BOARD OF TRUSTEES MEETING
BakerHostetler, Key Tower, 127 Public Square
Tuesday, January 21, 2020
5:00 – 6:30 pm
AGENDA

1. Chair’s Report, Scott Holbrook
   A. Approval of the Minutes of the November 19th Meeting
   B. Annual Fund Thank you
   C. Trustee Dashboards being sent now
   D. Community Luncheon, Thursday, March 26th, with featured speaker, John G. Morikis, CEO of Sherwin Williams Company
   E. Tom Einhouse Nomination as an Honorary Life Trustee

2. Staff & Trustee Introductions

3. 2019 Year in Review, Kathleen Crowther, President & CRS Staff
   A. Year End Summary 2019
   B. Staff Presentation on 2019 Activities
      1) Margaret Lann, Manager of Preservation Services
      2) Jamie Miles, Preservation Programs Assistant
      3) Jessica Beam, Heritage Home ProgramSM Associate
      4) Abigail Enicke, Heritage Home ProgramSM Associate
      5) Dean Pavlik, Preservation Construction Manager
      6) Stephanie Phelps, Marketing & Events Specialist
      7) Katie Leskowitz, Development & Marketing Assistant
   C. Discussion

4. Recent Grant Requests
   A. 1772 Foundation ($100K – Dall-Mays Houses & Small Deals)
B. National Endowment for the Humanities Grant Submitted
   ($60K - Civil Rights Trail)
C. Cleveland Foundation ($75K – Small Deals)

Upcoming Board of Trustees Meetings:
Tuesday, March 17, 2020, 5:00 – 6:30 pm; location TBD
Tuesday, May 19th, 2020, 5:00 – 6:30 pm; location TBD
Annual Meeting, Counts as a Board Meeting – July TBD

2020 “Big Three” Events
Thursday, March 26th, Community Luncheon, 11:30 am – 1:30 pm, The Westin Cleveland Downtown
Wednesday, June 17th, 5 pm, Celebration of Preservation, Playhouse Square theatre
TENTATIVE: Saturday, October 24, 5 pm, Annual Benefit Dinner, Tour of Athlon (Cleveland Athletic
Club), dinner following

SNOOPS!
Saturday, February 8th, morning, Telling Mansion and the Museum of American Porcelain Art (South
Euclid)
Saturday, March or April, Antioch Baptist Church, TBD
1. Chair's Report, Scott Holbrook
   A. Approval of the Minutes of the September 10, 2019 Meeting. Tom Einhouse moved to approve the Minutes of the September 10th Board Meeting. Elizabeth Corbin Murphy seconded the motion, and it was approved unanimously.
   B. Annual Fund Request & Trustee Engagement Dashboard. The Board was asked to contribute to the annual fund. Scott explained that the individual Trustees would be given a dashboard report summarizing the level of engagement in the Society – attendance at meetings and events, financial support, and other metrics.

2. Finance Committee Report 3rd Quarter results, Mike Cummins, Treasurer and Tom Jorgensen, Chief Operating Officer
   A. Mike reported that revenue was below budget because a few private grants did not come through and there were shortfalls in operating revenue, specifically the third floor has remained vacant. However, the expenses are also lower, due to staffing and the resulting savings in salary and benefits.
   B. Mike then discussed the 2020 Budget. We are anticipating private grants coming through and revenue being higher through leasing of the third floor office space and expect that events will bring in more revenue. Expenses will be higher because we anticipate full staffing. That results in a projected income of $16,068. With Michael Fleenor’s departure, we do not anticipate a significant
impact in operating income. We are looking to hire someone with substantial preservation experience to replace Michael Fleenor, which is reflected in the expenses.

C. Joe Marinucci moved to approve the budget. Jonathan Sandvick seconded the motion and it was approved unanimously.

D. Sarah Benedict House Third Floor is still for lease and the Board was asked to keep that in mind and refer the space to their contacts.

3. **Book Release – Kathleen Crowther**
   A. Kathleen Crowther discussed the completion of the book *The Making of Cleveland’s Black Suburb in the City: Lee-Seville & Lee-Harvard* and the launch event which took place on November 9 at the Harvard Community Services Center. Over 140 people attending the book launch. The Trustees were asked to consider purchasing the book. Margaret Lann served as the producing editor. To date we have sold 165 copies. People have been coming into the Sarah Benedict House and have been buying copies of the book. Individuals in the neighborhood have been very appreciative of the book.

4. **Sacred Landmarks Initiative – Doug Hoffman, Chairman**
   A. Doug Hoffman presented on the work of the Sacred Landmarks Initiative. Doug introduced the Trustees that have been involved: Greg Frost, Rob Weeks, Elizabeth Corbin Murphy, Tony Hiti, Jim McCue, and Joe Denk. Doug also identified the more than a dozen people who serve in the initiative. They meet monthly, identify historic religious buildings, offer technical assistance, review site visits requests, conduct on-site assessments, prepare reports, present to church trustees, make referrals, and conduct educational seminars. The Trustees discussed two success stories where the congregations have used the information to obtain funding or feel reassured in the quality of the building so that they were more comfortable in investing in the properties.

   B. Joe Marinucci suggested that the Board consider a similar initiative for non-sacred landmarks. One example he gave was the Lincoln Statue that was part of the Board of Education and is need of repair. There was also discussion of supporting illumination of the two jack knife bridges in the Flats.

5. **Luther Moses House – Tony Hiti**
   A. Tony Hiti presented on the work of the Luther Moses House Task Force. The Luther Moses house is one of the oldest remaining buildings on the East Side of Cleveland. The advocacy committee has been looking at it for the past ten years. The prior owner was unable to maintain it and it fell into disrepair and was in tax default and turned over to the county landbank. We established a task force earlier this year. The goal is to get the building through the winter and engage with the community to find a strategy for retaining and re-using the property. Last year, the roof was tarped. Other task force accomplishments include: convened monthly meetings, obtained Councilman’s support, staved off demolition, obtained a license to access from the County Land Bank, and identified adjacent property owners. Next steps are focused on stabilizing the building, conducting community engagement to determine the possible new uses, preparing architectural drawings and renderings depicting the restoration, and continuing public relations efforts. The Board discussed the strategies for stabilizing building and repurposing it.

6. **Old And/or New Business.** No old or new business.

The meeting adjourned at 6:30.
Commitment to Cultural Heritage
Painting the Picture of Success
JOHN G. MORIKIS
Chairman and CEO, Sherwin-Williams Company
Cleveland Restoration Society Community Luncheon
Thursday, March 26, 2020
The Westin Cleveland Downtown

SPONSORSHIP OPPORTUNITIES
The Cleveland Restoration Society Community Luncheon is the annual event that brings together the downtown community to support and celebrate our cultural heritage. Over the years our luncheons have attracted upwards of 300 community leaders who make an important impact in our region.

John G. Morikis is Chairman and Chief Executive Officer of the Sherwin-Williams Company. Mr. Morikis was elected the ninth CEO in the Company’s 153-year history on October 16, 2015. John began his career as a Management Trainee. He is the first member of the Sherwin-Williams Management Training Program to become CEO.

With over 30 years corporate experience John Morikis knows a thing or two about success, making it look seamless all while steadily rising through the ranks of the global manufacturer.

No wonder Forbes Magazine named him one of the nation’s most innovative leaders of 2019. Indeed Mr. Morikis continues to paint a picture of success, bringing 20/20 vision and insight as our keynote speaker.

Currently he is Vice Chairman for the Joint Center for Housing Studies Policy Advisory Board at Harvard University; Vice Chairman of University Hospitals in Cleveland; Board of Directors of Fortune Brands Home and Security and the American Coatings Association. His civic and community board engagements also include the Greater Cleveland Partnership.

Mr. Morikis holds Bachelor degrees in both Business Administration and Psychology from Saint Joseph’s College in Rensselaer, Indiana and a Master’s degree in Business from National Louis University in Evanston, Illinois. He and his wife, Tammy, have three adult children.

The mission of the Cleveland Restoration Society is to use the powerful tool of historic preservation to revitalize our diverse communities, strengthen the regional economy, and enhance the quality of life in northeastern Ohio. CRS is the voice for historic preservation in Northeast Ohio.
Cleveland Restoration Society Community Luncheon

SPONSORSHIP OPPORTUNITIES

The Community Luncheon provides support for our year round programs from the Heritage Home ProgramSM to our Preservation Services work in Cleveland’s diverse neighborhoods. The luncheon is the perfect opportunity to entertain and educate clients about historic preservation. As a sponsor, your company will receive exposure to developers, architects, planners, city representatives and nonprofits that advance Cleveland neighborhoods.

Sponsorship Packages

Presenting Sponsor $10,000 ($8,480 tax deductible)
All platinum benefits plus
  ▪ Your company is positioned as the Presenting Sponsor on the invitation and all promotional materials

Platinum Sponsor $5,000 ($3,480 tax deductible)
  ▪ Table of eight (8) with priority location and optional seat at the Speaker’s Table
  ▪ Logo recognition as Platinum Sponsor at the podium, in the program and on event signage
  ▪ Full spread program ad (2 pages)
  ▪ Individual e-blast highlighting your company sent to 3,000+
  ▪ Credit as a Platinum Sponsor on social media, publicity and post-event articles
  ▪ A one-year CRS corporate membership

Gold Sponsor $3,800 ($2,821 tax deductible)
  ▪ Table of eight (8) with priority location next to the Speaker’s table
  ▪ Logo recognition as Gold Sponsor at the podium, in the program and on event signage
  ▪ Full-page program ad
  ▪ Credit as a Gold Sponsor on social media, publicity and post-event articles
  ▪ A one-year CRS corporate membership

Silver Sponsor Table $2,500 ($1,671 tax deductible)
  ▪ Table of eight (8) with the option of one seat at the Speaker’s Table (as available)
  ▪ Your name or company name on your table
  ▪ Recognition as a Sponsor Table Host on social media and in the program
  ▪ Full-page program ad

Patron Table $1,500 ($896 tax deductible)
  ▪ Table of eight (8)
  ▪ Your name or company name on your table
  ▪ Recognition as a Patron Table Host in the program
  ▪ Half-page program ad
Cleveland Restoration Society Community Luncheon

TABLE HOST RESPONSE FORM

Thursday, March 26, 2020
11:30 am – 1:30 pm
The Westin Cleveland Downtown, 777 St. Clair Ave. NE, Cleveland

You may register online at www.clevelandrestoration.org or return this form with your check to Cleveland Restoration Society, 3751 Prospect Ave., Cleveland, OH 44115.

- Presenting Sponsor $10,000
- Platinum Event Sponsor ($4,240 tax deductible) $5,000
- Gold Event Sponsor ($3,040 tax deductible) $3,800
- Sponsor Table ($1,740 tax deductible) $2,500
- Patron Table ($965 tax deductible) $1,500

Company Name: __________________________________________________________

Name: ___________________________________________________________________

Contact Name (if different): ________________________________________________

Address: __________________________________________________________________

City: __________________________ State: _______________ Zip: _________________

Phone: __________________________

Email: ___________________________________________________________________

PLACE A PROGRAM ADVERTISEMENT

Provide camera-ready art to Stephanie Phelps by March 5, 2020

ADVERTISING RATES

Full Page ($500)
4 ¾ inches wide by 7 ¾ inches high

Half Page ($275)
4 ¾ inches wide by 3 ¾ inches high

Ads are in black and white with no bleeds. Art should be submitted in high resolution PDF or JPEG by Thursday, March 5, 2020

CONTACT
Stephanie Phelps,
sphelps@clevelandrestoration.org
(216) 426-3106 (Phone)
(216) 426-1975 (Fax)
Tom Einhouse is the Vice President of Facilities and Capital for Playhouse Square where he has worked for 39 years. He has led significant historic preservation projects there including the redevelopment of the Allen Theatre complex ($30 million), Idea Center ($42 million), Hanna Theatre ($15 million), the redevelopment of the E.14th St. streetscape ($2.5 million), the redevelopment of the 1305 and 1317 Euclid buildings ($5 million), and the redevelopment of the Middough Building ($17 million) and the Ohio Lobby Restoration ($5 million). Tom has overseen tenant fit out for Turner Construction (19,250sf), Capstone Realty Advisors (24,000sf), The Cleveland Foundation (50,000sf), URS Consultants (50,000sf), ideastream (90,000sf). He oversaw the leasing and re-tenanting of the Idea Center Building taking it from an occupancy of 9,000sf to 208,000sf.

