We envision neighborhoods regenerated by small developers who care deeply about the places where they live and build.

ABOUT THE INCREMENTAL DEVELOPMENT ALLIANCE

We are an Alliance of practitioners who train small developers, helping citizens strengthen their own neighborhoods and helping city champions get the kind of development their community wants.

We are a 501(c)(3) nonprofit, founded 2015. We aim to inspire and enable thousands of small (1-3 story) development projects, championed and delivered by local people. We focus on infill development, helping people stay, return, and contribute to the place they love.

WHAT WE DO:

We offer **aspiring developers** training and mentorship to help them take the first steps toward their small-scale real estate development projects.

We coach **civic leaders** how to cultivate patient, healthy real estate development at scale accessible to locals, starting with supportive regulation.

HOW WE DO IT:

- We design and deliver **training** (in person and online) for groups at different stages of the development process.
- We offer **technical assistance** to governments looking to troubleshoot challenges in their local development ecosystem.
- We are an on-the-ground partner to foundations and nonprofits, embracing the messy work of **capacity building** in hard-to-reach places.
- We **speak** at conferences and events.
- We **implement** in our own communities, speaking from experience.

CONTACT

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INCREMENTALDEVELOPMENT.ORG
The Small-Scale Development Workshop provides an overview to the infill development process.

This Workshop changed the way our community members think and feel about real estate projects. [...] The Workshop confirmed to our citizens that we can improve our city with the people we already have.

REGGIE DELAHANDY
SMALL BUSINESS COORDINATOR
CITY OF GREENSBORO, NC

What can you do with what you already have? Vacant lots, existing buildings, solid neighbors, skilled tradespeople, local businesses, and a love for home - these are the ingredients to incremental development. In this workshop, we'll analyze what makes a good project and how small developers interact with the broader ecosystem of professionals in the built environment. By the end of the day, aspiring developers will feel more prepared to take the first steps on their own project and city champions will see inside the black box of real estate transactions.

WHO SHOULD ATTEND:
If you've ever thought of owning a building that earns an income or if you'd just like to better understand how development works, this workshop is for you. Scholarships are available.

- Individuals in construction, design, planning or real estate looking to enhance their practice
- Business associations, main street associations, historic preservation groups, and neighborhood improvement groups
- City management, economic development, planning, or related departments looking to support small-scale development in their cities
- Nonprofit developers or landholders who need strategies for small lot development
- Private banking professionals, CDFIs, and Community Foundations who want to become more effective investors

Get a big picture view of small-scale real estate development and the value it provides in a community
Understand how a building makes money and how to analyze what kind of building your local market will support
Learn the first steps in formulating your own project and how to get started as a developer with little to no resources
Learn how to read and interpret zoning to see what and where you can build
Discover where you need help and meet people who can fill the gaps in your skills and expertise
WHAT DO YOU LEARN AT A WORKSHOP?

A real-talk introduction to the world of property development with practical entry points for regular people.

THE INCREMENTAL APPROACH
An introduction to small-scale, locally-driven development and how it differs from conventional development. Why is this approach better for cities?

BUSINESS MODELS & SKILLSETS
The most basic business decisions a developer faces, like “should I sell or lease?” Includes a self-evaluation of your skillset, where you need help, and a networking break.

RIGHT-SIZING
A strategy to match the scale of your project to your current abilities and resources. Highlights code and financing thresholds that trigger increased difficulty.

BUILDING ARTS
Principles of urban design, site planning, and building design. Learn how your project can be efficient, adaptable, and an improvement to the street.

MARKET RESEARCH & SITE SELECTION
A disciplined approach to gathering local intelligence on what things will cost, what revenue a building can earn. Learn how to find a site and not pay too much for it.

ZONING
A primer on how zoning works so you can find local regulatory information relevant to your project and understand what you can build as-of-right.

FINANCIAL ANALYSIS
Learn the basic structure of a pro forma and the key terms and metrics relevant to development finance. The pro forma helps you determine if a project is worth pursuing.

DEVELOPMENT SIMULATION
A hands-on practice exercise that takes attendees from zoning to building program to site plan to pro forma.

FINANCING YOUR PROJECT
How lenders and investors look at a deal and how to prepare your pitch and supporting materials.

BUYING A PROPERTY
An overview of real estate transactions and how they are influenced by market conditions. What due diligence, negotiation, and documentation goes into buying a property?