President’s Letter

The year 2008 signaled new direction and growth for Lakewood Community Progress, Inc. (LCPI). A strategic planning session held in April reaffirmed our commitment to the Main Street program and identified housing as a second focus of the LCPI organization. Discussions began in the summer with representatives of LakewoodAlive to determine how the two organizations could work together more closely, and these discussions culminated in their merger in October. “LakewoodAlive” was officially adopted as the name of the newly created organization. A second staff member, a Marketing and Development Director, was added in December.

This Annual Report highlights the many accomplishments of LakewoodAlive over the past year. None of these accomplishments could have been achieved without the hard work and dedication of our Board of Trustees, our numerous volunteers, our business and financial partners, and our staff.

LakewoodAlive is committed to facilitating economic stability and growth in the City of Lakewood in 2009 and beyond. If you are not already a supporter, I urge you to get involved. Join a committee, attend a forum, sign up for our e-newsletter, visit our website, or participate in any or all of our special events throughout the year. You can join us in creating a better Lakewood for all who live, work, shop and play here.

Sincerely,

Mikelann Ward Rensel
President

About Us

History: Lakewood Community Progress Inc. (LCPI) was founded in 2002 by the Chamber of Commerce and the City of Lakewood to provide an additional resource for facilitating local economic development. LCPI was granted 501-c(3) tax-exempt status in March, 2004. In October 2008, LCPI merged with LakewoodAlive, a resident-based organization that advocates citizen engagement in economic development issues. The merger strengthens the capacity of both organizations to protect and enhance Lakewood’s economic future. The 2008 focus of the organization was the continued revitalization of Downtown Lakewood’s commercial district, using National Main Street principles. The new organization uses the name LakewoodAlive and maintains tax-exempt status. LakewoodAlive is a member of the National Trust for Historic Preservation Trust and Heritage Ohio, which is the oversight organization for the Ohio Main Street Program.

Mission: LakewoodAlive is an economic development corporation whose mission is to improve the quality of life of residents by creating alliances with community leaders, leveraging community assets and expanding the pool of available resources in order to facilitate economic stability and growth in the City of Lakewood.

Board Structure: LakewoodAlive is led by a volunteer board and a full-time, salaried executive director. In 2008 activities were guided by 4 committees using the National Main Street Four-Point Approach™.

2008 LakewoodAlive Board

Executive Committee
Mikelann Rensel – President
Jack Gustin – Vice President
Mary Sue McGarvey – Treasurer
Curt Bosky – Secretary
David Shaw – Past-president
Committee Chairs
Jenni Baker – Promotion
Paul Beegan – Design
Chas Geiger – Economic Restructuring
Steve Ott – Organization
At Large
Kathy Berkshee
Steve Clark
Randy Dau
David Estrop, Ph.D.
Erin Fach
Mayor Ed Fitzgerald
Jay Foran
Nathan Kelly
Tim Laskey
Mary Louise Madigan
Tom McConnell
Michael Summers
Staff
Mary Anne Crampton
Executive Director
Shannon C. Strachan
Marketing & Development Director
Downtown Lakewood

**Downtown Lakewood** is a volunteer-based program of LakewoodAlive dedicated to the revitalization of Lakewood’s historic commercial district located on Detroit Avenue between Arthur Avenue and Bunts Road. Our purpose is to facilitate investment in downtown Lakewood by working to create an environment where residents, employees and guests want to come to live, work, shop and play. Using the National Main Street volunteer-based Four Point Approach, Downtown Lakewood’s revitalization marked significant progress in 2008.

**Organization** involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a revitalization program. This committee worked to diversify LakewoodAlive’s funding streams, facilitated the LCPI & LakewoodAlive merger, and created policies and procedures adopted by the board to assure the organization uses best practices in all its activities.

**Design** involves improving our downtown’s image by enhancing all aspects of its physical appearance. The committee operated as two sub-committees in 2008.

**Design Guidelines** - This subcommittee is working with the City of Lakewood Planning & Development Department to create design guidelines for downtown. These volunteers anticipate that their work will ultimately become the model for design guideline legislation for the entire city.

**Signage & Wayfinding Design** - Using Heritage Ohio grant award funds matched by the City of Lakewood, this sub-committee is guiding the efforts of design consultant Studio Graphique to create a wayfinding plan and new signage design for the downtown district, starting with a new logo (below). A public meeting was held on October 2 to gather community input on the project. This work is an incremental step in implementing the Detroit Avenue Streetscape plan, a 2007 community-based project funded by NOACA and approved by Lakewood City Council in November, 2008.

**Promotion** involves marketing the downtown’s unique characteristics to shoppers, investors, new businesses, tourists, and others. This extremely active committee brought 3 new events to Downtown Lakewood in 2008:

- **Walk + Roll™ Lakewood** offered a unique car-free experience in downtown Lakewood. Residents and visitors explored Lakewood’s lakefront park, its new #1-rated library and its vibrant downtown by foot, bicycle, wagon, stroller, wheelchair or other non-motorized methods. Free programming included aerobic classes, yoga, break dancing demonstrations, fencing, square dancing, bike safety instruction and more.

