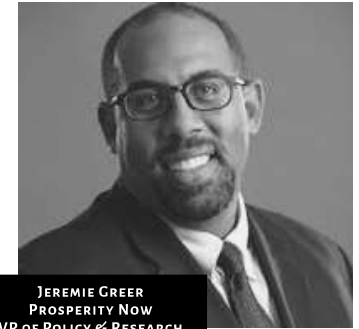
**NORMAN BLISS**  
SVP DIRECTOR OF COMMUNITY DEV.  
KEYBANK



**MEGAN OWENS**  
EXECUTIVE DIRECTOR  
TRANSPORTATION WRITERS UNITED



**RAUL ECHEVARRIA**  
DIRECTOR LAND USE  
URBAN NEIGHBORHOOD INITIATIVES



**JEREMIE GREER**  
PROSPERITY NOW  
VP OF POLICY & RESEARCH



**LYSA DAVIS**  
PRESIDENT/FOUNDER  
COMMUNITY-UP



**WARREN CALLOWAY**  
PORTFOLIO MANAGER  
TECH TOWN



**OLGA STELLA**  
EXECUTIVE DIRECTOR  
DESIGN CORE DETROIT



**TIFFANY DOUGLAS**  
SVP MARKET MANAGER  
BANK OF AMERICA



**DONNA MURRAY BROWN**  
EXECUTIVE DIRECTOR  
MICHIGAN NONPROFIT ASSOCIATION



THE KRESGE FOUNDATION



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Federal Reserve Bank of Chicago - Detroit Branch  
1600 E Warren Detroit MI 48207



Wednesday February 6, 2019

Arrival  
3:30pm  
Hotel Check-In  
Crowne Plaza Detroit

5:30pm - 7:30 pm  
Meet and Greet at Urban Cellars  
*Located within Crowne Plaza Hotel  
2 Washington Blvd Detroit MI 48226*

Thursday February 7, 2019

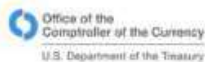
Community-Up CRA Conference  
8:30am - 3:30 pm  
Federal Reserve Bank of Chicago  
Detroit Branch

6:30pm - 8:30pm  
Networking and Social Event  
The Apparatus Room  
*Located directly accross the street  
from the Crowne Plaza  
250 W Larned Detroit MI 48226*

Friday February 8, 2019

CRA Listening Session  
9:00am - 11:00am  
Federal Reserve Bank of Chicago  
Detroit Branch

3:00pm  
Late Check Out for Hotel Guests



THE KRESGE FOUNDATION



# COMMUNITY-UP

2019 CRA COMMUNITY DEVELOPMENT CONFERENCE

## ALLIANCE INTEGRATION

### AGENDA

February 7, 2019

- 8:30 Registration  
Check In and Networking
- 9:00 - 9:15 Welcome
- 9:15 - 9:55 Panel 1: Alliance Integration in Development  
Alliance partners discuss holistic community development approaches
- 10:00 - 10:45 Panel 2: Inclusive Community Development  
Opportunity Zones - Where are they and how they work
- 10:45 - 11:05 \*\*\*\* AWARDS PRESENTATION\*\*\*\*  
Awards for most Collaborative and Innovative Community Partner
- 11:05 - 11:15 \*\*\*\*\* BREAK \*\*\*\*\*
- 11:15 - 12:15 Breakout Session - Financial Institutions (closed session)  
Bank of America shares community strategy & CRA Reform update KeyBank
- 11:15 - 12:15 Breakout Session - Nonprofits/CDC's/CDFI's  
What is the Community Reinvestment Act? 2.0
- 12:15 - 12:45 LUNCH
- 12:45 - 2:15 Keynote Conversation  
Inequity and Diversity in Nonprofit Leadership PART II
- 2:15 - 3:30 Panel 3: Access To Capital  
AEO & CRF USA Discuss tools to accelerate funding for small businesses.



