

A quarterly newsletter linking donors to causes in our community

Creative programs revitalize Greater Cleveland neighborhoods

Throughout Greater Cleveland, many creative efforts are under way to remake historic neighborhoods into relevant, vibrant places to live, work, and visit. These revitalization efforts range from beautifying and strengthening the downtown core, to using the arts to draw residents and visitors, to launching and supporting the success of new businesses. Many of these efforts are garnering praise from respected organizations, media, and other cities.

In this Donor Connections, we showcase five organizations that are helping to breathe new life into some of our oldest neighborhoods: **Bad Girl Ventures, Downtown Painesville Organization, Evergreen Cooperative Corporation, Gordon Square Arts District, and Northeast Shores Development Corporation.**

Strengthen

Support

Hope

Connect

Succeed

Trust

Believe

Build

Invest

The arts fuel economic revival of **Detroit-Shoreway**



The recently renovated Capitol Theatre is the only movie theater on Cleveland's west side.

When completed, Gordon Square Arts District will feature new or renovated homes for three beloved arts organizations on Cleveland's west side, fueling a transformation of the once-blighted Detroit-Shoreway area into a bustling arts and entertainment destination.

Gordon Square is a collaboration of Cleveland Public Theatre, Near West Theatre, and Detroit Shoreway Community Development Organization. Created in 2008, the group has raised \$23 million toward its \$30 million goal. And its activities

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Northeast Shores

encourages artists to live in North Collinwood

More and more artists are calling North Collinwood home – and Northeast Shores Development Corporation is doing all it can to encourage that trend.

“We are reinventing ourselves as an arts community, attracting artists and their families with quality, affordable housing, generous tax incentives, and an arts-friendly culture,” says Brian Friedman, executive director of Northeast Shores, the community development corporation for this mixed-income, mixed-race area east of Cleveland on the shores of Lake Erie.

In the past 10 years, Northeast Shores has rehabbed more than 125 homes, constructed more than 60 homes, and stimulated more than \$42 million in neighborhood investment.

The organization is marketing properties in the new Waterloo Arts and Entertainment District specifically to artists. To date, it has rehabbed 16 vacant, foreclosed properties in this 14-block area, with plans to rehab 20 more over the next three years. Fifty-four houses are now occupied by artists, nearly half from out of state.



The Beachland Ballroom music club is part of an arts-focused revitalization of North Collinwood.

Northeast Shores was recently selected for a \$500,000 pilot program with the Community Partnership for Arts and Culture to explore the mutual benefits of this kind of development for artists and neighborhoods.

Your gifts will help improve North Collinwood:

- \$100 supports an artist's project to enhance the appearance of a blighted building
- \$1,000 refurbishes a space for an artist to occupy and/or live

Learn more by calling 216-481-7660 or contacting BFriedman@northeastshores.org.

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have helped infuse an estimated \$500 million in related retail, restaurant, and housing development in a 15-block area along Detroit Avenue.

“Gordon Square is being held up as a model by the National Endowment for the Arts and the National League



Gordon Square features three major arts venues within a two-minute walk from each other. (Photo credit: Gregory Wilson)

of Cities, as well as national and international media, for successfully using the arts as a catalyst for economic development and jobs creation,” says Joy Roller, the district’s executive director.

Completed projects include streetscape and parking improvements and the restoration of the Capitol Theatre. Renovations are under way on two century-old buildings for Cleveland Public Theatre and its groundbreaking original works. Next up is a new performance center for the community productions of Near West Theatre.

Gifts help with renovation and new construction. Gifts of \$10,000 and above receive naming recognition.

For more information, e-mail jrollertv@sbcglobal.net or call 216-961-4242, ext. 239.

Evergreen Cooperatives

infuse hope and wealth
in distressed neighborhoods

A series of innovative worker-owned companies are helping to revive the neighborhoods in and around University Circle.

The Evergreen Cooperatives are the result of a unique collaboration among the City of Cleveland, the Cleveland Foundation, and the large institutions that anchor University Circle, including Case Western Reserve University, Cleveland Clinic, and University Hospitals. The companies are created to meet the procurement needs of these institutions.