Tom Einhouse is currently a trustee of the Cleveland Restoration Society, LAND studio and is the board chair of the Downtown Cleveland Improvement Corporation. In addition, he is the past board president of both the Cleveland Restoration Society and League of Historic American Theatres. He has served full terms on the Lakewood Board of Zoning Appeals as well as the Lakewood Planning Commission, and two terms on the Lakewood Board of Education.

Tom Einhouse is being nominated as an Honorary Life Trustee of the Cleveland Restoration Society for his leadership and long-standing commitment to the organization. Since joining the Board of Trustees in 2003, Tom has been a steady supporter of CRS programs and initiatives. He has been an active member of many CRS committees, notably Finance, Advocacy, and Nominating & Trustees. He was President of the Board from July 2007 until June 2009 and then served on the Executive Committee for many years. Tom is a great connector. He is superlative at bringing new members of the community into the organization. He has volunteered in countless ways including sharing his expertise regarding historic theatres in Cleveland neighborhoods.

For these reasons, and more, it is the recommendation of the Executive Committee, that Tom Einhouse
KATHLEEN CROWTHER

PRESIDENT

Kathleen H. Crowther has been President of the Cleveland Restoration Society (CRS) since 1987. Under her leadership, CRS has become a nationally recognized preservation organization that plays a vital role in resolving challenging preservation issues in the urban, suburban, and outlying regional areas of northeast Ohio. During her tenure, she has led CRS through the acquisition and rehabilitation of the Sarah Benedict House into a regional center for historic preservation and overseen the creation of groundbreaking programs such as the Heritage Home ProgramSM and the Sacred Landmarks Assistance Program.

Kathleen is currently an advisor to the National Trust for Historic Preservation representing the State of Ohio. She was elected by her peers as the first local executive director to chair of the National Trust’s Statewide and Local Partners Program. Kathleen was also selected for the first class of arts leaders by National Arts Strategies to attend a program at Stanford University’s Graduate School of Business. She has become involved on an international basis as a participant in the Courants Program of the French-American Foundation (New York, NY), as a Visiting Scholar at the American Academy in Rome, and as a US member of the International Committee structure of ICOMOS (International Commission of Monuments and Sites).

Kathleen has a BA in Art History from Case Western Reserve University and a MS from Cleveland State University’s College of Urban Affairs, where she is a part-time Instructor.
Beginning in November 2011, Thomas A. Jorgensen has been the Chief Operating Officer of the Cleveland Restoration Society. Tom has played an integral role in the growth of the Cleveland Restoration Society for over thirty years, during which time CRS has progressed from being a volunteer-run organization to its current form of eleven professional staff members, a headquarters building, endowment and programs in the community. His record of trusteeship in terms of dedication, commitment and strategic focus is unsurpassed. His focus of operations with CRS currently is the Heritage Home ProgramSM, which he has worked to reinvigorate.

Tom has had a forty-four-year legal career at the Cleveland firm Calfee, Halter & Griswold LLP, where he led the practice in Employee Benefits and Executive Compensation. His record of leadership in the field is extensive – he has served in numerous roles for the International Bar Association, the American Bar Association, the American College of Employee Benefits Counsel, the International Pension and Employee Benefits Lawyers Association, the US Chamber of Commerce and the Internal Revenue Advisors Group. He has testified to Congress, lectured throughout the world, and has been selected as a leading American lawyer for decades by Chambers USA, Best Lawyers in America, and Ohio’s Super Lawyers.
Jessica Beam joined the Cleveland Restoration Society as a Heritage Home Program℠ (HHP) Assistant in September 2018 and was promoted to HHP Associate in 2019. She works within the Heritage Home Program℠ and facilitates loan applications, provides technical assistance and preservation advice to homeowners. Jessica also assists with other events, programs, meetings, and workshops provided by the HHP and CRS in communities across Northeast Ohio.

Prior to working with CRS, Jessica worked as a Park Ranger for the National Park Service at James A. Garfield National Historic Site. With the National Park Service, she worked as an interpreter, educator, and helped maintain the historic property. Jessica taught educational programs at elementary schools across northeast Ohio and helped facilitate field trips and special programs at James A. Garfield National Historic Site and Cuyahoga Valley National Park, as well as giving talks locally about various aspects of 1850s-1900s culture and architecture.

Jessica is a recent graduate of Ursuline College in Pepper Pike, having earned her M.A. in Historic Preservation in May of 2018.
MICHAELA DAWE

HERITAGE HOME PROGRAM ASSISTANT

Michaela Dawe joined the Cleveland Restoration Society as a Heritage Home Program℠ (HHP) Assistant in January 2020. Through her position in the Heritage Home Program℠, Michaela assists homeowners as they begin renovation projects by providing information, answering questions, and scheduling site visits. Additionally, Michaela supports the HHP and CRS staff on events and programs.

Michaela previously worked at London-based engineering firm Price & Myers, where she provided research and illustrations of historic cantilever stone stairs. The illustrations were featured in a conference hosted by the Georgian Group at Somerset House in a presentation by Sam Price and Helen Rogers. In 2021, Price and Rogers will be publishing a book about the history and development of the cantilevered stone stair, and Michaela’s illustrations and research will be featured in the publication.

Michaela graduated from NYU London with her M.A. in Historic and Sustainable Architecture in May 2019. Previously, she received her B.A. from Skidmore College in English Literature with a minor in Music.
Abigail Enicke joined the Cleveland Restoration Society as a Heritage Home ProgramSM (HHP) Assistant in October 2019 and transitioned into the Heritage Home Program Associate position in January 2020. Through her position in the Heritage Home ProgramSM, Abigail provides assistance to homeowners as they navigate the loan process, conducting site visits, and processing applications. Abigail also supports the HHP and CRS staff on other events and programs.

Prior to working for CRS, Abigail worked as a Historic Resources Specialist for the Conservation Corp of Minnesota and Iowa. Here, she assisted the Minnesota Department of Natural Resources with the collections management duties of Croft Mine Historical Park and Hill Annex Mine State Park. By working in the Parks’ archives, Abigail catalogued historic documents and materials, preserved them for future storage, and provided community outreach to local interest groups.

Abigail is a graduate of the University of Louisiana at Lafayette, having earned her M.A. in Public History there in May 2017.
DEBRA GULICK

BUSINESS & ACCOUNTING MANAGER

Debra is an accounting professional with over 30 years of experience. As business and accounting manager, her duties include budgeting and reporting on operating and restricted funds to the treasurer, trustees, and funders and managing annual audit of financial statements. She records all receipts and expenditures using the QuickBooks Accounting Software System.

Debra has prior construction and real estate experience working with the Ozanne Construction Company and the Shaker Lakes Apartment Company, along with other organizations. Her insights on managing the finances of real estate are a boon to CRS.
MARGARET LANN
MANAGER OF PRESERVATION SERVICES

Margaret began her career at Cleveland Restoration Society in May 2013 as part of the Heritage Home Program’s team. Her duties included facilitating the home loan process, providing on-site technical assistance, and advising homeowners on best preservation practices. By 2016, Margaret became the program manager. As Manager, Margaret acquired additional responsibilities that included hiring and training staff, managing internal operations and engaging with potential partners to introduce the program.

In October 2017, Margaret became the Manager of Development and Publications. In this role, she was responsible for managing membership and trustee engagement, facilitating donor stewardship, and managing grants. At this time, Margaret became editor of Facade and all other CRS publications.

In January 2020, Margaret was promoted to her current role as Manager of Preservation Services and Publications. In this role, Margaret provides technical assistance and building assessments, conducts surveys and facilitates historic designation. She also manages special projects, such as the African American Civil Rights Trail, designed to use historic preservation as a community development and place-making tool. Through these community engagement efforts, she is able to diversify the listing of Cleveland landmarks and historic districts and build a stronger historic preservation constituency in previously under-represented neighborhoods. Margaret continues as editor of Facade magazine and has oversight over other CRS publications.

Margaret remains involved with community outreach and enjoys creating educational workshops, giving presentations, and representing CRS at area events. Margaret is a member of the Cleveland Heights Landmark Commission and adjunct professor at Ursuline College. Margaret holds a Master's of Arts in Historic Preservation from Ursuline College.
KATIE LESKOWITZ

DEVELOPMENT AND MARKETING ASSISTANT

Katie Leskowitz joined the Cleveland Restoration Society as a Development and Marketing Assistant in June 2019. She works within the Development department, assisting with event planning, fundraising, and membership. Katie also assists with writing and editing grant proposals, the monthly email newsletter, Perspectives, and our semi-annual magazine, Facade.

Prior to working with CRS, Katie gained preservation experience in her role as an intern for the German Village Society, where she wrote house histories for their residents. Katie was also a museum education intern at the Smithsonian Center for Folklife and Cultural Heritage and helped develop STEM and arts-based activities for the 2017 Folklife Festival. During her undergraduate studies, Katie worked at the Ohio State University Archives, photographing artifacts for their upcoming exhibitions.

Katie is a recent graduate of the Ohio State University, having earned her B.A. in History in May of 2019.
Jamie Miles joined the Cleveland Restoration Society in September of 2019 as Preservation Programs Assistant. She works with both the Heritage Home Program, helping homeowners navigate the program’s many available services, and with Preservation Services, assisting CRS’ committee work, programming, and services offered to our community partners.

Jamie is a graduate of Case Western Reserve University, having earned her B.A. in Art History, and is currently working on her M.A. in Historic Preservation at Ursuline College. Prior to working for CRS, Jamie was an intern for the City of Cleveland Heights’ Department of Planning and Development. There, she assisted the City’s Historic Preservation Planner in researching historic properties, performing survey work, and staffing the Landmarks Commission. She has also worked for the Museum of Contemporary Art as an Engagement Guide, interned for the Cleveland Museum of Art’s Collections Management Department, and volunteered extensively as a DJ and former Program Director at CWRU’s college radio station, WRUW-FM. Outside of work, Jamie enjoys exploring the Midwest with the Rust Belt Coalition of Young Preservationists and Sixth City Young Preservationists.
DEAN PAVLIK

PRESERVATION CONSTRUCTION MANAGER

Dean Pavlik joined the Cleveland Restoration Society in July 2015, bringing forty years of hands-on construction expertise to our Heritage Home Program SM. Dean uses his practical experience to consult with homeowners who are participating in the program to answer their questions on a variety of home improvement topics, from basic maintenance to detailed project planning. He works as an intermediary between contractors and homeowners.

Prior to joining the CRS Heritage team, Dean completed historic residential rehab projects as a private contactor, primarily in the Shaker Heights area. He has worked on projects throughout all phases of remodeling.
Stephanie Phelps joined Cleveland Restoration Society in June of 2019 as the Marketing and Events Specialist. In this capacity she increases connections to the Cleveland story via event planning and production. Bringing over twenty year experience in journalism and media, leveraging opportunities for local, regional, and national media coverage is primary to her positon. Stephanie is responsible for the marketing and production of signature programs including the Community Luncheon, Celebration of Preservation and the Annual Benefit. She produces several small member events throughout the year including SNOOP! tours of local historic preservation projects.

Prior to joining CRS, Ms. Phelps carved out a journalistic and media niche throughout Greater Cleveland. Her achievements cover a wide spectrum across the broadcast, print and digital landscape. As a consummate questioner and one-on-one interviewer, her skills and engaging style have garnered interviews with leading figures including Ranking Member of the U.S. House of Financial Services Committee, The Honorable Maxine Waters; former Ohio Congressman Dennis Kucinich, and U. S. Representative for Ohio's 11th congressional district, Marcia Fudge. Other notable interviews include film maker Tyler Perry, in addition to noted author and Professor of Sociology at Georgetown University, Dr. Michael Eric Dyson.

Stephanie has also worked as a Public information Officer and in workforce development, with a focus on youth. She holds a BA in Mass Communications and Journalism from Kent State University.
Important Highlights of the Year

- CRS reached a new level of community impact and expertise by publishing its first book, *The Making of Cleveland’s Black Suburb in the City: Lee-Seville and Lee-Harvard*. A public book launch attracted over 145 people, with excitement & feelings of deep gratitude among community elders whose lives were valorized by the publication. The book was immediately met with acclaim by scholars.

- The Heritage Home Program\(^{SM}\) continues to be northeastern Ohio’s gold standard housing program well-managed and operated by a small but dedicated team. A full year of automated site visit scheduling leveraged staff time and supported the highest production year on record on all measures: inquiries, site visits, number of loans and total value of loans. Executive staff worked to protect the important county link deposit over this period.