# 2019

## CRA CONFERENCE

### ALLIANCE INTERGRATION

HOST HOTEL  
CROWNE PLAZA DETROIT

Crowne Plaza Detroit Hotel is located in the heart of downtown Detroit with skyline views of the Detroit River and Canada. We are proud to welcome the participants of the 2019 CRA Conference: Alliance Intergration. The Conference package includes:

- 1 or 2 night Hotel Accomodations
  - w/ upgrades to 1 bedroom suite (if avail.)
  - Late Checkout
  - Complimentary Drink Tickets at check in
  - Access to Skyline Lounge w/ complimentary snacks and beverages
  - Access to Fitness, Pool, Hottub & Spa Room
  - Breakfast Buffet available for low price
- Exclusive Package for \$105 per night !!!

A value of \$299 !

Book today by contacting Lysa Bradford at :  
[lysa@community-up.org](mailto:lysa@community-up.org)



WORK



RELAX



RENEW

Community-Up<sup>.org</sup>

# COMMUNITY-UP



## WHO WE ARE

Community-Up is a nonprofit organization that provides training to community partners on the Community Reinvestment Act Regulation. Ensuring stronger partnerships between banks and community partners. We achieve this through:

- CRA workshops
- CRA consultative services
- CRA technical assistance
- Annual CRA Conferences

We also offer Program Administration Services, CRA Strategies and Training.

## MISSION

Community-Up is a social impact nonprofit organization whose mission is to eradicate poverty through systemic transformation in low-to-moderate income communities, utilizing the Community Reinvestment Act regulation.

## VISION

Building stronger communities, through holistic Community Development initiatives, by aligning and leveraging CRA partnerships through Collaboration, Educational Training and Innovation



440 Burroughs Detroit MI 48202

With over 20 years of proven results, we are committed to revitalizing and stabilizing low income communities utilizing the Community Reinvestment Act

[www.community-up.org](http://www.community-up.org)

# 2019 COMMUNITY-UP

## CRA CONFERENCE: ALLIANCE INTEGRATION

SPONSORSHIP OPPORTUNITIES	Platinum \$10,000.00	Gold \$5,000.00	Silver \$3,000.00	Copper \$2,500.00	Bronze \$1,500.00
Presentation of Awards	✓				
Podium Recognition	✓	✓			
Prominent logo placement on event invitation, program, and promotion	✓	✓			
Full-color logo recognition on all event signage	✓	✓	✓		
Recognition on social media preceding event	✓	✓	✓	✓	
Logo and link listed on Community-UP website	✓	✓	✓	✓	✓
Vendor Table	✓	✓	✓	✓	✓
Brand Logo Placement on all Materials	✓	✓	✓	✓	✓
Reserved Event Seating for 2 Guests	✓	✓	✓	✓	✓

**A limited number of vendor tables are available for \$500.00**

Make checks payable to "Community-UP"

# 2019 COMMUNITY-UP

## CRA CONFERENCE: ALLIANCE INTEGRATION

SPONSORSHIP OPPORTUNITIES	Lunch \$5,000.00	Breakfast \$3,000.00	Media \$2,500.00	Community \$1,500.00	Advocate \$1,000.00
Podium Recognition	✓				
Prominent logo placement on event invitation, program, and promotion	✓				
Full-color logo recognition on all event signage	✓	✓			
Recognition on social media preceding event	✓	✓	✓		
Logo and link listed on Community-UP website	✓	✓	✓	✓	
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# 2019 COMMUNITY-UP

## CRA CONFERENCE: ALLIANCE INTEGRATION

### SPONSORSHIP OPPORTUNITIES

Platinum	Gold	Silver	Copper	Bronze
\$10,000.00	\$5,000.00	\$3,000.00	\$2,500.00	\$1,500.00

### SPONSORSHIP OPPORTUNITIES

Lunch	Breakfast	Media	Community Advocate
\$5,000.00	\$3,000.00	\$2,500.00	\$1,000.00

## Contact Information

Company Name

Contact Name

Address

Phone #:

Email:

## PAYMENT

By Check, please mail payment to:  
Community-UP  
440 Burroughs Ste 196 Detroit MI 48202

For credit card payments please visit [www.community-up.org](http://www.community-up.org)

Sponsorship  
Deadline  
February 5, 2019



## Affordable Housing



Community outreach and engagement ensure the success of a community development initiative. Without the buy-in of the community, especially those individuals that are revered as leaders, it is almost impossible to garner support.

