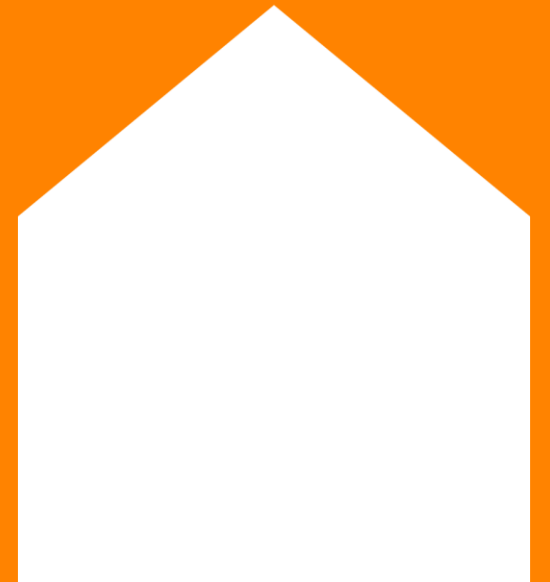


# H O M E B A S E

**City of Cincinnati:  
Healthy Neighborhoods Committee**  
January 9, 2024

**Community Development Starts Here!**





# Who we are & what we do

Price Hill Will

teach me and I may remember, involve me and I learn. Barbara Frankel



# Who is HomeBase?

**HomeBase is the leading resource for community development, focused on sharing resources, funding, and expertise that helps transform neighborhoods and improve the quality of life for the residents of Greater Cincinnati.**

## **Our Mission:**

We strengthen organizations that enhance neighborhoods through community building, housing, and economic development.

## **Our Vision:**

A Greater Cincinnati with thriving communities built upon strategic social and economic investment.





# H O M E B A S E

**QUICK HISTORY:** Founded in 1979

**HomeBase Cincinnati:** HomeBase Cincinnati (HomeBase), formerly known as the Community Development Corporations Association of Greater Cincinnati, has been serving for forty plus years in the community. HomeBase is an organization of inspired community members, community developers, funders, legal professionals, and community partners. **We provide the fundamental framework and resources to our 501(c)(3) Community Development Corporation (CDC) members in the Greater Cincinnati area, so they can help neighborhoods realize their vibrancy, attract new employers, improve residents' financial well-being, and enhance public health.**

#COMMUNITY DEVELOPMENT STARTS HERE. #TOGETHER WE GROW

# H O M E B A S E



## Masterful

We are expert leaders, educators and advocates, ready to share credentialed resources and information for those who want to transform communities.



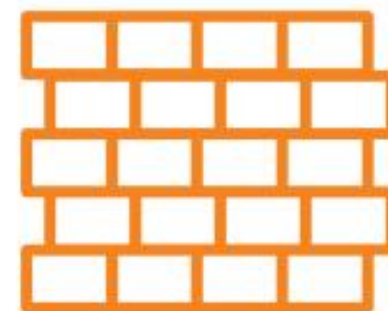
## Facilitating

We recognize each neighborhood's unique vibrancy and are dedicated to each realize its greatness.



## Connected

We bridge the gap between community goals and activation by connecting "doers" with mobilizing resources and masterful planning.



## Fortifying

We are an association that exists to aid community developers by strengthening their connection to quality resources for optimal outcomes.



# H O M E B A S E 2022-2025



## OUR MISSION

We strengthen organizations that enhance neighborhoods through community building, housing, and economic development.

## OUR VISION

A Greater Cincinnati with thriving communities built upon strategic social and economic investment.

## STRATEGIC DIRECTION

*By 2025, HomeBase will be more impactful, have increased capacity, and sustainable funding for operations. Our advocacy and partnership efforts with the City will secure increased funding for CDCs. Our members will feel supported and think of HomeBase as the first resource for community development expertise.*



## ADVOCATE

Advocate for members to receive funding and resources:

- Increase government funding available to CDCs
  - HOME, CDBG, Operational Support Grants, VTICA
- Grow sustainable funding to support:
  - Back Office
  - Neighborhood Growth Fund
  - Training / Reimbursement



## IMPACT

- Increase the capacity of our member organizations so they can broaden their impact in their communities
- Communicate the stories, impact, and return on investment created by our members



## GROW

- Scale the staff and Board of Directors of HomeBase to meet the needs of our members
- Strengthen and increase brand awareness and member services



## HomeBase of the Past

- Passive, pass-through funder
- Reporting & Compliance
- Some grant funding & technical expertise



## HomeBase of the Future

- Strategic resource, funder, technical assistance, project management, provider and connector for communities
- Talent attraction, developer, & connector
- Comprehensive CDC capacity builder



# HomeBase Staff



**Senior Advisor**  
Kathy Schwab



**Project Manager**  
Alexis Wimbish



**Admin., Program, & Grant Manager**  
Maggie Jenkins



**Executive Director**  
Rosa Christophel



**Creative Assistant & Neighborhood Research**  
Karla Vargas, UC Co-Op



**Project Manager Assistant**  
Mohit Raut, UC Co-Op



**Project Manager Assistant**  
Hannah Stanchfield, UC Co-Op



## How We Support CDCs & CBOs in 2023:

**Operational & Project Funding Services and Support:** We offer low to moderate income housing Down-Payment Support, pass-through and reporting services for federal/HUD funding and City funding in close collaboration with DCED. Our members receive a wide array of operational assistance at a discounted rate through our internally funded CDC Infrastructure Program.

**Training:** Whether conducting training internally or referring & reimbursing outside sources for learning. Members have gone through ULI Real Program, NACEDA trainings, and more.

**Networking Events:** Monthly Lunch & Learns, Quarterly CDC happy hours, educational events and more. Generate public awareness and provide forums for each neighborhood and CDC to showcase its own expertise and character and learn from one another.

**Project Management:** HBC Staff provides project management, and other technical expertise and labor to CDCs or other community based organizations, that are trying to activate their neighborhood.

Marketing, Grant Writing, Project Support, Consultant Outreach, Event Staffing, etc.

**Advocacy:** Past advocacy has included: tax credits for affordable housing, reforming payday lending, support for Aging in Place initiatives, ADUs, and much more.

# HomeBase Staff Engagements

2023 Project & Engagement Tracking Summary:										
Item to Track:	April	May	June	July	August	September	October	November	December	Totals:
<b>HomeBase CDC events (i.e. happy hours, lunch &amp; Learns etc)</b>			1	1	2	2	1	1		8
HomeBase CDC events (i.e. CDC meetings happy hours, lunch & Learns etc)										
<b>Community Events Attended</b>			2	1		5	1			9
CDC / Community Visits, (in person community events attended, site visits, etc), OSG Quarterly Visits- community held events i.e. ribbon cuttings, open houses, grand openings, tours,										
<b>Community / CDC 1:1 (or group) attended</b>	3	9	19	13	12	7	5	1		69
"Community / CDC Meetings Attended (whether in person or virtual, please denote), Including Community project calls, 1:1 meetings with community leaders, i.e. going over funding, community organization meetings (i.e. community council mtgs) etc"										
<b>Community projects initiated</b>				5	9	3	2			19
Community Projects worked on, i.e. TAPs, community engagement, non-grant applications										
<b>Consultants Meetings / RFPs recieved</b>			21		2					23
Consultant responses, of any kind: Name of consultant, qualifications, general inquiry, proposal,										
<b>Elected Official Meetings</b>					1	1	2			4
Elected officials meetings: Who, why?										
<b>Grant Applications Submitted</b>							1			1
CDC based (or HomeBase) grant applications submitted										
<b>Total per month:</b>	3	9	43	20	26	18	11			133



A photograph of three young women standing behind a table at what appears to be a community event or conference. They are all smiling warmly at the camera. The woman on the left has long dark hair and is wearing a dark jacket over a red top. The woman in the middle has short blonde hair and is wearing a grey blazer over a red top and a necklace. The woman on the right has dark hair and is wearing a dark blazer over a red top. Each woman has a name tag pinned to her chest. The name tags for the middle and right women identify them as Greer Aeschbury and Dana Salter, both working in Neighborhoods. A green 'STAFF' tag is also visible on the woman on the right. The background is slightly out of focus, showing other people and tables in a well-lit room. The entire image has a warm, orange-toned overlay.

