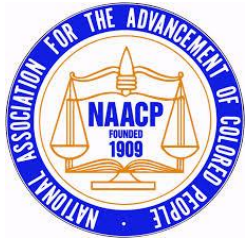


NAACP Pensacola Branch

Escambia County RESTORE Act Return On Investment Criteria Presentation





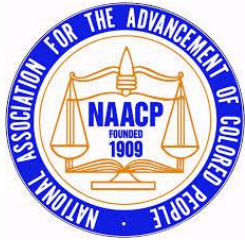
National Association for the Advancement of Colored People

- **National Organization**

- Founded on February 12, 1909 by a multicultural group
- Met at Niagara Falls, Canada because hotels in Buffalo NY would not allow Blacks
- Lynching and Springfield, IL race riots
- Goal: Equality for all without regard to race

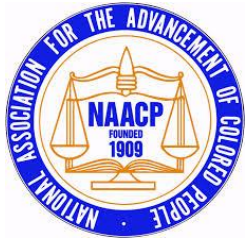
- **Pensacola Branch**

- First branch in the Florida
- Chartered July 14, 1919
- Striving for equality in a world free from discrimination and racial hatred



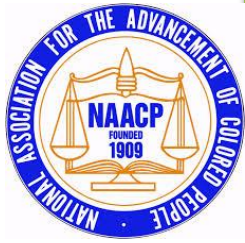
National NAACP Game Changers

1. **Economic Sustainability** - Every person will have economic success, sustainability and security in achieving the American Dream
2. **Education** - Every child will receive a free, high quality education followed by diverse opportunities for accessible, affordable vocational or college education
3. **Health** - Everyone will have equal access to high quality, affordable health care
4. **Public Safety and Criminal Justice** - Disproportionate incarceration and racially discriminatory sentencing guidelines, racially motivated policing strategies and racially-influenced sentencing will end
5. **Voting Rights and Political Representation** - Everyone will have open, equal and protected access to the vote and fair representation at all levels of the political process



