

Investing for vibrancy

Cleveland
Neighborhood
Progress



Inside:

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- ▶ A city of neighborhoods
- ▶ People make places emerge; Cleveland is rising
- ▶ Homegrown Heroes winners

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1988-2018

Broadway - Slavic Village: Hit hard by the national real estate crisis, Slavic Village Rediscovered, a home rehab program, is stabilizing the housing market and dramatically increasing home values.

Brooklyn Centre: As new home construction draws much-deserved attention around the city, Brooklyn Centre provides a rich stock of historically significant housing at an affordable price.

Buckeye: Buckeye is receiving a boost from the \$125 million redevelopment of the Saint Luke's campus. The new Intergenerational Playscape facing Shaker Boulevard provides green space for students, elderly residents and neighbors.

Clark Fulton: Home to a growing Latinx population, the La Villa Hispana neighborhood, centered around Clark and W. 25th Street, continues to develop and embrace community events like La Placita.

Collinwood: This lakefront neighborhood has a new anchor in the La Salle Theatre, a 1927 movie theater that now functions as an arts, media and community center.

Cudell/Edgewater: Historic homes surround Cleveland Metroparks' Edgewater Park, featuring a new Beach House, interconnected trailways, access to water sports and popular public events.

Cuyahoga Valley: Nestled just south of Downtown and Tremont, this neighborhood hosts homes, industry, shopping, and Cleveland Metroparks' Canalway Reservation.

Downtown: Experiencing steady population growth for two decades, Downtown is now home to 17,000+ residents and growing retail and lifestyle business sectors.

Euclid-Green: Partners are developing new and affordable senior housing so city residents may remain in the comforts of their own neighborhood as they age.

Fairfax: One of five neighborhoods that will host a portion of the Opportunity Corridor, and home to the Cleveland Clinic, Fairfax is attracting new residential and commercial development.

Hough: Hough has recently experienced the addition of new housing, a rejuvenated League Park, new office and retail space and a vineyard that attracts tourists and curious locals.

Lee Harvard/Lee Seville: Whitney Young is a National Blue Ribbon School preparing Cleveland students for high school, and one of many schools contributing to the city's rising graduation rate.

A city of Neighborhoods

Cleveland Neighborhood Progress and its partners work daily to build on the many existing strengths of Cleveland's neighborhoods and people. Rehabilitation of historic buildings and business districts; new housing; and active parks and community spaces are just some of the most visible products of this work.

Check out the map to learn more about key projects in each of the city's neighborhoods – all designed to improve the lives of Cleveland residents.



Detroit Shoreway

As new housing joins historic homes in the Gordon Square Arts District and near the lakefront, Cleveland Neighborhood Progress and its partners are working to ensure affordable housing also remains available.



University Circle

A nationally recognized arts and cultural district, University Circle recently added the Nord Family Greenway, a multipurpose greenspace connecting the Cleveland Clinic to the Cleveland Museum of Art and Case Western Reserve University.



Glenville

The Madison, a new commercial development on East 105th Street, recently hosted the work of international artists as part of the FRONT Triennial.

FRONT



Shaker Square

The nation's second oldest planned outdoor shopping center, Shaker Square is a top East Side gathering space and transit hub. Community members are re-imagining and redesigning the Square's public space.



Central/Kinsman

The BoxSpot Business Incubator, built from 10 shipping containers, will soon land on Kinsman Road and welcome six new entrepreneurial businesses.

Live
CLEVELAND!

Learn more by following LiveCleveland! online and on social media. It's the best way to see what's happening in Cleveland's neighborhoods and to keep up to date on the many fantastic residential opportunities that exist in the city.

Little Italy: Art walks, galleries, fine and casual dining, a healthy mix of new and old housing and a new Rapid Transit stop make this neighborhood accessible and attractive.

Midtown: As residents enjoy historic and new housing along Euclid Avenue's Health Line, the newly renovated Agora serves as a hub for concerts and businesses while the brand new UH Rainbow Center for Women & Children cares for the community.

Mt. Pleasant: Luke Easter Park, the largest urban park in the state of Ohio, serves as a perfect venue for picnics, festivals and neighborhood walks, while roller skating remains popular at Zelma George Recreation Center.

