

GORDON SQUARE ARTS DISTRICT

The Gordon Square Arts District – Cleveland Improvement Corporation (GSAD-CIC) delivers enhanced services within the area spanning from West 58th to West 74rd Streets along Detroit Avenue. GSAD-CIC engages the Northwest Neighborhoods CDC (NWN) to oversee and coordinate vendor management, financial administration, and act as the primary point of contact for all district-related matters.

MANAGED BY



The GSAD-CIC Board of Directors and its subcommittees, covering beautification & maintenance, hospitality & safety, events & marketing, and administration & finance, exercise vigilant oversight of programs and services to ensure operational excellence.

BEAUTIFICATION

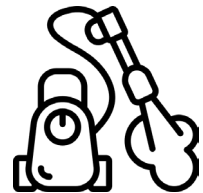
The GSAD-CIC contracts with Downtown Cleveland (DCI) to provide additional maintenance and safety services. DCI Clean Team personnel are on site nearly 50 hours per month to provide services throughout the district.



61,013 POUNDS OF
TRASH REMOVED



212 GRAFFITI
TAGS REMOVED



2 DISTRICT WIDE SIDEWALK
POWER WASHINGS

* Year to date 2023

HOSPITALITY & SAFETY

In addition to providing security for special events, the GSAD-CIC provides district security through DCI safety team members who **patrol over 80 hours per month**. These services include hospitality interactions like escorts to parking lots, directions for visitors and check-ins with business/property owners.



HOSPITALITY
INTERACTIONS



BUSINESS
CHECK-INS



SECURITY
CHECK-INS

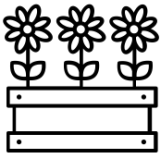
The surge in positive results can be directly attributed to the exceptional service provided by DCI ambassadors. Their dedication and effectiveness in representing our organizations have led to increased satisfaction throughout the district, improved brand perception, and notable upticks in key performance metrics. The ambassadors' personalized interactions, district knowledge, & commitment to community engagement have played a pivotal role in achieving these successes.

MAINTENANCE

GORDON SQUARE. ARTS DISTRICT

The GSAD-CIC contracts with Downtown Cleveland (DCI) to provide additional maintenance and services.

DCI Clean Team personnel are **on site nearly 50 hours per month** to provide services throughout the district. GSAD-CIC also contracts with outside vendors to provide additional maintenance services throughout the SID.



PLANTER BEDS/BOXES (69)



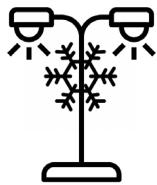
IRRIGATION SYSTEMS



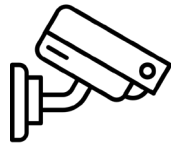
TREE PRUNING (60+)



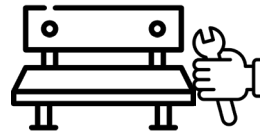
PUBLIC PARKING LOTS (5)



HOLIDAY LIGHTING



UPDATED SECURITY
CAMERAS & AUDITING



AMENITY REPAIRS



SNOW REMOVAL

Additional Support Included...

- Police Camera Blue Light Audit
- Refreshed Crosswalk at West 67th Street & Detroit Ave
- Updated Parking Lot Signage
- Remediated Tagged Planters
- Repainted Happy Dog Bike Box
- Bulb Harvesting for Planters
- Substantial Bed Reset at CPT
- Added 4 new Bike Racks (with support from Bike CLE)
- Added 4 new Trash Cans



MARKETING & EVENTS

- @GordonSquareArtsDistrict social media reaches ~10,000 weekly
- Instagram audience grew 24% year-over-year
- New "monthly guide" e-newsletter for the district
- gordonsquare.org website updates
- 2024 "arts-for-all district" promo video in production
- Financial support for Historic Haunts and Día De Meurtos
- Nearly 100 sales of Gordon Square Arts District-branded flags
- 500 visitor info cards distributed and stocked at Destination Cleveland

FINANCIAL REPORT

**GORDON
SQUARE.**
ARTS DISTRICT

In the fiscal year 2023, we present a concise snapshot of the GSAD-CIC's financial standing.

Our eligible assessment income is projected to reach \$179,650, reflecting a robust financial foundation. This figure is complemented by our diligent cost projections, indicating estimated expenses of \$134,030.

This responsible financial planning ensures a balanced approach, allowing us to allocate resources efficiently and maintain a sustainable financial trajectory for the year ahead.

EXPENSES	
Beautification & Maintenance	\$80,700 (45%)
Hospitality & Security	\$45,500 (25%)
Marketing & Events	\$26,500 (15%)
Administrative & Finance	\$27,200 (15%)

Fiscal Year 2023 Financial Snapshot:
Anticipated assessment income of \$179,650
Projected expenses at \$134,030



2023 BOARD OF DIRECTORS

Raymond Bobgan (Cleveland Public Theater) GSAD-CIC Chair
John Carge (Craciun Berry Funeral Home)
Michael Obertacz (Near West Theater)
Joe Rose (Pioneer Savings Bank)
Jenny Spencer (Ward 15 Council Representative)

GSAD-CIC TEAM

Chelsey Kovar, GSAD-CIC Administrator
Ethan Wiggins, GSAD-CIC Maintenance Committee
Joseph Kenealy, GSAD-CIC Maintenance Committee
Christopher Brown, GSAD-CIC Safety Committee
Joshua Jones Forbes, GSAD-CIC Marketing Committee