

# There's a better way to create prosperity: start local, start together.



## THROUGH CITY ALIVE, ALBUQUERQUE LEADERS JOIN FORCES TO GROW OUR ECONOMY.

We're not a business. We're not an organization. We're not a nonprofit. City Alive is a coalition made up of volunteer leaders from all different walks—from government and philanthropy, to the business, education and nonprofit sectors. Through City Alive, Albuquerque leaders commit to collaborating, sharing ideas and taking action to better support the prosperity of homegrown businesses across our city.

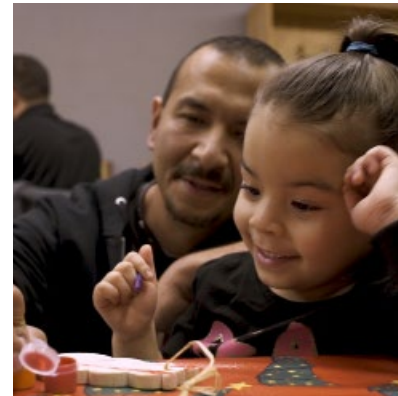
**We've spent the past five years carving a path that is not "economic development as usual."**

WE BELIEVE IN:

<p><b>STARTING LOCAL AND SUPPORTING LOCAL</b></p> <p>The path to prosperity in Albuquerque starts with homegrown businesses and local leaders</p>	<p><b>PUTTING EQUITY AT THE CENTER</b></p> <p>Race, income and background should not limit access to the support and resources needed to succeed</p>
---	--

Something as big as an economy doesn't change course with the effort of one organization alone. That's why City Alive exists. It connects the dots between economic development and community organizations, so that together we can push our city into a new age of prosperity for all.

### Leadership Partners



A video still from our entrepreneurship series. This video features *Fathers Building Futures*, a nonprofit program that creates jobs to keep formerly incarcerated fathers out of prison.

[FIND US ON YOUTUBE](#)

### A Very Brief History:

City Alive started in 2013 when Albuquerque was selected along with eight other cities across the United States to receive investment from Living Cities—a collaboration of 18 of the world's largest foundations and banks. This prestigious support came to Albuquerque with the intention of reshaping programs, changing policies and increasing access to resources that would grow prosperity, especially for low-income people and people of color.

Since 2013, over 100 nonprofit, business and community leaders, service providers, educational institutions and philanthropists have volunteered thousands of hours through City Alive to build an environment in Albuquerque where homegrown businesses succeed.



# We leave “business as usual” behind.



## CITY ALIVE'S MISSION

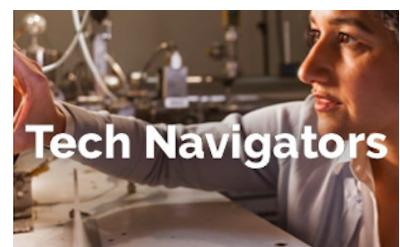
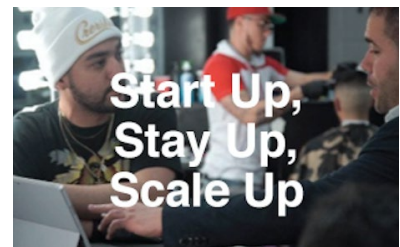
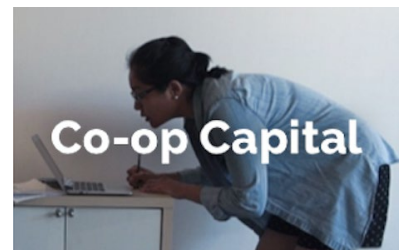
City Alive's mission is to close the gap in business ownership and leadership with a focus on people of color. Organizations and institutions participating in City Alive do their part to make the hard work of business owners and leaders easier. Through better connecting services, improving our city's infrastructure, building new programs and increasing access to capital and training opportunities, City Alive organizations are contributing to the economic growth and opportunities that Albuquerque, and our homegrown businesses, need to prosper.

**What does City Alive look like in action? It looks like our partners aligning efforts and doing this:**

- Over **\$660,000** has been loaned to more than **360** borrowers, averaging \$1,828 per loan through Co-op Capital, a microlending program through Nusenda Credit Union that transcends the formulas typically used for loan eligibility.
- The City of Albuquerque has **shifted over \$1 million dollars in city purchasing contracts to local businesses.**
- UNM and CNM created the **2+1+2 program to fast-track students to receive an associates, bachelors and masters degree in only five years.** This program saves New Mexico residents on average over \$23,600 in tuition and fees.
- InnovateABQ, the beginning of Albuquerque's Innovation District, **leveraged over \$8.5 million in funding** for construction from the private, public and philanthropic sectors.
- **Sandia National Laboratories is collaborating in new ways** with institutions like UNM (including relocating its outreach office to InnovateABQ in 2017) to increase the commercialization of technology.
- Through the Albuquerque Community Foundation's Mayor's Prize for Entrepreneurship, **\$600,000 has been granted to eight different Albuquerque-based entrepreneurial support organizations,** which has contributed to the creation of over 175 businesses and nearly 750 jobs.

From our city government, to our universities, to our business chambers in Albuquerque, these years have shown how resources can be allocated differently to advance prosperity and equity. We have seen the impact institutions and organizations can have on our city. Bit by bit, City Alive partners are making our city stronger, smarter and more connected.

## CITY ALIVE PROGRAMS



CITY ALIVE  
THE FUTURE IS OURS

[CityAlive.Org](http://CityAlive.Org)