Ohio City: Residents and visitors alike benefit from this neighborhood's status as a culinary epicenter, home to the century-old West Side Market and the brand new Ohio City Galley, an incubator space for emerging chefs.

Old Brooklyn: The largest Cleveland neighborhood and home to the Metroparks Zoo, Old Brooklyn offers leafy residential side streets, walkable commercial districts and affordable space to entrepreneurs.

St. Clair Superior: Home to one of the city's most diverse populations, St. Clair Superior also hosts many small-scale manufacturers who have operated for decades in historic brick warehouses.

Stockyards: Stockyards Menlo Academy, a school for academically gifted children, recently opened in a beautifully restored building in this neighborhood, which also boasts a strong Latinx heritage.

Tremont: Arts abound in this historic neighborhood, home to some of the northernmost sections of the 100-mile Towpath Trail connecting Cleveland to the Cuyahoga Valley National Park and beyond.

Union Miles: In 2018, Union Miles plays host to the Progress Institute, a day-long conference for community development professionals to learn about the issues and challenges affecting city neighborhoods.

West Park: Perched atop the high bluffs of the Cleveland Metroparks' Rocky River Reservation, West Park offers hiking, horseback riding, sledding, golfing, kayaking, running, biking and more.

Westown: Centered along Lorain Avenue, Westown is home to many residents, businesses and restaurants of Middle Eastern heritage, as well as a bustling antiques district.

Lifting up Cleveland's neighborhoods and people

Cleveland Neighborhood Progress lifts up Cleveland's neighborhoods. We provide financial and technical support to community development corporations. We organize and fund activities that involve planning and design of neighborhood assets. We offer hands-on programs to help residents thrive economically and socially. And we promote city living.

This work shows up in countless ways across the city – some more immediately visible than others.

A historic public space needs a strong vision for the future, one that is welcoming to the diverse population around it. Neighborhood Progress helps coordinate the planning process, then helps raise funding to make the vision a reality.

Aspiring entrepreneurs need space and capital to start new businesses. Storefronts in neighborhood commercial districts need new tenants. Neighborhood Progress makes the connections and provides the seed funding to allow the former to inhabit the latter.

A family needs help creating a household financial plan. Neighborhood Progress connects them to training and one-on-one consulting.

None of this work, of course, is done in isolation. To fulfill



All over Cleveland, Neighborhood Progress is helping community development corporations resourcefully configure neighborhoods to respond to the real needs of residents. Together, we generate big ideas, advocate for them, fund them and promote them.

our mission, Neighborhood Progress partners with dozens of organizations across the city: community development corporations, local foundations, private businesses, schools, universities and government institutions. Financial support and guidance comes from our founding and sustaining funders: the Cleveland Foundation, George

Gund Foundation and Mandel Foundation. We are grateful for their leadership and support.

A legacy of community building

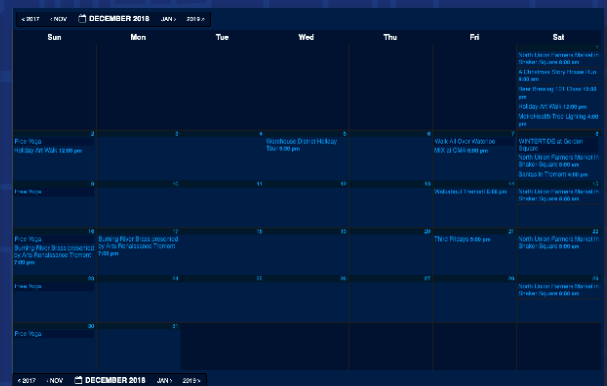
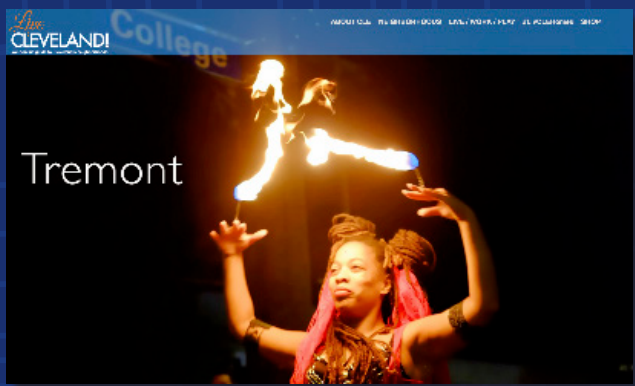
The year 2018 marks the 30th anniversary of Neighborhood Progress. Much has changed in that time. When the organization was founded, in 1988, living in the city was considered undesirable by many. Much of our building and housing stock was deteriorating, while parks and green spaces languished and often sat empty due to a lack of funding and attention. Perhaps most concerning of all, a history of inequitable institutional policies had kept people of different racial and economic backgrounds separate, while cutting off some groups of people (particularly those of color) from educational and economic opportunities.

