

# Place Matters

## 2022 Highlights

Place Matters is an initiative focused in communities with great opportunities and assets. Professionally staffed lead organizations bring together partners and resources to creatively respond to community priorities and to improve the quality of life in communities in a holistic and comprehensive way. Place Matters lead organizations share information, they convene community members, and they rally resources and partners to solve problems. The networks and social connections supported through Place Matters have proven more important than ever as communities recover from the pandemic crisis. Especially during times of economic hardship and uncertainty, these connections and the support they provide for individuals and families is what will help people deal with the crisis and its impacts. The following summary highlights key Place Matters activities in 2022:

**Housing:** build and partner to create new low-income and workforce housing / stabilize and improve existing affordable housing / assist current homeowners with home repairs / create new affordable homeownership opportunities / connect residents with affordable housing resources, including rental assistance to keep tenants in their homes, help with relocation when needed, and financial coaching for future homeowners / host free home repair and maintenance skills-building workshops

**Small businesses and business districts:** develop and stabilize commercial properties / provide funding for business facade grants / bring new businesses to business districts, advance large scale mixed-use development projects (predevelopment, financing, demolition, construction) / inventory existing business and commercial opportunities / connect businesses with resources to grow / activate shared community spaces

**Resident leadership and capacity building:** support art projects led by artists of color / host community events and opportunities for engagement that are fun and provide opportunities for social connection / build social networks / support emerging community leaders / support the capacity of resident-led community organizations

**Education and youth:** provide leadership and music training opportunities for youth development / build social and emotional skills for at-risk youth to prevent interpersonal violence / provide residents with coaching and other tools to secure employment and improve financial well-being / improve immigrant language skills

**Health and safety:** expand trauma-informed resident ambassador model to provide education and safety interventions / coordinate partners to address food insecurity and safety / lead health and wellness outreach efforts and activities / provide bi-lingual health navigation / create resident-informed food access and community garden programming / complete park and green infrastructure projects / organize community cleanups

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

**\$14+ million  
in direct leverage**

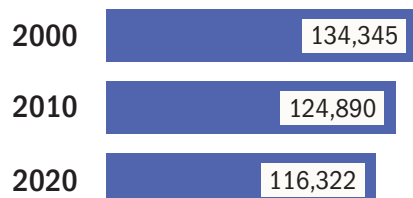
Direct leverage includes grants and awards, in-kind support/donations, and fundraising to leads and to other collaborators that are working to support Place Matters work plans.

**\$133+ million  
in outside leverage**

Outside total project 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.**

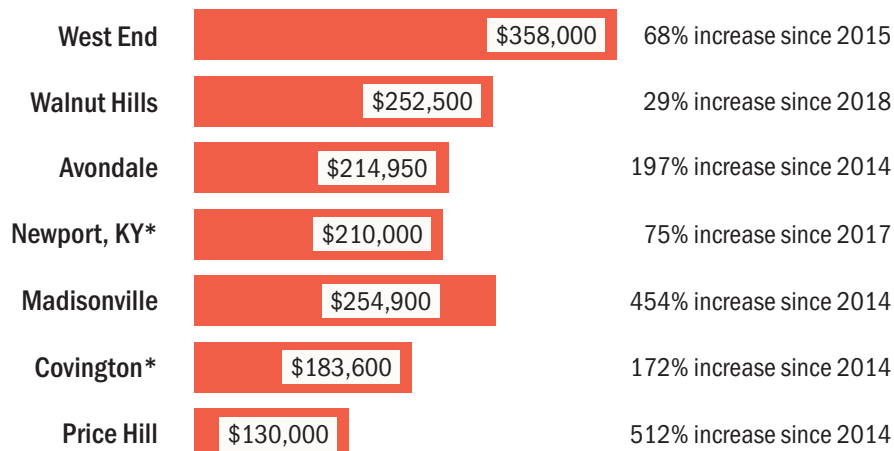
**Total population trends  
in Place Matters communities**



Source: U.S. Census Bureau

**Single-family median home sale prices increased 29% to 512% in Place Matters communities.**

**2022 single-family median home sale price**



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

\*Includes all residential home sales.

**7,430  
volunteers**

**199  
new partners**

**8,220  
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.





**Community gardening at Frederick Douglass Elementary in Walnut Hills**

Photo provided by the Walnut Hills Redevelopment Corporation



**Blair Lofts Phase I affordable to families with incomes 30 -60% AMI**

Photo provided by the Avondale Development Corporation





**Home facade renovation in Newport**

Photo provided by ReNewport



**Brady Neighborhood Concert in the West End**

Photo provided by Cincinnati Symphony Orchestra





### Do It Yourself Darlin Workshop

Photo provided by Price Hill Will

**SANTA MARIA**  
**SNAPSHOT**

Azariah just turned 1 this week! She loves the books that she receives from Every Child Succeeds each month. Her mom says that she is already using her beginning reading skills by pointing to pictures and, "telling us all about it."

Azariah - Age 1

**SANTA MARIA**  
**COMMUNITY SERVICES**  
Helping Families Help Themselves Since 1957  
**#SantaMariaSnapshot**

### Every Child Succeeds Program Highlight

Image provided by Santa Maria Community Services





**VITA Tax Clinic**  
 Photo provided by The Center for Great  
 Neighborhoods



**Madisonville Plaza**  
 Photo provided by Madisonville Community  
 Urban Redevelopment Corporation

**Place Matters is made possible by the support of these generous donors:**



**United Way  
 of Greater Cincinnati**