- CRS worked diligently to save historic properties through direct action and intervention. During this period, the Winslow Road home was sold in record time to a cash buyer with full reimbursement of CRS’s property improvement expenditures. CRS sought and received a tax valuation reduction without the support of the city of Shaker Heights. Task forces for the Dall-Mays Houses and the Luther Moses House were established with real progress made.

- CRS’s leadership in African American cultural heritage was acknowledged with the approval of a grant from the National Park Service of $50,000 to create a Civil Rights trail. This is CRS’s second grant from the federal government, a significant accomplishment.

- CRS’s “big three” events were produced in line with CRS’s reputation for lively programs that are social, good for business and demonstrate our mission. Together with its 67 smaller events, CRS attracted over 2,700 participants and 32 financial sponsorships.

- The Small Deals Program continues to hold great promise for neighborhood scale projects which would otherwise not attract tax credit investors. During 2019, CRS concluded the investment pay-in process for the Gund Brewing Building, closed its second deal and established a pipeline.

- The Sacred Landmarks Initiative group continues to provide intensive technical assistance to congregations and developed a new training module this year.

- CRS has had a notable year for TV coverage. News spots, short and long, featured CRS’s efforts with: the Luther Moses House (Homa Bash, NewsChannel 5); CRS’s the Heritage Home Program\(^{SM}\) and CRS’s Sacred Landmarks Initiative, as exemplified by Hitchcock Center for Women, both produced by NewsChannel 5’s “A Better Land” series.
Organizational Matters

- CRS’s executive staff has worked in concert with the Executive Committee and the Nominating & Trustees Committee to strengthen the Board of Trustees. For both committees, the matter of equity and inclusion is a priority. Progress was made in this area via the slate of new Trustees.

- Five (5) members of the Executive Committee have attended the Groundwater program of the Racial Equity Institute sponsored by Cleveland Neighborhood Progress, and one member participated in the Equity and Inclusion training sponsored by Cuyahoga Arts and Culture.

- A special effort was made to solidify the importance of Trustee engagement. A graphical dashboard was created to portray the importance of Trustee time, talent and treasure – the 3 T’s. A personal dashboard will be sent to all Trustees in January, 2020. The topic of ethics was opened for discussion.

- On the staff level, equity and inclusion is also a priority. Participation this year brings the total staff members educated by the Racial Equity Institute to eleven (11), with an additional four staff at the leadership level participating in the Equity and Inclusion training sponsored by Cuyahoga Arts and Culture.

- Trustees were supported in their efforts to consider a strategic planning process. Three (3) meetings were convened to discuss the possibilities although a firm direction has not yet been developed.

Events and Community Engagement

- The annual Community Luncheon was another huge success with Maurice Cox, then the Planning Director for the City of Detroit, as the speaker. The 335 attendees enjoyed a violin serenade and an award to Bracy Lewis for his lifetime achievements in preservation.

- The Celebration of Preservation awards program was a fantastic party with 13 projects honored.

- Two issues of the CRS magazine, Façade, were published to wide acclaim. An attractive summary Annual Report was produced.

- A benefit dinner was hosted throughout the grounds of a private home in Cleveland Heights, Harcourt Manor. Staff worked in concert with Trustees and our Hostess to organize an event throughout the estate that was fun and demonstrated the finest of Cleveland’s luxury residential architecture during its period of high prosperity.

- The Heritage staff convened 40 information sessions to discuss the program, answer questions and promote the continued use of our region’s older housing stock.

- An additional 27 events to encourage membership and to support CRS’s book and other programs were organized, engaging an estimated 912 individuals.

- CRS membership remains highly supportive of our mission as demonstrated by membership revenues and Annual Fund donations. As of December 13th, the total revenues from membership dues and Annual Fund gifts totaled close to $99K, already ahead of last year by over $21K.
The CRS Facebook page experienced a huge reach this year, estimated to be 93,809 people who experienced our content. This is based upon 2,994 CRS followers and an addition 2,788 “likes” which extended our reach exponentially.

CRS’s webpage was refreshed in 2018. In the past 6 months, according to Google Analytics, 18,518 visits occurred on our website. Based upon this, we extrapolate that over 37,000 visits occurred during the full year.

CRS’s e-communication list was increased by 668 new contacts this year, bringing the total active contacts list to 8,356. The CRS average open rate is 33%, far above the industry average is 19%. Engagement in CRS e-communication is further demonstrated by an additional 2,672 opens of links on CRS’s e-communication messages. This surge of interest was associated with the release of CRS’s book.

CRS’s Instagram account was reactivated in July with and has 1,011 followers. Thirteen (13) posts have reached 5,329 people.

African American Cultural Heritage

CRS has published its first book, The Making of Cleveland’s Black Suburb in the City: Lee-Seville and Lee-Harvard, 132 pages, 125 illustrations, 101 footnotes:

- From the outside evaluator: “Thrilled with the final product; fills the void in popular writing; testament to CRS’s dedication; shine a spotlight on communities that have typically received minimal public attention; adds to a growing body of literature on minority heritage; trends with national preservation field; beautifully designed...engaging...readable; model for similar products...around the nation; contributes to a growing national dialog; extremely well-executed and successful; that CRS undertook ...this... is remarkable; innovative...in subject matter...in approach; easily digestible book; a huge step forward; sets a new model; reflects a truly engaged and community-based approach to preservation that tells a holistic story; no doubt...it will received the accolades it deserves.”

- From Ohio Humanities program officer: “sweeping portrait of a people; community cultural heritage at its finest...model for...preservation efforts.”

The book is the culmination of four (4) years of field work; twenty (20) oral histories filmed and indexed; CRS-led primary research into lives of the Black builders; survey documentation of 75 houses; four (4) lectures by our consulting scholar; public digitization event supported by National Endowment for the Humanities; scouring of all local archives; support from over ten (10) partners including the Cleveland Public Library and Cleveland State University Michael Schwartz Library; and funding from two local Council Representatives.

To finally produce the book, CRS overcame a serious obstacle in that a major funder delayed a response to our “phase 2” funding request for this project from April until November, then declined the request altogether. CRS responded quickly by obtaining permission from other funders, the Ohio History Fund and the National Trust, to re-deploy their grants to the project toward the expense of printing the book.

CRS nominated the Myrtle-Highview streets as a historic district to the National Register of Historic Places. This nomination represents a multi-year effort starting with the discovery of the African American builders of the street. The nomination was approved by the Ohio Historic Sites Preservation Advisory Board in June. At the
close of the year, final approval from the National Park Service is still pending. The successful entry into the National Register would represent the first historic district in the large swath of Cleveland’s southeast side.

- CRS further solidified its reputation as a respected resource on African American cultural heritage. Publicity around this work includes two TV coverages under development, one by WVIZ and an exclusive given to NewsChannel 5 for the Civil Rights Trail. Additional proof of CRS’s reputation include CRS’s second national grant, now from the National Park Service for a Civil Rights Trail ($50K), and a second year of support ($39,500) from Councilman Joe Jones (Ward 1).

- CRS found opportunities to be engaged with the community in Ward 1 through alignment with Lee Road Baptist Church which hosted the first Lee-Harvard Community Fair, of which CRS was part. CRS’s calendar is filling up with requests from Block Clubs and others as the public is interested in hearing about the book.

**Heritage Home Program**

- CRS’s lead program had experienced yet another RECORD BREAKING year (measured from December 1, 2018 through November 30, 2019):
  - Responded to 6,482 Inquiries (52% increase over last year of 4,277);
  - Made 1,785 Site Visits (3% increase over 2018 record of almost 1,741) for projects valued at $53M, an increase of 23% over $43M in 2018;
  - Booked 151 new loans (9 % increase over 2017 record of 138) for over $7.6 million (2% increase over 2018 loans of $7.4 MM)

- CRS’s President and COO worked to protect the Heritage program linked deposit by being in communication with Cuyahoga County Council Members Yvonne Conwell and Pernell Jones. CRS first met with Members Conwell and Jones in preparation of a formal presentation to the full council on June 19, 2019. The presentation on the Heritage program was attended by Council President Dan Brady among other members. As a follow-up, at the request of Mr. Jones, CRS met with Faith United Credit Union about the possibility of a partnership, and Trinity Baptist Church, for preservation technical assistance.

- CRS’s President and COO met with Tania Menesse, Director of Community Development for the City of Cleveland and her staff to discuss the Heritage program and the need for funding from the city administration to operate properly. In addition, the matter of slowness of contracts was discussed. This discussion bore fruit as the administration stepped forward to fund the Heritage program for $30,000 for contract year 2019-2020.

- Special efforts were made to provide intensive assistance to elderly homeowners, those with disabilities and special needs, and individuals we otherwise think are vulnerable during the housing rehabilitation process. Our efforts with one particular party resulted in speedy reconstruction of an aged foundation which collapsed. A low income property owner was fast-tracked and protected with guidance from CRS. This effort won accolades from the Councilwoman Dona Brady (Ward 10) who significantly increased her support of the Heritage program.

- CRS staff worked hard to promote a role for itself in the so-called Middle Neighborhoods Initiative of the City of Cleveland with funding from the Cleveland Foundation. Staff toured the leader of the project throughout Lee-Harvard and Lee-Seville, spending most of the day promoting this area in lieu of a CDC. At the CRS book launch on November 9th, Tania Menesse told CRS that Ward 1 would be included in this initiative.
CRS was brought into a lawsuit with a loan client unsatisfied with the performance of her contractor. CRS staff dealt with the matter, and resolved it in coordination with our insurance company which settled the lawsuit. CRS incurred the expense of the policy deductible, $5,000.

Advocacy

CRS continues to advocate for the preservation of Roundwood Manor, the “big house” in the development of Daisy Hill Farms of Hunting Valley by the Van Sweringen brothers. CRS obtained final approval from the National Park Service for its nomination of Roundwood Manor into the National Register of Historic Places. For the first time, CRS mounted a publicity effort to announce the listing via its e-blast system that reaches 8,356 addresses. In addition, an upbeat, explanatory letter was sent to 72 residents of Hunting Valley as a means of supporting the preservation of Roundwood Manor while cultivating potential new supporters. This effort was excellent in that CRS had many supportive responses from the public, and created a road-map for future NR listings it sponsors.

CRS responded to input from the Ohio Historic Preservation Office regarding its nomination of the Scofield Mansion to the National Register of Historic Places. The nomination was then presented to and approved by the Ohio Historic Site Preservation Advisory Board (OHSPAB) in September, 2019. The nomination was forwarded to the National Park Service (NPS) with a positive recommendation. Currently, the nomination is pending at NPS. CRS will mount a similar PR effort upon approval.

CRS has continued to support the effort to find a new user for the Scofield Mansion by keeping the property in the spotlight as requested by Cleveland Neighborhood Progress (CNP). CRS sponsored its 3rd SNOOP! at the site; perhaps this will become an annual affair. CRS has played a role in supporting CNP’s efforts to stabilize the walls and address a persistent roof leak. In addition, CRS referred CNP to a county grant program which seems ideal and an opportunity for substantial monies.

CRS was a reliable source of preservation assistance and advocacy at 21 meetings of the Cleveland Landmarks Commission. CRS staffed eight (8) meetings of the Advocacy & Public Policy Committee of the Board. CRS’s staff served on three (3) local design review boards, for the following historic districts: Ohio City, Franklin-West Clinton and Wade Park-Magnolia.

As part of a “pipeline” grant from the City of Cleveland, CRS reviewed 87 properties approved for demolition in designated local and national historic districts.

CRS staff provided technical assistance to 19 sacred structures.

Sacred Landmarks Initiative group, supported by CRS staff, provided deep technical assistance to Antioch Baptist Church, Archwood United Church of Christ and the Edna House at St. Colman Church.

A new training module was developed, a workshop entitled Life Safety and Seasonal Maintenance, held at Trinity Cathedral in October attracted 30 attendees.

Historic Properties Program

The exterior rehabilitation at 18520 Winslow Road was completed and the property sold. CRS can be credited with saving this home from demolition.
The extensive high-quality renovation included electric updates, water remediation, new drain lines, rebuilding two chimneys, replacing the roof and gutter system, carpentry and siding repairs, complete exterior painting in a historic color scheme, rebuilding the front and back porches, installation of storm windows, a new security side door, a new garage and driveway.

The house was sold in record time without a realtor to cash buyers. The new owners are Shaker Heights residents and experienced renovators who will renovate the interior, keeping historic charm.

CRS broke even on rehabilitation expense but wrote off the holding costs ($17K). We expect a refund from tax devaluation of approximately $7,500.

