

# Project Catalyst

Constructing a **high-performance, equity-based** business incubator.

February 23, 2022  
President's EDI Council  
Kankakee Community College

# Points we'll cover

- Investment overview
- J. Jeffers & Co. mission
- Transformative  
placemaking defined
- Operationalizing EDI
- City of Kankakee  
strategic priorities





# Investment overview

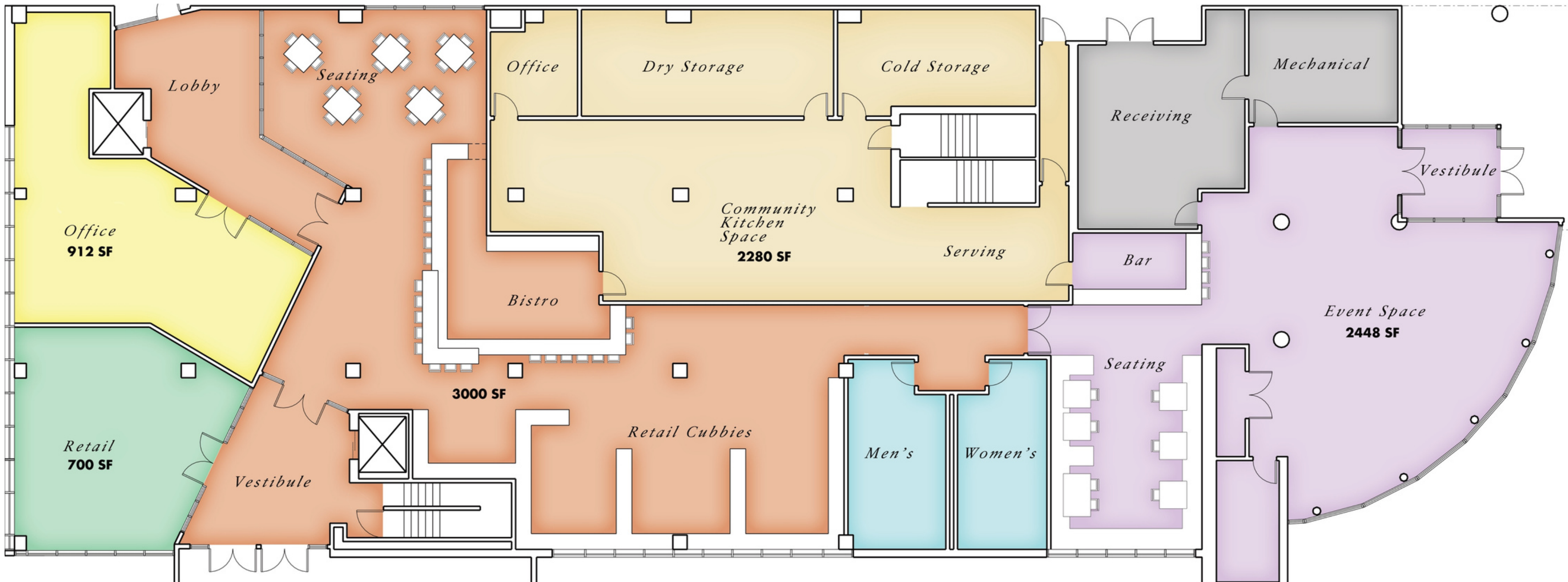
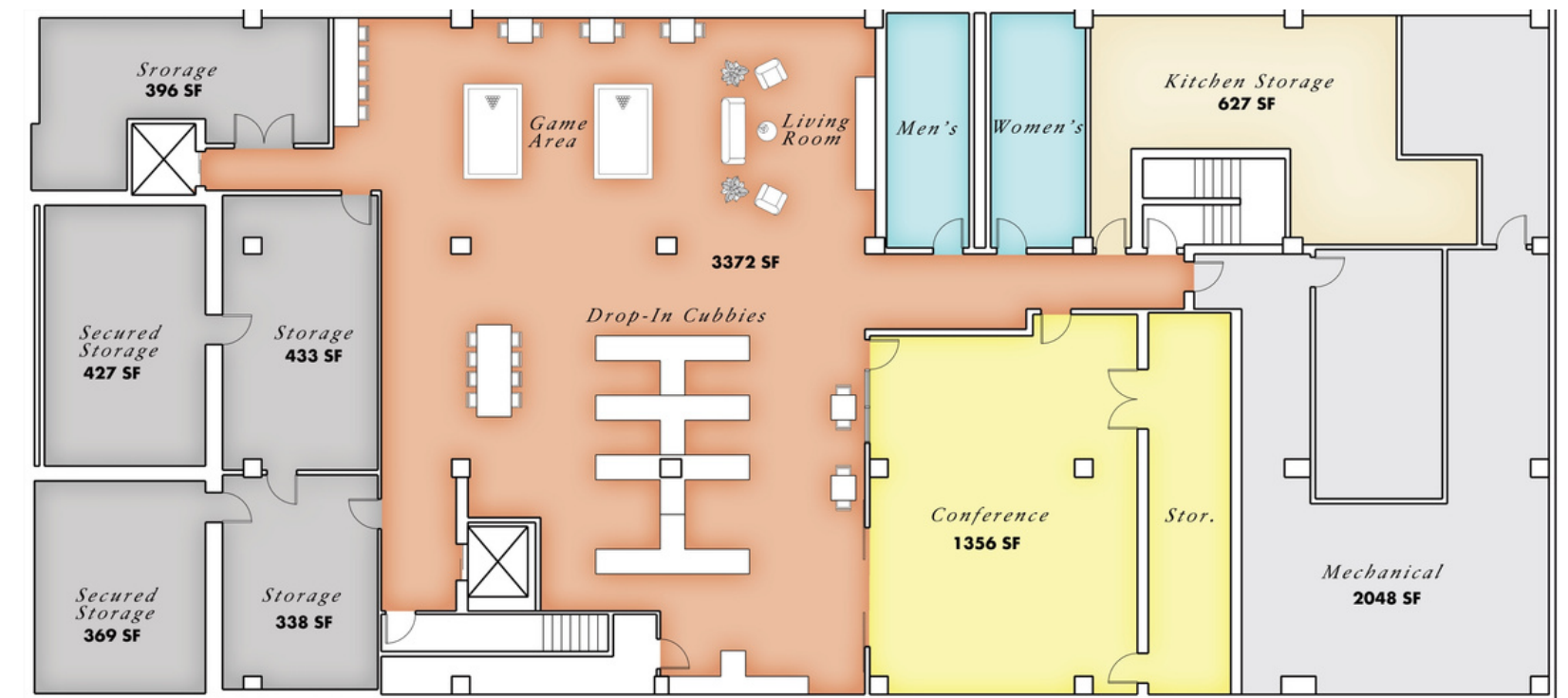
**\$44M total projected impact  
investment Downtown Kankakee**

