At ECN, it’s easy to feel that every year is special because our work is dynamic and fast-paced and new challenges and ideas present themselves every day. But when looking back at our entire 30 years, it’s easy to recognize 2014 as the most pivotal year of our existence. Why?

First, we changed our name! Eastside Community Network says – in a few words – who we have been for 30 years. And our tagline “Stronger, Together” embraces what we have always believed.

Second, through our new strategic plan we embraced the Lower Eastside Action Plan (LEAP) as our strategic context. Never have we worked so collaboratively, asking scores of Eastside partners to join in the effort to realistically face our current conditions and find exciting and new directions to take in our community. No longer should we apologize for our population and business loss and vacant land. We can face our future knowing the challenges, but confident that our community can be beautiful and productive.

Third, we became smaller and more focused. We hated to say goodbye to the Eastside Farmers Market and the Eastside Tech Hub and the Eastside Walking Clubs. But we believe that our many partners will help carry on similar efforts for our community – Eastern Market Corporation and Matrix Human Services and Healthy Environments Partnership and the Empowerment Zone Coalition.

Part of our effort to find more focus included clarifying how we expect to achieve our mission – by “Supporting Our People, Especially our Youth,” and “Stewarding Our Land.” The partnership as been strengthened between ECN the parent corporation and LAND, Inc. our subsidiary/partner. Each understands its role. This Annual Report will give you information on how we moved forward in 2014, toward that end.

“Maggie DeSantis, President & CEO

ECN & LAND, INC. ENVISION: The Eastside of Detroit is a Community of Choice.

- A variety of safe neighborhoods provide options for living: dense residential zones, spaciously large lots and urban homestead areas offering alternative energy;
- Vacant land is repurposed, with naturescapes, blue and green infrastructure and job-creating investments;
- Beautiful green thoroughfares connect all the neighborhoods with strategic shopping centers, community-serving institutions and village hubs;
- The economy is strong, with a diversity of jobs for local residents of all ages and skills;
- Residents can move around easily through greenway paths, walking, biking, buses, light rail, driving corridors and complete streets;
- Accessible, high-quality schools abound, graduating young people who are truly prepared for college and life;
- Healthy lifestyles for children, youth, families and visitors are supported by vibrant parks, a system of greenway paths and an unsurpassed regional complex at Chandler Park;
- Neighborhoods are ethnically and culturally diverse and inclusive and residents feel a strong sense of neighborhood identity and ownership.

Residents, businesses and institutions are investing their time, talent and resources because of their pride in the Eastside community.
As a catalyst to influence the transformation of Detroit’s Eastside through facilitation, community education and systemic change.

ECN and LAND recognizes that a community is comprised of land and people. When the land is well-managed, appropriately used, green and productive, the community is healthy and the people are excited to stay and invest. When the people collectively care for their children - are neighborly with each other - have real opportunity for education and jobs – can authentically influence the community’s future - and know where and how to find the resources they need - the community is strong.

The Eastside Community Network, formerly Warren/Conner Development Coalition, has been a steward for the Lower Eastside of Detroit for over 30 years. ECN continues to drive positive transformation in our community, through authentic interactive community engagement; partnership cultivation amongst all sectors of the community; advocacy; leadership development and innovative approaches to development of open space and commercial properties.

Over the years, ECN has been integral in channeling human services and retail resources to Eastside residents, including:

- Several Retail Stores
- 4 Locally Owned Restaurants
- 12 Head Start Classrooms
- Community Development Bank
- Credit Union
- 2 Primary Health Clinics
- State Motor Vehicle Office
- 2 Social Service Agencies
- Adult Tutoring Center

The organization will continue its work to ensure the Eastside of Detroit is a destination community, retaining its rich heritage while also creating pathways for future generations. Together we will ensure that our vision of making the Eastside of Detroit as a Community of Choice will be realized.

