

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 fourth 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. In 2016, 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 the opportunity to expand their yards. One lot was sold for this purpose in 2016 and it 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 2016, seven homes were sold under this program. All seven 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. One South Euclid is working closely with the law clinic at Case Western Reserve University and other partners to develop additional programs, such as a residential and commercial challenge loan product.

Poised for Continued Growth

AS ONE SOUTH EUCLID ENTERS 2017, 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 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 2017 and beyond.

"One South Euclid ensures our community maintains strong neighborhoods and commercial districts, while bringing all stakeholders closer together for community events and involvement. It is a great model organization for all first ring suburbs." – Mayor Georgine Welo

ONE SOUTH EUCLID BOARD MEMBERS

(As of December 31, 2016)

Board Officers:

Karen Poelking	President
Yvonne Sanderson	Vice-President
Sara Continenza	Secretary
Len Calabrese	Treasurer

Board Members:

Jay Boland
Theron Cyrus
Tom Denk
Lisa Mack
Greg McCarthy
Al Paynter
Angie Pohlman
Veronica Walton
Stacy Ward-Braxton
Ex-Officio Board Members
Keith Benjamin
Ed Mayer



OneSouthEuclid

1349 South Green Road • South Euclid, OH 44121

(216) 381-0400

info@onesoutheuclid.org www.onesoutheuclid.org



ONE SOUTH EUCLID Building a Stronger Community

2016 ANNUAL REPORT

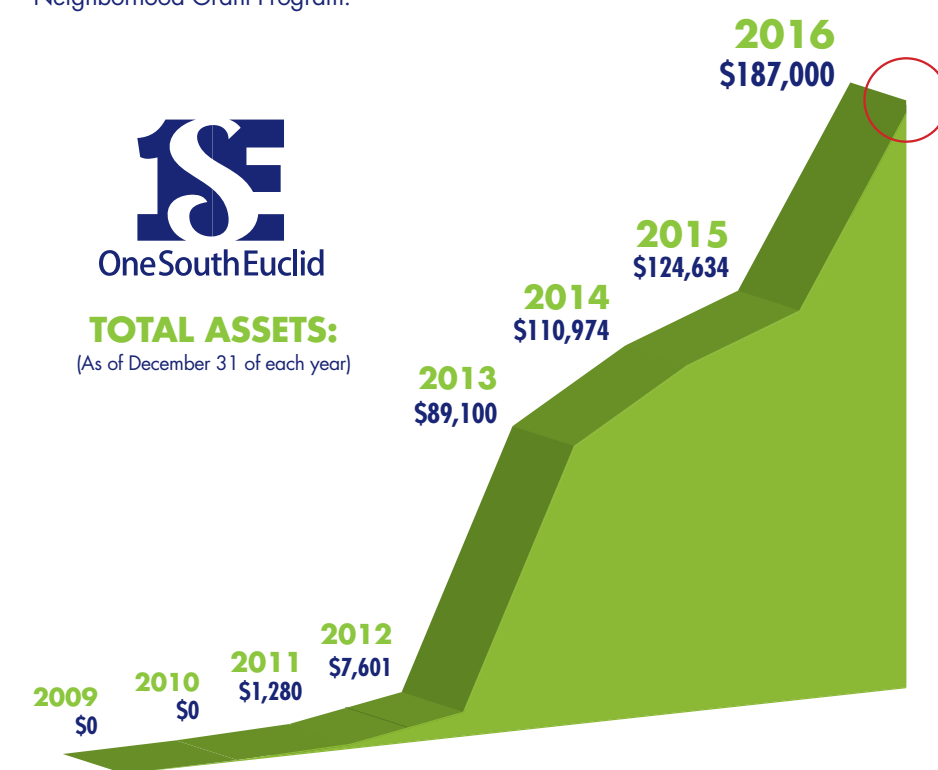
SINCE ITS FOUNDING IN 2009, by a board of volunteer community and business leaders, One South Euclid, the non-profit community development corporation serving the City of South Euclid, has benefitted the residents and business owners by creating programs and initiatives designed to strengthen the community.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

In 2016, One South Euclid experienced continued growth and success of core programs including the Build-Grow-Thrive Residential Resale Program, and community gardening. Vibrant community events such as the annual Harvest Fest, the annual Rock the Block Mayfield Road Street Fair, and the holiday lighting ceremony, all contributed to increased public awareness of One South Euclid.

However, the biggest accomplishment of 2016 was the launch of the Neighborhood Grant Program. The Neighborhood Grant Program was allocated \$30,000 to be given to the community for exterior home repairs, community events, and community beautification projects. This program was created based on the recommendations of the 2015 Strategic Plan and is discussed in more detail later in this report.

Growing and Thriving

In 2009, the first year of operation, the organization had no real assets. In just seven years, assets have grown steadily to approximately \$187,000. 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, such as the Neighborhood Grant Program.



One South Euclid spent 2016 engaged in a variety of activities to improve the city’s commercial districts, particularly the Mayfield Road Corridor.



GREENFIELD COMMUNITY GARDEN
Now in its third year, Greenfield Community Garden saw continued growth through the generous support of One South Euclid. This highly unique project combines community gardening with streetscaping and public art in the Mayfield/Green business district. 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 upcoming City Centennial in 2017, Greenfield will be a great way to showcase the community’s downtown area. In partnership with the City and the Richard Barone Foundation, decorative, yet functional, landscape plantings have been installed throughout Greenfield. 2016 also brought the start of a new retail development to Mayfield/Green, showcasing the project’s ability to achieve its goal of encouraging commercial investment and attracting new businesses.



