

northwest NEIGHBORHOODS

2022 Annual Report

Introduction



Northwest Neighborhoods CDC provides comprehensive community development services to nearly 28,000 residents in Cudell, Detroit Shoreway, and Edgewater on the west side of Cleveland, Ohio. Through collaboration, our organization guides the physical, economic, and social development of the neighborhoods we serve toward improved quality of life. Northwest Neighborhoods (NWN) is the resulting nonprofit from the members-approved merger of Detroit Shoreway Community Development Organization and Cudell Improvement, Inc. in 2021.

Our service area spans from West 45th to West 117th Street, north of I-90. Our three neighborhoods are among the most racially and socioeconomically diverse in Cleveland. Because of our value of equity, we focus our work on the southern parts of our full service area. We know from both relationships and data that systemic racism, poverty, and social isolation disproportionately affect our residents here.

NWN provides **affordable housing, property management, real estate development, community organizing, greenspace and infrastructure, economic development, marketing, and events services** to our three neighborhoods. Our board consists of residents and representatives of local institutions and businesses. We own and maintain 15 residential and commercial buildings as well as the Capitol Theatre. We also provide management and marketing services for the Gordon Square Arts District through its separate "Special Improvement District" organization.

Strategic Planning

In 2022, Northwest Neighborhoods began its first strategic planning process since becoming a new organization. With the support of the Jack, Joseph, and Morton Mandel Foundation, we formed a collaborative team with broad expertise to combine community voices with data and find the greatest opportunities for improvement. NWN is employing Sangfroid Strategy, a local data-driven strategy firm, and The Center for Poverty & Community Development at Case Western Reserve University as a team to conduct research, data analysis, and surveys of residents and stakeholders. **The resulting five-year strategic plan, beginning in 2023, will define NWN's organizational mission, vision, and values.**



Community Organizing

Our Community Involvement staff supports neighborhood leaders and resident-led initiatives. This work includes organizing stakeholders around youth engagement, community resources, safety, and clean-ups.

- **Joined the Neighbor to Neighbor initiative** with Cleveland Neighborhood Progress and hired a coordinator and team of door-to-door ambassadors to research digital access — resulting in only 33% of residents surveyed reporting reliable home internet
- Facilitated **more than 20 safety meetings** with “West 80s” stakeholders and 10 safety audits
- Hosted and managed the Gordon Square Tax Site with Cuyahoga EITC Coalition to process 672 returns, totaling **\$1,137,492 in refunds** for our community

Continues on next page



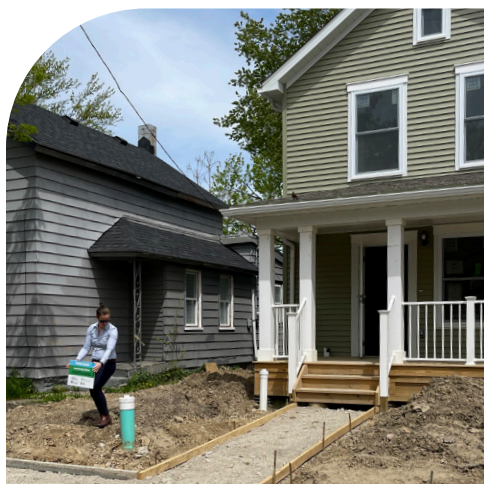
Community Organizing (continued)

- Partnered with Councilmember Jenny Spencer for a **spring clean-up** in Cudell and Detroit Shoreway, with volunteers removing three dumpsters of waste and nearly 100 tires
- Organized **four summer Recess pop-ups** and partnered with the Ward 15 office on two outdoor movie nights
- Distributed **more than 5,000 free masks**
- Coordinated responses to **more than 15 instances of graffiti, vandalism, or dumping**
- **Partnered with MyCom Cleveland** to: provide opportunities for 10 youth in Youth Leadership Councils, support four community events and the P.E.A.R.L.S. Community Closet, and distribute over 100 free hygiene bags
- Hosted a back-to-school event with St. Luke's Episcopal Church and Story Church with **300 free backpacks** and other supplies
- **Helped residents secure \$3,000+** for grassroots projects, including "Buy Nothing Near West Side"



Neighborhood Housing

To grow our diverse, mixed-income neighborhoods, we work through relationships and partnerships to meet unmet needs in our housing stock for existing and new residents. We prioritize affordability measures and support aging-in-place features in new construction.



