



# place matters

A comprehensive community  
investment strategy for  
Greater Cincinnati

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# Comprehensive Community Investing

Place based

Citizen driven

Professionally supported

Long-term

Comprehensive and integrated

Sustainable

Funder/ community collaborative



# The Partners

## ***Funders:***

- United Way
- Greater Cincinnati Foundation
- SC Ministry Foundation
- Haile Foundation
- The Health Foundation
- NeighborWorks America
- LISC
- PNC
- Chase

## ***Communities:***

- Avondale
- Price Hill
- Covington, KY.

## ***Neighborhood support organizations:***

- Center for Great Neighborhoods in Covington
- Price Hill Will and Santa Maria
- The new Avondale Comprehensive Development Corporation

## ***Intermediaries:***

- LISC
- Community Building Institute

## ***Public sector:***

- Cincinnati
- Covington, KY



# Housing & Development

New construction

Rehabilitation

Catalytic development

Business district supports

Homeowner support

Foreclosure prevention and assistance

Environmental and energy sustainability

Marketing: "Creating Communities of Choice"



## Health

Community gardening and access to healthy food

Support for community health clinics and access to medical services

Wellness and exercise programs

Prenatal, Infant, and young family supports

Community data and information resources



## Youth Development

Community learning centers

Youth councils

Mentoring and tutoring

Parent engagement and supports

Athletic programs

Early childhood provider education



# Financial Stability

VITA sites

Social Innovation

Fund/Financial Stability Centers  
(integrated service model)

Employment placement and career  
advancement

Financial coaching

Income supports – public benefits and tax  
credits

Coaching and Counseling



## Engagement

Quality of life planning

Ongoing, deliberate dialogue

Mini grants, and Summit in Covington

CAT Teams in Price Hill

Walking club and Youth Council in Avondale

Youth engagement in Price Hill

Festivals and events

Partnerships

First Annual Price Hill

# Cultural Heritage FEST 2010

**Saturday August 28**  
Noon - 6 pm  
**St. Lawrence Corner**  
(Intersection of Warsaw, Enright, St. Lawrence)

**Local Art!**

**Live Music!**

Poco Loco	Noon - 12:45
Silver Arm	1:00 - 1:45
Blues in the Schools	2:00 - 2:45
Comet Bluegrass All-Stars	3:00 - 3:45
K - Drama	4:00 - 4:45

**Local Food!**

Henke Winery & International Beer Tasting!

**East Price Hill Business Association**

**WARSAW FEDERAL SAVINGS AND LOAN ASSOCIATION**

**Price Hill WILL**

For more information, please visit [www.culturalheritagefest.com](http://www.culturalheritagefest.com) or call 251-3800

## Lessons Learned; The Place Matters Skill Set

Deliberate engagement- citizen driven

Create partnerships – alignment

Improve the regulatory and public policy framework

Make use of best practices (do what works, not what doesn't)

Invest in the capacity of strong lead organizations

Public involvement and alignment of public and private resources creates significant leverage and sometimes “political cover”



## Leveraged Investing

### *Pooled place matters resources*

- Approximately \$1.5 million annually

### *Leveraged funds*

- 2007: \$40,000
- 2008: \$3,435,600
- 2009: \$3,777,800
- 2010: \$16,404,000



# Community Impact

## Housing

- Units brought to market are selling between 25% and 50% above the market in in their neighborhoods

## Health

- In Avondale BMI numbers decreased by 3.5 % much better than the 2.6% citywide

## Youth

- Kindergarten readiness scores keeping pace with the region and in two schools there were significant strides (up 70% at Rockdale and 57% at Carson)

## Financial Stability

- Children eligible for free lunch in place matters neighborhoods (up 8.6%) continues to rise more quickly that the overall City (6.6%)

## Engagement

- Over 13,000 people involved in place matters activities today (up from 2,500 in 2007)
- Our lead agencies are partnering with over 275 community partners (up from just 60 in 2007)