The plight of the Dall Houses at 2229 and 2225 E. 46th Street was brought to CRS’s attention by Norman Mays in 2018. After learning about the important role that James and Frances Mays had in preserving the houses, CRS decided to begin referring to them as the Dall-Mays Houses. In January 2019, the Board of Trustees agreed to form a Task Force to work on the properties. During the course of the year, many aspects of this complex project were uncovered and acted upon. Progress toward stabilization and positioning for preservation during 2019 includes the following:

- A Task Force was convened and met 11 times, monthly, except for December.
- The roofs were tarped at the close of 2018, and are expected to be tarped again at the close of 2019.
- Several tours of the houses and grounds were conducted to enable various task force members and other recruited volunteers with expertise to review the houses and their contents. These included a structural engineer, two antique experts, a hazardous material specialist (who pledged donated hours), a lighting and metals specialist and two horticulturalists.
- The Cleveland Landmarks Commission agreed to participate on the task force and to assist with the project.
- The local community development corporation, Burton, Bell, Carr has begun to participate in the monthly meetings and has pledged support of our efforts.
- The Cleveland Building & Housing chief, Ayonna Donald, has attended many meetings and is routinely available by phone. Early in the year, she investigated the feasibility of using city funds for surgical removal of the porches because they are failing and thus dangerous to public safety. By the close of the year, the expenditure of city funds was approved, the project was bid out and assigned to a qualified firm. It is expected that the surgical demolition will be completed in January, 2020. This represents an in-kind donation of $15,994.
- Task force member Anthony Hiti has developed floor plans for the southern-most house. He also drafted the surgical demolition specs used by the City to bid that work. He will be on-site at the time of the demo.
- Much discussion revolved around legal access to the properties and how to have our efforts to stabilize the houses performed with permission of the guardian of James Mays. Together with Robert Mays (his nephew), Scott Holbrook and Kathleen Crowther personally visited with Mardes Edwards (guardian). Ms. Edwards would not provide written permission to CRS for its work on the houses. It was decided to seek a court order to appoint Robert Mays as guardian for the two properties which was granted by the courts on December 9th, 2019.
- Court Community Services was contacted regarding providing assistance with removal of the interior materials and help with the landscaping. A great deal was learned during multiple conversations. Now with a change in guardianship, CRS can act on the opportunity to use this free service.
Eight (8) dehumidifiers were purchased and installed in the houses to dry them out as best as possible over the summer. They were then drained and removed for storage over the winter months at CRS.

Discussions occurred around whether CRS should pursue direct property control through housing receivership or by asking for a tax foreclosure and buying the properties for a nominal sum. These conversations were helpful in that it was decided to delay ownership at this time as the expense of ownership outweighs the benefits.

During 2019, the Ingalls Foundation and the Helen Brown Foundation provided grants to this project and the Luther Moses project. Funds raised for these projects, including the Dall-Mays Houses, now total $40,000.

Family materials related to the Mays were removed for safekeeping. This includes photographs, wall decorations and books, some of which are being stored at CRS.

Tim Barrett has agreed to draw a replacement porch for the northern house based upon a historic photograph.

Robert and Norman Mays, James Mays’ nephews, loyally participate in task force meetings. They have paid for the continuation of electricity and a security system.

Surety Title was contacted and provided complimentary information on the four parcels behind and south of the houses. They are in the City of Cleveland’s land bank. Michael Fleenor contacted the City and asked them to “hold” these parcels for a future project associated with the houses, to not sell them.

At the close of the year, it was decided to start a desk presentation on the project for fundraising meetings upcoming, for example, with the Cleveland Clinic.

In June of 2019, CRS assembled the Luther Moses House Task Force to address this significant c. 1854 home on Lexington Avenue in the Hough neighborhood of Cleveland. CRS’s effort with this highly deteriorated and locally landmarked property is its last chance for survival.

The task force has met monthly, six times.

Members of the task force have grown to include passionate partners from the City of Cleveland, Thriving Communities Institute, The Port Authority, Famicos Foundation, Western Reserve Home Renewal and Cleveland Neighborhood Progress.

The committee has succeeded in working with the owner, the Cuyahoga County land bank to create a partnership that allows work to be executed on the property without transfer of title.

The home has been surveyed by an engineer and serious deterioration due to water infiltration exists.

Under the guidance of Anthony Hiti, scale drawings have been made and conjectural renderings created to showcase what a potential historic renovation could look like.

Property research into the neighboring parcels was conducted as part of the attempt to locate an end-user.

The property has been cleared of overgrowth and debris by Western Reserve Home Renewal (who came to CRS as a result of TV coverage).

The roof of the home has been tarped for the second time in the hopes of protecting it through the 2019-2020 winter.

Steps have been taken to set a meeting with Councilman Basheer Jones in an effort to have him become further engaged with the project.
Small Deals Program

- The Small Deals Program progressed by concluding the investment pay-in process for the Gund Brewing Building. Staff organized a tour of the completed project and a celebratory lunch with the investment group. The project finished with $1.8MM of Qualified Rehabilitation Expenses and $240,046 invested by the tax credit investor.

- CRS closed its second small deal, the Bristol Apartment building with a new investor. This $1.6MM project is well underway toward completion. CRS managed 2 pay-ins for a total of $47,520.

- The Small Deals team decided to make offers to projects that look promising and therefore create a pipeline. At this time three projects are in the pipeline for projects valued at $4M, representing tax credits of $800,000 and tax credit investments for the three projects of $600,000.

- The 1772 Foundation and the Cleveland Foundation have both given CRS the “green light” to submit a grant request to support the operation of the program.

Administrative Matters

- CRS expects to close the year with a surplus of $28,000. A concerted effort was made on behalf of the City of Cleveland, with extraordinary support from our financial staff, to bring CRS current on its three (3) 2018-2019 contracts and to expedite the certification of the three (3) 2019-2020 contracts. We expect full payment of $170,750 for last year’s contracts by year end and certification of the current contracts soon thereafter.

- CRS is managing an average of $3.5 million in Heritage loan escrow funds. With the establishment of a “sweep” account for our escrow operation in March of 2019, we experienced new revenues of $37K this year and expect to generate approximately $42K next year.

- Late last year, CRS was made aware of a life estate gift forthcoming of seven (7) historic homes in Cleveland upon the demise of their owner. This year, the President has been continuously engaged with the donor for the purpose of understanding the parameters of the gift, and to develop and solidify a relationship with her. Several meetings have been conducted with CRS staff and trustees to learn about the homes. The President has become friends with the donor over the course of the year, including her in family dinners on major holidays.

Sarah Benedict House

- CRS staff managed an emergency, sanitary sewer line replacement project this year which cost $15K. The work entailed heavy equipment on site to dig into the street, removal of the public sidewalk and removal of a section of CRS’s iron decorative fence and brickwork. This was a huge project managed by staff with every effort made to engage the City of Cleveland in covering whatever costs could be rightly assigned to them. This problem with drainage had been lingering for some time, with CRS attempting less expensive solutions. We have appeared to have completely solved the problem with a very grateful tenant whose offices were flooded previously on many occasions.

- The Sarah Benedict House has been significantly enhanced by the purchase of quality oriental rugs in areas previously bare and looking unfinished. In addition, period antique side chairs were purchased for a nominal sum and finish the space nicely.
- Supplemental lighting was installed in the terra-cotta room to enhance its utility. In the same room, a smart TV will be installed presently to be used for PowerPoint presentations, thus replacing CRS’s old-fashioned screen.

- CRS suffered the loss of the third floor tenants who vacated the space early in the year. During this period, staff worked to obtain a new tenant and listed the space with a realtor. CRS staff is working with Trustee Bill Hubbard to sue the previous tenant in hopes of recovering the rental income.
Presentation to the Board of Trustees
2020 Year in Review

Preservation Services
Grants Management and Publications

2019 Grant Snapshot
- Submitted 14 Letters of Inquiry or draft applications;
- Completed 14 grant reports;
- Applied for 10 grants; and
- Received 6 grants valued at $233,471.
2019 Grant Snapshot

• The biggest challenge in 2019 was a decline from the Cleveland Foundation.

• The biggest surprise in 2019 was receiving a highly competitive grant from the National Park Service.

Facade

“Hi Kathleen, the Facade fall issue is outstanding! Not just in terms of content and layout – which is extremely professional – but also in how far Cleveland has come and the Restoration Society has come ... since we moved here 9 years ago. Well done, keep doing it!”

- Stephen Shearon, Area Vice President Human Resources, Hydraulics Group, Parker Hannifin

Over 1800 issues of Facade were mailed in 2019

The Making of Cleveland’s Black Suburb: Lee-Seville and Lee-Harvard

“The exceptional project tells the story of Lee-Seville and Lee-Harvard through the eyes of its risk-taking African American pioneers and others determined to provide better lives for their families.”

- Dr. Suszanne A. Hawthorne-Clay

The Making of Cleveland’s Black Suburb: Lee-Seville and Lee-Harvard

This year’s issues were our longest issues yet.
The Making of Cleveland’s Black Suburb: Lee-Seville and Lee-Harvard

- Books are available for purchase through:
  - CRS website
  - Lee Road Baptist Church
  - Harvard Community Services Center
  - Mac’s Backs Books on Coventry
  - Appletree Books
  - Loganberry Books
  - Visible Voice Books
  - Cleveland Public Library gift shop

The Making of Cleveland’s Black Suburb: Lee-Seville and Lee-Harvard

- Almost 300 copies sold, and 100 gifted
- Book was subject of the Dunham Tavern’s January program
- Book will be highlighted on Leon Bibb’s We the People’s Bibb-Lio-File

Continued Work in Lee-Seville and Lee-Harvard

- Install Historic District signage in the Myrtle and Highview Historic District and the Feiner Historic District.
- Investigate potential additional historic designations South of Miles.

Continued Work in Lee-Seville and Lee-Harvard

- Work to install Ohio Historical Markers in significant locations.
- Develop a Preservation Plan in “The Village” of old Miles Heights.
In Their Footsteps: African American Civil Rights Trail

$50,000 grant awarded from the National Park Service

CRS Task Force Support

- Sacred Landmarks Support Initiative
- Luther Moses House Task Force
- Dall-Mays Task Force
- Advocacy and Public Policy

Demolition Pipeline: Stabilizing Cleveland’s Historic Districts

Survey Work
Heritage Home Program

2019 Non-Participating Communities

- Bedford Heights
- Berea
- Brecksville
- Broadview Heights
- Brook Park
- Brooklyn Heights
- Cleveland's Ward 16
- East Cleveland
- Fairview Park
- Garfield Heights
- Hunting Valley
- Independence
- Lakewood
- Maple Heights
- Olmsted Falls
- Parma
- Parma Heights
- Richmond Heights
- Rocky River
- Seven Hills
- Solon
- Valley View
- Warrensville Heights
Heritage Home Program Statistics

- Inquiries: Any contact between homeowners and the Heritage Home Program

Inquiries

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<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
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<td>3,649</td>
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Technical Assistant Site Visits Loans Signed

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<tbody>
<tr>
<td>Total</td>
<td>1,994</td>
<td>2,204</td>
<td>1,496</td>
<td>1,992</td>
<td>140</td>
<td>54</td>
</tr>
</tbody>
</table>

Total dollar amount for loans signed in 2019 is $7.5 million!

Community Events

- Heritage Home Program presentations
- Fall Housing Workshop
- Neighborhood Housing Clinic

Inquiry Tracking

- Inquiries: Any contact between homeowners and the Heritage Home Program

Salesforce

Our contractor database in Salesforce.
Shaker Heights 20
Cleveland Heights 16
Bay Village 12
Ward 15 10
University Heights 9
Ward 3 8
North Olmsted 8
Ward 4 7
Beachwood 6
Lyndhurst 5
Ward 13 4
ward 17 4
Westlake 4
Ward 1 3
Bratenahl 2
Ward 9 2
Ward 11 2
Euclid 2
Oakwood 2
Pepper Pike 2
South Euclid 2
Strongsville 2
Brooklyn 1
Chagrin Falls 1
Ward 2 1
Ward 7 1
Ward 10 1
Cuyahoga Heights 1
East Cleveland 1
Mayfield Heights 1
Moreland Hills 1
North Royalton 1
Orange 1
Rocky River 1
Woodmere 1

Site Visit Examples

Before

After

Homeowners at 3536 Nordway in Cleveland Heights had a site visit and used the Heritage Home Program loan for a new garage and driveway.

