

Executive Summary		3
Ð	Qualitative Impacts of Capacity Building	11
Ð	ESA Ecosystem	12
Ye	ar Four: TAKING BIG STEPS FORWARD	13
Ca	pacity Building Programs	
Ð	Community-Based Real Estate Development Training	19
Ð	Central Terminal	24
<b>(</b>	Michigan Street African American Heritage Corridor	27
<b>Ð</b>	Commercial Building Stabilization Fund	32
•	East Side Commercial Districts	36
An	chors + Infrastructure Investments	
<b>e</b>	Broadway Market	40
Ð	MLK Park District	40
Ð	Northland Corridor	41
Ð	City Infrastructure	41
Ð	Buffalo Neighborhood Stabilization Fund	42
Ð	Direct Project Assistance	42
Ye	Year 4 Timeline	
Le	Lessons Learned & Looking Ahead	
Fu	Funders	





Through Empire State Development (ESD), New York State dedicated \$65 MILLION to the REVITALIZATION OF BUFFALO'S EAST SIDE and is making capital investments along four commercial corridors.

East Side Avenues provides capacity building and organizational support to complement these capital investments.

The Project Implementation Team (PIT), led by the University at Buffalo Regional Institute (UBRI) and supported by a team of consultants, ensures that appropriate resources are in place for community leaders; assists with strategic planning, program design, organizational capacity building and problem solving; leads the team on technical assistance for community-based organizations; and reports on progress while lifting up the voices of the community.







# THE BIG PICTURE 2022-2023:

The first year of East Side Avenues was all about **sowing the seeds.** In year two, **we continued the momentum**. In year three, we hit our stride—**building up** programs and progress.

In year four, we took **big steps forward**—implementing and thinking
about the future potential of East Side
Avenues' programs.

VIEW PREVIOUS EAST SIDE AVENUES'
PROGRESS HERE >>





- **STAYING ONE STEP AHEAD:** We began planning for the future of East Side Avenues—a five-year initiative that will end in 2024.
- A STEP IN THE RIGHT DIRECTION: Progress isn't always as visible as cranes in the air. Capacity building is setting the stage for current and future success in implementing large-scale capital projects along with increases in programming, services and community members served.
- PUTTING OUR BEST FOOT FORWARD: Elevating community voices through storytelling is one of the most compelling ways of communicating our impact. Engagement with people who directly benefit from investments provides the best insight into understanding the effects we are having.
- STEP IT UP: We are finding "connect the dots" moments. Four years in, we are examining the interconnection of investments, programs, organizations and people with common goals and scaling up the models.



COMMUNITY-BASED
REAL ESTATE
DEVELOPMENT TRAINING



19 students completed the fourth cohort of the training program and nine former graduates are receiving CBREDT Program Funds for their capital projects. Planning began for a new online/in-person hybrid CBREDT program to launch in 2024 with continuing deep technical assistance to key participants.

## FOURTH COHORT (19 STUDENTS)

COMPLETED TRAINING

### **9** FORMER GRADUATES

RECEIVED CBREDT
PROGRAM FUNDS

FOR THEIR CAPITAL PROJECTS
TO DATE



EXECUTIVE SUMMARY

2022-2023

CAPACITY BUILDING

PROGRAMS

MAJOR

**ACCOMPLISHMENTS** 

CENTRAL TERMINAL

Central Terminal Restoration Corporation (CTRC) is advancing necessary predevelopment and design work in preparation for Phase 2 of construction and an anticipated reopening for public use on a limited basis in 2025. A real estate development team is expected to be chosen by year-end. Capacity building funds are focused on governance, fundraising, marketing, community-oriented programming and operations.





REOPENING FOR LIMITED USE IN

2025

FULL SEASON
OF COMMUNITY
EVENTS TOOK
PLACE IN 2023.

MICHIGAN STREET
AFRICAN AMERICAN
HERITAGE CORRIDOR



Michigan Street African American Heritage Corridor Commission (the Commission) is developing economic development strategies for the anchors and a real estate plan for the corridor including newly acquired 136 Broadway—the headquarters for the Commission. Capacity building funds are linking the board, staff and anchors to consultants who are assisting with organizational development, marketing and fundraising. Increased programming is garnering local press coverage and national recognition.



**NEWLY ACQUIRED** 

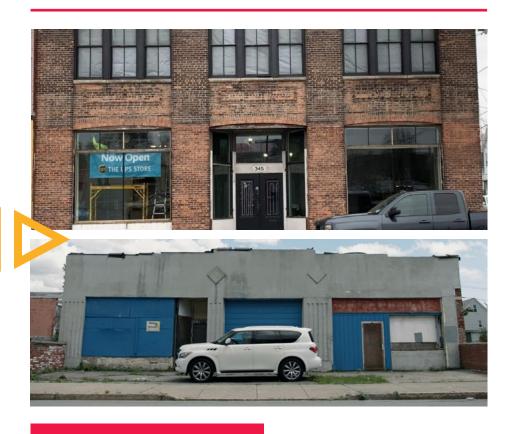
**136 BROADWAY** 

**ASSISTING WITH** 

ORGANIZATIONAL DEVELOPMENT,
MARKETING + FUNDRAISING

COMMERCIAL BUILDING STABILIZATION FUND

Through three funding rounds, 24 buildings will be stabilized with awards totaling approximately \$3.5M. Capacity building funds allow the Local Program Administrator's staff to conduct outreach, select projects, administer capital grant funds, and monitor construction. Additional consultants are assisting with strategic planning, board development, human resources, marketing and fundraising.



Strategic Planning

Board Development

Human Resources

Marketing & Fundraising ->

24 BUILDINGS =

\$3.5M

EAST SIDE COMMERCIAL DISTRICTS



Through two funding rounds, 36 buildings in all four districts will be renovated with awards totaling approximately \$3.9M. Capacity building funds are helping our nonprofit partners implement their unique strategic action plans to strengthen board governance, organizational development, marketing and fundraising with consultant support.









#### EAST SIDE INVESTMENTS TO DATE

## EXECUTIVE SUMMARY INVESTMENTS

SINCE 2019, 88 EAST SIDE
BUILDINGS\* WERE AWARDED CAPITAL
IMPROVEMENT FUNDS FROM EMPIRE
STATE DEVELOPMENT THROUGH THE
EAST SIDE CORRIDOR ECONOMIC
DEVELOPMENT FUND.

Buildings are Neighborhood Anchors or are included in the Direct Project Assistance program, East Side Commercial Districts Program, Commercial Building Stabilization Fund, and/or Community-Based Real Estate Development Training Program Fund. The total number of buildings is subject to change after initial project scoping is complete. Capital improvement funds include pre-development.



