



Jan-Michele Lemon Kearney
Councilmember

202101627

April 29, 2021

MOTION

WE MOVE that City Council allocate \$2,575,000 from the American Rescue Plan Act to CincyNice for direct investments into innovative programming, community spaces, and activities that promote multi-ethnic arts and culture in support of Cincinnati's diverse artists, neighborhoods and future economic growth.

Councilmember Jan-Michele Lemon Kearney

STATEMENT

CincyNice is a Black-led and woman-led community engagement collective with a mission to create more welcoming spaces and uplifting platforms in Cincinnati. Coming out of the pandemic, their focus is to offer a new Cincinnati way of life driven by a culture of collaboration, uninhibited joy, and bold action. Since launching in 2019, Cincy Nice has partnered with 100+ local Black artists and organizations, cleaned up and created an outdoor community space in Walnut Hills complete with a stage area, and sponsored events with artists and small businesses.

See attached proposal.

CINCY NICE

MORE EQUITY. MORE CREATIVITY. MORE JOY. 😊

Cincy Nice, in collaboration with the black and diverse creatives we're proud to create with, are requesting City Council members to consider using ARPA funds for:

Direct investments into black ideas, spaces & cultural activities in support of Cincinnati's diverse artists, neighborhoods and future economic growth.

\$2,000,000 - Black Cultural Hub

To support the development of a cultural hub / creative community & travel destination in Walnut Hills

\$575,000 - Black-Led City Marketing & Programming

To support putting our city's black and creative talent to work leading city marketing, cultural programming, and storytelling initiatives.

02

PAVING A NEW WAY:

Cincy Nice is a black-led and woman-led community engagement collective with a mission to create more welcoming spaces and uplifting platforms in Cincinnati. Coming out of the pandemic, our focus is to offer a new Cincinnati way of life driven by a culture of collaboration, uninhibited joy, and bold action.

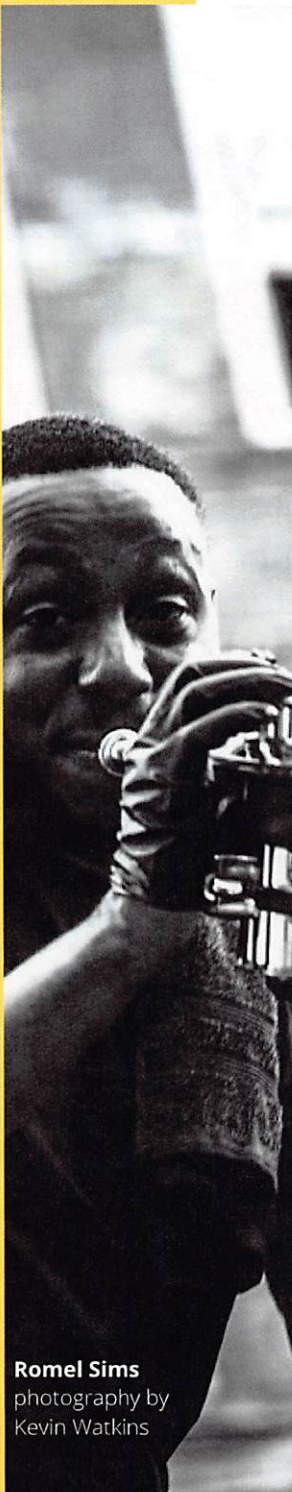
WE ARE A YOUNG ORGANIZATION, BUT NOT AN UNPROVEN ONE...

We formed to solve long standing city challenges with intentional and fresh strategies and with collaborations that garner *results*. A look at our track record:

- When BLINK left out our black artist community, *we created them a home at the Cincy Nice Social House, one of the weekend's most talked about activations.*
- When our city's musicians needed a lockdown boost, *we created the 513 Anthem contest to lift spirits and put money in their pockets.*
- When the city needed healing during the protests, *we took down boarded walls and held space for black-led conversation.*
- When our neighborhood's outdoor space was neglected, *we renewed it with vision, people, life and creativity.*

Since launching in 2019, Cincy Nice has partnered with 100+ local black artists and organizations.