- Continued serving in the City's Healthy Homes Initiative and proactively **surveyed 2,167 homes** to refer residents to resources
- Managed our **Senior Home Repair Assistance Program** and completed 15 repairs for residents
- Negotiated a record **\$100,000 of community benefit agreements** with local developers
- Advocated for strategic use of vacant parcels and abandoned buildings, including hiring a minority-owned contractor to rehabilitate an abandoned Grace Avenue house and **preserving dozens of lots for future affordable housing**
- Supported CHN Housing Partners during construction of the final 30 of 60 **Lease-Purchase Program homes** across vacant Cudell and Detroit Shoreway parcels and welcomed their residents (*pictured left*)
- Provided assistance to the **Lead Safe Cleveland Coalition** to improve roll-out of lead-safe certifications and secure additional funding for remediation
- **Grew capacity for housing advocacy** by hiring a new coordinator and joining the Neighborhood Leadership Development Program

Real Estate Development

Unlike many similar organizations, Northwest Neighborhoods is a developer of affordable, multi-family buildings within a five-county service area. Our staff provides development capacity in Low-Income Housing Tax Credits (LIHTC) and historic preservation for our own projects as well as for values-aligned partners.

- Completed a water efficiency plan for our Aspen Place building (6016 Lorain Avenue) for **nearly 60% savings on water usage**
- Continued our commitment to completing **Karam Senior Living**, our affordable senior housing development at West 80th Street & Detroit Avenue, in partnership with the Cleveland Public Library, by planning for skyrocketing construction costs since the pandemic



Property Management

Northwest Neighborhoods owns and manages a portfolio of affordable housing — 15 properties with 300+ units — and 50,000+ square feet of commercial space. Our multi-family buildings serve residents with household incomes at or below 60% of area median income, with a third of our units for very low-income households.

- Assisted our residents in need by securing **\$97,876 in federal COVID-19 rental assistance** (administered by CHN Housing Partners)
- Continued property maintenance, especially for our **14 historic buildings** and the 101-year-old Capitol Theatre
- Provided **rapid re-housing and support services** for residents to break the cycles of homelessness and eviction



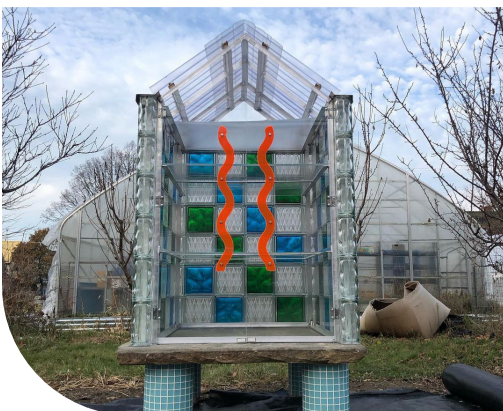
Economic Development

We continuously support the growth of small and locally-owned businesses across our neighborhoods to increase the number of jobs and services for our residents. We focus on increasing equity for women entrepreneurs and entrepreneurs of color, and we encourage collaboration within our commercial corridors.



- Provided **447 instances of assistance** for local business projects
- Referred the highest number of businesses within Cleveland Neighborhood Progress' **micro-grant program**
- Leased NWN-owned storefronts to **four women-owned businesses** new to the Gordon Square Arts District: The Druzy Dreamer, Lake Erie Scoops, Next Level Skate Shop, and Slow Union vintage collective (pictured left)

- Connected a fifth new, woman-owned business, Wyne Tasting Bar, to the City's **storefront renovation program** for signage and a local manufacturer for awnings
- Supported the opening of a **new location of a Black-owned business**, Urban Kutz Barbershop, within an NWN-owned storefront on Lorain Avenue (pictured right)
- Continued research and outreach for a commercial reactivation plan for the **Lorain Avenue Antiques District**



- Successfully located a Cudell site for local artist and business owner Haley Himiko Morris to install a **new, public sculpture** that also serves as a free pantry and gift station (pictured left)
- Assisted two businesses with **bioswale projects** with Northeast Ohio Regional Sewer District to further reduce pollution and stormwater runoff

Tree Canopy, Greenspace, & Infrastructure

Our staff have roles in a variety of special projects focused on public spaces and physical assets of our neighborhoods. We advocate on behalf of residents and frequently partner with the City of Cleveland and Councilmember Spencer.



