CRED provides professionals with opportunities to problem-solve local market issues while providing exposure to local, seasoned practitioners at an affordable cost with support from a steering committee of dedicated professionals which connect the program to the market.

Program History
Based on a program partnership developed between the late Tom Zuniga, DSG Community Management Services LLC, the Metropolitan Center at Florida International University, Miami Dade County Office of Community Economic Development and Miami Local Initiatives Support Corporation (LISC), Mr. Zuniga was invited to set up a similar program in Tampa Bay in June 2006 by Tampa Bay LISC. City of Tampa Affordable Housing funded the community capacity building effort, and it was aimed exclusively at CDCs. In 2007, the program connected with the USF Collaborative for Children and Families. The connection to USF Innovative Education’s Continuing Education Department and its requirements for Certification, attendance, curriculum oversight, elevated the program and enabled non-CDCs to participate. It introduced an element of competition for community development training while building a network of community developers. In 2009, the Florida Institute of Government (FIOG) at USF, led by Angela Crist, became the administrator of the program. The FIOG platform has connected CRED with local government, developed a better connection with University subject matter experts and became stylized as a summer institute (May-August) to enable the participation of university students. In 2011 and again in 2014, the program was offered in South Florida through partnerships with Broward and Palm Beach County housing finance authorities.

Impact on Local Communities
During the past seven years, there has been a visible network of CRED graduates, faculty and mentors that have facilitated the creation of local partnerships within Tampa Bay and now South Florida. The CRED program has been responsible for a number of real world projects that have impacted the geographic region. Examples of real world projects include: Westshore Landings in Tampa, a 57-unit townhouse development with 75% of the units slated for households that earn less than 80% of the area median income (AMI); the City of Lakeland has been acquiring and rehabbing six single family sites of low to moderate income households; the Housing & Education Alliance, a local nonprofit in Hillsborough County, is acquiring five to eight properties to sell to households that earn less than 80% AMI; and Goodwill Manasota (Manatee and Sarasota counties) has acquired over 20 units for their clients.

CRED Expansion
Due to CRED’s success in the Tampa Bay market, the FIOG collaborated with its stakeholders to expand the CRED program to community development professionals in the South Florida market. The 2016 CRED program will be offered to participants in Hillsborough, Pasco, Pinellas, Polk, Sarasota, Manatee, Miami-Dade, Palm Beach and Broward counties. The program anticipates training approximately 40-50 professionals affiliated with community development organizations that provide 100% of their efforts to assist low to moderate income geography, census tracts and households. As the CRED program continues to grow and meet the needs of Florida’s local communities, expansion to new markets such as Orlando, Pensacola and Jacksonville are being explored.

Quick Facts
- Program consists of hands-on workshops, guest speakers and a one-day culmination event with capstone group project presentations
- Modules cover Basic Skills in Real Estate Analysis & Development, Project Financial Analysis and Managing Real Estate Development
- Offers successful participants certification through the University of South Florida Innovative Education’s Continuing Education Dept.
- CRED received a 2007 Best Practice Award in Community Capacity Building from HUD and the 2014 Tom Zuniga Education “HEART Award” from the Housing Education Alliance
- 175 program graduates
- Over 235 units of affordable housing actually developed (123 units homeownership by three nonprofit developers; 112 rental units by for-profit/nonprofit joint venture)

What Makes CRED Unique
- Local, grassroots training designed to create or strengthen community partnerships
- Local industry professionals serve as mentors
- USF Innovative Education’s Continuing Education Certificate (CEU’s)
- “Tuition-free” University training, made accessible to community-based organizations
- Diverse sponsors (banks, housing authorities, local governments etc.)

Program Partners: Housing Finance Authority of Hillsborough County, Housing Finance Authority of Pinellas County, City of Tampa, Tampa Housing Authority, Housing Finance Authority of Broward County and the Palm Beach County Housing Finance Authority.

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