Learn more about our mission & work at cincynice.com



Romel Sims
photography by
Kevin Watkins

03

ONCE IN A LIFETIME.

“Did you hear about the rose that grew from a crack in the concrete?”

How might we use this opportunity coming out of the pandemic to rebuild and emerge more alive, more culturally prolific, and more inclusive than ever?

Investment in arts, neighborhood activations, and tourism activities has a strong history in our city, but not an equal one. In fact, not one black organization is currently noted to receive significant ARP funds within the arts or tourism sectors.

This is our moment to transform:

- Cincinnati's standoffish reputation by leading with black artists who do welcoming best.
- Our city's leadership in the creative tourism space by becoming the first city in the midwest with a fully-programming cultural destination & hub in a historically black district.
- How culture — and its tourism and related efforts — can create new systems of opportunity in our city.
- How black culture, black leadership, and black ideas are **valued** and **trusted** in our community



Cincy Nice Social House Installation by TC FLOWERS

04

BLACK CULTURAL HUB

a world-class destination fueled by black creativity

INVESTMENT:

\$2,000,000

The 2019 Black Traveler Report found that welcomeness, offering of black cultural experiences, commitment to inclusion, and promotion of black-owned hospitality businesses were most influential when choosing a travel destination. The report indicates that Cincinnati has a major opportunity to rise as a leader in black travel.

THE SPOT:

WALNUT HILLS
(FIVE POINTS ALLEY)

Thriving cities have strong destinations where everybody goes — artists, locals and travelers — to share ideas, inspirations and conversation. This hub would serve as a bright new signal and symbol of our region's creativity and openness to black & diverse travelers.

THE PEOPLE:

LOCAL, REGIONAL AND NATIONAL DIVERSE ARTISTS, CURATORS, PRODUCTION, DESIGNERS, WRITERS, SUPPLIES & MORE

Development, led in partnership with Model Group, would include renovation of four buildings surrounding the alley to create:

- Boutique hostel & artist residencies
- Performance venue and art gallery
- Artist studio space
- Cafe/community lounge with co-working
- Black-led and diverse programming & offerings
- A much-needed space for local artists and creatives to be supported, lifted up, and showcased. This will give Cincinnati a needed boost to our black culture and city pride.

WALNUT HILLS
NEIGHBORS & BIZ

BLACK LEISURE TOURISTS
(\$109.4 BILLION IN U.S. SPEND IN 2019)

LEADING THE WAY:

ETHEL'S CLUB (NEW YORK)

To create this first-in-kind space in one of Cincinnati's most historic black neighborhoods, our team and Model Group have estimated a \$3 million project cost. We ask the City to support the culture hub expansion with \$2 million in ARPA funding.

THE FREEHAND (MIAMI)

TRANS EUROPE HALLES
(NETWORK OF GRASSROOTS CULTURAL CENTERS ACROSS EUROPE)

VIA NY TIMES, "THE HOSTEL AS ART GALLERY, AND PIPELINE TO AN ARTS COMMUNITY"

The Tangibles:

- Boost of black & creative tourism
- 100+ overnight stays/yr
- 5,000 annual visitors
- 80+ programming events
- 80+ annual commissioned work
- 25+ hosted artists & influencers
- Creation of new jobs
- Talent retention and attraction
- Supports recruitment of black small biz

IMPACTS:

The Just as Valuable:

- Shift in city reputation
- Boost civic pride
- Empower black creatives
- Engaged diverse entrepreneurs
- Community building
- New friendships & partnerships
- Added vibrancy and energy
- Protect black ownership in WH
- Space to showcase and lift up local artists

05

modelgroup

April 7, 2021

William Thomas
Principal, Cincy Nice

Re: Walnut Hills Development Project

Dear William,

Thank you for the opportunity to discuss your plans for a Cincy Nice Arts and Culture venue surrounding 5 Points Alley in Walnut Hills. This project aligns with The Model Group's mission of positive community transformation and we look forward to working with you to bring your vision to life.

