Detroit Shoreway Community Development Organization

2018 Annual Report
Economic Development

New Businesses
In 2018 Detroit Shoreway welcomed 11 new businesses, including four in DSCDO-owned retail spaces. New food and drink options include Tributary, Ninja City, Battery Park Pub, Blue Habanero and Flight Cleveland. In addition, several neighborhood service-based businesses opened including Verdure Salon, Black Cat Barbershop and Stay Dog Daycare and Boarding. The neighborhood also became home to a “Hip-hop makerspace” with the opening of Fresh Lab Cleveland. This new screen printing shop and music production studio at the DSCDO-owned Courtland building is poised to energize the neighborhood through creative arts, community engagement and youth development.

Partnerships
DSCDO and Ohio City Inc. began jointly promoting new and long time small businesses on Lorain Avenue with the Saturdays at Vintage Lorain shopping campaign. Maps were created to encourage patrons to check out shops and restaurants from noon-Spm every Saturday. Businesses can post specials on the Facebook event page and advertise using a branded “Vintage Lorain” A-frame outside their storefront, generously funded by PNC Bank.

In 2018 DSCDO began focusing its efforts on business retention. Through a partnership with PNC Bank and the Hispanic Business Center, DSCDO launched a series of marketing workshops called Open Your Doors to New Business. Eight neighborhood businesses participated in the 3 two-hour sessions and made a final presentation to DSCDO’s Economic Development Committee. All trainings were free to existing businesses.

The Hire Local Initiative, developed by DSCDO in partnership with The Centers’ El Barrio Workforce program, encourages cohesive local workforce development by facilitating a connection between local merchants and job candidates who live in the surrounding community. Hire Local saw growth in 2018: over 30 local businesses have now signed the Hire Local Pledge. To showcase the impact of the program, DSCDO released a series of Hire Local videos sharing the compelling stories of residents who work in the neighborhood. The videos were made possible thanks to support from PNC Bank.

Community Involvement

In 2018, DSCDO implemented new approaches to community organizing. The “Neighboring Fund,” made possible thanks to Cleveland Neighborhood Progress and DSCDO membership dues, funded 10 grassroots projects throughout the year - from potlucks to classical concerts - bringing neighbors closer together and forging new relationships.

DSCDO hosted Renew the City in the spring, a large scale clean up spanning the entire southwest part of the neighborhood. A resident-led clean up and pub crawl was also held on Earth Day. With funding from Resilient Cleveland, Recess Cleveland returned to Madison Avenue for its second summer, with over 300 residents attending 10 pop-up BBQ and play events. At the recently completed Dudley Triangle pocket park, two pop up BBQs, a rain barrel workshop and LAND Studio Art in the Park sessions were held. Art in the Park also took place at Herman Park. DSCDO was proud to continue its partnership with Near West Recreation in 2018 and spread awareness about various team sign ups to neighborhood families.

In the fall, DSCDO trained 89 residents on effective non-partisan voter registration in partnership with Cleveland VOTES and Northeast Ohio Voter Advocates (NOVA), successfully registering 291 new voters. Local businesses such as Rincon Criollo and Brewnuts joined the effort. In October, DSCDO partnered with Kent State Cleveland Urban Design Collaborative and Seventh Hill to conduct a one-week after school workshop at Dudley Triangle for nine teens, “Making Our Own Space” (MOOS). Students designed and built two custom benches for Lorain Avenue.

To round out an eventful year, the resident-led children’s Holiday Party returned to the Gordon Square Arcade on December 1, providing a free afternoon of fun for 246 adults and children.

Safety
2018 DSCDO safety program highlights include:
• Serving as liaison and community advocate with safety service providers
• 9 high-profile cases tracked as they moved through the court system
• 172 neighborhood graffiti tags removed
• Space provided for Gordon Square CPR trainings (99 participants in 2018)
• 31 streetlight outages repaired with Cleveland Public Power
• Promoted free home security audits throughout the neighborhood
• Provided 102 welcome packets to new residents with information about the community and important numbers to call
• Facilitated monthly meetings of the West 80s stakeholders
• Facilitated quarterly meetings of the Detroit Shoreway Safety Advisory Committee

knOW Human Trafficking & Project Red Cord
Human trafficking in the form of prostitution has long been a top community concern. In 2018 DSCDO joined with Renee Jones Empowerment Center and other organizations to develop an educational forum called “knOW Human Trafficking.” As follow up, seven “Project Red Cord” actions were hosted on Friday evenings on Lorain Avenue near West 73rd Street. Partners provided community members with free items and services such as food, personal hygiene products, counselors, Narcan (naloxone) kits, clothing, toys and more.
Climate Resilience, Streetscapes & Greenspace

