

## **A. Narrative Section:**

### **1. Organization History**

The Scotlandville Community Development Corporation (CDC) pursues development and redevelopment projects in the areas of affordable housing and economic development using a process designed to maximize community participation and produce economically sound projects. The purpose of the Scotlandville CDC is to " promote residential revitalization and to stimulate investments in economic and social development." Scotlandville CDC is dedicated to helping low- to - moderate-income families through housing development and training for homebuyers.

Scotlandville CDC was formed in 1994 as a private, not-for-profit, charitable organization by a small group of neighborhood stakeholders to revitalize the Scotlandville area. The board of directors is composed of community volunteers, consisting of concerned homeowners and renters, business owners, and representatives from social services and major institutions. Since 1994, the Scotlandville CDC has become a change agent in North Baton Rouge, and today can boast of many accomplishments, including the new construction of 12 single-family homes that have been sold, leveraging investments in the community totaling almost \$2 million dollars from private and public funders, and the near completion of a newly renovated 44-unit apartment complex totaling \$1.5 million in investments.

Scotlandville CDC's community outreach programs include the Project SUceed Program with Southern University; *Freedom Park*, the Underground Railroad that was a component of the Spark Park Initiative at Banks Elementary School; the Community Against Drugs and Violence (CADAV); annual Thanksgiving and Christmas Baskets donations; 2 neighborhood charrettes; a membership gala at Mount Pilgrim Baptist Church; and Scenic Highway Sweep, which was a part of the Great American Clean-Up.

### **2. Community Needs**

Scotlandville CDC continues to emerge as the model for a resident-led community movement that utilizes housing development as a catalyst. Scotlandville CDC has provided workshops to nonprofits organizations in the Scotlandville area on several topics, including grant writing and board training. Scotlandville CDC has made an effort to establish its organization in the community as a collaborative partner, and has garnered the respect of other neighborhood organizations.

The efforts of the Scotlandville CDC have been impeded by the lack of coordination and duplication of social services in the community. A number of non-profits work independently of each other and have focused narrowly on the defined "prize," and their efforts have not resulted in a sustained significant neighborhood rebirth.

The Scotlandville CDC plans to address this dilemma of duplication of services through the Comprehensive Neighborhood Plan. Organizations that continue to provide services that exist apart from any overall vision for the neighborhood's future are often misdirecting finite reserves

of energy and resources that should be channeled into examining neighborhood needs and strategically determining which approaches are likely to have the farthest reaching effect for the greatest number of residents over the long-term.

### **3. Project Description**

#### **a) What Population will be served?**

Scotlandville is one of Baton Rouge oldest neighborhoods. The neighborhood profile states that only 68% of the residents graduate from high school in the community. Unemployment is a major problem in this community and is 4.9%. Scotlandville has a population of 5,000 with a crime rate of 8%. The percentage of single parents, 31%, with children tops the regional and national average.

#### **b) What is the project or program?**

The Scotlandville CDC is seeking a bridge grant to support the continued planning and implementation of initiatives in the Scotlandville neighborhood, to launch initial phases of the Comprehensive Neighborhood Plan, and to sustain the CDC until developer fees and rental income are realized.

The outlook for Scotlandville CDC is promising and future projects include a tax credit project, which will consist of 58 single-family rental homes and an office complex. A partnership with Southern University and A&M College for the construction of rental or single-family homes on 5 lots is underway and will provide approximately \$2,500 in developer fees per unit or home in June 2004. This partnership is the result of a Historical Black College and University (HBCU) grant through the Youth Build Program and Center for Social Research.

Southern Meadows, a 44-unit apartment that is located on Mills Avenue at the gates of Southern University and Crestworth subdivision, is scheduled for completion in the early part of 2004, and Scotlandville CDC will receive \$60,000 in development fees in June 2004. Beginning in January 2005, Scotlandville CDC will receive a percentage of the cash flow from Southern Meadows after expenses are paid, and after thereafter yearly. Also, Scotlandville CDC will receive a percentage from the tax credit project in June 2004.

The Scotlandville area is in the midst of the largest economic development effort in the last 50 years. Construction is underway for several projects, including the Hilton Hotel. This is an opportunity for residents in the Scotlandville area to become a part of this economic boom and bring to fruition entrepreneurship opportunities and dreams.

#### **c) Goals, Objectives & Activities**

Scotlandville CDC has developed affordable housing programs to provide new and renovated homes throughout Scotlandville. Scotlandville CDC is presently working to establish 3 adjudicated properties into homes which are under construction on 68<sup>th</sup> Avenue; a 44- unit apartment, Southern Meadows, that is being renovated; and a \$1.5 million dollar development, partnering with CGC Construction Company, on Mills Avenue at the gates of Southern University and A&M college.

In addition to its affordable housing initiative, the Scotlandville CDC is participating in a Comprehensive Neighborhood Plan, which is a component of a community development movement in Baton Rouge that is being spearheaded by the Baton Rouge office of the Local Initiatives Support Corporation (LISC).

