

VISION - THE FUTURE WE SEEK

Community Impact Real Estate (CIRE) envisions healthy, empowered communities in which everyone – regardless of ability or income level – is valued and has meaningful opportunities to participate in a thriving, local serving economy.

MISSION - OUR PURPOSE

As a commercial lease and property management social enterprise, CIRE contributes to the collective efforts of building an inclusive local serving economy by using the space in our portfolio to provide affordable goods, services, social support, and employment opportunities for low income residents in the communities within which we work.

VALUES - OUR PRINCIPLES

1. Collaborate: Respectful, active collaboration anchors our work in the community.
2. Include: Welcome and encourage the involvement of people of diverse traditions, heritages, and experiences.
3. Sustainable: Part of being accountable to those who contribute to our mission, and the people we service, is that our actions will have a positive long-term effect on the environment.
4. Informed by Community: Base our actions and decisions in needs, interests and opportunities that have been identified by the community.

GOALS - HOW WE ACHIEVE OUR MISSION

Portfolio Management

Curate a blended commercial property portfolio that brings social and economic benefits to low income residents of the inner-city.

STRATEGIES

1. Use an open, fair, consistent and non-discriminatory leasing process. Place value on community benefits and prioritize on uses that are responsive to the economic, employment and social needs of low income residents
2. Invest time, talent and resources in supporting the non-market tenants to meet their community mission.
3. Encourage and assist commercial tenants in providing benefits to the community.
4. Enable all tenants to realize community and marketing benefits from participating in the portfolio.
5. Evaluate and report on the social and economic value generated by the portfolio.

Portfolio Growth

Grow and diversify the amount of commercial space in the CIRE portfolio.

STRATEGIES

1. Promote the social and economic value of the CIRE portfolio to municipal governments, developers, non-profit social housing providers and others as a tool to generate more community benefits.
2. Increase the amount of commercial space under CIRE's management by acquiring new clients.
3. Acquire more commercial space through the purchase of strata or commercial buildings.

Community Economic Development

Lead and support initiatives that create economic opportunities designed to provide social and economic benefits to low income residents living in the inner-city.

STRATEGIES

1. Work to influence the development of public policy that support CIRE's goals.
2. Utilize our resources to develop and support enterprise cluster opportunities through collective marketing and access to expanded markets.
3. Provide support to organizations and businesses that meet, or will meet, the needs of low income community members for goods, services, resources and employment. This support would include a variety of financial, business development and marketing services, as well as other resources.

Excellence in Action

Strive for organizational excellence by operating a well governed and managed organization that is fiscally responsible and successful.

STRATEGIES

1. Adhere to principles and practices of governance excellence.
2. Follow best practices in fiscal management and ensure operating, maintenance and self-insurance reserves are fully funded.
3. Offer CIRE's employees a workplace that attracts, retains and rewards talent; a setting where they can grow professionally while making considerable community impact.
4. Use revenues to grow CIRE and be financially sustainable, making strategic investments that support our mission.
5. Maximize the social and economic value of CIRE's administrative facilities by making certain assets available to community organizations.
6. Adhere to the highest standard for tenant relations, based on mutual respect, clarity and transparency.