



# H O M E B A S E

## Board

### **Robie K. Suggs**

President

*First Financial Bank*

### **Kevin Wright**

Vice President

*YARD & Co*

### **Joe Huber**

Treasurer

*Cincinnati Development Fund*

### **Alena S. Cunningham**

Secretary

*Woodforest Bank*

### **Matt Bourgeois**

*Clifton Heights CURC*

### **Mike Cappel**

*College Hill CURC*

### **Jermaine Carter**

*Megan Construction*

### **Jule Kucera**

*Fifth Third Bank*

### **Jody Robinson**

*City of Bellevue, Kentucky*

### **Sara Sheets**

*Madisonville CURC*

### **Michael Berry**

*FORM Building Solutions*

## Staff

### **Denise Hamet**

*Executive Director*

### **Steven Mingus**

*Director of Finance & Communications*

## **2018 Annual Report**

### **Summary of the Year**

During 2018, we completed a major rebranding, expanded our board and created a new prototype report to capture our members' community impact. A central part of our effort was focused on increasing pass-through funding to our members. We implemented new training programs, expanded our outreach, and accomplished key advocacy measures. We activated our housing down payment assistance program, moved forward with our back office program, grew the scope of our networking events, redeveloped our website, developed media coverage, and grew our social media presence, all to support our member's important revitalization work.

### **Rebranding**

We engaged Covington-based branding firm BLDG (Love the Cov, Walnut Hills 5-Points, Tobacco 21) to develop our brand and create an identity that can lead to growth and refinement of our organization as we move into the modern community development landscape. We unveiled at our November 1<sup>st</sup> Awards Luncheon, our new brand of Homebase gives us a more expansive position in the industry and allows us to fill an under-utilized role, leading to the success of our members and partners.

Even with a new name, we are still dedicated to supporting the work of Greater Cincinnati's Community Development Corporations as they strengthen their neighborhoods through economic development, business district revitalization, housing enhancement, and community engagement. We believe that these organizations are the single most important players in the rejuvenation of Cincinnati's urban core and that there are the numbers to back that up.

### **Board Expansion**

We elected three new board members: **Jule Kucera**, Fifth Third Bank; **Alena Cunningham**, Woodforest Bank; and **Jermaine Carter**, Megan Construction. During the year we also lost one: **Elizabeth Tull Laureano** of the Legal Aid Society reached her 9-year term limit and retired from the board.

Additionally, we have elected a new executive committee for the 2019 year:

President – **Robie Suggs**, First Financial Bank

Vice President – **Kevin Wright**, Yard & Co.

Treasurer – **Joe Huber**, Cincinnati Development Fund

Secretary – **Alena Cunningham**, Woodforest Bank

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## Community Impact Report

In order to capture the impact of our CDC members, we developed a new prototype for a Community Impact Report. We coordinated with the City, the County, and multiple information sources to capture key overall statistics such as crime reduction and increases in permits pulled, and we also captured neighborhood specific data during the period of 2015-17. We found that for 2015-2017, crime dropped in every neighborhood except one, with an overall average of about 8%. With our banking partners support, CDCs and their partners improved housing, revitalized business districts, grew workforce connections, and contributed to public health. Permits pulled increased in all neighborhoods but one, with some as much as 48%. Land values increased across the board, seniors were given support to improve their homes and age in place, and citizens became engaged and involved. This document will be important as we look to quantify the impact of CDCs and bolster funding leverage power. The report can be found on our newly redeveloped website at <https://homebasecincy.org/newsletters-and-reports/>.

## Neighborhood Growth Fund Pass-Through Funding

During 2018, we advocated for and achieved nearly \$200,000 in additional funds from the prior year. We increased our pass-through funding to nearly **\$700,000** from four sources: **\$258,389** from the City of Cincinnati's General Fund; **\$219,180** from federal CDBG dollars; **\$127,431** of federal HOME dollars; and **\$90,000** from private sources.

During the year, **12** neighborhood organizations benefitted from our City Council General Fund allocation. Federal HOME funding supported **4** Community Housing Development Organizations. Federal CDBG funds helped CDCs renovate over **50** addresses in **9** Cincinnati neighborhoods. Our pass-through funding to our members helps them support their LMI residents and their neighborhoods through financial literacy training, homebuyer education, energy usage education, financial counseling, down payment assistance, community gardens, farm stands for fresh produce, and community markets. Our members reduced blight, sponsored community cleanups, renovated vacant housing, acquired lots for new projects, and improved their business districts.

## New Training Programs

We grew our member support during 2018 by developing two half-day training seminars. We brought in experts to provide **over 10 hours** of information on the legal, accounting, operations, real estate, development, and financing aspects of community development work to over 65 individuals. These trainings not only provide information to members, but they also offered



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opportunities to engage new community partners as speakers. In addition to providing our own internal training, we partnered with lenders to write down training costs for professional, targeted courses, and we implemented our training grant to reimburse member costs to attend other outside training sessions. We provided over **\$4,000** of professional training registration reimbursements using funds provided by BB&T in 2017. These dollars allowed members to attend National Development Council trainings, etc. Many organizations do not budget for staff development, and knowing these funds are available has led organizations to prioritize the training of their employees.