9902 South Boulevard, Cleveland

Discussed fixing the exterior including chimney repair, roofing, exterior carpentry, and concrete repair

Site Visit Examples

7484 Big Creek Parkway, Middleburg Heights

Discussed with the homeowners replacing gutter boards on a flat roof and chimney repairs

Loans

* Record number of loans in 2019!
Heritage Home Loan Highlights

3738 Avondale, Woodmere
$38,415 loan for kitchen and bathroom remodel

2963 Corydon Road, Cleveland Heights
$20,550 loan for new roof and exterior painting

Heritage Home Loan Highlights

5913 Robertdale Road, Oakwood Village
$9,305 loan to repave driveway

Heritage Home Program Marketing

- Spring 2019 mailing went out to over 155,000 qualifying homes
- Spring 2020 mailing will go out to more than 159,000 qualifying homes
Sarah Benedict House Projects

- Roof Repair
- Sanitary Line Repair
- Hanging the Monitor

Marketing & Events

Community Luncheon
Brings community together for lunch and networking
Three hundred plus movers and shakers, Downtown Cleveland
Making a Difference Engagement
Support
2019 Sold Out – 324 attendees

The 2019 luncheon featured Maurice Cox, Planning and Development Director for the City of Detroit

Celebration of Preservation
Who?
CRS/AIA Cleveland

What?
National Preservation Month

When?
Spring/Early Summer

Where?
Theatre

Why?
Awareness
How?
Celebratory Awards Program in a theatre setting

Last year the event drew an audience of more than 250 and 13 awards were presented.
Society's Gala Benefit Fundraiser

SNOOPs! Saint Elizabeth of Hungary
Exclusive member only tours and exploration of the best and most interesting architecture, preservation and restoration projects in Northeast Ohio.

March 26, 2020 Community Luncheon Keynote Speaker

John G. Morikis
Chairman and Chief Executive Officer

Membership
Membership & Development Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Gifts 2018</th>
<th>Annual Fund 2018</th>
<th>Membership 2018</th>
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<tr>
<td>2017</td>
<td>$15,252</td>
<td>$8,098</td>
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</tr>
<tr>
<td>2018</td>
<td>$10,513</td>
<td>$5,264</td>
<td>$3,207</td>
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<tr>
<td>2019</td>
<td>$13,420</td>
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Social Media

- In the past 6 months, our website has experienced over 18,000 visits
- Perspectives is sent to over 3,700 people every month
- Our Instagram has 1,023 followers
- 3,000 people follow our Facebook, which has over 2,700 likes
- Our Facebook page reached over 93,000 people!

Book Launch Social Media

The first house on Meadowvale Avenue

Social Media

Cleveland Restoration Society
Nonprofit Organization
Using historic preservation to revitalize diverse communities, strengthen the regional economy, and enhance the quality of life in NE Ohio.
www.clevelandrestoration.org
370 Prospect Avenue, Cleveland, Ohio

- Follow
- Message
- Contact
### 2020 Goals

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Gifts</th>
<th>Annual Fund</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
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<td>$47,000</td>
<td>$38,000</td>
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<tr>
<td>2019</td>
<td>$115,398</td>
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<tr>
<td>2018</td>
<td>$155,530</td>
<td>$73,353</td>
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<tr>
<td>2017</td>
<td>$122,502</td>
<td>$63,198</td>
<td>$59,304</td>
</tr>
</tbody>
</table>

### Social Media
- One post for smaller events
- Three posts for the “big three” events

### 18520 Winslow Road

SOLD!

### Questions?
Attachment 1 Narrative - Historic Places Planning Grant ($60,000) - Civil Rights Trail in Cleveland, OH

NATURE OF REQUEST: The Cleveland Restoration Society (CRS) is leading a community effort to create a Cleveland African American Civil Rights Trail (the “Trail”), the first of its kind in a northern city. The Trail will consist of the top ten (10) sites associated with the Modern Civil Rights Movement (1954-1964) and the Second Revolution (1964-1976). Each site will be marked by an Ohio Historical Marker supported by a website with in-depth humanities content connecting to civil rights matters today. A community engagement task force will guide site selection with advice from activists involved in the struggle for African American civil rights (the “Struggle”).

In order to tell the story of the Struggle in the North with depth and connection to our lives today, the Cleveland Restoration Society respectfully requests a Historic Places Planning Grant of $60,000 in order to support humanities scholarship, digital consultation, and project management. A team of consulting scholars will create in-depth interpretive humanities content to bring alive the story of the Struggle in the North, in Cleveland. The scholars will focus on the following:

1) An overview of Cleveland’s role in the Modern Civil Rights Movement and the Second Revolution. The overview will highlight Cleveland’s role in the struggle for racial equality and the relevance of the civil rights movement for today’s society. The overview will be approximately 15,000 words. Content will be annotated and placed on the CRS website for free access and use. It will be available for later publication.

2) Historical information on each of the top ten (10) sites, explaining its significance and connection to the current fight for equal rights. Content will be annotated and placed on the CRS website for free access and use. This information will also be part of a special serial application for the markers made possible by the Ohio Historical Marker program.

3) An engaging 120-word summary for each Ohio Historical Marker, encouraging dialog. A QR code will hyperlink to the CRS website featuring the in-depth historical information described above.

4) Basic student discussion guides about the Trail to be used by teachers and instructors free of charge. The guides will be geared toward high school students and young adults.

In addition to supporting the humanities scholarship of this project, NEH funds will be used to plan for the digital components of the Trail and CRS management oversight. The period of performance for this Planning proposal is twelve (12) months, after which time CRS hopes to apply to NEH for an Implementation grant.

As evidence of CRS’s capabilities, in 2017, CRS received a grant from the NEH’s Common Heritage program. That grant was successfully managed by CRS, resulting in the publication of our book, The Making of Cleveland’s Black Suburb in the City: Lee-Seville and Lee-Harvard in 2019.

This project relates to the NEH areas of interest including: 1) the contributions of under-represented communities; 2) promoting a deeper understanding of the fight for civil rights as an important part of American history; and 3) civic education. Project partners for the second, implementation phase of the Trail include the National Park Service, Ohio Historical Marker program of the Ohio History Connection (which has offered a special serial nomination process for this project), the City of Cleveland and Destination Cleveland, the convention and visitor bureau. By creating the Trail, CRS will establish a model for other cities in the North to follow in tackling the topic of civil rights and making the Struggle of the past relevant to today.
HUMANITIES CONTENT

The humanities content of this project will highlight the important role of Cleveland, Ohio, in African American civil rights during two periods: The Modern Civil Rights Movement (1954-1964) and The Second Revolution (1964-1976). Themes will include Equal Employment, Equal Education, Housing, Criminal Injustice, Voting and Desegregation of Public Accommodation. Key resources related to humanities content will be the National Park Service report “Civil Rights in America: A Framework for Identifying Significant Sites” and the Ohio Historic Preservation Office report “The 20th Century African American Civil Rights Movement in Ohio.” While many sites associated with these periods in American history have been preserved and interpreted in the South, very few sites associated with civil rights have been identified and properly interpreted in the North, including in Cleveland.

There is a great need to interpret this history in the North. According to the lead scholar of this project, the highly accomplished historian of African American civil rights history, Hasan Kwame Jeffries Ph.D.:

*Cleveland has a rich civil rights history, one that revolves around local people and local issues, but also intersects with national organizations and national figures at critical moments.*

*Unfortunately, the story of civil rights in Cleveland is too often overlooked, a reflection of the normative narrative of the movement, which tends to ignore the North and focus almost exclusively on the South. The fact that no northern city has a civil rights trail shows how deeply engrained this narrative of the movement is in public memory.*

*A civil rights trail in Cleveland would contribute significantly to the effort to retrieve the northern civil rights movement from the margins of history. In the process, it will expand our understanding of key issues in civil rights history that are too often ignored or misinterpreted, such as the transition from civil rights protest to electoral politics.*

**Hard History:** The history of civil rights in Cleveland, like the rest of America, is “hard history.” It contains events that show that Cleveland was not immune to the racial problems plaguing America, but witnessed its own civil unrest during the fight for civil rights. Certain Cleveland sites associated with the movement were scenes of violence where lives were lost. The goal of our humanities content is to present such contested history in a way that is accurate and encourages civic engagement in our democracy. This project aspires to develop empathy and tolerance, to combat the growth of hate. Our humanities scholars will be charged with addressing these places of difficult memories in the hope that it will never happen again. The purpose of this project is to promote tolerance, respect and appreciation for diversity.

**Lack of Designated Sites Associated with African American History:** According to the National Park Service, the National Trust for Historic Preservation, and the Ohio History Connection, the heritage of African Americans and their contributions are not fully represented in the national, state and local historic preservation sites and projects. The Cleveland Restoration Society seeks to rectify this deficiency through its various programs that spotlight African American history and cultural heritage. Developing an African American Civil Rights Trail in Cleveland is the leading multi-year commitment project of the organization. Recently, the National Park Service awarded a grant of $50,000 to the implementation phase of this project, thus signifying that CRS is moving in the right direction.
**Humanities Content in Many Forms:** The Cleveland African American Civil Rights Trail will be highly visible through the installation of ten (10) monumental Ohio Historical Markers. Sites for the markers will be selected by a Community Engagement Task Force composed of local citizens, consulting scholars and activists in the community who were directly involved in the Struggle. The Ohio markers are large and dignified, truly impressive to see along the roadside. They attract the attention of locals and tourists alike who stop to read them. These markers will give credibility to each site, letting the public know that something of importance to American history occurred there.

As impressive as the Ohio Historical Markers are, alone they might be perceived as static reminders of the past. Thus, a top priority of the project is to animate the Trail with digital tools – historical information that can be easily accessed by a smartphone, including hands-on interactive learning components. This will be achieved via a QR code on each marker. A QR code is a type of barcode label which can be used with a smartphone to hyperlink to a website. In this instance, the QR code will hyperlink to the humanities content developed for this project.

The Cleveland Restoration Society seeks support from NEH to provide humanities content and historical interpretation to tell the story of the Cleveland Civil Rights Trail. In-depth humanities content will bring to life the human stories to be displayed on these huge metal markers. The markers will attract the eye, the humanities content will enlarge the mind, soften the heart and encourage civic involvement. By engaging a team of humanities scholars, CRS can dramatically tell the story of the civil rights movement in Cleveland and provide a more meaningful understanding of the Civil Rights Trail. The in-depth humanities content will be housed on the CRS website. The website will feature an overall narrative of the ten sites, deeper content on each site than can be presented on the marker, and interactive mapping to assist the members of the public in locating the sites. Further, there will be discussion guides for group learning. Scholars will draft content for each historical marker and all website material. The scholars will relate the issues to civil rights today. All humanities content will be annotated for potential publication at a later date.

**Cleveland’s Important Role as a Northern City in the Civil Rights Movement:** Founded by Connecticut Yankees in 1796, Cleveland’s earliest white settlers were opposed to slavery for religious reasons and fostered a largely tolerant society. Before the Civil War, Cleveland was known as Station Hope on the Underground Railroad. Cleveland’s first black Councilman was elected in 1909. As the Great Migration unfolded (1916-1970), Cleveland’s population of African Americans swelled, threatening the majority population’s stronghold on jobs and prompting racist reactions and discriminatory practices.

National civil rights organizations became active in Cleveland and included the NAACP (National Association for the Advancement of Colored People), the Urban League, CORE (Congress of Racial Equality) and the SCLC (Southern Christian Leadership Conference). Cleveland spawned several local groups, some of which became national models, including the Ludlow Community Association and United Freedom Movement. Their work resulted in Ohio's Civil Rights Act (1959), the election of the nation’s first African American mayor of a major city, Carl Stokes (1967), Cleveland's Equal Opportunity Law (1969) and the desegregation of Cleveland's public schools (1976).

Leaders of the African American Civil Rights Movement, such as Martin Luther King Jr. and Malcolm X, were frequent visitors to Cleveland. King professed love for Cleveland as it was known as “Alabama North” for its many migrants from that state, according to historian Kimberly Phillips. Cleveland played a leading role in the Modern Civil Rights Movement. Now a majority African American city, establishing a
Cleveland Civil Rights Trail will underscore Cleveland’s important role in the struggle for racial equality in the United States.

Significance of Potential Sites for the Cleveland Civil Rights Trail: The following section briefly describes the significance of historic resources identified in Cleveland associated with the civil rights movement that will be considered for this project.

