

2010 ANNUAL REPORT

REVITALIZE
ENGAGE
CONNECT



lakewoodalive



LETTER FROM THE PRESIDENT

2010 presented many challenges to our community, our region and our nation. As we continue to work toward the betterment of Lakewood, I am happy to report that LakewoodAlive accomplished a great deal in 2010, thanks in very large part to the tremendous support we have received from our volunteers, friends, partners and supporters.

LakewoodAlive's mission of enhancing the economic vitality of our community can only be accomplished when we work together. LakewoodAlive is proud to partner with the retailers, companies, organizations and citizens who share a common goal of making this community a tremendous place to live and work.

Our key programs—the MainStreet™ program designed to enhance the vitality of downtown Lakewood, our housing outreach program which aims to protect and preserve our city's homes, and our community engagement activities, such as educational forums and our e-letter designed to inform and educate residents and businesses about economic development—are central to our mission, but can only be delivered with the outstanding dedication of our volunteers and supporters. I thank them, along with our superb staff, for their commitment to Lakewood and to the work of our organization.

On behalf of our board of directors, please accept our thanks for your continued support. Read on to learn more about how LakewoodAlive has made its mark this past year and about how you can become involved in our work. We look forward to working with you in 2011 and beyond.

Sincerely,

Jennifer Baker
President
Board of Directors



LETTER FROM THE EXECUTIVE DIRECTOR

For five-years, LakewoodAlive, board members, business stakeholders and resident volunteers have pursued incremental changes in processes, practices and policies that are building a vital and attractive city core. The results are evident. By taking the Main Street™ approach to revitalization, downtown Lakewood is cleaner, busier and prettier than ever. Concerts, events, parades and joint promotions are now considered commonplace. And due to the collaborative visionary work of so many, the transformation will continue through 2011 as the long-awaited Detroit-Avenue traffic signalization project gets underway and our new signage plan is at last installed.

The complexity and seriousness of Lakewood's housing issues became fully apparent in 2010, LakewoodAlive's first full year of outreach service provision. As we have done in our downtown revitalization work, LakewoodAlive hopes to facilitate community alignment with the City in 2011 to leverage limited resources to protect our housing stock quality.

The decade ends with a sense of progress and promise for our organization, community and region. Thanks to the thousands of hours of volunteer activity and donor financial support, Lakewood's downtown district is well-positioned for the economic recovery and we are excited to report that our own experience supports demographic trend data that our affordable, walkable, "cool" community is attracting yet another generation of engaged residents. Together, we are indeed, assuring Lakewood's future.

Sincerely,

Mary Anne Crampton
Executive Director

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Housing Outreach Director

REVITALIZATION

IN DOWNTOWN
LAKEWOOD

Tangible evidence of Downtown Lakewood's resurgence, marked by the rehabilitation of the Bailey Building, fueled volunteer efforts in spite of a depressed economic climate of historic proportions.

The district realized more than \$4.8 million in reinvestment in 2010. Street-level business openings, representing over 50 jobs included Paisley Monkey, Tess' Tender Touch, Boost Mobile, Robeks and the instantly popular Deagan's Kitchen & Bar, located in the First Federal of Lakewood building.

The National Main Street Four Point™ approach requires that we work on how the district looks and how it functions at the same time with equal priority. We celebrate incremental successes, and understand the value of well-designed plans that afford visible results. LakewoodAlive is unique among its peers in the number and quality of its volunteers—many with professional credentials—who are working to transform Lakewood's primary business district.



Covered by concrete slabs for a quarter century, The Bailey Building was returned to its original 1930's appearance in 2010.



Photo: Dan Deagan

THE NATIONAL MAIN STREET FOUR POINT™ APPROACH:

#1. DESIGN means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. 2010 accomplishments included:

- Refining the signage installation plan in coordination with the City's traffic signalization project scheduled to be complete by April 2012
- Researching and presenting to Lakewood Hospital redevelopment options that will preserve the Curtis Block building.
- Identifying the need to establish a sub-committee to create a green landscape plan for the downtown district.
- Advocating for adoption of Design Principles with Lakewood's Architectural Board of Review (adoption anticipated February 2011).
- Using vacant storefront windows in the Curtis Block building to promote the district and retail businesses.
- Engaging business/property owners on the importance of snow removal and trash pick-up.

