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www.lakewoodalive.com www.downtownlakewood.org

LETTER FROM THE PRESIDENT

The year 2009 proved once again to be a productive one as LakewoodAlive continued its work in Downtown Lakewood. An enhanced security initiative, the formation of a new Downtown Lakewood merchant organization, and the completion of a wayfinding and signage design plan topped the list of accomplishments.

With the firm belief that a healthy housing stock is critical to furthering economic development, LakewoodAlive launched a new Housing Outreach Program in 2009. Hilary Schickler joined in the staff in mid-July and has already extended exterior housing outreach services to over 600 residents to date.

As my two years serving as President of LakewoodAlive come to a close, I wish to thank the Board of Trustees, numerous volunteers, our business and financial partners and our staff for their hard work in realizing the accomplishments highlighted in this annual report.

I am proud of the organization's many achievements and am confident that LakewoodAlive's good work will continue to play a pivotal role in improving the quality of life for all Lakewood residents well into the next decade.

Sincerely,

Mikelann Ward Rensel

President

ABOUT LAKEWOOD ALIVE

HISTORY

Lakewood's nonprofit economic development organization was founded in 2002 by the Chamber of Commerce and the City of Lakewood and secured 501-(c) (3) tax-exempt status in 2004. Originally named Lakewood Community Progress Inc., the organization merged in 2008 with LakewoodAlive, a resident-based organization that advocated citizen engagement in economic development issues, and assumed its name.

A National Main Street™ community since 2005, the revitalization of downtown Lakewood continued as the focus of LakewoodAlive's activity in 2009. This volunteer-based effort realized marked progress in a very challenging economic climate. In recognition of housing quality as Lakewood's economic lynchpin, LakewoodAlive launched its housing outreach program in July. This program connects low-moderate income residents with financial and practical resources to maintain the exterior of their homes.

LakewoodAlive is a member of the National Trust for Historic Preservation and Heritage Ohio, which is the oversight organization for the Ohio Main Street program. LakewoodAlive is also a member of Positively Cleveland, Northeast Ohio's tourism and meeting promotional organization.

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.

VISION

LakewoodAlive is the community agent for stimulating discussion, innovation and action that drive convergence of individuals, institutions and ideas that enhance the economic growth and vitality of Lakewood.

2009 Board of Directors

NFFICERS

President:
Mikelann Ward Rensel

Vice-President:

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Mary Sue McGorray

Secretary:

Curt Brosky

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Terry Vincent Esq.*

† Committee Chair

* Ex-officio

STAFF

Mary Anne Crampton Executive Director

Shannon C. Strachan
Marketing &
Development Director

Hilary J. Schickler Housing Outreach

Director

REVITALIZATION IN DOWNTOWN LAKEWOOD



In face of the worst economic climate in decades, more than \$6 million was reinvested in the downtown district in 2009, culminating with the opening of four new dining establishments in the last 90 days of the year. Investor confidence, driven by Lakewood's strong demographics, the Detroit Avenue Streetscape plan, and the support of City officials, resulted in dramatic streetfront changes in the 15400 block (Five Guys Burger & Fries), the INA Building (Panera Bread and new lobby) and the Bailey Building (rehabilitation of original 1930's façade). In addition, Lakewood Hospital—a Cleveland Clinic Regional Hospital opened its new \$3.2 million Orthopaedic Center.

Using the **National Main Street Four-Point Approach™**, our volunteer-based revitalization efforts marked significant progress in 2009:

#1. DESIGN

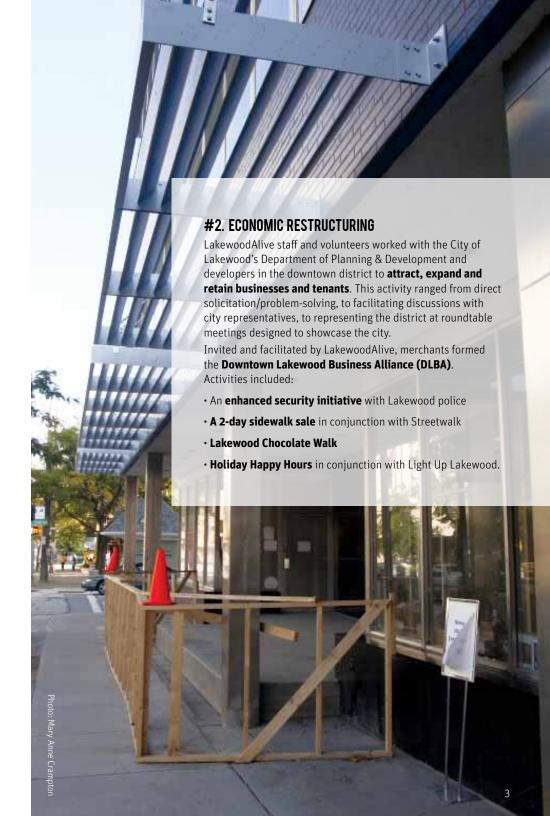
In coordination with the City's Department of Planning and Development, on July 9 our Design Guidelines Committee presented to Lakewood's Architecture Board of Review (ABR) a draft proposal of **guiding principles for new design guidelines** for the downtown commercial district.