These for-profit companies hire low-income residents, who then get the opportunity to become employee-owners. “This is about jobs, wealth creation, and life-changing opportunities for residents, which will in turn revitalize these neighborhoods,” says Ron Jones of Evergreen Cooperative Corporation, the nonprofit that provides capital, training, and other support.

Two cooperatives are up and running: Evergreen Energy Solutions, which installs solar panels and weatherizes homes and businesses, and Evergreen Cooperative Laundry, which



Workers from Evergreen Energy Solutions (formerly Ohio Cooperative Solar) install solar panels on Case Western Reserve University. (Photo credit: Janet Century)

launders nursing home, hotel, and health care bed linen. Under construction is Green City Growers, which will supply healthy lettuce and herbs from a large inner-city greenhouse.

When GCG is operational, these companies will employ more than 75 residents. Long-term plans are to launch 10 companies that employ more than 500 residents.

The cooperatives are being called a model of revitalization by national media and cities from Pittsburgh to Atlanta.

Your grant to Evergreen Cooperative can help support this growing network of community-based businesses. For information, contact India Lee at the Cleveland Foundation at ilee@clevefdn.org.

Painesville builds its future by preserving its past

In its drive to ensure a strong future, the Downtown Painesville Organization is looking to the city's rich past. And evidence shows it is a wise approach.

The Downtown Painesville Organization is a nonprofit entity supported by local government, businesses, and individual donors. Now in its fourth year, it is part of the National Main Street program developed by the National Trust for Historic Preservation to save America's traditional downtowns; the program has proven a powerful economic development tool in communities nationwide.

“We work with property owners, businesses, and merchants to make downtown a vital economic and social center for our community while preserving the historic character of our city,” says Rita McMahon, Painesville city manager. Established in 1803, Painesville is the county seat of Lake County.

The organization sponsors beautification projects and community events. This year it will launch the Mainstreet Streetscape project to improve downtown with new sitting



Weekly classic car shows bring crowds of residents and visitors to downtown Painesville.

areas, walkways, and plantings. Other programs are aimed at ensuring the city's small businesses have the resources they need to remain competitive.

Find out how your support can enhance downtown Painesville by visiting downtownpainesville.org or by calling 440-352-6004.

Bad Girl Ventures

is good news for local entrepreneurs

As a corporate attorney, Candace Klein was confronted by a harsh reality facing her female clients: although women own 50 percent of privately held companies, they have access to only 5 percent of traditional capital.

Klein says, "I launched Bad Girl Ventures to fill a hole in the financing space. BGV strives to create a culture that lifts up women and builds their great ideas into solid, sustainable, and profitable enterprises."

BGV opened operations in Cincinnati in 2010 and expanded to Cleveland last fall. Since its inception, BGV has educated more than 200 women, awarded five \$25,000 loans, helped secure more than \$600,000 in funding from outside lenders, and graduated 46 finalists whose businesses have created more than 150 jobs.

BGV cultivates businesses that will strengthen and "give back" to their communities. Examples are a tranquility inn that provides a low-cost option for families of patients of the Cleveland Clinic and a business that promotes creative and productive use of abandoned city spaces.



Chef Kimberly McCune Gibson, along with partner Ann Marie Larrance, won BGV's first Cleveland loan to expand their catering business, Grass Roots LLC.

Each BGV chapter holds two nine-week business education sessions that are open to the public and cover concepts such as business plans and legal structuring. Ten women finalists receive full scholarships and are eligible for loan consideration; one finalist is selected for a \$25,000 loan.

Gifts to BGV Cleveland support the education and micro-lending program in Northeast Ohio.

For more information, visit www.badgirlventures.com or e-mail Rachel Czernin at Rachel@badgirlventures.com.

How to recommend a grant to these and other organizations

Complete the grant recommendation form enclosed, or access your Advisor Xpress account through the Donor section of the foundation's website. For more information, please call or e-mail the Gift Planning and Donor Relations team.



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