“ECN is a power voice of advocacy for the Eastside....it has the ability to get things DONE for the community”

~Eastside Resident

In 2013, ECN and its subsidiary LAND, Inc. engaged in a deep-dive strategic planning process which resulted in a focused commitment to resident engagement, one strategic context of the Lower Eastside Action Plan - two strategic objectives: “Supporting our People, especially our Youth” and “Stewarding our Land.”
ECN & LEAP

Launched in 2012 after a 2-year planning process that engaged nearly 7,000 residents and scores of community organizations, the Lower Eastside Plan is now in “implementation mode.” LEAP engages residents and organizations in a process to transform vacant land and property into uses that stabilize all of our neighborhoods. LEAP is facilitated by ECN staff under the guidance of a LEAP Steering Committee appointed by the ECN Board and nominated by the LEAP Stakeholder Advisory Group which meets bi-monthly. LEAP implementation focuses on two important collaborative strategies: resident engagement facilitated by ECN and project implementation facilitated by many LEAP partners, including LAND, Inc. which sponsor large and small LEAP-aligned projects within the lower eastside.

Using LEAP as our strategic context, ECN and LAND’s strategies aim at “Supporting Our People, Especially Our Youth” and “Stewarding Our Land.”

Supporting our People, especially our Youth

ECN’s multi-tiered resident engagement strategy is designed to ensure our residents and stakeholders are informed about issues impacting our community, engaged with technical partners and civic leaders in developing solutions and LEAP implementation strategies and empowered to take action and participate in decision-making. Our strategies include canvassing; door to door outreach where residents teach and listen to other residents; interactive and educational community listening sessions and workshops; email, phone and text alerts; mapping property conditions; use of grass roots grants for beautification; and participation in guiding the progress of the LEAP Plan.

In 2014, ECN worked with the LEAP Steering committee to:

- Coordinate 20 residents who mapped/updated the condition of 15,000 properties in the LEAP District.
- Through the power of over 200 regular resident participants in the LEAP Stakeholder Advisory Group, from neighborhoods all over the LEAP District, influence a decision by the Detroit Land Bank Authority to pilot a vacant land ground leasing program in the LEAP District, and by the Detroit Building Authority to test deconstruction strategies in the LEAP District.
- Design the LEAP Beautification System to provide small beautification grants and access to landscaping services to grass roots organizations, with $90,000 in seed funding from Chase Bank and Quicken Loans. As of this writing 15 small grants have been awarded with implemented scheduled for summer of 2015.
- Conduct surveys and focus groups to discern the types of “green infrastructure” installations residents wanted, and were willing to maintain, through grants from EPA, Erb Family Foundation and Kresge; and included intensive education on Green Infrastructure through a ‘blight elimination education series.’
Created the: BLIGHT ELIMINATION STANDARDS CAMPAIGN
The standards were created to address residents’ expectations on how blight should be addressed in the LEAP District. 10,000 placards were distributed within the LEAP District advocating the standards. Over 120 residents representing several grassroots organizations then participated in the blight elimination education series to understand and advocate for these standards:
- Residents in the neighborhood must be engaged
- Clearly communicate all aspects of the demolition plan
- Support local job creation and business development through the demolition
- Provide community benefits for all
- Keep our vacant land beautiful and useful
- Give residents a chance to buy vacant property
- Beautify commercial corridors in our community

Drove the: Rebirth of Chandler Park
In 2014 the Chandler Park Promise Coalition launched a new tax exempt non-profit corporation: The Chandler Park Conservancy. Led by Phil Pierce of Pierce Monroe Associates, the Conservancy and CPPC have together raised $3 million in city, county and private funds to renovate the comfort station and tot baseball fields; build new grass soccer fields, tennis courts and entryway signs; and erect the first artificial turf football/soccer field on city-owned land. More recreational installations are planned for 2016.

Recognizing the importance of this regional park, the Detroit Police Department instituted a two-shift park patrol so Park users can feel safe. The General Services Department designated it as a "Premier Park" for priority maintenance, so the park looks clean and green. Additionally, a partnership with a high-performing charter school has been instituted, with an expected school opening in Sept 2016. Wayne County has funded a "stormwater management master plan" to convert Chandler Park into a conservation campus, a living lab for environmentally sound and beautiful installations to manage our water and create natural beauty through wetlands and trees.

Sponsored the: YOUTH ON THE EDGE OF GREATNESS
YOE develops leadership in Detroit youth through education, activism and service. Its focus is involving our youth in the environment and sustainability, through training, projects and entrepreneurship.
- Sponsored the 2014 Winter Green Program and the YOE Summer Enrichment Program
- Summer program participants started college savings account through Hantz Bank
- Served 80 Eastside 11-18 year old youth
- Completed 2 art based community service projects, painting murals along Mack Ave. and at the corner of Crane St. & Forest in partnership with the Crane Street Block Club.
- Continued partnership in the Lower Eastside Youth Alliance and brought a comprehensive environmentally focused curriculum called “Food Land Ozone Water and Waste (F.L.O.W.) to young people.
- Gave 3 YOE Alumni summer volunteer positions.