### 88 BUILDING PROJECTS

TOTAL AREA OF BUILDINGS =

 $\overset{\text{\tiny EQ}}{\approx} 2,000,000 \overset{\text{\tiny SQ.}}{\text{\tiny FT.*}}$ 

\$1.5 MILLION

ADDITIONAL PUBLIC AND PRIVATE
INVESTMENT LEVERAGED

800,000+

PEOPLE REACHED THROUGH:

- ► EARNED MEDIA: Buffalo News, Challenger, Criterion, Buffalo Rising
- ▶ PAID MEDIA: Criterion and Challenger newspapers
- ► DIGITAL AND OTHER MEDIA:

UBRI and East Side Avenues eNews
The New Localism national digital newsletter
East Side Avenues website updates
6 new storytelling videos with a total of 28 available for viewing
7 new CBREDT student story webpages: 28 total stories shared
In-person presentations

11,000

VISITORS AT CENTRAL TERMINAL AND MSAAHC

<sup>\*</sup>The total number of buildings is subject to change after initial project scoping is complete. Capital improvement funds include pre-development. Buildings are Neighborhood Anchors, or are included in the Direct Project Assistance program, East Side Commercial Districts Program, Commercial Building Stabilization Fund, and/or Community-Based Real Estate Development Training Program Fund.

"We have been able to accommodate more visitors than ever before, despite being in the middle of several ongoing construction projects. Having ESA support allows paid staff to be accessible to the public on a daily basis. We have been able to offer programs that are both educational and provide a public service.

ESA funding has also allowed us to hire an additional staff member, which has directly contributed to boosting our overall productivity. With this expanded team, we're better equipped to make our programs even more impactful, focus on developing fundraising campaigns, and accomplish even more tasks as outlined in our Strategic Action plan."

#### **TERRY ALFORD**

MICHIGAN STREET AFRICAN AMERICAN HERITAGE CORRIDOR COMMISSION

"East Side Avenues funding continues to support CAI with having a third staff member who oversees this program and adds value to our team. Collectively we have a broader reach for servicing our community members."

**SYDNEY BROWN**CITIZENS ALLIANCE, INC.

"ESA funding allowed us access to a highly sought after consultant to support the agency through a succession plan. While the process was designed to produce a succession plan, it has also re-energized the board and prompted them to seek board development. They also drafted a recruitment tool to bring on more board members. Participating in East Side Avenues has expanded our outreach to the University District as well.

We can only go up from here. The ESA funding allows for greater leverage and sustainability. It will help build and maintain a much stronger, diverse and engaged board of directors."

STEPHANIE SIMEON, HEART OF THE CITY NEIGHBORHOODS, INC.

"We see the ESA program as invaluable to our overall neighborhood revitalization plan. It complements our various housing programs and supports and strengthens our work with other developers, including Buffalo Brewing with the former Schreiber Brewery (662 Fillmore), and Cedarland Development with the former Eckhardt Building (950 Broadway)."

**STEPHEN KARNATH,** BROADWAY FILLMORE NEIGHBORHOOD HOUSING SERVICES, INC

"East Side Avenues has allowed us to become a much stronger organization. They supported our search for a new executive director and the creation of our new strategic plan. Without ESA, PBN would not have had the capacity to do what we are doing in our community."

> MARGIE PAWLOSKI, PRESERVATION BUFFALO NIAGARA

"East Side Avenues has been everything.
It's worked to build a transformational
year for the Buffalo Central Terminal.
Monumental steps have been taken
towards a new future for this living
landmark. We are changing the doubt of
"this will never happen" to the recognition
that "this is happening."

East Side Avenues will continue to be critically important as we create a Buffalo Central Terminal that is a lasting cultural and economic hub."

MONICA PELLEGRINO FAIX
CENTRAL TERMINAL

#### Building an

#### **EFFECTIVE ECOSYSTEM**

to Maximize East Side Revitalization



Private Foundations and Banks Provided \$8+ Million for Capacity Building



#### Listening to the Community

Initial and Ongoing Engagement and Community Outreach Informs Program Development



Formed **Project Implementation** Team, Led by UBRI



Comprehensive **Communications Strategy** and Storytelling Effort Create

Awareness of Programs and Lift Up Voices of the East Side

#### **5 Capacity-Building Programs Built**

Capital for new programs, matched by more than \$8 million from local foundations and corporations, strengthens the work of local nonprofit organizations. These programs support small business improvements, historic preservation, real estate development training, and fundamental East Side anchors.



**COMMERCIAL BUILDING** STABILIZATION FUND



COMMUNITY-BASED **REAL ESTATE DEVELOPMENT TRAINING** 

MICHIGAN STREET AFRICAN AMERICAN HERITAGE CORRIDOR



## **Anchors and**

**Investments in** Targeted capital funding ensures community anchors remain accessible and active core assets, improves key **Infrastructure** mixed-use properties to spur private investment, and enhances the streetscape along the corridors.





BUFFALO NEIGHBORHOOD STABILIZATION FUND







MLK PARK DISTRICT

COMMUNITY SOLAR ARRAY AT NORTHLAND





**CENTRAL TERMINAL** 

EAST SIDE COMMERCIAL

DISTRICTS



**MICHIGAN** 

**JEFFERSON** 

**FILLMORE** 

**BAILEY** 



(2022 - 2023)

## TAKING BIG STEPS FORWARD

The East Side Avenues model is a building block for the Regional Revitalization Partnership (RRP).

The Regional Revitalization Partnership (RRP) is a multi-year \$300M collaborative between the Ralph C. Wilson, Jr. Foundation, KeyBank, ESL, Max and Marian Farash Foundation, Empire State Development, local municipalities, and other private philanthropic partners. It builds upon and accelerates collaborative, community-driven work that is already underway in three interconnected geographic areas (Buffalo's East Side and the cities of Niagara Falls and Rochester). RRP is an outgrowth of East Side Avenues.

A combined \$180 million RRP investment on the East Side scales up East Side Avenues' foundational public and philanthropic investments that support small business improvements, redevelop key mixed-use properties, promote historic preservation, reinvigorate fundamental East Side anchors, and build capacity for nonprofit partners to implement this critical work.

#### **Learn more about the RRP at:**

https://regional-institute.buffalo.edu/work/regional-revitalization-partnership/



#### STAYING ONE STEP AHEAD

We are planning for the future of East Side Avenues—a five-year initiative that will "end" in 2024, with new momentum and scale in RRP.

The PIT began assessing program mechanics and outcomes and thinking about what the transition to RRP funding might look like for East Side Avenues' programs. We are determining how programs might change, transition or scale-up and how they will be integrated into the larger RRP infrastructure.

We are looking at the growth and evolution of program partners—determining if we need to add new community-based partners in some areas or grow existing partnerships in others. We are exploring how to best build organizational infrastructure and capacity for East Side partners to implement new RRP-associated projects and programs.

