

Residential Revitalization

Over the past year, the activities and efforts of One South Euclid have been focused in three major areas: neighborhood and commercial district programming; creating, planning, and hosting community events; and implementing a strategic plan for the organization.

Growing Great Neighborhoods

Regarding Residential Revitalization, the primary focus has been the Build-Grow-Thrive Residential Resale Program. Now in its third year, the program ensures previously vacant homes and lots are restored to productive use. Through the tax foreclosure process, deed-in-lieu of tax foreclosure, a partnership with the Cuyahoga Land Bank, and donations from various entities, a steady stream of properties continues to be received into the City of South Euclid Land Bank. City Council grants One South Euclid the option to purchase these properties, which in turn allows One South Euclid to sell them. The program has three main components:



Build & THRIVE

Vacant land is sold for the construction of owner occupied new housing. In 2015, two parcels were sold to developers under this component of the program. New homes have since been constructed on both lots and have been sold to buyers at well above-market prices.

Grow & THRIVE

Vacant land is sold to adjoining owner occupant property owners as a lot consolidation, offering residents an opportunity to expand their yards. As additional lots become available, it is likely this will remain a popular program.



Rebuild & THRIVE

Existing homes are sold to qualified owner occupants or to carefully vetted developers who agree to rehab and resell the homes to owner occupant buyers. In 2015, three homes were sold under this program. All three homes were sold to developers and have since been re-sold to owner occupants or are in the process of being rehabbed. The homes that have been resold under the program have sold at prices higher than average market value.

The **Build-Grow-Thrive Program** helps stabilize neighborhoods by keeping properties out of the hands of unqualified investors and speculators, and ensures homes are significantly upgraded and brought back into productive use. Revenue received from the Build-Grow-Thrive Program has allowed One South Euclid to begin discussions with Home Repair Resource Center (HRRRC) and other suburban community development corporations (CDC's) to launch a new low-interest loan product for residential property improvements. One South Euclid hopes this loan product will become available to the public at some point in the coming year

Poised for Continued Growth

As One South Euclid enters 2016, it remains an organization poised for growth. Under current economic conditions, the organization has given the City of South Euclid a viable method to implement flexible solutions to the challenges facing the community, and serves as a highly replicable model for other inner ring suburbs throughout Greater Cleveland.

South Euclid is home to many thoughtful, engaged residents and businesses who are truly dedicated to improving the community. One South Euclid provides the framework for bringing these leaders together to move the city forward. Revenue has been generated to continue implementing innovative strategies for strengthening the community. Seeking additional capacity and financial support are vital and will remain goals for 2016 and beyond.

"Organizations such as One South Euclid are a necessity for all of Cleveland's first-ring suburbs, offering the best hope for maintaining our neighborhoods and business districts as progressive, vital, and vibrant places to live, work, and play." –Mayor Georgine Welo

ONE SOUTH EUCLID BOARD MEMBERS

(As of December 31, 2015)

Board Officers:

Karen Poelking	President
Yvonne Sanderson	Vice-President
Pam O'Toole	Secretary
Len Calabrese	Treasurer

Board Members:

Jay Boland
Sara Continenza
Theron Cyrus
Tom Denk
Anthony Holman
Greg McCarthy
Al Paynter
Angie Pohlman
Veronica Walton
Stacy Ward-Braxton
Ex-Officio Board Member
Keith Benjamin



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ONE SOUTH EUCLID

Building a Stronger Community

2015 ANNUAL REPORT



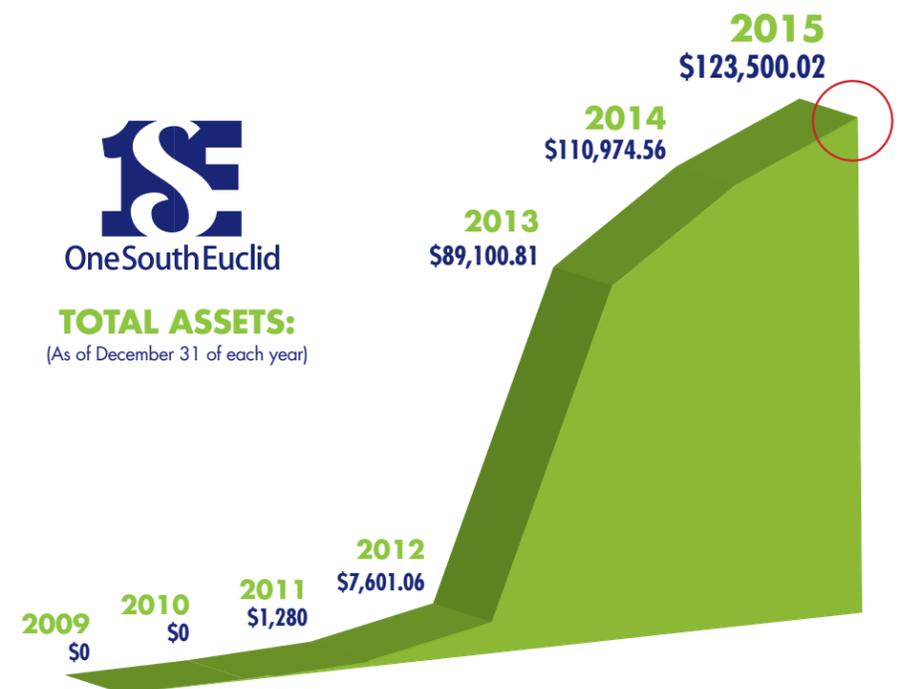
Since its founding in 2009, by a board of volunteer community and business leaders, One South Euclid, the non-profit community development corporation serving the City of South Euclid, has benefitted the residents and business owners by creating programs and initiatives designed to strengthen the community. Through the efforts of the board, city staff, committee members, and volunteers, One South Euclid has grown into a dynamic and vital organization.

