



Detroit Shoreway Community Development Organization

2015 Annual Report





In December 2015, the neighborhood celebrated its connectivity to the lake and Edgewater Park with the West 73 Street Tunnel ribbon cutting.

Through collaboration, Detroit Shoreway Community Development Organization (DSCDO) guides the physical, economic, cultural, and social development of the neighborhoods we serve toward an improved quality of life. The Detroit Shoreway Neighborhood service area extends from West 45th Street to West 85th Street, from Lake Erie to Interstate 90. The Stockyard, Clark-Fulton & Brooklyn Centre (SCFBC) office provides services to three additional Cleveland neighborhoods. Between its two offices, DSCDO serves over 43,000 Cleveland residents – roughly 10% of the city’s population. In addition, DSCDO’s Real Estate Development staff works to create affordable housing units, generating developer fee income that DSCDO re-invests in our neighborhood work.

Community Involvement

The Detroit Shoreway Neighborhood Community Involvement team continued to build capacity of neighborhood leaders and groups in 2015. We provided technical assistance and advice to residents in order to secure 13 small grants and donations totaling \$19,750 for various community projects including community gardens, social events, and other projects that impacted quality of life. A capacity-building event for community leaders was hosted in March with 16 stakeholders participating. In order to help block clubs grow their membership and capacity, we distributed over 120 welcome packets to new residents, each containing a letter from their prospective block clubs and special neighborhood offers. In all, cumulative block club attendance for the year was over 1,000. We also worked with the Cleveland Metropolitan School District (CMSD) to provide seasoned and nascent neighborhood leaders with an opportunity to influence the facility design of the new Waverly Elementary and the remodel of Joseph M. Gallagher Elementary.



Community Involvement staff also worked to improve economic and quality of life conditions for residents through a variety of initiatives. DSCDO’s partnership with the Cuyahoga County Earned Income Tax Credit (EITC) Coalition culminated in the processing of 617 tax returns at the Gordon Square site, returning over \$800,000 to clients who live in our community and surrounding areas. We collaborated with other community development organizations to offer quality extracurricular programs to 813 kids ages 4-14 through the Near West Recreation League.

Our most intensive community involvement initiative of 2015 was leading a public engagement process around updating our Neighborhood Master Plan. The focus of the initiative was on a geographic segment of the neighborhood experiencing unique development and community involvement challenges (the area between Madison Avenue and Interstate 90, from West 65th – West 85th Streets). The resulting plan would not have been possible without the active participation of a number of area stakeholders including residents, merchants, and neighborhood enthusiasts through three large public meetings and various focus groups.

Towards the end of 2015, DSCDO hired a new Safety & Community Engagement Coordinator who will work directly with neighborhood stakeholders and the 2nd District Police on safety initiatives. We anticipate launching new proactive safety programs in 2016.

EcoVillage & Sustainability

DSCDO was fortunate to receive generous grant support from Enterprise Community Partners that will partially fund a project management position in the EcoVillage through February 2017. Among other initiatives, the project manager will work on the Citizens Tiny House Experiment, fundraise for improvements to West 65th Street (based upon the Transportation for Livable Community Initiatives study, completed in 2013), and support climate resiliency work through a shared initiative with Cleveland Neighborhood Progress, funded by the Kresge Foundation.

In July 2015, the EcoVillage RTA Gateway and pedestrian bridge along Madison Avenue re-opened to the public. Local residents and transit riders can now enjoy a native plant pocket park on their way to the rapid, made safer with better sight lines and improved public lighting. Many residents have worked on the park to help ensure that the native 'xeriscape' – funded by the City of Cleveland and Cleveland Neighborhood Progress - thrives and that invasive species are mitigated. Early indicators also show an uptick in housing re-investment in the immediate area of the park.



DSCDO's innovative partnership with Citizens Bank on the Citizens Tiny House Experiment continues. A media kick-off was held in May, generating wide interest and media coverage. The project enjoyed approval and passage before the Board of Zoning Appeals and the Cleveland City Planning Commission in December. Final design work is underway, and residents can look for the construction of two tiny houses at W. 58th and Pear Avenue in spring 2016.

The Cleveland Climate Action Fund awarded three grants to recipients within the Detroit Shoreway neighborhood: to Rust Belt Riders, Jason Pawlus, and DSCDO for composting, gardens, and pocket park amenities, respectively.

We also worked collaboratively with Ohio City Incorporated and the City of Cleveland to pursue funding for the planned Lorain Avenue Streetscape, which would bring a raised, separated cycletrack to Lorain Avenue from West 20th Street to West 65th Street, providing an important connection to Zone Recreation Center.