Access to capital funds continues to be a very important part of building the East Side small business ecosystem. For our three capital grant programs, we continue to assess challenges such as:

- difficulties with acquiring contractors to take on projects;
- aligning programs with growing needs;
- streamlining processes to move money to the community more quickly.









## A STEP IN THE RIGHT DIRECTION

Progress isn't always as visible as cranes in the air.

Capacity building sets the stage for current and future success in implementing large-scale capital projects and community-based programs. For the past four years, we have been partnering with and funding community-based nonprofits to increase their capacity in areas like operations, governance, board development, fundraising, marketing and succession planning; and to hire permanent and dedicated staff to build and carry out strategic action and master plans, manage consultants and implement high-impact actions associated with \$65 million in capital improvements.

With the announcement of the RRP and an infusion of an additional \$180 million in capital and programmatic support for the East Side, an increased level of capacity building for community-based nonprofits to scale up and take on massive new projects is imperative. We will build upon four years of foundational work and use lessons learned to scale up the capacity of our existing partners to expand their projects through actions such as adding the technical expertise of additional consultants and expanded staff. This will require close evaluation and monitoring across programs to ensure nonprofits have the support they need and are not growing too quickly or creeping outside of their core missions.

#### PUTTING OUR BEST FOOT FORWARD

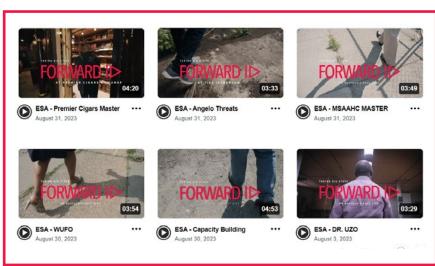
Storytelling is our most compelling way to communicate our impact.

First-person voice has been elevated since day one. Engagement with people who directly benefit from investments provide the best insight into understanding the impact being made. Our storytelling program includes videos with community members, written interviews, and dynamic photography and shares over 56 unique stories to date. In additon, we continue to build viewership and drive traffic to the East Side Avenues website. We are building outreach to the media and our partners to create awareness of the stories and East Side Avenue's programs and progress. As we build the library of stories annually, it becomes an archive of the ESA initiative, and most importantly, lifts up the voices of people who live, work and are collectively moving the East Side forward.

Our 2022-2023 communications efforts included:

- development and implementation of an integrated marketing communications plan;
- creation of our fourth series of award-winning storytelling videos:
- a substantial increase in website traffic from 8,799 page views/2,715 users in 2020 to 13,550 page views/5,149 users in 2022;
- extensive promotion of the CBREDT program and support of our nonprofit community partners with their marketing and communications;
- ▶ an interactive storymap of 88 properties funded though ESD's capital funds.









#### STEP IT UP

We are finding and initiating "connect the dots" moments.

Four years in, we are examining the interconnection of investments, programs, organizations and people with common goals. This is a powerful aggregate to maximize impact. For example, as part of the RRP Small Business Growth Initiative, we are proposing collaborative strategies with community-based organizations and our existing East Side Avenues partners to better connect small businesses with newly renovated commercial space and technical assistance to help them succeed while growing vibrant commercial corridors.

Across all capital grant programs, our nonprofit partners and building owners are challenged to find contractors to take on building improvement projects. This challenge will only grow as construction on the new Bills Stadium advances. To address the issue, we held a contractor "match-making" event with more than 60 participants in collaboration with SAP, the Small Business Development Center at Buffalo State University and The Construction Exchange and created a real-time project posting page on our website in order to better connect contractors with East Side bidding opportunities.

See www.ESAbids.org for more details >>





#### QUOTES FROM 2023 CBREDT GRADUATES



"I recommend this class. But, it's going to take more than just me to build up the East Side again. We need more people to learn this so we all can be a part of bringing life back to the East Side."

DOCK MACK



"This class helps people interested in developing commercial properties. It will provide them with the necessary knowledge and tools to prepare them for being aspiring developers."

RAMONA EDWARDS GRIFFIN



"It's given me an opportunity to work with people and build a team...if you're looking for a jump start to your ideas, no matter what the idea is, get involved in this — it's transforming."

TYRONE GOODSON



"It gave me a whole other perspective on what I dreamt about for decades... I learned how to physically get things started...what's needed to prepare... it's super valuable — like a treasure chest."

JOMO AKONO



"I look at buildings and blocks in a completely different way. All I see are possibilities now. That's something that is incredibly valuable. It makes you look at and appreciate your own city in a different way."

**ERICA HUFFNAGLE** 



"The class gave me a deeper understanding of many aspects of the industry. I gained valuable knowledge in market analysis, financial planning, project management, regulation, and community engagement."

MURAD HOWLADER



"This was an amazing experience...
it demystified how you go about
bringing a commercial development
to life. To have the understanding
of how to build a business that benefits
my community now is so empowering."

ADAMAAH GRAYSE

#### PROGRAM HIGHLIGHT

# COMMUNITY-BASED REAL ESTATE DEVELOPMENT TRAINING

## Train building owners in commercial real estate development to ensure buildings are redeveloped for and by East Side residents.

Our fourth cohort of this training program, designed to build a pipeline of citizen developers interested in taking an active role in revitalizing their own commercial corridors, was led by UBRI. The team coordinated all elements of the class—participant selection process, classroom instruction, communicating with students, organizing special events, as well as next steps after graduation.







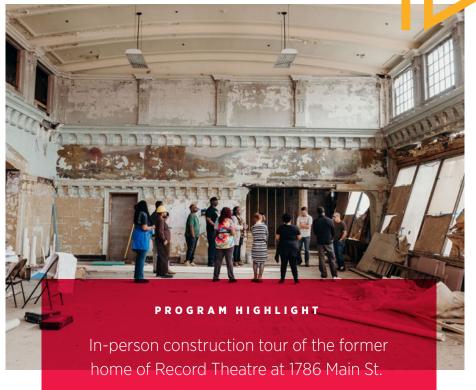
#### KEY MILESTONES 2022-2023

- ▶ Using information gathered from the evaluation of the second and third cohorts and focus groups with graduates and instructors, the program design for the 2023 class was completed and included curriculum, class schedule, instructors, participant eligibility requirements, applicant selection criteria and process, and program budget.
- ► 2023 applications were opened and promoted on October 17, 2022.
- ► The program was marketed through robust outreach including updated web content, earned media, online and paper applications, eNews blasts, postcards, print ads in Challenger and Criterion newspapers and staff canvassing. Videos and written student stories are posted on the East Side Avenues website to share participants' class experiences.
- ▶ 20 East Side residents and building owners were selected for the in-person 2023 CBREDT class (following a rigorous candidate selection process that reviewed 72 written applications and held 25 interviews). 19 students completed the program.
- ► Each member of the 2023 cohort was assigned a mentor.

