

Kendra N. Smith

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CAREER PROFILE

Thought and practice leader in community development, affordable housing, urban planning, and social determinants of health with experience implementing new and targeted investment in the built environment; promoting a more informed and engaged citizenry; supporting, advising, and engaging local, regional and national community focused leadership; encouraging public and private philanthropy to support community investment, and ultimately improving communities while prioritizing connections to health and well-being outcomes.

IMPACT HIGHLIGHTS

- Over \$20 million leveraged for affordable housing development in Chicago neighborhoods
- Co-authored *Fair Housing Equity Assessment*, Chicagoland's first regional approach to fair housing
- Actively engaged over 2,000 regional stakeholders as part of local land use and transit planning activities
- Management and oversight of 400 units of affordable housing for individuals with disabilities and seniors in the Toledo region
- National leader in Social Determinants of Health and Health + Community Development platforms

PROFESSIONAL EXPERIENCE

BON SECOURS MERCY HEALTH-TOLEDO, OH (March 2020-Present)

Vice President, Community Health Great Lakes & Mid-American Groups

- Provide thought leadership, oversight and direction for all community health priorities in BSMH Ohio & Kentucky markets (Cincinnati, Lima, Lorain, Springfield, Toledo and Youngstown, OH; Irvine & Paducah, KY)
- Oversight of collaborate efforts to address social determinants of health and health inequities in local markets via impact investment and community partnerships
- Facilitate creation and implementation of Community Health Needs Assessments/Community Health Improvement Plans
- Strategy development & implementation of Anchor Institution Strategy and Strategic Key Performance Indicators (KPIs)
- Relationship management and partnership development with community residents, nonprofit organizations, local businesses and other stakeholders

PROMEDICA-TOLEDO, OH (June 2018-February 2020)

Director, Social Determinants of Health

- Oversight and implementation of community investment, housing, and community programming strategies tied to social determinants of health and improved health outcomes
- Administration of Ebeid Neighborhood Promise, 10 year, \$50M place-based community revitalization health improvement program
- Created and monitored metrics and data showcasing how health focused community development programming, initiatives and investments positively impact health outcomes
- Managed ProMedica LISC Health Impact Fund-\$25M CDFI investment loan pool
- Relationship management and partnership development with community residents, nonprofit organizations, local businesses and other stakeholders

PREFERRED PROPERTIES, INC.-TOLEDO, OH (October 2016-June 2018)

Executive Director/Chief Executive Officer

- Executed organizational vision pertaining to affordable housing development, property management and property maintenance for seniors and individuals with developmental disabilities
- Management of \$1.5M annual operating budget and 11 employees
- Relationship management and partnership development within similar and across diverse professional sectors
- Built staff capacity in order to meet market demand for housing infrastructure and property management services
- Diversified and increased donor and investment support

TOLEDO MUSEUM OF ART-TOLEDO, OH (January -October 2016)

Annual Campaign Manager

- Management of Annual Campaign-\$1.7 million fundraising goal for FY17
- Management of early stages of 2020 Campus Plan including consultant selection, scope of work, and board coordination
- Relationship management with individual members, individual major donors and local philanthropic institutions
- Relationship cultivation with community organizations and programs not previously engaged with the Museum

CHICAGO METROPOLITAN AGENCY FOR PLANNING (CMAP)-CHICAGO, IL (February 2011-January 2016)

Senior Planner (December 2013-January 2016); Associate Planner (November 2011-December 2013); Assistant Planner (February 2011-November 2011)

- Managed relationships between elected officials, state and federal agencies, community organizations, local businesses, residents, colleges and universities, and civic institutions to create public engagement strategies for local planning activities
- Created and implemented 100+ comprehensive land use plans, housing, economic development and transportation subarea plans for Chicagoland municipalities and subregions
- Coordinated public meetings and events for community planning activities
- Hired and supervised agency planners, fellows and interns-including management of graduate internship program

LAWDALE CHRISTIAN DEVELOPMENT CORPORATION-CHICAGO, IL (August 2009- February 2011)

Assistant Project Manager, Real Estate Development

- Secured pre-construction and rehabilitation financing for affordable housing developments
- Assisted with construction management of over \$20 million of affordable housing units in West Chicago neighborhoods
- Managed community and stakeholder engagement related to new construction projects, housing rehabilitation and resident services

ST. CLAIR SUPERIOR DEVELOPMENT CORPORATION-CLEVELAND, OH (August 2007- August 2009)

