

This past year, the activities and efforts of One South Euclid have been focused in four major areas: implementing the residential grant program, creating a commercial grant program, sponsoring community events, and updating the organization's strategic plan.

Growing Great Neighborhoods

RESIDENTIAL REVITALIZATION. The primary focus has been the Build-Grow-Thrive Residential Resale Program. Now in its fifth 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, as well as directly to One South Euclid. For those properties in the City 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. Since the launch of the program, seven parcels have been sold for the construction of new homes.



Grow & THRIVE

Vacant land is sold to adjoining owner occupant property owners as a lot consolidation, offering residents an opportunity to expand their yards. With the additional properties One South Euclid has received over the past year, this is likely to 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 2017, five homes were sold under this program. All five 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 much above 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 return money back to the community through the Neighborhood Grant Program and many community events.

AS ONE SOUTH EUCLID ENTERS 2018, the organization continues to grow. 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 first 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 2018 and beyond.

“It has been my pleasure to serve as the 2017 president of One South Euclid’s talented, all volunteer, board of directors. Working for the common good, as an independent nonprofit organization, One South Euclid works to build sustainable cultural, economic, and social connections to support a thriving and vibrant community.” – Yvonne Sanderson, President of the Board

ONE SOUTH EUCLID BOARD MEMBERS

(As of December 31, 2017)

Board Officers:

- Yvonne Sanderson *President*
- Lisa Mack *Vice-President*
- Sara Continenza *Secretary*
- Len Calabrese *Treasurer*

Board Members:

- Jay Boland
- Beverly Burks
- Theron Cyrus
- Carol Fiorelli
- Sarah Hricko
- Greg McCarthy
- David Miller
- Al Paynter
- Karen Poelking
- Moe Romeo
- Veronica Walton
- Stacy Ward-Braxton

Ex-Officio Board Members:

- Keith Benjamin
- Ed Mayer



OneSouthEuclid

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SINCE ITS FOUNDING IN 2009, by community and business leaders, One South Euclid, your community development corporation, has served residents and business owners by creating programs and initiatives that strengthen the South Euclid community. Through the efforts of its volunteer board of directors, committee members, community volunteers, and city staff, One South Euclid has grown into a dynamic and vital organization.

In 2017, One South Euclid experienced continued growth, success, and expansion of core programs including the Build-Grow-Thrive Residential Resale Program, and the Neighborhood Grant Program. Last year, a total of 89 grants were awarded to residents in the categories of exterior repair projects, community events, community beautification projects, and grass cutting/snowplowing services for senior citizens. These accomplishments are detailed throughout this report.

Continued growth of the vibrant community garden program and events such as the annual Rock the Block, Harvest Fest, Pumpkins in the Park, the Holiday Lighting ceremony, and the City's Centennial Celebration contributed to increased public awareness of One South Euclid. OSE served as the fiscal sponsor of these lively community gatherings.

Growing and Thriving

In 2009, the first year of operation, the organization had no real assets. In just eight years, assets have grown steadily through the great success of the Residential Resale Program. This program helps to restore our city's housing stock and generates revenue for the organization, which is reinvested back into the community through the Neighborhood Grant program and event sponsorship. The Board also worked with a professional consultant to create an updated Strategic Plan which will guide One South Euclid into the next decade.

Throughout 2017, One South Euclid engaged in activities to strengthen residential neighborhoods, lay the groundwork to improve commercial districts, and create a plan to lead the organization into its next decade.



NEIGHBORHOOD GRANT PROGRAM

2017 proved to be a very successful second year for the Neighborhood Grant Program. One South Euclid allocated \$40,000 to the program which was supplemented by a \$20,000 grant from Cuyahoga County (casino revenue funds) and a \$5,000 grant from the Legacy Village Fund. Having a total budget of \$65,000 allowed One South Euclid to fund owner occupied exterior repair projects, community events, community beautification projects, and a new category of grants, landscape and snow plowing services for senior citizen residents. A total of 89 grants were awarded in 2017, and when leveraged with private funds, nearly \$140,000 total was spent improving and strengthening our community. One South Euclid is proud the grant program is able to improve the quality of life in South Euclid and create a stronger community. One South Euclid has once again allocated \$40,000 to the Neighborhood Grant Program for 2018, and supplemental funding is being sought from Cuyahoga County and the Legacy Village Fund. The success of the Neighborhood Grant Program has allowed it to become the signature program of our organization.