Based on the scope that we reviewed, here is a preliminary cost estimate of the project:

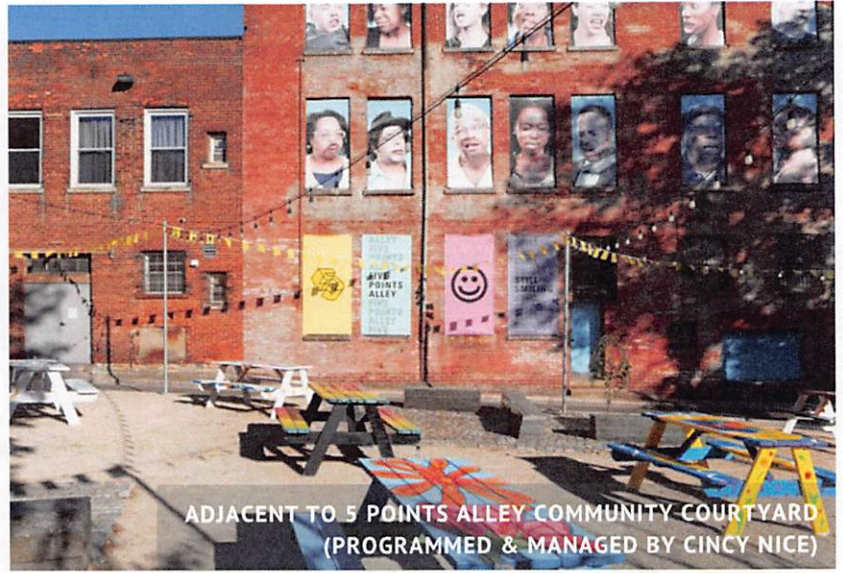
Uses	
Acquisition	\$ 550,000
Construction & Development Costs	\$ 1,737,272
Startup Programming & Operating Costs	\$ 535,000
Contingency	\$ 230,000
TOTAL	\$ 3,052,272
Sources	
Tax Credit Equity	\$ 503,455
Programming Sponsorship	\$ 375,000
Owner Equity	\$ 173,820
ARPA Funding	\$ 2,000,000
TOTAL	\$ 3,052,272

Jason Chamlee

Vice President of Mixed-Use Development

06

CULTURAL HUB & SOCIAL HOUSE



THE MODEL



FABRIKA | TBILISI, GEORGIA
 FOUNDED IN A FORMER SOVIET FACTORY, FABRIKA HAS BECOME THE CREATIVE CENTER OF THE CITY AND HELPED PUT THE CITY ON THE MAP.

07

CREATIVE-LED CITY MARKETING

co-creating connections & a welcoming city to visit and call home

INVESTMENT:

\$575,000

To spark growth coming out of COVID, attract new talent and visitors to the city, and return traffic to our small business corridors, we'll need to work collaboratively to push new city marketing campaigns and programming efforts.

THE SPOT:

DETROIT,
CLEVELAND,
COLUMBUS,
CHICAGO,
PITTSBURGH,
LOUISVILLE
INDY,
MEMPHIS

Cincy Nice is proposing a series of strategies, focused on black travelers and creatives, to build a buzz about Cincinnati's creative scene. Our approach focuses on organic relationship-building, authentic messaging and creative programming to gain word-of-mouth awareness* and garner impressions.

\$300,000: Five-Stop, Regional City Friends Tour

Friends visit friends. Funding would support the execution of strategic pop-ups in targeted cities. This initiative would be marketed and documented just as a band tour and include the top representatives and influencers from our creative community (culture creators, community leaders and change-makers).