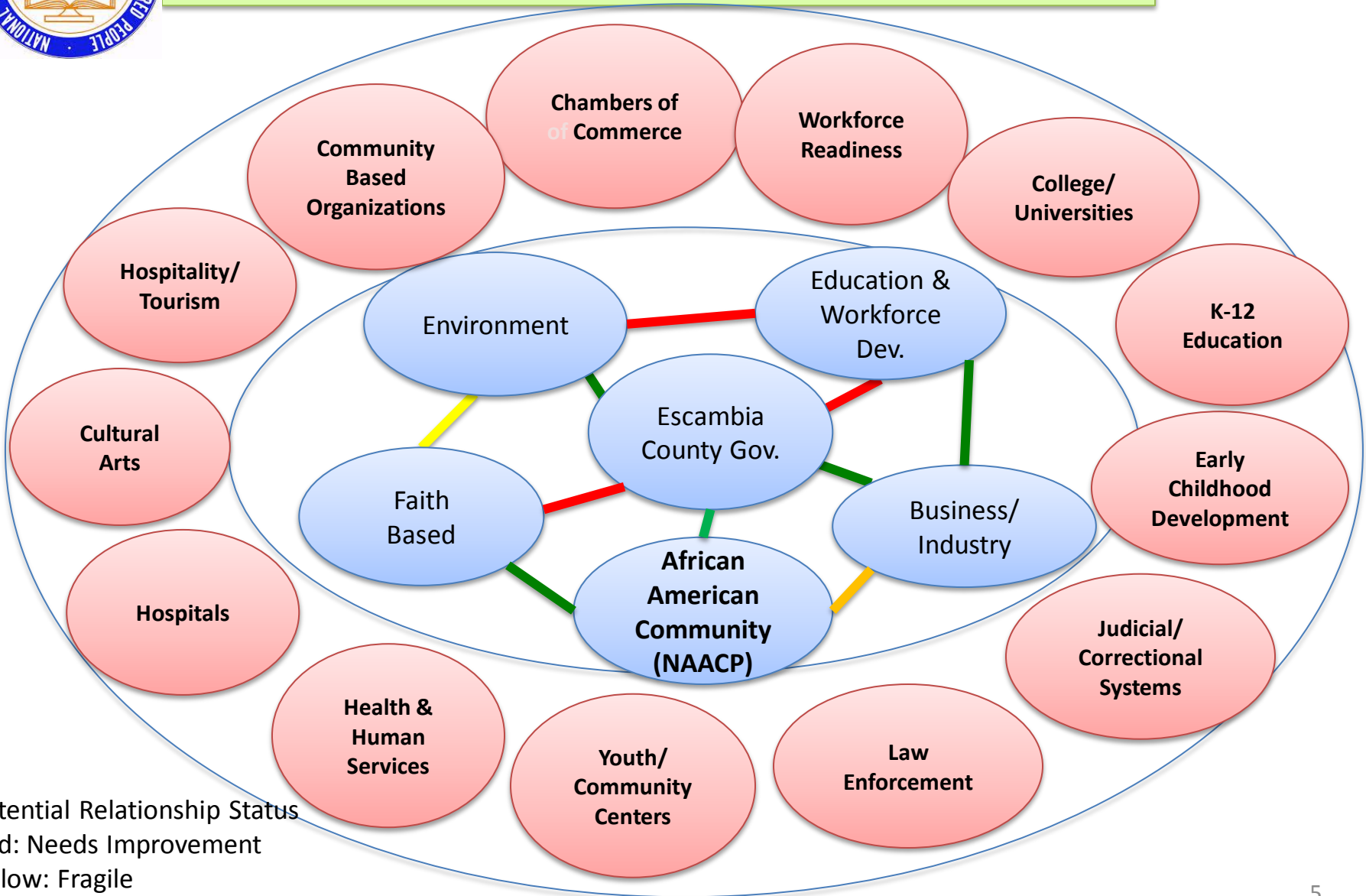
NAACP Submits Plan Attributes

- The Escambia County RESTORE Act plan should have these effectiveness attributes:
 - Diverse involvement
 - Shared economic value
 - Widely understood
 - Measureable impact
 - Monitored progress
 - Broad sustainable benefits
 - Creative investment leverage
 - Innovative ecosystem collaboration

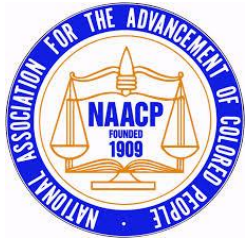


Ecosystem Map Allows Everyone to See Themselves in the Plan(s) of Others

(Example Only)



Potential Relationship Status
Red: Needs Improvement
Yellow: Fragile
Green: Productive



NAACP-Identified Desired Outcomes

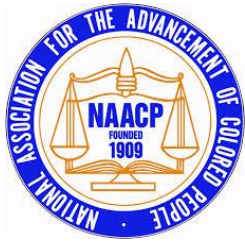
(Required results from Investments/Projects)

Business & Economic Development

- Development of technology and media products
- Increase in minority business formation rates and development
- Increased opportunities for minority firms
- Build minority business development capacity
- Increase African-American & minority tourism

Housing & Community Development

- Create affordable housing & community revitalization
- Preserve cultural heritage
- Build capacity of non-profit organizations
- Focus on justice enforcement & crime prevention
- Facilitate organization interaction & collaboration



NAACP-Identified Desired Outcomes (Continued)

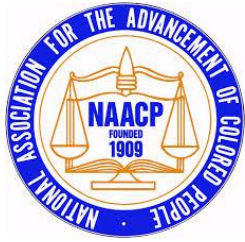
(Required results from Investments/Projects)

Health & Human Services

- Create interventions within food deserts
- Impact Black infant mortality rates
- Support ex-offender reentry programs
- Address parenting and dysfunctional families Focus on standards of respect with our youth