In 2015, One South Euclid experienced continued growth and success of core programs including the Build-Grow-Thrive Residential Resale Program, and community gardening. Preparations are now underway to launch a new challenge loan product for residents and business owners. Vibrant community events such as the annual Harvest Fest, the new Rock the Block Mayfield Road Street Fair, and the holiday lighting ceremony, all contributed to increased public awareness of One South Euclid.

Throughout 2015, the One South Euclid Board worked to carry out the organization's Strategic Plan, as new members were appointed and oriented, an organized committee structure was established, and new programs were launched. The Board will continue to build on this success through further implementation and evaluation of the Strategic Plan.

Growing and Thriving

In 2009, the first year of operation, the organization had no real assets. In just six short years, assets have grown steadily to almost \$125,000. This tremendous growth is largely due to revenue received from the Build-Grow-Thrive Residential Resale Program. This program is helping to restore our community while generating a consistent revenue stream for the organization. This continued growth in assets allows One South Euclid to engage in innovative activities and programs which benefit the community.



One South Euclid spent 2015 engaged in a variety of activities to improve the city's commercial districts, particularly the Mayfield Road Corridor.



GREENFIELD COMMUNITY GARDEN

Now in its second year, Greenfield Community Garden saw continued growth. Through the generous support of One South Euclid, additional benches were purchased to create a more pedestrian friendly environment. This highly unique project combines community gardening with streetscaping and public art in the Mayfield/Green business district. A partnership between the City, One South Euclid, Heights-Hillcrest Regional Chamber of Commerce (HRCC), Notre Dame College, University Suburban Health Center, and resident volunteers, this project has brought gardening activities right onto the public sidewalk, making the area more inviting. Outdoor furniture, bike racks, banners, and decorative plantings now line the Mayfield/Green intersection. With the announcement of a new retail development set to come to Mayfield/Green in 2016, it seems Greenfield is achieving its goal of encouraging commercial investment and attracting new businesses.

STOREFRONT ART INITIATIVE:

Established in 2011 as a partnership between the City of South Euclid, One South Euclid, and Notre Dame College to combat the blighting effects of vacant storefronts, the Storefront Art Initiative serves to publicize the artwork of those who exhibit while also drawing positive attention to vacant storefronts with the hope of attracting high quality tenants. Since starting the Initiative, over half the storefronts which were once vacant are now occupied. The Storefront Art Initiative has been so enthusiastically received that existing business owners have also requested artwork. In the past year, the Storefront Art Initiative has expanded to include theatre, as a vacant storefront was transformed into a pop-up theatre space where a free play was presented to the community. One South Euclid hopes this can occur again in the future.

BUSINESS ENGAGEMENT

One South Euclid collaborates with the City and the HRCC to host events for businesses throughout the year. These events once again included the Business Appreciation Mixer at City Hall and the Summer in the City Mixer at Cedar Center. These events have been so successful, that beginning in 2016, the new "SoEu Awards" will launch. The "SoEu Awards" will be presented to those businesses voted "Best of South Euclid" in a variety of categories and will be awarded at the Business Appreciation Mixer.

Attraction and retention of residents continues to be a primary focus for the organization. This is accomplished in part by hosting events for the community in partnership with the City, managing the community gardening program, and building awareness of the organization.

COMMUNITY EVENTS

One South Euclid hosts a variety of events for the community. As operating revenue continues to increase, these events will grow in scope and number.

HARVEST FEST

Harvest Fest is One South Euclid's signature event and will be going into its 5th year. Designed as a celebration of local food and community gardening, the event is held at Quarry Park North. Harvest Fest features displays from local businesses, live music, food demonstrations, tours of the Quarry Park Community Garden, and children's activities. Over the past years, attendance has grown steadily. In 2016, the event is scheduled for Saturday September 10th and additional enhancements are planned to make next year's Harvest Fest the best yet.

ROCK THE BLOCK

In 2015, the City, One South Euclid, and Resident Tony Caroscio joined together to launch Rock the Block, a street festival on Mayfield Road. Rock the Block showcased South Euclid's Central Business District. The event included music from local bands, entertainment, food from South Euclid restaurants, many vendor booths, a beer & wine garden, and much more. The success of Rock the Block ensures it will be an annual event which will continue to grow. In 2016, Rock the Block will take place on Saturday June 18th.