  Mentors help cohort members prepare for professional opportunities and provide guidance on their real estate development project.

  Mentors meet at least two times per year, and at least once before the completion of the program.
- ▶ 2023 CBREDT program ran from February through July on Wednesday evenings and select Saturdays. Highlights of the program and special events included: "UrbanPlan"—an 8-hour, realistic and engaging exercise on forces that impact real estate development; "Getting to Yes with Financing" networking session





#### CBREDT

with local banks; several financial modeling work sessions; in-person construction tour of the former home of Record Theatre at 1786 Main St., and an in-person graduation ceremony.

- ► The University at Buffalo School of Architecture and Planning (SAP) continues to provide technical assistance and recommend courses of action with regard to development activities to CBREDT program graduates. Thirteen graduates were assisted with their projects to date. When UBRI's East Side Avenues Community Engagement Manager and SAP faculty meet with students they:
  - Review the status of their project
  - Explain the different CBREDT Capital Fund programs and work with them to decide which funding source(s) works best for their real estate development project
  - Connect them with other organizations that can help with funding outside of the CBREDT funds
  - ▶ Offer services such as breakdown of capital funds, assistance with proformas, sources and uses, market analysis, setting up surveys, connecting to industry professionals and overall problem-solving
  - ▶ Identify and address barriers to funding/project feasibility
  - Make appropriate recommendations and work with graduates on next steps
- ► To date, nine graduates were awarded grants through the redesigned \$5 million CBREDT Program Fund. Six pre-development grants and three small improvement grants were awarded—both administered by BFNHS. ESD is working with two graduates on larger awards through the Real Estate Development Fund.
- ▶ Piloted the first Pre-Development Intensive.

▶ Planning began for a new online/in-person hybrid CBREDT program to launch in 2024 with continuing deep technical assistance to key participants. We learned there is a demand for an online CBREDT program. Over four application processes, we received 296 applications and 80 individuals were admitted to the program (a 27% acceptance rate). An online training program will continuously provide educational knowledge and open access to useful information to many more community members, appealing to the over 200 individuals not previously accepted into the program. A focus group with graduates and instructors was held in September to help plan for these changes.



#### **NEXT STEPS**

- An online CBREDT pilot program will launch in 2024 and be open to the community year-round—available to complete at the users' own pace. Recipients will receive a certificate upon completion. The reformatted CBREDT program will also include a Pre-Development Intensive component whereby a group of 5-10 graduates who own East Side commercial property will meet bi-weekly to participate in applied learning workshops with UBRI, SAP and real estate
- Develop a marketing communications plan to engage with the identified audience and develop marketing materials to promote the online program.

development professionals to move their projects forward.

- Design analytics and reporting to determine program reach and utilization.
- Develop and distribute a survey to measure the outcomes and satisfaction of online users.



#### ANGELO THREATS

1163 Jefferson has a special meaning to Angelo Threats.

A lifelong resident of the East Side, Angelo recalls growing up and working at Ted Banks Auto Service. Years later, he bought the property at a city auction with plans to give the building a new life.

Fast-forward to 2020, when Angelo took the Community-Based Real Estate Development Training program to learn the process of developing commercial property. After graduation, he was awarded a grant from the Commercial Building Stabilization Fund to replace his building's roof. Drawing on his passion for fitness, his plans include a gym and training facility, along with retail space for local small businesses. And to bring it full circle, he looks forward to employing neighborhood youth and instilling the values he learned in the same location.

• View this story at eastsideavenues.org/stories



#### CENTRAL TERMINAL

#### Increase community access by transforming the iconic Central Terminal into a year-round, neighborhood, city and regional venue.

With the infusion of New York State funds to support planning and capital improvements, and support from East Side Avenues for capacity building and full-time operational staff, the Central Terminal Restoration Corporation (CTRC) continues to live up to its new mission statement: to develop the Buffalo Central Terminal—a majestic historic landmark—as a lasting cultural and economic hub for the community.





#### **KEY MILESTONES 2022-2023**

- Architecture and engineering consultant team began design on Phase 2—safety and stabilization of the Main Terminal building. The work started in April 2023 with a conditions assessment of the Main Terminal building and garage. The team was hired through an extensive public procurement process.
- ▶ A real estate development team is expected to be chosen by year end following a competitive Request for Expressions of Interest (RFEI) and Request for Proposals (RFP) process, and using economic and real estate consultants to solicit and evaluate proposals. CTRC coordinated with a tax credit attorney about a legal structure that allows for multiple developers and separate financings and gathered input from its Community Advisory Council at three meetings.
- ► Working with Architecture + Planning consultant on a Historic Structures Report (HSR), limited Cultural Landscape Report (CLR) and Historic Preservation Certification Application Part 1 in close coordination with SHPO and the National Park Service.

#### CENTRAL TERMINAL

- ► Continued relationship and discussion with Amtrak about future coordination/disposition of their abutting parcel.
- ► Hired consultant through a competitive procurement process to assist with professional services in implementing the CTRC community engagement plan to identify and coordinate the 2023 season of events and placemaking at the Great Lawn.
- Community engagement continued, including:
  - ▶ Public events and programming such as Dyngus Day promotion and spring appeal, Summer Concert Series, Shakespeare in the Park, Family Movie Night, Health is Wealth, 4th Annual Back to School Giveaway, Fall Farmers & International Food Market, Beau Fleuve Music & Arts Celebration, Oktoberfest, Trunk or Treat hosted by Matt Urban Center, Winter Fest, and development of Seat at the Table, a community-informed gathering space;
  - ▶ Participation in the Central Terminal Neighborhood Association and Partnership for Public Good Vacant Lands Task Force:
  - ► Coordinating with dedicated long-term and new volunteers on grounds care and maintenance".
  - ► Completed Urban Habitat maintenance project.
- ► Contributed to ongoing maintenance including addressing blizzard repair damage and coordinating with City on the Curtiss Street Water Line replacement.
- ► Coordinated with City of Buffalo on joint solicitation and selection of real estate development team for adjacent parcels.
- ► Consulted with National Park Service and NY State Historic Preservation Office through several in-person visits.
- Developed a cash reserve policy to build a reserve fund over time.
- ► Finalized and implemented a new brand position and identity with marketing and communications consultant.

- Reconvened Nominating Committee to add 3-4 board directors.
- ▶ CTRC continues to see fundraising success, and received more than \$300,000 from private foundations, public sources, corporations and individuals over the past year. CTRC is working to create a system of fund development by building relationships with supporters through regular and genuine communication and implementing a successful series of appeals throughout the year.
- CTRC released their 2022 Impact Report.