Climate Resilience
A three-year initiative, Resilient Cleveland, will conclude in early 2019. The initiative made an important impact on Detroit Shoreway. Highlights include:
- 4 Climate Ambassadors took neighborhood leadership roles
- 125 emergency preparedness kits were distributed in 44102
- 44 homes were weatherized in 44102
- 14 Recess Cleveland events were held over two summers, with over 500 participants
- The Dudley Triangle pocket park was completed (West 73rd Street and Elton Avenue) and activated with 10 events.

Home Weatherization Success Story
Longtime neighborhood resident Ms. Smitley’s home was weatherized, including insulation and a new furnace. As a result of the weatherization program, Ms. Smitley’s energy bills and consumption have gone down and her comfort in cold weather has increased.

Streetscape Extension
The $1.5 million Detroit Avenue Streetscape Extension included improvements to Detroit and Lake Avenues between West 73rd-West 78th Streets and Detroit Avenue between West 54th-West 58th Streets. New curbs, sidewalks, pavers, bike racks and planters were added. The Streetscape Extension culminated with the installation of a 14’ tall paddleball sculpture created by Superlectric Pinball Parlor, as well as the installation of four Destination Cleveland wayfinding totems. Detroit Shoreway is the pilot neighborhood for the wayfinding program.

Gordon Square Arts District Murals
DSCDO collaborated on the Gordon Square Arts District-led project to enhance Detroit Avenue with murals, which were completed in summer 2018. DSCDO played a role in working with building owners to secure mural locations, navigating the approval process and securing funding for the $75,000 project.

Events & Marketing

Neighborhood events supported by DSCDO include Capitol Theatre special screenings, Dyngus Day, Edgewater Live, 78th Street Studios Third Fridays, the Rite Aid Cleveland Marathon, NeoCycle, GardenWalk Cleveland, Open Streets Cleveland, Jumpstart’s Start Up Scale Up, Recess Cleveland, Dia De Muertos, Small Business Saturday, and more. DSCDO’s free signature event in partnership with Cleveland Public Theatre, WINTER TIDE at Gordon Square, boasted a bigger outdoor main stage and greater attendance than ever in its third year.

Web & Social
DSCDO was thrilled to launch a brand new dscdo.org in November of 2018 by working with Cleveland-based design team, Studio of Christine Wisnieski. The website features an updated color palette and fonts, interactive district and merchant maps, a community calendar and more.

Follow @detroitshoreway on Facebook, Twitter and Instagram to stay up to date on all neighborhood happenings. Opt in to the Detroit Shoreway neighborhood bi-weekly e-newsletter, the Catalyst, and Capitol Theatre e-newsletter, the Silver Screen at dscdo.org.

Gordon Square Arts District - Cleveland Improvement Corporation
DSCDO is proud to manage the Gordon Square Arts District-Cleveland Improvement Corporation (GSAD-CIC), a Special Improvement District and separate nonprofit organization that delivers services along Detroit Avenue between West 58th and West 73rd Streets. GSAD-CIC provides holiday lighting, flower bed planting, safety escorts, safety patrols, litter clean up and sidewalk and parking lot snow removal, supporting the continued growth of Gordon Square as a vibrant, walkable commercial district.

Capitol Theatre
Over the past year, the Capitol was bustling with the return of several popular film series such as the Happy Hour Classics, Fall Documentaries, Real Science, Pride Month, $1 Family Films and $5 Bargain Mondays.

The Cleveland International Film Festival spent the evening of April 11 at the Capitol Theatre with two exciting neighborhood screenings. On May 3, DSCDO hosted a 97th birthday party celebration for the Capitol, which raised money for ongoing maintenance and repairs to the historic theatre.