STOREFRONT PROGRAM & BUSINESS ENGAGEMENT

One South Euclid works to engage the business community and strengthen commercial districts. To achieve that outcome, in late 2017, the Board allocated \$30,000.00 for a pilot storefront renovation fund. These dollars will be used by commercial property owners to improve the exterior appearance of their properties. The program will require property owners to contribute matching funds and will hopefully encourage other property owners

to make similar improvements. The storefront program will be evaluated at the end of the 2018 pilot year. The program can be a way for One South Euclid to have a significant impact on transforming the community's commercial corridors. In addition to the new Storefront Program, One South Euclid works closely with the business community through an ongoing partnership with the City's Economic Development Department and the Heights-Hillcrest Regional Chamber of Commerce (HRCC). This partnership culminates in the hosting of the annual SoEuBAM (South Euclid Business Appreciation Mixer), a great networking opportunity for all of the business owners in the community. One South Euclid continues to plan for a future in which it has a significant role in ensuring South Euclid remains a strong community for business.

ONE SOUTH EUCLID BOARD ADOPTS 2018-2020 STRATEGIC PLAN

To ensure the organization is well positioned for the future, One South Euclid undertook a strategic planning process over the past year. One South Euclid's 2015-2017 Strategic Plan, created with the assistance of a professional consultant, guided the organization through much growth. With that plan coming to an end, the Board created a Strategic Planning Committee to develop a plan for the next three years. With the help of the same professional consultant, a new plan was developed and the 2018-2020 One South Euclid Strategic Plan was officially approved by the Board on December 7, 2017. This plan is available on the One South Euclid website and will be used to guide One South Euclid into its second decade.

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

In partnership with the City of South Euclid, One South Euclid hosts a variety of events for the community. Without the financial support of One South Euclid, many of these events would not be possible.

HARVEST FEST

Harvest Fest is One South Euclid's signature event and will be going into its 7th 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, with 2017 being the most successful year yet. In 2018, the event is scheduled for Saturday September 8th and thanks to the continued support from University Suburban Health Center, additional activities have been added to the event each year.

ROCK THE BLOCK

2017 marked the third year of Rock the Block, a partnership of the City, One South Euclid, and resident Tony Caroscio. Rock the Block showcased South Euclid's Mayfield Road Business District. The event included music from local bands, entertainment, food from South Euclid restaurants, many vendor booths, a beer & wine garden, activities for kids, and much more. The success of Rock the Block ensures it will be an annual event which will continue to grow. In 2018, Rock the Block will take place on Saturday June 23rd. It will continue to be one of the highlights of summer in South Euclid.

HOLIDAY LIGHTING CEREMONY

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 2018, the Holiday Lighting Ceremony is scheduled to take place on Sunday December 2nd at City Hall.

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 Victory Garden (serving our refugee community), eight community gardens, and three neighborhood pocket parks (Argonne, Winston, and Colony/Halsey).

Gardens include: Colony, Eastway, Hinsdale, Warrendale, Quarry Park, NDC Grows, 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. Each garden has its own volunteer manager and hosts special programs and events throughout the season.

The success of the community gardens in building stronger neighborhood connections has led to One South Euclid serving as the fiscal sponsor for other community based activities, such as Eastside Cycles and the Bexley Park Pump Track (the only public outdoor pump track in Northeast Ohio), the Quarry Dog Park, and the Playground of Possibilities. It also led to the creation of Pumpkins in the Park, an annual fall event held around Halloween each year at Bexley Park.

SOUTH EUCLID'S CENTENNIAL

One South Euclid served as both the signature sponsor and the fiscal agent for South Euclid's 100th Birthday Celebration with activities occurring throughout 2017. In partnership with the volunteer South Euclid Centennial Committee, the South Euclid-Lyndhurst Historical Society, and the City, One South Euclid played a major role in the resounding success of "Centennial Weekend" which included Rock the Block and a concert on the Notre Dame College Lawn featuring the Cleveland Pops Orchestra. In addition, a time capsule was buried on the Notre Dame College lawn and a celebration dinner was held at the South Euclid-Lyndhurst Library. One South Euclid was proud to play a critical role in this momentous occasion for our community.

