

Partners for
Livable
Communities

A CELEBRATION OF

Vision &
Community
Spirit

March 9th, 2006

Renaissance Mayflower Hotel

Washington, DC

A CELEBRATION OF
Vision &
Community
Spirit

Partners for Livable Communities would like to thank the following for their support of a Celebration of Vision & Community Spirit Program and Dinner:

Bank of America

City of San José

Greater Kansas City Community Foundation

San Jose Redevelopment Agency

St. Louis Regional Chamber & Growth Association

PROGRAM

6:00 PM RECEPTION

RENAISSANCE MAYFLOWER HOTEL

7:00 PM WELCOME

MASTER OF CEREMONIES

PETER HARKNESS

Editor & Publisher

Governing Magazine

KEYNOTE ADDRESS

STEVE GUNDERSON

President & CEO

Council on Foundations

7:30 PM DINNER

8:30 PM AWARDS PROGRAM

2006 Awardees

Investors in America Award

VICKIE TASSAN, Senior Vice President, Bank of America Community Development Banking, who has been a key local asset and figure in banking, economic development and equal opportunity lending in Washington, DC for over 20 years.

William H. Whyte Award

RONALD LEE FLEMING, Principal at the Townscape Institute, Urban Planner and Designer, Preservation Advocate, Environmental Educator and Critic, for his visionary discussions of visual literacy and place making in the American community.

Entrepreneurial American Leadership Award

JODY KRETZMANN & JOHN MCKNIGHT, Co-Directors of the Asset-Based Community Development Institute at Northwestern University, for their great contributions to the entire field of community development through their asset-based neighborhood development and community building research.

JAN KREAMER, former president of the Greater Kansas City Community Foundation, for her pioneering efforts to redefine the leadership role that community foundations have in creating regional cooperation across the United States.

ALBERT SIMONE, President of Rochester Institute of Technology (RIT), for his commitment to RIT, promotion of diversity, and outstanding community involvement in the City of Rochester.

CITY OF ST. LOUIS, through the leadership of Mayor Francis Slay and the Downtown Now! partners, in recognition of what journalist Neal Peirce recently described as one of the most remarkable center city transformations in the nation, with over \$3.3 billion in downtown revitalization in just the past 5 years.

CITY OF EL PASO, represented by Deputy City Manager Patricia Adatao, for the tremendous public, private, and community partnership that went into the development and restoration of the Plaza Theatre Performing Arts Center as an asset for the future of El Paso.

CITY OF SAN JOSÉ, represented by Mayor Ron Gonzales for the diversity of programs and facilities that have been created to assist San José's lower and moderate-income families by increasing, preserving, and improving housing that is affordable and livable, and to the extent possible, ensuring long-term affordability and contributing to neighborhood revitalization.

PETER HARKNESS



Peter Harkness has been editor and publisher of *Governing*, a magazine for leaders of state and local governments, since it was founded 18 years ago. Before that, he was editor and deputy publisher of the *Congressional Quarterly* (CQ), a Washington information company known for publishing what is regarded as the unofficial and independent “bible” covering the U.S. Congress.

Harkness has watched government at all levels, from Washington to the states, cities and counties, for 35 years. His reporting assignments for CQ included the White House, Congress and national politics. In 1987, he founded *Governing* magazine on the premise that much of the responsibility and authority for governing the country had moved down to the state and local level, yet no one in the press was paying any attention.

He is a recipient of the Raymond Clapper Award for investigative reporting, awarded by the White House Correspondents Association, and is a fellow of the National Academy of Public Administration, one of the few journalists to be inducted into its membership. *Governing’s* circulation has grown to more than 85,000 state, city and county leaders across the nation. The magazine has been nominated four times as a finalist for the National Magazine Award, the highest honor in the industry.

STEVE GUNDERSON



Steve Gunderson is President and Chief Executive Officer of the Council on Foundations, a Washington, DC-based nonprofit membership association of more than 2,000 grantmaking foundations and corporations. After serving three terms in the Wisconsin State Legislature, Gunderson served 16 years in the U.S.

Congress and was a recognized leader on agriculture, education, employment policy, health care and human rights issues. His distinguished career also included leadership roles on AIDS policy, modernization of our nation's employment policy, lifelong learning, community learning centers, and job training policies for a global hi-tech economy.

