

MIDDLE NEIGHBORHOODS

July-August 2020 Newsletter

Old Brooklyn CDC Creates New Grant Program to Help Small Businesses Adapt to Pandemic



Emergency Micro-Grants During COVID19

Marlon Brown of the Legoheadz Barber Saloon utilized the COVID-19 Physical Distancing Grant to purchase new sanitation stations, cleaners and masks to keep employees and customers safe. Photo used with permission from Old Brooklyn CDC.

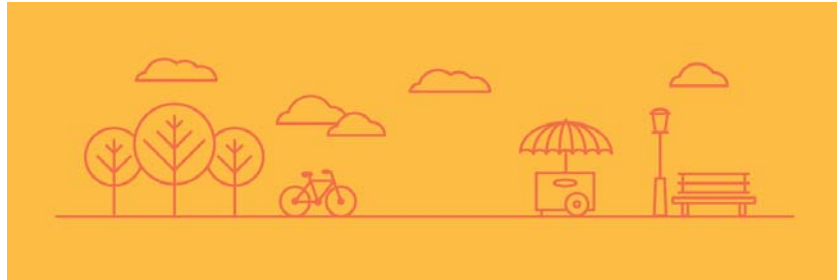
Small businesses in the Old Brooklyn neighborhood (Cleveland, OH), like others around the country, have had to scramble to adjust during the COVID19 pandemic. Business owners had to quickly re-think how they would offer products and services, plus how they would tell the public that they were not only open for business, but safely so. Already facing decreased revenue due to decreased foot traffic, it was a struggle for businesses to fund these adjustments. In response, Old Brooklyn CDC decided to dip into its rainy-day fund to help small businesses transition to this new reality. Executive Director Jeff Verespej thought, “If this isn’t a rainy day, I don’t know what is.”

About a month into the pandemic, Old Brooklyn CDC launched two micro-grant options: one to help businesses establish social distancing and the other to provide marketing and technology support. The grant application was short and simple with two questions, each limited to 100 words or less. “We did not want to make this a long and difficult application process,” explained Verespej, “Businesses needed our help fast.” Old Brooklyn CDC has strong and established relationships with businesses in the neighborhood, so was able to roll funds out quickly.

Continue reading Old Brooklyn CDC's "Middle Neighborhoods Best Practice: Support Small Businesses in the Middle of a Pandemic" [here](#).

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Updates, Events + Announcements

HISTORY OF GREATER CHATHAM

INDUSTRIAL AGE: BUILDING OF GREATER CHATHAM COMMUNITY

1836 The swamp land that became Chatham was bought by John L. Wilson

1852 Land for the crossing, given at Illinois Central was steam from the northern

1853 First train wreck in Chicago that gave Greater Grand Crossing its name, caused 18 deaths and 40 injuries

1860 First buildings, corn cobs, constructed in Chatham by the Illinois Central Railway

1876 First factory put in place, the Cornell Watch Factory

1899 Major Taylor, world track champion, Medalist for cycling

1918 Bungalow building boom

1926 First electric train just from service

1930 Area is considered residentially mature

1932 Thomas Durkin invents gospel music, "Preachin' Lord, Take My Hand"

1938 Neoclassic storefronts are restored, thanks in part to students Carl Hansberry

1949 Mahalia Jackson sold over 1 million copies of "Move on Up a Little Higher"

1953 Whites in Park Manor riot, forces Black football team out of local park

1955 Rev. William J. Faulkner becomes the first pastor of the Congregational Church of Park Manor and the first black pastor in the neighborhood

1959 Chatham resident Lorraine Hansberry's *A Raisin in the Sun* opens to the public

1950 Dawn Elementary accepts its first black student

1950 Gwendolyn Brooks receives the Pulitzer Prize for her poem, *Annie Allen*

1960 Chatham is 63.7% Black

1960 Chatham-Avonlea Park Community Council includes blacks

Author: Delmar Fears - Designer: Karolyna Franklin & Cassopea L'Huiss

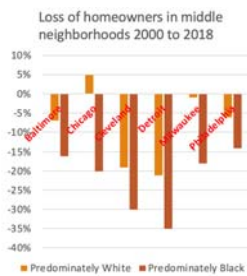
Black Middle Neighborhoods in Legacy Cities: Part I and II Webinars Break Records for Registration and Attendance

On August 4, 360 people attended the CoP webinar **Black Middle Neighborhoods Part I: Challenges and Opportunities**. The webinar focused on recent research by Alan Mallach on Black middle neighborhoods and the unique factors that affect them - particularly the structurally racist policies that undermine their sustainability such as redlining and subprime lending. CoP Co-Chair Nedra Sims Fears then gave her personal and professional history of living and working in the Greater Chatham neighborhoods, a set of four Black middle neighborhoods on Chicago's south side, with concrete examples of how the policies described in Mallach's research impacted her family and her neighborhood.

