WELCOME

Business Summit

Denver Botanic Gardens
Freyer – Newman Center Auditorium

Theme: Access to Capital, Real Estate Investing, Creates Generational Wealth

August 24, 2022 | 6:00 p.m. to 8:30 p.m.
Access to Capital, Real Estate Investing, Creates Generational Wealth

Papa M. Dia
Founder and Executive Director
African Leadership Group (ALG)
Access to Capital, Real Estate Investing, Creates Generational Wealth
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Brittany Morris Saunders
Head of Community Affairs, Denver Region

amazon
Solomon Muwanga
Vice President, Commercial Banker
ALG Business & Economic Opportunity Chair

MidwestOne Bank

Access to Capital, Real Estate Investing, Creates Generational Wealth
The purpose of the Business and Economic Opportunity Committee or BEOP for short, is to ensure that ALG meets its Economic Impact Objectives as outlined in its mission statement. Our primary goal is to put members of our community in a position where they can:

1. Identify business and economic opportunities
2. Win markets
3. Have access to meaningful job opportunities or help create jobs while thriving as successful business owners

The ultimate goal of the committee is to assist ALG members and our community to better themselves economically and therefore the state of Colorado at large.
MODERATOR

Mkale Warner
Owner, Enveritas Consulting, LLC
ALG Business Committee Member

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Starting the business – HOW you can get there:

• Persevere X 2
• CANNOT be done alone
  • Community Resources:
    • ALG, SBDC and Chambers
  • Access to Capital:
    • Energize Colorado, New Community Fund
  • Access to Opportunity:
    • City of Denver MBE, Federal 8(a), MPMSDC
• Build the Business – Years 1 to 6
• Build Generational Wealth
Access to Capital, Real Estate Investing, Creates Generational Wealth
HI I’M WENDY!

Wendy Lea | CEO
@WendySLea

My Professional Journey

• Finding my Own Path to Independence
• Insatiable Learner
• Bootstrap Business Builder
• Regional & State Ecosystem Builder
ALG BUSINESS DEVELOPMENT & ECONOMIC SUMMIT
Congratulations to the Business Pitch Competition Entrepreneurs!
About Energize Colorado

Our mission is to catalyze change for a more resilient and equitable small business ecosystem across the State of Colorado.

Energize Colorado is a nonprofit organization comprised of builders and innovators focused on serving Colorado’s smallest and most underserved businesses across four priority groups: women, rural, veteran, and BIPOC.
Our Impact

**$50 M DELIVERED**
FINANCIAL SUPPORT
By the end 2022, we will have delivered $41M in grants & $8M in loans.

**75 PARTNERS**
PARTNERS
75 partnerships have been activated through our Energize Community Program.

**3,000 SUPPORTED**
SERVICES
Since our founding, our programs have served 3,000+ small businesses.

**4,149 FUNDED**
BUSINESS OWNERS
We've supported 4,149 small business owners with grants and loans since 2020.

**564 VOLUNTEERS**
VOLUNTEERS
Since March 2020, we've had 564 volunteers engaged in building our programs.
The Ecosystem

*This is a work in progress*
Entrepreneurs Need Access

COMMUNITY
To connect with like-minded, aspirational professionals

CAPITAL
To launch and grow

PROGRAMS
To support big ideas and execution
Access to Community

- **Community**: Connection with people with common attitudes, interests, and aspirations.

- **Mentor**: An experienced and trusted individual who is willing to provide a helping hand; #givefirst

- **Advisor**: A person who offers expertise in a particular field; Usually fees associated.

