

Chinatown Economic Development



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Session Outline



- Overview of Economic Development
 - Examples
 - Measures of Success
- CCDC's Role and Goals for Economic Development
 - Support Local Businesses
 - Capital City /Arts and Culture
 - Safe, Clean and Beautiful Spaces
 - Research: Economic Indicators and Asset Mapping with Walden Shi, consultant
- Chinatown Research with Malcolm Collier (Lecturer Emeritus, Asian American Studies, San Francisco State University).

What makes a thriving community?



- What does a vibrant commercial district look like to you?
- What displacement pressures are created? What creates them?

Community Economic Development



- Community
 - People living in same geographic area and/or sharing common characteristics
- Economic
 - Relating to Material Goods and Resources
- Development
 - Process of Change for the better

What is community economic development?



- Process that seeks to **improve economic conditions and quality of life** for members of the community
- Generally **governed by members** of the community
 - Public, businesses and non-governmental sectors work collectively to create better conditions for economic growth and employment generation
- Can be described as **using local resources** to create economic opportunities while improving social conditions in a sustainable way

What is community economic development?



- Might involve **different types of projects and programs** (such as small business assistance, commercial real estate development, job training and placement programs, or affordable housing).
- Can be used to **strengthen the economic capacity** of an area, improve investment climate, and increase the productivity and competitiveness of local businesses and workers.

Goals of community economic development?



- Improving Economic Conditions
 - Decreasing cost of living and increased access to goods and services
 - Increase demand for labor/Create jobs and improve labor supply
 - Improve financial stability and financial management
- Enhancing Quality of Life (to attract/retain businesses and residents)
 - Facilitate arts and culture
 - Promote healthy environment.

What are some examples of economic development?



Local Examples of community economic and workforce development



- Entrepreneur training program and business consulting centers (SBA, La Cocina)
- Small business loan programs (Kiva, Main Street Launch)
- Marketplaces/Business incubators (La Cocina)
- Job Training Programs (Charity Cultural Services, Chinese Newcomers)
- Youth Development/Social Enterprise Programs (Juma Ventures, Chinatown Alleyway Tours)

Entrepreneurship training program, Marketplace Incubators: La Cocina



IN 2016 REEM OPENED AN ARAB STREET FOOD BAKERY IN THE FRUITVALE NEIGHBORHOOD OF OAKLAND, CALIFORNIA.

HER BAKERY EMPLOYS 25 PEOPLE AND AIMS TO CULTIVATE UNDERSTANDING FOR THE ARAB EXPERIENCE IN AMERICA.

IN 2018, HER BAKERY WAS NAMED A FOOD & WINE “BEST NEW RESTAURANT” AND SHE WAS A JAMES BEARD AWARD SEMIFINALIST IN THE “BEST CHEF WEST” CATEGORY.

We support businesses by providing an affordable commercial kitchen space, industry-specific technical assistance and access to market opportunities. We focus primarily on providing resources to women from communities of color and immigrant communities.

Our vision is that entrepreneurs gain financial security by doing what they love to do, creating an innovative, vibrant and inclusive economic landscape.

Job Training Programs: Charity Cultural Services



Charity Cultural
Services Center
博愛文化服務中心

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Culinary Training Program 餐飲業培訓課程

[Chinese Cooking Class >>](#)

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About Our Culinary Programming 關於餐飲業培訓課程

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Youth Development Programs: Juma Ventures



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FOR VOLUNTEERS ▼

FOR ALUMNI

ABOUT ▼

Point with your cursor to learn more about each component of the model.



Juma embraces a collective impact approach to achieving its mission, and over the last year has made significant progress forming partnerships with local nonprofit organizations serving foster care youth such as First Place for Youth, and other initiatives working to place disconnected youth into employment such as My Brother's Keeper. These organizations are able to provide Juma youth with additional wrap around supportive services such as housing assistance, transportation and mental health counseling.

SUPPORT OUR YOUTH →

Youth Development Programs: Chinatown Alleyways Tours (CATS)



Chinatown Community
Development Center
華協中心

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BUILDING COMMUNITY ▾

HOUSING ▾

NEWS & E

Chinatown Alleyway Tours (CATs)



Sign up for a tour



Chinatown (San Francisco, CA)

In 2001 Chinatown CDC's Youth team conducted oral history interviews and academic research to develop a more comprehensive perspective on Chinatown's history. From this research the youth developed CATs—designing a tour route, script, and training manual—and began to offer guided tours through Chinatown's many alleyways. The tours include a history of Chinatown and offer alternative perspectives of the neighborhood you might not get on regular tours. The youth lead tours for individuals, families, schools and groups. To sign up for the next tour, please visit [Chinatown Alleyway Tours](#).