THE MODERN CIVIL RIGHTS MOVEMENT (1954-1964): This era witnessed demonstrations across the nation as African Americans and their allies advocated for equal rights. Two Civil Rights Acts were passed during this time: the Civil Rights Act of 1957 which created an independent U.S. Commission on Civil Rights to investigate discriminatory practices, and the Civil Rights Act of 1964, which prohibited discrimination and segregation in public accommodation and education.

- Cory United Methodist Church played a leading role in the movement. The church is significant for its association with Dr. Martin Luther King and Malcolm X. Cory Church hosted Dr. King many times between 1963-67. It is here where Dr. King would give his last speech in Cleveland. In 1964, Malcolm X first gave his rousing speech “The Ballot or the Bullet.”

- In the 1950s, housing in Cleveland’s suburbs was highly segregated. African Americans had few suburban housing options. As Blacks tried to move into white neighborhoods, they were often met with hostility and, sometimes, violence. There was also the practice of whites selling “en masse” as Blacks tried to move into a neighborhood. The Ludlow Community Association (LCA), founded in 1957 by Walter and Christine Branch, countered these trends by encouraging white homeowners to stay in the community and to resist the block-busting methods of the real estate industry. When white real estate agents and brokers ceased to show houses in Ludlow to white customers, the LCA started its own housing program where homeowners would “list” their houses with the LCA that would then show the houses to an integrated group of prospects. This became a model for integrated neighborhoods in Cleveland, Shaker Heights and other parts of the country. Shelly Stokes-Hammond asserted in her 2011 Master of Arts thesis “Recognizing Ludlow – A National Treasure; A Community that Stood Firm for Equality,” that Ludlow pioneered civil rights in its successful model of integrating Blacks into a previously all-white neighborhood peacefully without white flight. In fact, the LCA was so successful that the Ludlow Community remains integrated today, after 63 years.

- The home of Ms. Dollree Mapp was the site of a significant event that sparked a landmark US Supreme Court case regarding the Fourth Amendment of the Constitution as it relates to criminal procedure. In May 1957, Dollree Mapp was home when Cleveland Police forced entry into her residence without a warrant. The police were looking for a bombing suspect by the name of Don King (the Kid), who later became a famous boxing promoter. The police arrested and charged Ms. Mapp with a felony for owning pornographic material. Ms. Mapp claimed that the material belonged to a former roommate. Ms. Mapp spent seven years in prison until the U.S. Supreme Court dismissed the sentence on Fourth Amendment rights.

- The United Freedom Movement (UFM) was established in 1963 in Cleveland. It brought together civic, social, religious, fraternal groups and leaders to address inequality primarily in housing, education, and employment. This group was very active in the struggle to desegregate the city’s
public schools, leading boycotts and demonstrations. It was during one UFM demonstration against the tactic of building new schools to avoid integrating existing ones, that Reverend Bruce Klunder was accidentally killed by a bulldozer at the school construction site.

THE SECOND REVOLUTION (1964-1976): This era saw the U.S. Commission on Civil Rights take on a national focus, concentrating on affirmative action and federal enforcement efforts. During this era, the Voting Rights Act of 1965 was passed, and the Fair Housing Act of 1968.

- The first “Straw Buy” House at 3558 Townley Road in Shaker Heights. In 1964, the house was purchased by Carol and Burt Milter, a white couple, for Ernest and Jackie Tinsley, a black couple, to overcome racist real estate practices. Mrs. Milter worked for Operation Equality, a Cleveland housing program that provided loans to minority families and encouraged white families not to flee. Their work helped to create an integrated community and spawned formation of other such groups.

- The Hough Riots occurred in the summer of 1966, and were characterized by vandalism, looting, arson and gun violence. A dispute over a glass of water in a café at the corner of E. 79th and Hough Avenue sparked days of rioting, which stemmed from years of racial tension and discrimination suffered by black residents. This event was Cleveland’s most significant urban uprising against poor housing, criminal injustice, and the lack of public accommodation. Five days of rioting and violence resulted in four people dead, 50 injured, and 275 arrested. The event forever changed Cleveland.

- The Glenville United Presbyterian Church is significant for its association with Dr. King and the Southern Christian Leadership Conference (SCLC). During the summer of 1967, Dr. King and the SCLC personnel in Cleveland maintained offices at Glenville United Presbyterian Church. The Church’s Pastor, Reverend David Zuverik, served as co-chair of the United Freedom Movement’s School Committee.

- The Glenville Shootout and Riots (1968) are significant for their association with a black militant group, the Black Nationalists of New Libya. At this site, a gunfight between Black Nationalists of New Libya and Cleveland police occurred, leaving six dead. The riots lasted for four days. Each side claimed that their victims were martyrs in their cause.

- The home of Mayor Carl Stokes is significant for its association with the first African American mayor of a major American city (1967-1971). Mayor Stokes had previously been the first black Democrat elected to the Ohio House of Representatives in 1962 where he served three consecutive terms. He served also two terms as the Mayor of Cleveland. He introduced a number of urban revitalization programs, employed African Americans and women at City Hall, and built a biracial coalition to bring civil rights to Cleveland’s African American citizens.

- Greater Abyssinia Baptist Church is significant for its association with several civil rights groups. Dr. King’s presence in Cleveland was requested by Pastor Theophilius Caviness after the Hough riots. Pastor Caviness hoped that the presence of Dr. King and the SCLC would help prevent future disturbances, and he also wanted their assistance in the campaign to elect Carl B. Stokes.
Pastor Caviness was active in the NAACP, CORE, National Action Network and other organizations. His Greater Abyssinia Church served as the headquarters for the UFM.

**PROJECT FORMATS**

In Cleveland Civil Rights Trail will be comprised of five formats: 1) Ten (10) Ohio Historical Markers; 2) Website support featuring in-depth humanities content on the Civil Rights periods and each of the ten sites; 3) Interactive mapping with geo coordinates to assist in site location; 4) Basic discussion guides for teachers and instructors on the website; and 5) Accessibility to the interior of sites and public buildings to be arranged. For example, church sites selected may agree to host public visitors on certain days.

The Ohio Historical Marker is a recognized and respected form of place-making that immediately signifies the historic significance a place. The markers are 42” wide by 45” high and hold 60 -120 words of text. Text can fill both sides of the marker; images can also be included. Markers are a substantial 200 pounds in weight and are made of cast aluminum, making them resistant to theft and vandalism. Each marker will include a QR code, enabling smartphone users to hyperlink to the humanities contents associated with this project located on the CRS website.

The Ohio Historical Marker program is operated by Ohio History Connection, the statewide history organization. Because of the importance of this project, the organization has offered to be a primary partner of Cleveland’s African American Civil Rights Trail by producing the markers as a serial grouping. This will enable more efficient processing of the markers and trigger the statewide organization’s various capabilities, including publicity.

CRS will work with a professional website designer to significantly enhance its core website to provide support for the Civil Rights Trail. Humanities content and discussion guides on the website will be mobile-accessible and available in PDF form. Audio, as available, will be added to enhance the experience.

**PROJECT RESOURCES**

CRS is fortunate to have the support of many partners eager to play a role. Our lead partners are the National Park Service (NPS) and the Ohio Historic Preservation Office (OHPO), a division of the Ohio History Connection which operates the marker program. Each entity has provided scholarly guidance through their aforementioned reports, “Civil Rights in America: A Framework for Identifying Significant Sites,” and “Twentieth-Century African American Civil Rights Movement in Ohio.” (These reports are available on the web.) The staff of OHPO will serve on the Community Engagement Task Force and will represent both government agencies in the selection of significant sites process.

The City of Cleveland is a leading partner. The Chairwoman of the Community Engagement Task Force is Natoya Walker Minor, Chief of Public Affairs in the Mayor’s Office. She will ensure all city departments will assist this project in all appropriate ways. The Cleveland Landmarks Commission and City Planning Commission will provide their archival information, guidance in mapping, and assistance in the planning and permitting process.

Mrs. Minor is the wife of Bishop Tony Minor, Senior Pastor of the Community of Faith Assembly in Cleveland, and a Bishop on the Council of the Higher Ground Assembly in Columbus, Ohio. Bishop Minor is an active member of the Cleveland chapter of United Pastors in Mission. These connections ensure
direct communication with churches along the Cleveland Civil Rights Trail. Both Mrs. Minor and Bishop Tony Minor are close friends of the Cleveland Restoration Society.

As a community-based organization with a collaborative approach to program development and implementation, CRS has longstanding relationships with local libraries and universities. Our particularly strong partners are the Cleveland Public Library, Michael Schwartz Library and the Center for Public History and Digital Humanities, both at Cleveland State University, the Encyclopedia of Cleveland History ongoing project at Case Western Reserve University and the Western Reserve Historical Society Research Library and Archives.

In addition, CRS is seeking the engagement of civil rights organizations operating today. Cleveland has a very active chapter of the NAACP and the American Civil Liberties Union (ACLU) of Ohio. Our lead national scholar, Dr. Hasan Kwame Jeffries, is President of the Board of Directors of ACLU-Ohio.

Many sites associated with the Struggle are churches. Church sites selected for an Ohio Historical Marker will be essential partners. We anticipate that church congregations will eagerly accept the marker. In addition, it will be the responsibility of each congregation to maintain the marker, to participate in the marker unveiling, and to consider a schedule of open hours for members of the public to enter the site and experience interpretive content the congregation might develop as part of this project.

**PROJECT HISTORY**

This project is the top priority project in a multi-year endeavor whereby the Cleveland Restoration Society has sought to uncover and recognize local African American heritage. As an organization that was founded by a racially diverse group of citizens, this heritage is fundamental to our work plan. Many years of research and public programming has laid the foundation for the successful planning and implementation of the Cleveland Civil Rights Trail project. Already CRS is a “go-to” resource on African American heritage sites identified through previous projects.

Cleveland is now majority African American, yet tangible historic sites in Cleveland are disproportionally oriented to white history and heritage. There is a very significant need in Cleveland to identify sites related to African American history, and to foster an appreciation of those places and the figures behind significant events, before the physical evidence and collective memory are lost. Cuyahoga County, where Cleveland is located, has 707 Ohio Historical Markers, yet only three (3) relate at all to civil rights, and not as directly as this project proposes. Thus, adding markers to ten (10) additional sites will create a big impact in a relatively short period of time.

The following section demonstrates CRS’s sustained commitment to African American heritage and notates projects that have led to the concept of our current priority, the Cleveland Civil Rights Trail.

**Cleveland’s African American Experience (2012-2013):** A comprehensive study to find physical sites associated with Cleveland’s African American history. The project included a scan of the literature of Cleveland’s African American history and visits to sites referenced therein. A task force of community members from city government, community development, education, religion and the arts were engaged in the project for 18 months. This projected resulted in 150 sites being entered into the Ohio Historic Inventory and a report entitled, *The Architectural Evidence of Cleveland’s African American*
**Experience.** This project was CRS’s Fortieth Anniversary Legacy Project. CRS received support from the Ohio Historic Preservation Office and the Serve Ohio program.

**Know Our History (2012-2014):** CRS expanded its website with a section entitled, *Know Our History.* The section included digital tours and publications in PDF form in order to share the content of the Legacy project. These web pages (www.clevelandrestoration.org/projects/the-african-american-experience-in-cleveland) are now a deep, community-wide resource often referenced. This project was funded through a grant from the Ohio History Fund—a state tax check-off fund administered by the Local History Office of the Ohio History Connection, among others.

**Local Historic Designation of African American Sites (2015-ongoing):** Fifty (50) of the aforementioned sites that were entered into the Ohio Historic Inventory were further researched and nominated as local Cleveland Landmarks. These designations enable the Cleveland Landmarks Commission to provide oversight and protection. CRS led the effort to nominate the sites, to explain their significance and to educate the public on these historic resources. CRS now focuses on these sites by providing free technical assistance and by sponsoring public events to celebrate their values.

**Black Suburbanization (2014-ongoing):** CRS has been working closely with local council members to uncover the remarkable stories of the southeast areas of Cleveland and to develop their authentic heritage as African American enclaves and “suburbs” in the city. CRS has completed several ward-specific surveys and conducted extensive research in the Mt. Pleasant, Lee-Seville and Lee-Harvard neighborhoods. These neighborhoods comprised the suburban fringe of Cleveland and became the desirable “move-up” neighborhoods for the emerging African American middle class. Lee-Seville and Lee-Harvard became the strongest and most politically active neighborhoods on Cleveland’s black east side.