STATEMENT OF ACTIVITIES

Unaudited / January through December 2017

| REVENUE | 2017 Actual | EXPENSE, cont. | 2017 Actual |
|--|-------------------|--|--------------------|
| Total Residential Resale Property Sales | 54,674.50 | Travel and Meeting | |
| Direct Public Support (Program) | | Conference, Convention, Meeting | 1,283.98 |
| Business Contributions | 13,650.00 | Travel | 516.40 |
| Individual Donations | 6.00 | Travel and Meetings Other | - |
| Other/Non-Profits | 8,425.00 | Total Travel and Meeting | 1,800.38 |
| Total Direct Public Support | 22,081.00 | Facilities and Equipment | |
| Program Income | | Depr and Amort - Allowable | 298.62 |
| Membership | | Equipment | |
| Program Services Fees | 6,755.93 | Total Facilities and Equipment | 298.62 |
| Program Income - Other | 750.00 | Other Expenses | |
| Total Program Income | 7,505.93 | Total Other Expense | - |
| Total Interest Income | 268.88 | TOTAL OSE EXPENSE | 149,547.20 |
| Transfer from Unrestricted Funds | | TOTAL IN-KIND | |
| TOTAL OSE / PROGRAM INCOME | 84,530.31 | TOTAL EXPENSE | 149,547.20 |
| TOTAL IN-KIND | | INCOME / EXPENSE | (65,016.89) |
| TOTAL OSE / PROGRAM REVENUE | 84,530.31 | | |
| | | OSE FISCAL SPONSORSHIP PROGRAMS | |
| | | FISCAL SPONSORSHIP REVENUE | |
| EXPENSE | | East Side Cycle | 400.00 |
| Contract Services | | Legacy Tree Fund | 268.60 |
| Intern | 1,500.00 | Rock The Block | 14,045.73 |
| Accounting Fees | 4,258.15 | Playground of Possibilities | 3,205.28 |
| Legal Fees | 7,640.13 | SE-L Historical Society | 343.35 |
| Outside Contract Services | 9,712.50 | South Euclid Garden Walk | 3,475.00 |
| Total Contract Services | 23,110.78 | TOTAL FS REVENUE | 21,737.96 |
| Business Expenses | | FISCAL SPONSORSHIP EXPENSE | |
| Business Registration Fees | 130.00 | East Side Cycle | 430.00 |
| Insurance - Liability, D and O | 2,182.00 | Rock The Block | 11,709.02 |
| Total Business Expenses | 2,312.00 | Playground of Possibilities | 0.00 |
| Operations | | South Euclid Garden Walk | 1,238.17 |
| Sponsorship/Ads | 2,303.79 | SE-L Historical Society | 343.35 |
| Banking Fees | 17.10 | TOTAL FS EXPENSE | 13,720.54 |
| Board Expense | 267.98 | FS INCOME/EXPENSE | 8,017.42 |
| Computer Software | 239.88 | | |
| Continuing Education/Workshops | 110.00 | TOTAL COMBINED ONE SOUTH EUCLID / FISCAL SPONSORSHIP PROGRAMS | |
| Membership | 520.00 | TOTAL OSE/FS REVENUE | 106,268.27 |
| Office Expense | 370.37 | TOTAL OSE/FS EXPENSE | 163,267.74 |
| Postage | 88.20 | TOTAL INCOME/EXPENSE | (56,999.47) |
| Printing and Copying | 390.76 | | |
| Website/Online | 2,208.23 | | |
| Property Sale Expense | 500.00 | | |
| Other | 2,707.00 | | |
| Total Operations | 9,723.31 | | |
| Program Expense | | | |
| Landscaping Maintenance | 10,044.50 | | |
| Neighborhood Grant | 60,275.33 | | |
| Donations - Community Support | 2,750.00 | | |
| Catering | 2,325.00 | | |
| Entertainment | 29,326.00 | | |
| Equipment Rental | 950.00 | | |
| Food | 263.23 | | |
| Printing | 501.94 | | |
| Program Equipment | 166.91 | | |
| Program Expense - Other | 2,788.47 | | |
| Supplies - Garden | 1,169.17 | | |
| Supplies - Other | 1,741.56 | | |
| Program Expense - Other | | | |
| Total Program Expense | 112,302.11 | | |