[Sign up for a tour](#)

Measures of Success



- **Quality jobs** have been created or retained
- The **flow of capital** into the community has increased
- **Capital leakage** has decreased (money stays in the community) and the **multiplier effect** has been stimulated.
- **Productive assets** have expanded in amount, capacity, and local control.
- **Barriers to employment** have been eliminated
- **Self sufficiency** among residents has increased
- **Additional business development/attraction** has been stimulated.

Attributes of an Ideal Economy



- **Economic Vitality**
 - Local economy that makes full use of human and physical resources
 - with good jobs for all those that need them
 - that provide necessary goods and services
 - and whose productive activities are adaptable and innovative
- **Economic Equity**
 - No serious disparities between incomes based on age, race, language access
 - Fair income for work
 - All residents have access to basic necessities of life

Attributes of an Ideal Economy



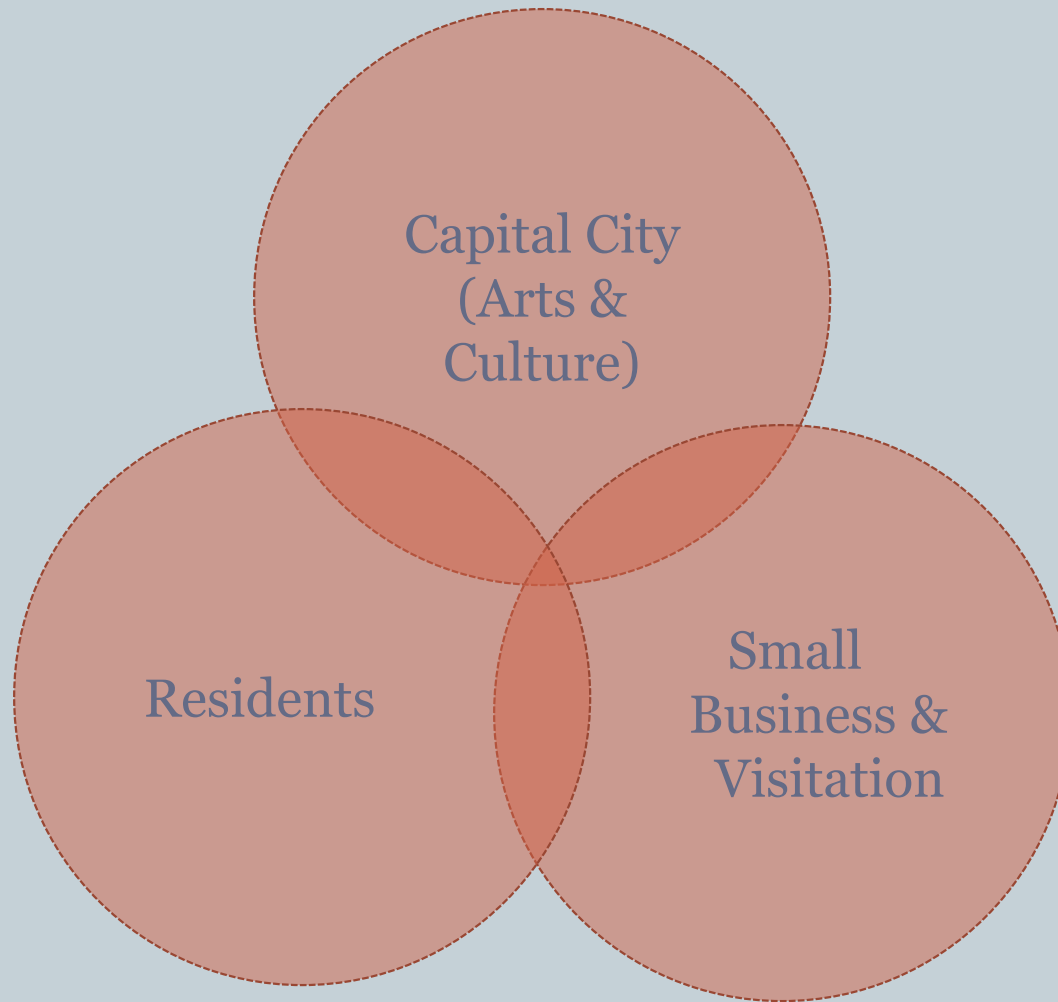
- **Economic Security**
 - Jobs that people can count on, time, education assistance finding other employment if needed
- **Economic Quality**
 - Good jobs doing challenging work
 - Safe working conditions
 - Producing goods and services
- **Economic Empowerment**
 - Local economy controlled by those it affects

