

RESOLUTION NO. 87-2022 (PD), *First Reading*

By Mayor Seren

A Resolution authorizing the Mayor to enter into an agreement with FutureHeights, a non-profit corporation, for the use of Community Development Block Grant funds to provide funding for assistance with its Community Capacity Building Program; providing compensation therefor; and declaring the necessity that this legislation become immediately effective as an emergency measure.

WHEREAS, FutureHeights is a non-profit corporation, which promotes a vibrant and sustainable future for Cleveland Heights through innovative ideas and civic engagement; and

WHEREAS, FutureHeights operates programs and projects that promote Cleveland Heights' CDBG Program and assist low- and moderate-income people and neighborhoods through the Community Capacity Building program, the Small Business Outreach Program and the Noble Road Banner Project; and

WHEREAS, it would be in the City's best interest to provide partial funding for said programs and projects; and

WHEREAS, there are monies available for such purpose from Year 48 Community Development Block Grant funds.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Cleveland Heights, Ohio that:

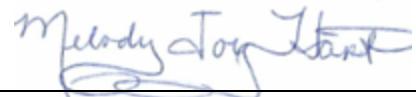
SECTION 1. The Mayor be, and he is hereby, authorized to enter into an agreement and any related documents with FutureHeights, a non-profit corporation, for assistance with its Community Capacity Building Program, Cedar Lee Mini-Park Project, and Small Business Outreach Program. The agreement shall provide for funding in the amount of up to Eighty Thousand Dollars (\$80,000) from Year 48 Community Development Block Grant funds. The services to be performed by FutureHeights are set forth in the Work Program attached hereto as Exhibit A and incorporated herein. The agreement shall be subject to the approval as to form by the Director of Law.

SECTION 2. Notice of the passage of this Resolution shall be given by publishing the title and abstract of its contents prepared by the Director of Law, once in one newspaper of general circulation in the City of Cleveland Heights.

SECTION 3. It is necessary that this Resolution become immediately effective as an emergency measure necessary for the preservation of the public peace, health and safety of the inhabitants of the City of Cleveland Heights, such emergency being the need to allow the necessary services of FutureHeights to continue uninterrupted. Wherefore, provided it receives the affirmative vote of five or more of the members elected or appointed to this Council, this

RESOLUTION NO. 87-2022, *First Reading*

Resolution shall take effect and be in force immediately upon its passage; otherwise, it shall take effect and be in force from and after the earliest time allowed by law.



MELODY JOY HART
President of the Council



CRAIG COBB
Clerk of Council, Pro Tem

PASSED: June 21, 2022

Presented to Mayor: June 24, 2022

Approved: July 2, 2022



KAHLIL SEREN
Mayor

EXHIBIT A
STATEMENT OF WORK

FUTUREHEIGHTS – COMMUNITY CAPACITY BUILDING (\$45,000)

FutureHeights is a not-for-profit organization whose mission is to promote a vibrant and sustainable future for Cleveland Heights through innovative ideas and civic engagement.

FutureHeights Community Capacity Building Program will consist of the following components:

1. Furthering the Community Development Block Grant Program throughout the Community
2. Resident Engagement and Recruitment for Leadership Program
3. Developing a neighborhood leadership workshop series
4. Ongoing community building work in neighborhoods

If necessary, programming may take place online. CDBG funds will assist with personnel costs for the program manager and operating costs.

FUTUREHEIGHTS – SMALL BUSINESS OUTREACH PROGRAM (\$25,000)

FutureHeights is a not-for-profit organization whose mission is to promote a vibrant and sustainable future for Cleveland Heights through innovative ideas and civic engagement. FutureHeights will employ a Small and Minority Business Outreach Support manager to serve the businesses and business districts in need, with a focus on the business districts in the Noble, Taylor, and Mayfield Lee neighborhoods. The person in this role will build relationships through consistent outreach and work with business owners to address their individual needs, which could include technical assistance for marketing, operations, storefront, signage, merchandising, financing, and more. In addition, he/she would assist them in accessing existing city, county and state programs. The specific coaching and mentoring approach will not only help with individual business performance, but will also serve the immediate neighborhood. By becoming a highly functioning business, more people in the neighborhood will choose to patronize the business, increasing activity and foot traffic in the business districts and improving overall quality of life. This will bring a renewed sense of pride and vibrancy to the districts and surrounding neighborhoods.

Additionally, as a long-term goal, the business support person will help develop merchants' associations in these districts to facilitate a cohesive voice and vision for the district, as well as small improvements that can lead to larger investment in the neighborhood.

Finally, the support person will connect businesses with local and regional resources, such as the Minority Business Assistance Center, which provides access to funds, low-interest loans, and

RESOLUTION NO. 87-2022, *First Reading*

bidding and project opportunities.

CDBG funds will assist with personnel costs for the program manager and operating costs.

FUTUREHEIGHTS – NOBLE ROAD BANNER PROJECT (\$10,000)

FutureHeights will be planning the development and implementation of banners on existing light poles along the Noble Road Corridor. The Noble Road Corridor spans 2.2 miles and encompasses four business districts, across Cleveland Heights and East Cleveland.

The intention of this project is to establish a unified brand identity for the neighborhood through a comprehensive design, but also enable each of the four business districts to have a unique sub-brand that will highlight the unique assets of each. Banners utilizing CDBG funding will only be installed in low- and moderate-income area benefit geographies. CDBG funds may only be used for design, fabrication and installation of the banners. All labor is subject to federal prevailing wage requirements.