



# **The McConnell Foundation**

Helping build better communities  
through philanthropy

# Mission: Building Better Communities Through Philanthropy

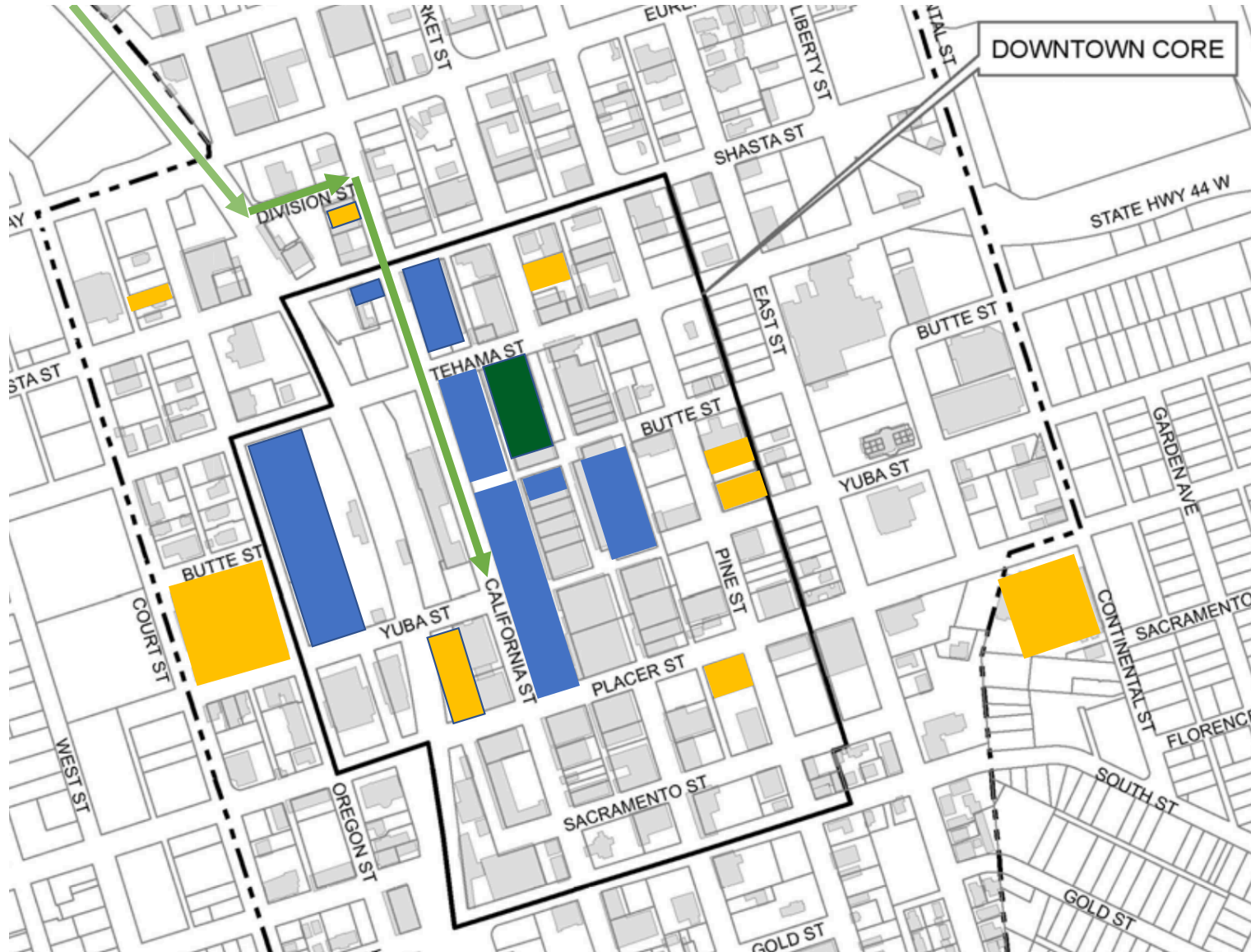




# 10 Year Commitment to Downtown



- Current Shasta College
- 1551 Market St. (K2)
- Block 7 housing, retail & parking - K2 & The McConnell Foundation
- The McConnell Foundation (California Street Labs)
- The McConnell Foundation (Bell Rooms bikeshare, plaza, bike-friendly café)
- The McConnell Foundation –Union Pacific potential property swap
- Placer Heights – Brent Weaver
- Downtown Collections Façade & Remodel #1
- Downtown Collections Remodel & Façade #2
- Jamie Lynn -Theory Collaborative
- Jamie Lynn & Brent Weaver - Americana
- Joshua Johnson, House of Roses Condos
- New courthouse
- The Park
- IOOF Hall
- Shasta Community Health Potential Expansion







