

Residential & Commercial Programming

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

ON THE RESIDENTIAL SIDE, the primary focus has been the Build-Grow-Thrive Residential Resale Program. Now in its second year, the program ensures previously vacant homes and lots are restored to productive use. Through the tax foreclosure process, deeds-in-lieu of tax foreclosure, partnership with the Cuyahoga Land Bank, and donations from various entities, the City of South Euclid obtains parcels of vacant land or structures and places those in the city's land bank. City Council grants One South Euclid an option to purchase these parcels, which in turn, allows One South Euclid to market and sell the properties. The program has three main components:



Build & THRIVE

Vacant land is sold for the construction of owner occupied new housing. In 2014, two parcels were sold to developers under this component of the program. One new home has been built and the other should be completed at some point in 2015.

Grow & THRIVE

Vacant land is sold to adjoining owner-occupant property owners as a lot consolidation for home expansion and landscaping projects. Three parcels were sold to adjacent owner-occupants during 2014 for yard expansion projects.



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 2014, six homes were sold under the program. All six homes were sold to developers and were either re-sold to owner occupants, currently for sale, or 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 that homes are significantly upgraded and brought back into productive use. Build-Grow-Thrive provides One South Euclid with the necessary operating revenue to engage in other residential revitalization, commercial revitalization, and community development activities. Almost \$175,000 in revenue has been generated through property sales since the establishment of the program in 2013.

Poised for Continued Growth

As One South Euclid enters 2015, 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.

"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

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 2015 and beyond.

ONE SOUTH EUCLID MEMBERSHIP ROSTER

Board Members:

- Keith Benjamin, *Interim President (as of Dec. 31, 2014)*
- Karen Poelking, *Interim Vice-President*
- Rev. Austen Welter, *Treasurer*
- Pam O'Toole, *Secretary*
- Anthony Holman
- Angie Pohlman
- Yvonne Sanderson

Committee Members:

- Jay Boland
- Len Calabrese
- Tom Denk
- Mark Geyman
- Michael Love
- Kevin Maher
- Sally Martin
- Meg Martines
- Jim O'Toole
- Daniel Subwick
- Kim Scott
- Cheryl Senko



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ONE SOUTH EUCLID Building a Stronger Community



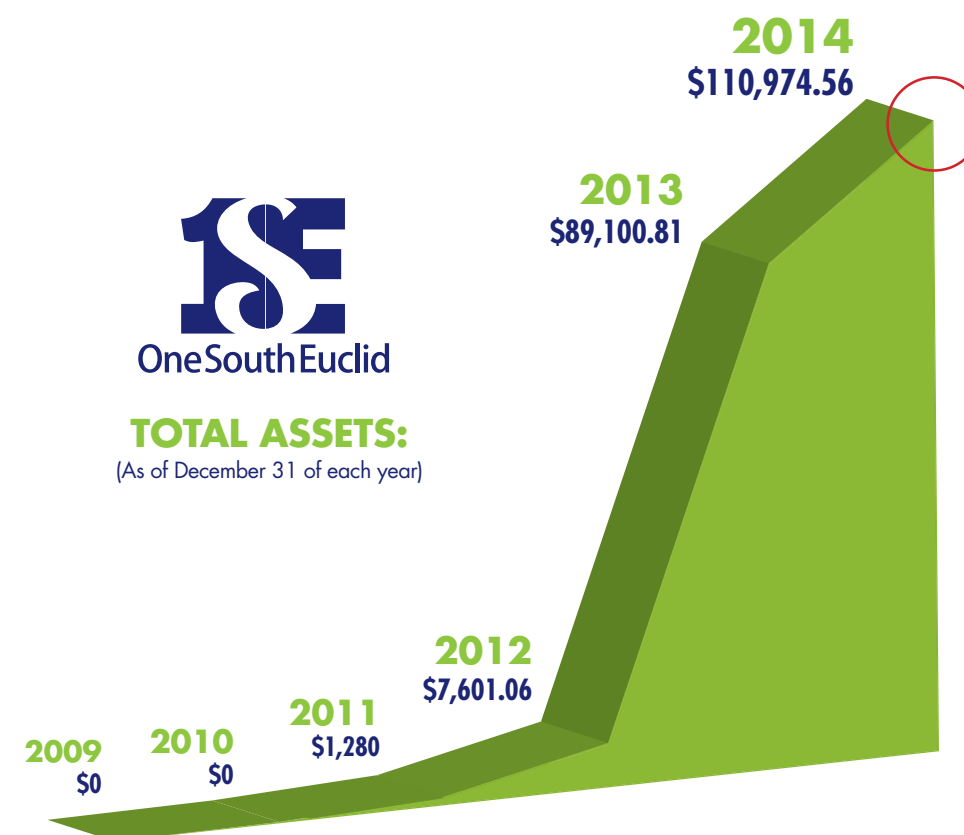
SINCE ITS FOUNDING IN 2009, by a board of volunteer community and business leaders, One South Euclid, the city's non-profit community development corporation, has served the residents and business owners of South Euclid by creating programs and initiatives designed to strengthen the community. Through the efforts of the board, advisory members, city staff, committee members, and community volunteers, One South Euclid has grown into a dynamic and vital organization.