Together we'd pop-up and host activations along with peer creatives in competitive city markets. In addition to leading with a brand of welcomeness, this initiative would create a pipeline of opportunities for future collaborations and visitors.

\$225,000: Black-Led Storytelling & Content Creation

The exact folks who make Cincinnati a great place to visit and call home should also be tapped to create content on behalf of the city. Let's help put our black cultural creators back to work creating and sharing authentic messaging about why they choose to make Cincinnati home. Funding would support content creation, distribution, and digital advertising.

\$50,000: Influencer Outreach & City Hosting

Let's strategically invite influencers of our target audiences to do the talking for us. Targeted black travel and creative influencers would be invited for hosted visits and to co-create activations within the city (all while showcasing to their friends back home what a great place Cincinnati is to work, play, and create.)

TARGETED AUDIENCES:

MUSICIANS
ENTREPRENEURS
BLACK ARTISTS
CHANGEMAKERS
SMALL BIZ OWNERS
NEIGHBORHOOD
COUNCILS
TECH / DIGITAL
+ MORE

THE DATA SHOWS:

78% OF BLACK TRAVELERS IDENTIFY THEIR DESTINATION LOCATION AND ACTIVITIES BY WORD-OF-MOUTH (MORE THAN OTHER SOURCE)

-2019 BLACK TRAVELER REPORT

THANK YOU

**PRESENTED WITH JOY,
BILLY, DESTINEE, & PXVCE**

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Jan-Michele Lemon Kearney
Councilmember

April 28, 2021

MOTION

WE MOVE that City Council allocate \$2.13 million from the American Rescue Plan Act for UniCity by Cincinnati Bell to install Internet in the homes of low-income families, including in Findlater Gardens, Winton Terrace, Millvale and the Stanley Rowe Towers.

A handwritten signature in blue ink that reads 'Jan-Michele Lemon Kearney'.

Councilmember Jan-Michele Lemon Kearney

Statement

Internet access has become increasingly important during the pandemic, further exposing the digital divide in our city. During the pandemic, Internet access has become an essential tool to learn, access healthcare, and participate in the economy. City Council must address digital inequity so that all Cincinnatians can have a conducive learning environment, receive care through telehealth visits, access information for physical and mental wellbeing, utilize resources for reentering the workforce such as job training, and benefit from social and government services.

The neighborhoods that will benefit from this Internet installation are disproportionately Black and low-income: Winton Hills (Findlater Gardens, Winton Terrace), the West End (Stanley Rowe Towers), and Millvale. Winton Hills is approximately 83% Black and the median household income is \$14,731, according to the American Community Survey (2019 5-Year Estimates). The West End is approximately 79% Black and 61.4% of households have an income of \$24,999 and less, according to the American Community Survey (2019 5-Year Estimates). In Millvale, the median household income is \$12,500 and 94% of residents are Black.

Summary

In the face of the Covid-19 pandemic, citizens, including students and many workers across the globe were mandated into new models of distance learning, telehealth, and remote work. Although disparities in high-speed internet access, computer access and digital literacy have long impacted our low-income communities, the stay-at-home orders and public health quarantines fully demonstrated the flagrant inequities in our evermore digitally connected lives.

Approximately 14.4%¹ of Cincinnati residents do not have internet service at home. When adjusted for income less than \$20,000 per year, the percentage of Cincinnatians without internet at home grows to 32.8%. From education to healthcare to employment, this gap in digital connectivity has had a deep impact on the individuals and families living in Cincinnati's affordable housing communities and beyond. Solving for the digital divide will take years of strategic leadership and consistent efforts. Detailed herein is a proposed first step in a much broader roadmap towards digital equity in the City of Cincinnati.

Cincinnati Metropolitan Housing Authority owns and manages 5,687 units of public housing. Those public housing units are distributed among 12 high-rise buildings, 3 large family communities, and a variety of small family communities. Through an RFP process, Cincinnati Bell recently was awarded a contract for the deployment of intelligent Wi-Fi systems at Marianna Terrace and Setty Kuhn, delivering high speed internet to 140 of those public housing units.