# Advocate

Membership,  
Programs & Services

# H O M E B A S E

## As of 2023: 26 CDC & CHDO Members

3 East Community Development Corporation

Avondale Development Corporation

Camp Washington Urban Redevelopment Corporation

Clifton Heights Community Urban Redevelopment Corporation

College Hill CURC

Community Matters Cincinnati, Inc.

DeSales CURC

Homesteading and Urban Redevelopment Corporation

Kennedy Heights Development Corporation

Madisonville Community Urban Redevelopment Corporation

Mohawk Community Development Corporation

Mt. Adams CDC

Mt. Airy Community Urban Revitalization Enterprise

Mt. Auburn Community Development Corporation

Mt. Lookout CDC

Mt. Washington CDC



# CDC / CHDO

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## **Community Development Corporation (CDC)**

Community development corporations (CDCs) are 501(c)(3) non-profit organizations that are created to support and revitalize communities, especially those that are impoverished or struggling.

CDCs often deal with the development of affordable housing. They can also be involved in a wide range of community services that meet local needs such as education, job training, healthcare, commercial development, and other social programs.

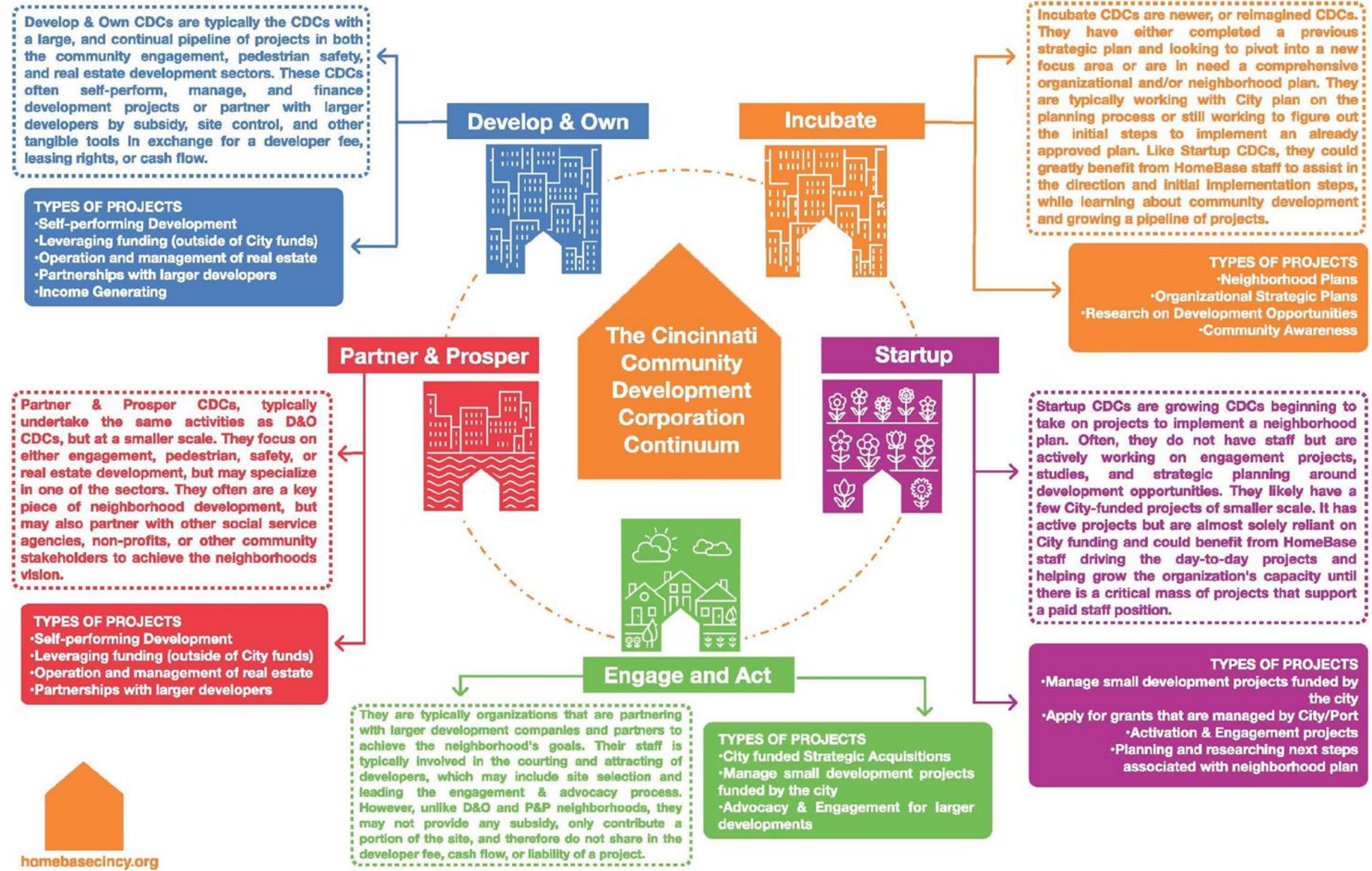
We also support other **Community Based Organizations (CBOs)** that are not formal CDCs, yet.

## **Community Housing Development Organization (CHDO)**

A CHDO is a private nonprofit, community-based organization that has staff with the capacity to develop affordable housing for the community it serves.



# Who does HomeBase support?



## HUD National Objectives of CDCs: (especially those receiving CDBG)

In order to be eligible for (HUD) funding, every CDBG-funded activity must qualify as meeting one of the three national objectives of the program. This requires that each activity, except those carried out under the basic eligibility categories of Program Administration and Planning and Capacity Building, meet specific tests for either:

- 1. Benefiting low- and moderate-income persons,**
- 2. Preventing or eliminating slums or blight, or**
- 3. Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.**

An activity that fails to meet one or more of the applicable tests for meeting a national objective is in noncompliance with CDBG rules.

# Our Services

City / Federal originated pass-through funding & reporting

## **CDBG (HUD)**

Community Development Block Grant program provides operating assistances to non-profit community development corporations serving the City's various neighborhoods. This allows them to provide emergency homeowner repair services; redevelopment or new construction of public facilities; rehabilitation of public infrastructure such as streets and sidewalks; economic development activities; and other public services such as emergency food services.

## **HOME (HUD)**

The HOME Investment Partnerships Program is to strengthen public-private partnerships to expand the supply of decent, safe, sanitary, and affordable housing for very low-income and low-income Americans. The City has allocated certain HOME funds to provide operating support to one or more local community housing development organizations (each a "CHDO"), for the purpose of building the production, impact, and organizational capacity

## **Neighborhood Business District Support Grant (ARPA Funds/City)**

This program was created in response to the adverse economic impacts of the COVID-19 pandemic to aid small businesses. This may include both direct support to the business as well as support to enhance outdoor spaces for COVID-19 mitigation (e.g., restaurant/outdoor dining) or to improve the built environment of the neighborhood (e.g., façade improvements).

