

# The Community Reinvestment Act: A Community Development Business Model

Business Opportunities in Community  
Development Lending

Augusta Maine

June 14, 2013

The image shows the exterior of a brick building with the Bangor Savings Bank logo. The logo consists of the word "Bangor" in a large, bold, white serif font, with "Savings Bank" in a smaller, bold, white sans-serif font below it. The building is made of red brick and has several windows visible.

**Bangor**  
**Savings Bank**

Equal Housing Lender Member FDIC



HEALY ASYLUM, CATHOLIC ORPHANAGE, LEWISTON.



A Corner of the Play-Grounds, Senior Department.



































- The Community Reinvestment Act enacted by Congress in 1977 is intended to encourage financial institutions to meet the credit needs of communities, including LMI neighborhoods consistent with safe and sound banking practices



# Compliance Obligation or Business Opportunity?

# Business Objective

- Grow CRA lending, investment, and service
- Serve LMI populations and communities
- Leverage public sector resources
- Affordable housing
- Economic development

# Business Plan

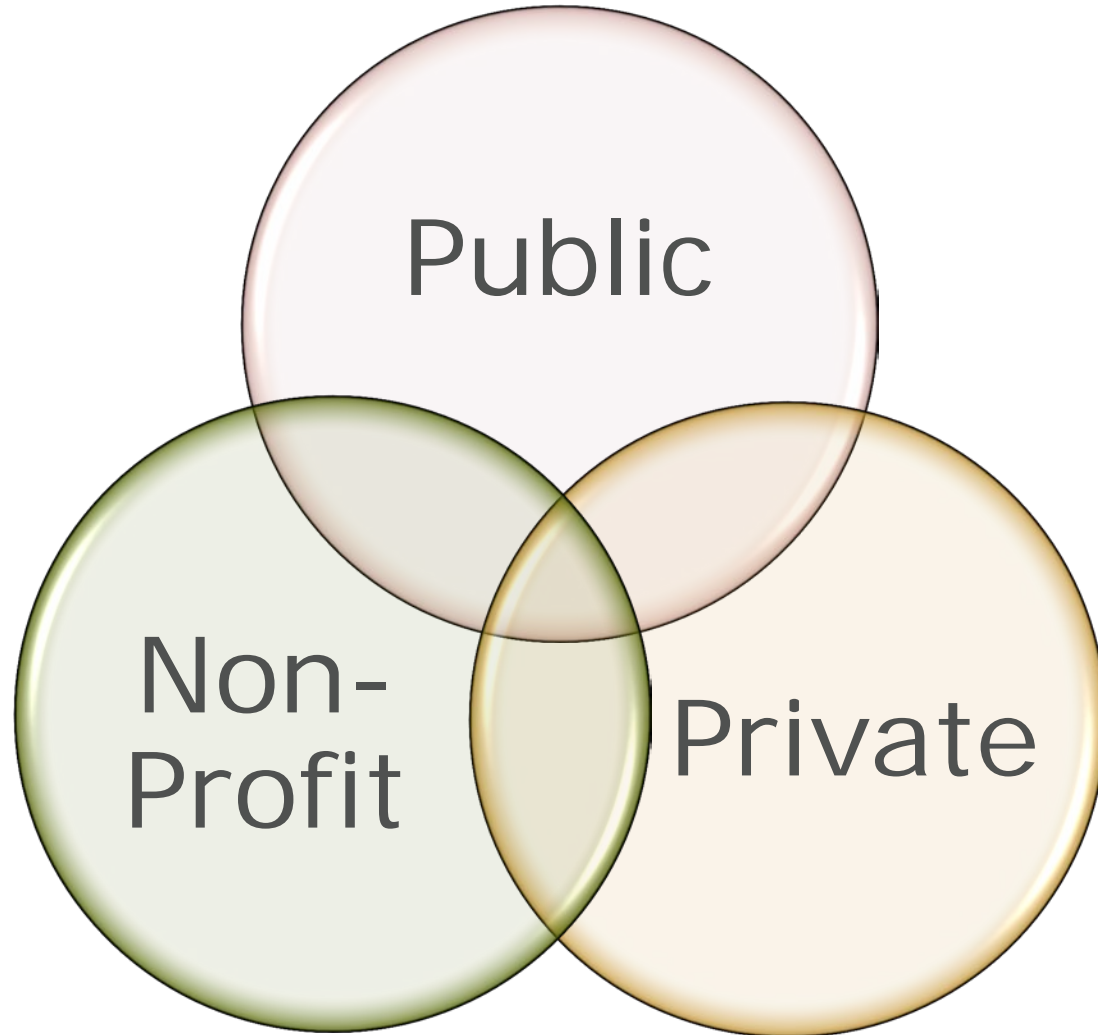
- Develop Institutional Capacity
- Imbedded in existing business lines
- Integrated operationally
- Sustainable program
- Financially sound



# Target Market

- Non-profits
- Community development corporations
- Public housing authorities
- Social service agencies
- Public sector agencies

**Doing Good  
is Good Business!**





# Execution

- Measurable goals
- Senior management engagement
- Financial performance
- Credit culture
- Operational support

# Execution

- Annual plan
- Score card
- Work program
- Executive summary
- Quarterly CRA Review Committee



# The Results











# Contact

John A. Moore, CRA Officer  
Senior Vice President  
Community Development Lending

John.Moore@bangor.com  
207-262-4936



# Bangor

## Savings Bank

**You matter more.**