#### **NEXT STEPS**



- Enter into an agreement with the selected real estate development partner(s).
- Complete necessary predevelopment work including HSR, CLR, utility study and environmental assessments.
- Issue RFP for Landscape Architect to advance the Great Lawn landscape design and an RFP for a Construction Manager.
- Complete repairs to the lightwell in the former restaurant area.
- Solicit a property management firm for care and maintenance in accordance with the Facilities Maintenance Plan.
- Ocntinue to engage the public with events and programming.





#### MONICA PELLEGRINO FAIX

Monica Pellegrino Faix understands that eyes are on the Buffalo Central Terminal, but she believes the most critical progress is happening behind the scenes. After decades of being an all-volunteer group, the Central Terminal Restoration Corporation (CTRC) is now a staffed organization with a master plan in motion.

Through capacity-building support from East Side
Avenues, Monica and her team have collaborated with
residents and neighborhood groups in the BroadwayFillmore area to ensure redevelopment aligns with the
community's vision. The board has also worked with
consultants and gone through various training initiatives.
From Monica's view, "The strongest feedback is that we're
focused. We're all on the same page now, heading in the
same direction."

• View this story at eastsideavenues.org/stories

# MICHIGAN STREET AFRICAN AMERICAN HERITAGE CORRIDOR

## Build a unified international tourism destination around Michigan Street's unique assets.

This project supports the Commission's efforts to create a multifaceted tourist destination focused on the historic assets between William and Broadway (Michigan Street Baptist Church, Nash House Museum, Colored Musicians Club, and WUFO Black Radio History Collective). The Commission continues to use East Side Avenues funds to build capacity for the Commission in partnership with individual anchors.





MICHIGAN STREET BAPTIST CHURCH

**NASH HOUSE MUSEUM** 

**COLORED MUSICIANS CLUB** 

WUFO BLACK RADIO HISTORY COLLECTIVE

#### KEY MILESTONES 2022-2023

- ➤ The Commission acquired properties at 136 Broadway—considered the prospective headquarters for the Commission and a future hub for tourists. On May 31, 2023, they held the official ribbon-cutting and press event for the new Headquarters and Visitor Hub which was covered extensively by local media. Staff moved into the new offices on June 9, 2023.
- ► Identified a local graphic designer to begin developing 17 street pole banners along Michigan Avenue featuring local historic African Americans.

#### MSAAHC

- ▶ Michigan Street Baptist Church completed Phase I stabilization and is in the process of final design/bidding for Phase 2—a \$2.2 million project to expand facilities, including a two-story addition to ensure the building's structural integrity and address safety, programming and accessibility needs.
- Completed the following planning activities for 136 Broadway:
  - Phase I Environmental Assessment by Engineering consultants.
  - Contracted a property manager to begin extensive remedial work in preparation for the new headquarters official ribboncutting event.
  - ► Contracted a landscaping company for exterior work around the new headquarters and anchor sites.
- ▶ **Hired Consultants** to work with the anchors and 136 Broadway to implement their own unique economic development strategies to create sustainable revenue; assist in developing a comprehensive real estate plan for the Corridor's designated heritage district; and help to develop a business incubator/accelerator initiative to promote Minority and Women-Owned Business Enterprises (MWBEs) around the Corridor. A comprehensive economic development plan for 136 Broadway is near completion.
- ▶ In regards to the RCWJF endowment, the Commission and anchors finalized anchor agreements and a fundraising plan, and are reviewing a final draft of the collective scorecard developed with RCWJF consultant that will be used to provide important metrics on the effectiveness of the endowment utilization/spending.
- ► The Commission presented its Board-approved Phase II Capital Projects request for consideration to ESD.
- ► The Commission voted on a new slate of officers and two new board members at its annual board meeting.
- ► The Commission hired their third full-time employee an Executive Assistant. A consultant provided HR-related services and on-boarding procedures in anticipation of new hires.





- ▶ Organizational Development Consultant assists the Commission and anchors with succession planning, board recruitment, organizational assessment, and finance policies and procedures.
- ► Grantwriter consultant works with the Commission and anchors on a wide variety of grant opportunities that will assist with operations/capacity for the Commission/anchors including a \$300K HUD grant and \$100K from the Institute of Museum and Library Services.
- ► Communications/media consultant developed Corridor messaging and branding; completed an Integrated Marketing Plan and a Resource Guide; developed a promotional video; and assisted with marketing for a variety of public events, press conferences and fundraising activities throughout the year.
- ► The Commission engaged with the local community throughout the year through:
- ► A Soulful Christmas—a weekend-long event with holiday music, art, history, shopping, community activities and a gala fundraiser.
- ▶ Partnering on community events for Black and Women's History Months including screenings and lectures, community service initiatives, speakers series, pop-up art exhibits, and panel discussions.
- ▶ Participation in the Inaugural Bike Expo; the Theodore Roosevelt Inaugural Site's Speakers Nite series; the Buffalo Niagara Medical Campus' IC Success Winter Final Pitch; and the interview committee for the Designated Developer for the Broadway Barn.
- ▶ Facilitated Mrs. Frances Nash Farmers Market throughout the summer.
- ▶ On a national level, the Board hosted 15 members of the NYS Commission of African American History for a presentation, tour and public meeting. The Commission served as host for the opening of the International Black Summit, welcoming 200 attendees from around the world. The Commission also participated in a benchmarking trip to Colonial Williamsburg.



#### **NEXT STEPS**

- Implement real estate development and economic development strategies.
- Select an A&E firm to assist with the redevelopment of 136 Broadway.
- Engage in pre-development and design work for the first phase of capital improvement projects.
- Communications consultants will continue to assist the anchors and Commission with branding.
- Ontinue to work toward fundraising goals.
- Continue engaging the community and attracting visitors through events and programming.
- Continue to garner national and local attention for the Corridor.



#### TERRY ALFORD

Terry Alford is witnessing the transformation of the Michigan Street African American Heritage Corridor right before his eyes. The Michigan Street Baptist Church completed vital stabilization and is embarking on interior renovations. The Nash House Museum has crossed off its first two phases of enhancements and is planning an addition to improve accessibility. A new elevator shaft is a glimpse of the much-anticipated expansion of the Colored Musicians Club. And WUFO Black Radio History Collective has ambitious plans for a new home and interactive radio museum.

There's also a new asset nestled within the Corridor – a headquarters and visitors hub that opened in May 2023. The excitement is undeniable, but as Terry says, "We're nowhere near done yet. We've just begun."

• View this story at eastsideavenues.org/stories





#### SHEILA BROWN

When Sheila Brown moved WUFO Radio to the Michigan Street African American Heritage Corridor in 2013, she saved a collection of 45s, 8 tracks, and other equipment. While some staff considered these items junk, Sheila realized the importance of preserving the history of radio for future generations.