To watch the recording of this webinar, follow this [link](#). Download the slides [here](#).

Part II of *Black Middle Neighborhoods in Legacy Cities: Strategies* will be held on October 1 at 12:00 EDT. This webinar will feature Alan Mallach's research on strategies to address the challenges in Black middle neighborhoods. He will be joined by expert practitioners and CoP members Johnette Richardson, Deputy Director of Baltimore NHS, and Kamla Lewis, Director, Neighborhood Revitalization for the City of Shaker Heights, Ohio. Richardson and Lewis will share their professional experience and successful strategies from working in many Black middle neighborhoods to stabilize, cultivate demand from homebuyers, grow home equity and more. More than 500 people are registered for this webinar already, but we can accommodate more. [Register for Black Middle Neighborhoods in Legacy Cities Part II: Strategies here.](#)

Both webinars are presented by the [Middle Neighborhoods Community of Practice](#) and co-sponsored by [National Community Stabilization Trust](#), [NeighborWorks America](#), and the [Center for Community Progress](#).



Research by Alan Mallach shows the loss of homeowners in predominantly White and Black middle neighborhoods in selected cities between 2000 and 2018.

Data Viz Moment: Cleveland

Occasionally we see particularly effective presentations of data that drive home the vulnerability of middle neighborhoods and make the case for investing in them. CoP members have asked us to share these so they can replicate them in their own cities. Here is one we saw recently, in a presentation created by CoP member **Jason Powers**, Middle Neighborhoods Project Director for the City of Cleveland.

In his [presentation](#), Jason orders the neighborhood housing markets in the Cleveland region by price per square foot.



In the next slide, he removes the communities that are outside the city limits, the first ring suburban communities.



Finally, he combines the data to present a powerful visual image of the extent to which middle neighborhoods are disappearing from the city. Jason says, "These slides in particular elicit a powerful reaction. As the columns representing suburban middle neighborhoods disappear you're left with a gaping hole in the market and sometimes a gaping mouth in the audience."



If you have, or know of, a good piece of data visualization about middle neighborhoods, please share it with [Marcia](#) so we can share it with other CoP members.

Milwaukee's Silver City to Reinvent Annual InterNational Festival as Parade for COVID-19 Safety

Last year, nearly 2,000 neighbors and visitors "traveled the world" along the Silver City neighborhood's commercial corridor, West National Avenue between South 33rd and 35th Streets, for the annual [Silver City InterNational Festival](#). Typically, the fun of the Festival includes sampling ethnic cuisine from countries spanning the globe while also enjoying live art performances, free live music, free activities for kids and displays from local businesses.



This year, [Layton Boulevard West Neighbors](#) and community leaders are reworking the festival into a parade of small floats traveling a set path in the Silver City neighborhood, each with live music. To incorporate the multicultural food aspect of the festival, the plan is to work with local businesses to create Silver City InterNational takeout specials at various locations throughout the larger Layton Boulevard West area.

International	International	International	International	International	International	International	International	International	International
Health	Health	Health	Health	Health	Health	Health	Health	Health	Health
Sept 2018	Sept 2018	Sept 2018	Sept 2018	Sept 2018	Sept 2018	Sept 2018	Sept 2018	Sept 2018	Sept 2018
Health	Health	Health	Health	Health	Health	Health	Health	Health	Health
Health	Health	Health	Health	Health	Health	Health	Health	Health	Health

This year's "Silver City InterNational Mobile Festival" will take place on September 12. The Layton

Boulevard West neighborhoods include [Silver City](#), [Burnham Park](#) and [Layton Park](#), all on Milwaukee's near south side.

CoP Reports + Action Items

Virtual Site Visit: [Healthy Neighborhoods](#) in Baltimore will be hosting a group of CoP members and partners from Cleveland in a virtual site visit to learn about and discuss best practices and their potential application to Cleveland middle neighborhoods. CoP members **Jason Powers**, Middle Neighborhoods Project Director for the City of Cleveland and **Jenny Hope**, Director of Neighborhood Programs at Healthy Neighborhoods are leading the planning. *Do you have a group of partners you'd like to take on a virtual site visit to another region's Middle Neighborhoods Initiative? We'll help you put it together! Contact [Marcia](#).*

CoP Listserv: Don't forget to use our new listserv, MiddleNeighborhoodsCoP@googlegroups.com to share announcements, news articles, questions and the like. If you are in the CoP, you are already a member of the listserv. If you are not a CoP member, but would like to join the listserv, email [Ann DiPetta](#).