- Provided a **major upgrade to our Dudley Triangle Pocket Park** (2082 West 73rd Street) with new landscaping, trees, tables, and a grill, thanks to Rebuilding Communities of Northeast Ohio, Holden Forests & Gardens Tree Corps, and resident David Jurca of Seventh Hill consultancy
- Successfully advocated for **restoration of tree lawns** with removal of 9,500 square feet of hardscape in the City's rehabilitations of West 65th Street and Lake Avenue
- With the Ward 15 Tree Canopy Steering Committee convened by Councilmember Spencer, continued execution of our **Cudell, Detroit Shoreway, and Edgewater tree plan**
- Arranged the planting of **83 street trees** along West 65th Street, Lake Avenue, and the area of West 85th Street & Detroit Avenue
- **Secured nearly \$50,000** from the Western Reserve Land Conservancy's Cleveland Tree Coalition to fund 104 additional trees in 2023
- Continued supporting future public improvement plans for **Lake Park and the Lorain Avenue streetscape**

Marketing & Events

Northwest Neighborhoods produces two local festivals, organizes gatherings for our members, supports community-led events, and connects our communities with print and digital marketing.

- Developed our first-ever **Northwest Neighborhoods brand** for our new organization
- **71,130 bilingual mailings** to households; 85,163 views across three websites; 4,348 sent text messages; 12 managed social media accounts; and 3 e-newsletters



Marketing & Events (continued)

- Produced **Edgewater NeighborFest** in June, with a return to Clifton Boulevard for 10,000+ attendees to enjoy free music, dancing, games, and a new resource fair
- Produced the second annual **Snow Day in Detroit Shoreway** during December, with a free trolley circulating five locations, including a West 65th Street performance stage & s'mores area, activities inside Near West Theatre and Capitol Theatre, and shopping from local artists
- Created a new series of **Members Mixers** to connect more NWN members and gather at community-oriented locations like Horizon Education Center in Cudell and the GardenWalk Clifton-Baltic station
- Supported **more than a dozen community-led events**, including Ideastream's Inside the Bricks podcast discussions, Día de Muertos, Scoot Cold Brew's outdoor pop-ups, and Near West Theatre's Historic Haunts
- Coordinated our **Capitol Theatre Centennial Celebration** (page 10) and summer youth events



Cudell

EDGEWATER

Created **new visual identities** for the **Cudell neighborhood** and **Edgewater neighborhood**, in collaboration with community members and CoCreative designers, building upon more than two years of community input

Gordon Square Arts District

Northwest Neighborhoods is proud to manage the Gordon Square Arts District – Cleveland Improvement Corporation, a separate, nonprofit organization providing additional services on behalf of property owners within a “Special Improvement District” along Detroit Avenue, between W 58th and W 74th Streets. The Special Improvement District hires Clean & Safe Ambassadors, handles landscaping and snow removal work, and promotes the unique arts organizations and businesses here.

**GORDON
SQUARE.**
ARTS DISTRICT



- Removed **40,132lbs of trash** and 73 graffiti tags
- Added **four new bike racks**, two trash cans, and additional holiday lighting
- **Provided event support** for Día de Muertos, Historic Haunts, and Snow Day in Detroit Shoreway
- Commissioned **new GSAD flags** to raise \$700+ for arts programs
- Marketed the Gordon Square Arts District year-round through our **website and social media**

Capitol Theatre

Northwest Neighborhoods is the nonprofit owner of the Capitol Theatre (1390 West 65th Street), the last remaining movie theatre on the city of Cleveland’s west side. NWN protects and cares for the cinema with Cleveland Cinemas as its operator.