Education & Workforce Development

- Address digital divide in low-income & minority communities
- Increase technology and media training
- Facilitate early childhood education
- Generate creative education delivery methods
- Develop jobs in arts & entertainment
- Increase youth employment and job training
- Focus on parent & family literacy
- Develop STEM & STEAM Training

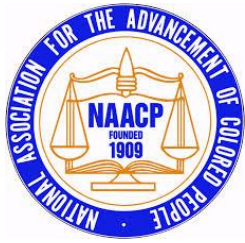


NAACP-Facilitated Proposed ROI Outcomes and Community Rankings



The HsG Virtual Conference Room Technology was utilized to engage participants (using web enabled devices) to prioritize All 23 Outcomes using a 5 point scale where 5 = Important to ALL of the Restore Act Criteria

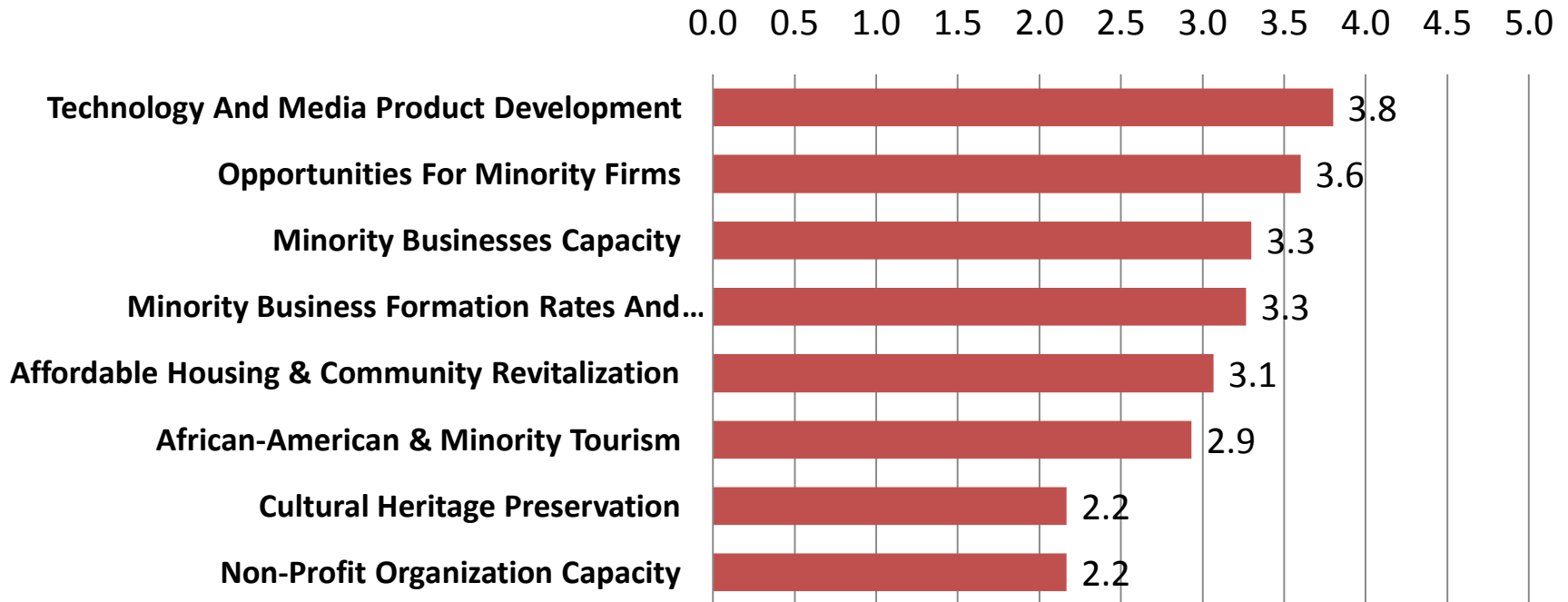
- Important to **Environment**,
- Important to **Infrastructure**,
- Important to **Workforce**