Downtown Lakewood Blossoms committee coordinated the placement of **32 flower boxes** in the district and flowers in the Sinagra Park planters. Keep Lakewood Beautiful, Lakewood United Methodist Church and The Coral Company contributed towards planting and maintenance of flowers and **hanging baskets** in Sinagra Park.

Under the leadership of Judge Carroll, community service workers were assigned to **remove graffiti, assist** in weekly **watering** of the flower boxes plus **weeding** and **litter collection** in municipal parking lots in the district.

The Wayfinding & Signage Design Committee completed the design of a **new wayfinding and signage system** for the district with the help of environmental design consultants, Studio Graphique. The plan has been submitted to the Planning Commission for final approval. Installation is anticipated in 2011. This work was funded through a grant award to LakewoodAlive from Heritage Ohio, matched by the City of Lakewood.





#3. ORGANIZATION

Volunteers: In keeping with our volunteer-based model, an estimated 4762 hours, valued at \$96,430 were logged by volunteers in 2009. Volunteers are drawn from across the community including youth, families, young adults, seniors, nonprofit organizations, for-profit businesses, Lakewood residents and non-Lakewood residents. Each volunteer brings their own set of skills and talents to the table; the generous provision of personal time is invaluable.

Intern Program: LakewoodAlive partnered with the Lakewood City Schools by hosting a Lakewood City Academy student as an intern at LakewoodAlive. The intern provides administrative and support services for various aspects of LakewoodAlive programming three mornings a week.

A blog-based website, www.downtownlakewood.org, was launched to specifically promote Downtown Lakewood activities and businesses. The LakewoodAlive site, www.lakewoodalive.com, remains as our "corporate" web-based location for economic development news and information.

Fundraising: Let's Wine About Winter, LakewoodAlive Cornhole Tournament and Downtown Lakewood pARTy were presented as "fun"draisers to support LakewoodAlive operations.

#4. PROMOTION

Events led by Downtown Lakewood in collaboration with other community organizations were heavily promoted to attract residents and visitors from outside the city to the downtown district. Lakewood Hospital generously stepped up as a major sponsor of all these activities:

Band2gether: One World Music Series brought live entertainment to Sinagra Park every Friday evening in July and August.

Alive & Well Streetwalk 2009, celebrated Lakewood's healthy living assets on closed Detroit Avenue. A collaborative effort with Live Well Lakewood and the City of Lakewood, thirty-five volunteer program providers and about 5,000 individuals and families enjoyed being active in Downtown Lakewood.

Spooky Pooch Parade offered a chance for dog-lovers to dress in their Halloween best and come to downtown Lakewood to enjoy a parade and enjoy vendors of dog related products and services. Over 200 dogs attended with 500 owners and 1000 parade watchers. Proceeds from this event benefited downtown Lakewood revitalization and the Lakewood Animal Shelter.

Lakewood Chocolate Walk was introduced to the community by the Downtown Lakewood

Business Alliance and LakewoodAlive. Thirty-three merchants provided a chocolate treat of their choice to 250 attendees for this first ever event which "sold out" days before the event. Funds raised from this event went to the Downtown Lakewood Business Alliance and LakewoodAlive





Light Up Lakewood, for the fourth time, kicked-off the holiday season in the heart of the city. Community organizations and school music programs provided 25 entertainment activities along closed Detroit Avenue. Among many "firsts" was "living windows" presented by Lakewood High School drama students at the Curtis Building.

Downtown Lakewood pARTy provided live music and refreshment to 500 attendees under the Lakewood Hospital Belle Avenue tent following the Arts Festival on Saturday, August 1.

Downtown Lakewood Business Alliance added a "shop local" aspect, **Holiday Happy Hours** with special promotions and free gift wrapping. LakewoodAlive is also pleased to have arranged for Christmas tree sales in Downtown Lakewood during the Light Up Lakewood festivities for the first time in many years.

Downtown Lakewood helped with the **cross-promotion** of LEAF nights, the North Union Farmer's Market, Lakewood Arts Festival, Starry Night Lakewood Hospital Benefit, and Lakewood Library programming.

