

Layering Impact in Detroit



Federal Reserve - 2025

Get to Know **@krystacurrency**

Krysta Pate
Founder & CEO
The Ownership Initiative

- **Born and raised in Detroit, MI**
- **Started: as a Teller in 2001**
- **Now: a Retired Banker turned Impact Steward**



Designed and Curated
over 30 citywide
programs in 6 states.
(MI, GA, IL, MN, TX, OR)

Programs deployed
over \$200 million of
capital into
homeownership, small
business
empowerment, and
economic mobility
initiatives.

Helping Detroit Layer Impact

- **Detroit Land Bank Authority**
 - Disposition Department Flow
 - Community Partners
 - Rehabbed & Ready
 - Own It Now
 - Occupied (Buy Bank, Community Partner)
- **Detroit Home Mortgage**
- **Motor City Contractor Fund**
- **Detroit's \$25K Down Payment Assistance**



Sell Blighted Homes to stabilize neighborhoods

Reset neighborhood values to
Normalize Mortgage Transactions

Increase the Supply of move-in-ready homes in neighborhoods

Support New Homeowners buying move in ready inventory in neighborhoods

Follow
@krystacurrency

Krysta Pate
Founder & CEO
The Ownership Initiative

Help me start my
Social Media Journey:



You**Tube**



BREAK

PLEASE RETURN AT 2:10PM



Barriers to Housing Supply

- George Adams Jr. – President & Founder, 360 Detroit, Inc.
- Brandon Hodges – Principal & Founder, Tribe Development
- Darian Neubecker – President, Robertson Brothers Homes
- Victoria Gordon – Apprenticeship Coordinator, Macomb Community College

Moderator: Martin Lavelle – Federal Reserve Bank of Chicago





The Story of 360 Detroit, Inc.

The Mission, The Neighborhood, & History

- The Nodus
- The Task
- The Collaboration

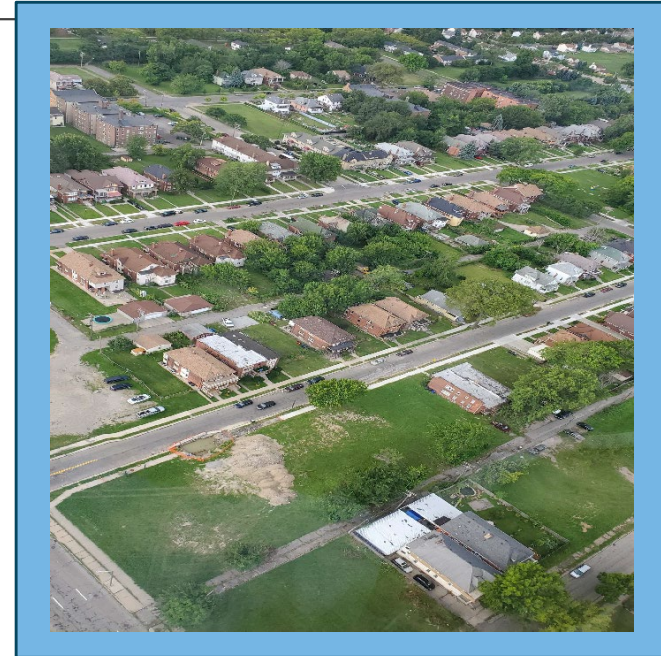


THE MISSION

360 Detroit, Inc. strives to revitalize Detroit by catalyzing and advocating for change that empowers people and improves their quality of life.



THE NEIGHBORHOOD



THE STATS – Virginia Park Neighborhood

THEN

- Established over 120 years ago
- Upper, middle-class enclave



NOW

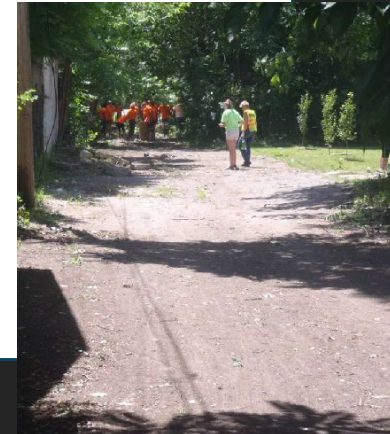
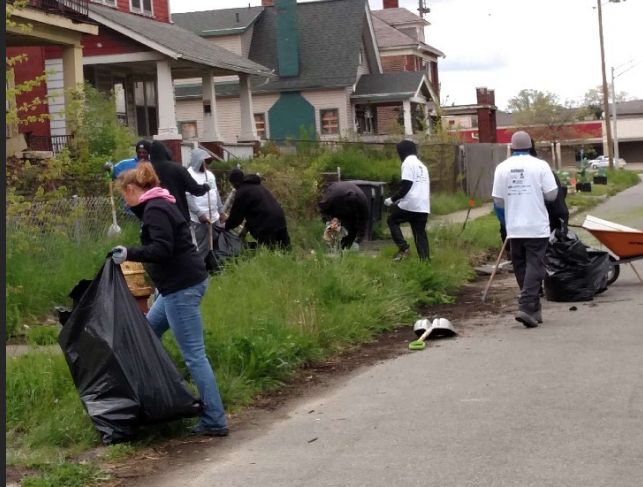
- Some well-tended homes & vibrant spaces
- Vacant homes - vacancy rate of residential structures for census tract 5327 is approximately 56% and for census tract 5326 approximately 27% with some blocks having less than 10% occupancy
- Diversity of residents, some of whom have lived there for over 60 years
- Predominately African American (86%)
- Median annual household income is approximately \$26,000 | 37% below the poverty level



THE HISTORY



THE HISTORY & THE NODUS





ONE TASK

Beautification Projects





ONE TASK



360 Park | 1404 Virginia Park





Neighborhood cleanups and beautification projects organized by 360 Detroit have improved the neighborhood's landscape and provided gathering spaces for the community. Our successes have helped to revitalize the neighborhood while moving the perception from half-empty to half-full.





ONE TASK

West Euclid Gateway Affordable Housing Project



OUR PASSION – THE PEOPLE

Community | Collaboration | Change





360 Detroit, Inc.

Revitalizing | Empowering | Catalyzing