Following his career in public service after he voluntarily retired in 1996, he was named the senior consultant and managing director of the Washington DC office of The Greystone Group, a Michigan-based strategic management and communications consulting firm. His areas of expertise included strategic planning and communications, with a strong knowledge of public policy. He also created and led the design and implementation of The National Conversation on Youth Development in the 21st Century sponsored by National 4-H Council.

The lead author of the recently published *The Jobs Revolution: Changing How America Works*, Gunderson is also widely recognized for his insight and analysis on the national political issues of the day and his understanding of the emerging workforce challenges facing America. He has lectured widely, from Harvard University to The Brookings Institution, and he is often interviewed in the media.

Gunderson currently serves on the Advisory Board of Partners in Surgery – a philanthropic effort bringing surgery to the rural poor of Guatemala. He has served on the boards of Gallaudet University, the Mary Fisher Family AIDS Network and the Human Rights Campaign, and has served as President of the Lutheran Church of the Redeemer in McLean, VA. A graduate from the University of Wisconsin–Madison, Gunderson today lives in Arlington, Virginia, with his partner Jonathan Stevens.

Partners Honors

Entrepreneurial American Leadership Award

The Entrepreneurial American Leadership Award acknowledges the civic capacity building, commitment, vision and entrepreneurial spirit of an individual, group, or city. Those honored with this award are real “doers” that accomplish change for the betterment of our communities.

Past recipients of the remarkable Entrepreneurial American Leadership Award include architect and sculptor Maya Lin, for her innovative public art in urban settings; Senator George Voinovich, for his strong leadership during his time as Mayor of Cleveland and Governor of Ohio; Janet Marie Smith, for “Field of Dreams” at Camden Yards and their sports stadiums across America's cities; and Deborah Szekely for her lifetime commitment to civic capacity building and leadership training.

Investors in America Award

The Investors in America Award acknowledges groups and individuals who use enterprise, vision, and creative public/private leadership to bring new civic assets to our nation's cities. Their exemplary efforts have resulted in the creation of projects, jobs and entire industries that offer our communities long-term assets and a renewed sense of pride.

Past recipients of the honorable Investors in America award include San Diego developer and philanthropist Ernest W. Hahn, for the mixed-use Horton Plaza development in downtown San Diego, a new model for in-town shopping; the National Association of Manufacturers, for bringing manufacturing back as a key resource for America's economic future; Catherine Bessant, for her leading work with community reinvestment at NationsBank, now Bank of America; Jaime Lerner, who helped make the city of Curitiba, Brazil an international model of sustainability during his mayorship; former Maryland Governor Parris Glendening for his work with smart growth and sustainable development in the State of Maryland and in the United States; and Secretary of the US Treasury John Snow for his commitment to promoting smart economic development policies and responsible business practices.

William H. Whyte Award

The William H. Whyte award recognizes those individuals that have exemplified and maintained the mission and ardor of William H. Whyte, New York City writer, anthropologist, urbanologist, and social critic, whose work provides a factual basis for achieving livability through empirical observations of the relationship of human beings to place.

The past recipient of this unique and special award was Fred Kent, President of Project for Public Spaces, whose research and analysis on great public spaces continues in the footsteps of William Whyte and acts as a guide for creating livable public spaces everywhere.

JODY KRETZMANN & JOHN MCKNIGHT



Over the past few decades, Jody Kretzmann and John McKnight have together helped redefine a paradigm, shifting the pathologies of despair in communities into strengths and assets. As Co-Directors of the Asset-Based Community Development Institute, a research project of the School of Education and Social Policy at Northwestern University, and through their popular book *Building Better*

Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets (1993), their ideas have revolutionized the field of community change.

Asset-Based Community Development (ABCD), the strategy outlined by Kretzmann and McKnight in their book, is an approach to community development that emphasizes the assets and strengths a community has as building blocks to reinvigorating the community, as opposed to the more traditional 'needs-based' approach, where the severity of problems defines the community. When communities are instead defined by their capacities and the strength of their relationships, culture, and commitment to change, the positive energy becomes the most powerful and direct method towards community mobilization and development.