CCDC's Role in Economic Development



- **Planning**
 - Asset mapping (business and residential data)
 - Analyzing Park and Ride utilization data
 - Monitoring Businesses for Zoning Violations
- **Programming**
 - Park and Ride
 - Creative Placemaking: 41 Ross exhibits and campaigns
 - Small business assistance
 - Partnerships with SF city programs
 - ✦ Façade Improvement Projects, SF Shines
 - ✦ Legacy Business Program

Chinatown Economic Development



CCDC's Goals



- Chinatown's local economy should serve as a **regional cultural capital mecca** for Chinese and Asian-Americans and other visitors alike; its identity rooted in the history of the people and community-based, neighborhood-serving institutions.
- All economic development programs and strategies should serve to build community relationships, promote **locally-owned retail**, and support cultural institutions, all the while bringing more investment to the neighborhood.

Areas of CCDC Roles



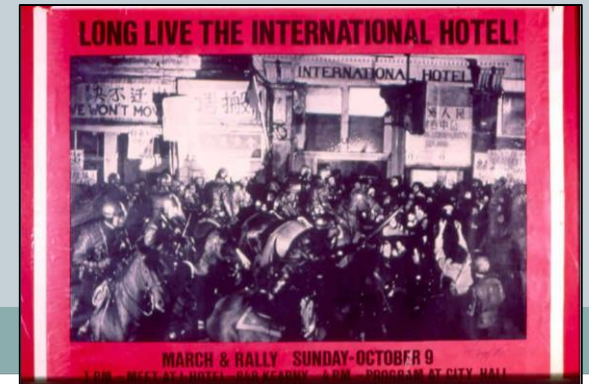
- **Goal 1:** Support Local Businesses to Thrive and Expand, and Attract Businesses that Complement Chinatown's Diverse, Locally Owned Business Environment
- **Goal 2:** Strengthen Existing Cultural Assets to Provide a Coordinated Effort to ward Chinatown as a Cultural Capital Mecca
- **Goal 3:** Facilitate Greening and Maintenance for Safe, Clean, and Beautiful Space

Goal 1: Support Local Businesses



- **Goal 1:** Support Local Businesses to Thrive and Expand, and Attract Businesses that Complement Chinatown's Diverse, Locally Owned Business Environment
 - Interview merchants to understand their needs and connect them to the right resources
 - Track new businesses, vacancies to have pulse on local economy and to also keep track of which merchants request technical assistance

Residents

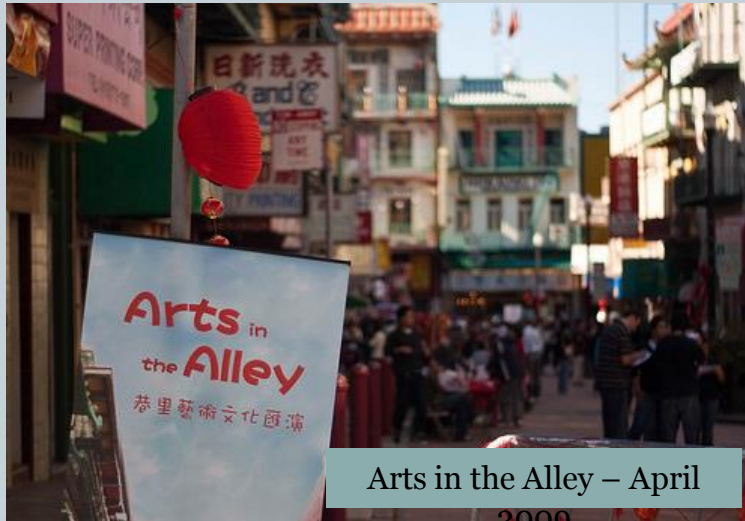


Small Business & Tourism



- **Business Support and Retention**
 - Referring merchants to business technical assistance agencies (i.e. lease negotiation, small business loans, marketing, etc.)
- **Attraction**
 - Building close ties with property owners
 - Keeping tabs on potential tenants for vacant units
- **Job creation**
 - Understanding economic climate in order to be attuned with job opportunities
 - Chinese Progressive Association

