



Cedar LEE SID 2010–2011 Annual Report

History has revealed that cities with vibrant commercial corridors have been the engines for economic, social and cultural growth. However, economic uncertainty has created new hurdles for nearly every city in the U.S. Our city is no different, and along with the SID, knows our key challenge is to create economic momentum while competing with neighboring communities, who offer a different roster of amenities to attract new business investment. What makes us unique is our predominate number of locally owned businesses, the walkability of our neighborhoods, our cultural amenities, green space and the affordability and variety, of residential dwellings.

We have begun to see the transition of commercial space within the district. Long established merchants; Seitz–Agin Hardware, Mo’s Sunoco, and Jimmy O’Neill’s said goodbye to an era of service. A more diverse retail base is growing in Cedar Lee. The SID is excited about and welcomes Sweetie Fry Gourmet Ice Cream and Fries, The Wine Spot, Best Gyro, Janea H., Boost Mobile, Shawn Paul Salon, Bellybackers Chicken & Fish, and The Bottlehouse Brewery to the outstanding roster of local businesses that currently exists. They recognize what we have always known, that the Heights has a loyal customer base that proudly reinvests consumer income right in their own backyard.

Customer service continues to be the foundation of our marketing efforts. Consumers rely on the ability to receive immediate access to information and social media plays a pivotal role in keeping customers and visitors engaged in the vitality of our district. The SID can be found on FACEBOOK, continues its web presence, and distributes one of the most popular brochures in Greater Cleveland. Demand for the brochure continues, and it can be found at distinct locations such as the University Circle Visitors Center, the Intercontinental Hotel, the Marriott –Downtown, and several other destinations. We are excited to unveil the Cedar Lee District smart phone app in the first quarter of 2012 for those who use I–Phone, Droid or Blackberry devices. Rocks the Block, the SID’s signature customer appreciation events, were at capacity this summer. Many customers returned to enjoy these fun nights out and brought neighbors and friends with them. Along with door prizes from merchants such as Lopez, Cleveland Cinemas, Restore Hair Studio, REVIVE, The Lusty Wrench and Stone Oven, we continue our partnership with The Lodge and Conference Center at Geneva–on–the Lake, who again, generously donated overnights with breakfast to the lucky winners. Our thanks to SCENE Magazine, who donated tickets to the summer’s hottest benefit, Twilight at the Zoo, and to the host locations, The Colony, Cedar Lee Pub & Grill, TASTE, and The Tavern Company for making these events a success.

Supporting community organizations is simply good business. The SID welcomed a new partnership with John Carroll University and was a co–sponsor of Blue and Gold

Community Day. The Student Athletic Association in turn joined our efforts to assist the Heights Emergency Food Pantry during our holiday food drive. Nearly a ton of food was collected and the SID donated turkeys as well. We continue to sponsor the well attended “Taste of the Heights”, a benefit for the Heights Youth Club, and offer annual support to the Officer Jason West Scholarship Fund, Heights High Alumni Association Future Heights On-line Auction, and the Friends of the Heights Library, and other community organizations who contribute to the quality of living in the Heights.

The summer brought incidents of civil unrest to our city. As a result, the SID leadership participated in safety planning and strategy sessions that resulted in curfew hours for youth in the district after 6 p.m. While the curfew affecting our district and Coventry has come under scrutiny, the SID views the curfew as a tool in addressing public safety. Our goal is to continue to work with City Hall and the Police Department to address concerns that impact the safety and well-being of customers, employees, visitors and property.

The SID is proud to announce that we have retained the services of Wilbur Smith, PE to complete the preliminary engineering and design work required for the streetscape plan. This is a crucial step required to apply for federal funding for the construction phase from NOACA, our metropolitan planning authority.

Our organizational strategies require us to think “outside the box”, be resourceful, utilize our assets, seek out collaborative partnerships, and take calculated steps toward ensuring that the Cedar Lee district is a destination of choice for consumers. We invite you to work with us as we unite our district’s public and private capacity. Providing a lively destination for shopping, dining, entertainment and services should be the collective vision of each stakeholder.

11:32 AM

09/09/11

Cash Basis

CEDAR LEE SPECIAL IMPROVEMENT DISTRICT
Profit & Loss Budget vs. Actual
October 2011 through September 2012

	Oct '11 - Sep 12	Budget
Income		
Assessments	0.00	136,590.00
Interest Earned	0.00	5.00
Residual Prior Years	0.00	25,200.00
Total Income	0.00	161,795.00
Expense		
Administration		
Accounting	0.00	1,500.00
Administration-General	0.00	3,000.00
bank charges	0.00	0.00
BOD Liability Insurance	0.00	1,500.00
Donations	0.00	1,500.00
Legal	0.00	75.00
Meetings	0.00	650.00
Memberships	0.00	150.00
Postage and Supplies	0.00	300.00
Tax	0.00	100.00
Training	0.00	200.00
Total Administration	0.00	8,975.00
Maintenance		
Administration-Maintenance	0.00	8,600.00
Planter Maintenance	0.00	3,600.00
Planting	0.00	4,000.00
Snow Removal	0.00	10,000.00
Street Cleaning	0.00	19,800.00
Supplies	0.00	480.00
Watering	0.00	7,200.00
Total Maintenance	0.00	53,680.00
Marketing		
Administration-Marketing	0.00	20,440.00
Advertising	0.00	4,020.00
Newsletter		
Web Page	0.00	900.00
Newsletter - Other	0.00	300.00
Total Newsletter	0.00	1,200.00
Promotional Events		
Brochures	0.00	1,500.00
Fall	0.00	2,000.00
SUMMER INTERN	0.00	1,100.00
Summer Promo's	0.00	6,000.00
Winter	0.00	1,200.00
Total Promotional Events	0.00	11,800.00
Total Marketing	0.00	37,460.00
Physical Improvements		
Administration-Physical Improve	0.00	6,400.00
District Signage	0.00	2,400.00
Hanging Baskets	0.00	3,600.00
Master Plan Implementation	0.00	39,360.00
Total Physical Improvements	0.00	51,760.00
Reconciliation Discrepancies	0.00	0.00
Security		
Administration-Security	0.00	900.00
Total Security	0.00	900.00
Total Expense	0.00	152,775.00
Net Income	0.00	9,020.00