Strategic Plan Update

One South Euclid continues to be guided by its Strategic Plan, approved by the board in 2015. The continued growth of the board and its committees is a testament to the success of the plan. The board will continue to operate under the strategic plan and will begin to update it for 2017 and beyond.

SOUTH EUCLID’S CENTENNIAL:
In 2016, One South Euclid undertook an active role in preparing for the City’s 100th Birthday. One South Euclid serves as the fiscal sponsor of the volunteer Centennial Committee which is planning a variety of activities throughout the coming year, including Centennial Weekend, June 24-25, 2017. One South Euclid is also serving as the fiscal sponsor for a variety of activities designed to commemorate the Centennial, such as the South Euclid-Lyndhurst Historical Society Paver Project. One South Euclid will contribute volunteers and funding to ensure the Centennial Celebration is a success.

BUSINESS ENGAGEMENT
One South Euclid collaborates with the City and the Heights-Hillcrest Regional Chamber of Commerce (HRCC) to host events for businesses throughout the year. These events once again included the Business Appreciation Mixer and the first annual Taste of Cedar Center in collaboration with the Community Partnership on Aging. 2016 was also the first year of the new “SoEu” Awards. The Awards were presented to those businesses voted “Best of South Euclid” in a variety of categories and are awarded annually 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, building awareness of the organization, and by launching the new Neighborhood Grant Program.

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 6th 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 2017, the event is scheduled for Saturday September 9th and additional enhancements are planned in conjunction with the City’s Centennial.

ROCK THE BLOCK
2016 marked the second 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, and much more. The success of Rock the Block ensures it will be an annual event which will continue to grow. In 2017, Rock the Block will take place on Saturday June 24th and will be a featured part of Centennial Weekend.

HOLIDAY LIGHTING CEREMONY
Entering its fifth year in 2017, the holiday lighting ceremony is held at City Hall. 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 2017, the Holiday Lighting Ceremony is scheduled to take place on Sunday December 3rd.

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 the Bhutanese Refugee Community), eight community gardens, and three neighborhood pocket parks (Argonne, Winston, and Colony/Halsey).
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.

NEIGHBORHOOD GRANT PROGRAM
2016 saw the launch of the new Neighborhood Grant Program. Allocated \$30,000 in funding by the One South Euclid board, the grant program ensures revenue received by One South Euclid is returned directly to the community. The Grant Program provides funds to residents to make exterior repairs to their properties, host community events, and engage in community beautification projects. In 2016, a total of 44 grants were awarded. The majority of grants were for exterior repair projects. The maximum grant funding available to residents was \$1,000. The grant funding awarded was leveraged and the total cost of projects completed was almost \$100,000, showing the grant program filled a major funding gap and allowed projects to be completed. The Grant Program will return in 2017 with an additional program to assist senior citizens and additional funding. It is fully expected the grant program will continue to be a resounding success.

STATEMENT OF ACTIVITIES

Unaudited / January through December 2016

ASSETS	Dec 31, 15	Dec 31, 16	\$ Change
Current Assets			
Checking/Savings			
PNC Checking	28,453.58	44,149.24	15,695.66
Sts Margaret & Gregory Fed CU	95,046.44	142,250.92	47,204.48
Total Checking/Savings	123,500.02	186,400.16	62,900.14
Total Current Assets	123,500.02	186,400.16	62,900.14
Fixed Assets			
Office Equipment			
Office Equipment - Other	1,791.72	1,791.72	0.00
Accumulated Depreciation	-895.86	-1,493.10	-597.24
Total Office Equipment	895.86	298.62	-597.24
Total Fixed Assets	895.86	298.62	-597.24
TOTAL ASSETS	124,395.88	186,698.78	62,302.90
LIABILITIES & EQUITY			
Liabilities			
Restricted Net Assets	9,600.94	14,060.92	4,459.98
Total Current Liabilities	9,600.94	14,060.92	4,459.98
Total Liabilities	9,600.94	14,060.92	4,459.98
Equity			
Unrestricted Net Assets	97,904.94	110,334.96	12,430.02
Net Income	16,890.00	62,302.90	45,412.90
Total Equity	114,794.94	62,302.90	-52,492.04
TOTAL LIABILITIES & EQUITY	124,395.88	76,363.82	-48,032.06

INCOME	Jan - Dec 15	Jan - Dec 16
Ordinary Income/Expense		
Income		
Total Direct Public Support	5,950.00	19,090.19
Interest Income	172.52	261.98
Property sales	46,134.40	117,771.00
Total Program Income	2,541.00	3,037.26
Total Income	54,797.92	140,160.43
Total Ordinary Income	54,797.92	140,160.43
Expense		
Total Business Expenses	3,282.00	3,407.00
Total Contract Services	19,230.00	20,444.40
Total Facilities and Equipment	597.24	707.88
Total Operations	2,998.00	5,173.59
Total Program expense	15,000.21	46,507.41
Total Travel and Meetings	375.70	1,720.59
Total Expense	41,483.15	77,960.87
Net Ordinary Income	13,314.77	62,199.56
Other Income/Expense		
Other Income		
Playground of Possibilities	0.00	2,693.96
East Side Cycles	6,591.91	1,305.00
Total Pass Through Grant	28,718.71	500.00
Rock the Block	12,396.28	12,202.51
Total Other Income	47,706.90	16,701.47
Other Expense		
Playground of Poss - exp	0.00	284.46
East Side Cycles - expense	5,422.00	2,405.00
Total Pass Through Grant - expense	28,718.71	500.00
Total Rock the Block - expense	9,990.96	13,408.67
Total Other Expense	44,131.67	16,598.13
Net Other Income	3,575.23	103.34
NET INCOME	16,890.00	62,302.90