HOLIDAY LIGHTING CEREMONY

Entering its fourth year in 2016, the holiday lighting ceremony has been moved to City Hall to allow for a larger and improved celebration. Featuring live reindeer, a visit from Santa, warm beverages, a holiday concert, and a bonfire, the event attracts a larger audience each year and will continue to grow. In 2016, the Holiday Lighting Ceremony is scheduled to take place on Sunday December 4th.

COMMUNITY GARDENING

One South Euclid has been tasked with managing the City's community garden program since 2012. The gardens were initially created as part of the Green Neighborhoods Initiative through funding received from HUD's Neighborhood Stabilization Program (NSP) in 2009. The gardens encourage residents to get to know their neighbors, produce their own food, and promote healthy and sustainable living.

Since assuming management of the gardens, the program has diversified to include an emergency response garden, eight community gardens, and three neighborhood pocket parks.

Gardens include: Colony, Eastway, Hinsdale, Warrendale, Quarry Park, Victory, Greenfield, and the newest garden at Bexley Park. One South Euclid is responsible for administering a lottery which awards over 100 plots to residents on an annual basis, hosting a breakfast at the start of the season, and hosting an end-of-season potluck. Each garden has its own volunteer manager and hosts special programs and events throughout the season.

VICTORY GARDEN

Since being established in 2013 as an emergency response garden, Victory Garden has evolved to now serve our growing Bhutanese refugee community.

In a unique partnership with Asian Services in Action, Bhutanese refugees are provided with the space to grow their own food. This farming opportunity provides a connection to their heritage while ensuring they have access to healthy food.

NEIGHBORHOOD POCKET PARKS

Three Green Neighborhoods grant funded pocket parks opened in 2013 (Argonne, Winston, and Colony/Halsey) and continue to be embraced in their particular neighborhoods. The Winston and Argonne Parks were the site of the 2014 City Jam, which showcases their potential to be utilized for neighborhood events.

STATEMENT OF ACTIVITIES

Unaudited / January through December 2015

	12/31/14	12/31/15	
ASSETS			
Current Assets			
Checking/Savings			
PNC Checking	18,179.36	28,453.58	
Sts Margaret & Gregory Fed CU	91,003.42	95,046.44	
Total Checking/Savings	109,182.78	123,500.02	
Total Current Assets	109,182.78	123,500.02	
Fixed Assets			
Office Equipment			
Office Equipment - Other	1,791.72	1,791.72	
Accumulated Depreciation	-298.62	-895.86	
Total Office Equipment	1,493.10	895.86	
Total Fixed Assets	1493.10	895.86	
TOTAL ASSETS	110,575.88	124,395.88	
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable	3,170.00	0.00	
Total Accounts Payable	3,170.00	0.00	
Other Current Liabilities			
Total Restricted Net Assets	9,717.74	9,600.94	
Total Current Liabilities	12,887.74	9,600.94	
Total Liabilities	12,887.74	9,600.94	
Equity			
Unrestricted Net Assets	79,383.07	97,904.94	
Net Income	18,405.07	16,890.00	
Total Equity	97,788.14	114,794.94	
TOTAL LIABILITIES & EQUITY	110,675.88	124,395.88	
	Jan-Dec '14	Jan-Dec '15	TOTAL
ORDINARY INCOME/EXPENSE			
Income			
Direct Public Support	14,791.00	5,950.00	20,741.00
Investments	159.80	172.52	332.32
Property Sales	60,290.08	46,134.40	106,424.48
Program Income	1,925.00	2,541.00	4,466.00
Total Income	77,165.88	54,797.92	131,963.80
Total Income	77,165.88	54,797.92	131,963.80
Expense			
Business Expenses	4,440.00	3,282.00	7,722.00
Contract Services	35,650.90	19,230.00	54,880.90
Facilities and Equipment	1,291.57	597.24	1,888.81
Operations	1,110.30	2,998.00	4,108.30
Program expense	16,268.04	15,000.21	31,268.25
Travel and Meetings	0.00	375.70	375.70
Total Expense	58,760.81	41,483.15	100,243.96
Net Ordinary Income	18,405.07	13,314.77	31,719.84
Other Income/Expense			
Other Income			
East Side Cycles	0.00	6,591.91	6,591.91
Pass Through Grant	0.00	28,718.71	28,718.71
Rock the Block	0.00	12,396.28	12,396.28
Total Other Income	0.00	47,706.90	47,706.90
Other Expense			
East Side Cycles - expense	0.00	5,422.00	5,422.00
Pass Through Grant - expense	0.00	28,718.71	28,718.71
Rock the Block - expense	0.00	9,990.96	9,990.96
Total Other Expense	0.00	44,131.67	44,131.67
Net Other Income	0.00	3,575.23	3,575.23
CHANGE IN NET ASSETS	18,405.07	16,890.00	35,295.07

Strategic Plan Update

As part of the strategic plan; the size of the board has been increased, the committee structure has been revised, awareness of One South Euclid has increased, and the organization is better utilizing volunteers with the hope they will become future board and committee members. Implementation of the strategic plan helps ensure continued growth for One South Euclid in 2016.