Gordon Square Arts District

The Gordon Square Arts District (GSAD) is a 501(c)3 non-profit organization governed by an independent Board of Directors. The GSAD collaboration began with conversations between DSCDO, Cleveland Public Theatre, Near West Theatre and Councilman Matt Zone in 2002 around the idea of a joint capital campaign. The \$30 million campaign was launched in 2007 in order to fund five projects: the Capitol Theatre renovation, the Cleveland Public Theatre renovation, new construction of Near West Theatre, parking expansion, and the Detroit Avenue Streetscape.

The capital campaign reached its \$30 million goal in 2014, and a Gordon Square Arts District Community Master Plan was developed to serve as a "road map" for the Arts District moving forward. GSAD and DSCDO are working in partnership to carry out the vision of this Master Plan.

GSAD will seek to creatively fund elements of the Master Plan. These efforts include, but are not limited to, additional public art; wayfinding signage to connect the Arts District to the lake; and improved marketing and stewardship of the GSAD brand. GSAD is also working with large-scale organizations like JumpStart and Make Music Cleveland to bring traffic, revenue and visibility to the area. GSAD's mission is to leverage vibrant arts and culture to foster economic growth and collaboration.

Economic Development

2015 was an exciting year for economic development. Several highly anticipated businesses opened or expanded, including Local West, Banter, Superelectric, and Guide to Kulchur. Near West Theatre also opened the doors to its \$7.5 million facility and hosted a season of great shows and events. The Community Entertainment District approved several new liquor licenses for businesses in the Gordon Square Arts District including Local West, Near West Theatre, Arcadian, Banter, Vita Urbana, Astoria and Brevnuts.



The Gordon Square Arts District also played host to a diverse range of pop-up retail shops, including Esperanza Threads, Collective Upcycle, Trunk, Mooi Kind, Midnight Movie, and Heavy Metal Flea. Through a Pop-up Competition, we were able to award not only space, but also training to Heavy Metal Flea, Midnight Movie, and Mooi Kind during the holiday season. Trunk Menswear won the competition and received a \$1,000 grant to assist in opening its storefront.

In 2015 the visual appeal of Detroit Avenue developed as the Gordon Square Special Improvement District (SID) removed 44,475 pounds of trash and 909 graffiti tags and stickers from the district. This year the SID was also reauthorized to fund cleaning, safety, maintenance, marketing and other services for an additional five year period. In addition, five properties successfully participated in the Storefront Renovation Program, a bike sharing station from Zagster was installed on West 58th at the Happy Dog, and the Gordon Square Arts District Parking Program premiered with valet parking on weekends and secure off-site parking for employees, artists and volunteers.

This year sparked a renewed sense of activity on Lorain Avenue as the proposed Streetscape design was approved by the Cleveland City Planning Commission. Many properties changed hands in 2015, and new businesses opened in the Lorain Avenue Antiques District, including Interiors by Andrew Blank - a high end interior design company - and gallery/work space for local artist Christi Birchfield. The Lorain Avenue merchants also hosted a successful holiday shopping event in early December.



Events & Marketing

Our neighborhood received excellent press coverage in 2015. The Pop-up Competition resulted in several print stories in Freshwater and other local publications, with WKYC coming to do a segment on the area's economic growth. Fox 8, WKYC, WEWS and Channel 19 all produced stories on the Citizen's Tiny House Experiment, with additional print stories in Crain's, The Plain Dealer, Scene, Freshwater and others. Neighborhood businesses continue to make lists, such as: "Best Bars in Cleveland," "Best Brunch," "Best Antiques," "Best Patios," and more. This year CNN chose visiting and eating at Brevnuts, a new business that will open this spring, as one of the top things to do in 2016. Our neighborhood is certainly on the map, both nationally and regionally, and continues to attract reporters, stories, businesses and people to the area.

We maintain a variety of social media, including hundreds of active followers on Facebook and Twitter. We also produce the Catalyst and Capitol Theatre e-newsletters weekly. We want to stay in touch with you! Go to "Contact Us" on our homepage to subscribe and stay up to date with everything that is happening.

The inaugural Gordon Square Fall Fest took place in October. A collaboration between DSCDO, Cleveland Public Theatre, and Near West Theatre, Fall Fest was designed to celebrate Gordon Square's unique arts and culture. The festival promoted the character of the neighborhood by showcasing performances on stages at numerous venues - all for free. Over 1,500 visitors saw over 30 performances, and nearly every storefront - from CPT to Sweet Moses - hosted a production. DSCDO received a generous grant from Cuyahoga Arts & Culture, among other sources, to fund this signature event.