Welcoming over 50,000 patrons each year, The Capitol Theatre remains an important economic driver for Cleveland’s near west side. The Capitol Theatre is proudly owned by DSCDO and managed by Cleveland Cinemas.

Racial Equity & Inclusion
In early spring, DSCDO introduced the Racial Equity and Inclusion (REI) Film Series at the Capitol Theatre. The three films were free to attend and included post-film discussions at XYZ the Tavern so that community members could gather and continue the dialogue. These screenings complemented other REI initiatives in the neighborhood, including an Interrupting Racism workshop and a community discussion around the book Evicted.

Housing
As of July 2018, DSCDO and Cudell Improvement, Inc. (Cudell) entered into a Strategic Alliance. Through this shared staffing arrangement, DSCDO and Cudell’s three-person housing team offers high quality code enforcement, housing redevelopment, planning and zoning services in the Detroit Shoreway, Cudell and Edgewater neighborhoods.

One and Two Family Rehabilitation Program
DSCDO and Cudell directly acquire or assist in the transfer of vacant and abandoned properties for rehabilitation, returning the properties to productive use. Since its inception a decade ago, the program has rehabilitated roughly 235 vacant and abandoned properties, generating over $11.5 million of reinvestment and saving the City $2.3 million in demolition funding.

In 2018 DSCDO and Cudell transferred 9 properties, resulting in private investment of roughly $450,000 and an estimated $75,000 savings in demolition costs in the Detroit Shoreway, Cudell and Edgewater neighborhoods. This reinvestment will allow for rehabilitated homes to either be sold to owner-occupants or rented and will allow surrounding homeowners to build equity in their homes.

Code Enforcement
In 2018 DSCDO surveyed over 1,800 parcels for health and building code violations in the Detroit Shoreway neighborhood, and over 1,200 parcels in the Cudell and Edgewater neighborhoods. The Housing Specialist encourages owners to address these problems and connects elderly and low-income owners to home repair resources and programs.
Metro West

DSCDO and Cudell Improvement, Inc. (Cudell) entered into a strategic alliance in July 2018. Through a shared staffing arrangement, DSCDO and Cudell are working collaboratively to bring high quality safety, economic development, neighborhood marketing, code enforcement, housing redevelopment and community engagement services to the Cudell and Edgewater neighborhoods, while continuing to provide these services in the Detroit Shoreway neighborhood.

The new partnership allows both organizations to efficiently work together to reduce overhead costs, and leverage joint assets, experiences and passions to support our communities. DSCDO and its board will continue to operate and act as the leader in setting the strategy for community, economic and physical development in the Detroit Shoreway neighborhood. Additional information can be found at dscdo.org/cudell.

Housing
- 167 housing court cases attended
- 207 housing cases attended
- CHN Housing Partners began construction of 20 new homes in Stockyards, first new homes in over a decade.
- Demolition of the deteriorating Old Brooklyn YMCA building to make way for construction of new permanent supportive housing apartments

Vacant Housing & Rehabs
- 14 distressed homes and properties successfully transferred
- 78% of homes transferred were bought and rehabbed by owner-occupants
- Estimated $140,000 in demolition costs saved ($10,000 per house)
- Estimated $392,000 invested in service area (average of $28,000 per property)

Green Space & Beautification
- 244.56 tons of trash removed from the neighborhood
- 3052 dumped tires collected
- 15 neighborhood clean ups

Community Involvement
- Over 25,000 fliers delivered
- Over 4,000 attendees at events and meetings
- Supported over 250 events, programs and projects
- Over 190 participants in Near West recreation from our neighborhoods

Safety
- Over 475 attendees at Cookout with Cops events
- Worked with the Safety Committee to court watch over 10 cases

Annual Events
La Placita – Three La Placita events were held in the summer of 2018, welcoming over 7,000 attendees to the Clark-Fulton neighborhood. The events supported over 20 local vendors and showcased local artists, organizations and various other talents.
Stockyard Bike-A-Thon – Over 200 participants and their families were in attendance, 20 bikes raffled off to the community

Economic Development
- 6 businesses opened or expanded
- Supported businesses and property owners with over 85 technical issues
- 44 property owners assisted through city processes

Partnerships
DSCDO continues to develop affordable housing and community oriented projects through partnerships with like-minded organizations. DSCDO is currently working with The Snavely Group to develop the Forest City Square Apartments, a $12 million project. The development will provide 38 units of affordable housing on the southwest corner of West 25th Street and Detroit Avenue, bringing critical affordable housing to the Ohio City neighborhood.