- Continued the **Capitol Theatre Centennial Campaign**, launched for the theatre’s 100th birthday in 2021
- Produced the **Capitol Theatre Centennial Celebration** in October with our volunteer host committee, chaired by Councilmember Spencer and Carrie Carpenter, resulting in **\$210,240 raised** to protect the theatre
- **Honored Matt Zone** as a Capitol Theatre Champion and reunited Dick Pogue, Albert Ratner, and Tom Sullivan’s son Frank Sullivan, representing the three original champions of the Gordon Square Arts District campaign
- Provided **additional marketing** with a 100th-birthday short film and our Capitol Theatre e-newsletter (4,000+ subscribers)

2022 NWN Award Recipients



Irene Catlin Leadership Award

Hector Castellanos Lara, for his persistence and artistry at the heart of Día de Muertos Cleveland each year



Sean Kilbane Neighborhood Investment Award

Eugene Pallas, for his investment in the former Lorainne Surgical building, contributing to the economic development of the Lorain Avenue Antiques District



Zone Family Public Service Award

Lisa Swet, for her literacy education with Marion Seltzer students and their pup partners at the City Kennel

Northwest Neighborhoods Community Awards



U.C. ME, for bringing their community spirit and boutique to Gordon Square and their generosity to events like Back to School



Tim and Ann Stemen, for their organizing work to bring GardenWalk tours to the Edgewater neighborhood

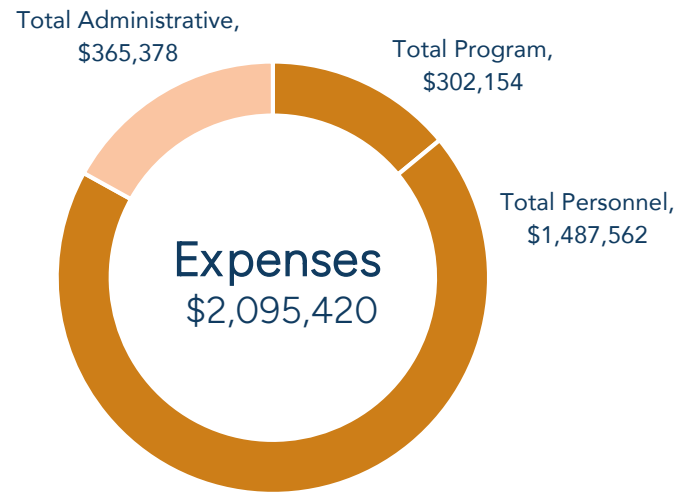
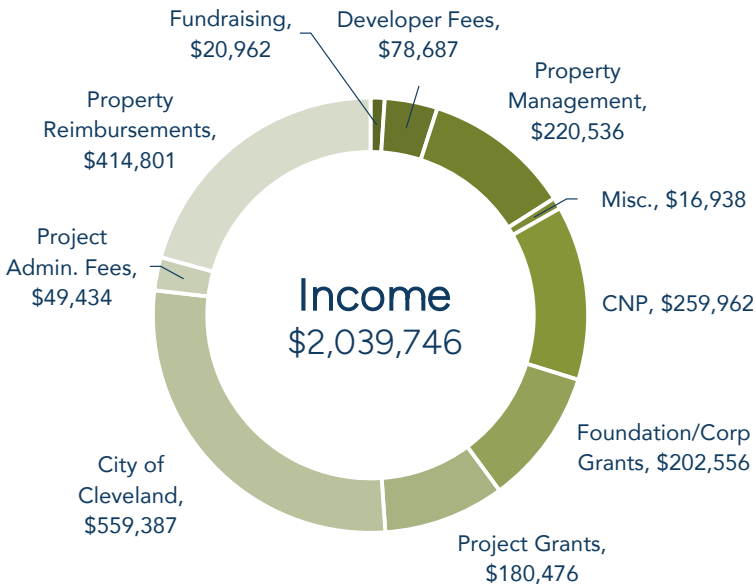


Deacon Ian Birks, for his service at New Beginnings Ministry and to residents in the southern areas of Detroit Shoreway



Sweet Moses "Sign Savivors," a spontaneous group of workers and neighbors who gave helping hands to save the iconic Sweet Moses sign

2022 Financial Report



* Employee Retention Credit of \$507,160 and funds raised for the Capitol Theatre are not included in the financial report above.