Currently housed at the radio station, the WUFO Black Radio History Collective is moving closer to achieving museum status and relocating to its own building on Michigan Street. East Side Avenues provides funding for staffing and a museum consulting group. The future home of the Collective will showcase radio's impact on the African-American experience over the decades and offer interactive exhibits that allow visitors to experience life as a DJ.

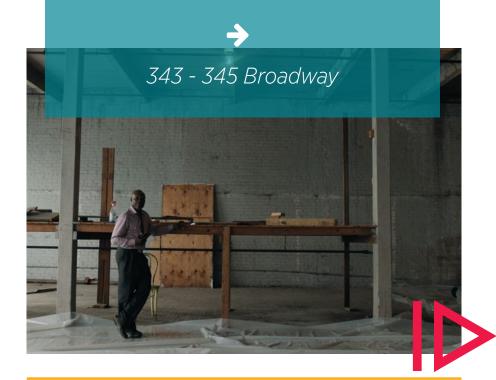
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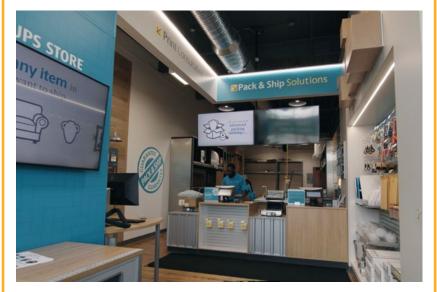
## COMMERCIAL BUILDING STABILIZATION FUND

## Support East Side building owners and maintain neighborhood character by stabilizing at-risk historic buildings.

The Commercial Building Stabilization Fund provides a dedicated funding source to support stabilization of at-risk historic buildings in targeted investment areas. To address challenges such as rising construction costs, bidding challenges and emergency interventions, the program was revamped in 2022 by raising capital fund limits to \$150,000 and offering more technical assistance from an A&E consultant at no additional cost to the property owner.







- ▶ Implementation partner, Preservation Buffalo Niagara (PBN), completed its three-year strategic plan which was adopted by their board in December 2022 and has already addressed multiple recommendations, including a holistic evaluation of the organization's programs to ensure they are aligned with PBN's focus and values. PBN also implemented a number of administrative recommendations in the areas of human resources and communications.
- ▶ Round 3 of funding opened October 3, 2022. Robust outreach and marketing focused on owners of at-risk East Side commercial buildings and included emails and mailings; outreach to East Side Avenues nonprofit partners to inform their constituencies; earned media; e-news blasts; and posts on PBN's Facebook page. Property owners attended a virtual information session on November 2, 2022.
- ▶ PBN received over 50 applications for Round 3 by the December 2022 deadline. The Advisory Committee, made up of PBN, ESD, UBRI, the City of Buffalo, and community members, reviewed Round 3 applications based on program criteria and priorities and recommended 10 projects receive A&E consulting to determine the final list of grantees.
- Through three funding rounds, a total of 24 buildings will be stabilized through 27 projects with awards totaling approximately \$3.5M. Five projects are complete to date. Consultant finalized A&E and structural assessment services for all Round 2 projects including scoping, and bidding. It is expected that all projects will be completed in 2024. For Round 3, properties were approved for A&E and structural assessments which will be completed by A&E consultants in 2023.
- ▶ PBN continues to work with consultants on fundraising and grant writing to secure over \$1,000,000 in capital funding for the Eliza Quirk House project. When complete, this former boarding house located adjacent to the Corridor will house PBN's offices, workshop space, and a micro gallery, making preservation programming even more accessible to East Side residents.

- Assisted with a leadership search by strategic planning consultants, PBN announced their new Executive Director, Bernice Radle, in March 2023.
- A community consultant continues to work with PBN staff and board on succession planning.

#### NEXT STEPS

- Complete construction on all Round 1 and 2 projects.
- PBN and A&E consultant will work with Round 3 building owners to develop work scopes, undergo bid solicitations, and begin construction.
- Ontinue ongoing outreach to building owners based on at-risk building survey and mapping.
- Continue implementing recommendations in the new strategic plan.





#### DR. UZO IHENKO

Dr. Uzo Ihenko moved to Buffalo in 1986 to pursue his master's degree. Early in his career, he worked with first-time homeowners, which is when he discovered the immense potential of the East Side. In 2017, he purchased 343-345 Broadway to serve as his business headquarters. But he also saw a grander vision to bring needed housing, services, and job opportunities to the neighborhood.

The historic building, which dates back to 1890, requires a new roof. Dr. Ihenko describes being awarded a grant through the Commercial Building Stabilization Fund as "A dream come true." He also encouraged his son to go through the Community-Based Real Estate Development Training program to gain insights and connections to take on a large-scale redevelopment project. The father-son duo reached their first major milestone by opening a UPS Store, which brings in business from downtown, the medical corridor, and throughout the region.

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#### MARGIE PAWLOSKI

Known for saving the region's architectural gems,
Preservation Buffalo Niagara is undergoing its own
transformation. Through support from East Side
Avenues, PBN brought in a consultant that led to a new
strategic plan and a renewed focus on East Buffalo and
Niagara Falls.

As a longtime board member, Margie Pawloski is excited about the organization's future. "East Side Avenues has allowed us to become a much stronger organization and to accomplish our mission." Capacity building has enabled PBN to hire a grant writing consultant, support PBN's national search for a new executive director and complete succession planning.

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# EAST SIDE COMMERCIAL DISTRICTS

Create a building renovation program to generate wealth for small business owners, combat vacancies, and revitalize commercial corridors.

The East Side Commercial Districts program provides matching capital grants to building owners through local community-based program administrators (LPAs). Funding is provided for building renovations in four investment areas through these three nonprofit LPAs—Jefferson Avenue Commercial District (Citizens Alliance, in partnership with the Black Chamber of Commerce of WNY), MLK Park Business District and Broadway Fillmore (Broadway Fillmore Neighborhood Housing Services, Inc.), and Kensington Bailey (Heart of the City Neighborhoods, Inc.) Capacity building funds support LPAs' dedicated staff who lead outreach, select projects, administer capital grant funds, monitor construction and help implement strategic action plans.





#### KEY MILESTONES 2022-2023

- ► The program was updated and improved in 2022 to address challenges such as scoping and estimating, and the need for greater quality control and prioritization of building and overall district needs. The capital fund limit increased to \$100,000; a greater degree of A&E technical assistance is being provided; and program/administrative processes were streamlined.
- ▶ LPAs completed the applicant selection process for a second funding round including marketing the program and accepting applications. Promotion began with informational kick-off meetings followed by door-to-door canvassing, outreach to elected officials, and media release distribution.
- ► Following RFP processes, the three LPAs hired consultants to provide A&E services for Round 2 projects including project scoping, bidding and monitoring.

