



Innovative & Collaborative



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Our mission is to lift up people of diverse backgrounds and create opportunities.



Who are we?

Elevate Northland is a 501c3 and a CDC.

Leadership

Our board of 10: All live or work in Northland;
Each is either a woman or a person of color or both.

Alice Foeller, Chair
Alicia Ward, Vice Chair
Jenny Leal, Secretary
Cynthia Engmann, Treasurer
Dr. Mary Lutz, Trustee

Marci Hasty, Trustee
Kwesi Gyimah, Trustee
Robin Scott, Trustee
Emily Fisher, Trustee
Dolores Jones, Trustee

Our campaign chairs and chief advisors are
prominent and trusted business leaders.

Cameron Mitchell | Mark Swepston

Our executive grew up in
Northland, graduated from
Beechcroft, traveled the world and
came home to Elevate Northland.

Judith Cockrell

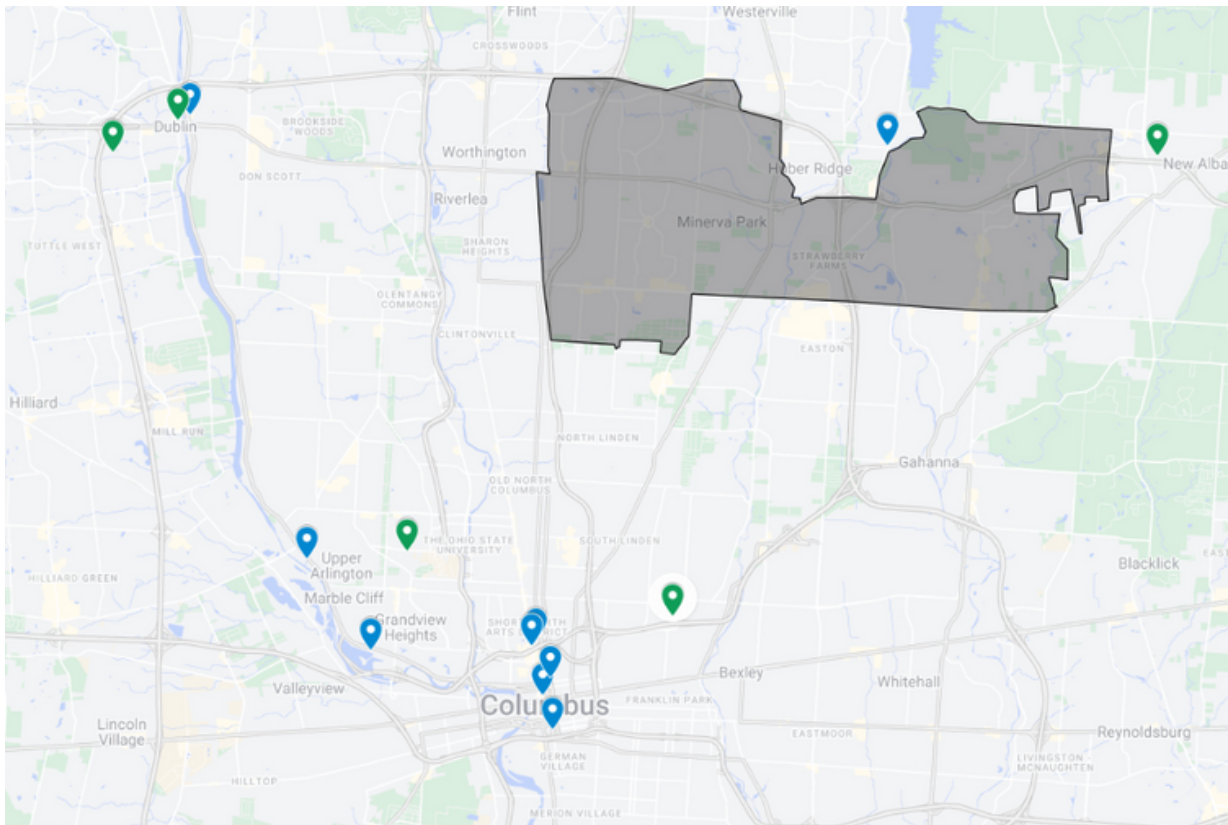
Executive Director





Need/Solution

Many have heard the statistic that if Northland were its own city, it would be the seventh largest in the state of Ohio. As you can see from the map below, with **blue pins representing co-working spaces** and **green pins representing business incubators or accelerators**, Northland isn't just UNDER-served. Northland, the most entrepreneurial of all regions of the city (owing to its New American population) isn't served at all.