Kretzmann and McKnight's approach to facilitating ABCD has influenced leaders from grassroots organizers to foundation presidents. Since 1993, over 70,000 copies of their book have been sold. A number of major foundations such as the Ford Foundation and the United Way have restructured community development programs around ABCD. More importantly, Kretzmann and McKnight have changed the way communities think about themselves and about their futures, offering hope, strength and solidarity instead of need and destitution. Where once only weaknesses were observed, strength is now found, and where once money pouring into these neighborhoods was considered charity, now it is considered investment.

Kretzmann and McKnight have both put in over 35 years of research and dedication to issues ranging from community development, social service delivery systems, neighborhood policy, and social movements to institutional racism, urban economics, ethics and politics, and public policy. McKnight has been with Institute for Policy Research (IPR) at Northwestern since 1969, where he has been associated with many of their major research projects and has been involved with such activities as the Chicago Innovations Forum, an IPR-based dialogue among neighborhood leaders and innovators in economic, political and social development. Kretzmann was a founding faculty member of the Associate Colleges of the Midwest Urban Studies Program, and in addition to his position at Northwestern, previously served as the chair of the Neighborhood Planning Committee for former Chicago Mayor, Harold Washington.

JAN KREAMER



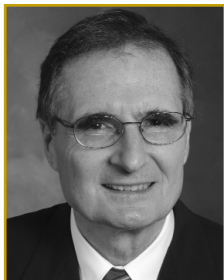
Jan Kremer has never thought small. In the 20 years she worked for the Greater Kansas City Community Foundation, she has led the organization to stand out as a leader among community foundations across the country. Despite the fact that there are many communities larger than the greater Kansas City area, in 1998 the Foundation was the top-ranked in contributions received out of 550 Community Foundations nationally, and it continues every year to rank in the top 10. In 2005, the Foundation awarded over \$129 million in grants to more than 2,000 organizations in the greater Kansas City area.

These statistics may be impressive, but the quality of the work that the Foundation does also makes it a nationally recognized innovator in community leadership. Kremer believes very strongly that it is not only the amount of money raised and granted, but the number of people involved in the community and the ability of the foundation to listen to the community and give it what it needs and wants that makes the Foundation so successful. Over the past several decades, Kremer has cultivated the capacity of the Foundation by focusing on strategic planning and spearheading initiatives that strengthen the relationships and increase the amount of information being passed about needs and wants between donors, local foundations, and the receivers. Local initiatives such as The Partnership for Children, YouthFriends, Project NeighborHOOD, YouthNet, Arts Partners, and New Start have all benefited from the collaborative environment promoted by the Foundation.

Kremer began her career in education, and was involved in projects such as the Learning Exchange, an educational consulting agency where her work eventually produced the Exchange City, a program that prepares students to become productive workers and citizens. She has carried this dedication to youth and education through many years, and has been nationally recognized for her focus on youth development programs. She has also received many awards from organizations throughout Kansas City who recognize the importance of her focus on mobilizing all parts of the community to create a better quality of life for all.

Kremer serves on the board of directors of the Metropolitan Kansas City Performing Arts Center, Blue Cross and Blue Shield of Kansas City, the National Local Initiatives Support Coalition (LISC), and the Edna McConnell Clark Foundation. Three years ago, she enacted a transition plan that lasted until this past December, culminating in her retirement. Through this process, she ensured that her successor could continue GKCCF's mission that she has both created and promoted all these years of "increasing charitable giving, connecting donors to the needs in the community they care about, and providing leadership on critical community issues."

ALBERT SIMONE



Dr. Albert Simone has committed himself to raising the bar at Rochester Institute of Technology (RIT), where he has been president since 1992. Enrollment is constantly rising, new programs and facilities have been added at a rapid rate, and RIT has taken concrete steps towards its goal of being a “Category-of-One” university- dominating the field of career-focused universities much like MIT dominates research universities and Harvard dominates traditional universities. However, Simone has done more than just make RIT more competitive; he has spearheaded efforts to vastly increase the amount of diversity on campus, recognizing that greater diversity at RIT both adds to the quality of life and experience on campus, and bolsters the number of minorities in the technology, computers, and engineering fields, where they are traditionally underrepresented.