Goal 2: Strengthen Existing Cultural Assets for Cultural Capital Mecca



Arts in the Alley – April
2009



Festival on the Square – October
2009



Noodle Fest – May 2010



Art in Storefronts – June-September
2010

Capital City (Arts & Culture)



- **Goal 2:** Strengthen Existing Cultural Assets to Provide a Coordinated Effort to ward Chinatown as a Cultural Capital Mecca
- Ingredients of a successful capital city model
 - Arts and culture
 - Walkable streets, good pedestrian network
 - Accessible by multimodal transportation
 - People who have memories of going to Chinatown as a child
 - Urban form that engages the senses (sights, sounds, smells)

41 Ross: Eat Chinatown Exhibit



- ⦿ Worked with photographer Andria Lo and writer Valerie Lu to create an exhibit that celebrates Chinatown legacy restaurants
- ⦿ Attracted new customers with press coverage, maps of restaurants and Fortune Cookie Giveaway promotion.
- ⦿ Challenge that stories weren't documented and artists didn't have in depth knowledge of community history.



**LITTLE PARIS
BAKERY & CAFE**

Chinatown's first Vietnamese bakery and cafe.



**CAPITAL
RESTAURANT**

Cantonese classics in a diner setting.



**HON'S
WUN-TUN HOUSE**

Yellow-colored restaurant focused on noodle soup dishes.



Coming Home Project

- ⦿ Worked with photographer and videojournalist to tell the stories of 990 Pacific public housing residents during the relocation process
- ⦿ Worked closely with Resident Services Coordinators and Rental Assistance Demonstration Project housing development project managers
- ⦿ Help honor and connect residents to one another and share organization work with city partners.



Goal 3: Safe, Clean, and Beautiful Spaces

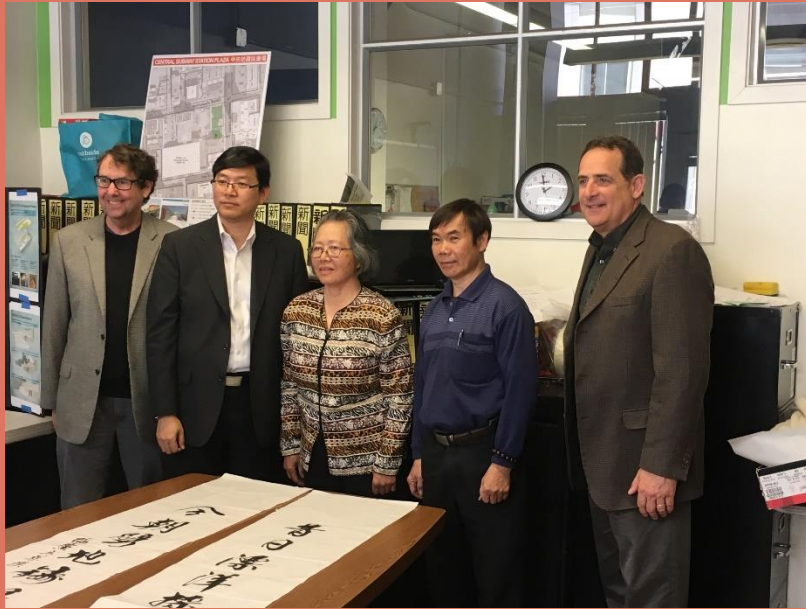


Goal 3: Facilitate Greening and Maintenance for Safe, Clean, and Beautiful Space

Façade improvements: Before and After



Community Beautification: Couplet Contest



*In the past, we traveled across the Pacific to mine for gold.
Now, we break through earth to form a silver dragon.*

- ◎ Partnering with SFMTA, Chinatown CDC engaged local poets and calligraphers to create a public art piece for the new Chinatown Central Subway station
- ◎ Engaged the local community in the process reaching out to Chinese press and local poetry club
- ◎ Utilized couplet, a familiar form of Chinese poetry practiced by residents