Launched the: LEAP/PROSPERUS Partnership
In 2014, we began a partnership with ProsperUS, and entrepreneurship training program, offering the first two classes at U-SNAP-BAC and Genesis HOPE CDC. In February 2015, the first 23 graduates finished the program, and that first semester was a success. Several graduates are going on to either open their business, or to take a home-based business to a new level. These graduates also now have access to additional funding to help them get started, too. A second round of classes started in mid-February and a third round will begin in Fall 2015.
Block Clubs
- Baldwin
- Belvidere
- Burns-Seneca-Fisher
- Crane St.
- Drexel
- Harding Friendship
- Lakewood
- Norcross
- Phillip St.
- Piper St.
- Seyburn

Community Partners
- Chandler Park Neighborhood Association
- Charlevoix Village Association
- Church of the Messiah Nonprofit Housing Corporation
- Creekside CDC
- Detroit Catholic Pastoral Alliance
- Fellowship Nonprofit Housing Corporation
- Genesis HOPE CDC
- Gratiot Woods Coalition
- Hope Community Outreach and Development
- Jefferson East, Inc.
- Jefferson Chalmers Community Food System
- Mack Avenue Community Church Development
- Mt Elliott Business & Community Association
- Riverbend Community Association
- The Villages CDC
- U SNAP BAC

Corporations
- Fifth Third Bank
- JP Morgan Chase Bank
- Chrysler Group LLC
- Comerica Bank
- DTE Energy
- Hantz Group
- Flagstar Bank
- Henry Ford Health System
- PVS Chemicals
- Quicken Loans
- St. John Hospital & Medical Center
- Talmer Bank & Trust

Foundations
- Bank of America Charitable Foundation
- Community Foundation for SE MI
- Erb Family Foundation
- John S and James L Knight Foundation
- Kresge Foundation
- WK Kellogg Foundation

Government Partners
- Office of Mayor Duggan
- Detroit Building Authority

Technical Partners
- Community Development Advocates of Detroit
- Data Driven Detroit
- Detroit Economic Growth Corporation
- Detroit Future City
- Detroiters Working for Environmental Justice
- Eastern Market Corporation
- Eco Works
- Excellent Schools Detroit
- Hantz Woodlands
- Keep Growing Detroit
- Lawrence Technological University
- Recovery Park
- SEMCOG
- Sierra Club
- Smith Group JJR
- The Green Door Initiative
- The Greening of Detroit
- The Land Forum
- U of M School of Natural Resources
- Wayne State University
- Wayne County Parks
- Wayne County Treasurer's Office
- US Environmental Protection Agency
- Governor's Office of Placemaking
- Office of County Executive Ficano
- City of Grosse Pointe Park
- Institute for Population Health
ECN GOVERNANCE AT A GLANCE

EXECUTIVE COMMITTEE
Barbara Martin, Crane Street Block Club - Chair
Angela Wilson, Young Detroit Builders - Vice Chair
Charles Walker, Meijer - Secretary
Sonya Dotson, PVS Chemicals - Treasurer
Jacqueline Richmond, Creekside CDC - At Large

RESIDENTIAL
Tammara Howard, Gratiot Woods Coalition
Sarah Reid, Morningside Association
Kathy Thomas, Parkside Resident Council
Eboni Wells, Chandler Park Neighborhood Association
Yvonee Willis, DNPE
Margie Young, Resident at Large

BUSINESS
Michael Chress, DTE
Hank Hubbard, Communicating Arts Credit Union
Rachel Rutan, Fifth Third Bank
Henry Smith, Chrysler Group LLC

INSTITUTIONAL
Mike Badali, St. John Providence Health System
Mawine Diggs, WCCCD
Teanisha Eli, Detroit Housing Commission
Sabrina Gaddy, Fourmidable Group/Villages at Parkside
Mark Owens, Samaritan Center
Michael Rafferty, LAND Inc. Board Chair

