



OLD BROOKLYN COMMUNITY DEVELOPMENT CORPORATION

Strategic Plan



Four years ago, Old Brooklyn Development Corporation (OBCDC) plotted a course for the future of our community.

OB2020, our long-term strategic plan, set objectives around community health, neighborhood development, and marketing the neighborhood. Throughout 2019, OBCDC asked if that strategy was still correct and if OBCDC had met its objectives.

Data collected from the community and feedback from partners encouraged OBCDC to continue its course and deepen its commitment laid out in the long-term strategic plan.

This forward-looking plan is the culmination of collaboration between a consulting team, a community-based Strategic Refresh Working Group, stakeholder interviews, and community responses from ongoing

initiatives, stakeholders, and prominent development individuals. In response to those inputs, OBCDC has refreshed its strategic plan aimed at tackling new challenges in a new decade.

The OB2020 refresh reflects a people-centered view of community development. Recognizing that progress will be limited by a sole focus on the already-built environment, OBCDC seeks to grow the community through people and people-within-places approaches in partnership with you.

For all those who make Old Brooklyn a great place to grow,

Jeffrey T. Verespej
Executive Director, Old Brooklyn Community Development Corporation

Kristen Wilson
Board President, Old Brooklyn Community Development Corporation

COMMUNITY BACKBONE

OBCDC's intent to be the community backbone has served it well.

A linear path or inflexible body is too constrained for the constantly evolving nature of community conditions. Its organizational imperatives to Adapt, Lead, and Grow remain critical to respond to, engage with, and move forward alongside uncertain futures. The future will present opportunities and challenges to Old Brooklyn that cannot be anticipated.

Furthermore, OBCDC has chosen to elevate the social determinants of health as an organization-wide focus. This innovative approach has

proved effective at boosting the profile of Old Brooklyn, increasing opportunities for partnership and resources, and most importantly, improving the quality of life in the neighborhood.

Lastly, OBCDC recommits the organizational focus on learning, healing, and acting towards racial equity. No greater disparity exists along health, social, or economic factors than that of race. An ongoing process for the OBCDC staff, Board, and partners must be deepened if all are to succeed.



LOCAL OPPORTUNITY AND REGIONAL CHALLENGES

Cleveland neighborhoods have struggled to provide equitable opportunities for growth and success for residents. Across the landscape there are large swaths of poverty and pockets of growth, leading the city on an unsustainable path. The conditions that led to the creation of OB2020 have intensified since its inception:

ECONOMIC STRATIFICATION

Cleveland and Old Brooklyn are plagued by a worsening gap between those of wealth and those stuck in despair. Some communities have seen exceptional growth while others still suffer.

RACIAL DIVERSIFICATION

Neighborhoods have become increasingly diverse, creating opportunity for equitable wealth and community building.

NEED FOR COMMUNITY BACKBONE

Community based organizations are stretched to provide more support with no increase in resources. Strong but flexible organizations are needed for co-creation and partnership development.

Despite challenges, Old Brooklyn continues to attract investment, new and diverse residents, and attention that it has not seen in 70 years. Hope and resilience remain.

What does the future hold for Cleveland? It can be found in Old Brooklyn.



GOALS:

GROW TOGETHER

The people of a community are its greatest assets, and OBCDC recognizes that the collective impact of a neighborhood far exceeds the capacity of a single organization. A new emphasis on community network building will empower and support community-led initiatives and leaderships that extend far beyond traditional programs.

EXPAND COMMUNITY CONNECTIONS

and invite all residents, businesses, and partners to grow Old Brooklyn together

CREATE A CULTURE OF CO-CREATION

for a future Old Brooklyn that empowers the passion, skills, and wisdom of all

PROMISE TO BUILD RELATIONSHIPS

with communities of color, low-income households, and renters to ensure equity and inclusion



GOALS:

ACHIEVE EXCELLENCE

For OBCDC to achieve its mission and support the growth of Old Brooklyn, it must remain an innovative and adaptive organization that establishes next practices for community development. Financial and human capacity will need to be increased to meet the neighborhood need and opportunity.

ATTRACT DIVERSE FUNDING SOURCE

to allow for organizational sustainability

TELL THE STORIES OF OLD BROOKLYN

to drive organizational objectives and reflect a family- and senior- friendly community that celebrates diversity and inclusion

ENHANCE A CULTURE OF INNOVATION

by committing to learning and conducting effective evaluation of success

GOALS:

PROMOTE OPPORTUNITY

Place based development is critical for a neighborhood, and can be transformational when designed and executed with an intention to build opportunity for all, equitably. More than traditional development, promoting opportunity can ensure safe and healthy housing, economic opportunity, health, inclusion, and well-being.

RE-ESTABLISH THE HISTORICAL CENTER

of Old Brooklyn as Brighton, a vibrant and unique hub that enriches community life, provides economic opportunity, and honors history

FACILITATE AND MAINTAIN

commercial real estate development to benefit diverse stakeholders, increase opportunity for wealth building, and ensure accessibility for all

ENSURE THAT EVERY RESIDENT LIVES

within a 10-minute walk of a park