## **VTICA (Voluntary Tax Incentive Contribution Agreement)**

HomeBase houses the Neighborhood program (7.5%) of VTICA. The purpose of VTICA funds is to improve the quality of life, encourage intra-community organization(s) collaboration. Under the current ordinance, the VTICA funding must be used within the neighborhood for which the funding was collected and cannot be combined and shared with other neighborhoods. (See Section 8 of Ordinance 275 – 2017). The VTICA applications are open now through year end, for the first time since VTICA's inception.

# Our Programs

HomeBase created & co-funded programs

## **CDC Infrastructure Support (BackOffice Grants):**

We provide members with support through the HomeBase Back Office Program. Our vendors are familiar with the CDC structure and non-profit best practices and offer discounted services to our members. We also provide a cost supplement through grants from PNC Bank. Members agree to pay the full cost of the vendor and are reimbursed from us for 40% of the cost, up to a maximum amount of \$4,000.00 as the grant funds are available. CDC's must have a valid contract with HomeBase to be eligible for the grant money.

## **Training Reimbursement:**

Provide reimbursements for the costs of professional training for members' staff. Reimbursements are available up to \$200 per person per event.

## **Down Payment Assistance Program:**

The HomeBase Down Payment Assistance Program (DAP), funded by Greater Cincinnati Foundation, was created to distribute approximately \$100,000 of down payment assistance funds in \$5,000 increments. It is also designed to support the efforts of member CDCs to increase sales and support eligible families. Down payment funds will support sales of property offered by local CDC organizations.

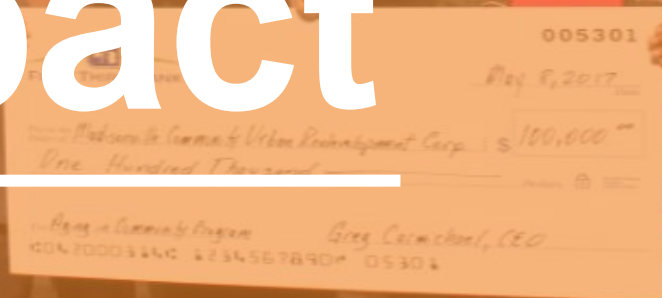
## **Neighborhood Growth Fund:**

The Neighborhood Growth Fund is a capacity-building tool for Cincinnati's emerging neighborhoods. This fund will allow communities to comprehensively revitalize neighborhoods in these areas: Workforce Development, Neighborhood Business Development, Placemaking, Health, Economic Development, Education, Safety, Housing, & Civic Engagement.





