Greater University Circle Initiative has a ten-year history - creating jobs, building wealth, and encouraging reinvestment in seven low-income neighborhoods.

It is based on collaboration, trust and shared goals.
Physical Assets
Vs. Neighborhoods at Risk

60,000 residents / 40,000 influx daily
Northeast Ohio’s first and second largest employers

Over 40 world-class cultural amenities

YET -

8,000 unemployed (24% of labor force)
Household median income < $18,000
GREATER UNIVERSITY CIRCLE: PHYSICAL DEVELOPMENT

New Cedar Hill Station

New Little Italy / University Circle Station

Greater Cleveland Regional Transit Authority

RTA
East 105 & MLK Traffic Reconfiguration – Completion 2015

Existing Conditions

Reconfiguration
UPTOWN MIXED-USE TOD – PHASE I $66 Million

Developer MRN Ltd. * Stanley Saitowitz | Natoma Architects
UPTOWN PHASE II - $22 Million

Developer MRN Ltd. * Stanley Saitowitz | Natoma Architects
GREATER UNIVERSITY CIRCLE: NEIGHBORHOOD STABILIZATION
“Change the environment. Change the assumptions. People are capable of extraordinary things.”
--Bill Strickland, inspiration for NewBridge, and founder of Manchester Bidwell in Pittsburgh and author of “Make the Impossible Possible”

Provides after school programs in arts for youth; job training for adults
EVERGREEN BUSINESS SERVICES

- 114 employees total
- 20 have purchased homes thru Evergreen Housing Program (low cost/low barrier)
- “Drive to Success” auto program phase II
- Companies are profitable, sharing equity with members
- Model is being shared in other urban areas in US and internationally
Other Updates

- 114 Employees
  - Living in GUC: 45%
  - Living in CLV: 90%
  - Minorities: 83%
  - Prisoner re-entry: 38%
  - Home ownership: 20%
  - Car ownership: 8%
- Total payroll since inception: $5.5mm
- Annual Property Tax: $150,000
- ECL and E2S with positive Net Income for 2014
“Inclusive Growth” subcommittees

- Buy Local
- Connect
- Hire Local
- Live Local
“Increase Jobs, Income, and Ownership Opportunities for Low-Income Cleveland Residents”

**Buy Local**
- Anchor procurement – increase local
- Support City of Cleveland economic development
- Small business support and capital
- Marketing the Health Tech Corridor

**Hire Local**
- Anchor hiring – support pipeline from community
- City of Cleveland Community Benefit Agreements
- Better alignment of Workforce Investment Board
- Education and training

**Live Local**
- Greater Circle Living – employer-assisted housing program
- Neighborhood Connections – network-centric organizing
- Quality of life and sustainability, including transportation and resident health

“Connecting” organizations include: Neighborhood Connections, Towards Employment, National Development Council, ECDI, BioEnterprise, City, etc.
Live Local
Employer-Assisted Housing Program
$ 4 Million Pool

Anchor Home Buyer Forgivable Loan: $20,000
Foundation Forgivable Loan: $10,000
($150k income restriction for Foundation loan)

Total homebuyer benefit available = up to $30,000
$8,000 available for exterior home repair
$1,400 available for rental

- Forgivable loan for down payment/closing costs for the purchase of an owner-occupied home
- Matching funds for exterior renovations
- One month’s rental payment in Greater University Circle
Program Use – since inception, 243 employees have used the program, including family members 424 new residents

*Purchase prices range from $16,000 - $549,000*

80% are from outside of the area – program is diverse:
30% Black, 40% White, 30% Asian/Hispanic or Other

Program use up by 179% in past two years!
243 program users in Greater University Circle; 424 New Residents
$2.6 million of incentives; $13.2 million leveraged

