



The CLERising: **P.R.O.O.F**
Promoting **R**esources **O**pportunities **O**utcomes **F**ast

GROUP #6

Equitable Civic Engagement & Community Empowerment

1. ASPIRATION STATEMENT

Cleveland is a nationally recognized model of tri-sectoral collaboration, leveraging a premier data-driven platform that empowers users to generate radically effective, collaborative solutions to community issues in real-time for all stakeholders.

2. CATALYST PROJECT

OBJECTIVE

Implement a catalyst project to demonstrate a proof-of-concept of the tri-sector approach in Cleveland using the NewImpact Platform. It will serve as a model for supporting CLERising projects and addressing various community issues throughout the NEO.

This project will also provide the foundation for a national model for other cities/regions striving to create a public tool that will unlocked and re-purposed connections and resources in all sectors.

COVID 19 elevated the urgency and need for action to be taken and a "sprint project" towards the catalyst project has been initiated.

2020

The Catalyst Project
"ROCK CONNECTS US"



Launch Leaders: four (4)
Nasreen Ali
Rosanne Deucher
Carolina Schneider
Gary Gottfried
Team Members: fifteen (15)
David Crampton
Erika Bell
Cotilla Decembly
Diana Gueets
Tom Mandelstam
Nikki D'Eligio
Katie Connell
Nancy Hecht
Penny Jeffrey
John Nunari
Helen Smith
Samantha Peddicord
Baylee Miller
Margaret Kohler
Saron [Business Start Up](#)
Tech Up
Funding Support: TBD

Long Term CLE Benefit Potential (Dream Big or Go Home):
Tourism brings revenue and dollars that are spent in the community for goods and services. We have to work to achieve big goals.

Long Term DREAM Goals:
RTA - Expanded system readily utilized by community as well as visitors. Demand driven (free!).

Cleveland Hopkins - expand Cleveland a destination, expanding nonstop service. Make Concourse D a need.

R&R HOF - annually break attendance records, increase in high visibility (i.e. televised), special events and sponsorships.

Business Partners: increase in domestic and international biz.

CLE Rising P.R.O.O.F. Project: Tri Sector Model Promoting Resources Opportunities and Outcomes

ROCK and ROLL IS HERE TO STAY - let's leverage it!

Immediate Objective (Aspiration): Achieve a successful Tri Sector Catalyst Project that will create initial impact and results, leading to potential additional successful results while implementing tri sector relationships. Be a worthy model to share for others to assist the value to emulate.

Opportunity: Cleveland is the home of the Rock and Roll HOF. Not just regional or even national but a highly recognized international destination bringing in visitors and economic value from all parts of the world. With a tri sector approach, we aim to prove that we can multiply its positive impact to many of the identified needs of the community, including those at all income levels, while enhancing the Rock Hall's own revenue through attendance and expanded marketing draw and appeal.

Potential Tri Sector Partners (just a few examples):



Strategic Approach: Establish an initial objective to achieve using tri sector approach (potentially in "concert" with May 2nd induction) that has ideally establishes success via measurability in:

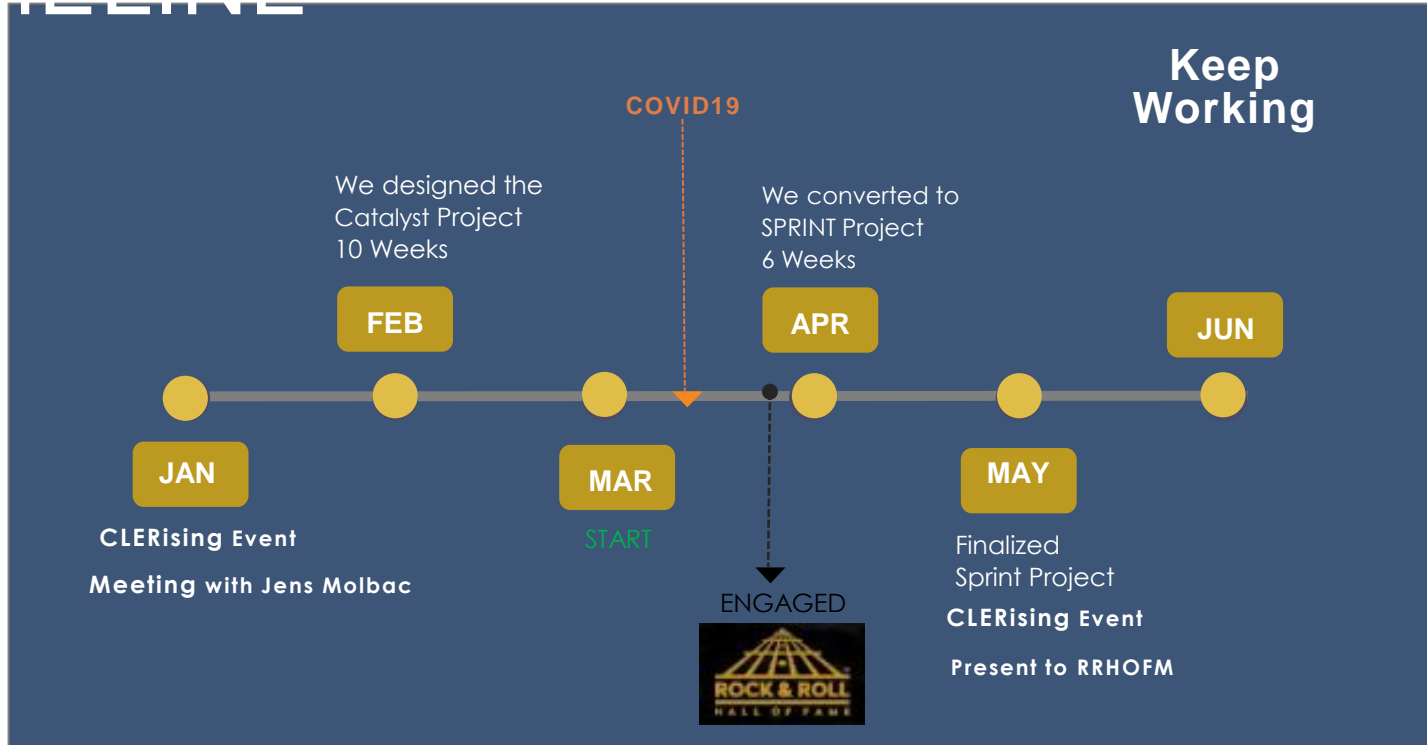
- Metrics/Data
 - *Secure audience tri sector partner buy in*
- **Initial "Go To" Strategy:**
 - Identify and align interest of all partners. Suggest concept/project that benefits and engages all tri sector partners and move the plan forward. Engage at least one of each of the potential partners from each sector. Some ideas:
 - Could we procure support of Rock and Roll luminaries (i.e. HOF members) to provide pro bono PSA and welcome announcements at the airport to further make the HOF connection evident (possibly solicit support from Live Nation/Bolton), solidify the visitor and local connection with the city (i.e. Nashville does this with artists in their airport).
 - Would RTA be willing to consider a special promotional offer for free ride/ship from the airport to downtown (not to mention R&R HOF as well). Promote the history and celebrate being the very first airport rail link in the country (1968). Ahead of its time and time to be that again. Include friendly/welcoming security.
 - Would Hopkins Airport use this promotion to include way signing and promotion to encourage visitor use while working with airlines to promote the ease of use and access.
 - Could or would airlines sponsor/partner to offer special airfares, visitor packages to help increase passenger

Cleveland Rising!

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3. KEY EVENTS TIMELINE



4. SPRINT PROJECT

SPRINT PROJECT | TIMELINE

apr 16 - apr 20
Gather Data

Gather background materials from RRHOFM (Strategic Plan, Market Research, Current Metrics, Audience/Brand perception Community Programs, Supporters, Member and Audience Research)

apr 17- apr 24
Create Framework

Conduct interviews with RRHOFM CEO and Executive team

Conduct Spotlight interviews with other organizations, ie Destination Cleveland and Cleveland Public Library

Identify 12-14 organizations for mapping

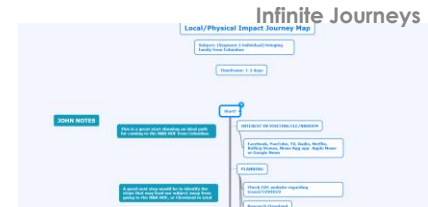
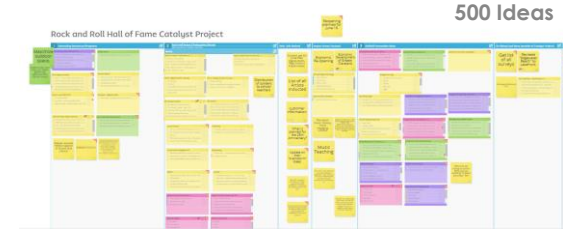
apr 20 - may 1
Data Seeding

