

SUPERIOR *Arts*

2019
ANNUAL REPORT

To our friends and neighbors

It's been yet another truly incredible year in the Campus District. With 2019 behind us, we should all take pride in what we have achieved together, and embrace the momentum that continues to propel our neighborhood into the future.

The continued **transformation of the Superior Arts District** – which GBX is proud to call home – has been particularly exciting to watch. From the growth of our thriving artist community to the development of new businesses and residential units, the Campus District is quickly becoming one of Downtown Cleveland's **most dynamic and inviting neighborhoods**.

The level of concentrated investment in the Campus District is unlike that of any other corner of Downtown. Whether it be public funds supporting the advancement of our institutions of higher learning, or private dollars rehabilitating historic properties, this community is leading the pack. But it's another type of investment that also sets us apart – **an investment in people**.

It is you – the residents, businesses, students, and other dedicated members of our diverse community, that came together and worked for the betterment of the whole. You painted murals, picked up trash, made your voices heard, and supported our friends and neighbors experiencing homelessness. You are the engine that turns the wheels of progress and drives this community forward.

I can't wait to see where our journey leads us.



Antonin Robert

Antonin Robert
GBX Group
President, Superior Arts
Improvement Corporation

Whenever an anniversary comes across the calendar, I take a moment to think about all that has changed since that date became important. As I celebrate my two-year anniversary as Executive Director of **Campus District**, I'm reminded of the many accomplishments of our greater community; an eclectic neighborhood that accounts for 1/3 of Downtown Cleveland's geography, two institutions of higher education, one hospital, and the city's next up-and-coming neighborhood, the **Superior Arts District**.

In 2017 we launched **Clean & Safe services** in the Superior Arts District, with a full complement of Ambassadors providing services seven days a week. In addition, off-duty Cleveland police officers patrolled the neighborhood, and continue to do so, during the evening hours. What we learned during that first year helped us to change our strategies and deliver services that are more impactful to property owners. In this report, you'll learn about some of those changes, the progress we've made, and what we're planning for the future.

In 2020, our neighborhood also took on the important task of identifying what makes us who we are, and rebranding to reflect the ever-evolving character of the community. Through an inclusive process with dozens of task force and stakeholder meetings, Campus District became '**Cleveland's Community of Purpose**,' and for the first time in its history, the Superior Arts District has its own logo and branding.

As we charge ahead with a new look and refined mission, our neighborhood will continue to grow and develop while recognizing our importance **as a place for everyone**.

Thank you for being an important part of our neighborhood and Downtown Cleveland's growing story.



Mark Lammon
Executive Director
Campus District, Inc.



2019

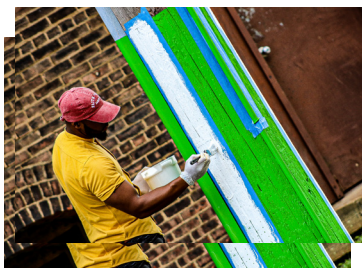
IN REVIEW

Thanks to the hard work of our neighbors who live, work, create, study, and heal in the Campus District, our community looks and feels even brighter than it did one year ago.

Here's a look back at *what we have achieved together*:

We added vibrant colors to our streets.

Community members painted over **20 light poles** within the District, women from the **Norma Herr Women's Center** and fifth graders from **Campus International School** created and inspired **Guy-Vincent's** design of three murals at East 22nd Street and Payne Avenue, and visitors explored Superior Avenue's journey from Cleveland's historic garment district to thriving artist community at **Avenue of the Arts**.



We welcomed new team members.

Loretta Wilson joined us as the Superior Arts Improvement District's outreach worker, connecting with individuals experiencing homelessness in our community. **Michael Collier** came on board in the beginning of 2019 as a Business Development Manager for both CDI and Downtown Cleveland Alliance, and **Morgan Clark** started in the summer as our AmeriCorps VISTA member.

We connected.

We began **Where are we Wednesdays?**, spending our lunch hours around the District to learn the needs and interests of our community members. We continued our **Superior Gatherings, Quarterly Business Meetings**, and built new relationships with **Downtown Cleveland Residents**.

We welcomed new projects to the District.

New residential projects like **Prospect Yard** and **2125 Superior** that broke ground this year are adding new residents to the neighborhood.



We rebranded.

With the advice of Campus District's Marketing Task Force and the hard work of **Muse Content Group**, we've rolled out an updated logo, mission, vision, and more!

 **CAMPUS
DISTRICT**



 **CAMPUS
DISTRICT**

 **SUPERIOR
ARTS DISTRICT**



SUPERIOR
Arts

Campus District takes pride in the relationships we've built with our friends and neighbors in the community. Our accomplishments are reflections of these relationships, and we look forward to growing them in 2020 and beyond.

As we move into the new year, we are proud to say that we are **Cleveland's Community of Purpose.**

THE YEAR AHEAD

A Quick Look at Some of the Exciting New Initiatives & Events Taking Shape in 2020



A New Look.

Be ready to see a new look to the Ambassador Team this spring. Our hardworking Ambassadors will be sporting **new uniforms** in a stylish Royal Blue, and featuring the revamped Superior Arts District logo.