**Development mix:**

**1. "E. Station St." = Former  
Midland States Bank bldg  
historic rehab + New market-  
rate apartment bldg**

**2. "Pope Brace" = Historic  
rehab with co-living concept**





**C h e c k   y o u r   b i a s e s .**



# J. Jeffers & Co.

Established in 2012 and headquartered in Milwaukee, J. Jeffers & Co. is a mission-driven real estate development and investment firm, centered in the core values of accountability, integrity and perseverance.

Our team – made up of more than 30 professionals across three U.S. offices – believes that **real estate development is a powerful vehicle to create value**, both for our investors and for our client communities. The J. Jeffers & Co. development pipeline and owned portfolio exceeds \$650 million in assets.



# Transformative placemaking defined

Building on existing assets, transformative placemaking creates strategic hubs and districts within regions where economic, physical and civic assets can cluster and connect. Working in close partnership with a **diversity of community stakeholders**, the approach integrates investments and strategies at a hyperlocal scale to yield more prosperous, equitable and resilient cities and regions.

[More at Brookings.edu](https://www.brookings.edu)

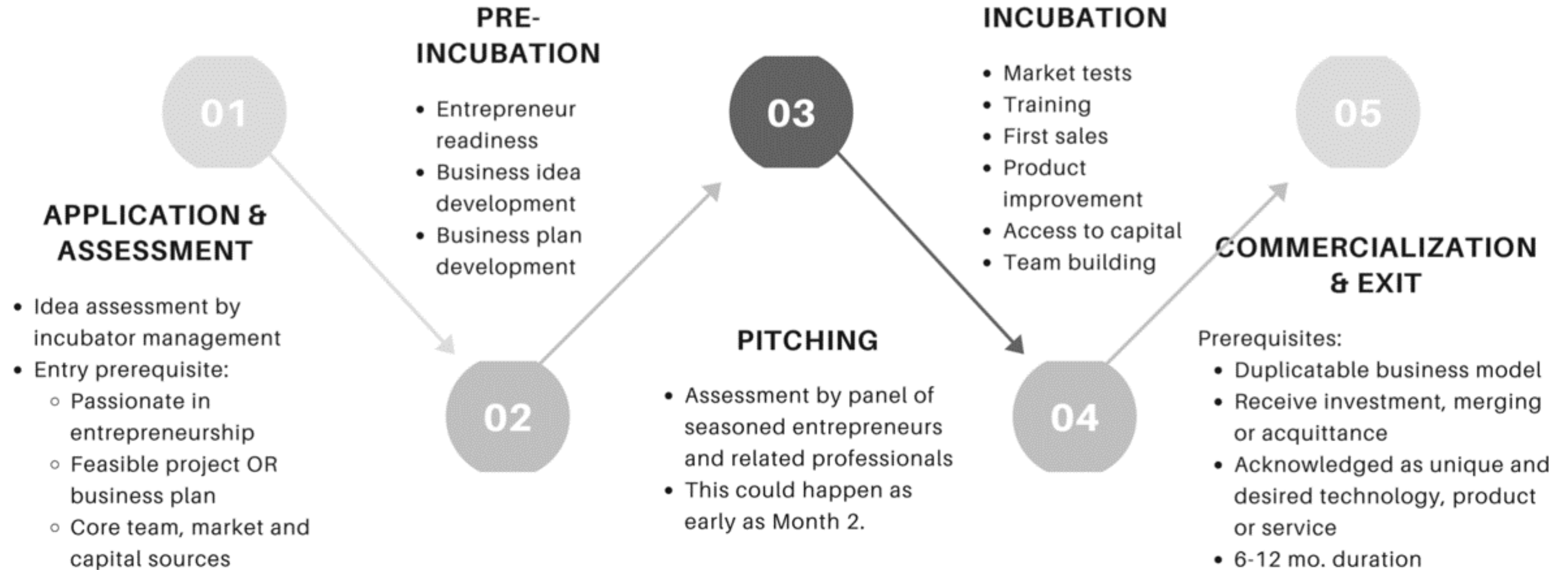


- **Developer agreement**
- **Advisory Committee**
  - **Subcommittees**
- **Core values**
- **Incubator resources**
  - **Financial**
  - **Technical**
- **Incubator programming**
- **Entrepreneurial client journey**
- **Impact goals**
- **Key performance indicators/assessment**
- **Job descriptions**

# Operationalizing Equity, Diversity & Inclusion

# Our Entrepreneur Development Process

Defining an accessible and responsive system for facility patrons.



# **City of Kankakee strategic priorities**

- **Building inclusive internal and external processes to assist Spanish-speaking businesses in navigating city systems, licenses, ordinances, etc.**
- **Developing resources and programs that are accessible to entrepreneurs, small business owners and neighborhood developers.**
- **Encouraging openness in our economic development strategies by developing relationships with community organizations and residents who are not connected to the current ecosystem and its resources.**





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