**Myrtle-Highview Historic District (2015-ongoing):** As a result of its survey work in Lee-Harvard and Lee-Seville, CRS nominated two local Cleveland historic districts that were thereafter designated. One of these, the Myrtle-Highview Historic District, is the first local historic district in Cleveland to have been built both by and for African Americans. Arthur Bussey was born in Georgia and came to Cleveland during The Great Migration. Trained as a mason, he was able to form his own construction company and develop a unique suburban style neighborhood of all-brick homes. CRS completed a successful nomination to the National Register of Historic Places for the neighborhood. The Ohio Historic Preservation Office, among others, supported this work.

**Documenting African American Heritage Supported by National Endowment for the Humanities (2017):** With a Common Heritage grant from NEH, CRS held two events in the Lee-Harvard neighborhood in order to encourage the community to document its history via digitization of historic ephemeral material, especially photographs. CRS sponsored two large-scale events, entitled “Telling Our Story” and “Illustrating Our Story” which drew many local participants. As a result of this project, over fifty images were digitized, and twenty oral histories were conducted. These images and stories became the basis for CRS’s later publication about the formation of the neighborhood and its cultural heritage. This work was successfully completed in partnership with the Cleveland Public Library which has made all of this information publically available through its digital archive found here: http://cplorg.cdmhost.com/digital/search/searchterm/cleveland%20restoration%20society/order/nosort
Work with Scholar Todd Michney Supported by Ohio Humanities & National Trust for Historic Preservation: Todd Michney, PhD, is Assistant Professor at the Georgia Institute of Technology’s School of History and Sociology and author of the book, Surrogate Suburbs: Black Upward Mobility in Cleveland, 1900-1980. Dr. Michney has worked alongside CRS for over four years on its African American heritage initiatives. Dr. Michney provided interpretive content for digital educational materials, presented public lectures on the topic, led tours for key decision-makers, researched and wrote biographies on Cleveland’s Black Builders, and authored chapters in CRS’s recent book, The Making of Cleveland’s Black Suburb in the City: Lee-Seville and Lee-Harvard.

The Making of Cleveland’s Black Suburb in the City: Lee-Seville and Lee-Harvard: CRS published this book in 2019 to wide acclaim. The publication tells the remarkable stories of middle-class African Americans who navigated systemic racism to create an African American “suburb in the city” in Cleveland (1949-1967). The book presents 168 illustrations, many of which were made possible through a Common Heritage grant from NEH in 2017. The book also features excerpts from oral histories conducted with the pioneers of the neighborhoods. Black builders are a main feature of the book. Many of the builders came North with building trade skills, and fought a segregated system for the right to become entrepreneurs. Their built legacy remains today. This publication was supported by many funders including Ohio Humanities, the Ohio History Fund of the Ohio History Connection, the National Trust for Historic Preservation and the local Councilman.

Developing an African American Civil Rights Trail in Cleveland, OH: Lead funding to implement the physical marker aspect of the Cleveland Civil Rights Trail was awarded by the National Park Service in September, 2019. This grant, for $50,000, will support the second phase of this project, the actual installation of the Ohio Historical Markers. However, CRS has come to realize that the physical markers alone are inadequate to tell this important story and to make it relevant for today. Therefore, CRS comes to the National Endowment for the Humanities for support to significantly augment this project with in-depth humanities content. With support from NEH, the impact of this project will grow exponentially. We now see the humanities content as the single most important aspect of the overall project. This project aspires to develop empathy and tolerance, to combat the growth of hate. Our humanities scholars will be charged with addressing these places of difficult memories in the hope that it will never happen again.

AUDIENCE, MARKETING & PROMOTION

Cleveland’s Civil Rights Trail will become a magnet for Clevelanders and tourists alike. The markers are a sought-after feature in neighborhood districts. The Trail will become an essential part of Cleveland’s heritage, available to all who seek an authentic connection to this important period of American history.

Clevelanders: Our commitment is first to the local audience, especially Cleveland residents (over 385,000) whose communities host these sites, who retain memories of this period and who have a desire to educate the youth. Local residents will be able to view each marker during their daily routines. Residents will access the digital information associated with each site. Residents may enter sites easily especially if the site is a public place, such as a church. Part of this project is to arrange for those sites with existing buildings, such as churches, to offer times when community access will be provided with interpretation on site.
Students: An important component of this project is the creation of discussion guides by our consulting scholars. With basic discussion guides for each site, available in PDF form on the CRS website, teachers throughout the region can integrate Cleveland historic places into their courses with excellent historical interpretation. Thus students, particularly high school students and young adults, are an important audience for this project. The purpose of the discussion guides is to assist both teachers and students in learning contested history and conveying strategies that citizens can take to become involved in our democracy. A core principal of this project is to promote tolerance, respect and appreciation for diversity.

Community Planners: Each of the ten (10) sites are located in the service area of community development corporations (CDCs) whose focus is to strengthen community bonds and the local economy. These CDCs enthusiastically embrace the Ohio Historical Markers as desirable features of the landscape as they attract visitors to patronize area stores. Therefore the CDCs will be able to integrate the Cleveland Civil Rights Trail into their branding and marketing efforts.

Greater Clevelanders: Visitors to these sites will also come from the surrounding Cuyahoga County, with a population of 1.2 million people. “Greater Clevelanders” relate to the core city and are accustomed to visiting heritage sites there. Thus, an immediate audience in the county will have easy access to Cleveland’s Civil Rights Trail. Already community leaders have communicated their interest in participation. Three organizations are very eager to be involved: 1) Afro Outdoor, the Journey on Yonder, a group whose mission is focused on environmental stewardship and connecting communities of color to outdoor spaces; 2) This is Black Cleveland, a movement to uncover and share African American Cleveland history; and 3) Bike Cleveland, a group which promotes cycling for recreation and as an alternative mode of transportation, is eager to organize rides along the Trail.

Visitors and Cultural Tourists: Visitors from outside of the Cleveland region will also experience the Cleveland Civil Rights Trail. Destination Cleveland, the local convention and visitors’ bureau, estimates that 19.2 million people visited the county for business and leisure travel in 2018. Many of these visitors are “cultural tourists” who seek authentic, distinctive learning experiences such as the Trail will provide. Destination Cleveland is a partner on this project and will lend its powerful marketing expertise to branding the Trail and will be a strong voice encouraging visitors to follow the Trail. Destination Cleveland is also pursuing a coordination of the Cleveland Trail with the trails in the Southern states. (Please see www.civilrightstrail.com.)

Marketing and Promotion: Cleveland Restoration Society will publicize the Civil Rights Trail as its lead community project over a four year period. CRS has very strong relationships with radio and television broadcast stations including the local Public Broadcasting Service affiliates that are eager to cover CRS’s interesting work. Web-based and print publications also routinely feature CRS’s programs and will also eagerly pursue this story. CRS’s e-communication system have a high open rate (33%). Additional communication will be achieved through the CRS website and social media engagement.

CRS is committed to engaging the community throughout the process. When CRS announced the awarding of a grant from the National Park Service for this project, it was flooded with interest from unlikely sources such as the local NASA operation and the Catholic Diocese of Cleveland. CRS envisions that each selected site will be a fresh opportunity to partner. Members of the Community Engagement Task Force have deep connections in the African American community and with those who have been involved with the Struggle. They will play a vital role in outreach to commemorate each site.
CRS works in close partnership with local Cleveland City Council offices and community centers to promote activity specific to each Cleveland ward. Recently, CRS launched its book, *The Making of Cleveland’s Black Suburb in the City: Lee-Seville and Lee-Harvard* deploying the strategies herein described. Working with the local councilman, CRS executed a direct mailing to over 8,000 residents in the neighborhood announcing the event. The local community center agreed to host the event, and advertised it through their social media platforms. Cleveland Restoration Society also publicized the event through media outlets, social media, its e-newsletter and its website. Hundreds of people attended the launch event and bought the book. CRS intends to pursue a similar strategy for Cleveland Civil Rights Trail.

**EVALUATION OF PROJECT IMPACT**

This request is a Historic Places Planning Grant to support humanities scholarship, digital consultation, and project management. Therefore, the planning phase of the Cleveland Civil Rights Trail will be deemed successful when the in-depth interpretive humanities content is completed by the scholars and when the CRS website changes are made to feature this content. Evaluation of project impact will be possible when the interpretive content is accessible on the CRS website, when the ten (10) narratives for the ten (10) Ohio Historical Markers are approved, enabling CRS to move into the implementation phase. The impact of the project will be better evaluated once the Trail is marked by the Ohio Historical Markers, from 2021 to 2023.

**ORGANIZATIONAL PROFILE**

The Cleveland Restoration Society (CRS) is a 501 (c) (3) private non-profit organization founded in 1972 to promote historic preservation, neighborhood development and housing justice. CRS operated on a volunteer basis until 1987, when it hired its first professional full-time staff member. In the intervening decades, CRS has grown into a vibrant organization with an operating budget of over $1.4 million, an engaged board of trustees, a headquarters on Prospect Avenue in Cleveland, and a staff of twelve professionals offering historic preservation programs and expertise throughout Greater Cleveland. In 2013, CRS was awarded the Trustees’ Award for Organizational Excellence by the National Trust for Historic Preservation.

CRS has an active core of approximately 72 volunteers, which includes the Board of Trustees. The board provides traditional oversight in the areas of policy, governance and fundraising. The trustees, who are from a wide range of professional backgrounds, are substantively involved in committee work of the organization and volunteer their professional services. A number of trustees have attained the distinction of Honorary Life Trustee, after many years of dedicated service to the organization.

CRS is the voice of heritage in Cleveland and across Northeastern Ohio, where our programs reach a constituency of more than two million residents across the region. Our voice is respected and heard strongly through media coverage with an emphasis on digital coverage; *Facade Magazine*, published since 1976; events and programs; and CRS’s website and digital communications strategies. Tens of thousands are engaged in our work through our programs, monthly e-newsletter and social media efforts.

CRS’s mission is to use the powerful tool of historic preservation to revitalize our diverse communities, strengthen the regional economy, and enhance the quality of life in northeastern Ohio. Our programs
provide practical advice and financial assistance to owners of older structures. We are experts in using preservation tools that support community and economic development. In this respect, we are different from our preservation peers. We also excel in traditional grassroots activities as the voice for endangered and struggling landmarks, heard through public testimony, educational programs, and electronic and print communications.

The Cleveland Restoration Society has been deeply involved in African American cultural heritage since its founding (1972) by a racially diverse group of citizens to counter demolition during Urban Renewal and to revitalize old neighborhoods. Today, CRS has a national reputation for leveraging preservation tools for urban heritage and sustainability. CRS is particularly experienced in African American heritage, housing revitalization through an active rehab program, public policy, advocacy, research, publication, community events, preservation of sacred landmarks, endangered landmark preservation and “small deals” historic tax credit investment.

CRS cannot achieve its goals without partnerships. Honoring our partners through transparency and shared benefits is fundamental to our work ethic.

- The Ohio History Connection, the statewide history organization, sponsors the highly-respected Ohio Historical Marker program. CRS is honored that the Ohio History Connection has embraced this project, offering the Trail to become part of a serial application process. This partnership will enable more efficient processing of the markers and trigger the statewide organization’s various capabilities, including publicity.

- The Cleveland Landmarks Commission will partner on this project, providing research and information related to selected sites. Additionally, the Cleveland Landmarks Commission will provide guidance on the permitting process for marker installation. Cleveland Restoration Society has partnered with the Cleveland Landmarks Commission on historic surveys, National Register Nominations, threatened historic properties, and Ohio Historical Marker installation in the past.

- The Ohio Historic Preservation Office will assist with selection of sites and participate in Committee meetings. The Ohio Historic Preservation Office has supported projects of the Cleveland Restoration Society, especially those that aim to tell the story of underrepresented groups in Ohio.

- Destination Cleveland will partner with CRS to promote the Cleveland Civil Rights Trail as a tourist destination. Destination Cleveland is the destination marketing and management organization for Cuyahoga County and has been working with CRS to promote authentic Cleveland experiences with a focus on place-making and programming. Senior leadership at Destination Cleveland sits on the Board of Trustees at CRS.
The Project Team leadership consists of the following:

- **Kathleen H. Crowther, President of CRS.** Ms. Crowther has led the organization since 1987, growing it from an all-volunteer group to a 12-member professional staff with an organizational budget of $1.4 Million and a range of innovative programs of technical and financial assistance. She has a national reputation in the historic preservation field. On the international level, she is Secretary General of an International Scientific Committee on historic cities associated with the International Council on Monuments and Sites (ICOMOS). ICOMOS is advisory to UNESCO on world heritage sites. Ms. Crowther will lead the project to a successful completion, will work directly with the consulting historians, raise funds for installation of markers, and leverage the humanities content for widespread community engagement.