STAFF
Maggie DeSantis, President/CEO
Kyesha Lindberg, Communications and Resource Director
Carol McElfresh, Finance and Administration Director
Sherita Smith, Community Engagement Director
Wendy Johnson, CPPC Project Manager
Kashaka Kikelomo, Community Education and Advocacy Manager
Teanisha Eli, Detroit Housing Commission
Sabrina Gaddy, Fourmidable Group/Villages at Parkside
Mark Owens, Samaritan Center
Michael Rafferty, LAND Inc. Board Chair

And a host of interns representing Devry University, Wayne State University, University of Michigan and WCCCD

LEAP GOVERNANCE AT A GLANCE

LEAP STEERING COMMITTEE
Joyce Wells, Chandler Park Neighborhood Association
Barbara Martin, Crane Street Block Club
Luke Williams, East Village CDC
Hubert Wiley, Fellowship Nonprofit Housing Corporation
Tammara Howard, Gratiot Woods Coalition
Jonathan Demers, MACC Development
Eddie Lester, Creekside CDC
Cleophus Bradley, Detroit Catholic Pastoral Alliance
Jeanine Hatcher, Genesis Hope CDC
Brian Hurtenne, Villages CDC
Maggie DeSantis, ECN
Mike Score, Hantz Woodlands
Jackie Bejma, LAND, Inc.
Ron Omilian, 42nd Parallel Group
Kimberly Hill, Detroiters Working for Environmental Justice

LEAP STAFF
Maggie DeSantis, President/CEO
Kyesha Lindberg, Communications and Resource Director
Carol McElfresh, Finance and Administration Director
Sherita Smith, Community Engagement Director
Wendy Johnson, CPPC Project Manager
Kashaka Kikelomo, Community Education and Advocacy Manager
Teanisha Eli, Detroit Housing Commission
Sabrina Gaddy, Fourmidable Group/Villages at Parkside
Mark Owens, Samaritan Center
Michael Rafferty, LAND Inc. Board Chair

And a host of interns representing Devry University, Wayne State University, University of Michigan and WCCCD
LAND, Inc. is a Michigan 501(c)(3) not-for-profit that acts as a catalyst for high quality, innovative, sustainable, community-prioritized development.

Overall, LAND, Inc’s investments have led to:

- Development of 160,000 square feet of high quality commercial and residential space on Detroit’s Eastside;
- Leveraging nearly $20,000,000 of public and private investment to create or retain 250 jobs;
- 12 Head Start classrooms;
- Provision of commercial/retail space for locally-owned businesses;
- Partnerships with other local organizations and companies: Mack Alter LLC, Dominican Literacy Center, ClearCorps, the Villages CDC, Northeast Guidance Center, U-SNAP-BAC, Adult Well Being Services and Southwest Housing Solutions;
- Adaptive reuse of 20 acres of formerly blighted or vacant land;
- Mack Alter Square Shopping Center and West Village Manor in the Villages community.

2015 marks the fifteenth birthday of LAND, Inc. I am honored to have been given the opportunity to serve as the first Executive Director, and to build on the amazing work that LAND, Inc. has done since 2000. With minimal resources, we have created a lasting effect on the Eastside, all with the input and direction of our residents, creating over 250 jobs and leveraging over $20 million dollars in private investment with partners all across the community. I look forward to continuing this work, and helping make the vision of our residents a reality ...

Jackie Bejma, 
Executive Director
LEAP AND LAND

LAND, Inc. took a more prominent role in facilitating the implementation of LEAP by assuming management of economic and physical development strategies for the Plan. This included making a $10,000 grant to MACC Development for renovations on their headquarters/community space located at Mack & Van Dyke in the Pingree Park neighborhood.

LAND, Inc. undertook the role of “land steward” with the development of two tools: the LEAP Dashboard, which will allow everyone to see the progress of LEAP projects, to access property ownership data, and to measure the outcomes of LEAP: jobs, investment and land use; and the creation of an Open Space Calculator, which allows developers to see the financial and community benefit of repurposing vacant land for sustainable, “green” uses.

In 2014, LAND, Inc., with the assistance of private sector partner MetroAg Services, repurposed ½ acre of land by planting and harvesting its first pennycress biodiesel crops on Mack Avenue. The oil generated from this ½ acre of seeds would amount to about 60 gallons of biodiesel fuel.

LAND, Inc., through the Great Lakes Restoration Initiative Shoreline Cities project, identified an additional 3.5 acres of blighted, vacant land that will be cleaned, cleared and subject to installation of five innovative treatment options to improve soil and air quality and increase stormwater infiltration on the sites, removing excess water from Detroit’s combined sewer system.