In 2014, One South Euclid experienced continued growth and success of core programs, including the Build-Grow-Thrive Residential Resale Program, community gardening, especially the new Greenfield Community Garden, and the Storefront Art Initiative. Vibrant community events such as the third annual Harvest Fest and the all-new City Jam, increased public awareness of One South Euclid.

To manage this growth to better realize the mission and vision of the organization, the Board initiated a strategic planning process to set the future direction and priorities of One South Euclid over the next three years. The strategic plan is complete and was approved by the Board in January 2015.

Growing and Thriving

In 2009, the first year of operation, the organization had no real assets. In just a five year period, assets have grown steadily to over \$100,000. This tremendous growth in resources is largely due to the revenue from the Build-Grow-Thrive Residential Resale Program. This program is helping restore our community while generating a consistent revenue stream for the organization. This continued growth in assets allows One South Euclid to engage in more innovative activities and programs to benefit the community.



One South Euclid spent 2014 engaged in a variety of activities to improve the city's commercial districts, particularly the Mayfield Road Corridor.



GREENFIELD COMMUNITY GARDEN

The most noteworthy accomplishment of 2014 on the commercial side was the construction of the Greenfield Community Garden this past spring. 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, the Heights-Hillcrest Regional Chamber of Commerce, Notre Dame College, University Suburban Health Center, and resident volunteers, this project brought gardening activities right onto the public sidewalk, making the area more inviting and pedestrian-friendly. Outdoor furniture, bike racks, banners featuring the new city logo, and decorative plantings now line the Mayfield/Green intersection. The goal of the project is to encourage commercial investment and the attraction of higher-quality 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. The purpose of the Storefront Art Initiative has expanded to showcase the city's history through photographic displays in partnership with the South Euclid-Lyndhurst Historical Society.

BUSINESS ENGAGEMENT

One South Euclid has joined with the Heights-Hillcrest Regional Chamber of Commerce (HRCC) and the City to host events for business owners throughout the year. Examples include the Summer in the City Mixer at Cedar Center and the Business Appreciation Mixer at City Hall.



The goal of the 2015 strategic plan is to create a three-year plan to refine One South Euclid's operating structure to best serve the needs of the community and help realize the mission of the organization. Changes being recommended include increasing the size of the board, revising the committee structure to manage the organization more efficiently, building awareness of the organization, and increasing the number of volunteers to help develop future board and committee members. The strategic plan was approved by the board in January 2015.

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 fourth 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 two years attendance has grown to exceed 700 people. In 2015, the event is scheduled for Saturday, September 12th. Additional enhancements are planned for 2015.