Dyngus Day continues to attract huge crowds, with over 8,000 visitors in 2015. Dia de Muertos has continued to grow as well. Edgewater Live, NeoCycle and the Rite Aid Marathon also brought numerous new visitors to the neighborhood.



Capitol Theatre

DSCDO is the proud owner of the Capitol Theatre, which attracts over 50,000 patrons annually and serves as an important economic engine for the Gordon Square Arts District. In 2015, the Capitol added custom cocktails to the concessions menu and began a new, monthly Happy Hour event. This new program, along with our partnership with the Cleveland Museum of Natural History and its Reel Science series, has introduced numerous people to the historic Capitol. Partnerships with business such as Superelectric Pinball Parlor and Sweet Moses offer reciprocal deals with purchases.

Housing Development



Before



After

Single Family Rehabilitation

DSCDO's Single Family Rehabilitation Program was created in 2008 in response to the foreclosure crisis and the diminishing availability of federal funds. DSCDO directly acquires or assists to transfer vacant and abandoned properties to developers and owners, returning the properties to productive use.

Since its inception, the program has rehabilitated roughly 200 vacant and abandoned properties, generated over \$8.2 million of investment in our neighborhoods, and saved the city \$1.9 million in demolition funding.

In 2015, DSCDO transferred 19 properties to developers and owners in the Detroit Shoreway neighborhood, which will result in private investment of \$1.4 million. This reinvestment will allow for the majority of the homes to be sold to owner occupants and will enable surrounding property owners to build equity in their homes.

We also initiated new outreach in 2015 with an event called Pastry and Profits. Over 40 investors were invited to hear from various realtors, bankers, and DSCDO staff to provide an overview of new development opportunities in the Detroit Shoreway neighborhood.

Code Enforcement Partnership

A collaborative effort has been established between the City of Cleveland and Community Development Corporations to strategically target problem properties by systematically going street by street, parcel by parcel and identifying code violations. Since the spring of 2014, our Housing Specialist has surveyed over 2,200 structures in the Detroit Shoreway service area for health and safety code violations, encouraging the worst offenders to address these problems while connecting elderly and low income homeowners to programs that can help keep their homes safe and secure.

Real Estate Development



Tax Credit Applications and Awards

In early 2015, DSCDO submitted three (3) Low-Income Housing Tax Credit (LIHTC) applications and two (2) applications for State Historic Tax Credits (SHTC). In June of 2015, DSCDO was one of few non-profit developers in Cleveland to receive an allocation of Low-Income Housing Tax Credits (LIHTC) for the \$10.0 million dollar Lofts at Lion Mills project, located in the Clark-Fulton neighborhood. Additionally, DSCDO was one of few developers in Cleveland to be awarded an allocation of State Historic Tax Credits for the \$14.0 million dollar Variety Theatre project, located in the Westown neighborhood.

Project Highlights

In May of 2015 DSCDO completed construction on the \$8.0 million dollar Templin-Bradley Co. Lofts, a mixed-income development featuring live/work units. Located on Detroit Avenue, the project is an adaptive reuse of a formerly vacant warehouse building which once housed the nation's largest seed and bulb company. Listed on the National Register of Historic Places, the site features a large piece of public art that was installed by LAND Studio.

In October of 2015, DSCDO commenced construction on the \$3.6 million dollar rehabilitation of the Historic Shoreway Apartments, which includes the Harp building located on West 64th Street and Detroit Avenue as well as the Kennedy building, located at West 65th Street and Detroit Avenue. The project will renovate twenty-one (21) affordable rental units within DSCDO's portfolio, and will be complete by March of 2016.

Strategic Partnerships

DSCDO has worked to build partnerships with Westown CDC, Lakewood Alive, the City of Shaker Heights, and St. Clair Superior Development Corporation to expand real estate development capacity within Cleveland and inner-ring suburbs.

Strategically looking to advance its multi-family housing capacity, DSCDO also engaged renowned energy consultants Garforth International to do a comprehensive analysis of DSCDO's entire real estate portfolio, as well as develop a plan for improvement in regards to energy efficiency and sustainability

Other Grants and Awards

DSCDO received a \$50 thousand dollar Community Housing Development Organization grant from the Ohio Housing Finance Agency for operations, as well as a \$25,000 dollar grant from Enterprise Community Partners to explore the concept of Aging in Place in the Detroit Shoreway neighborhood.