WEST VILLAGE MANOR

In 2014, LAND demonstrated its core mission at West Village Manor. The neighborhood welcomed Detroit Vegan Soul and Red Hook Detroit to Agnes Street, filling commercial spaces that had been vacant for more than five years. These Detroit-based, women-owned businesses join Tarot & Tea as the area’s anchor tenants, making West Village the place to be in Detroit. LAND, Inc. renovated the units and helped with subsidy for these owners to complete buildouts for each business.

ECN HEADQUARTERS

LAND, Inc. completed a $100,000 renovation of ECN’s headquarters, located at 4401 Conner. These renovations helped with ADA and code compliance and allowed the family of corporations to retain or create 5 additional jobs as well as improving the building for its new tenant, Adult Well Being Services.

“Eastside Community Network gives the potential promise of uniting Eastsiders in an exciting and inspiring vision.”
~Eastside Resident

Board of Directors

Michael Rafferty, Chair
Michigan Nonprofit Association, Resident
Corey Leon, Vice Chair
National Development Council, Resident
Richard Walkowski, Secretary/Treasurer
First Equity Realty Corporation
Maggie DeSantis
Eastside Community Network, Resident
Alan Scott White
WISE Real Estate, Resident
Najahyia Chinchilla
Gensler, Resident
De’Onna Henderson
Detroit Housing Commission

Staff

Jacqueline Bejma, Executive Director
Nicole Perry, Property Manager
Elizabeth Stutts, Property Maintenance
2014 Financial Analysis

ECN believes in solid investment in the community, that’s why we implement sound and efficient business practices to ensure investment dollars are spent where it’s most important... on OUR PEOPLE!

Financial Overview
ECN’s revenue is generated from a variety of sources, including earned revenue from the commercial real estate portfolio and an endowment. ECN’s endowment is managed by the Community Foundation for Southeastern Michigan; ECN receives 5% of the balance annually.

ECN’s Finance Committee meets monthly to review statements, review and approve the annual budget and annual audit, and approve accounting policy and procedures. The ECN Finance Committee is chaired by Board Treasurer Sonya Dotson of PVs Chemicals; 2014 members also included Pat Sperti (Hantz Bank), Rob Young (Henry Ford Health System), Jackie Bejma and Rich Walkowski (LAND, Inc).

ECN’s 2014 Fund Development Committee met quarterly and oversaw the Eastside Extravaganza, the annual Corporate Briefing and corporate drive, and the individual giving campaigns and strategies. The Fund Development Committee in 2014 was co-chaired by Hank Hubbard (Communicating Arts Credit Union), Debbie Condino (St. John Hospital) and Eboni Wells (Chandler Park Neighborhood Association). Other 2014 members included: Teanisha Eli (DHC), Sabrina Gaddy (Fourmidable Group), Mike Badali (St. John Hospital), Mike Chriss (DTE Energy), Chris Aikens (Flagstar Bank), Jackie Bejma (LAND, Inc.) , Kyesha Lindberg and Sherita Smith (ECN).

Discretionary Revenue
ECN realized more revenue in 2014 as a result of the newly instituted “Five for the Eastside Campaign,” expanded online donation capabilities, an aggressive marketing campaign as well as through a generous matching campaign sponsored by The Skillman Foundation. Each of these strategies complemented our traditional corporate capital campaign and Annual Eastside Extravaganza. Compared to 2013, in 2014 through additional fundraising initiatives ECN:
- Increased organizational donations by 128%
- Increased individually solicited donations by 270%
- Increased corporate giving by 28%
- Increased general ops support by 45%
- Increased overall event revenue by 14%
- Increased sponsorship revenue by 18%
- Increased sales by 5%
- Increased discretionary revenue by 28%
- Netted highest ever revenue from the 26th Annual Eastside Extravaganza
ECN continues to be a strong voice for residents on the Eastside of Detroit. Our work would not be possible without the continued financial support of both public and private entities and generous individuals. To support our work, consider donating to our endowment fund, securing a sponsorship at our annual event or make a 100% tax deductible donation.

FOR MORE INFORMATION ON HOW YOU CAN SUPPORT OUR WORK VISIT WWW.ECN-DETROIT.ORG