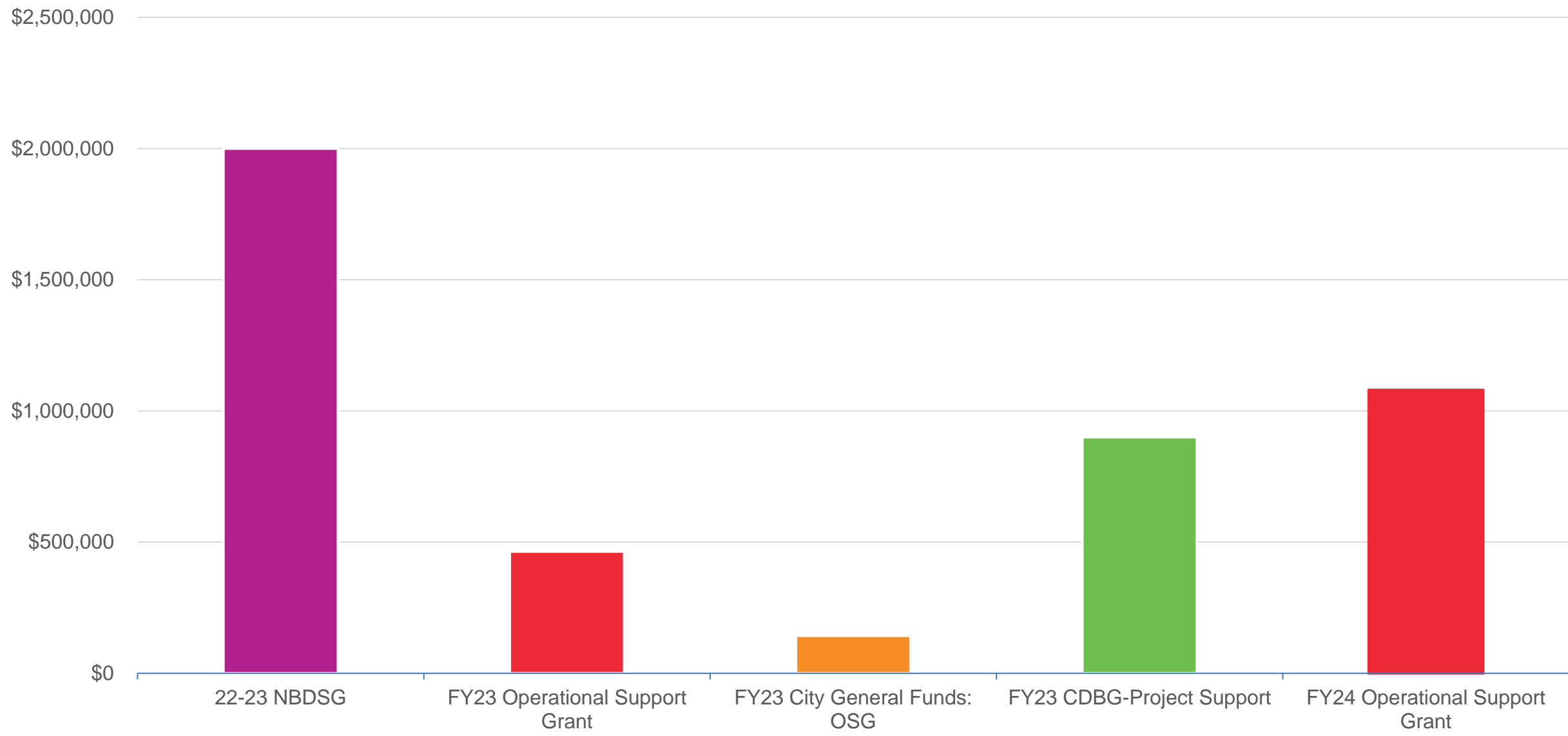
# Our Impact







# Funding & Grants Passed through HomeBase to Communities: CY22, CY & FY23, FY24



# NBDSG

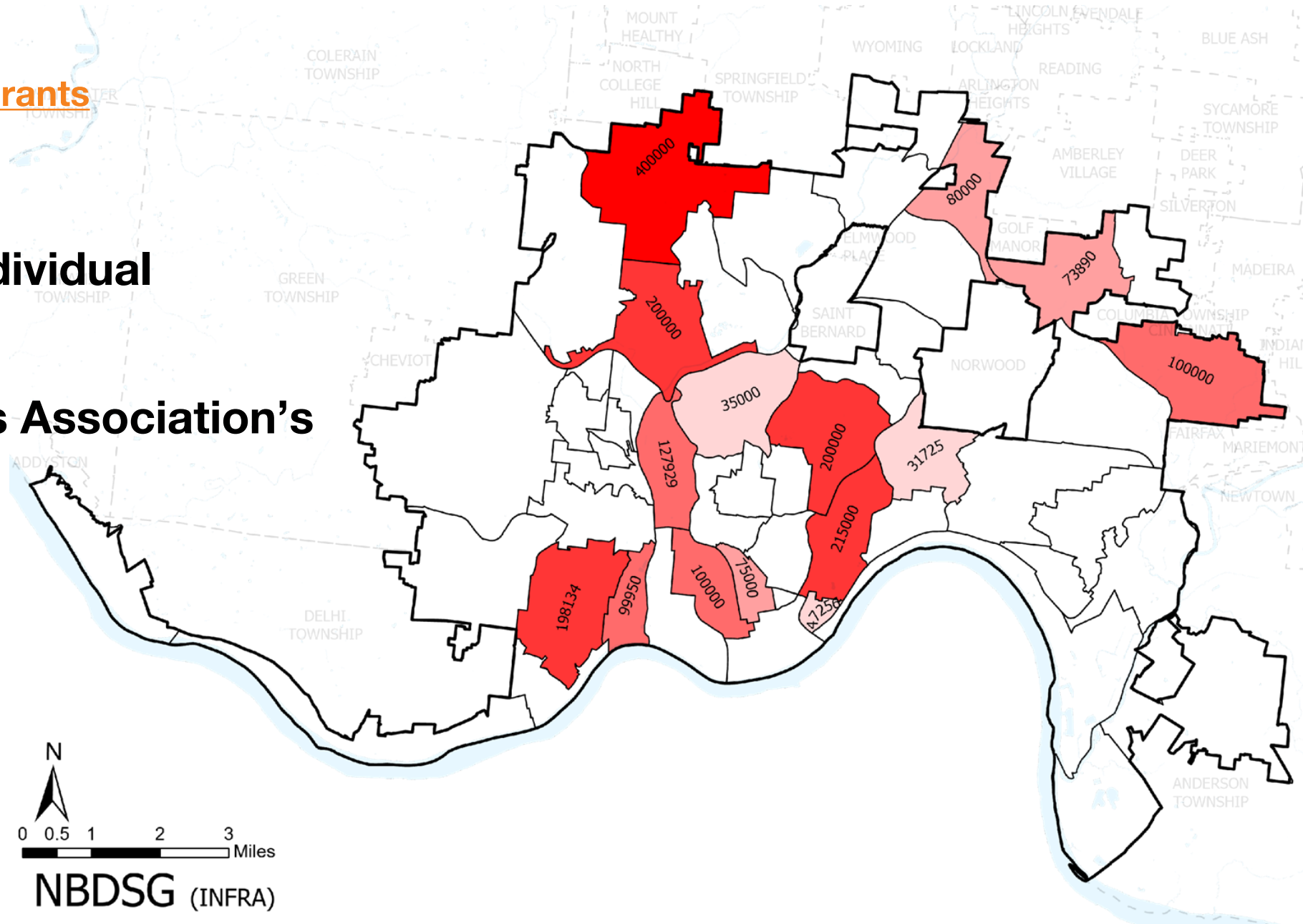
## 22-23 ARPA Funded Grants

**\$2.0 Million**

**At least 39 small, individual businesses**

**5 CDC's or Business Association's Projects**

**15 Neighborhoods**



Check this –  
[Homebase NBDSG](#)

# Roselawn

**\$128,900 to 13 small businesses in the heart of Roselawn NBD**



## **RBA Grant Team:**

"Over 300 forms were printed up and we began going door to door, handing out forms."

This hands-on strategy involved delivering printed forms to businesses personally, spreading news of the opportunity through word-of-mouth, and engaging directly with the local community.



# CDBG 23-24

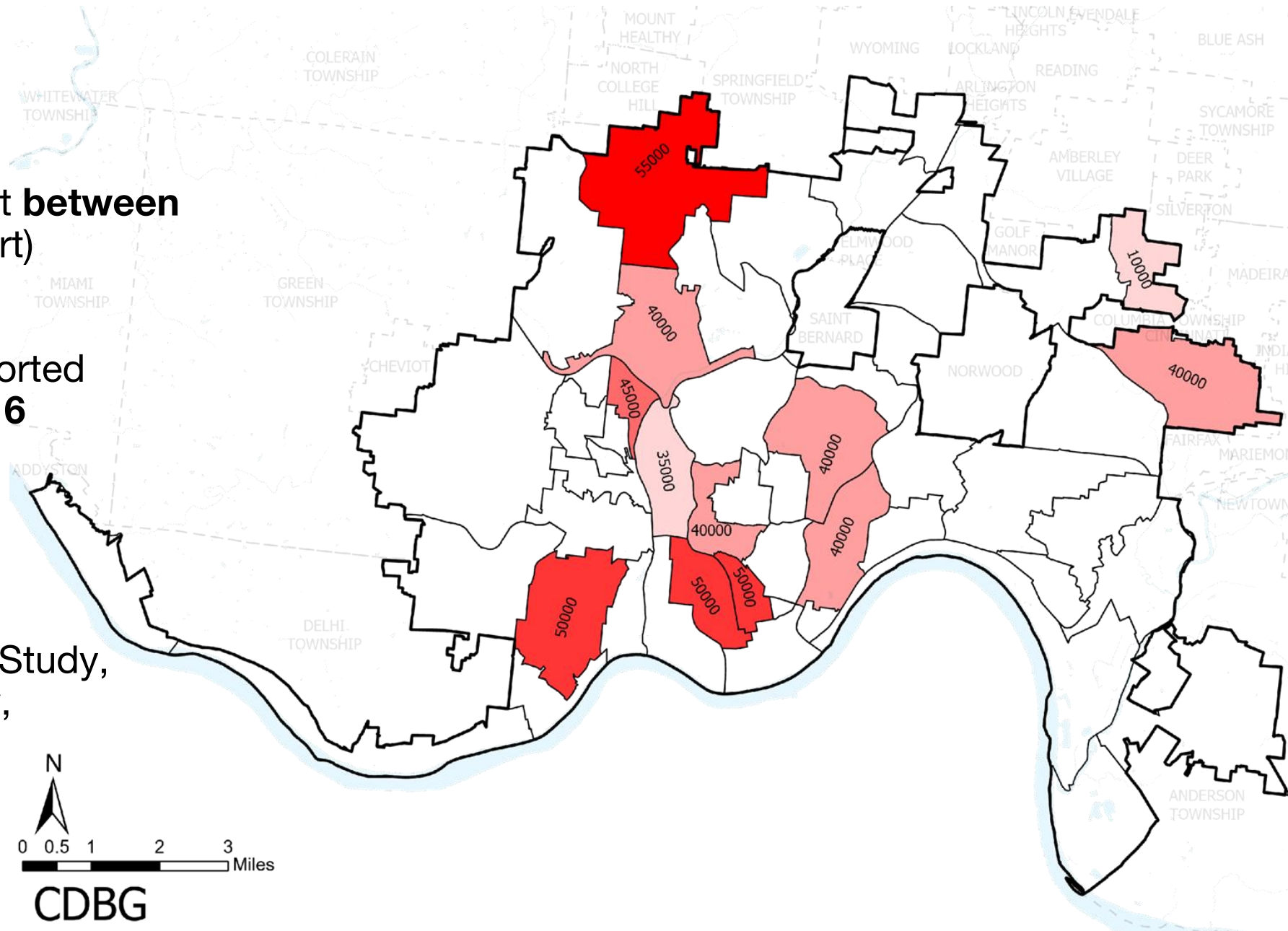
## Project Support

**\$500,000** in project support **between 12 CDCs** (end of year report)

**\$400,000** HomeBase supported Neighborhood Project w/ **16 CDC/CBOs:**

(10 Consultants in 10 Neighborhoods)

