



Building Culture, Making Culture, Keeping Culture



Table Of Contents

03 | Letter from the Founder
& Executive Director

04 | What is CLTRE

06 | CLTRE Impact

CLTRE Network + Resources

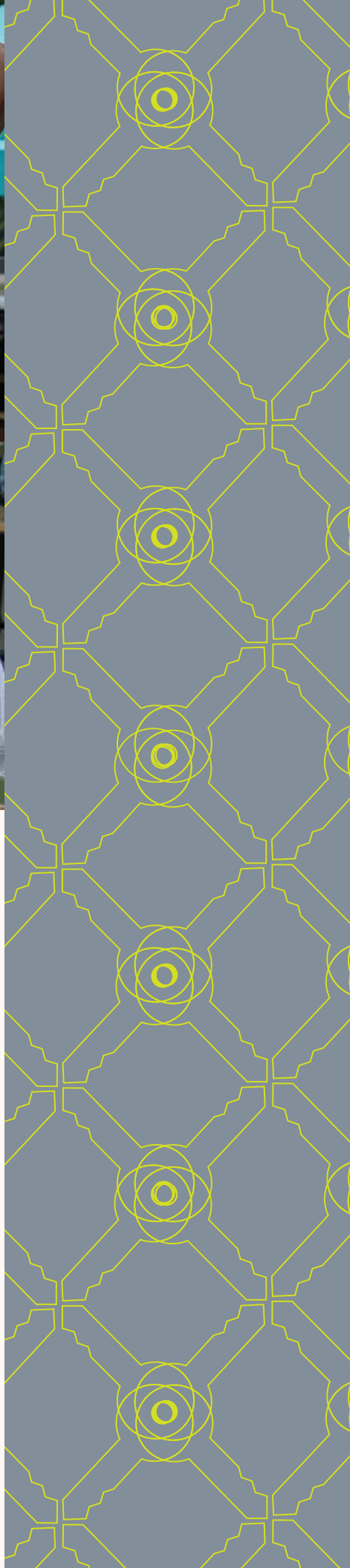
CLTRE Keeper - Anti-Displacement Program

CLTRE Accelerator - Creative Entrepreneur Accelerator Program

CLTRE Club - Business Incubation Program

Reimagine Retail - Retail Training Facility

09 | CLTRE Team





Letter from Roshaun

Roshaun Davis
Founder & Executive Director

As I sit down to pen this letter, I am overwhelmed with gratitude and a deep sense of purpose. CLTRE isn't just an organization; it's a vibrant community, a collective dream, and a beacon of positive change. Allow me to share what CLTRE means to me.

CLTRE is a Vision:

From its inception, CLTRE has embodied a powerful vision – a vision of creating leverage to ready entrepreneurs and fostering transformative real estate. This vision isn't just a lofty goal; it's a guiding light that shapes every decision, initiative, and collaboration within our community.

CLTRE is a Community:

More than just a group of people with an idea, CLTRE is a community where creativity, passion, innovation, and the richness of who we are is celebrated. Each person brings a unique perspective, skill set, and energy that collectively form the heartbeat of CLTRE. It's a place where collaboration is not just encouraged but celebrated, where every voice is valued, and where the spirit of community is core.

CLTRE is a Catalyst for Change:

In a world where change is constant, CLTRE stands as a catalyst for positive, transformative change. It's a force that empowers entrepreneurs, nurtures community-led initiatives, and drives impact beyond conventional boundaries. CLTRE's commitment to creating positive change is not just rhetoric; it's a daily commitment to making a difference.

CLTRE is where Vision meets Action:

Within the ethos of CLTRE, visions come to life. It's a canvas where entrepreneurs paint their visions, where community members weave their aspirations, and where every success story becomes a thread in the fabric of CLTRE. Witnessing those visions take flight and seeing the tangible impact of our collective efforts is a source of inspiration and fulfillment.

CLTRE is a Promise:

To me, CLTRE is a promise – a promise to support, uplift, and empower. It's a commitment to creating opportunities, fostering growth, and building a community where everyone can thrive. The promise of CLTRE is a guiding principle that fuels my dedication and passion for the work we do. Thank you for being a vital part of making Sacramento a culturally rich place where diversity is not only celebrated, but lived every day. You are what makes CLTRE truly special. There is no culture without "U".

With gratitude and excitement for the future,

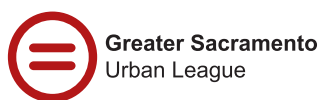
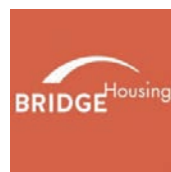
We are CLTRE

Developing The Neighborhoods We Live In, and Empowering The People Within Them.

is a nonprofit organization that is committed to shifting the cultural landscape in California by year 2040. We do this through building culture, making culture, and keeping culture within underserved and culturally rich neighborhoods throughout the city. 100% of our donations go directly to fund programs and projects designed to develop the neighborhoods we live in, and the people who live within them.



Thank you to our Funders + Partners



CLTRE

Network + Resources



Meeting of the Minds Connection List:

This is used as a tool to provide support to those of us out here grinding, doing the work to make equitable and just change in our communities. Let's connect use each other as resources and together create forward movement!

Slack:

Once you enter your information into the spreadsheet, we can get you connected to our CLTRE Slack Channel. Here you will find out about events at CLTRE, like CLTRE, Coffee and Conversations & other events, connect with other like minded folks, bounce ideas off one another and share requests + resources with each other.

CLTRE, Coffee and Conversation event:

CLTRE, Coffee, and Conversations happening every First Wednesday at CLTRE Club from 9:30am - 11am.