- Nonprofit Heart of the City Neighborhoods, Inc. (HOCN) became the new LPA for the Kensington Bailey District. Seven Round 1 projects were completed. HOCN completed the Round 2 selection process and all subsequent activities including additional scope items for Round 1 participants.
- ▶ HOCN continues to work toward completion of projects on seven buildings in the Kensington Bailey District. One building is under construction, and the remaining 6 have completed full architectural reviews and are finalizing projects scopes to be put out to bid with assistance from HOCN's A&E consultant.
- ► Through two funding rounds, Broadway Fillmore Neighborhood Housing Services (BFNHS) continues to work toward completion of projects on ten buildings in the Broadway Fillmore District. One building is complete, two completed the bidding process and all others are completing pre-construction activities with assistance from BFNHS's A&E consultant.
- ▶ BFNHS continues to work toward completion of projects on five buildings in the MLK District. One building is nearing completion, one building is out to bid, and the remaining three are completing the predevelopment process with assistance from BFNHS's A&E consultant.
- ► Through two funding rounds, Citizens Alliance, Inc. (CAI) continues to work toward completion of projects on 12 buildings in the Jefferson District. Two buildings are under construction, two are out to bid and the remaining eight are completing pre-construction activities with assistance from CAI's A&E consultant.
- ▶ BFNHS and CAI are working with East Side Commercial Districts grant recipients to leverage Erie County's Storefront Revitalization Grant Program funds and maximize impact. Both LPAs are also working to coordinate with PBN on buildings that applied for Commercial Building Stabilization funds, where the stabilization needs take precedence over the facade needs. with a strong focus on buildings on Jefferson Avenue.

- ► Using capacity building funding, CAI hired marketing and communications consultants to build a more robust, updated website and is pursuing a contract for ongoing website maintenance.
- ► Capacity building funding is supporting HOCN's search for an experienced marketing and branding team.
- ► Community consultant continues to work with LPA staff and boards on succession planning.



#### **NEXT STEPS**

- Titis anticipated that through two rounds a total of 36 buildings will be renovated with awards totaling approximately \$3.9M.
- Omplete construction on all projects.
- Ontinue ongoing outreach to business owners.
- Continue to implement strategic organizational action plans.

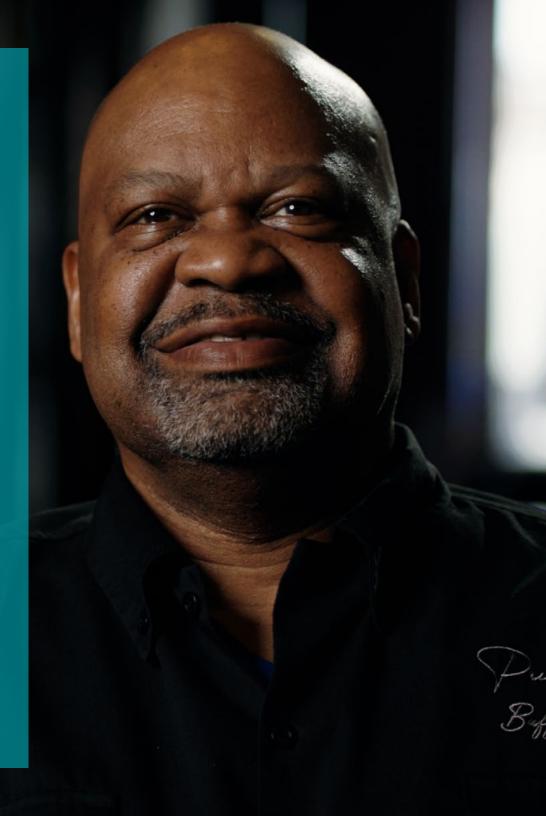


#### GIO MCKNIGHT

Gio McKnight has vivid childhood memories of Jefferson Avenue, from the smells of flower shops to the tastes from the hot tamale vendor. After years away to pursue his career, Gio returned to Buffalo with a dream of contributing to the city's revitalization.

When starting Premier Cigars & Lounge, Gio and his partners looked at several locations – but only Jefferson felt right. Once they secured space, the team rolled up their sleeves and embarked on a massive renovation, including moving walls, removing layers of old ceilings, and building their humidor by hand. In addition to the sweat equity, Premier Cigars secured funding from the East Side Commercial Districts program to install a front awning and energy-efficient windows. The lounge is now a welcoming social spot for cigar enthusiasts and non-smokers alike, reminding Gio of the bustling Jefferson of his youth.

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# ANCHORS & INFRASTRUCTURE INVESTMENTS



Targeted capital funding ensures community anchors remain accessible, safe and relevant, improves key mixed-use properties to spur private investment, and enhances the streetscape along the corridors.

#### **BROADWAY MARKET**

Re-establishing the Broadway Market as a viable and vibrant public shopping hub and attractive regional destination.

PARTNER: City of Buffalo, Broadway Market Management Inc. (BMMI)

- ► Following an RFP process, UBRI hired an organizational development and technical support consultant to assist BMMI with formalizing its governance, organizational infrastructure, administrative, legal and financial functions; as well as preparing the organization to hire and successfully support a full-time staff.
- ► Following an RFP process, ESD hired a three-year business support services consultant to operationalize specific action items from the concepts/programs outlined in the Business Plan.
- ► Following an RFP process, ESD hired an A&E consultant to undertake space programming, design development, construction documents, and construction oversight for a phased program of capital improvements to transform the Market.
- ➤ To build excitement around the Broadway Market redevelopment plan, the team developed a display for the community room that illustrates the vision and timeline. The display was unveiled during the busy Easter season at the Market.

#### MLK JR. PARK & BUFFALO MUSEUM OF SCIENCE

Ongoing capital improvements to the Martin Luther King, Jr. Park and the Buffalo Museum of Science in the MLK Park District ensure these historically significant community anchors remain accessible, safe, and relevant assets for the community.

PARTNERS: City of Buffalo, Buffalo Olmsted Parks Conservancy

# ANCHORS & INFRASTRUCTURE INVESTMENTS





- ▶ Olmsted Parks Conservancy completed an assessment of the historic greenhouses and design for lighting improvements, and began improvements in summer 2022.
- Construction is underway on restoration of monumental steps and historic north entrance/facade of the Buffalo Museum of Science.
- ▶ Bidding/contracting for initial stabilization enabling work in advance of full restoration of greenhouses initiated.

#### **NORTHLAND CORRIDOR**

A new Community Solar Array at Northland will power the campus and surrounding neighborhood to benefit residents while attracting new tenants and facilitating hands-on training in the renewable energy sector.

**PARTNER:** Buffalo Urban Development Corporation (BUDC)

- ▶ BUDC completed a microgrid planning effort to determine initial components of the system and a financing package.
- ▶ BUDC awarded U.S. Economic Development Administration grant to finance all components of microgrid system, as well as restoration of two additional campus buildings. Currently in final design of these components.