- **Natoya Walker Minor, Chief of Public Affairs for Cleveland Mayor Frank Jackson.** Ms. Minor is a cabinet-level city official, well known in the community and highly regarded for her executive acumen. As wife of Bishop Tony Minor, she has a direct line into the religious community, many of whom were involved in the civil rights struggle. Ms. Minor will provide overall leadership on this project. She will lead the Community Engagement Task Force and consult with a Distinguished Civil Rights Leaders oversight group. She will ensure the best selection of Civil Rights sites, have direct interaction with the consulting historians, involve the religious community in the project and coordinate all necessary approvals at City Hall.

- **Thomas A. Jorgensen, Chief Operating Officer (COO) of CRS.** Mr. Jorgensen is a distinguished attorney, recognized by his peers in Lawyers’ Lawyers, with 40+ years of legal practice. He served as a Trustee before joining the CRS staff in 2011. In the 1970s, he volunteered in the area of fair housing. As COO, Mr. Jorgensen ensures optimal operation of CRS programs, oversees all financial matters and provides legal services as needed. For this project, Mr. Jorgensen will manage all budget functions, work on website development, and will have a direct role in implementation where permits and easement are required.

- **Margaret Lann, Manager of Preservation Services.** Ms. Lann oversees CRS’s equity and inclusion goals and staff training, African American heritage initiatives, sacred landmarks assistance and publications. She has a MA in Historic Preservation with a high degree of technical proficiency on a wide range of materials and approaches. She is a practicing artist. For this project, Ms. Lann will oversee all operational matters related to grant management, task force engagement, mission, and development of content for the internet and traditional print publications.

- **Stephanie Phelps, Marketing Specialist.** Ms. Phelps implements CRS’s media plans with TV, radio, print and web communication vehicles. She is a media expert, having over 20 years of television and radio broadcast experience as an on-air personality and producer. She will be active in the project throughout in order to continuously communicate the project to the public. She will lead each marker unveiling at the implementation phase.
The aforementioned leadership team represents decades of professional experience in their respective fields. All are extremely excited about this project and absolutely dedicated to its successful completion.

Please note that this project is guided by two additional teams, 1) a Community Engagement Task Force, currently under development; and 2) a Distinguished Civil Rights Leaders oversight group. The task force will engage with the humanities scholars, the broad community and the owners of selected sites. The Distinguished Civil Rights Leaders group includes Reverends Otis Moss and Theophilus Caviness, now elderly ministers still active in the community. We are able to engage them via Natoya Walker Minor and Bishop Tony Minor.

**HUMANITIES SCHOLARS**

The purpose of this grant request is to provide financial support to acquire the humanities interpretive scholarship needed to fully capture the educational, civic and social benefits of this endeavor. CRS comes to the NEH to greatly fortify the Trail project through the development of extraordinary humanities content to bring alive these stories, and to connect the stories to the relevancy of African American civil rights today which includes criminal justice reform, voting rights, housing and job inequities.

The markers which “mark the spot” are handsome and important to physically valorize this heritage. But alone they are not enough to convey our intent. It is through the best interpretive content that CRS will touch the hearts and minds of those that follow the Trail. It is also not enough to recall history without connecting it to issues of the day. Thus, we have come to the NEH to greatly enhance an already good project in order to give it meaning and impact for many years to come.

Our strategy is to retain local humanities expertise supported by a nationally-known expert. Local experts will provide the necessary details of Cleveland events, social conditions and responses. The national expert will relate the content to the national level.

All of the following scholars have been contacted and have enthusiastically agreed to participate in this project. Please see the attachments for their vitae and letters of support. Each scholar has expressed the need for such a Trail in Cleveland and in the North.

- **National Scholar: Hasan Kwame Jeffries, Ph.D.** is an Associate Professor of History at Ohio State University (Columbus, OH) with expertise in Civil Rights and the Black Power Movement. Dr. Jeffries is a rising star with perfectly matched expertise for and geographic proximity to this project. His 33-page vitae, too long to include in this submission, demonstrates a wide range of scholarly contributions including extensive lecturing. He has been involved with seven (7) NEH Summer Institutes at American universities including Duke University, University of Kansas and Morehouse College. Dr. Jeffries was a contributing scholar to the Ohio Historic Preservation Office’s published study on Civil Rights in Ohio where CRS staff first interacted with him. Dr. Jeffries is a specialist in teaching “hard history” and serves as the President of the Board of the American Civil Liberties Union of Ohio.

About this project, Dr. Jeffries has stated the following: “I have looked closely at the grant proposal and find it appropriately framed and the timetable listed for deliverables and project completion wholly doable. The project team is also perfectly suited to make expert and effective
use of the grant and bring the Cleveland civil rights trail into fruition. I am thrilled about the possibility of working closely with them.”

- Thomas Bynum Ph.D., Director of the Black Studies Program at Cleveland State University. Dr. Bynum is a Civil Rights scholar, professor, and a noted expert on student activism and protest, as well as the socio-economic and political impact of the Civil Rights Movement on the American South. His book, NAACP Youth and the Fight for Black Freedom, 1936-1965, was published by University of Tennessee Press in 2013.

- Donna McIntyre Whyte, Ph.D. is an accomplished academic and administrator at Cleveland State University, and a highly-regarded community leader. She teaches African-American history, urban studies and comparative religion. Her expertise lies in the area of local politics and racial inequity in Cleveland Public Schools.


## WORK PLAN

During the pre-grant period (January 1, 2020 to August 31, 2020), CRS will form a Community Engagement Task Force, chaired by Ms. Natoya Walker Minor. The task force will identify 15-20 potential sites to present to the humanities scholars for them to narrow down to the top ten (10) sites. Task Force members will form relationships with site owners during this time to lay the groundwork for the future installation of the Ohio Historical Markers.

The period for this Historic Places Planning Grant is September 1, 2020 to August 31, 2021. During this time, the following six (6) work products will be generated: 1) Scholars will collaborate on the selection of the “top ten” sites associated the fight for racial equity in Cleveland; 2) In-depth humanities content for the CRS website will be created relating the role Cleveland played as a northern city in the Modern Civil Rights Movement and the Second Revolution. Content will have relevance to today’s society, promoting empathy and tolerance; 3) Each of the ten sites will be explained by the humanities scholars detailing its historic significance. This information will become the body of a serial application for the markers to the Ohio Historical Marker program. Content will be posted on CRS’s website; 4) Limited word text for each marker will be completed, with citations required for the marker approval process; 5) Student discussion guides will be created for each site in the Trail; and 6) Website design will be developed to properly feature humanities content and mapping features on the CRS website.

September, 2020: Develop detailed Scope of Work for humanities scholars based upon their individual expertise. Set expectations between scholars and task force members as detailed as possible. Enter into contract with each individual scholar. Hold in-person task force meetings to deliberate on all potential sites with scholars. Start the site selection process. CRS staff will interview website developers.
October, 2020: Scholars review selected sites, deliberate as a team, develop outline of humanities content, make site visits, narrow the list for review by Community Engagement Task Force. CRS staff will develop short list of website developers and scope of work.

November, 2020: Scholars meet with Community Engagement Task Force to share site selection discussion, issues under consideration. Additional time is available between now and the December 2020 meeting for scholars to deliberate, research, verify and conduct site visits with the goal of the final list to be determined. CRS selects a website developer. CRS staff meets with website developer to review conceptual designs and mapping concepts. CRS staff provides feedback and support the webpage designer with images available in local archives.

December, 2020: Scholars will make in-person presentation to Community Engagement Task Force on their recommended top ten (10) sites. If there is disagreement among the scholars, the Chair of the Community Engagement Task Force will be the vote among the scholars to break the tie. Sites are selected. Interpretive content can begin in earnest. CRS staff meets with website designer to select final design approach. Decisions are made regarding mapping function, integration of images and audio, if available.

January, 2021: Community Engagement Task Force members accept assignments to contact owners of each site. Sites will be asked to participate, accept the installation of the marker, agree in writing to physically maintain the marker, consider open-door hours for the community, consider developing historic interpretation at their site and agree to fully participate in Cleveland’s Civil Rights Trail. Scholars are now fully launched into creation of the humanities content. Scholars will participate as need in task force meetings in-person or remotely. Website designer creates mapping function, codes new pages, ready-ups website for humanities content.

February, 2021: Community Engagement Task Force will continue to meet monthly. Task force members will provide updates on their site assignments. Scholars are proceeding with their written assignments. Scholars will participate as needed in task force meetings, in-person or remotely. First draft of the overall narrative is due in March. Scholars are assigned individual sites to produce in-depth content for website and scholarly requirements of the serial application for the Ohio Historical Marker program. Student discussion guides are under development and proposed summary verbiage for markers is underway. Scholars are paired with appropriate committee member who is in contact with that site(s). Website developer continues to work on mapping function and coding new pages. Webpage developer can begin loading archival information such as photographs and testing pages.

March, 2021: Draft of overview narrative of Cleveland’s role in the Modern Civil Rights Movement and the Second Revolution is completed. The narrative relates historic events the relevancy of racial equity in today’s society. The overview is substantive, fully annotated, approximately 15,000 words. The task force and CRS staff review, comment, make recommendations regarding this important content. Scholars respond within four weeks. Community Engagement Task Force continues to meet and share progress on their sites. Scholars will continue working on their assignment. Scholars can attend meetings in-person or remotely. Website enhancements are now complete, ready for humanities content.

April, 2021: During this period, scholars will work with CRS staff on the humanities content required for the serial application to the Ohio Historical Markers program. Each site will require an extensive
interpretive narrative fully supported by citations. CRS shall assist the scholars in producing other aspects of the application. With regard to CRS staff assistance, some sites may be eligible but not yet listed on the National Register of Historic Places. In these instances, CRS staff will partner with the scholar to shape the application toward potential future listing, if this is useful. More time is available for webpage development if needed.

**May, 2021:** Scholars are at the completion of their work on the individual sites. The serial marker application is largely complete. Scholars being to draft verbiage for the markers themselves, restricted to 120 words or less. Each sentence must be footnoted even though footnotes will not appear on the markers. Footnotes speed the marker approval process. CRS staff collaborates with partners for archival photos, video, additional content that could be used to tell the story of each site.

**June, 2021:** Scholars have finalized humanities narratives. This includes the overall narrative of Cleveland’s role in the civil rights movement, full interpretative content for each of the ten (10) sites, a student discussion guide for each site and all scholarly content required for the serial application to the Ohio Historical Markers program. Verbiage for each marker is completed. The Community Engagement Task Force and CRS staff will review all of the scholarly material. The scholars will consider any comments from the community and alter or develop the content as they see fit. The humanities content is largely completed and accepted by the local community. CRS staff submits all requirements for markers to the Ohio Historical Marker program for production of the markers. Content is submitted to the website developer for final design completion and addition to the CRS website.

**July, 2021:** The Community Engagement Task Force now transitions toward the implementation phase of the project. Task force members and staff work to ensure all preparations are made to install the signs at each site, including requirements regarding easements or zoning approvals. Scholars are available for questions from the Ohio Historical Marker program staff regarding content. CRS staff is the liaison to ensure smooth application, changes (if requested) and final approvals. Website developer is largely complete with the addition of the humanities content. CRS staff review, supplements with images as needed. Approves mapping and webpages to be made live.

**August, 2021:** The month of August is dedicated to completing any task above which is taking longer than expected.

### PROJECT FUNDING

Please see the proposed budget for the Planning period, September 1, 2020 – August 31, 2021. The total budget is $114,693 of which CRS will provide $54,693 and NEH will provide $60,000. This Civil Rights Trail project is the top priority project of Cleveland Restoration Society during this period. In deference to the top priority status of this project, CRS will dedicate $54,693 of operating budget to support the project.

NEH funds are targeted to compensate the four (4) humanities scholars ($36,000); cover the costs of the webpage developer ($4,000) and contribute to the cost of the CRS staff oversight of the project ($20,000).

The importance of this project to CRS is evidenced by an allocation of 20% of the time of the CRS President (project director) and Preservation Services Manager (project manager). In addition, the CRS Chief Operating Officer and Marketing and Events Specialist will devote 6% of their time to the Project.
The budget uses the de minimis 10% factor for indirect costs based upon 2 CFR §200.414 (f). Please note the budget does not include a grant of $50,000 from the National Park Service. This grant is for the Implementation phase of the project, not the humanities content Planning phase of the project.