## Outreach

We grew our local and regional outreach during the year to expand our **community partners** and funders, and to grow out intern and **student engagement**. We engaged with small business support agencies, aging in place specialists and agency providers, healthcare providers, and several universities. We expanded our member outreach as a result of interest from potential new members in Hamilton County outside of the City, and we also reached out to northern Kentucky, holding one of our events there and engaging speakers from Louisville to our awards event. We continued our outreach through participation on regional advisory boards such as the PNC board, as well as participation in our national community organizations. Our outreach also supported our policy advocacy. We attended career fairs at two colleges, leading to additional student and university interest in Homebase.

## Advocacy

This past year required a growing focus on advocacy at all levels. We joined our statewide community partners to successfully advocacy for the **Ohio Fairness in Lending Act**, providing key payday lending regulations. This action proved especially timely given the 2019 movement to weaken consumer protections. We also successfully collaborated with our community partners to ask the City to enact **land contract legislation**, and we continued working toward establishment of a **full-time housing court**. We continued our **affordable housing funding** advocacy work with our local community partners, speaking in support of establishing an account for an affordable housing trust fund. We voiced our support for the City of Cincinnati to allocate a housing and neighborhood support program through the **Voluntary Tax Incentive Contribution Agreement** (VTICA) program. Additionally, we advocated with the City of Cincinnati to successfully retain our **General Fund** pass-through funding. And we advocate at the national level, providing comments to the OCC for CRA reform, and reaching out to our



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federal elected officials to engage with their staff to tour key CDC projects and to discuss our concerns with implementation of **opportunity funds**.

## **Down Payment Assistance**

We continued our partnership with the Greater Cincinnati Foundation as we implemented our new Housing Down Payment Program to distribute **\$100,000** to qualified purchasers of CDC-renovated properties in the form of Down Payment Assistance. We moved forward working with our CDC partners to start the distribution of these funds. The down payment program is one more tool available to our CDCs use to ensure more equitable sales of houses, making the dream of homeownership possible when a down payment may be a significant hurdle. Several more of our CDCs are planning to complete home renovations or new construction in 2019 and will take advantage this program.

## **Back Office Program**

During the year we continued our signature Back Office Program by passing through almost \$12,000 to neighborhood-based members. This program connects CDCs to administrative support vendors who provide quality contracted services which are then subsidized by funds we solicit. We grew the program to increase the number of available vendors and expand our service offerings. This program fills an operating support void for our members by supporting administrative services and allowing them to focus on what they do best: community development

## **Networking Events**

Our networking events bring together community partners and members and to build relationships, discuss best practices and explore new ideas. In 2018 over 150 people attended **8 RoundTable Events** addressing a variety of topics including Connecting with Legislators, Community Learning Centers, Aging in Community, Small Business Development, and Diversity & Inclusion.

We expanded the scope of our annual **Bus Tour**, bringing over 100 people to touring two neighborhoods, College Hill and Madisonville. Attendees visited projects in all phases of development and engaged directly with neighborhood representatives to learn about success, strategies, lessons learned, and future plans. Visitors toured many new projects including the new **Dolce Hotel** in Madisonville.



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The Dolce Hotel was the venue for our **annual awards event**. This year expanded the agenda by inviting speakers to talk about best practices in community revitalization in Louisville. Our new relationship with Louisville continues to pay dividends in 2019, with as we will be networking with Louisville CDCs in spring to further share best practices. Over 200 people attended our event, supporting our awards to 5 deserving individuals / projects. Events like these are fantastic opportunities to connect our members to donors, lenders, and other partners who are interested in working with communities.

## Website and Social Media

We expanded our social media during 2018 to reach more members and partners, and we redeveloped our website to support our new brand and provide more information to our members and partners. Our new site readily conveys information about our programs, members and, partners, and events. In 2019 we will continue expanding the information on the site. We also initiated a new listserv option for our members to better communicate with each other.

## CDC Successes

The bottom line for our work is contributing to the success of our member CDCs.

In 2018, our CDCs were responsible for:

<b>1,102</b>	New jobs
<b>21</b>	New businesses opening
<b>267</b>	Community events held
<b>192</b>	Vacant properties transitioned
<b>1,871</b>	Housing units began
<b>211</b>	Housing units completed
<b>\$ 84,996,088</b>	Private project dollars invested
<b>\$ 22,219,873</b>	Public project dollars invested

In 2018, members of Homebase worked towards the creation of **285** new jobs, both part-time and full-time, in the **21** new businesses they helped to open. This represents a **157%** increase over the previous year's job creation.

Over **817** construction jobs were created at over **2,000** projects developing commercial, mixed-

use, and residential properties. The business district revitalization efforts are bringing life and energy to many long dormant business corridors and attracting homeowners who want to take advantage of the urban rejuvenation happening across Cincinnati.

CDC's completed predevelopment work on **712 housing units**, with plans, drawings, financing, remediation, engineering, etc. completed. These projects should be under construction before the end of 2018. Construction began on **1,077 housing units** comprising both single-family and multi-family properties, while work was completed on **211 units**. Many of the units are designated for low-income residents.



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Additionally, our CDCs worked with their residents to energize their neighborhoods. They also held over **267 community events**, raising a combined **\$982,722** from communities, ranging from a 5k race to a music festival; a community yard sale to vacant lot clean up events. Funds raised increased again over **200%** from 2017 amounts, representing an overall gain of nearly 400% from 2016. These events help to strengthen the communities and create a sense of pride and belonging.

In total, CDC members generated **\$107 million of economic impact** in 16 neighborhoods. This represents a 36% increase from the 2017 figure of \$79 million and is indicative of the effectiveness of our CDCs in generating interest for Cincinnati neighborhoods.