Additionally, DSCDO is continuing to redevelop the landmark Variety Theatre on Lorain Avenue near West 117th Street, and El Mercado at La Villa Hispana. El Mercado is an economic development project, in partnership with the Hispanic Business Center, which will provide micro-retail, retail storefronts, community gathering space and services for the latinx community in the Clark-Fulton neighborhood.

Resident Profile
Trish has lived in the DSCDO-owned Sylvia Building (6010 Franklin Boulevard) for the past 5 years. She enjoys living in a historic building in a diverse neighborhood, and is happy to have gotten to know DSCDO staff.

Real Estate Development

The Aspen Place Project is Complete
DSCDO is excited to announce the completion of Aspen Place, a $10.7 million investment, located on the corner of West 61st Street and Lorain Avenue in the Cleveland EcoVillage. Aspen Place incorporates the values of the Cleveland EcoVillage and provides 40 affordable apartments and a retail storefront adjacent to the West 65th Street/Lorain Redline Station. Residents will enjoy access to indoor bike storage, community gardens, a community room and the amenities at Zone Rec Center. In addition, each household will receive a free monthly RTA pass which makes this project a true transit-oriented development. The Aspen Place project was generously supported by Enterprise Community Partners, the Ohio Housing Finance Agency, City of Cleveland, Cuyahoga County and KeyBank. Residents will begin to move into the building in early 2019.

Asset Management & Preservation
In 2018, DSCDO made major strides towards developing and utilizing asset management strategies, ensuring the long-term sustainability of its affordable housing portfolio. DSCDO received a $40,000 capacity building grant from Enterprise Community Partners, which allowed the organization to conduct capital needs assessments on six properties and streamline file organization and data sharing between departments.
DSCDO 2018 Award Winners

Irene Catlin Award
Tim Sommerfelt

Sustainability Award
Rick Gilliam
Stockyard Meats

Neighborhood Improvement Awards
Jocelynn McCane, Moneeke Davis, Donna Friedman, Michael Armstrong
Climate Ambassadors

Sean Kilbane Award

Community Spirit Awards
Peet McCain

Renee Jones
Renee Jones Empowerment Center

Urban Community School
Urban Squash Cleveland

Brian Moss, Brian Holleran
Il Rione Pizzeria

Alex Robertson
Recess Cleveland

David Spasic, Nathan Murray
Superelectric Pinball Parlor

Bernie Rose, Abbe DeMaio, Wendy Dial, Jill Fout-Gregory, Jack Gallagher, Clarence Scherer, Gail Johnson, Evie Flippen, Dawn Meredith, Madison Westwood, Pat Sanney, Alex Lozada, Nancy Hall, Jeffrey Meredith
Holiday Party Planning Committee (The Gordon Square Residents Committee)
DSCDO Board of Directors

**Residential**
- Patty Jurca (Vice Chair)
- Camilo Villa
- Christina Znidarsic
- Angela Raffa-Keeling
- Anna Perlmutter (Secretary)
- Dan Bush
- Lee Fields
- Dean Van Farowe

**Institutional**
- Dan Petricig
- Fr. Richard Rasch
- Teresa McCurry
- Irene Collins

**At-Large**
- Joseph Tegreene (Chair)
- Moneeke Davis
- Terry Metter

**Special Representatives**
- Chris Warren (Treasurer)
- Donna Gonyon
- Millie Caraballo
- Heather Lazar
- Gloria Ferris
- Edwardo Muñoz
- Paul Ettorre

**Corporate Partners**

**Presenting Sponsors**
- PNC Community Development Banking
- First Federal Lakewood

**Platinum Sponsors**
- Marous Brothers Construction
- Dollar Bank

**Diamond Sponsors**
- Enterprise Community Partners
- HKM Direct Market Communications
- Medical Mutual

**Gold Sponsors**
- NRP Group
- Surety Title Agency, Inc.
- Third Federal Savings & Loan
- Ohio Capital Corporation for Housing