#2. ECONOMIC RESTRUCTURING means retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support.

Many of our 2010 accomplishments were facilitated through the Downtown Lakewood Business Alliance (DLBA), the volunteer committee made up of downtown business representatives:

- Twice monthly meetings to address common issues/concerns and to identify opportunities for cross-promotion.
- Shop Local. Shop Lakewood. Shop Late on Thursdays holiday promotion.
- Social media training for retailers.
- Assistance with window displays including those at the Curtis Block building.
- Meetings with commercial real-estate brokers and prospective tenants to cultivate interest in investing here.
- Consultation with new businesses on location, signage, parking and promotion.
- Hosted three events designed specifically to bring shoppers into stores: Chocolate Walk , Gingerbread House Tour and City-wide Street Sale.
- New businesses in the district include Deagan's Kitchen & Bar, Paisley Monkey, Beltone, Tess' Tender Touch, Robek's, Boost Mobile, Tease Salon, Jimmy John's and AT&T Mobile.



Photo: Stephanie Reed



Flower boxes and “Spooky Pooches” make Downtown Lakewood an inviting and fun place to be.

#3. PROMOTION communicates the commercial district’s unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors. 2010 achievements, made possible with the help of extraordinary volunteers, include:

- Administration of the Downtown Blossoms program with 41 flower boxes lining the district (a 30% increase over 2009). Watering was coordinated through Lakewood Municipal Court community service workers.
- Successful launch of the iPhone app, EXP Lakewood.
- Printing and distribution of the Downtown Lakewood map to high traffic venues in the City and to the Cleveland Visitors Center on Public Square



- Front Porch Concert Series
- Lakewood StreetWalk & 5K Run
- Spooky Pooch Parade
- Light Up Lakewood
- Cross promotion with Lakewood Farmer’s Market and Lakewood Arts Festival.

#4. ORGANIZATION establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district.

Volunteers representing a wide range of interests and organizations from across the community continue to be the sustaining force of LakewoodAlive. In 2010, we documented 6,540 volunteer hours valued at \$136,359, representing an increase of 35% in resident participation. This level of community engagement exceeds the volunteer contribution level of even the longest-standing Main Street programs in Ohio.



Photo: Stephanie Reed



LakewoodAlive's housing outreach efforts connect residents to resources to maintain their homes.

HOUSING OUTREACH

Funded through the City of Lakewood with federal Community Development Block Grant dollars, and supported with a 2-year grant from The Cleveland Foundation, LakewoodAlive's housing director, Hilary Schickler, is working with eligible residents to maintain the exterior of their homes. In 2010, Ms. Schickler contacted 977 residents, provided service to 130, and accounted for 105 improvements.

Ms Schickler participated in 13 community meetings including block clubs, Lakewood City Council Housing Committee, the Lakewood Family Collaborative and Lakewood Ministerial Association. Through these contacts and in conjunction with the Lakewood Municipal Court diversion program, Ms. Schickler receives referrals for residents in need and connects them with resources.

In an effort to offer expanded, one-stop assistance, LakewoodAlive joined with Neighborhood Housing Services, Inc. to offer foreclosure counseling in our office one day/week.

COMMUNITY ENGAGEMENT

Ever mindful of our core value that informed and engaged residents are Lakewood's greatest asset, LakewoodAlive used its e-letter and two websites to keep the community advised on important economic development-related issues. LakewoodAlive also presented two community forums:

Count Your Assets offered updates from the City of Lakewood, Lakewood City Schools and Lakewood Hospital on their respective financial challenges and action plans.

Bailey Building & Beyond was a review of LakewoodAlive's Main Street revitalization activity and an update on projects in the district.

VOLUNTEERS

WITH EXCEPTIONAL CONTRIBUTIONS

Downtown Lakewood Blossoms

Kathy Haber
Sandy Gates

Let's Wine About Winter

Chris & Tamara Karel

Front Porch Concerts

Ruthie Koenigsmark
Barbara Michel
Ben Burdick

STREETWALK

Susan Walker
Paula Jacobs-Meesig
Laura Sangree
Thealexa Becker

Downtown pARTy

Lynn Foran
Matt & Melissa Sattler
Ruth Weible

Spooky Pooch Parade

Lacey Hoffmann
Eileen Wilbourn
Greg Schnupp
Lawrence Carter

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Marvin Ranaldson
Rachel Anzalone
Tina Dolatowski
Judy Towner
Elaine Lakatos
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Ann Huber
Tamara Racin
Maggie Fraley
Gordon Geiger