- CDC Capacity Analysis Study,
- Economic Impact Study,
- Marketing Support



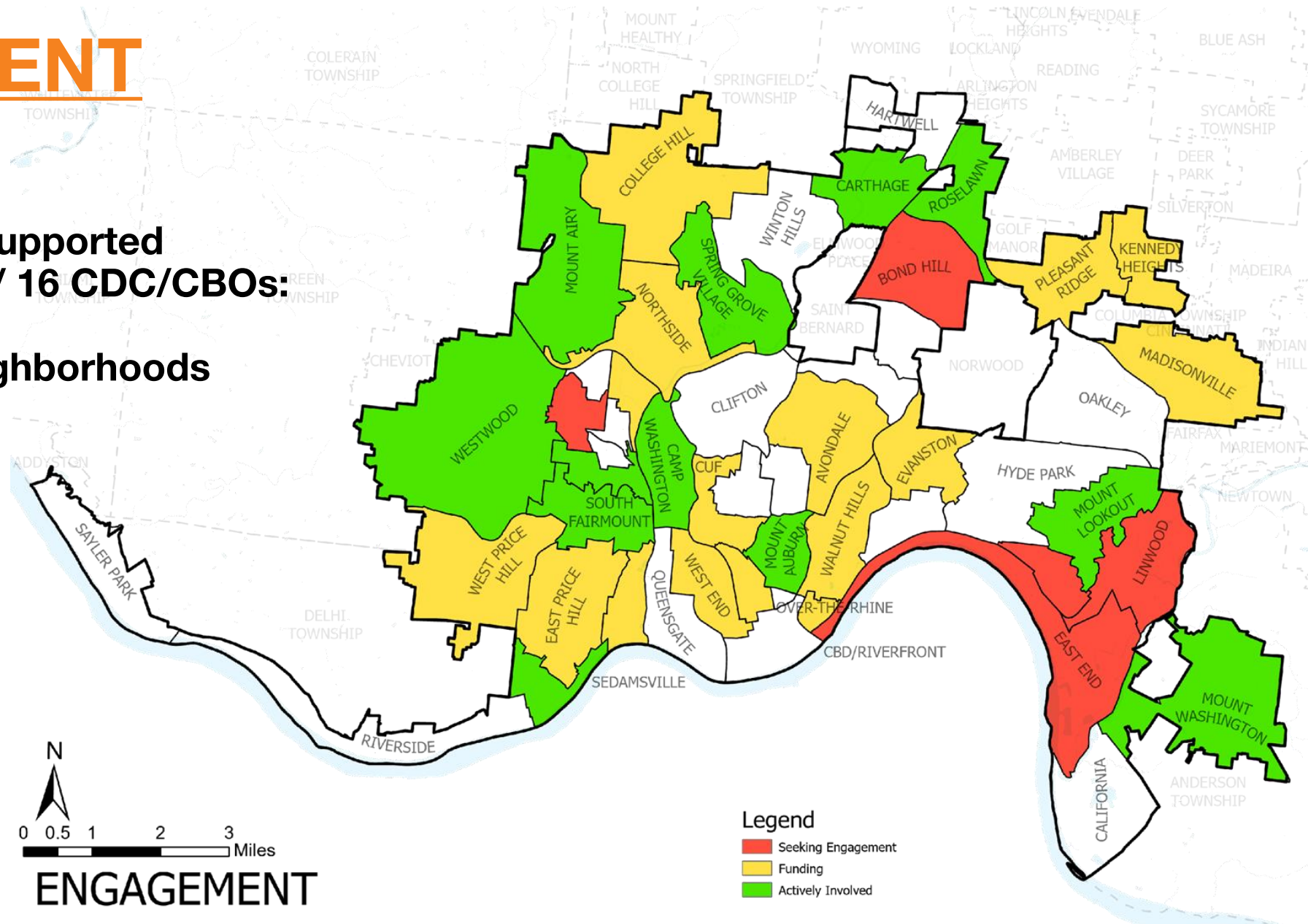
CDBG



# ENGAGEMENT

\$400,000 to HomeBase supported Neighborhood Project w/ 16 CDC/CBOs:

10 Consultants in 10 Neighborhoods



Check this – [Homebase Engagement](#)

ENGAGEMENT

Neighborhood Organization	Neighborhood Project , Managed by HomeBase
3 East CDC	1. Business area parking lot, organizing other future projects
Bond Hill/ Roselawn Business Association	1. NBDSG funding. In 2024, Community goals, facilitated by Liz, one to two project focus (until more funding is available)
Carthage Civic Association	1. Carthage Commons Urban Design w/ Yard & Co. 2. NCCI Grant Writing Support
East Westwood	1. Holding on project: Made Contact with Rodney, may want neighborhood planning services Continue relationship building TBD in 2024 (until more funding is available)
North & South Fairmounts -WIN	1. Beekman Corridor Study 2. N. and S. Fairmounts Housing Inventory (until more funding is available)
Mohawk CDC	1. Help organize and prioritize projects; Building inventory- Mohit, Facade projects, Community Beautification / street cleanup?- DOTE-traffic calming application? (until more funding is available)
Mt. Auburn CDC	1. Pedestrian safety/parking Study 2. NBD application through CNBDU Process
Mt. Lookout CDC	1. Website, logo update. 2. In 2021, want to become a community entertainment district, traffic study / parking/ pedestrian safety study (until more funding is available)
Mt. Washington CDC	1. ULI TAP to help consolidate neighborhood plans and prioritize projects
Mt. Airy CURE	1. Community Engagement through Mt. Airy Forest Activation- Sopabox Cincy 2. ULI TAP for project prioritization
Sedamsville Civic Association	1. Housing Study 2. Ice Cream Social (Community Engagement) 3. SCA Website & Marketing
Spring Grove Village Development Corp.	1. Market Study and application process to become a registered NBD through CNBDU
Westwood Works & CURC	1. Blume Community Partners facilitating potential merger and Strategic plan



# Spring Grove Village



Working with Village Development Corporation in Spring Grove Village to get a recognized neighborhood business district via CNBDU



Spring Grove Village  
Neighborhood Business District Market Analysis  
Cincinnati, OH | 2023





# Sedamsville



## Housing Study –

Currently Urban Partners & City Architecture are Conducting a Housing study of recently acquired Klosterman Properties

## Ice-cream Social Community Engagement –

HomeBase helped Sedamsville Civic League organize a Community gathering event

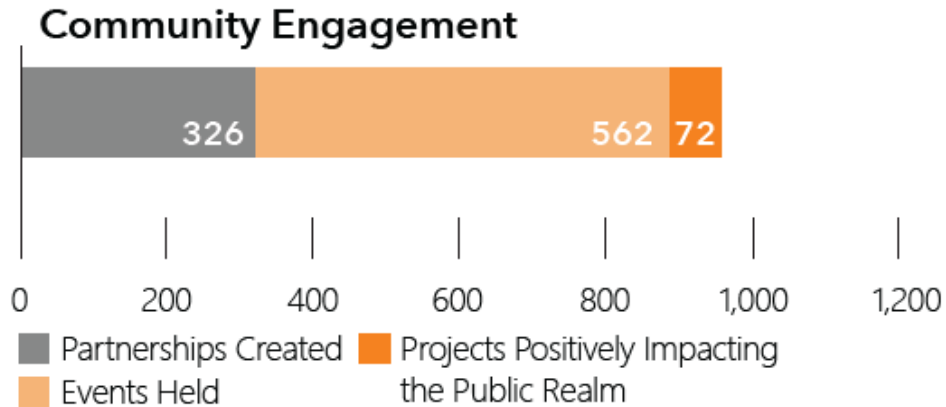
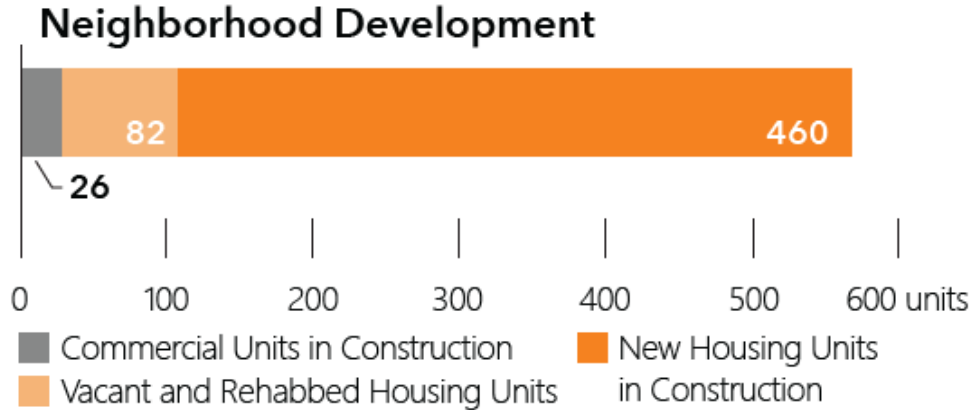
## Marketing and Website –