Downtown Lakewood became a member of **Positively Cleveland** to have access to its many resources for attracting out-of-town visitors to our city.

AWARDS AND RECOGNITION

Geiger's Clothing & Sports was nominated by Downtown Lakewood and recognized as Heritage Ohio's **Main Street Business of the Year** at its state conference held in Cleveland in May.

LakewoodAlive's Downtown Lakewood program was recognized as being **nationally accredited** by the National Main Street Center in February.

LakewoodAlive and the City of Lakewood were jointly recognized with an **Economic Impact Award** from Team NEO in June for its work in attracting Wholesome Development headquarters to Lakewood.

The City of Lakewood, Lakewood Historical Society and Downtown Lakewood were recognized with a **Preservation Award** by the Cleveland Restoration Society in May for work related to the passage of the preservation ordinance and our Main Street program.

LakewoodAlive received a **Cuyahoga Arts & Culture \$5000 grant award** in the form of matching funds for Band2gether: One World Music Series programming in Downtown Lakewood.

In October, a joint **Ohio Historic Preservation Office Award** was presented to LakewoodAlive, Lakewood Heritage Advisory Board, the City of Lakewood and Lakewood Historical Society for collective efforts to "recognize, preserve and promote Lakewood's historic resources."

LakewoodAlive received a **\$2,000 grant** from **Target** for its 2009 Light Up Lakewood program and has been notified by the **Junior Women's Club of Lakewood** that it is the recipient of a grant to be awarded in 2010.



STREETSCAPE FUNDING

On June 22, Congressman Dennis Kucinich announced **\$311,000** in Federal Highway appropriation for Downtown Lakewood **streetscape improvements**. LakewoodAlive has been meeting with the representative and his staff to advocate for this critical aspect of Downtown Lakewood's revitalization. The City of Lakewood made the formal appropriations request on our behalf.

COMMUNITY ENGAGEMENT

In February, the Community Engagement Committee presented a forum, **Lakewood Hospital—Vision for Tomorrow**, to update the community about Lakewood Hospital's strategic vision and investment plans for the institution.

In September, the Community Engagement Committee presented the forum, **Wind Turbines on the Horizon?** The Cuyahoga County Wind Energy Task Force members presented the Great Lakes Wind Energy Feasibility study to the Northeast Ohio community for the first time. An electronic survey system, provided by Turning Technologies, was utilized at the forum and over 100 attendees were able to provide instant valuable feedback to the task force.

LakewoodAlive staff made **presentations** about our work this spring to Junior Women's Club of Lakewood, Lakewood Garden Club, Prudential Lucien Realty and two chapters of the Lakewood-Rocky River Rotary.

Downtown Lakewood has created a page on **Facebook**, has started "tweeting" on **Twitter**, and is exploring other social networking opportunities.

HOUSING INITIATIVE

In mid-July, Hilary Schickler joined LakewoodAlive as our Housing Outreach Director. Funded by federal Community Development Block Grant dollars, Hilary launched our housing initiative by working with low-moderate income residents to **resolve exterior house maintenance issues**. In addition to offering practical advice, this program provides information to eligible property owners on government programs available to help address these issues. Prior to Hillary Schickler beginning her work with LakewoodAlive, LakewoodAlive benefitted from the pro-bono services of **CSU Marshall Law fellow and social worker**, Sarah Dixon, who documented for us her significant research on government processes and resources related to housing issues.

We have extended exterior housing outreach services to over 600 residents and engaged nine in service provision. First time housing violation notices from the City Building Department now include a LakewoodAlive Housing Outreach Services brochure.

Our Housing Outreach Director meets with and works with block clubs, as well as city and court representatives in addition to other non-profits to explain our services and to problem-solve specific cases.

We continue to work with other community housing divisions and the City to understand the full potential of housing services we might provide and which services would be most beneficial to the community and not duplicative of the City or county services.



DONORS AND FINANCIAL SUPPORTERS

INSTITUTIONAL PARTNERS

City of Lakewood
Citizens' Advisory
Committee
City Council
Discount Drug Mart
First Federal of Lakewood
Geiger's Clothing & Sports
Giltz & Associates
Lakewood Chamber
of Commerce
Lakewood Hospital—a

GRANT AWARDS

Cuyahoga Arts & Culture Heritage Ohio Keep Lakewood Beautiful Lakewood-Rocky River Rotary Target

