

In 2018, the Avondale Development Corporation (ADC) created its first strategic plan to guide neighborhood growth and development. During 2021, the Board and staff worked collaboratively with Avondale residents and Uptown partners to assess the progress of the organization over the past three years, reevaluate community priorities and set goals and strategies to guide operational progress through the end of 2024. The update to our strategic plan includes the following elements:

- Our Vision for Avondale
- Organization Mission
- ADC Core Values
- 2022 to 2024 Goals and Strategies

### Our Vision for Avondale

Avondale is a culturally rich community of choice where residents, businesses and partners are empowered to live healthy and thriving lives.

### Organizational Mission

ADC directs the revitalization of Avondale by developing housing, real estate, and economic initiatives while working collaboratively with residents and partners to address priorities that promote the well-being of Avondale residents as recommended in the Quality of Life Plan.

### 2022 to 2024 Goals and Strategies

Goal #1 - Connect Avondale residents and enhance their overall well-being by communicating information that helps them live, work, play, worship and thrive.

#### Strategies

- a. Coordinate with community partners to share housing, job, health and community resources in area newsletters and social media.
- b. Create an *INside Avondale* resident resource directory to increase community connections between tenants and homeowners with links to available resources.
- c. Prioritize communication needs and determine digital access needs and solutions of residents.
- d. Work with community partners to identify shared initiatives and create common messaging to achieve these goals.

Goal #2 - Strengthen and expand the housing stock in Avondale, while leveraging partnerships that advance sustainable economic development and growth opportunities for residents.

#### Strategies

- a) Complete the Hale, Bogart/Glenwood Avenues housing projects and develop workforce housing units for current and future Avondale residents.
- b) Partner with developers to promote adherence with recommendations of the Quality of Life Plan and the Housing Strategy.
- c) Work with community partners in promoting Avondale as a place to live for employees that work in the neighborhood.
- d) Implement the Bank of America Entrepreneur Grant.

Goal #3 - Propel ADC by building cooperative partnerships to leverage collaborative project support.

### Strategies

- a) Cultivate and grow partnerships to keep Avondale residents and families safe.
- b) Jointly develop resources with partner organizations to support mutual goals.
- c) Establish goals, memoranda of understanding and performance indicators to guide partnership initiatives.

Goal #4 - Advance organizational sustainability through community leadership and resource development.

### Strategies

- a) Create a fund development strategy comprised of annual capital campaigns and resource generation plans and initiatives that support ADC's revenue needs and project priorities.
- b) Identify fund development expertise to support ADC priorities (i.e., Seek support from executives of Avondale/Uptown anchors).
- c) Measure resource development progress and successes and report them quarterly and annually.
- d) Using the Housing Strategy, identify, develop and sale a neighborhood residential property to kick-start resource development.

Avondale Development Corporation (ADC) is a nonprofit organization founded in 2011 to help improve the quality of life for residents of Avondale, the largest African American neighborhood in Cincinnati.

ADC addresses critical housing needs in Avondale through a real estate portfolio that covers rehab and new construction.

We work with the area's leading businesses and organizations to create jobs and economic opportunities for Avondale residents, and lead organizing, engagement and advocacy efforts in Avondale to foster a community of neighbors who know each other and work together for common goals.

Our many partners include Avondale Community Council, Cincinnati Public Schools, Children's Hospital Medical Center, UC Health, Uptown Consortium and the City of Cincinnati.

ADC actively engages and communicates with Avondale residents, strengthens and expands Avondale housing stock, while leveraging partnerships that advance and sustain economic opportunities for residents.

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