2022 Board of Directors

Residential Representatives

Armand Accordino (SW sector)
 Austin Boxler (NE sector)
 Moneeke Davis (SE sector)
 Michael Flickinger (NW sector)
 Paula Furst (SE sector)
 Paterson Gauntner (NC sector)
 Nikki Hudson (NC sector)
 Wendell Krauss (NE sector)
 Tim Krueger, **Treasurer** (NC sector)
 Lisa McGovern (NW sector)
 Terry Metter (SE sector)
 Trish Parham (NE sector)
 Claire Posius (NW sector)
 Luciana Salles, **Secretary** (SE sector)
 Jonathan Steirer, **Vice President** (SW sector)
 Morgan Taggart (NC sector)
 Matthew Thomas (SW sector)
 Camilo Villa (NC sector)
 Christina Znidarsic (NE sector)

Commercial/Institutional Representatives

Teresa McCurry (New Beginning Ministries)
 Gary McNamara (McNamara's Pub)
 Anna Perlmutter, **President**
 (Cleveland Housing Solutions)
 Charles Slone (Slone & Co. Funeral Directors)
 Dean Van Farowe (Calvary Reformed Church)
 Chalana Williams (First Federal Lakewood)

Special Directors

Millie Caraballo
 Anshawn Ivery
 Leticia Maldonado
 Nick Stroup
 Chris Warren

Donors & Sponsors

Foundation & Corporate Partners

The Charles M. and Helen M. Brown Memorial Foundation

ThirdFederal Foundation

PNC

The Jack, Joseph and Morton Mandel Foundation

Marous Brothers Construction

First Federal Lakewood

Huntington Bank

KeyBank

Enterprise Community Partners

Business & Individual Supporters

Advocacy & Communication Solutions, LLC

Alan and Alenka Glazen

Albert Ratner

Ann Zoller & John Mueller

Carrie Carpenter

Catherine Joslyn

Christina Znidarsic

Cleveland Cinemas

Cleveland Foundation

Cleveland Public Power

Councilmember Jenny Spencer

Craciun Funeral Homes

Cuyahoga County Land Bank

David Sharkey

David Smith

Denise Knecht

Diane Downing & Tom Corrigan

Dick Pogue

Frank Sullivan

Fred Bidwell

Great Lakes Towing Company

HKM Direct Market Communications

The Hon. Nickie J. Antonio

Horizon Education Centers

HSB Architects + Engineers

Jan Roller & David Abbott

Joseph Tegreene

Lori McClung & Marvin Hayes

Margaret W. Wong & Assoc. LLC

Mark D. Ross

Megan Wilson

Melanie Shakarian & Peter Kvidera

Michael Ruffing

Nick Vento of Schneider Smeltz Spieth Bell LLP

NRP Group

Paul Clark

Pioneer Savings Bank

PricewaterhouseCoopers

The Project Group

Property Advisors Group

Rich Cochran

Spice Catering Company

Surety Title

Surety Title Agency, Inc.

Thrasher, Dinsmore & Dolan

Trzaska Rosen Faller LLC

The Urban Orchid

Western Reserve Land Conservancy



Staff

Adam Stalder
Executive Director

Neighborhoods Services

Bridget Kent Márquez
Managing Director

Emily Bischoff
Director of Community Involvement

Christopher Brown
Safety & Community Outreach Coordinator

Kena Chappell
Healthy Homes Coordinator

Josh Jones Forbes
Marketing Director

Rob Grant III
Neighbor to Neighbor Coordinator

Joe Kenealy
Neighborhood Housing Coordinator

Phil Kidd
Special Projects Manager

Chelsey Kovar
Director of Economic Development

Evelyn Smith
Events & Membership Coordinator

Rhonda Sneed
Receptionist

Property Management

Glendie Rivera
Director of Property Management

Lakisha Love
Assistant Director of Property Management

Dolores Lozada
Property Manager

Tasha Thompson
Leasing & Marketing Coordinator

Diane Norman
Resident Services

Belinda White
Maintenance Coordinator

Russ Harris
Lead Maintenance Tech

Eddie Walker
Groundskeeper

Real Estate Development

Edward Peppers
Director of Real Estate

Accounting

Tynise Cephus
Senior Accountant

Pat Konopka
Assistant Bookkeeper

Northwest Neighborhoods CDC

nwneighborhoods.org
216.961.4242

6516 Detroit Avenue, Suite 1
Cleveland, OH 44102