Populate the New Impact tool with existing data by mapping program and services of 12-14 organizations with impact lens United Nations Sustainable Development Goals (SDGs)/Social Progress Index/Cleveland Rising Summit Goals

may 2 - may 30
Data Analysis and Connections

Leverage NewImpact platform to identify innovation

Present Strategic Ideas
Implementation TBD by RRHOFM



10+ Apps Technology as an enabler



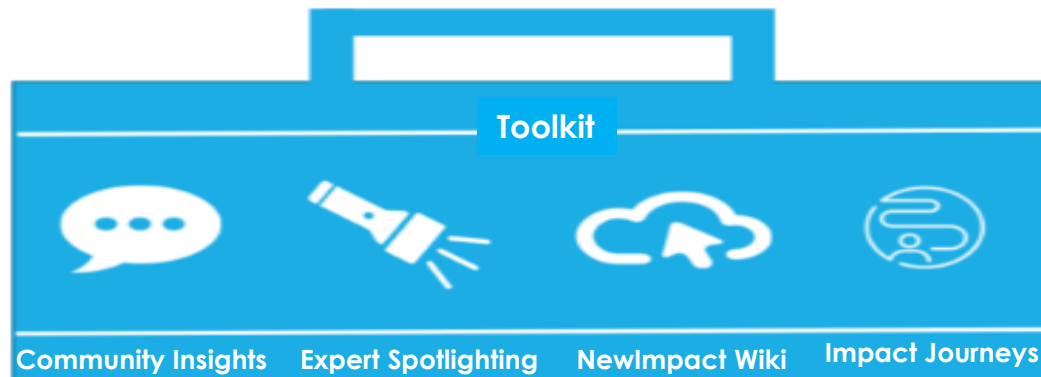
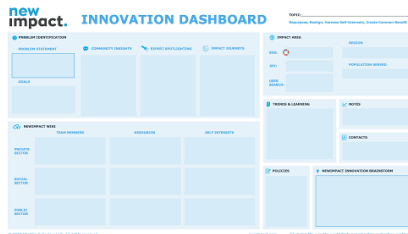
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5. LEARNED & APPLIED TRISECTOR MODEL

Trisector Mindset

public + private + social

Enables innovators to **forge tri-sector models**
Drive **solutions** to all societal challenges
Unlock barriers to improving people's lives.
Unleash economic and social **value**.



What problems need to be solved?

Where are the opportunities?

Who is on the team?

Where are the innovation opportunities that can help?

What are the chokepoints?

What resources do they have?

What is the common journey in an impact area?

First New Impact Virtual Training
Zoom · Slack · StormBoard · Mindamo · Kibana · box

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6. TASK AND MILESTONES



PROOF LAUNCH LEADERS

new impact.