Sacramento River

Turtle Bay  
Exploration  
Park

Redding

Sequoia Middle School

House Museum

Downtown Bike Loop



BLOCK 7 | Redding, California 2019.01.25

architecture + prototyping



project aerial rendering



# Shasta College Community Leadership Center



- Economic & Workforce Development
- Step-Up
- Calworks
- Business Training Center
- Community Education
- Foster & Kinship Care
- The Alliance



# The Alliance for Racial Equity & Access



- Building on the success of the Umoja program, The Alliance will work toward the goals of:
  - ensuring racial equity in our community
  - alleviating disparities in access to education, and
  - ensuring everyone is included in our community's social, political, and economic life



modus studio  
architecture • prototyping

dmarc







**\$24 MILLION  
FOR  
DOWNTOWN**

**STATE GRANT FUNDING**

\$20M AWARDED FOR AHSC

\$4M AWARDED FOR IIG



Highest scoring  
project in its  
category **across**  
the whole state.

88 POINTS OUT OF 100

DOWNTOWN REDDING

Representing  
the North  
State well...

State grant awards  
for Downtown  
Redding projects

19 of 53 apps made the  
final cut & only 2 were  
north of the Bay Area



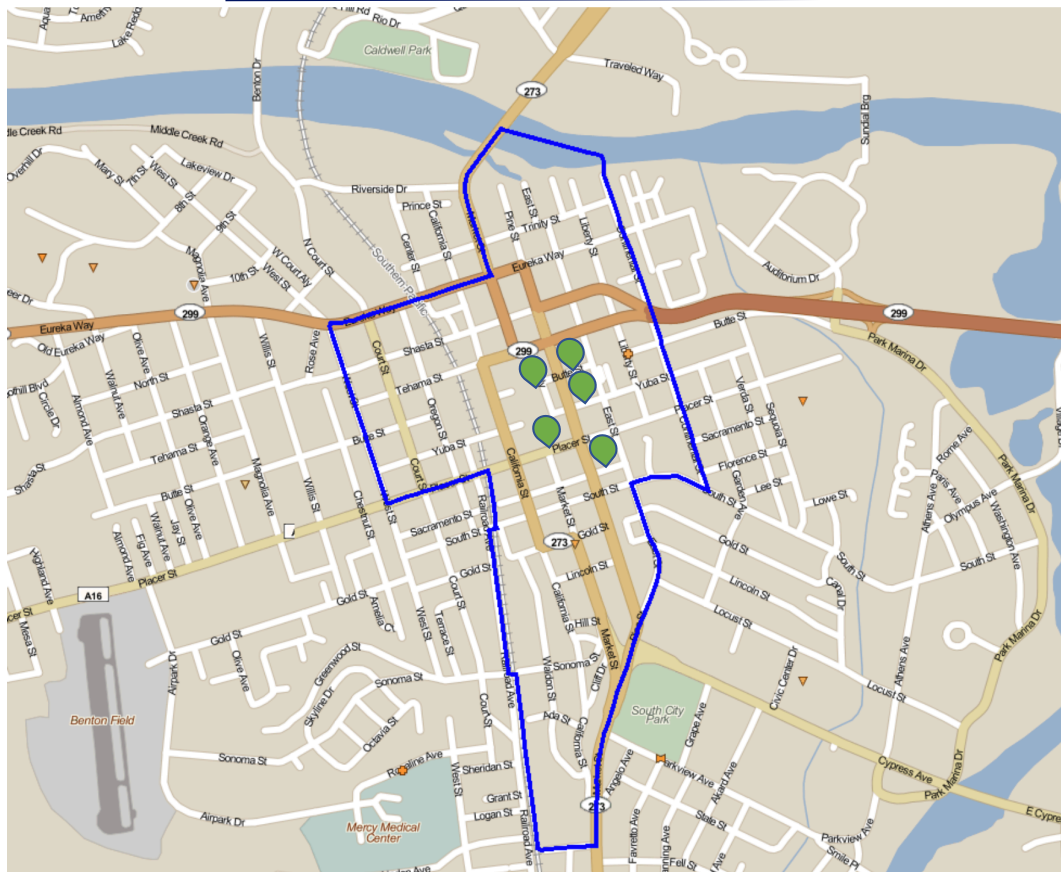




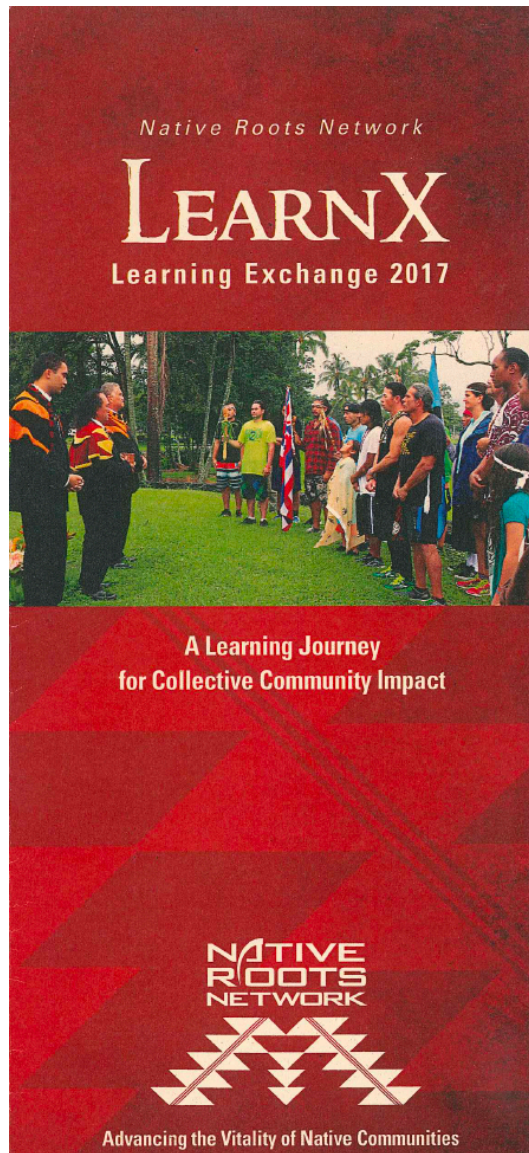




# DOWNTOWN REDDING ECONOMIC DEVELOPMENT NEXUS



- Downtown Redding is emerging as a nexus of economic development.
- The following organizations have moved to downtown since 2016:
  - Chamber of Commerce
  - Shasta College Economic & Workforce Development
  - Women's Business Center
  - Visit Redding
- These, in addition to the Smart Business Resource Center which has been downtown since 2011.



LearnX crew at Papahana Kuaola with Kumu Puelo Pata learning about the 'āina with lo'i kalo (taro terraces/patches) in midground.