Involved with Marketing and creating a new website for the Civic League, marketing other community events



# Operation Support

22-23 CDBG / HOME / General Fund



**\$593,479** in CDC operating support spread across **12 CDCs** with total of **~110 staff persons**:

(Supplements avg. ~\$5,395 per employee on payroll)

Range of CDC paid staff: 2-42 staff

Median size of CDC staff: 3.5 staff

**Awards ranged:** \$15,000 to \$67,500

**Total Leverage \$35,775,153**

Private Project Dollars \$2,512,719

Public Project Dollars \$6,740,585

Tax Credits Allocated \$18,864,931

Operational Dollars \$7,656,917

**Leverage Ratio 60.28**



Develop & Own CDCs are typically the CDCs with a large, and continual pipeline of projects in both the community engagement, pedestrian safety, and real estate development sectors. These CDCs often self-perform, manage, and finance development projects or partner with larger developers by subsidy, site control, and other tangible tools in exchange for a developer fee, leasing rights, or cash flow.

**TYPES OF PROJECTS**

- Self-performing Development
- Leveraging funding (outside of City funds)
- Operation and management of real estate
- Partnerships with larger developers
- Income Generating

**Develop & Own**



**Incubate**



Incubate CDCs are newer, or reimagined CDCs. They have either completed a previous strategic plan and looking to pivot into a new focus area or are in need a comprehensive organizational and/or neighborhood plan. They are typically working with City plan on the planning process or still working to figure out the initial steps to implement an already approved plan. Like Startup CDCs, they could greatly benefit from HomeBase staff to assist in the direction and initial implementation steps, while learning about community development and growing a pipeline of projects.

**TYPES OF PROJECTS**

- Neighborhood Plans
- Organizational Strategic Plans
- Research on Development Opportunities
- Community Awareness

**The Cincinnati Community Development Corporation Continuum**

**Partner & Prosper**



Partner & Prosper CDCs, typically undertake the same activities as D&O CDCs, but at a smaller scale. They focus on either engagement, pedestrian, safety, or real estate development, but may specialize in one of the sectors. They often are a key piece of neighborhood development, but may also partner with other social service agencies, non-profits, or other community stakeholders to achieve the neighborhoods vision.

**TYPES OF PROJECTS**

- Self-performing Development
- Leveraging funding (outside of City funds)
- Operation and management of real estate
- Partnerships with larger developers

**Startup**



Startup CDCs are growing CDCs beginning to take on projects to implement a neighborhood plan. Often, they do not have staff but are actively working on engagement projects, studies, and strategic planning around development opportunities. They likely have a few City-funded projects of smaller scale. It has active projects but are almost solely reliant on City funding and could benefit from HomeBase staff driving the day-to-day projects and helping grow the organization's capacity until there is a critical mass of projects that support a paid staff position.

**TYPES OF PROJECTS**

- Manage small development projects funded by the city
- Apply for grants that are managed by City/Port
- Activation & Engagement projects
- Planning and researching next steps associated with neighborhood plan



**Engage and Act**

They are typically organizations that are partnering with larger development companies and partners to achieve the neighborhood's goals. Their staff is typically involved in the courting and attracting of developers, which may include site selection and leading the engagement & advocacy process. However, unlike D&O and P&P neighborhoods, they may not provide any subsidy, only contribute a portion of the site, and therefore do not share in the developer fee, cash flow, or liability of a project.

**TYPES OF PROJECTS**

- City funded Strategic Acquisitions
- Manage small development projects funded by the city
- Advocacy & Engagement for larger developments





# Price Hill Will

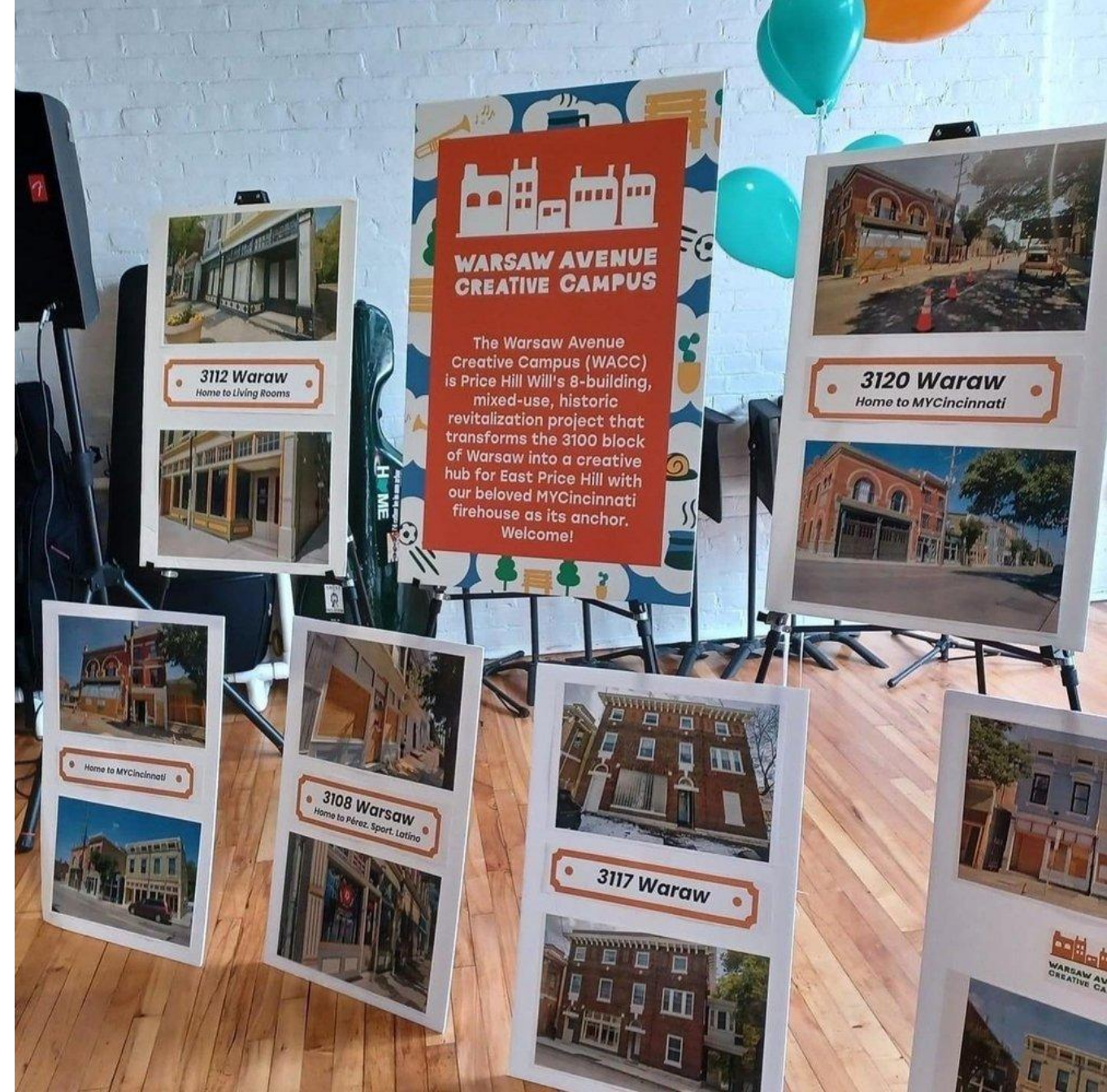
## \$67,500 in OSG

PHW leveraged:

- \$387,000 private project dollars
- \$1,170,840 public project dollars
- \$210,000 tax credits
- \$771,424 operational dollars

**Example: Warsaw Avenue Creative Campus, \$10Million mixed-use Revit. Project 8 renovated historic buildings:**

- 13 AH apts
- 6 storefronts
- Historic firehouse Home to MYCincinnati Youth Orchestra







# College Hill CURC

## \$67,500 in OSG

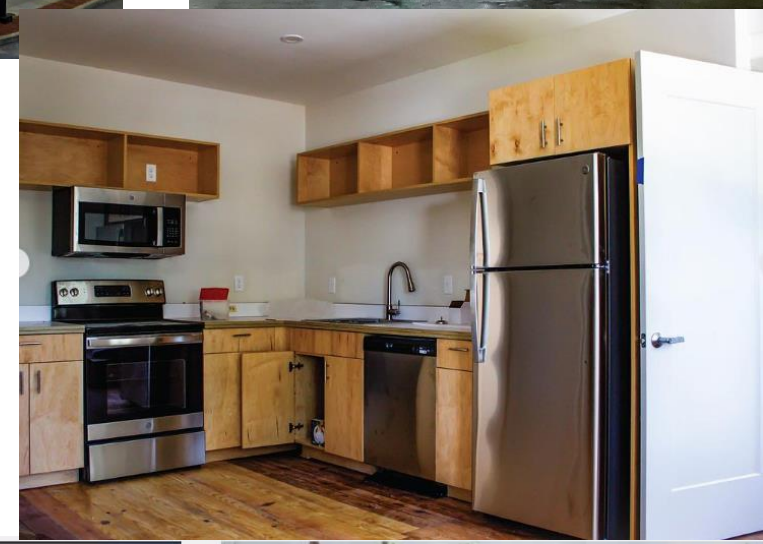
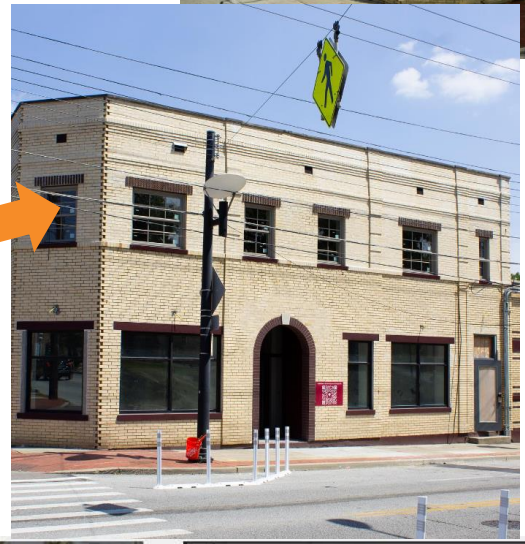
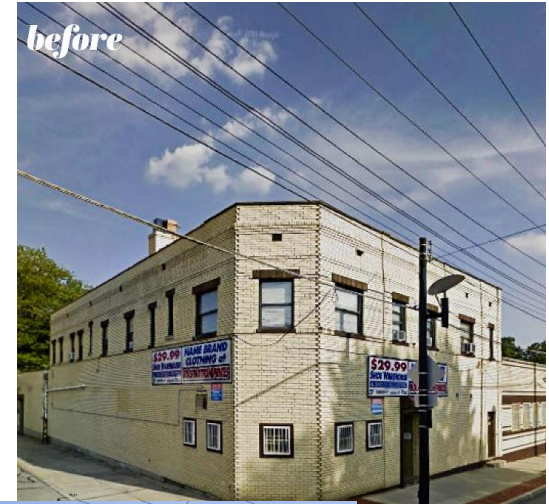
CHCURC leveraged:

- \$296,532 private project dollars
- \$412,621 public project dollars
- \$154,930 tax credits
- \$1,571,823 operational dollars

**Example:** Mergard Lanes (6060 Hamilton Ave), part of KeyMark Development.  
 A **\$9.5 million partnership** between College Hill CURC & 8K.

### 5 Properties w/in Keymark:

- 26 A.H. units
- 4,000 sq ft office
- 3 commercial spaces







# W.I.N.

## \$67,500 in OSG (HOME only)

WIN leveraged:

- \$887,104 private project dollars
- \$48,424 public project dollars
- \$0 tax credits (\$0 target)
- \$38,500 operational dollars

### Example: 5917 Piqua Ave in College Hill

- Previously vacant & blighted property
- 20<sup>th</sup> AH home since 2006
- LEED Certified
- 1,560 sq ft
- 2-story, 3 bedroom, 2 bath
- Fully equipped kitchen & laundry







# OTRCH

## **\$67,500 in OSG (HOME only)**

OTRCH leveraged:

- \$0 private project dollars
- \$0 public project dollar
- \$9,500,000 tax credits
- \$4,491,282 operational dollars

## **OTRCH began construction on:**

- LPH Thrives (47 units),
- The Barrister (44 units),
- Slater Hall (62 units)

## **Predevelopment:**

- 2000 Dunlap (44 units),
- Vandalia Point (52 units),
- Spaeth Kelly (30 unit SRO conversion with Tender Mercies) during the grant term







# Walnut Hills RF



## \$55,000 in OSG

WHRF leveraged:

- \$83,507 private project dollars
- \$1,950,213 public project dollars
- \$0 tax credits (\$0 target)
- \$243,946 operational dollars

**Example:** Former Kroger Site

- Peebles Apts: 43 units AH
- Paramount Launch: 3 buildings, 60 units of Housing
- Alexandra Apts: 83 units Senior AH \$21Million





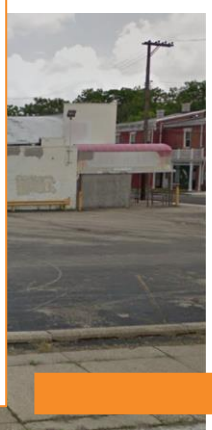


# \$50,000 in OSG

NEST leveraged:

- \$69,933 private project dollars
- \$737,950 public project dollars
- \$0 tax credits
- \$50,253 operational dollars

**Example:** John Arthur Flats is the first LGBTQ+ affirming 55+ senior affordable housing development in Cincinnati. It contains 57 newly constructed studio, 1- and 2-bedroom apartments affordable to seniors ranging from 30% AMI to 60% AMI.