Our cleaning carts will also get a style upgrade with the addition of the new color scheme and logos.

New Wheels.

The Superior Arts District is turning two years old, so it's time to get our first tricycle! This heavy-duty electric trike is equipped with a 20-gallon water tank and a pressure washer for the **on-demand removal of spills and stains**.



Starting this spring, Ambassadors will be available to remove any unsightly messes (yes, even the human ones).

Got a mess? Simply call **216-621-6000**, Monday through Friday from 9am to 5pm, to have an Ambassador respond.

2020 CALENDAR

MEETINGS & MIXERS

Quarterly Business Meeting	Superior Gathering	Membership Mixers	Campus On Your Corner
January 29 April 29 July 29 October 28	February 26 May 27 August 26 November 18	February 18 April 14 August 26 December 15*	Every Wednesday in 2020

*CDI Holiday Party

NEIGHBORHOOD EVENTS

Avenue of the Arts	CDI Annual Meeting	Fall & Spring Clean-Ups
September 11	April 24, 2020	April 18 // Fall 2020

AROUND TOWN

DCR Community Gatherings	DCR First Thursday Mixers	Arts and Culture Network Night
Third Wednesday of each month	First Thursday of each month	Quarterly

Get the latest updates at
campusdistrict.org/events

Stay connected
on social media



@CDICleveland



@CDICleveland



@CampusDistrictInc

SUPERIOR *Arts*

Special Improvement District

In 2016, property owners in the Campus District voted to establish a Special Improvement District (SID) to promote safety, growth, and vitality in our neighborhood. The **Superior Arts Improvement Corporation** was created in 2017 to manage **assessment dollars** paid by property owners within the SID.

CLEAN & SAFE PROGRAM

CLEAN AMBASSADORS

- Sidewalk cleaning, including removal of litter, cigarette butts and gum
- Periodic power washing of sidewalks
- Graffiti removal, including decals, flyers and paint posters
- Weed abatement
- Removal of dog waste

SAFETY AMBASSADORS

- Conduct regular patrols and maintain ongoing communications with police
- Ongoing contacts with pedestrians to provide information, directions and other types of visitor assistance
- Safety escorts to accompany employees and residents
- Interact with those experiencing homelessness to help direct individuals to services

Assessments are based upon the tax value of commercial property, and are used to provide **improvements and enhanced services**

BUSINESS DEVELOPMENT

- Business recruitment and retention marketing and outreach
- Resident attraction and housing development support
- Providing market research and other real estate development support
- Technical assistance to access economic development programs and navigate public processes
- Parking and transportation management

BY THE NUMBERS

NOTABLE CLEAN AND SAFE STATS

Since program inception in May 2017, the Superior Arts District Ambassador team has been hard at work keeping our streets clean and safe for all those who create, live, work, learn, and heal in the District.

Here's a snapshot of their many contributions to the community:



2,058

BUSINESS
CONTACTS



82,369

POUNDS OF
TRASH COLLECTED



150

GRAFFITI TAGS
REMOVED



125

SECURITY CHECKS
& SAFETY ESCORTS



SOCIAL OUTREACH

Meet Loretta Wilson

In September of 2019, Loretta Wilson joined the Campus District team as its first-ever outreach worker. Every day Loretta hits the Superior Arts District pavement to meet with individuals experiencing homelessness and connect them to services and ultimately housing. On a daily basis this can include helping individuals obtain birth certificates, apply for photo IDs, and look for apartment listings. Since her start, Loretta has assisted in securing housing for four women thus far.

Additionally, Loretta works to connect our business community with our social service community and raise awareness around how we can all work together to improve the District.



After working an office job for Human Services at Catholic Charities, Loretta felt moved to leave the desk behind and engage with individuals one-on-one. For Loretta a vital part of her work is to listen. She says, "I give people the opportunity to speak, tell me things, and to not feel judged when doing so." The stigma that surrounds homelessness may deter outsiders who want to enter downtown, but Loretta enters downtown in order to dismantle this. She feels we will not fix the system without confronting the prejudices we have. Loretta's compassion leads her to help those who are down on their luck. She says, "We are all one paycheck away from being homeless. It can happen to anyone." Loretta's philosophy is not to judge or talk at people, but rather with them, and this is the biggest lesson we continue to learn from her.

Loretta Wilson can be reached at Downtown Cleveland Alliance's Dispatch number, 216-621-6000.

In 2019, CDI hired its first-ever outreach worker

MEET THE STAFF

Serving Cleveland's Community of Purpose



Mark Lammon
Executive Director

Email: mlammon@campusdistrict.org
Phone: (216) 815-0250 x1



Rachel Oscar
Director of Programming + Community Engagement

Email: roskar@campusdistrict.org
Phone: (216) 815-0250 x2



Michael Collier
Business Development Manager

Email: mcollier@downtowncleveland.com
Phone: (216) 416-6970



Loretta Wilson
Outreach Specialist

Email: lwilson@dcacleanandsafe.net
Phone: (216) 630-1186



Morgan Clark
AmeriCorps VISTA

Email: mclark@campusdistrict.org
Phone: (216) 815-0250 x3

Staff photos by Dan Morgan/Straight Shooter,
a member of the Superior Arts District
aboutdanmorgan.com