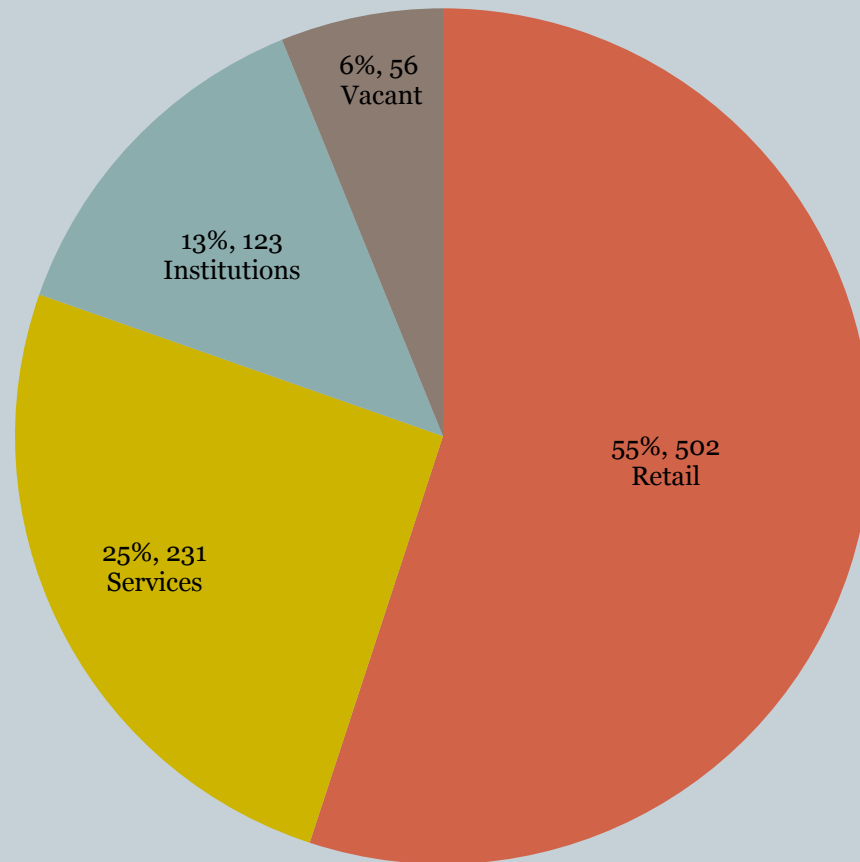


Economic indicators and asset mapping

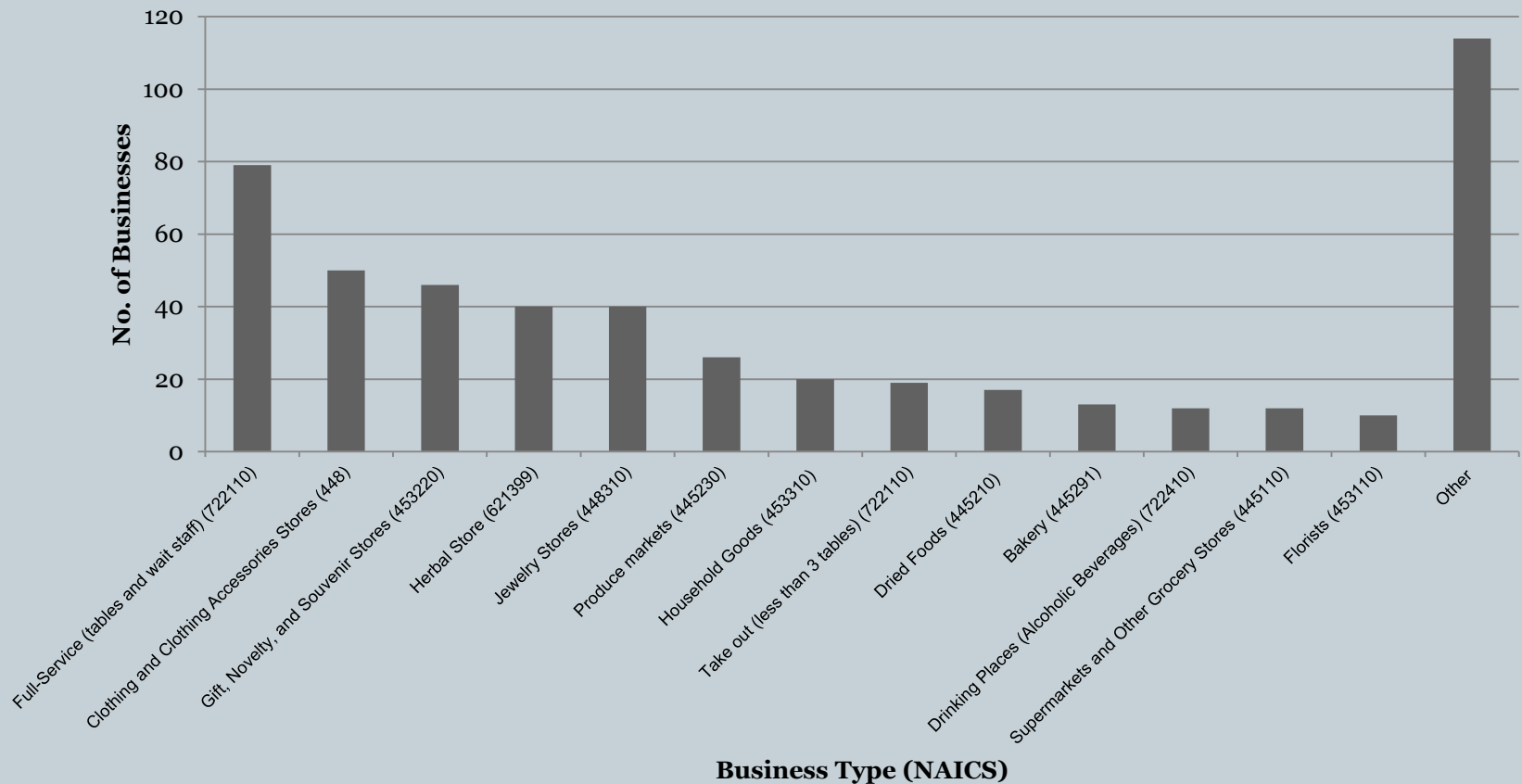


- Data collection methods & challenges
 - Language Access & Cultural competency
 - Accuracy & Precision of data
- Asset mapping: goals and strategies
 - Understand with as much accuracy as possible who lives and works in every building in Chinatown
 - This information will assist our decisions in planning, programming, and policy

