THE CLEVELAND MODEL

Create Jobs for the Underemployed

Generate Wealth for Low-Income Residents

Stabilize Neighborhoods

BUILDING COMMUNITY WEALTH TO TRANSFORM CLEVELAND AND CHANGE LIVES
1. Cleveland Clinic
   - New Heart Center $450 Million
   - New Alley Entrance $50 Million
   - Two new parking Structures $150 Million
   - Global Innovation / w Fairfax $60 Million

2. CWRU – West Quad
   Phase I - 500,000 SF
   $120 Million

3. Veteran’s Affairs Medical Center
   - New Bed Tower $100 Million
   - New Domiciliary $50 Million
   - 2000 Car parking $100 Million

4. Cleveland Museum of Art
   Renovation / Expansion
   $250 Million

5. UPTOWN
   University Arts / Retail District
   - 200 units housing $250 Million
   - 200,000 SF Retail
   - MOCA/ CIA

6. University Hospitals
   - New Cancer Center $400 Million
   - New ER $250 Million
   - New parking Structure $150 Million

7. CMSD JOHN HAY CAMPUS
   - John Hay Renovation $40 Million
   - School of the Arts $60 Million
   - Landscaping Plan $1 Million
POOR & UNSOUND BUILDING CONDITIONS
WATER SHUT OFFS / TAX DELIQUENCIES / FORECLOSURES
OUR STRATEGY

1. Focus anchor institution purchasing locally

2. Create new community-based businesses

3. GREEN

4. Link to expanding sectors of the economy (e.g., health and energy)

5. Ensure financing and management to move to scale
Launching in 2009-2010
1. Evergreen Cooperative Laundry
2. Ohio Cooperative Solar
3. Green City Growers
4. Neighborhood Voice

Planning & Development
5. Three to Four (3-4) Next Generation Businesses (2-3 year launch window)
EVERGREEN CRITERIA

• Profitable
• Hire locally
• Matched to anchor needs
• Living wage + benefits
• Green
• Employee-owned
• % of profits to Fund
GOALS

• Create new jobs for neighborhood residents
  – 500 > 5,000
• Anchor productive capital within poor neighborhoods
• Promote asset accumulation for low- and moderate-income residents
• Stop $$ from leaking out of NE Ohio
• Build viable, locally-owned economic enterprises that can help stabilize the neighborhoods
• A growing Evergreen network of businesses
OUR EMPLOYEES

“Because this is an employee-owned business, it’s all up to us if we want the company to grow and succeed. This is not just an eight-hour job – this is our business.”
– Keith Parkham

“I never thought I could become an owner of a major corporation. Maybe through Evergreen things that I always thought would be out of reach for me might become possible. Owning your own job is a beautiful thing.”
– Medrick Addison