In 1997, Simone and RIT reached a landmark in their goal to increase the number of African American, Latino American, and Native American (AALANA) students, faculty, and staff by creating the Diversity Action Plan which focused on both increasing the number and the success of AALANA students in all RIT colleges and divisions. In 1999 Simone and RIT created the Assistant Provost for Diversity to help RIT become more competitive by ensuring that students were being exposed to issues of diversity through curricula and programs, through the faculty, and through each other. Additionally, in 2001 the university created the North Star Center for Academic Success and Cultural Affairs, which assists in overcoming difficulties and supports and recognizes excellence in academic work, ethical/character development, and community service.

In 2002, the RIT Board of Trustees and top administrators including Simone held the first ever Diversity Day to map out strategies for the future. This program gained national recognition, and two magazines, *Hispanic Outlook* and *Black Issues in Higher Education*, carried feature articles on the University. RIT also has been working with both local and national high schools to help expand academic excellence in minorities to increase the applicant pool. As a result of these efforts and many others, over two-thirds of the growth in enrollment in the last six years is attributed to international, African American, Hispanic American, Native American, Asian American or deaf/hard-of-hearing students.

Prior to Simone’s success at RIT, he served as faculty at seven major higher education institutions and as president of the University of Hawaii System. He is very active in the Rochester community, having acted as Chair of the Greater Rochester Metro Chamber of Commerce, and participating in such programs as City of Rochester Mayor’s Biracial Partnership for Community Progress Program. His dedication to diversity and excellence in learning has transformed and continues to transform one of the major educational institutions in America.

VICKIE TASSAN



For more than 25 years, Vickie Tassan has worked behind the scenes as a true leader in the banking industry by engaging herself in countless projects relating to investment, philanthropy, and fundraising. She has brought national visibility to community development banking, initially a fledging industry, and has taken the role of the bank above and beyond the call of any of the laws surrounding the Community Reinvestment Act.

Throughout her professional career, she launched a number of national campaigns and programs that have used the leverage and sponsorship of Bank of America and its predecessor institutions to promote community development. In 1995, she worked on "Blueprint 2000: Communities for the 21st Century," a conference convened by NationsBank in conjunction with Partners for Livable Communities, the National Community Reinvestment Coalition, the National Council of La Raza, and the National Urban League to create a national team to meet community reinvestment goals and set priorities in community building with more than 400 community leaders from across the country. In 2000, she implemented the 'America – Block by Block' campaign which connects Bank of America and its national alliances and partnerships with local governments and community organizations to target neighborhood revitalization efforts in selected cities across America.

More recently, Tassan has been promoting dialogues to produce change. In 2003, she helped lead the process of creating the Inner City Economic Forum. This partnership between Bank of America, the Initiative for a Competitive Inner City, and four foundations seeks to reduce economic inequality in inner cities by taking advantage of the substantial markets that are undervalued in city cores. The Forum, which represents a diverse group of over 300 leaders, meets annually to set Action Areas and renew the urgency of their cause. Since the original Forum, Tassan has also been instrumental in securing Bank of America as the first private sector sponsor of the Mayor's Institute on City Design and as a result, the company is partnering with them to convene forums over the next year on Immigrant Neighborhoods and Workforce Housing.

Currently, Tassan serves as a Senior Vice President with Bank of America and is the national marketing manager for all community development and related activities. In this role, she is responsible for public relations, media relations, and marketing of Bank of America's community development banking projects and initiatives and other community impact activities. Tassan's vision of the role of the bank in community development has guided these endeavors, and has allowed her to launch many successful programs on a variety of topics. She is and always has been an entrepreneur who is finding new and innovative ways to invest in America's future.

RONALD LEE FLEMING



For 30 years, Ron Fleming has been a historic preservationist, a public art advocate and practitioner, a campaigner against unattractive design and development, and a spokesperson to help organizations and corporations understand that good design for communities can also be good for business. The various roles he has played in his life paint a picture of someone who is deeply dedicated to finding and exploring new and innovative methods to enhance place identity, and to making places stronger and more livable by investing in the built environment.