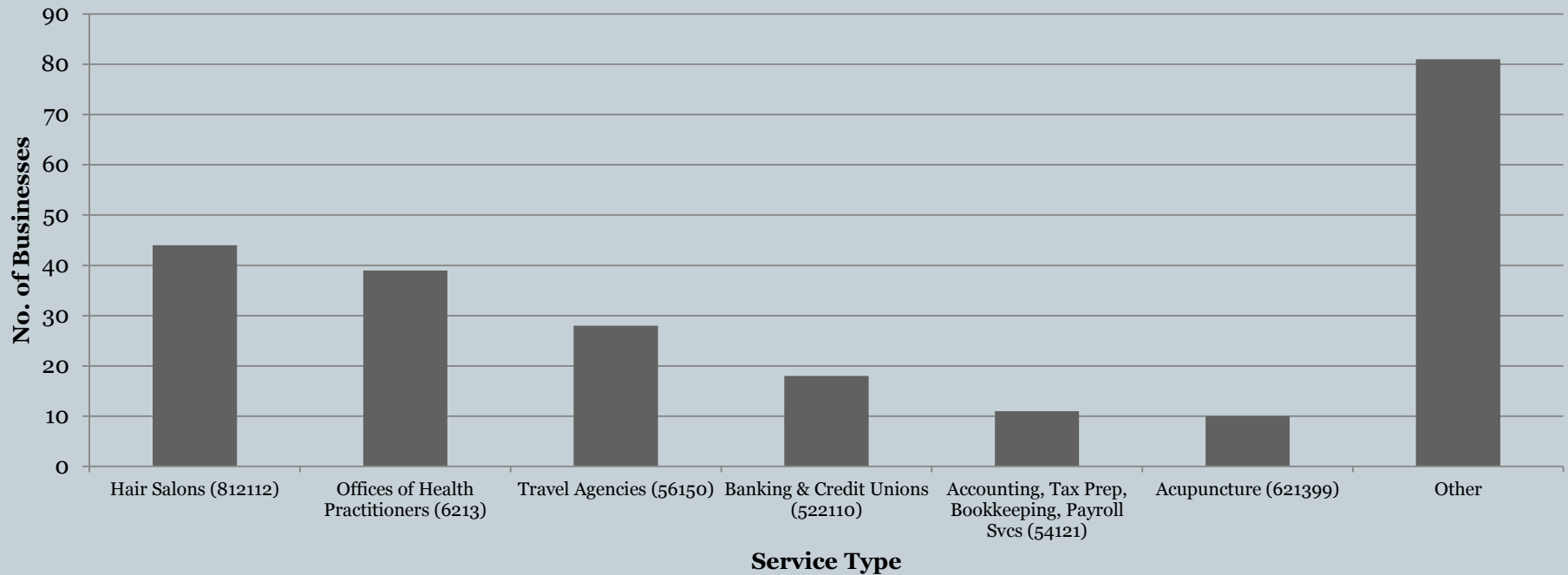
Business Types in Chinatown



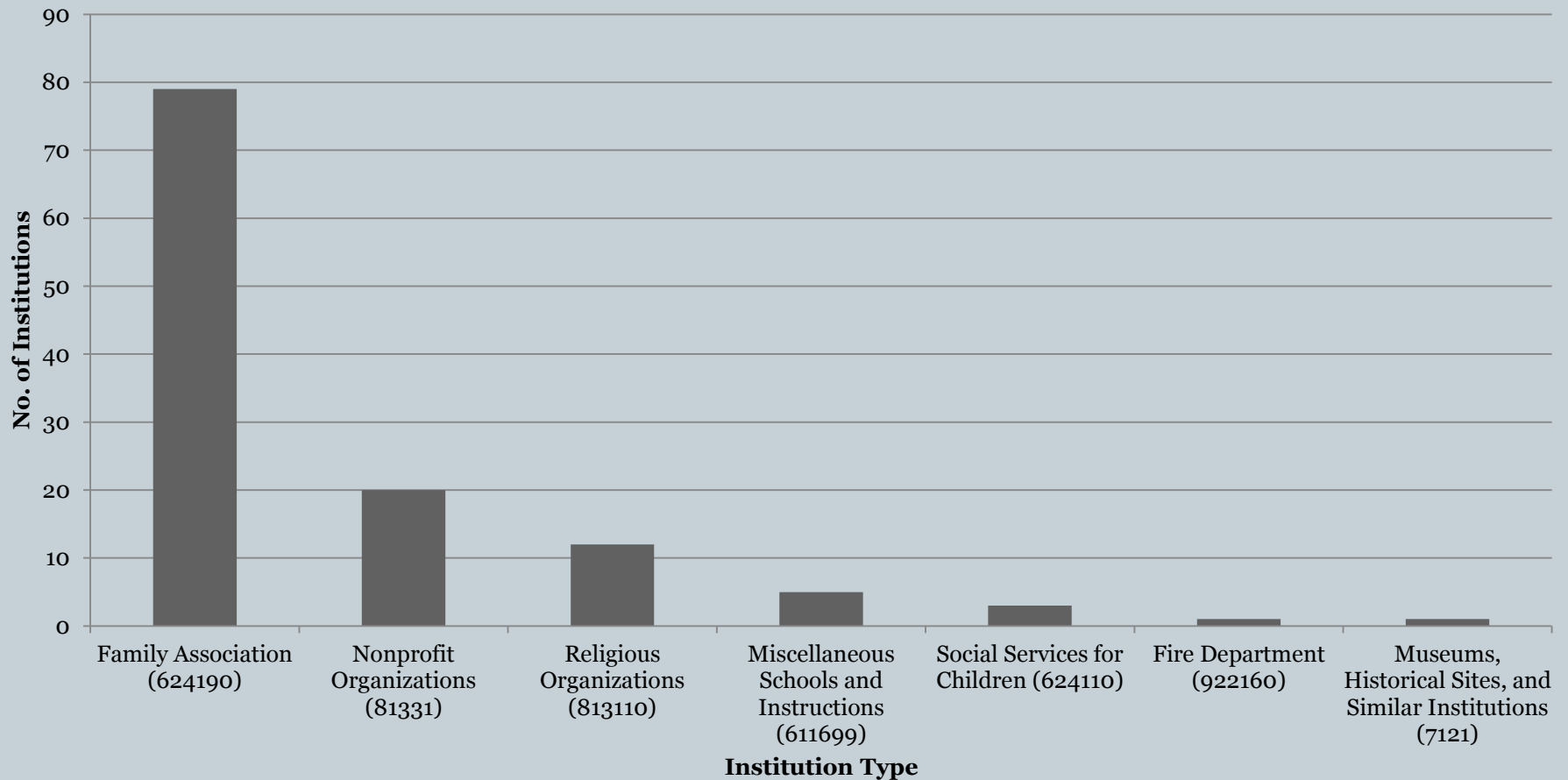
Types of Retail Businesses in Chinatown



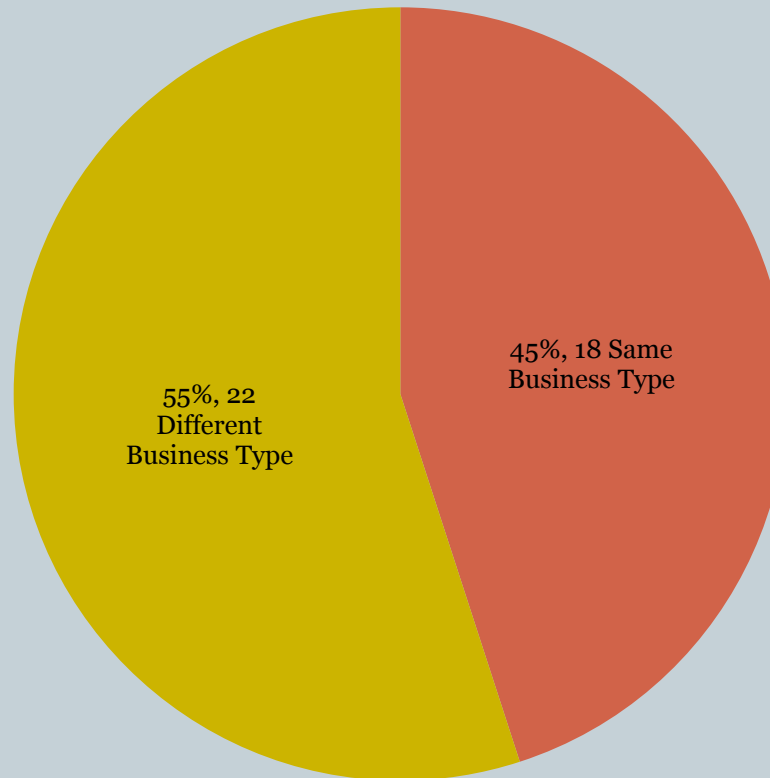