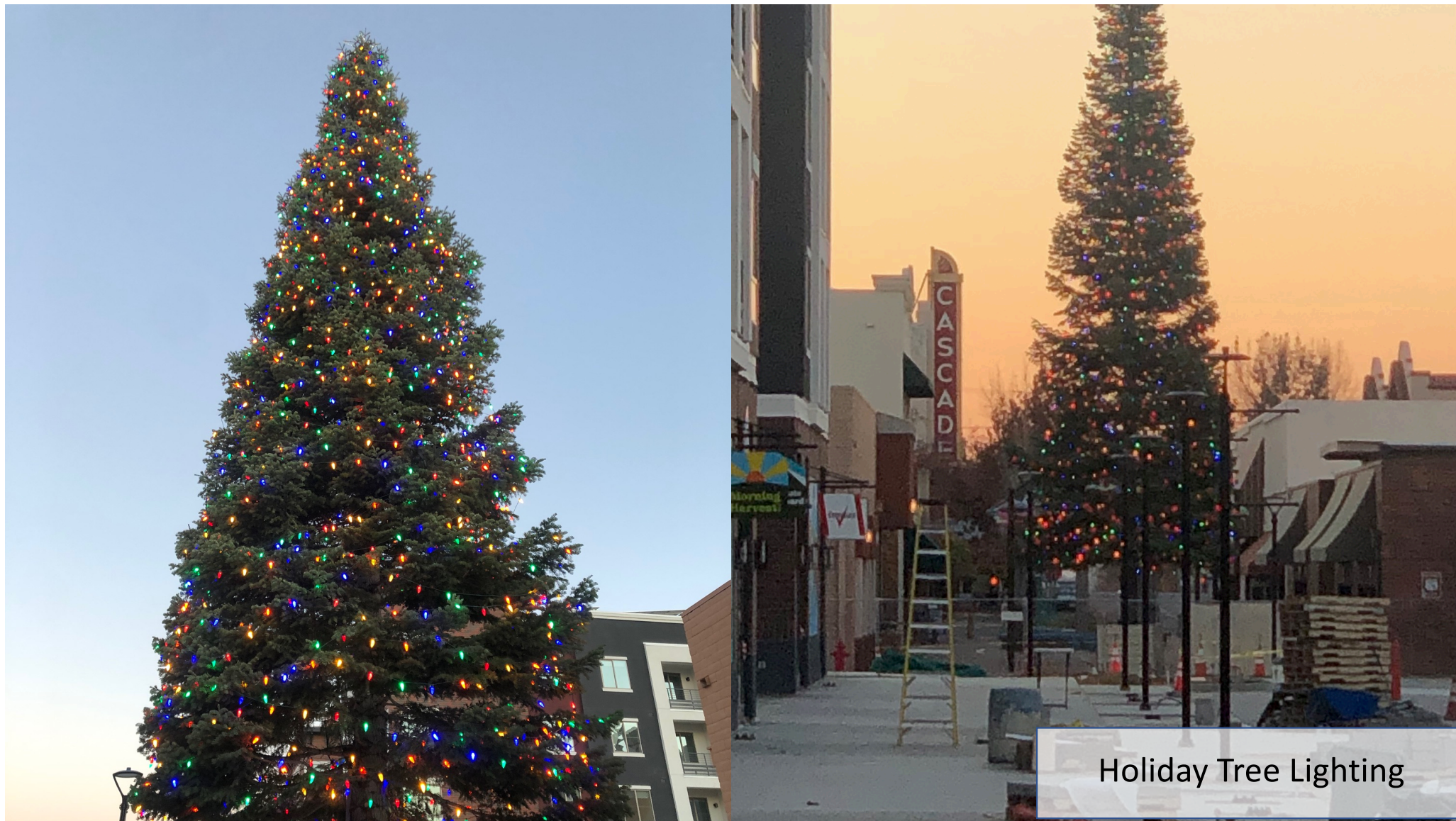


“I want to stumble  
on the fun.”  
-Carol Coletta









Holiday Tree Lighting





Parklet on Yuba & Oregon



CREDIT: BLUIZ60

THE FUTURE OF RETAIL: CREATIVE  
APPROACHES TO PLACE-BASED  
ENTREPRENEURSHIP



### **Incorporate experiences, inside and outside businesses:**

- // Storytelling: What is the story behind the maker, the product, or the process?
- // Demonstrations: Watch a product being made
- // Tasting (for food-based businesses)
- // Consumer participation: Shopper gets to produce something
- // Classes, activities, and education
- // Snacks and drinks offered as an amenity in non-food businesses
- // Add music inside businesses and in public spaces

### **Systematize the entrepreneurship pipeline:**

- // Farmer's market
- // Pushcart vendors
- // Night markets
- // Mobile retail and food trucks
- // Stores within stores: Create new businesses within existing businesses
- // Permanent pop-ups
- // Temporary pop-up programming
- // Maker spaces
- // Incubator/accelerator

### **Foster social engagement:**

- // Opportunities for shoppers to engage with other shoppers, without making a purchase
- // Private spaces for people to engage inside businesses
- // Public spaces designed for people to run into each other
- // Interactive public installations where people touch and play with art (rather than just admire it)

### **Help businesses incorporate more social consciousness:**

- // Shift product mix toward locally-produced and/or sourced
- // Connect businesses to environmental or humanitarian causes related to their industry
- // Help businesses adopt better environmental practices—and promote those practices (e.g., reducing waste, or purchasing renewable power)



# DOWNTOWN DISPATCH



A 10-YEAR COMMITMENT TO DOWNTOWN REVITALIZATION

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Sign up to stay in the loop!

<http://bit.ly/DowntownDispatch>

(case sensitive)