Stockyard, Clark-Fulton & Brooklyn Centre Office

Housing

2015 was a year of progress for SCFBC's Housing Department. Code enforcement staff have streamlined and clearly defined systematic methods to ensure code enforcement compliance. These tactics have been recognized and noted as an exemplary and effective model for code enforcement across the City of Cleveland. With the completion of four Concentrated Inspection Areas and the assessment of over 5,000 properties, our Housing Specialists have worked tirelessly to resolve housing code violations within our service area, encouraging homeowners to address problems while connecting low income and senior homeowners to programs that can help maintain their homes safe and secure.

In 2015, SCFBC's Single Family Housing Rehab Program produced more owner occupied homes than any other year in its history. Following in the steps of this program, newly established partnerships with Habitat for Humanity, the Geis Foundation, and other non-profit developers have taken on the task of improving the most challenging of vacant and abandoned dwellings, transforming them into lease purchase opportunities for residents. Combined, these programs and partnerships have generated \$652,000 in private investment into our communities while reducing the number of blighted properties.

Community Involvement

Since SCFBC opened in 2010, we have worked to support the efforts of block clubs and to increase their capacity. In 2015, we supported various block clubs in neighborhood clean-ups, installing sitting parks, hosting "trunk or treats", and organizing block parties. To support these efforts over 12 neighborhood groups applied and received funding for their through Neighborhood Connections and Cleveland Neighborhood Progress O&A Rolling & Responsive grants. This year, SCFBC supported 4 residents through the competitive Neighborhood Leadership Development Program application process, with 3 individuals receiving admission. The Mercedarian Walkers took the Clark-Fulton neighborhood by storm, supporting area seniors in exploring healthy lifestyles through weekly walks and monthly health education sessions with Neighborhood Family Practice. Born out of interest from a couponing SkillsShare, the Fulton Branch Cleveland Public Library now hosts a monthly gathering of couponers invested in sharing ideas that empower others to save.

In 2015, SCFBC continued to engage youth and families through long standing events such as the Stockyard Bike-a-Thon. Over 20 community partners were represented this year, allowing us to connect families with more neighborhood organizations and services than ever before. In addition, Parties In The Park engaged over 400 residents through entertainment, food and information exchange. Collaboration and partnerships have permitted SCFBC to reach a broader audience. As part of the Clark-Fulton MyCom Coalition, we were able to reach over 5,000 youth and families through the distribution of the 2015 Summer Guide, highlighting all of the events and resources available to families through the greater Clark-Fulton neighborhood. The Near West Recreation League has seen a monumental growth in participation from the SCFBC neighborhoods. Signature events and programs have included family bowling night at Clark-Fulton's very own Dicky Lanes, and woman's boxing clinics at Old Angle Boxing Gym. A partnership with Cleveland Neighborhood Progress and The Cleveland Transformation Alliance granted SCFBC the opportunity to support a school choice fair at Thomas Jefferson Newcomers Academy, in partnership with Esperanza, Inc. 30 families were served with information needed to actively decide what school is the best fit their child upon leaving Thomas Jefferson.

The resident led SCFBC safety committee expanded its efforts to reduce crime supporting police relationships throughout the neighborhood. This year youth and police relationships were celebrated via a series titled "Cookouts with Cops". This initiative included 4 picnics that brought together youth and families with police. Over 500 residents participated, fostering meaningful relationship with our Cleveland police officers. Residents continue to actively participate in the Safety Committee's court watch program and successfully host technology based safety training.

Greenspace

Vacant land revitalization and green space development is a keystone in supporting the improvement of the neighborhood quality of life. This past year SCFBC was honored to be the Flagship Neighborhood for the first annual citywide cleanup with Green Up Cleveland, drawing more than 150 volunteers and resulting in the collection of over 35 tons of debris.

2015 brought on various opportunities for the beautification of empty lots. Through a partnership with the International Village Block Club, a neglected garden site on the eastern end of the Stockyards neighborhood will be transformed into a wooded park setting, landscaped with flowering and ornamental trees. Work on this project will launch in early 2016. Moving south into Brooklyn Centre, the Fulton Library Reading Garden is well underway. Last year brought the installation of two benches, a retaining wall, and dozens of shrubs and trees to enhance the site using volunteer labor and grant funds from the City of Cleveland Place-making Grant.



Complementing the beautification of the neighborhoods, SCFBC's relationship with Court Community Service has resulted in cleaner streets with the abatement of graffiti, cleaning of alleys, assistance with greening projects, and aiding senior residents through the mowing and shoveling of their properties. This partnership has resulted in over 1,000 hours of community service in 2015 alone.

