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”