



2021 Annual Report

The Gordon Square Arts District – Cleveland Improvement Corporation (GSAD-CIC) provides essential services in the area along Detroit Avenue between West 58th and West 74rd Streets. The GSAD-CIC contracts with Northwest Neighborhoods CDC (NNCDC) to hire and manage all vendors, provide financial administration, and serve as primary contact for all district related needs. Oversight of programs and services is provided by the GSAD-CIC Board of Directors and four working subcommittees: maintenance, marketing, safety, and finance. Below is a review of the district's accomplishments in 2021.

Beautification & Maintenance

The GSAD-CIC is proud to continue its relationship with Downtown Cleveland Alliance (DCA) to provide supplemental maintenance and safety services. DCA Clean Team personnel are on site nearly 50 hours per month to provide services throughout the district. Below is a summary of their work through the first three quarters of 2021:

- **64,400** pounds of trash removed
- **111** weeds abated
- **97** graffiti tags removed
- **2** district-wide sidewalk power washings

The GSAD-CIC also contracts with a variety of vendors to provide additional maintenance services:

- Maintenance of 54 planter beds
- Irrigation system maintenance
- Tree pruning (60+)
- Public parking lot maintenance (4)
- Amenity repair (ex. benches, planters)
- Snow removal
- Street light audits
- Holiday lighting

A few additional highlights from this year include:

- Added 13 new planter boxes and 3 new trash cans to the district
- Assisted with the installation of a new bench at the Labyrinth pocket park
- Installed 2 new bus shelters with GSAD district branding at W. 65th & Detroit
- Pruned all trees east of W. 65th Street as well as the Kennedy parking lot
- Fixed a major sidewalk flooding issue near Rincon Criollo and Superelectric

Safety

The GSAD-CIC provides district security through DCA safety team members. DCA Safety Teams patrol the district over 80 hours per month. This includes assisting patrons with safety escorts, directions for visitors, and check-ins with businesses among other things. Below is a summary:

- **265** hospitality interactions with visitors (ex. directions, parking info, ect)
- **833** business check-ins
- **48** panhandling interactions

Marketing

Special Events

The pandemic impacted some of the district's special events this year but not all. Below is a small recap from the year:

- [Dyngus Day](#) was not able to be held in the district this year due to the pandemic. However, to keep the momentum going, a smaller event was held at Forest City Brewing in Ohio City. We look forward to the return of the event in 2022.
- In March, the district hosted [Eat & Explore](#) at Near West Theater plaza. Capping off the weeklong event was Glo Up, an event in which Gordon Square merchants decorated their shops with neon colors.
- In April, the Capitol Theater turned 100-years-old. Since the theater was closed due to the pandemic, an event was held outside which featured photos and sweet treats. The theater reopened to the public in August.
- [Dia De Muertos](#) was back in-person once again this year. Cleveland Scene did a great photo recap of the event which you can check out [here](#).
- [Snow Day in Detroit Shoreway](#) (formerly WINTERTIDE) will be held on Saturday, December 11 from 12-6pm. The event will feature free holiday movies at the Capitol, live music and performances, an out-and-back group run from Capitol Theater to Public Square, parade-style resident walk from Miriam-Ortiz Rush Park, treats, Terrestrial Brewing beer garden, kids zone, and shuttle rides to 78th Street Studios. More information [here](#).

Marketing Activities

- Year-round social media posts reached 25,000+ users weekly, with Twitter following growing by 78, Facebook following growing by 150, and Instagram following growing by 939
- The Marketing committee updated the district branding this year, all of which is available [here](#). This enhanced design was incorporated into the new bus shelters and was also used to create window clings which were distributed to businesses this Fall.
- Due to popular demand, GSAD-CIC is bringing back the GSAD flags! There will be two designs to choose from with proceeds benefiting the LGBT Community Center as well as other charitable organizations in the district. Flags will be sold online at www.nwneighborhoods.org and at select district retailers. More details will follow soon.

GSAD-CIC Newsletter

The GSAD-CIC newsletter is produced quarterly and provides GSAD-CIC updates, district news, a member spotlight, and links to organizational documents. Please visit the links below for copies from this year:

- [GSAD-CIC Newsletter - Winter 2021](#)
- [GSAD-CIC Newsletter - Spring 2021](#)
- [GSAD-CIC Newsletter – Summer 2021](#)
- [GSAD-CIC Newsletter - Fall 2021](#)

Finance

The projected assessment income for FY 2021 was **\$170,570.32**. The projected expenses are expected to total **\$135,070.84** leaving an estimated net balance of **+\$37,999.48**. Below is a breakdown:

2021 GSAD-CIC Financial Update	
2021 Income	
2021 Assessment	\$ 170,570.32
2021 Expenses (Projected)	
Maintenance (DCA, Outside Vendors)	\$ 58,839.31 (44%)
Security (DCA, Special Events)	\$ 32,600.00 (24%)
Marketing (Event Support, Public Art, Materials)	\$ 21,312.71 (16%)
Administrative (NNCDC, Taxes, Insurance)	\$ 22,318.82 (17%)
2020 Total Expenses	\$ 135,070.84

2021 GSAD-CIC Board of Directors

Raymond Bobgan, Cleveland Public Theater (Chair)
Amy Gertiser (Clausen), Near West Theater
Rick Gilliam, Stockyard Meats (Secretary)
Jeff Moreau, Sweet Moses
Joe Rose, Pioneer Savings Bank (Treasurer)
Jenny Spencer, Ward 15 Council Representative
Adam Stalder, Northwest Neighborhoods CDC

Organizational Documents

- [2020 GSAD-CIC Annual Report](#)
- [2021-2025 GSAD-CIC Comprehensive Services Plan](#)
- [GSAD-CIC Boundary Map](#)
- [NNCDC Newsletter Signup](#)
- [How To Submit A Police Report Online](#)