Our Elevate Northland Center will serve the **125,000-person population of Northland**, including thousands of immigrants, refugees and disadvantaged populations, support them in **growing more businesses, and growing more businesses stronger.**

WE ARE BUILDING the entrepreneurial ecosystem in Northland **OURSELVES.**
We are only asking for a boost to get started.

We will leverage the city's investment to bring corporate foundations and private donors to the table to complete the build-out and launch.

Once completed, our 43,000-square-foot center will be financially self-sustaining.



Programs Offered, People Served



Programs

- Business coaching, mentoring and classes
- Cross-cultural and intra-cultural networking
- Commissary "pod" kitchen and food truck parking
- Import/Export assistance and warehousing space
- Food business storage and support
- Partnerships with city-wide nonprofits (ECDI, SBDC, SCORE)
- Arts rehearsal and activity space
- Cultural gathering and activity space
- Training and start-up support

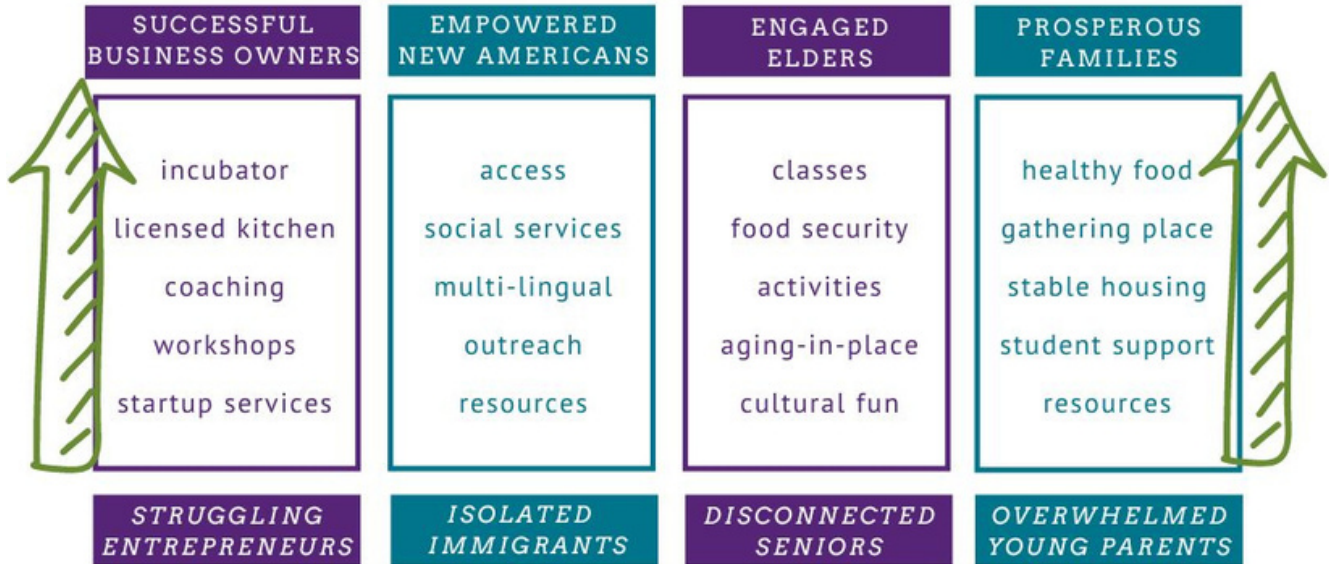
People

- The 125,000+ residents of Northland include most of the city's immigrants and refugees.
- Other residents are historically underserved due to economic disadvantage or geographic distance from supportive programs.
- We anticipate being able to serve more than 100 businesses and nonprofits in our new space at 4848 Evanswood Drive, near Morse Road and I-71.