In 2017 Community-UP Convened:

**15 Homebuyers Workshops**

Resulting in:

**375 Detroit Residents Learning the homebuying process**

In 2018 **Community-Up** disbursed \$374,000.00 in Renovation Grants to **47 Home Owners** stabilizing **\$3.5 Million Dollars worth of Detroit Housing Stock.**

## Economic Development



In 2018 Community-UP hosted a CRA Community Development Conference. Approximately **200** attendees, representing businesses in the public and private sector, learned about the Community Reinvestment Act (CRA) regulation and how to work within the regulation to help gain support from financial institutions for Small Business Start-up or Expansion. In addition to financial institutions, CDFI's spoke about their lending tools and programs for small businesses.

## Financial Literacy



Financial Literacy is designed to enhance financial capability by educating and empowering consumers to address the types of financial decisions, opportunities, and challenges that arise throughout the financial life cycle. We intend to help people to be prepared as consumers and to equip themselves to make informed financial choices in order to reach their own life goals and to enhance their own financial well-being. - **CFPB**

In 2017 Community-UP Convened:

**9 Financial Literacy Workshops**

Resulting in:

**225 Youth learning Financial Literacy**

# **We Need Your Support!!**

## **The Community-Up CRA Conference**

Is designed to promote and lift-up community development efforts that utilize a collaborative, innovative and holistic approach through CRA qualifiable initiatives. We achieve this through our national network of community development experts that are passionate about their work and sharing best practices.

Every year we research cutting edge community development programs around the country that support low-to-moderate income communities through affordable housing, economic development, small business expansion, financial literacy and improving the quality of life for residents.

Panel discussions and workshops are designed with **YOU**, our community partners, in mind. We aim for all of our attendees to leave the conference with a better understanding of how financial institutions develop their CRA Strategies and how community partners can incorporate CRA Strategies into their programming leading to a deeper and diverse relationship with financial institutions in their area.

## **We Need Your Support!**

Sponsors Needed. This conference has helped to create a friendly and invigorating atmosphere that brings together community development professionals from all over the Country.

## **More Time to Network!**

We heard you. This year we have carved out a significant amount of time for all of our attendees to network with each other.

Please review the attached sponsorship form and please contribute today.

*Registration Is Open*

**We are looking forward to seeing you February 7, 2019!**

# We Are Excited!!

The 2019 Community-Up CRA Conference: Alliance Integration will be held at the Federal Reserve Bank of Chicago, Detroit Branch February 7, 2019!

The conference theme will be “Alliance Integration” and will focus on community assets and how they can be integrated into community development plans, for CRA purposes through partnerships, collaboration, innovation and education.

Community-Up hosted its first annual CRA Conference at the Federal Reserve Bank of Chicago, Detroit Branch to a host of leaders of various industries; Banks, Nonprofits, CDC’s, CDFI’s, and Local Government Officials. The conference was an immediate success, it was a sold-out event and had standing room only. The feedback we received from surveys, emails and verbally was overwhelmingly positive and it validated the need to continue this work in this and other markets.

## *Community-Up History*

Community-Up was founded in June 2017 by Lysa Davis, former Bank Executive and CRA Officer. Ms. Davis is known for her passion about community development, instituting innovation and collaboration to create strategic community development initiatives that were impactful. During Ms. Davis 20-year career in banking, she worked for banks of various asset sizes and noticed that smaller community banks did not have the same capacity for professional development as larger banks. CRA Officers were not able to travel out of state to conferences because of capacity. Thus, the Community-Up CRA Conference were created, to bring in experts from across the country to provide best practices, emerging ideas and strategies for community development.

## *Community Reinvestment Act (CRA) Regulation*

“Enacted by Congress in 1977 (12 U.S.C. 2901) and implemented by Regulations 12 CFR parts 25, 228, 345, and 195, is intended to encourage depository institutions to help meet the credit needs of the communities in which they operate”

Ms. Davis knowledge and experience in CRA allowed her to create a product that exposes banks to partnership opportunities that meet regulatory requirements, and offers community partners, local government and public/private sector a mechanism to diversify and deepen banking relationships.

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## *Registration Opens September 1st*

**Vendor Info:** If you are interested in a vendor table please email [info@community-up.org](mailto:info@community-up.org)

**Sponsor Info:** If you are interested in a being a sponsor please email [info@community-up.org](mailto:info@community-up.org)