Actions You Can Take to Grow and Support the CoP

1. **Join and participate in the Listserv,** MiddleNeighborhoodsCoP@googlegroups.com. This is the most direct way for CoP members to interact with each other. Share your questions and successes.
2. **Submit an article, news item, or resource idea** for the newsletter to [Marcia](#).
3. **Host a Middle Neighborhoods 101 webinar** for people in your organization or community to help them learn about middle neighborhoods and launch a discussion on local opportunities. [We](#) will help you plan this and deliver the webinar with you.
4. **Submit an idea for a webinar or case study** topic to [Ann](#).
5. **Convene** (virtually until in-person meetings are advisable) with other CoP members in your region to discuss a particular issue, or to start creating a regional action agenda. [Marcia](#) can help you contact your peers and plan your convening.
6. We can also help you **convene a group** of CoP members by interest rather than geography. Past convenings have included city government representatives.
7. **Represent middle neighborhoods** in local policy discussions. [We'll](#) share some talking points.

8. **Propose and conduct a session on middle neighborhoods** for conferences and other convenings or groups you participate in. [We'll](#) help with the proposal, recruiting panelists, planning, etc.

Upcoming Webinars

Community Engagement Strategies During COVID-19, September 22 at 1:00 EDT

Join us to learn practical ways to engage communities during the COVID19 pandemic. Multiple panelists will share strategies and success stories, plus together we'll brainstorm and demonstrate several formats to build virtual connections between middle neighborhood businesses, partners and community members. [REGISTER](#)

Black Middle Neighborhoods Part II: Strategies, October 1 at 12:00 EDT

In Part I, Alan Mallach and Nedra Sims Fears addressed the history of the Black middle neighborhood in America's legacy cities, the forces impeding their success, and the implications of their unequal recovery on the wealth of Black households and the health of cities. In Part II, we will move from the unique challenges and opportunities faced by Black middle neighborhoods to explore strategies for their stabilization and revival, with examples of equity-focused and market-oriented stabilization efforts in Shaker Heights and Baltimore.

Presenters:

- Johnette Richardson: Deputy Director at Neighborhood Housing Services of Baltimore, MD
- Kamla Lewis: Director of Neighborhoods for City of Shaker Heights, OH
- Alan Mallach: Senior Fellow at the Center for Community Progress, Washington, DC

[REGISTER FOR PART II](#)

Webinar Recordings

[Black Middle Neighborhoods Part I: Challenges and Opportunities](#), August 2020, with panelists **Alan Mallach**, Center for Community Progress, and **Nedra Sims Fears**, Greater Chatham Initiative.

[Practitioner Perspective: COVID-19 Impact in Middle Neighborhoods](#), June 2020, presented by **Jason Powers**, Middle Neighborhoods Project Director, City of Cleveland, for the Middle Neighborhoods Community of Practice. Panelists: **Mark Sissman**, President, Healthy Neighborhoods; **Jeffrey Verespej**, Executive Director, Old Brooklyn Community Development Corporation; **Kevin Nowak**, Executive Director, CHN Housing Partners.

[Middle Neighborhoods 101](#), June 2020, presented by Marcia Nedland for the Middle Neighborhoods Community of Practice.

In the News + Resources

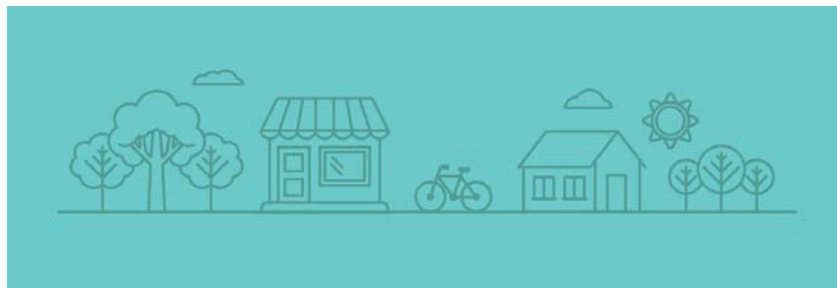
[Begin With Your Block: Challenges and Prospects for Chicago's Minority Middle Neighborhoods](#), Federal Reserve Bank of Chicago, August 2020.

[Why Black Workers Will Hurt the Most if Congress Doesn't Extend Jobless Benefits](#), New York Times, August 7, 2020.

[Preserving Chicago's Minority Middle Neighborhoods](#), Federal Reserve Bank of Chicago, July 2020.

[Middle Neighborhoods Initiative Targets Edge Communities for Redevelopment](#), The Land, July 31, 2020.

[Coronavirus Is Hitting Black Business Owners Hardest](#), New York Times, June 18, 2020.



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