This proposal recommends the expansion of the installation of intelligent Wi-Fi services into Findlater Gardens, Winton Terrace, Stanley Rowe Towers, and Millvale, providing high-speed internet to an additional 1,726 units. These locations were determined based on the needs of Cincinnati Public Schools as well as their scale and impact. However, the specific public housing communities could be adjusted based on the priorities of the City of Cincinnati, if desired.

¹ Source: 2019 ACS 1-Year Estimate Subject Tables, US Census

Intelligent Wi-Fi

The Wi-Fi designs as proposed create a campus wide public network that delivers Wi-Fi service into each of the units of the complex. This approach assures service somewhere in the unit and across public spaces at a fraction of the cost to deploy high-speed service with direct wire to each of the units. Beyond the cost-benefits of this approach, the UniCity model includes a fully integrated engagement and analytics platform which elevates the network to an Intelligent Wi-Fi solution. The cloud-based platform includes customizable captive portals which create the opportunity to deliver content directly to the end-user each time they utilize the Wi-Fi. The system does not use a password but does require an e-mail address, allowing further direct communication to the user. Specifically, engagement may range from CMHA tenant communications to strategic health, education, or financial campaigns. This platform has the ability to be monetized through partnerships or targeted messaging campaigns for long term sustainability or expansion. Finally, the Wi-Fi analytics create robust impact measurements related to usage, data consumption, time of day, device type, demographics (as collected), and much more.

Scope

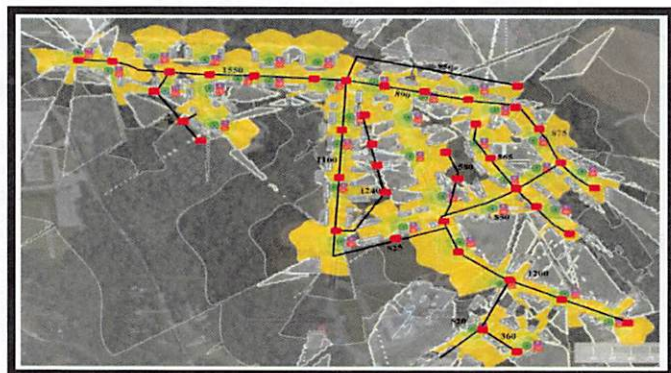
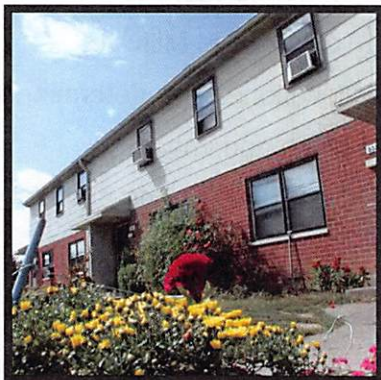
Findlater Gardens