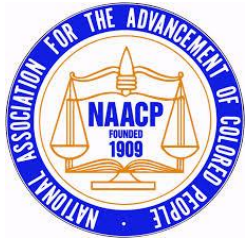
NAACP-Facilitated Proposed ROI Outcomes and Community Rankings



Prioritized Community Outcomes

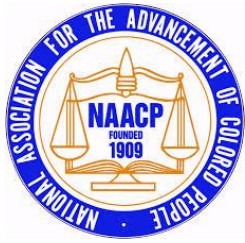


Prioritized on 5 point scale where 5 = Important to ALL of the Restore Act Criteria
(Important to Environment, Important to Infrastructure, Important to Workforce)



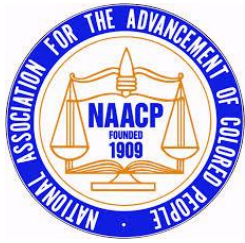
A ROI Approach Leading to a Value-Added Ecosystem

- NAACP supports a ROI approach which recognizes that spending with underutilized businesses is actually an investment (not an entitlement) with returns that lead to the achievement of community ecosystem economic value-added impacts.



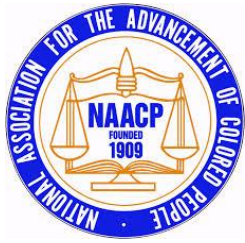
NAACP Community Investment Strategy

- Adopt inclusionary community goals and objectives:
 - Identify aspirations of underserved citizens
 - Engage stakeholders more effectively
 - Clarify how citizens can be involved and empowered
 - Build broad-based consensus on Escambia County area priorities
 - Utilize local subject matter experts
 - Conduct rigorous statistical analysis
 - Prioritize impact of technology commercialization and innovation
 - Build a local world-class supplier network
 - Increase viability of distressed under-resourced communities
- Expected benefits of ecosystem approach:
 - Sustainable value created
 - Stakeholder cooperation and collaboration



New Expectations

- A Return on Investment Strategy (ROI) leading to a legacy of inclusion for future generations and better communities.
- The acknowledgement that underutilized businesses produce impactful economic returns that can be recognized by all ecosystem stakeholders (Jobs and Taxes).
- A fully engaged Ecosystem Community Investment Strategy, creating for Escambia County, marketplace distinction within the Gulf Coast Region.

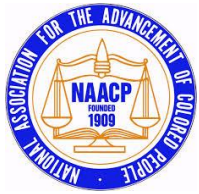


Moving Forward--New Efforts



Bring Program and Outcomes into modern era.

- Old Conversation---Born in civil rights era around socioeconomic principles.
- Old Outcomes---Challenged perceptions and acceptance as entitlements and misunderstood impact appear to do less than expected for the good of the community.
- New Conversation---Change the success measurement paradigm. Articulate the value and economic benefits of supporting underutilized business
- New Outcomes---An inclusionary investment strategy that positions all businesses as important community economic engines driving community economic development as a result of their transactions and performance



NAACP Acknowledges the Hudson Strategic Group's Services

The NAACP acknowledges the professional services and pro-bono technical assistance of the Hudson Strategic Group. Their approach of employing proven tools to endow Escambia County with national market place distinction is greatly appreciated.

Additionally, their utilization of technology provided an innovative approach to providing the community and business participants in the NAACP ROI Criteria development process an ease of access to business and quality of life intelligence for strategic planning and community investment strategies.

For more information on the NAACP Economic Development Committee's process for community input contact the committee chair, Tony R. McCray, Jr. at (850) 602-8257 or tonymccray@ibispartners.com



THE PENSACOLA BRANCH NAACP #5124

CHARTERED JULY 14, 1919

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

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