



Equitable Economic Development

Tony Willis

What is Equitable Economic Development?



- Equitable economic development unlocks the full potential of the local economy by dismantling barriers and expanding opportunities for low-income people and communities of color.
- Through accountable public action and investment, it grows quality jobs and increases entrepreneurship, ownership, and wealth. The result is a **stronger**, more **competitive economy**.

\$16,000,000,000,000

Amount the U.S.
Economy **lost** due to
discrimination

Citi GPS, Sept 2020

Equitable Development Programs

- One and All
 - Focused on ALICE
- Level-Up
 - Enhance Black and Brown business operations
- Elevate
 - Black business accelerator
- Diversity Star Award



Operational Processes

- DEI Training and ongoing education
- DEI Policy
- Review of language, content, and communication materials
- Annual Board meeting focused on Equitable Development
- Measurable/metrics



Final Thoughts

“ It all starts with understanding”