CITY JAM

With the assistance of a grant from NeighborWorks America and Neighborhood Housing Services, One South Euclid launched City Jam in the Summer of 2014. City Jam is a neighborhood music festival that includes live music, food trucks, kids' activities, and more. City Jam was held this past year in the Historic Bluestone District Neighborhood and may be rotated to highlight the diverse neighborhoods in the city as an on-going annual event.

TREE LIGHTING CEREMONY

Entering its third year in 2015, the tree-lighting ceremony at the Mayfield/Green pocket park in the center of downtown South Euclid, has been a tremendous success. Featuring live reindeer, a visit from Santa, confections and warm beverages, a holiday concert, and a bonfire, this event attracts a larger audience each year and will continue to grow.

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, six community gardens, with a new garden planned for 2015, and three neighborhood pocket parks.

Gardens include; Colony, Warrendale, Eastway, Hinsdale, Quarry Park, Greenfield, and the soon-to-be constructed garden at Bexley Park. One South Euclid is responsible for administering a lottery, which awards over 100 plots to residents on an annual basis, coordinating a season kick-off event, and an end-of-season celebration. Each garden has its own volunteer garden 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 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 2014

	Dec 31, 14	Dec 31, 13	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
PNC Checking	18,179.36	0.00	18,179.36	100.0%
Primary Checking-Credit Union	91,003.42	88,600.81	2,402.61	2.71%
Total Checking/Savings	109,182.78	88,600.81	20,581.97	23.23%
Total Current Assets	109,182.78	88,600.81	20,581.97	23.23%
Fixed Assets				
Furniture and Equipment	1,791.72	0.00	1,791.72	100.0%
Office Equipment	0.00	500.00	-500.00	-100.0%
Total Fixed Assets	1,791.72	500.00	1,291.72	258.34%
TOTAL ASSETS	110,974.50	89,100.81	21,873.69	24.55%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	3,170.00	0.00	3,170.00	100.0%
Total Accounts Payable	3,170.00	0.00	3,170.00	100.0%
Other Current Liabilities				
Argonne Pocket Park	3,265.95	3,225.95	40.00	1.24%
Business Community Benefit				
So Eu Bam	-840.37	0.00	-840.37	-100.0%
Summer in the City Mixer	-200.00	-200.00	0.00	0.0%
Business Community Benefit - Other	560.00	0.00	560.00	100.0%
Total Business Community Benefit	-480.37	-200.00	-280.37	-140.19%
Community Benefits				
Summer Jam	-2,667.00	0.00	-2,667.00	-100.0%
Tree Lighting	-2,930.06	-1,276.50	-1,653.56	-129.54%
Community Benefits - Other	-1,601.03	2,350.20	-3,951.23	-168.12%
Total Community Benefits	-7,198.09	1,073.70	-8,271.79	-770.4%
Community Gardens	2,343.18	1,378.50	964.68	69.98%
Harvest Fest	3,444.40	2,969.55	474.85	15.99%
Pla Win Neighborhood	97.20	97.20	0.00	0.0%
Pocket Parks - other	-315.00	-315.00	0.00	0.0%
Purple Heart Homes	7.01	137.01	-130.00	-94.88%
Streetscape				
Greenfield	-463.86	3,034.70	-3,498.56	-115.29%
Streetscape - Other	-11,146.00	-6,500.00	-4,646.00	-71.48%
Total Streetscape	-11,609.86	-3,465.30	-8,144.56	-235.03%
Total Other Current Liabilities	-10,445.58	4,901.61	-15,347.19	-313.11%
Total Current Liabilities	-7,275.58	4,901.61	-12,177.19	-248.43%
Total Liabilities	-7,275.58	4,901.61	-12,177.19	-248.43%
Equity				
Unrestricted Net Assets	99,546.39	2,680.33	96,866.06	3,613.96%
Net Income	18,703.69	81,518.87	-62,815.18	-77.06%
Total Equity 118,250.08	84,199.20	34,050.88	40.44%	
TOTAL LIABILITIES & EQUITY	110,974.50	89,100.81	21,873.69	24.55%