Address: 595 Strand Lane Cincinnati, OH 45232

Building Type: 600 townhomes - 4-6 units per bldg

Technology: Direct Fiber Fed Intelligent Public Wi-Fi

Number of Units: 600 Units



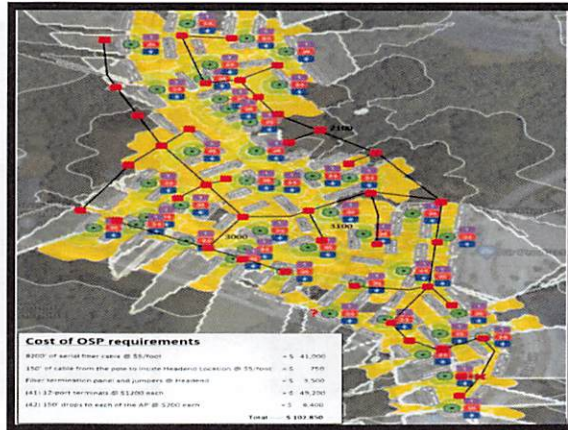
Winton Terrace

Address: 4848 Winneste Avenue Cincinnati, OH 45232

Building Type: townhomes - 85 bldgs; 6-8 units per bldg

Technology: Direct Fiber Fed Intelligent Public Wi-Fi

Number of Units: 600



Stanley Rowe Towers

Address: 1609 Linn St Cincinnati, OH 45214

Building Type: (2) 13 Story Towers

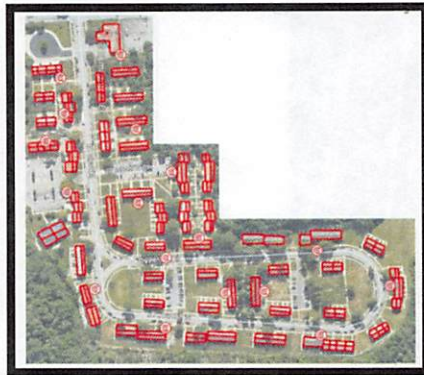
Technology: Direct Fiber Fed Intelligent Public Wi-Fi

Number of Units: 270



Millvale

Address: 3357 Beekman Street Cincinnati, OH 45223
Building Type: 45 townhouse bldgs; 6 units per building
Technology: Direct Fiber Fed Intelligent Public Wi-Fi
Number of Units: 270



Pricing

Property	Number of Units	Up-Front Costs	Monthly Costs	Deployment Timeline	Cost per Unit
Findlater Gardens	600	\$ 370,000.00	\$ 3,325.00	90 to 120 Days	\$ 15.82
Winton Terrace	600	\$ 410,000.00	\$ 3,550.00	90 to 120 Days	\$ 17.31
Stanley Rowe Towers	356	\$ 260,000.00	\$ 5,750.00	90 to 120 Days	\$ 28.32
Millvale	270	\$ 200,000.00	\$ 2,200.00	90 to 120 Days	\$ 20.49
Totals	1826	\$ 1,240,000.00	\$ 14,825.00		\$ 19.44
		\$ 2,129,500.00			
		Total Upfront plus 60 Months of Service			

Experience

Through UniCity, Cincinnati Bell's Smart City division, Cincinnati Bell has partnered with City of Covington, Housing Authority of Covington, Housing Authority of Dayton (KY), Village of Lockland, Greater Dayton (OH) Premier Management Association, Montgomery County and others to deliver a low barrier, high speed Intelligent Wi-Fi solution to over thousands of low-income and subsidized residential units representing approximately 5,000 people and countless others through neighborhood based public Wi-Fi access points.

Housing Authority of Covington

As a part of the Covington Connect initiative, Cincinnati Bell partnered with Housing Authority of Covington, KY to provide complimentary high-speed Wi-Fi to two of their housing communities, City Heights and Latonia Terrace. Altogether, there are 605 apartments at City Heights and Latonia Terrace.

The Lockland School District and Village of Lockland

The Lockland School District and Village of Lockland paired up to address digital equity in their community. By analyzing student data, Cincinnati Bell, Lockland School District, and Village of Lockland created a strategy to introduce high-speed intelligent Wi-Fi to both subsidized housing complexes as well as outdoor public spaces surrounding the schools and throughout the neighborhoods.

Montgomery County Digital Equity Initiative

Cincinnati Bell, Montgomery County, Greater Dayton Premier Management, and CareSource brought high-speed Wi-Fi to five affordable housing communities. This will provide approximately 800 Chromebooks and more than 1,400 residents with connectivity that is critical to access jobs, educational opportunities, and health-care resources.

Connect Our Students

"Connect Our Students," has delivered Internet to more than 4,000 families. Cincinnati Bell partnered with Greater Cincinnati Foundation and several other community organizations to provide free Internet to qualifying students at CPS, several NKY schools, and Catholic Inner City Schools.