



Place Matters 2021 Highlights

Housing: build new low-income and workforce housing, stabilize and improve existing affordable housing, assist homeowners with home repairs, create new affordable homeownership opportunities with financial coaching, connect residents with affordable housing resources **Small businesses and business districts:** develop commercial properties, distribute small business mini-grants, provide funding for business facade grants, bring new businesses to business districts, expand outdoor dining opportunities, advance large scale mixed-use development projects (predevelopment, financing, demolition, construction), inventory existing business and commercial opportunities, connect businesses with resources, activate shared community spaces **Resident leadership and capacity building:** support community history and mural projects, host community events and discussions, train community leaders, support resident-led community organizations, inventory community groups, programs, and resources **Education and youth:** provide employment opportunities for youth, provide leadership and music training opportunities for youth development, build social and emotional skills for at-risk youth to prevent interpersonal violence, provide education and resources to dozens of immigrant adults **Health and safety:** provide education and safety interventions with a trauma-informed resident ambassador model, coordinate partners to address gun violence and other crimes, open new neighborhood grocery store and deli, lead health and wellness outreach efforts and activities, provide bi-lingual health navigation, create resident-informed food access and community garden programming, organize resident and stakeholder volunteers to support urban agriculture, expand community green space, facilitate health and safety task forces

Funding Place Matters capacity building creates new funding opportunities for lead organizations and additional community investment.

\$10+ million in direct leverage

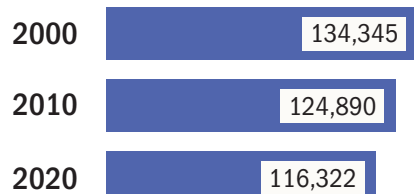
Direct leverage includes grants and awards, in-kind support/donations, and fundraising to leads and to other collaborators that are working to support Place Matters work plans.

\$189+ million in outside leverage

Outside leverage includes major residential, commercial, transportation/infrastructure, and education capital investment (public and private).

Population decreased 9% between 2000 and 2020 in Place Matters communities.

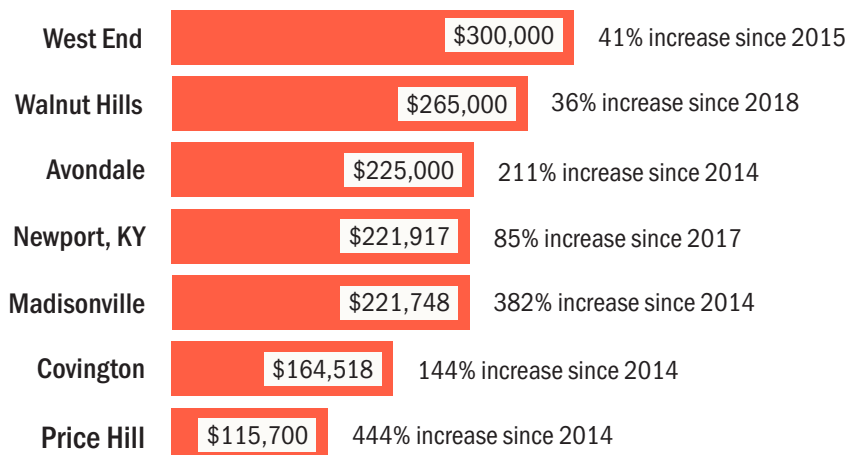
Total population trends in Place Matters communities



Source: U.S. Census Bureau

Single-family median home sale prices increased 36% to 444% in Place Matters communities.

2021 single-family median home sale price



Source: Cincinnati MLS and Northern Kentucky Multiple Listing Service (MLS)

5,778 volunteers

124 new partners

6,415 relationships

Place Matters lead organizations advance community priorities in the following areas: housing, business districts and small businesses, financial stability and economic opportunity, resident leadership and capacity building, education, and health. Maintaining relationships with volunteers, community members, and partners is critical to effective community change.

Volunteers, community members, and partners expand the reach of Place Matters lead organizations and increase their impact.

Place Matters

2021-2023 Strategic Priorities

The following goals and strategies are priorities for LISC, Place Matters, and its partners. These actions are needed to **Respond** to the current economic, health, and housing, crisis and to begin the path to **Recovery** and **Reimagining**.

Housing Strategic Priorities

- Increase support to mission-driven, community-based organizations like the Place Matters lead organizations to produce, preserve, protect, and improve affordable housing units.
- Identify new funding sources and funding mechanisms to support implementation of housing strategies, including alternative ownership models like community shareholding.
- Create targeted strategies to maintain the affordability of “naturally occurring affordable housing” (NOAH).
- Advocate for inclusion of affordable preservation, protection, and production.

Economy Strategic Priorities

- Facilitate access to opportunity for residents facing systemic barriers to participating in the economy.
- Use financial coaching and employment coaching to support increased financial stability of individuals and families, and to support the expansion of small businesses.
- Improve access to capital and technical assistance for small businesses and entrepreneurs.
- Support the equitable redevelopment of business districts by connecting local minority and women owned businesses with available commercial space.

Emergency Response Priorities

- Continue to develop strategies to expand training and access to technology and internet services to bridge the digital divide for both residents and staff
- Work with partners to regularly assess community needs, identify gaps, and make connections between residents and emergency food, rent, and utility assistance, and any another other emergency needs.
- Connect community members with information for masking, social distancing, and COVID-19 testing and vaccines.

Engagement Strategic Priorities

- Remove barriers to community members getting involved - both for virtual and in-person platforms.
- Provide training and capacity building opportunities to lead organizations (staff and board) and support resident leadership and empowerment.
- Assess community engagement initiatives to identify who is not being reached - identify strategies to reach them.
- Invest in community and neighborhood assets that promote social determinants of health, including digital access, childcare, education, arts, facilities and green/ resilient development.