Today, many aspects of this picture have improved. There is a growing interest in city living, including among young people, “empty nesters”, and families who want to raise their children adjacent to the city's rich artistic, cultural, and recreational amenities. New funding and management has vastly improved our parks, and more people are using them for both passive and active recreation. A

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make your plans to discover the city!

Check out the LiveCLEVELAND! online calendar to discover many events surrounded by great city living options.



You'll discover:
Neighborhood festivals • Art walks • Music festivals • Arts & culture experiences and other special holiday events!

brought to you by:
Live CLEVELAND!

growing number of people are willing to face and address historic and present-day inequities.

Still, challenges remain. Population growth in Northeast Ohio has been slow or stagnant even as the region continues to expand geographically, straining existing infrastructure and resources. Not everyone has benefited from neighborhood improvements equally, and some neighborhoods have received greater investment than others. These differences in many cases follow patterns of inequity established decades ago.

The work of Cleveland Neighborhood Progress and its community development partners is to address ongoing challenges by using a variety of tools. Some of these tools are financial, funding housing and commercial construction or rehabilitation. Some are social, supporting city residents in finding stable housing and managing their budgets. And some are educational, teaching people about policies and the ways certain groups have benefited or suffered as a result.

People in place

We are proud of the diversity of our work and the way our initiatives have increasingly evolved to think not just about place – but about people in place. After all, people create neighborhoods.

Infused in the DNA of this work are three priorities:

- Policy, Advocacy, and Research. We support Cleveland's neighborhoods in offering opportunities for residents, supported by research into policies that work.
- Racial Equity and Inclusion. We create and sustain systematic fair treatment of people of all races, which results in equitable opportunities and outcomes for everyone.
- Thought Leadership. We give presentations, write papers, and produce other content that can serve as a model for fair, effective community development in Cleveland and across the U.S.

Underlying everything, though, is a common goal: To produce stronger and more connected people, and stronger and more connected neighborhoods.

Our work toward that goal may take place in the city, but its impacts spread well beyond Cleveland's borders. While Northeast Ohio's residents now live across a growing swath of the region, Cleveland remains not only its heart but also its bellwether. The city's relative health, its struggles and its triumphs, reverberate out to the 2.5 million people who call this region home. We can all see the evidence of that in everything from the wins and losses of the city's professional sports teams to the economic prosperity (or hardships) of its citizens.

That's why our intended audience for this special section is all Northeast Ohioans.

We invite you to learn more about our work in these pages. We hope they inspire you to become more directly involved in the city yourself – whether that is in supporting our efforts, taking part in our events and programming, or choosing to live here.

In an area known for providing top-notch health care, we all need to participate and take an interest in the health of our region's heart.



The staff of Cleveland Neighborhood Progress works across portfolios focusing on CDC Advancement, Placemaking, Economic Opportunity and Policy, Advocacy and Research.



The West Side Market, a landmark that is a valuable amenity for city residents, also attracts visitors from across the country.

Cleveland
Neighborhood
Progress

investing for vibrancy

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Mission: To foster inclusive communities of choice and opportunity throughout Cleveland.

Vision: Cleveland's neighborhoods are attractive, vibrant, and inclusive communities where together, people from diverse incomes, races, and generations thrive, prosper, and choose to live, learn, work, invest, and play.

People make places emerge; *Cleveland is rising*

Building community through equity and inclusion

Since 2017, Cleveland Neighborhood Progress has led an ambitious effort to build awareness of historical, institutional and systemic patterns of racism, and how those patterns continue to affect people's lives.