Researchers Opportunity Finders

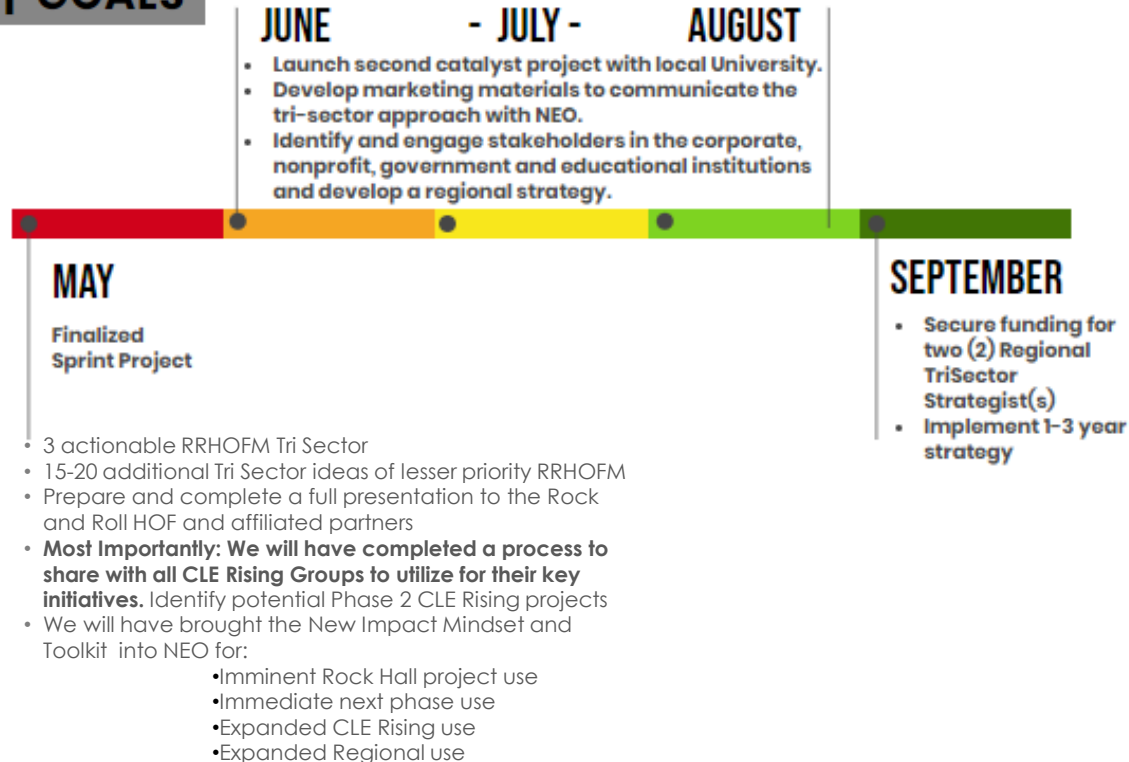


CLERISING SUMMIT PROOF TEAM

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7. WHAT SHORT-TERM OUTCOMES DO WE EXPECT

SHORT-TERM | GOALS



8. WHAT OUTCOMES DO WE EXPECT

YEAR 1 | GOALS

Tri-Sector Catalyst Project (\$)

- Identify potential Phase 2 CLE Rising projects

NewImpact Mindset Exposure

- Develop transition information/knowledge protocols and talent

Pilot NewImpact Lab

- Prepare for Phase 2 plan to expand use of New Impact Tool Kit
(which BTW, in some areas many resources are already being built up from this project)

Regional Presence and Sustainability



Create innovative ways to align them for better outcomes

Repurpose existing resources

Harness the sustaining power of self-interest

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9. THE CHANGE WE WANT TO SEE IN THE LIVED EXPERIENCE

Today's Lived Experience

WE HAVE EVERYTHING HERE

- 15K+ nonprofits in Cuyahoga Co
- Strong philanthropic community
- Businesses with corporate social responsibility efforts
- Government funds/programming

HOWEVER ...

- Organizations/systems – siloed
- Issues persist - *Cleveland is worst in child poverty, second for working-age adults and third in older-adult poverty, U.S. Census Bureau*

2030 after Action Plan

- Collective resources to make change happen
- Repurpose resources and add value
- With New Impact (WIN WIN)
 - Identify the greatest needs in Cleveland
 - Who is on my team (doing work/support these issues)
 - Where are the resources

10. HOW OUR ACTION PLAN LEADS TO THE CHANGE

Lived Experience

We believe this action plan will improve the data point and the lived experience of Greater Clevelanders because...

- Adopting a “tri-sector” model can drive innovation to deliver solutions at scale faster to improve people’s lives.
- Each sector of the economy has unique and powerful assets that can contribute to drive progress faster.
- To find solutions, we need the best knowledge and resources from companies, nonprofits, and governments.
- This approach breaks the silos of our existing system, repurposes and re-aligns current assets and engages multiple sectors in what are clearly systemic problems.

Economic Growth

YES or NO	Plan will influence
Yes	Workforce – The attraction, growth or retention of a skilled workforce.
Yes	Infrastructure – Investments or improvements in things needed for commerce such as roads, machines, factories and airports.
Yes	Natural Resources – The amount and availability of natural resources like water, electricity and fuel.
YES	Technology – Improvements or investments in technology and innovation.

11. UPDATES, REFLECTIONS, HELP NEEDED

Highlights

- Learning of a process through a project. PROOF has been working remotely weekly and daily with **NewImpact** to develop a strategy to create New Impact tool for NEO.

Reflections

- This work **MUST** be considered as an investment. Worthwhile and for the good of NEO.
- **With belief, experience and application, it will get bigger ...** not just for the benefit of Cleveland and Northeast OH (surrounding counties and Akron), but potentially beyond.

Help Needed/Next Steps

- Identify supporters of tri-sector model and secure funding.
- Strategize engagement of foundations, businesses, universities for resources
- Hire New Impact Regional Strategists to implement and expand use of the tools

YOU ARE INVITED

CLE Rising Groups

PROOF TEAM wanted to thank you for giving us the opportunity to share our experience, we enjoyed learning and would like to speak with you and share some relevant information via Zoom

This is an opportunity to develop additional catalyst projects around each of your goals, implement the TriSector mindset, use the toolkit and be part of our Regional Strategy.

Share your interest with us.

mailto: cle.proofproject@gmail.com



THANKS

We are recruiting volunteers and supporters
contact us: cle.proofproject@gmail.com