Economic Empowerment

SCFBC is a host site to the State of Ohio's Home Energy Assistance Program (HEAP) and Percentage of Income Payment Plan program (PIPP). Our four full time employees conduct face to face intake to determine needs and enroll clients in the programs most beneficial to them. They follow up with the relevant utility companies and government agencies ensuring that clients receive assistance to keep their gas or electricity on. Financial counseling is provided to each client, educating them on programs and services available, helping to avoid future utility issues. Vital to resident wealth retention is the Volunteer Income Tax Assistance program (VITA), a partnership with Enterprise Community Partners' Cuyahoga EITC Coalition. As a host site to this program, we provide free tax preparation for low-income residents assuring that they receive their full refund without paying rates typically associated with tax preparation.



Economic Development

In 2015, SCFBC began to reap the fruits of 4 years of planning as new businesses opened with larger developments moving closer to reality. On West 25th Street, the buzz surrounding the MetroHealth transformation has grown and properties are gaining unprecedented regional attention. At Clark and West 25th Street, La Villa Hispana is starting to take shape through the hard work and dedication of the La Villa Hispana Executive & Steering Committees. Last summer, the Hispanic Business Center and SCFBC coordinated La Placita, attracting over 2,500 participants and 30+ businesses celebrating the rich culture of our neighborhood. In the Stockyards, excitement around the Dream neighborhood is attracting new business to the historic section of Clark Avenue.

Throughout the SCFBC neighborhoods, businesses are developing and growing with the technical assistance of Economic Development staff and resources from vital city programs. No program has been more helpful than the Ward 14 50/50 Matching grant which is helping local businesses make small but impactful improvements to their exteriors.

DSCDO 2015 Award Winners

Irene Catlin



Michele Sommerfelt

Sustainability



Rust Belt Riders

Community Spirit



Eve Ennis & Chris Demko

Community Spirit



Jason Pawlus

Community Spirit



Wendy Dial

Community Spirit



Michelle Tomallo

Community Spirit



Moneeke Davis

Sean Kilbane Award



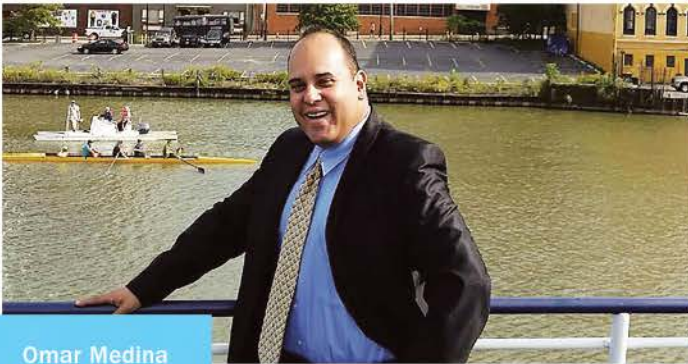
Kelly & Eugene Pallas

Neighborhood Improvement



Westlake Capital Management

Community Spirit



Omar Medina

Neighborhood Improvement



Local West

Community Spirit



Phyllis Bambeck

DSCDO 2015 Financial Report

Income	Community Involvement	Commercial	SCFBC	Real Estate Development	Fundraising/ Special Events	Administrative	Total
Fundraising	\$ -	\$ -	\$20,434	\$ -	\$140,583	\$ -	\$161,017
Development Fees	\$ -	\$ -	\$96,199	\$128,824	\$ -	\$ -	\$225,023
Project Management	\$ -	\$69,738	\$ -	\$ -	\$ -	\$29,800	\$99,538
Foundation Grants	\$ -	\$182,400	\$15,000	\$261,697	\$ -	\$ -	\$459,097
CNP	\$31,630	\$146,305	\$35,000	\$10,860	\$ -	\$17,835	\$241,630
City Grants	\$168,094	\$105,569	\$541,628	\$159,347	\$ -	\$85,910	\$1,060,548
Other Grants	\$18,993	\$ -	\$187,136	\$ -	\$ -	\$ -	\$206,129
Misc.	\$ -	\$16,288	\$ -	\$ -	\$ -	\$13,792	\$30,080
Total Income	\$218,717	\$520,300	\$892,959	\$560,728	\$140,583	\$147,337	\$2,483,062
Expenses							
Total Personnel	\$167,776	\$309,032	\$562,870	\$257,375	\$ -	\$192,928	\$1,489,981
Total Administrative	\$14,897	\$51,863	\$186,240	\$12,889	\$20,361	\$180,844	\$467,094
Total Program	\$65,129	\$111,611	\$143,849	\$136,494	\$ -	\$2,893	\$459,976
Total Expenses	\$247,802	\$472,506	\$892,959	\$406,758	\$20,361	\$376,665	\$2,417,051
Net Income	\$(29,085)	\$47,794	\$2,438	\$153,970	\$120,222	\$(229,328)	\$66,011

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Staff Listing

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