Cleveland Clinic Hospital

DOWNTOWN MERCHANTS

14701 Detroit LLC Aladdins Eatery Blue Onion Cerny Shoes Covelli Enterprises dba Panera Bread Discount Drug Mart, Inc. First Federal of Lakewood Friends of the Lakewood Public Library GBC Property Mgt. Geiger's Clothing & Sports GreenSmartGifts Hermes, Inc It's A Party Lakewood Public Library Lakewood/Warren/ Detroit Partnership LTD. Landfall Travel Lion and Blue Melt Bar & Grilled Phoenix Coffee Plantation Home

Radio Shack

Rozi's Wine House The Empty Nest

PROGRAM SPONSORS

Nickie I. Antonio Around the Corner Aububon Bell LLC Thomas & Jennifer Baker Beegan Arch. Design LLC Bela Dubby Borderline Café Curtis Brosky Buckeye Beer Engine Thomas Bullock Bill & Mary Lou Call Camp Bow Wow City of Lakewood CSDS Inc. Curry Copy Center Detroit-Warren Building Dewey's Pizza David & Virginia Estrop Ionathan & Helene Gaidelis Ganley Lakewood

Ganley Lakewood Geiger's Clothing & Sports Giant Eagle, Inc Great Lakes Brewing Co. Hermes Inc. HevButler.com

Home Depot Horace Mann PTA Hyland Software, Inc. Inn The Doghouse

Kathy's Creative Sewing
Lakewood Associates LTD

Lakewood Chamber of Commerce Lakewood Hospital—a

Cleveland Clinic Hospital Lakewood Is Art

Lakewood Observer
Timothy P. Laskey CPA
Greg & Mary Beth Leifer

Greg & Mary Beth Le Lion and Blue Lowe's

Mahall's Twenty Lanes Melt Bar & Grilled Monique Smith Nationwide Insurance Nature's Bin— Cornucopia, Inc. Panera Bread #4632 Pet's General Store Red Bull

Sacred Hour
Jared & Michelle Shapiro
Stockman Architecture, Ltd.
Studio Graphique

The Clifton Club
The Coral Company
The Furry Nation

The Wireless Center / Verizon
Thin Solutions
Ti's Butcher Plegie

TJ's Butcher Block Vance Music Studios West End Tavern West Side Skates

Winking Lizard

Ann Bish

COMMUNITY PARTNERS Beck Center for the Arts

Beck Café—Paul Sykes

Boy Scouts of America

CCLAS Deb Riddle Designs Dramatics Hair Salon Dubis Group Family Room Girl Scouts of America Help to Others (H2O) Junior Women's Club of Lakewood Kiwanis Lakewood Catholic Academy Lakewood Chamber of Commerce Lakewood City Schools Lakewood Historical Society Lakewood Hospital—a Cleveland Clinic Hospital Lakewood Is Art Lakewood Farly Childhood PTA Lakewood Masonic Temple Lakewood Public Library Lakewood Recreation Dept. Lakewood Soccer Assn. Lakewood United Methodist Church

Live Well Lakewood

Public Square Group

St. Edward High School

Winterhurst Hockey Assn.

U.S. Army YMCA Adventure Guides

City of Lakewood-

Lakewood Police

IN KIND Auto Nation

Public Works CSDS Inc. Classy K-9z Cleveland Browns Cox Communications Jileen Coy David & Virginia Estrop Kamms Plaza Pet Supply Bill Knittle Lakewood Animal Hospital Cindy Lowrey Eric Lowrey Lance McGannon, DDS Dennis Mramor KC McKenna Lakewood City Schools Lakewood Observer Lakewood Masonic Temple Omni Lakewood Peddlers of Mirth Plantation Home

INDIVIDUALS

Stockman Architecture, Ltd.

PromoRock

David & Wendy Abramczyk John & Cathy Aldrich Lisa Ambrose Nickie J. Antonio Lisbeth Baker Thomas & Jenni Baker Shelia Becker Paul Beegan Susan & Matt Beverstock Alice Bocchicchio Sean & Maureen Brennan Shirley Breisch Curt Brosky Ellen Brzytwa Brenda & Mark Budzar Joanne Calkins Katharine K. Carr Lvnda Carter & Mark Niemi Marilyn Casey Richard Castele & Carolyn Leitch Bryan Chin Jeff & Stephanie Christian