- **Band2gether** provided a much needed venue for middle and high school rock bands in the heart of downtown Lakewood on Friday nights in July and August. Fourteen bands performed at Sinagra Park to the delight of parents, friends and passersby.

- **Spooky Pooch Parade** attracted 200 costumed dogs and 400 humans to march in downtown Lakewood on October 18th. Registered participants paraded Detroit Avenue from St. Charles to Arthur Avenue providing many laughs and great photo opportunities for spectators. Celebrity judges awarded prizes and the event raised $1000 for the Lakewood Animal Shelter.
Economic Restructuring involves strengthening the existing economic base of the downtown while diversifying it. This committee came into its own in 2008 and has established itself as a valuable point of contact for developers with interests in investing in Downtown Lakewood. This group serves as a valuable neutral liaison between developers, the City’s Planning and Development Department and community interests. The committee is participating in discussions concerning development activity at the Discount Drug Mart strip, the INA Building, the Detroit-Warren Building, the Wholesome Development Building, and others.

In calendar year 2008, property owners reinvested $2,197,122 million in building improvements in the Downtown Lakewood district.

Notable among downtown investments was the completion of the $7 million critical care renovation project at Lakewood Hospital. This project includes the new $1.4 million Cleveland Clinic Neurological Institute at Lakewood Hospital and the $2 million completion of the final phase of the Intensive Care Unit. Lakewood Hospital also invested $120,000 in Cleveland Clinic/Lakeland Eye Center in 2008.

The Promotion Committee was also responsible for expanded programming for:

**Downtown Lakewood Blossoms**, in collaboration with merchants and support from Lakewood-Rocky River Rotary, brought 30 low-maintenance flowering Earth Boxes to the district. This committee also worked with the City and Keep Lakewood Beautiful volunteers to bring hanging flower baskets and seasonal plantings to Sinagoga Park.

**Lakewood Walks Main Street** promoted downtown’s walkability and healthy living by encouraging residents and area workers to explore shops in the area on foot. All participants were entered into a drawing for prizes donated by generous merchants.

**Light Up Lakewood**, in addition to the lighting ceremony on the Lakewood Hospital green, expanded its programming to include 9 school groups, seniors and The Beck Center for performances at the Masonic Temple and Lakewood Library. Street entertainment by a professional juggler and ice carving added to the holiday atmosphere enhanced by snow and horse-drawn carriage rides.
Community Engagement

LakewoodAlive presented forums on topics of critical interest to the community in February, April and October of 2008:

**Making “Cents” Of Lakewood’s Finances — Part 1** featured a panel of regional and local experts who reviewed the challenges of municipal finance. The speakers also directly addressed Lakewood’s current financial position, challenges and opportunities.

**Making “Cents” Of Lakewood’s Finances — Part 2** focused specifically on Lakewood’s 2008 city budget.

**A Healthy Partnership: Lakewood Hospital’s Impact on Our Community** featured regional and local speakers who discussed the history, importance and economic impact of Lakewood Hospital in the Lakewood community, healthcare trends, the hospital’s lease agreement with the City of Lakewood, and the outlook for Lakewood Hospital.

DVD’s of these forums, recorded courtesy of Lakewood City Schools, are available at Lakewood Public Library.

2009 Events:
- Let’s Wine About Winter - March 7
- LakewoodAlive Cornhole Tournament - June 27
- Band2gether - Fridays in July & August
- Walk + Roll Lakewood - July 18
- Lakewood Walks Downtown - August 19
- Spooky Pooch Parade - October 17
- Light Up Lakewood - December 5

Volunteers

LakewoodAlive is a volunteer-based organization. Over 100 residents and stakeholders contributed an estimated 3,546 hours to LakewoodAlive activities in 2008. These hours are valued at $63,828. While every volunteer is highly valued, there are several residents who deserve recognition for extraordinary contributions of time and talent:

**Downtown Lakewood Blossoms**
- Kathy Haber — Earth Boxes
- Sandy Gates — Sinagua Park

**Band2gether**
- Ruthie Koentingmark
- Chris Vance

**Cornhole Tournament**
- David Shaw
- Leslie Fevre

**Spooky Pooch Parade**
- Debbie Baker
- Katy Davis
- Rhonda Loje

**Design Committee**
- Paul Beegan — Design Guidelines
- Sean McDermott - Signage & Wayfinding

**Light Up Lakewood**
- Jenni Baker
- Jen Raynor
- Kelly Jablonowski

**Website**
- Mark Dubis
- Jonathan Morgan

Financial Supporters

**Institutional Partners**
- City of Lakewood
- City Council
- Citizens’ Advisory Committee
- Cleveland Clinic Health System
- Lakewood Hospital
- Discount Drug Mart
- First Federal of Lakewood
- Warner-St. Charles Investments
- Giltz & Associates
- LSC Service Corp.

