**MADELEINE SPENCER –** Is the Founder of Diamond Heart Enterprises Consulting and acts as an Executive Board Member of Community Engagement. Spencer has been a retained Executive Directing Business Improvement District manager in the city of Santa Ana, CA. since 2014.  In her role as a place manager Spencer works to serve over 796 businesses helping to shape Santa Ana’s downtown business district. Spencer is passionate about building pipelines through collaborative design strategies and bridging network connections between community and institutions such as schools, colleges, local and regional government.

Spencer is a member of the Society for Community Research and Action and PlacemakingUS. Working at a crossroads of arts, culture, business, and technology, Spencer has facilitated a series of community-engaged processes, built an advocacy coalition to tackle issues of Homelessness. Spencer has worked with a responsible development team to write the policy that became the first transparency law in the City of Santa Ana, helped establish Santa Ana's first citywide, community-engaged Strategic Plan (2014); built a coalition that advocated for and won the unanimous passage of Santa Ana’s Wellness Resolution (2015). Participate in an Advisory Committee for the General Plan Update in the City (2016). Co-Created the first Open Access Regional Literary Festival in Orange County called *Boca de Oro Festival of Literary Arts and Culture*.

Graduating with a BA in Philosophy and English from Chapman University in Orange, CA (2008) and obtaining her master’s degree in marriage and family therapy in 2011 Spencer currently has a double Master’s degree in Counseling Psychology and Community Psychology, Liberation Psychology, Indigenous Psychology and Eco psychology, from Pacifica Graduate Institute out of Carpentaria, CA.

**PUBLIC POLICY – RESEARCH, WRITING, COMMUNITY ENGAGEMENT, COALITION BUILDING PROCESS**

Experienced public policy researcher and writer (including references) on entrepreneurship.  Co-Created a Progressive Transparency Law called “Sunshine Ordinance” as part of The Santa Ana Coalition for Responsible Development (SACReD) to ensure that vital public information is readily available to the public. Through open and transparent government community members are engaged in the decision-making process which builds public trust. City of Santa Ana Sunshine Ordinance (Adopted October 2012, Revised June 2013)

**CITY WIDE STRATEGIC PLANNING – RESEARCH, WRITING, COMMUNITY ENGAGEMENT PROCESS**

Drafting the first Open City Wide Five-Year Strategic Plan with goals to improve service to the public. consulted the City Council, staff, and the public through iterative drafts following opening a community engagement process to develop Strategic Plan Goals for City Council's consideration. Ensuring that the Strategic Plan reflected the values, priorities, and vision of the community. Strategic Planning Process. This process included Community Forum, Focus Groups, Community and Employee Surveys, Community Workshops, Community Overview Meeting, City Council Workshop, and an Environmental Scan.

**COMMUNICATION PLANNING CONSULTANCY, CALIFORNIA ENDOWMENT: BUILDING HEALTHY COMMUNITIES**

Assist California’s largest foundation to develop a network-wide communication plan among 19 Nonprofit Organization in order to move forward in the needed implementation of its new 10-year “place-based” strategy in fourteen low-income California communities. The plan makes 10-year commitments to these communities “to improve health systems and the physical, social, economic, and service structures that support healthy living and healthy behaviors.” [www.calendow.org](http://www.calendow.org/)

**DEVELOPMENT AND IMPLEMENTATION OF COMMUNITY-LED MARKET ANALYSIS AND BRANDING STRATEGY FOR DOWNTOWN BUSINESS IMPROVEMENT DISTRICT**

Worked with The Next Practice Consulting Group, Santa Ana Coalition for Responsible Development and Santa Ana Building Healthy Communities to develop a comprehensive Market Analysis, Branding Strategy for Downtown District in Santa Ana CA. To Implement a comprehensive Economic Development strategy with 3 scenarios to ensure that Santa Ana is a city with a vibrant business climate that is accessible, user-friendly, and welcoming to all residents and visitors. Create new opportunities for business/job growth and encourage private development through new General Plan and Zoning Ordinance policies. Promote a solutions-based customer focus in all efforts to facilitate development and investment in the community. Continue to pursue objectives that shape downtown Santa Ana into a thriving, culturally diverse, shopping, dining, and entertainment destination. Leverage private investment that results in tax base expansion and job creation citywide.

**ECONOMIC DEVELOPMENT THROUGH A WELLNESS RESOLUTION: ESTABLISHED A WELLNESS DISTRICT FOR SANTA ANA’S DOWNTOWN DISTRICT**

Santa Ana's downtown was shown through Market Analysis to be a destination for food, exercise, culture and family experience, selling more than 4 times more Wellness goods and services than any other city in Orange County Region. Establishing a Wellness District for Santa Ana’s downtown was a process allowing the community to take what already works best and attract more business within this market.

**DEVELOPED RESOLUTION - SUPPORTING ADVANCE AND GROWTH OF WORKER COOPERATIVES IN SANTA ANA**

On August 1, 2017, the City of Santa Ana took the first step in community wealth building by becoming the first city in Orange County to adopt a Resolution of Support for worker cooperatives.  This community economic development initiative was aimed at increasing the wealth of the City’s residents and providing the necessary resources for residents to become business owners in the City.

The purpose of this program is to encourage and support the development of worker-owned businesses in Santa Ana by creating new markets and providing technical support to enable worker cooperatives to grow and succeed in the City.

**URBAN ADVANTAGE, STRATEGY AND IMPLEMENTATION: BUSINESS IMPROVEMENT DISTRICT WORK TOWARD USER-CENTERED CITY BUILDING.**

Practice in implementing cutting-edge practices in business strategy, local economic development, and design to show how place-based competitive advantage can be developed through the co-creation of new local urbanisms—customized places tailored to the requirements and strategies of particular user communities.

**DEVELOPED MEMORANDUM OF UNDERSTANDING – PARKS AND RECREATION DEPARTMENT TO ACTIVATE 4 UNDERUTILIZE PARKS IN THE DISTRICT (IN PROGRESS)**

Establish a 1-year pilot program that will formalize aworking relationship between the parties to work cooperatively to activate and reserveSasscer Park, Birch Park, Plaza Calle Cuatro, to provide positive activities and experiences for the community; andthis pilot program duration is for a term of one year and includescreating well-programmed and regularly activated public spaces within the Downtownarea as an effort to renew community and local businesses’ trust and confidence;  through regularly scheduled programming, events, activities inspecific locations within Downtown Santa Ana.