Steven Clark

Crampton Fred & Nora DeGrandis Sue Denk Stacy & Michael Dever Lindsay Doerr Randy & Laura Doi William & Celia Dorsch Charles & Catherine Drumm Mark & Denise Dubis Maureen Duffy Dennis R. Ehren Larry & Rosemary Faulhaber lav & Lynn Foran Paul & Kathryn Franks Sanusi Fujimoto Ionathon & Helene Gaidelis Charles & Eileen Garven Paul & Jane Gaydos William I. Gavdos Chas & Patti Geiger Gordon & Susan Geiger Joe & Peggy Gibbons Chas & Marie Grossman Kenneth & Kathy Haber Woody & Marcia Hall Peter & Shirley Henderson Bill & Lacey Hoffmann Mary Holland Kevin & Lisa Hudak Carolyn Hufford & Thomas Yanks Molly Jacob Chris & Jane Johnson Nathan J. Kelly Scott & Maureen Kermode Sean & Wendy Kibovcik Eugene & Jo Ann Kramer Mickey & Patty Krivosh Kim Langley & Bill Fichter Stergios Lazos Jeffrey Leitch Dawn & Timothy Liston Robert & Laverne Lugibihl Peter & Cathy Kuhn Mary Louise Madigan Robert & Karen Malec Thomas & Noreen McConnell Mary Sue McGorray John & Nancy McMillan Kevin & Melissa Meehan Suzanne Metelko

Hal & Connie Cooper

Mary Anne & Byron

Mary Louise Nixon Michael & Flizabeth O'Brien David & Lindsey O'Neill Ellen & Matthew Ospelt Steven & Kathy Ott Alec & Diane Pacella Thomas Pahys Jack & Anne Palomaki Dana F. Paul Patrick & Sharon Perotti John & Judy Pyke Paula Reed Mikelann Ward Rensel Scott & Jill Richardson Susan & leff Ritter Timothy & Nancy Rowell Patty Ryan Jeffrey Sadlowski David & Laura Sangree Hilary Schickler Kevin & Martha Seidenwand Kim Senft-Paras Jared & Michelle Shapiro David Shaw George & Beth Shiekh Dan & Monique Smith Pam & Thomas Smith Rolly & Kelly Standish loe & Elizabeth Stewart Margaret Stiner & Michael Riley Craig & Shannon Strachan Donald W. & Karen Strang, Jr. Michael & Gwendolyn Summers Paul & Judith Szentkrialyi Timothy Rowell Ellen Todia Darren & Missy Toms Rick & Lori Uldricks Ernest & Trisha Vargo Warwick Products Co. William & Susan Wagner Thomas Wagner & Malinda Smythe Suzanne Wiedemer Kyle A. Weigand

Wendy Brickman

Joseph Zdilla

Judith & Walter Wright

Wally & Lauren Mueller

Steven & Christine Nelson

Thomas Mulready

Sheila Neligan-Riley

VOLUNTEERS WITH EXCEPTIONAL CONTRIBUTIONS

LakewoodAlive is a volunteer-based organization. While every volunteer is highly valued, there are several residents who deserve special recognition for exceptional contributions of time and talent:

Downtown Lakewood Blossoms

Kathy Haber Sandy Gates Monica Brown

Let's Wine About Winter

Chris & Tamara Karel Kristen Verciglio Dennis Mramor

Cornhole Tournament

Leslie Favre Ryan Krivosh

Band2Gether/ One World Music

Ruthie Koenigsmark Barbara Michel Chris Vance

STREETWALK

Cindy Lowrey Dana Paul

Downtown pARTv

Curt Brosky Deb Riddle Michele Shapiro Monique Smith

Spooky Pooch Parade

Lacey Hoffmann Eileen Wilbourn Jill Connor

Lakewood Chocolate Walk

Paula Reed David Stein

Light Up Lakewood

Jileen Coy Katy Davis Jane Diemer Andy Harant Kelly Jablonowski Carolyn Kilbane Timi Kormos

Websites

Mark Dubis Jonathan Morgan

Design Committees

Paul Beegan Sean McDermott Richard Sicha Marcia Moll

Community Forums

Jay Foran Jennifer Raynor

10 11

Marcia Moll

FINANCIALS 2009

RECEIPTS 194,970

CDBG Funds 53,719

Grant Awards 46,858

Individual Contributions 9,880

Event Revenue 25,775

Corporate Sponsorship 21,100



2010 CALENDAR OF EVENTS

MARCH

Let's Wine About Winter

Saturday, March 6

Downtown Lakewood Open House

Saturday, March 13

JULY

Streetwalk 2010

Saturday, July 17

Front Porch Concert Series (*Library steps*, 7–9pm)

Friday, July 9: African Village-Halim El Dabh

Friday July 16: Saborit Latin & Soul

Friday, July 23: Carlos Jones and the PLUS Band

Friday, July 30: Student Rock Bands

AUGUST

Downtown Lakewood pARTy

Saturday, August 7

OCTOBER

Spooky Pooch Parade

Saturday, October 16

Lakewood Chocolate Walk

Thursday, October 28

DECEMBER

Light Up Lakewood

Saturday, December 4

12 13