Types of Services in Chinatown



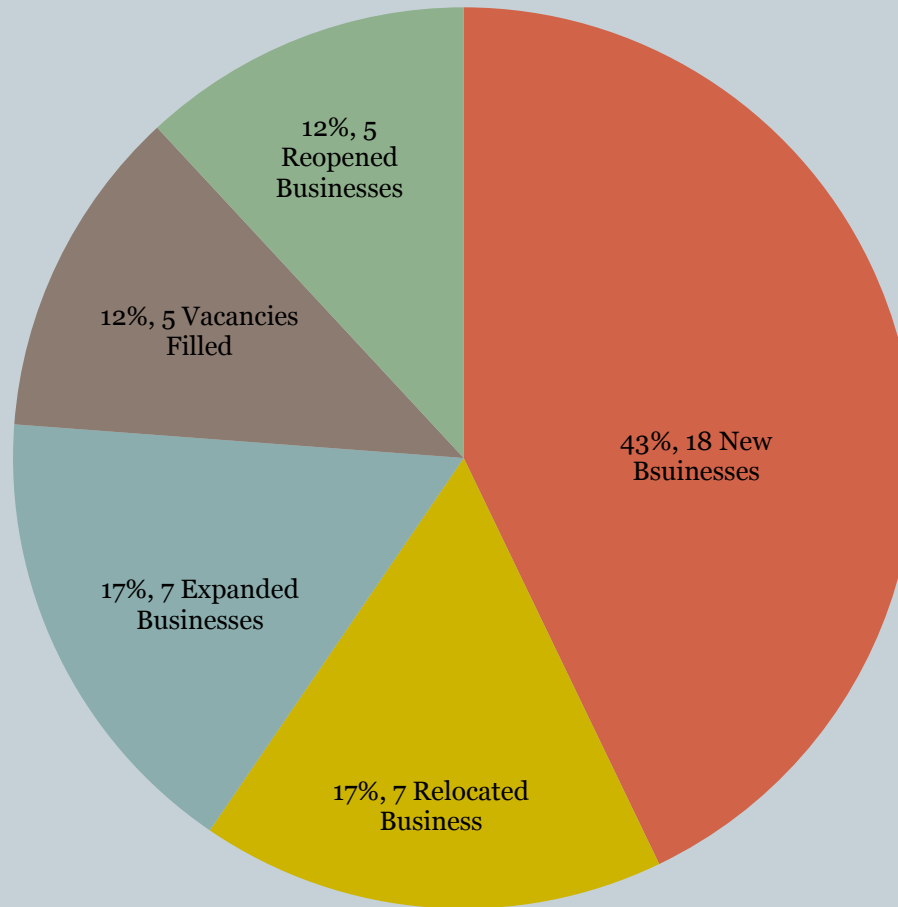
Types of Institutions in Chinatown



Changes in Business Type



New Businesses Since Summer 2011



Vacancies Since Summer 2011



“Out to the Field”



- What is the mix of businesses that one block would need to meet the needs of Chinatown residents?
- What mix of businesses would suit the needs of visitors?
- Let's go out test a block!