**Downtown Merchants**
- Aladdens
- Geiger’s Clothing & Sports
- Hotel Leisure Advisors LLC
- Huntington Bank
- Phoenix Coffee Lakewood
- Razi’s Wine House
- The Malt Bar & Grilled

**Design Committee**
- Paul Beegan — Design Guidelines
- Sean McDermott - Signage & Wayfinding

**Spooky Pooch Parade**
- Debbie Baker
- Katy Davis
- Rhonda Loje

**Light Up Lakewood**
- Jenni Baker
- Jen Raynor
- Kelly Jablonowski

**Website**
- Mark Dubis
- Jonathan Morgan

**Spooky Pooch Parade : Photo by Rhonda Loje**
Finance Supporters

Individuals (cont.)

Bill & Mary Lou Call
Katharine K. Carr
Pat & Benny Carroll
Lynda Carter & Mark Niemi
Bryan Chin
Steven Clark
Hal & Connie Cooper
Byron & Mary Anne Crampton
Dawn & Ray Cushing
Tom & Peggy Demitrack
Sue & Ed Denk
Randy Dsi
Chuck & Cathie Drum
Maureen Duffy
Dennis & Pam Elven
Tom & Cindy Einhouse
Bill & Mary Pat Ellert
David & Virginia Estrop
Erie Fisch
Larry F. & Rosemary Faulhaber
Ed & Gladys Fair
Matt Fisch
Paul & Kathy Haber
Woody & Marisa Hall
Jim Hampshire
Peter & Shirley Henderson
Bobbie Hendrick
Phil & Heidi Hilty
Katrina & Thomas Holmes
Carolyn Hufford & Thomas Yanks
Chris & Jane Johnson
Nathan Kelly
Joe & Alicia Kerigan
Eugene & Joann Kramer
Mickey & Patty Krivosh
Carly Kuhn
Tony & Wendy LaCerva
Jeff & Heather Lamberts-Sterno
Kim Langley & William Fichter
Tim & Patti Laskey
Carolyn Leitch & Dick Costele
Jeremy & Allison Copeland Levine
Robert & LeVonne Lugbuhl
Mary Louise Marquart
Paula Moedraann & David Conner
Karen & Robert Moedra
Mary Matthiesen
David & Christina McCallum
Thomas McCallum
Mary Sue McGinnity
Lou & Lynn McMahon
John & Nancy McMillan
Nora McNamara
Kevin & Melissa Meehan
Walter & Lauren Mueller
Thomas Mekedy & Carol Hunt
Larry & Shelvy Napolitan
Tessa & John O’Donnell
Ed & Joann Oliveros
Matt & Ellen Ospelt
Katherine & Steven Ott
Jennifer & Michael Poe
Tom & Kathy Pharys
Jacob & Anne Palomaki
John & Judy Pyke
Daniel & Jennifer Raynor
Michael & Margaret Rensel
Scott & Jill Richardson
Rob & Judy Riley
Sean & Sheila Riley
Michael Riley & Margaret Stiner
Sue & Jeff Ritter
David & Laura Sogren
Matt Sattler
Hilary Schleifer
Carolyn Searbach
Wally & Joyce Senn
Doug & Kelly Shauli
David Shaw
George & Beth Sheik
Thomas & Pam Smith
Joe & Elizabeth Stewart
Robert & Joyce Strammuter
Mike & Wendy Summers
Tom & Carolan Sutton
Paul & Judy Szentikalyi
Bob & Diane Thomas
Ellen Todra

Financial Supporters

Kevin & Stephanie Toole
Anita Tucker
Bill & Susan Wagner
Thomas C. Wagner & Malinda Smyth
Ken & Suzanne Warren
Sue Wiedemer
Walter & Judy Wright

Grant Awards

Heritage Ohio
Lakewood-Rocks River Rotary

In-Kind

City of Lakewood
Lakewood Police Department
Public Works

Program Sponsors

Around the Corner Cafe
Carmy Shoes
City of Lakewood
Coral Company
Cox Cable
Cuttin’ Loose Hair Salon
Discount Drug Mart
Detroit-Warren Building
First Federal of Lakewood
Geiger’s Clothing & Sports

Community Partners

Boy Scouts of America
Girl Scouts of America
Help to Others (H2O)
Kiwanis
Lakewood Catholic Academy
Lakewood City Schools
Lakewood Hospital
Lakewood Junior Women’s Club
Lakewood Is Art
Lakewood Public Library
Lakewood United Methodist Church
St. Edward High School

Lakewood Chamber of Commerce
Lakewood City Schools
Lakewood Equities
Lakewood Observer
Lakewood Masonic Temple

Vance Music Studios
YMCA
Finances

**Income**

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Total Income: $136,682

**Expenses**

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Total Expenses: $136,682

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