**Business Partners**
- MVP
  - B. R. Knez Construction, Inc.
  - Kimball E. Rubin & Associates, LTD

**All-Pro**
- 1st Choice Roofing, Inc.
- Berkshire Hathaway
- Cleveland Bricks
- CRESCO Real Estate
- Forest City Shuffleboard
- Pearl Flower Catering
- Pioneer Savings Bank
- The Spaeth Family Foundation
- Progressive Urban Real Estate, Inc.
- Skoda Minotti, LLP
- Strategy Design Partners
- The Charles M. and Helen M. Brown Memorial Foundation
- The Project Group

**Stalwart**
- All Phase General Construction
- Bobbi Reichtell and Mark McDermott
- Chris and Linda Warren
- CHN Housing Partners
- Cleveland Public Theatre
- Cuyahoga Land Bank
- Property Advisors
- Dampers Automotive
- Dimit Architects
- J-Roc Development
- Dyngus Day Cleveland
- FIT Technologies
- Hilton Cleveland Downtown
- Joseph Tegreene
- Keller Williams
- MMI Electric, LLC
- Moore Yourkivich & Dibo
- MVP Snow n' Lawn
- Paisano Properties LLC
- Sweet Moses Soda Fountain & Treat Shop
- The Levin Group, Inc.
- Westshore Properties LLC

**Team Player**
- Astoria Cafe & Market
- ASV Services
- Blazing Saddles Bike Shop
- Buehner's Supply Co.
- Cleveland Cinemas
- CPD Homes, LLC
- Craciuin Berry Funeral Homes, Inc.
- Downtown Cleveland Alliance
- D.W. Ross Company
- EDEN, Inc.
- Elmhurst Homes
- Environmental Design Group
- Full Color Printings
- Gordon Square Arts District
- Gypsy Beans & Baking Co.
- JumpStart Inc.
- Kimko Inc. DBA McDonald's
- LGBT Community Center
- Masthead Brewing Co.
- May Dugan Center
- Ohio City Provisions
- Parkview Nite Club
- Porter Wright
- Premium Metals Inc.
- Local West
- Roberts Development Group, LLC
- Saint Augustine Health Campus
- Spindrift Management
- Terrestrial Brewing Company
- The Shoreway Building
- Neighborhood Family Practice
- Toth Marketing
- Urban Community School
- Ken Taylor
- Sandy and Bill Whitney

**Additional Supporters**
- Banter Beer and Wine
- Grand Avenue Properties, LLC
- Il Rione
- In Memory of Buck Harris
- Leimkuhler, Inc.
- Metro Catholic School
- Pete & Pete Container Service Inc.
- Spice Kitchen & Bar
- Tom and Kathy Futey
- 78th Street Studios
- Cirino and Son Landscaping
- Old School Architectural Salvage
- Michael Zelenkofske
Staff Listing

Jeff Ramsey
Executive Director

Detroit Shoreway/Cudell Neighborhood Office

Jenny Spencer
Managing Director

Tony Bango
Director of Housing & Planning

Matthew Thomas
Housing Development Manager

Kathy Sargent
Housing Specialist

Adam Rosen
Economic Development & Marketing Director

Liz Weiler
Marketing & Events Coordinator

Ashley Wilson
Community Organizer

Jeremy Taylor
Safety & Community Engagement Coordinator

Joanne Leszniowsky
Receptionist

Rhonda Sneed
Receptionist

Jessica Trivisonno
Economic Development & Marketing Coordinator (Cudell)

Christopher Brown
Safety & Community Outreach Coordinator (Cudell)

Property Management

Kimberly Royster
Director of Property Management

Luisa De Leon
Assistant Property Manager

Dileiny Fermin
Administrative Assistant

Diane Norman
Resident Services

Belinda White
Maintenance Technician

Chris McMichael
Maintenance Manager

Reggie Croley
Maintenance

Fran McAlpine
Maintenance

Real Estate Development

Anya Kuicsar
Director of Real Estate

Brittany Senger
Multi-Family Project Manager

Adam Stalder
Project Manager

Administrative Services

Sharon Parks
Chief Financial Officer

Adam Stalder
Director of Administrative Services

Ann Freyer
Staff Accountant

Tynise Cephus
Accounting Clerk

Pat Konopka
Administrative Assistant

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