#### **CITY INFRASTRUCTURE**

The project provides capital grants to the City of Buffalo for use for non-federal matches for streetscape projects on Bailey, Jefferson, and Michigan Avenues complementing already-planned work on Fillmore Avenue. Targeted streetscape improvements will be contracted for construction progressively.

**PARTNER:** City of Buffalo

- ▶ Preliminary engineering initiated by the City on the Bailey Avenue project; awaiting engineering work to begin on Michigan and Jefferson Avenues.
- ► ESD is working with the City to identify a funding and implementation plan that fits within City's current schedule of infrastructure projects.

#### ANCHORS &

#### INFRASTRUCTURE

#### INVESTMENTS





#### **BUFFALO NEIGHBORHOOD STABILIZATION FUND**

This multi-pronged housing initiative works to increase homeownership, prevent foreclosure, and target zombie properties on the East Side.

PARTNER: NYS Housing and Community Renewal, City of Buffalo

#### **DIRECT PROJECT ASSISTANCE**

Mixed-use and anchor projects along the targeted commercial corridors received direct project assistance to facilitate business growth and job creation.

#### COMPLETE

- Expansion at MANDELLA MARKET
- ► TORN SPACE THEATER restoration
- ▶ BLACK ACHIEVERS MUSEUM exhibits
- ▶ 1021 BROADWAY (Mosaic 659 Foundation) commercial spaces including Three Stories Coffee
- ► THE EXCHANGE AT BEVERLY GRAY interior upgrades and furnishings
- ► NASH LOFTS at Michigan & Broadway restoration

#### UNDER CONSTRUCTION

▶ BUFFALO BREWING COMPANY/SCHREIBER BREWERY initial phase of work complete

#### IN PLANNING/DESIGN

- VARSITY THEATRE stabilization
- ▶ 1351–1377 FILLMORE AVENUE rehabilitation
- ► APOLLO THEATER MEDIA CENTER upgrade of production equipment to support community training programs

#### 10.2022

Round 3 of Commercial Building Stabilization Fund launched.

Applications opened for the 2023 CBREDT program.

CTRC held a ribbon cutting event for Seat at the Table—a new gathering space on the Great Lawn.



OCTOBER

#### Hired consultants to

develop a real estate plan & economic development strategies for the Michigan Street African American Heritage Corridor.

Districts Program LPAs completed the applicant selection process for a second funding round including marketing the



#### 12.2022

PBN's three-year strategic plan was completed and adopted by their board.

The Commission presented A Soulful Christmas.

The Commission purchased properties at 136-146 Broadway.

#### 3.2023

Storytelling video series was recognized at the yearly Addy Award show.

PBN announced its new Executive Director.

#### CTRC issued an RFP

to a group of prequalified real estate development teams.

Michigan Street Baptist **Church** completed Phase I stabilization.

5.2023

#### The Commission

held the official ribbon-cutting and press event for the new Headquarters and Visitor Hub at 136 Broadway.

#### Hired consultant

to assist with professional services in implementing the CTRC community engagement plan.



2022 CBREDT graduation ceremony held.

9.2023 Completed a fourth series of community

website content.

Held a focus group with **CBREDT** graduates and **instructors** to plan for the 2024 program.

storytelling videos and



#### 1.2023

#### 20 East Side residents and building owners

were selected for the 2023 CBREDT class.

#### Michigan Street **Baptist Church**

completed Phase I stabilization and began Phase 2.

**CTRC** finalized and implemented new brand position and identity.

#### The Commission

hired an organizational development consultant.

#### 2.2023

2022 CBREDT classes began.

CTRC hired Architecture + Planning firm for preservation reports.

#### 6.2023

15 members of the NYS Commission of African American History.

marketing agency to build a more robust and updated website.

#### 8.2023

#### Held contractor

"match-making" event and created a real-time project posting page to connect contractors to capital projects across the East Side.



### 11.2022

### **East Side Commercial**

program and accepting applications.

#### 4.2023

Hired an organizational development and technical support consultant for Broadway Market.

#### At Central Terminal,

Architects began design on Phase 2—safety and stabilization of the Main Terminal building.

The Commission Issued an RFP for an A&F firm to serve as its capital projects consultant.







The Commission hosted

#### CAI hired a

communications and





### TAKING BIG STEPS FORWARD.

#### LESSONS LEARNED & LOOKING AHEAD

In the past four years, East Side Avenues was presented with challenges we couldn't have imagined. Decades of disinvestment on the East Side revealed barriers that caused delays in timelines or cost more than initially budgeted. A global pandemic and the mass violence incident at Tops Market on Jefferson Avenue compounded existing challenges.

Local, community-based organizations and anchor institutions that provided essential services were stretched to their limits. Construction schedules were challenged by labor shortages and delays, supply chain delays, increased material costs, and a challenging bidding environment. The growth potential of minority and women-owned small businesses was greatly impacted.

We learned through all of this that progress comes in many forms. Despite such challenging times, East Side Avenues, through the tireless hard work and dedication of a resilient community, made tremendous strides. This was the result of partnership building and an "all hands on deck" approach to capacity building. Capacity building comes in all shapes and sizes.

The type of help that nonprofit partners need has a broad range—from roll-up-your-sleeves problem solving, to making connections with other expertise, to presenting our stories together.

With help from the PIT, organizations identified pressing needs and how and when they should be addressed. Then, partners, consultants and community members rallied around these organizations to provide fundraising assistance, board development, HR training, financial training, communications support, diversity training, marketing, A&E support, master planning ability and legal assistance. These things together illustrate progress that may not be visible, but aggregated together is setting the stage for the biggest capital investments the East Side has seen in recent history and building sustainability for years to come.

## THANKS TO OUR GENEROUS FUNDERS

Multi-year grantmaking has enabled East
Side Avenues to respond to and overcome
challenges. We cannot thank these funders
enough for giving us the time, resources, and
support needed to build and improve our
programs over time. Thank you for your trust
and long-term commitment!



**CANNON HEYMAN & WEISS, LLP** 

**COMMUNITY FOUNDATION FOR GREATER BUFFALO** 

THE CRAVENS FOUNDATION

**EMPIRE STATE DEVELOPMENT** 

**EVANS BANK** 

FIVE STAR BANK

THE JOHN R. OISHEI FOUNDATION

**KEY BANK/FIRST NIAGARA FOUNDATION** 

M&T BANK

THE MARGARET L. WENDT FOUNDATION

**NORTHWEST BANK** 

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Paths to prosperity through commercial, historic and human investment.



#### **UB REGIONAL INSTITUTE**

77 Goodell Street, Suite 302 Buffalo, NY 14203

(716) 878-2440

www.eastsideavenues.org

East Side Avenues is led by a Project Implementation Team from the UB Regional Institute.