ELEVATE NORTHLAND

Our Pillars

Building a Cultural Destination Within a Connected Community



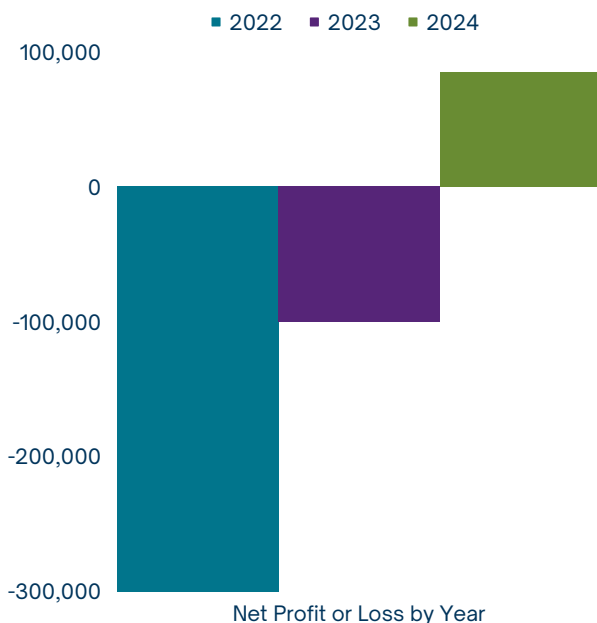
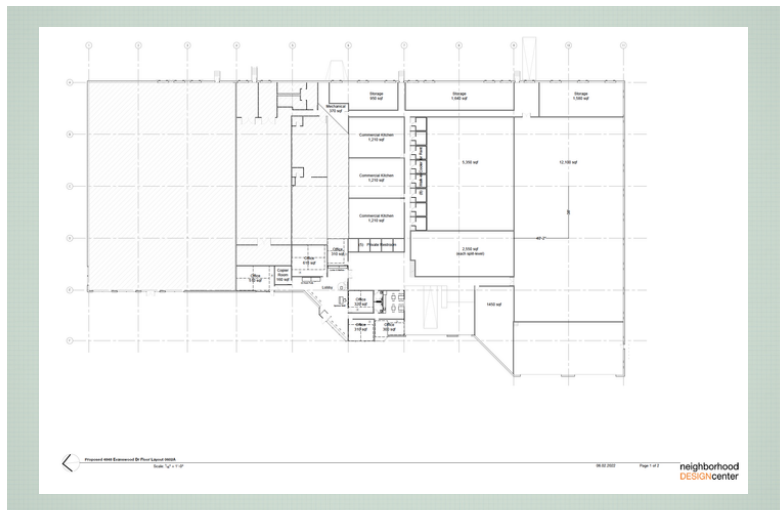
Financial Model

Revenue Streams



- Monthly office rent by square foot
- Monthly memberships
- Hourly room use
- Hourly kitchen use
- Food truck parking
- Warehousing by the square foot
- Programming revenue

Taking a large building, dividing it into smaller spaces and leasing them for a profit: that's a tried-and-true recipe for success. The twist is -- as a 501c3 nonprofit and Community Development Corporation -- we can use those profits to support programming for disadvantaged small business startups and funding to support area nonprofits, families and seniors. We will also achieve synergy by colocating multiple small businesses with similar obstacles.



Our request for operating funds is to cover this projected shortfall until our revenues cover the expenses of the Center.

Capital Investment

Anticipated Sources: \$3 million total

- \$1 million local government
- \$1 million state/county government
- \$500,000 foundations
- \$500,000 individual donors

Anticipated Uses: \$3 million total

- \$300,000 Building improvements (roof, etc.)
- \$1,300,000 Construction/Renovation Warehouse
- \$600,000 Equipment/Commercial Kitchen
- \$500,000 Exterior Food Truck Charging Stations, Security, etc.
- \$300,000 Office/Co-Working Renovation, WiFi, etc.

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Thank You



Elevate Northland

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