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Andy Harant

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Judy Towner

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Panera Bread
Business—Silver
Eric Lowrey, Realtor—
Prudential Lucien Realty
Regency Construction

Business—Bronze

Beegan Architecture
Blue Onion Catering
Boost Mobile
Discount Drug Mart
Five Guys Burgers
H&R Block
Hotel & Leisure Advisors
Lakewood Baptist Church
Landfall Travel
Timothy P. Laskey, CPA
lion and blue
Melt Bar & Grilled
Mitchell Wax, Ph.D
The Paisley Monkey
Plantation Home
Rozi's Wine House

Business—Friend

Radio Shack
It's a Party

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Target
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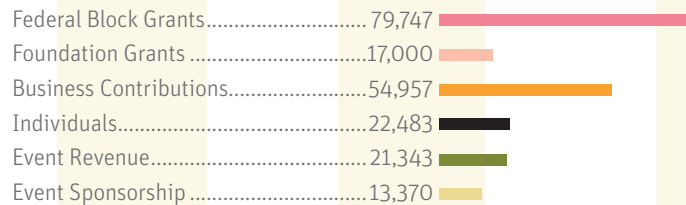
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Twin Engine
Two Dads Diner
Virginia Marti College of Art
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West End Tavern

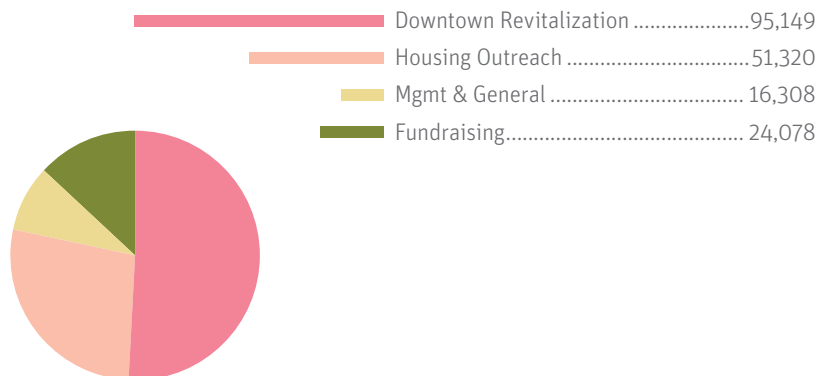
FINANCIALS

FOR
2010

RECEIPTS 208,900



DISBURSEMENTS 186,855



2011

CALENDAR OF
EVENTS

DOWNTOWNLAKEWOOD.ORG

JUNE

Lakewood Citywide Street Sale

Thursday–Saturday, June 23–June 25

JULY

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

Friday, July 8: Joe DeJarnette Quintet

Friday, July 15: The Champagnes

Friday, July 22: The Hipsters

Friday, July 29: The Sultans of Bing

Streetwalk 2011 (*4–7pm*)

Saturday, July 23

Lakewood Summer Meltdown 5k Race & After-Party (*7–10pm*)

Saturday, July 23

AUGUST

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

Friday, August 5: VMS Student Rock Bands

Friday, August 12: 15 60 75—“The Numbers Band”

Friday, August 19: Diana Chittester

Friday, August 26: The Revolution Brass Band

OCTOBER

Spooky Pooch Parade (*12:30–3:30pm*)

Saturday, October 15

Lakewood Chocolate Walk (*6–9pm*)

Thursday, October 27

DECEMBER

Light Up Lakewood (*6–8pm*)

Saturday, December 3

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. LakewoodAlive's three programmatic areas are downtown Lakewood revitalization using the Main Street™ approach, housing outreach and community engagement.

MISSION

LakewoodAlive is a nonprofit economic development corporation whose mission is to facilitate economic stability and growth in the City of Lakewood. LakewoodAlive creates alliances with community leaders, leverages community assets and expands the pool of available resources to protect and enhance Lakewood's quality of life.

VISION

LakewoodAlive is the organization that convenes residents, public and private organizations to promote and grow the City of Lakewood through programs focused on economic vitality, housing and community engagement.



LakewoodAlive
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