The Scotlandville CDC Comprehensive Neighborhood Plan will address issues that are specific to the Scotlandville area. The Scotlandville CDC has been conducting a neighborhood assessment, which has assisted in identifying the needs of the community. Vista Volunteers have been going door-to-door interviewing resident in the Scotlandville area. The Scotlandville CDC has identified some issues during the neighborhood assessment; however, other issues will become known as part of the comprehensive neighborhood planning effort. In particular, issues that have been identified include the following:

- 1). Duplication of social services in the North Baton Rouge community;
- 2). Lack of coordination of services by nonprofit entities;
- 3). A mechanism for effective communication between service providers is not available; and
- 4). Deficiency of economic opportunities.

The overall goal of the Scotlandville CDC Comprehensive Neighborhood Plan will serve as a catalyst for synergy in the latest economic boom on Harding Boulevard. Objectives for making the Comprehensive Neighborhood Plan a reality include:

1. Provide affordable housing;
2. Define Scotlandville CDC's role in the community;
3. Increase neighborhood communication;
4. Produce a 3- year comprehensive plan;
5. Developing a thriving commercial center;
6. Expand employment linkage and training opportunities;
7. Enhance community life for youth and adults through the coordination of services; and
8. Serve as a resource provider for community services.

**4) Who are the collaborators for this program or project, if any?**

Scotlandville CDC has partnered with several organizations and institutions, including Southern University A&M College, Banks Elementary, CADA V Incorporated, New Galilee Baptist Church, Mount Pilgrim Baptist Church and Great American Clean-Up. Also, Scotlandville CDC is in the shadow of one of America' most prestigious HBCUs, Southern University and A&M College, and has already collaborated with Southern University and A&M College on several projects.

**5) How long will the program or project (months, years, etc.)**

The Proposed bridge grant will provide crucial funding to sustain the Scotlandville CDC until June 2004.

**6) AS far as you know, is this type of program or project currently offered in the community? If so, please list the organization (s) providing this service. How will your program or project add additional value?**

Scotlandville CDC is one of 3-community development corporation serving the Scotlandville area. Due to recent efforts, the projects implemented by Scotlandville CDC, there is a surge in redevelopment in the neighborhood, and several projects are underway. University CDC has been focused on micro-business enterprises, and Caleb CDC's primary focus has been on the production of multi-family units. The Scotlandville CDC has taken a different approach and has focused on community development in addition to affordable housing.

**7) What is the total cost of the program or project? How much are you requesting from the Area Foundation?**

The amount requested from the Area Foundation Funds is \$39,644. LISC will provide additional operating funds from HUD Section 4 in-kind, or from other funders. Other funders and partners will be solicited for additional funds for implementation of other projects. See attached budget.

**8) Explain how the program or project will be evaluated?**

The type of evaluation that will be utilized is based on program outcome impact and outputs. In addition to determining if the identified problems have been solved, the overall impact and outcome on the population in need will be assessed. Program impact and outcome will measure changes that occur in the population or problem as a result of program outcomes and will measure the service delivery system

**9) How do you define success for this effort?**

Indicators have been provided that determines success in various program components; however, the most important measure of success is the stabilization of Scotlandville CDC.

**10) What short-term and long-term results will you track?**

INPUTS	ACTIVITIES	OUTPUTS	OUTCOME	INDICATORS	DATA SOURCE
Scotlandville CDC LISC Baton Rouge Community residents and stakeholders	Conduct 2 general meetings with stakeholders to ascertain needs	Stakeholders will attend 2 general meetings to ascertain community needs	The delivery of services will meet the community needs	The number of stakeholders who participate  Coordination of the delivery of services	Participation Logs  Documentation of needs
Scotlandville CDC LISC Baton Rouge Community residents and stakeholders	Define Scotlandville CDC's role in the community	Social service providers will obtain an understanding of roles as service providers	Scotlandville CDC will provide delineated services and have a defined role in the community	Resources will be utilized more effectively	Comprehensive Neighborhood Plan  Strategic Plan

Scotlandville CDC LISC Baton Rouge Community residents and stakeholders	Increased neighborhood communication	Community residents will develop a mechanism for communication	Community residents and stakeholders will give input on mechanism for communication  A systematic mechanism for residents of the community to address issues	Development of a communication system for social services	Communication Mechanism (Newsletter, web site, etc.)
Scotlandville CDC LISC Baton Rouge Community residents and stakeholders	Develop a thriving commercial center	Community residents will develop plans for economic opportunities	Businesses will be incubated that have been developed by community residents	Development of small businesses and expansion of existing businesses  Vibrant community that is making positive changes	Directory of new businesses and expanded businesses

**11) What will you use to measure your program or project's effectiveness?**

Using data from assessments, Scotlandville CDC will establish a baseline of community perceptions of needs. Outcomes will reflect a 45% increase in awareness and a 15% increase in involvement in activities and initiatives.

Perceptions of community should show statistically significant improvement in the target area. Additional indicators will include the implementation on newsletter, web site, resource Info-Line and an increasing level of community participation in community events. Outcomes will include a 30% increase in the membership of such associations and meetings.

**12) How will you keep this data?**

Various methods to track the programs' success will be utilized, and are enumerated in the data section.

**13) Describe the organization's plan to continue the program or project after the Foundation's funding support ends.**

The Scotlandville Comprehensive Neighborhood Plan will result in a 3-year plan, and due to the process of involving community stakeholders, additional partners will be identified. Also, Scotlandville CDC will continue to pursue development projects, which will supplement its operating budget.