

# 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

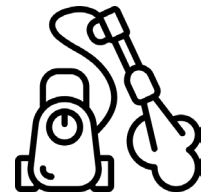
The GSAD-CIC contracts with Downtown Cleveland (DCI) to provide additional maintenance and safety services. DCI Clean Team personnel are on site nearly 50 hours per month to provide services throughout the district.



57,318 POUNDS OF TRASH REMOVED



273 GRAFFITI TAGS REMOVED

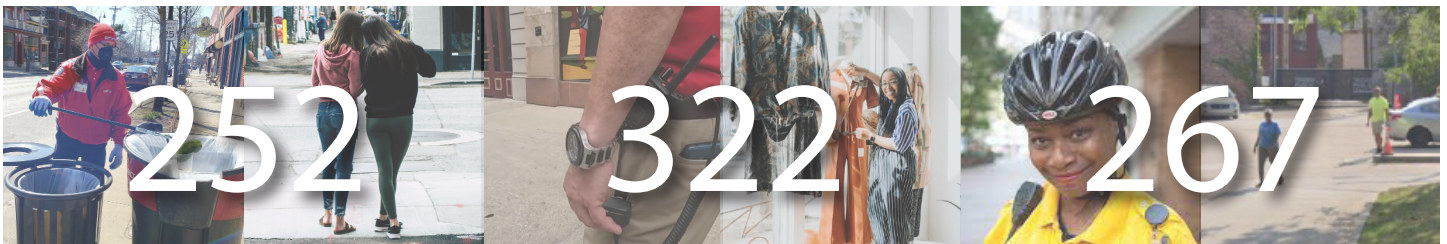


2 DISTRICT WIDE SIDEWALK POWER WASHINGS

\* Year to date 2024

## 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

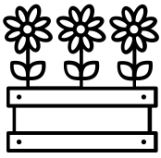
SECURITY CHECK-INS

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

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)



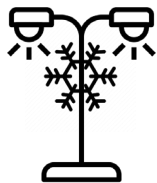
IRRIGATION SYSTEMS



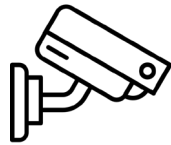
TREE PRUNING (60+)



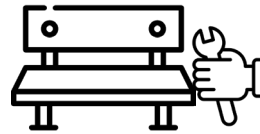
PUBLIC PARKING LOTS (4)



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](http://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

In the fiscal year 2024, we present a concise snapshot of the GSAD-CIC's financial standing.

Our eligible assessment income is projected to reach \$182,732, reflecting a robust financial foundation. This figure is complemented by our diligent cost projections, indicating estimated expenses of \$150,947.

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

Beautification & Maintenance	\$99,700 (54%)
Hospitality & Security	\$30,000 (16%)
Marketing & Events	\$27,000 (15%)
Administrative & Finance	\$27,700 (15%)

**Fiscal Year 2024 Financial Snapshot:**  
Anticipated assessment income of \$182,743  
Projected expenses at \$150,947



## 2024 BOARD OF DIRECTORS

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

## GSAD-CIC TEAM

- Ethan Wiggins, GSAD-CIC Administrator
- Christopher Brown, GSAD-CIC Safety Committee
- Elizabeth Madden, GSAD-CIC Marketing Committee