72 homes purchased; 135 apartments

179% Increased program usage
The Economic and Community Development Institute (ECDI) began in 1998. In response to the difficulties people face in finding living wage jobs and integrating into the financial mainstream, they offer financial literacy, microenterprise development training and microloans.
Small business development program, based on Interise “Streetwise MBA” model
INTERISE-STREETWISE MBA

A seven month business growth program; instructor facilitated classes

Eligibility: $250,000 - $10 Million in annual revenue; must be business owner with at least one full-time employee and in business for 3+ years

The key components of NextStep:

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- First Cohort – graduated 10 business owners
- UCI won Interise “All-Star Award” for most businesses from low-mod census tracts
- 75% percent located in Greater University Circle and MidTown
- Job growth, new contracts in several businesses
- Fairfax Place Nursing Home just appeared in US News and World Reports listed as one of the best nursing homes in the U.S.
- Current cohort has 11 businesses currently immersed in the financial management module
INVESTMENT IN HTC

Premier location for biomed, incubator and post-incubator business location
Redevelopment spurred by completion of a $200 million Bus Rapid Transit system, co-branded by Cleveland Clinic and University Hospitals
$288 million private capital raised by companies in 3 years
50,000+ students in the area
50,000+ med/tech employees
1 million SF new/renovated commercial space
2,640 new or retained jobs since 2008
$4 billion invested, public and private
$1 billion pending
Jobs created/retained in the Health Tech Corridor: 512

$67 million invested; $38 million leveraged in Health Tech Corridor

100 gigabit project – fastest in US

85% occupancy; 450,000 SF high quality post incubator and lab space

Buy Local
Linking Residents to Employment

Supports for Success

Outreach & Recruitment

Transportation

Housing Stability

Professional Networks

Health care

Child Care

Legal

Neighborhood Residents

Orientation, Assessment, Screening for Career Paths

GED/Basic Literacy

Technical Training

Career Coaching

Softskills

Job Search skills

Work Experience

Building Skills

Anchors, other Employers, Apprenticeships

Job leads Qualifications Application process
Anchor Workforce Development Programs

Bridge to your Future – college readiness for current employees

-- Over 200 employees have participated

Pathway to Patient Care Assistant (PCA)

• Current UH service employees trained to become PCAs, first rung on health care career ladder
• Outcomes: 100% completion; 80% retention rate after one year

Career Coaching

• Over 250 employees coached annually, 57% successfully obtain new jobs
• GED Classes
Step Up to UH – backfilling jobs with GUC residents

- UH and Towards Employment
  - Identify jobs and Screening Criteria
  - Neighborhood Connections and community development corporations
    - Outreach and Convening
- Towards Employment
  - Recruitment, Screening, Soft-Skills Training and Wraparound Supports

Outcomes since July 2013:

- 61 hired, 88 is the goal
- Significantly reduced interview to hire ratio
- Retention is hire than the norm
- new opportunities for residents.
- 85% retention since inception of the program
- Model is being used at other locations and with other programs
Greater University Circle Jobs Pipeline: Step Up to UH
6,818
Total New Hires by Anchors first three quarters 2014

451 Total New Hires by Anchors first three quarters 2014 from GUC (6.6%); 18.3% of new hires from Cleveland

61 Step Up to UH GUC graduates; 75% retention 24 months.

50 new GUC hires per year Clinic goal

15 average monthly attendance of UH GUC Employee Resource Group
- Largest grassroots grant-making in US - $6.5 million in 10 years
- Over 1,500 network members
Functioning Neighborhoods Connect Residents to Community Assets

- Employment networks
- Entrepreneurial opportunities
- Business, real estate investment
- More products and services
- Productive, healthy community

- Undervalued, underutilized assets and human capital
- Disinvestment and despair

Adopted from Neighborhoods that Build Capacity and Opportunity (Amarta Sen)
1,500 NeighborUP! Members, and growing...

$175,000 Neighborhood Connection grants in Greater University Circle 2014

100+ average monthly attendance at Network Nights

750 acts of mutual support facilitated during Network Night Marketplace