GORDON SQUARE ARTS DISTRICT
CLEVELAND IMPROVEMENT CORPORATION

2022 ANNUAL REPORT

ABOUT THE GSAD-CIC

The Gordon Square Arts District – Cleveland Improvement Corporation (GSAD-CIC) provides enhanced 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: beautification & maintenance, hospitality & safety, events & marketing, administration & finance. Below is a review of the district's accomplishments through November 2022.

BEAUTIFICATION & MAINTENANCE

The GSAD-CIC contracts 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 2022:

40,132 pounds of trash removed ▪ **73** graffiti tags removed ▪ **2** district sidewalk power washings

The GSAD-CIC also contracts with other vendors to provide additional maintenance services such as:

- Maintenance of 69 planter beds/boxes
- Irrigation system maintenance
- Tree pruning (60+)
- Public parking lot maintenance (5)
- Amenity repair (ex. benches, planters)
- Snow removal
- Street light audits
- Holiday lighting (snowflakes)

A few additional highlights from this year include:

- Added 2 new trash cans and 4 new bike racks to the district
- Added mulch and additional perennials to all planting beds
- Repainted trash cans and two graffiti-covered utility boxes in the heart of the district
- Pruned all trees west of W. 65th Street
- Repaired major irrigation issues in the planter beds near CPT campus

HOSPITALITY & SAFETY

In addition to providing private security for special events, the GSAD-CIC provides district security through DCA safety team members. DCA Safety Teams patrol the district over 80 hours per month. This includes regular hospitability interactions such as escorts to parking lots or directions for visitors as well as check-ins with property owners and businesses among other things. Below is a summary of that work:

69 hospitality interactions ▪ **303** business check-ins ▪ **129** security check-ins

MARKETING & EVENTS

Below is a summary our marketing, event and outreach activities**:**

- Year-round social media posts reached ~20,000 users weekly across Instagram, Facebook, and Twitter.
- Instagram audience grew 12% with 5,500+ followers, and we began paid promotions on the platform.
- Updated our gordonsquare.org website with a new Arts Accessibility page to highlight low-cost, youth, and/or multilingual programs at our arts organizations.
- Held Marketing Advisory Committee meetings, added two new members, and design an audience survey.
- Provided financial support to Historic Haunts, Dia De Meurtos and Snow Day – all major district events which drive thousands of visitors to Gordon Square.
- GSAD-CIC has been selling Gordon Square flags using our up-to-date branding, and proceeds are benefitting our public art fund and the LGBT Center's Dave Ream Memorial Art Fund. Retail partners Oceanne and Refresh Collective are also selling the flags on our behalf.
- In June, we hosted our first ever social mixer at Brewnuts. The intent of these events is to give members, stakeholders and guests an opportunity to learn more about the SID and share ideas in an informal setting.

NEWSLETTER

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

- **GSAD-CIC Newsletter - Winter 2022**
- **GSAD-CIC Newsletter - Spring 2022**
- **GSAD-CIC Newsletter - Summer 2022**
- **GSAD-CIC Newsletter - Fall 20221**

FINANCIAL REPORT

The eligible assessment income for FY 2022 was **$175, 441.32**. The projected expenses are expected to total **$141,449** leaving an estimated net balance of **+$33,992.00**.

INCOME	
2022 Assessment	**$175,441.32**
EXPENSES	
Beautification & Maintenance	$69,065 (49%)
Hospitality & Security	$24,500 (19%)
Events & Marketing	$22,750 (16%)
Administrative & Finance	$22,589 (16%)
2022 Total Expenses	**$141,449.00**

2022 BOARD OF DIRECTORS

Raymond Bobgan, Cleveland Public Theater (Chair)
John Carge, Craciun Berry Funeral Home
Rick Gilliam, Stockyard Meats
Michael Obertacz, Near West Theater
Joe Rose, Pioneer Savings Bank
Jenny Spencer, Ward 15 Council Representative
Adam Stalder, Northwest Neighborhoods CDC

ORGANIZATIONAL DOCUMENTS

- **2021 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**