At the foundation of this effort are training sessions that teach participants about practices that have cut off some residents from such opportunities as mortgage loans, access to public space and education. More than 2,400 people from across Northeast Ohio have so far participated in the trainings, presented by the Racial Equity Institute out of Greensboro, North Carolina.

"The goal is simple but powerful: to challenge assumptions and reveal how entire groups of people have been marginalized through no fault of their



The interactive Undesign the Red Line exhibit explores the history of race, class and U.S. housing policy.

own," Cleveland Neighborhood Progress President and CEO Joel Ratner said.

Another project, Undesign the Red Line, is now on view at Mt. Pleasant Now Development Corporation. The interactive exhibit explores the history of race, class and

Cleveland Neighborhood Progress invests in people in place. We have programs that serve people directly, by helping them start businesses or manage their finances, for example. We also strengthen the physical aspects of neighborhoods – buildings, parks, streets – but always with an eye to the people who will use them. In the following pages, you'll learn how some of our specific programs are supporting Cleveland's people and neighborhoods.

U.S. housing policy, and how the legacy of inequity and exclusion continues to shape our communities today.

Powerful as they are, trainings and education are only a starting point for efforts to make racial equity and inclusion a central organizing principle of community development, according to Ratner.

"Understanding is only the first step toward real change," states Erika Anthony, vice president of government relations and strategy at Neighborhood Progress. "To truly accomplish our vision for Cleveland's neighborhoods, we have to make sure all residents – especially historically disadvantaged residents – feel connected to their neighborhoods, have equal access to opportunities, and make decisions that will affect their lives."

Learn more about Undesign the Red Line: www.clevelandnp.org/undesigntheredline

Taking the stress out of personal finance

It happens all the time: People land in adulthood with little or no knowledge about how to save money, invest, or create a budget.

That's not a recipe for either a stable home life or stable neighborhoods, according to Kandis Williams, vice president of economic opportunity for Cleveland Neighborhood Progress.

"Missed payments and debts tend to snowball,"



Community Financial Centers staff provide financial coaching to Cleveland residents of all income levels.

Williams says. "As they do, people become focused on managing crises rather than charting a course to goals like buying a home or retiring."

A network of professionally trained managers, Community Financial Centers (CFC), help relieve these stressors while preparing city residents for a strong financial future. The network is overseen by Cleveland Neighborhood Progress and a group of partners including the City of Cleveland, Neighborhood Housing Services of Greater Cleveland, Enterprise Community Partners, United Way of Greater Cleveland and Cuyahoga Community College.

Any city resident can schedule an appointment to meet with a counselor to discuss personal finance – everything from building good credit to making a household budget to long-term goal-setting. The Cleveland Public Library also ensures CFC coaching is available to all employees as part of its benefits program.

To date, CFC has helped guide more than 2,900 clients onto a path of financial strength and stability. In 2017 alone, 178 clients completed a home buyers' education program and 143 clients achieved their goal of homeownership. Collectively, the clients accumulated more than \$350,000 in down payment savings, and their home purchases created an \$11.7 million economic impact on neighborhoods.

"Neighborhoods are people," says Williams. "So if we

want to help neighborhoods thrive, we need to make sure the people living there are thriving, too."

Competition gives boost to entrepreneurs, business districts

The man himself may be gone, but his legacy remains.

Cleveland Chain Reaction evolved from the Cleveland Hustles television show launched in 2016 by LeBron James, Spring Hill Productions and the CNBC television network.

Each year, the effort – now documented by the local Fox 8 station – selects a different city neighborhood to be the focus of direct investment from private investors. Aspiring small business owners compete for the funds, which ultimately finance the growth of their businesses in the target neighborhood.

"It's another example of how we invest in people to invest in neighborhoods," says Jeff Kipp, director of neighborhood marketing for Cleveland Neighborhood Progress.

Neighborhood Progress and its partners selected Slavic Village and Old Brooklyn to be focus neighborhoods for the program in 2017 and 2018, respectively. More than 100

CLEVELAND
**CHAIN
REACTION**



As the result of a \$63 million renovation project overseen by Cleveland Neighborhood Progress, the 400,000-square foot St. Luke's hospital building now contains a diverse mix of tenants including the innovative and high-performing Intergenerational School, nonprofit businesses, and affordable senior housing. New housing and a fully redesigned RTA train stop are under development adjacent to the campus.