**Resources**

- Energize Colorado Volunteer Community and Business Advisors
- Women-Owned Business Facebook Community
- SBDC Network
- African Chamber of Commerce
- The Fax Partnership
- Village Exchange Center
Access to Programs to Support Growth

- “How To” Series for Growth
- “Deep Dive” Workshops
- **Accelerators** that cover a range of topics to support growth

Resources

- Energize Community Accelerator
- Cybersecurity Programming supported by the Cyber Readiness Institute
- SistahBiz Bootcamp
- **Family Business Preservation Program** (Center for Community Wealth Building and DEDO) - *Pictured here*
Access to Capital

- Grants
- Loans
- Equity

Resources

- **Gap Fund Loans and Grants** (Up to $20k)
- **CLIMBER Loan Fund** ($30k-$500k)
- **CEDS Finance** (Immigrant & Refugee-Owned)
- **Colorado Enterprise Fund** (Up to $1M)
- **Venture Capital Authority** (Access to Venture Capital)
Contact Us

Subscribe To Our Newsletter at EnergizeColorado.com
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Real Estate Diversity Initiative
OUR MISSION

Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
ULI is a global nonprofit supported by members representing the entire spectrum of real estate development and land use disciplines. ULI facilitates an open exchange of ideas, information, and experience among industry leaders and policy makers dedicated to creating better places.
THE PURPOSE OF THE REAL ESTATE DIVERSITY INITIATIVE:

To provide training, mentorship & access to opportunity in the field of real estate development to women and people of color, diversifying both the real estate industry and ULI.
Evolution of the program over time:

2007
ULI Colorado meets with the Denver mayor, who wants to create a real estate diversity program

2009
ULI Colorado launches the REDI program with a grant from the ULI Foundation

2012
The program evolves from a classroom and mentorship program to include team projects on case study sites

2019
REDI became a national ULI program!

2021
REDI programs are partnering with ULI Learning to provide online classes
REDI Program

What the program includes

- Online, on-demand core curriculum on the development process provided by ULI Learning
- Local speakers that can provide local context and answer questions about each part of the development process
- Course on pro forma development with team support
- Team projects on a case study site
- Mentorship by ULI members
- Team coordination and support by REDI alums
- Final presentation judging by “Dolphin Tank” of ULI members
- Textbook on real estate development
- Graduation perks: ULI membership, Continuing Education Credits, REDI Certificate
Curriculum Topics
ULI members speak on these subjects during large group sessions

Site Identification, Acquisition & Vision
- How to pick a site
- Acquisition process
- Developing a vision for the site

Due Diligence
- Market analysis
- Site analysis
- Legal due diligence

Design & Entitlements
- Working with architects on the design process
- Sustainable design
- Zoning, entitlements & development review

Financing / Underwriting
- Pro forma development
- Financing options
- Cash flow
- Government & URA financial resources

Construction
- Construction costs
- Process of working with contractors

Marketing & Lease Up
- Process of marketing the project
- Lease up
- Working with brokers
Team Projects
Case study site development

- Diverse teams meet every other week to design and create a pro forma for a hypothetical development project on the case study site

- The site:
  - TBD

- Deliverables:
  - Presentation with development proposal that includes site design, market analysis, pro forma, and marketing plan
  - Pro forma for the project

- Judging criteria:
  - ULI best practices for land use
  - Addresses the community’s needs & financially viable
  - No winner, but bragging rights 😊
Mentors

Each team has 4 mentors

- 2 *development mentors* with experience in real estate development and financials
- 1 *design mentor* to help with site design
- 1 *peer mentor who is a REDI alum* who helps with team coordination and support
“The REDI program served as a launch pad for my transition into real estate development. The team I was part of was dynamic and included pertinent players in every field required to put a project together.”

- Ivan Anaya

“I credit REDI for a new construction condo development project consisting of 200 plus units which I am working on.”

- Danny Rubio

“The REDI program completed my understanding of the development process, adding the financial component to round out my knowledge. I have a deeper understanding of my client’s needs and challenges so I can better serve them.”

- Deborah Snyder
More Questions?
Ask Rodney M. Milton
Executive Director
ULI Colorado
Rodney.milton@uli.org
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For more information and to stay connected with our programs and events:

Contact us @ info@usalg.org
303-862-4062 | www.usalg.org