Open Conversations:

Engage in authentic discussions with fellow CLTRE members. Share your experiences, insights, and ideas openly.

Collaboration Opportunities:

Discover potential collaborations and partnerships that can amplify our collective impact. Whether it's a new project or a shared initiative, this is the space to explore possibilities.

Sneak Peek at the Revamped CLTRE Club:

We launch a new cohort of CLTRE Club this Saturday, and we are inviting you in to get a sneak preview of the space before the grand opening. But most of all, we want you to connect with familiar faces and embrace the opportunity to meet new members of the CLTRE community.

Keeping CLTRE

CLTRE Keeper

Anti-Displacement Program



The **CLTRE** Keeper is an 8-week home buying program specifically designed for people within culturally rich neighborhoods. The goal of the program is to provide community members with the knowledge, resources, and support they need to navigate the home buying process and become successful homeowners.

Additionally, the program highlights economic opportunities such as government-backed home buying programs and down payment assistance programs, as well as suggested partnerships with local real estate agents, financial advisors, and nonprofit organizations that can provide further support.

Metrics of Success: CLTRE Keeper Development Of Aggie Square

367 Applicants | **25** Program Participants | **12** Partners

\$17,500 awarded to each cohort participant

Home loan for 39 year term locked in at 3.8% interest rate offered to participants

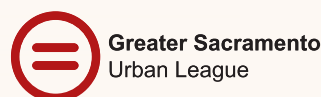
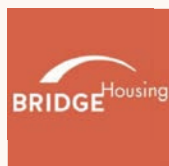
92% of participants received funding

88% are seeing increased credit scores (700 credit score + Below Market Interest Rate @ 3.88% with our partners.

\$35,000 in individual debt relief awarded.

(**14** participants awarded in the last **2** months)

Program Partners:



Building CLTRE

CLTRE Accelerator

Creative Entrepreneur
Accelerator Program



The **CLTRE** Accelerator is a rigorous program designed to boost entrepreneurs' mastery of business and entrepreneurship concepts, self-confidence as an entrepreneurial leader, and access to networks of entrepreneurial resources. **The 6-week Innovation Challenge** includes twice weekly course meetings, mentorship, and 1 on 1 guidance sessions with faculty.

Program Partners:



creative
startups

City of
SACRAMENTO

Metrics of Success:

84% BIPOC entrepreneurs participated in the program

85% of entrepreneurs increased their confidence in their ability
to build a profitable business model

100% of entrepreneurs are now confident or very confident
they can grow their business



Reimagine Retail

CULTURE
CULTURE
CULTURE
CULTURE

DISPLAY is our retail space designed to support thousands of local makers and designers by giving them a platform to sell their products, receive real-time feedback on offerings, and gain access to a supportive hyper-local community. We also use it as a tool to train young adults ages 16-24 on customer service, sales techniques, visuals, inventory, and cash handling.

Metrics of Success:

How many locally made products we have in the store: **80**
How much the store makes annually in dollars : **\$117,803.28**
How many annual transactions made in the store: **3,810**
How many people come into the store monthly visitors: **150**

Program Partners:



“The Reimagine Retail Program significantly helped get my brand new business’ name and art out there and my merchandise into people’s hands. Directing people to a physical store really helps get the word out quicker and customers experience my art and products in tangible terms. I am forever grateful having the opportunity to work with likeminded businesses and individuals who value spiritual health, growth, and support one another.”

– Angelo Manzano (The Divine Gut Painter)

Making CLTRE

CLTRE Club

Business Incubation Program



The **CLTRE** Club is a retail training cohort designed to provide 8-10 entrepreneurs with access to an affordable retail space that serves as a platform for showcasing their brand, an incubation space for up-and-coming entrepreneurs to grow their business, and a training facility where they can learn the skills and knowledge necessary to successfully operate a brick-and-mortar business.

Metrics of Success:

- # of entrepreneurs enrolled in the retail cohort: **9**
- # of successful brick-and-mortar businesses launched by program graduates: **1**
- # of program participants who continue operating their businesses beyond the program duration: **7**

Program Partners:



"I'm incredibly grateful for the opportunity to showcase my work in a space where having my own store seems nearly impossible. This equitable and beautiful environment created by the CLTRE club team offers tremendous support and makes a significant difference. Being a part of the CLTRE club feels truly special. As a woman of color, the success and wealth of large corporations often make it seem like there's no room for small businesses like mine. So, I'm deeply thankful for a space where I feel seen, my work is celebrated, and I receive unwavering support."

- Tricia Bebe (LoveBB Goods)



Who is CLTRE

We believe CLTRE is the thread that connects individuals to their communities and to the past, present, and future. It is the lens through which they view the world and make sense of their experiences. We are a community development corporation designed to center culture as a way of life, and showcase the locals and small scale real estate projects that make neighborhoods unique.

2024 Board of Directors

Our Board of Directors is composed entirely of female leaders who were born and raised in Sacramento. They offer essential support and guidance, ensuring that projects proceed seamlessly, and they persevere in removing any obstacles that may impede progress. Each member brings a wealth of knowledge in their respective areas of expertise, along with a vast network of contacts, which allows us to tap into the most valuable resources available.



Latanaya Geter
Board President



Lupe Hariston
Treasurer



Anya-Jael Woods
Secretary

CLTRE Team

Meet the Team



Roshaun Davis

Founder & Executive
Director



Holly DeFazio

Executive Manager



Ashley Garner

CLTRE Keeper
Program Director



Alex Martinez

Brand Ambassador

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