Cleveland's historic housing stock provides many opportunities to create a dream home with character and charm.

small businesses applied to participate in each cycle. Over the past two years, a total of 10 businesses have received investments summing to more than \$1.1 million.

Chain Reaction provides new energy for commercial districts that have struggled to remain vibrant as large, suburban shopping centers have proliferated. It also stabilizes neighborhoods by filling real estate that might otherwise sit empty, providing much-needed retail options for local residents. Most importantly, it brings the potential of new jobs to neighborhoods.

"We want to help revive the model of small, independent businesses that have an investment in their communities and an expertise about what local customers want," Kipp says.

Chain Reaction fits directly into Neighborhood Progress' core focus of strengthening urban neighborhoods. The neighborhood economic development project is produced by Cleveland Neighborhood Progress, the Council of Smaller Enterprises (COSE), Glazen Urban, JumpStart Inc, and WJW Fox 8 Cleveland.

From 'money pits' to move-in ready

Cleveland's neighborhoods are filled with homes that are more than 100 years old. They provide charm, character and detail unique to the era they were built, while connecting current residents to the city's rich history.

But many also require significant updates -- and substantial investments of time, money and energy. Many homebuyers are unequipped or unwilling to take on these challenges.

A new promotional initiative called "Ramping Up Rehabs" will bring exposure to this residential opportunity. This community development effort aims to remove perceived barriers to rehabilitation, while substantially increasing the number of home renovations in the city's neighborhoods.

The initiative is citywide, with certain programs targeting specific neighborhoods. For example, Slavic Village Rediscovered (SVR) and the Quicken Loans supported Cleveland Home Repair & Rehab Partnership Program, which is active in multiple neighborhoods, encourage development partners to produce quality rehabbed housing that can ideally be sold for between \$100,000 and \$200,000.

"Right now in Cleveland, there's a missing middle," says Linda Warren, Senior Vice President of Placemaking at Cleveland Neighborhood Progress. "We have a lot of low-priced options for buyers who are able to take on rehab projects of their own, and we have an increase in luxury new construction. But what we're hearing from buyers is that there aren't enough options in between those two points."

The initiative isn't just about saving individual houses: Benefits also radiate out into neighborhoods at large. Since SVR's inception, the program has rehabilitated and sold 49 vacant, abandoned properties in the target area around Fleet Avenue, with average overall sales prices in

the area increasing by more than \$20,000.

On the buyers' end, Cleveland Neighborhood Progress and its partners are also working with local banks to develop mortgage products pegged to the rehabbed homes.

"This is about preserving the high-quality housing we already have in our neighborhoods, while also providing opportunities for people to buy it," Warren says.

Stunning views and a neighborhood anchor: Historic Scofield Mansion

In 1898, architect and sculptor Levi Scofield — best known for designing the Soldiers' and Sailors' Civil War Monument in Public Square — finished construction on a new mansion in the countryside outside Cleveland.

Built of stone, with 10,000 square feet of interior space and views over a hillside toward Downtown Cleveland, the house served as an opulent retreat for Scofield and his family for decades. Then, as the city boomed, the mansion became part of the fabric of the ever-expanding Buckeye neighborhood, functioning as a chapel, a convent, and a nursing home before becoming vacant in 1990.

As the years ticked by, it looked as if the building might succumb to neglect — and, eventually, the wrecking ball. Then, in 2017, Cleveland Neighborhood Progress and several partners secured more than \$200,000 in donated services to stabilize the building and clear the 1.6 acres of grounds surrounding it.

"The Scofield Mansion is poised to reclaim its status as an anchor and focal point for the Buckeye neighborhood," says Joel Ratner, President & CEO of Neighborhood Progress.

Being in Buckeye, this historic structure provides proximity to University Circle, Shaker Square, Larchmere, Woodhill Estates and the Opportunity Corridor. Feedback from the community indicates this structure could be ideal for a local business or nonprofit service agency.

New Village Corporation, the development subsidiary of Cleveland Neighborhood Progress, will serve as a partner in the project, building on past successes in developing market-rate housing, shopping centers and grocery stores throughout the city.



The Scofield Mansion, former residence of famed architect Levi Scofield, is in Cleveland's Buckeye neighborhood.