Fleming's early "Main Street" projects were some of the first in the nation and had a long-term impact on the New England communities in which they were implemented. As designer, he developed with artists and artisans a series of placemaking commissions which connect people to the historical and emotional associations that enrich the meaning of place. As the founding chairman of the Cambridge Arts Council, he made the initial contacts with the Department of Transportation that resulted in the innovative 'Arts on the Line' program and generated more than a million dollars for arts commissions on the Massachusetts Bay Transportation Authority system. Fleming's 1988 Radnor Gateways Enhancement Strategy, a collaborative design with artists and landscape architects, "re-imagined" a megalithic landscape along a five mile highway corridor on Philadelphia's Main Line. This project won numerous design awards and was recognized by the Federal Highway Administration through instructional videos for highway engineers as a creative way to enhance highway design.

In addition to his work in practice, Fleming engaged the wider public with prolific articles and books that transmit his knowledge and experience. His trilogy, *The Power of Place*, which includes *Place Makers: Creating Public Art That Tells You Where You Are* (second edition, 1987), *On Common Ground: Caring for Shared Land from Village Green to Urban Park* (1982), and *Facade Stories: Changing Faces of Main Street and How to Care for Them* (1982), was nominated for a Pulitzer Prize in 1982. He continues to write, and in 2002 the American Planning Association published *Saving Face: How Corporate Franchise Design Can Respect Community Identity*. His upcoming book is *The Art of Place Making: Creating Public Art, Urban Design and Interpretation That Tell You Where You Are*.

Since 1979, Fleming has been the Principal at the Townscape Institute, an organization dedicated to visual enhancement of the built environment and projects combining public art and urban design. Fleming has traveled the world, lectured all over, and has a visual repertoire of images that makes any audience open their imagination to beauty. He is a unique renaissance man whose passion is community, palate is design, and skill is public art.

CITY OF ST. LOUIS

In the late 1990's, the downtown of the City of St. Louis was struggling to keep up with the spreading suburbanization and relocation of people, entertainment, retail, and business. To counteract this problem, a public/private partnership was formed in 1997 to develop a five to seven-year plan for revitalizing downtown St. Louis, which became known as the Downtown Now! Action Plan. Led by the City of St. Louis, the St. Louis Regional Chamber and Growth Association, Downtown Saint Louis Partnership, St. Louis 2004, and a non-profit created later named Downtown Now!, the effort has been a stunning success and has led to a vibrant revival of the downtown area.

Since the plan was officially adopted in 1999, there has been one of the most remarkable center city transformations in the nation, with \$3.3 billion in investment downtown, and another \$1 billion projected. In addition to the groups involved in the plan, Mayor Francis Slay has been a key leader, helping to attract new investment and revitalize historic neighborhoods throughout the City of St. Louis. There has been major growth of new residential development, which has added over 1,300 units downtown in the last five years. With the State of Missouri's aggressive 25% historic tax credit, many of these new residential projects have come out of the reuse of historic buildings, thus filling spaces that have laid empty for years, and prompting many new retailers and restaurants to open businesses in downtown.

Three keystones spurring current development have led to other remarkable changes. Today, the Washington Avenue corridor, formerly a garment district, is bursting with new loft space and businesses that take advantage of the old abandoned warehouse space. The Old Post Office has been renovated for mixed-use, and includes space for Webster University, the Missouri Court of Appeals, and other offices and retail. Finally, St. Louis will open a new baseball stadium in March of 2006, turning the location of the old stadium into a mixed-use district with a public plaza for gathering before and after games.

The Downtown Now! Action Plan was created to mobilize St. Louis to carry out change instead of just talking about it. Nationally-syndicated urban affairs columnist for *The Washington Post* Neal Peirce, who once observed that the urban core was near death, recently celebrated the renewed spirit of the region's center city. "Now, praise the Lord, your center city certainly does seem to be on a recovery path," he noted. "The big, visible headline of your change is your downtown." He described the turnaround of downtown St. Louis over the past several years as the most significant he has ever witnessed. Indeed, it is the spirit of St. Louis and all of the organizations involved in guiding development that has successfully re-energized the downtown area and the entire St. Louis region.

CITY OF SAN JOSÉ

In the last decade, the Silicon Valley region has experienced some of the fastest rising housing prices in the country. However, the City of San José, the most densely populated area in Santa Clara County, has stood out as the exception in its efforts to counter this problem with innovative programs to improve, preserve, and increase the supply of affordable housing in the city. San José's focus on affordable housing has succeeded in making it the leader of affordable housing production in the State of California.