# Madisonville

## \$30,00 in OSG

MCURC leveraged:

- \$2,500 private project dollars
- \$1,000,000 public project dollars
- \$9,000,000 tax credits
- \$74,582 operational dollars

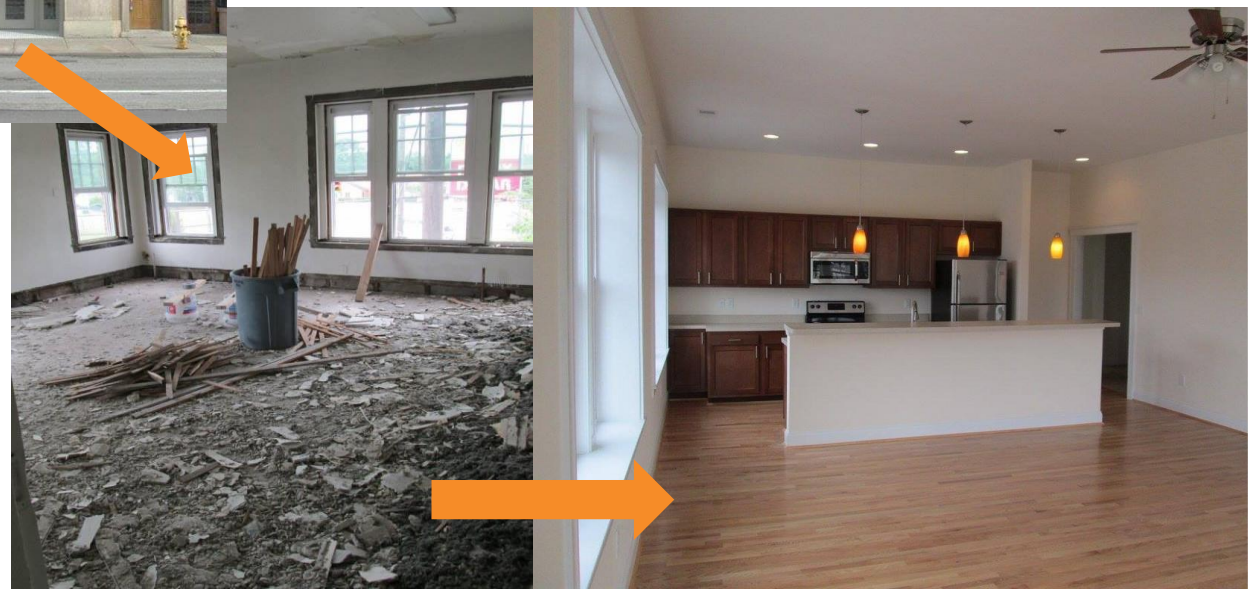
### Example:

Madamore development

- 316 housing units
- 41 being AH units

Redevelopment of Historic Bank building:

- Restaurant, 1<sup>st</sup> floor
- 2 apts, 2 bedroom, 2<sup>nd</sup> floor







# Avondale Development Corporation

## \$20,00 in OSG

ADC leveraged:

- \$670,500 private project dollars
- \$0 public project dollars (\$0 target)
- \$0 tax credits (\$0 target)
- \$0 operational dollars (\$0 target)

### Example:

Hale Avenue Townhomes Development

- 1.5 acres
- 7 AH units
- 24 total in following 2 phases
- 2-3 bedrooms
- 1,395 sq ft
- 1,250 sq ft



**HALE AVENUE TOWNHOMES  
RIBBON CUTTING**





# Clifton Heights CURC

## \$25,000 in OSG

CHCURC leveraged:

\$0 private project dollars (\$0 target)

\$140,000 public project dollars

\$0 tax credits (\$0 target)

\$0 operational dollars (\$0 target)

### Example:

Began predevelopment:

- Acquired old Mole's Records building, subsequent clearing out and site prep as commercial pre-development
- \$350,000 to acquire the property





# 2024 & Beyond

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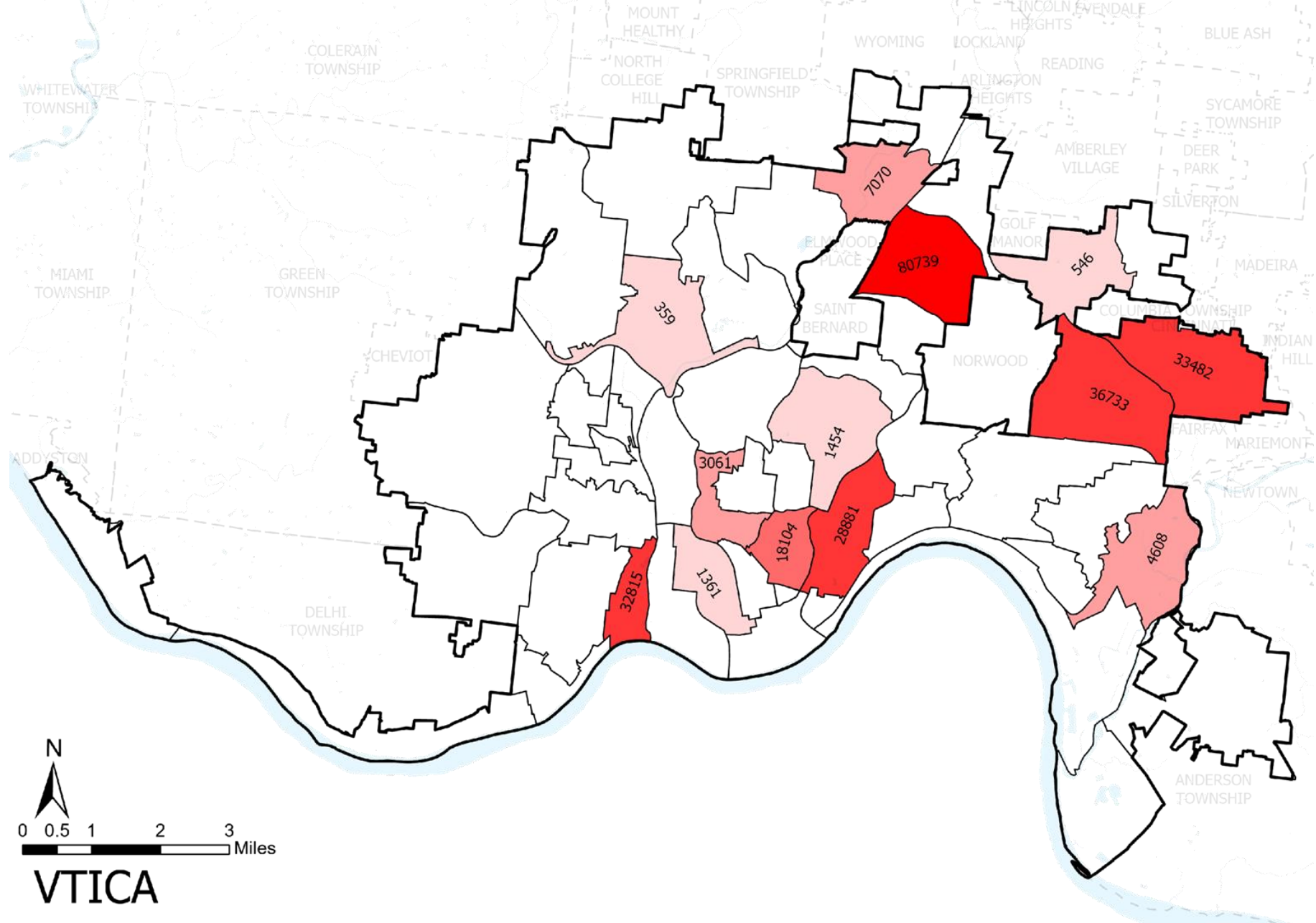
# VTICA

**2023 Eligible  
Neighborhood**

**6**

**May be eligible  
in 2024**

**8**



Check this –  
[Homebase VTICA](#)

**VTICA**



# Questions?

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