HOMEGROWN

Heroes

MEDICAL

Dr. Akram Boutros

President and CEO of MetroHealth

Dr. Boutros is working to leverage the \$1 billion investment and the momentum of his new hospital and campus transformation project into something extraordinary for the near-West Side neighborhood. Dr. Boutros believes good health comes from more than just good health care – it comes from safe streets, a steady job, a good education, clean air and water, access to transportation and much more.

ARTS

Daniel Gray-Kontar

Founder of Twelve Literary Arts

Daniel Gray-Kontar built this Cleveland-based non-profit into a leader on the national scene of arts and education. He teaches Cleveland's youth how to use their voice to speak out for social justice and equality through performance poetry. He is dedicated to supporting poets and writers of all ages but dedicates his passion to youth programming and providing them a space to dream and write.

LEGACY

Bernie Moreno

Bernie Moreno Companies

Bernie Moreno's ideas and hopes of creating a hub of blockchain technology here in Cleveland will revolutionize the way business is done. Moreno has rallied community leaders around the cause and garnered support to enhance how people work, live and play. His center for sales excellence at Cleveland State is giving young entrepreneurs a leg up when starting out in the business world.

NON-PROFIT

Phyllis Harris

LGBTQ Advocate

Phyllis Harris stepped up when the LGBTQ Pride Parade was canceled in 2016 to lead a grass-roots campaign to create a new Pride event for Cleveland. She moved the march and celebration to Public Square to involve more people and bring more awareness to the march. Harris also spearheaded the drive to build the new LGBTQ Community Center in Gordon Square.

EDUCATION

Stephanie Buda

The Kids of 216

Stephanie Buda launched this vocational summer school for inner city high school students living at or below the national poverty level. The program creates and supports summer training and employment in vocational trades to bridge youth to better higher education and career paths. The program prepares students with career certification, on-the-job training and more.

Homegrown Cleveland - Celebrating what makes Cleveland unique!

Homegrown Cleveland celebrates community leaders, business owners and local makers who have grown their "side hustles" into full-time jobs and positively impacted city neighborhoods. These inspiring individuals who work across a variety of business sectors are contributing to the ongoing development of Cleveland. Advance Ohio and Cleveland Neighborhood Progress are proud to present Homegrown Cleveland and congratulate the 2018 Homegrown Heroes winners.

MANUFACTURING

Tom Lix

Cleveland Whiskey

Tom Lix sees his Cleveland Whiskey as an "innovation company which produces spirits in a way that has simply never been seen before," by using technology to shorten the distilling time from 4 to 12 years down to 24 hours. Lix also infuses unique flavors with non-traditional woods. His ultimate goal is to break down barriers and create a great company by treating people well.

ENTREPRENEUR

Ethan Holmes

Holmes Applesauce

Ethan Holmes founded Holmes Applesauce at age 15 and runs the company that produces a vegan, non-GMO food. Holmes Applesauce uses local produce, is made here and is sold in more than 200 stores. Holmes created a community outreach program called Holmes Entrepreneur Initiative, which works with city high school students to teach them how to create and grow a business.

REAL ESTATE/DEVELOPMENT

Jonathan Sandvick

Sandvick Architects

Jonathan Sandvick has played a large part in reversing the exodus of urban dwellers and businesses from downtown by restoring existing infrastructure and creating a sense of pride and desire to return to the urban core. Community revitalization, historic preservation and reuse have been his mission as an architect. Sandvick's projects include the Grand Arcade, Bridgeview and the Hyatt Regency.

FOOD

Lorrie Yuill

Community Organizer

Lorrie Yuill led a grassroots drive to bring a grocery store, Simon's Supermarket, to the Buckeye neighborhood, which could have become an urban food desert after another store closed. She mobilized hundreds of residents and helped stabilize the neighborhood by building trust, awareness and accountability between new store owners and locals, many of whom now work at the store.

Rachel Kingsbury

The Grocery

Rachel Kingsbury opened The Grocery on Lorain Avenue in Ohio City three years ago when she saw an opportunity to create an outlet that serves healthy, locally-sourced food where there were not many choices. A fixture in the store and always serving with a smile, Kingsbury recently opened a second location at the Quarter housing development.