From 2000-2005, the median house value in San José increased by over 160%, and rents have also increased dramatically every year. However, since the creation of the housing department in 1988, the City has constructed over 15,000 units of affordable housing for a diverse population including families, seniors, and those with special needs. Just this past year, Mayor Ron Gonzales announced a new goal to have 10,000 units of affordable housing constructed during his eight-year term, beginning in 1999. As of January 2006, 8,499 units were completed, 1,418 were under construction and an additional 812 were planned for a total of 10,729 towards the 10,000 unit goal.

The Mayor and the City's housing department do not only build affordable houses, they find ways to assist people with different housing needs. In 1999, Mayor Ron Gonzales launched the San José Teacher Homebuyer Program that allows teachers in the San José public school system to receive up to \$65,000 in zero-interest down payment assistance toward the purchase of their first home. Since then, the City has helped more than 500 teachers buy their first homes in the city. San José also works with its Redevelopment Agency and area communities on the Strong Neighborhood Initiative, and because so many communities identified housing rehabilitation as a strong priority, the City created the Rental Rehabilitation Demonstration Program, and over the last year has improved more than 300 units. The programs are not just for those with special needs; the housing department also has an outreach and education campaign aimed at protecting all residents from harmful predatory mortgage lending practices, called "Don't Borrow Trouble Silicon Valley."

It is characteristic in San José for affordable housing projects to go beyond simple living requirements and offer a high quality of living standard. Since its inception, the Department of Housing's innovative planning and resulting programs have won many awards and gained national recognition for design, affordability, and ability to attract and leverage substantial public and private financing. The City understands that to continue to be as economically successful as it is, it must ensure that there is an adequate mix of housing available for all of the different jobs required to support a thriving economy.

CITY OF EL PASO

The Plaza Theatre Performing Arts Centre in El Paso, TX, once known as The Showplace of the Southwest, stood to be demolished in 1986.

The announcement of the demise of this community treasure spurred the El Paso Community Foundation to action, and in March of 2006, twenty years after the building was almost destroyed, the Plaza Theatre will reopen as a major performing arts facility, thanks to the public/private partnership between the Foundation and City of El Paso.

The theatre, built in the Spanish Colonial Revival style of architecture in the late 1920's, was once thought to be the largest theatre between Dallas and Los Angeles, and was recognized as the most architecturally grand theatre in El Paso. Its flexibility in being able to present both films and stage shows placed it as the center of entertainment in the city. Unfortunately, with the increasing popularity of television and the decreasing number of people turning to downtown for entertainment, the theatre lost its prominence in the lives of El Paso's citizens. However, it never lost their hearts. After the announcement of the demolition, the Community Foundation responded with a campaign like none other it has undertaken before. They were able to raise \$1 million with only 6 weeks of intense fundraising, enough in the short time span they were given to save the Plaza from the bulldozer.

The El Paso Community Foundation worked on conducting numerous studies of what made performing arts facilities successful around the country, and in 2002 the City of El Paso and the Foundation entered into the largest public/private partnership in the state of Texas, with the City dedicating \$15.5 million and the Foundation dedicating \$12 million to the renovation. Much like in the past, flexibility remains key to the potential of this performing arts facility through the diverse uses made to benefit the whole El Paso community. In addition to the main theatre, capable of holding 2,100 persons, there will be a small community theatre, a restaurant, meeting spaces, and a rooftop garden. Furthermore, the designers created a new public gathering space that rests in between the Plaza Theatre and the El Paso Museum of Art to add to the vibrancy of the area. Every detail that went into the planning was important; for example, the smaller theatre is designed to have the right number of seats to be accessible to community groups unable to pay high royalty fees on scripts being performed in larger theatres, and the designers worked hard scouring the region to recover original furniture and artifacts that were sold in an auction in the 1970's.

Listed on the National Register of Historic Places with a national significance designation, the Plaza Theatre represents both a new and familiar community hub for El Paso. Through the partnership of the El Paso Community Foundation and the City of El Paso, El Paso has recovered an important element of its rich, twentieth-century heritage.