Housing Services Coordinator (November 2008-August 2009); Community Involvement Coordinator (August 2007-October 2008)

- Managed and implemented state and city supported housing development and housing services programs including weatherization, lead abatement, HEAP, financial literacy, and foreclosure counseling referrals
- Created budgets and managed monthly grant reporting for community housing programs
- Oversight of community block clubs, community organizing, community outreach projects and community events

EDUCATION

Kent State University

Master of Public Health- Health Policy & Management Focus

Expected Graduation: August 2022

Harvard University Kennedy School of Government

Executive Education Certificate-Leadership, Organizing and Action

May 2015

Cleveland State University

Master of Science-Urban Studies

Neighborhood & Community Development Focus

Graduate Certificate-Urban & Local

Management May 2007

Ohio University

Bachelor of Arts-Political Science & Spanish

June 2005

INTERNATIONAL EDUCATION

Universidad Pública de Navarra, Pamplona, Spain

Certificate- Spanish language and culture

June 2004

PUBLICATIONS

Traveling Towards Increased Livability: Improving Access with the CTA Red Line South Extension

publication date Dec 2013, The Comprehensive ITEms, Newsletter of the Illinois Section Institute of Transportation Engineers Volume 52 Issue 4

AWARDS

- Group Recipient/Author, HUD Secretary Opportunity & Empowerment Award-for Ebeid Neighborhood Promise (2020)
- Recipient, Toledo 20 Under 40 (2017)
- Group Recipient, American Planning Association National Planning Excellence Award for Planning Agency (2013)
- Group Recipient, Metropolitan Planning Council Burnham Award for Excellence in Planning (2012)

PROFESSIONAL AFFILIATIONS, BOARDS, AND VOLUNTEERISM

- Federal Reserve Board of Governors Community Advisory Council- Member (December 2020-Present)
- National Association of Community Economic Development Associations Advisory Committee- Member (July 2020-December 2020)
- Leadership Ohio- 2020 Cohort Member (May 2020-November 2020)
- Toledo Community Foundation Strategic Alliance Partnership Committee-Member (January 2019-March 2020)
- Delta Sigma Theta Sorority, Inc.-Member (April 2018-Present)
- Rotary Club of Toledo- Board Member (July 2020-Present); Member (December 2016-Present); Youth Services Committee Chair (June 2017-June 2020)

- Toledo Design Center-Board Member (March 2016-April 2018)
- UpTown Community Development Corporation- Board Member (March 2016-March 2018); Co-Chair, Development Committee (June 2016-March 2018)
- MLK Kitchen for the Poor- Board Member (May 2016-May 2019)
- American Planning Association- Member-National, Illinois & Ohio Chapters (May 2015-Present)
- Neighborhood Housing Services of Chicago, Inc.-Metro Board Member (November 2014-January 2016); Chair-Board Development Committee (May 2015-January 2016)
- Ohio University Alumni Association-Member/Volunteer Greater Cleveland & Chicago Alumni Chapters (June 2005-Present)

SPEAKING ENGAGEMENTS

- **Bowling Green State University State of the Region 2021**, “Positioning Toledo for Continued Economic Growth and Revitalization”, March 2021
- **Housing and Community Development Network of New Jersey Healthy Homes and Communities Summit**, "How Can Collaboration Between Healthcare Institutions and Housing and Community Development Organizations Be Mutually Beneficial", August 2018
- **Pennsylvania Association of Community Development Corporations Health + Housing Summit**, "Genuine Healing: Health Systems Investing in Safe, Affordable Housing", December 2018
- **American Heart Association of NW Ohio 2019 Go Red for Women Conference**, "Social Determinants of Health & Community", February 2019
- **National Community Reinvestment Coalition (NCRC) 2019 Just Economy Conference**, "Health Equity and Anchor Institutions", March 2019
- **EMERGE Trust, Tech and Transparency Conference**, "The Role of Healthcare: A Prescription for Better Financial Health", May 2019
- **Federal Reserve Bank of Cleveland Connecting Healthcare and Community Development Symposium**, "Health + Housing from a Healthcare Perspective", May 2019
- **Denver Health Leadership Development Institute**, Keynote: "The Anchor Institution Journey", October 2019
- **Ohio CDC Association Annual Summit**, "Investing in Health, Transforming Neighborhoods", October 2019
- **National Association of Community Economic Development Associations (NACEDA) Health Communities Cohort**, "How Community Can Show ROI to Healthcare Partners", May 2020

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