



ELEVATE NORTHLAND COMPREHENSIVE CAMPAIGN

If you drive down the Morse Road corridor with someone who lived in Northland during the 1960s through the 1990s, you will envision what Northland used to be through their storytelling and reminiscing.

Most likely, their memories of a bustling neighborhood are fond and vibrant.

Surely, they will mention Northland Mall or the Continent — some of the most popular and upscale shopping centers in the city — that made Northland a destination and served as an anchor for the community. Families of all ages came together to experience the abundance of dining, entertainment, and shopping options the centers had to offer.

But as competition rose with the opening of newer malls in the 1990s, Northland Mall and the Continent were shuttered, and the local economy eventually fell into decline.

Many people thought that was the end of Northland's story, but with every end, there is also a new beginning. Immigrants and refugees seized the opportunity to buy quality, affordable homes and open shops and restaurants in the commercial corridors.

The New American neighbors provided an economic lifeline during Northland's most uncertain days. Their entrepreneurial energy created vibrancy and a source of hope for the community.

Today, Northland is a multiethnic haven and home to the nation's largest Bhutanese-Nepali population and second largest Somali population, all living side by side with legacy residents and young couples. As you drive down Morse Road now, you notice the plethora of locally owned, immigrant businesses that have come to thrive in a diverse and self-supporting community.

New Americans are reinvigorating Northland, all while enriching the cultural fabric of Columbus. They are establishing their roots and adding to the prosperity and desirability of the community.

In its next chapter, Northland will become a more prosperous and connected community. **Elevate Northland was founded to ensure that dream becomes reality by *lifting up diverse people and creating opportunities* for those who call Northland home.**

As a community-development organization, Elevate Northland serves residents who are striving to build a better life. Northland's community of strivers are those seeking to learn, grow their

business, and access resources. They include New American populations, entrepreneurs and small business owners, senior citizens, and young families.

As Northland's community of strivers continues to grow, we must provide resources and services to meet their needs.

That's why we're launching a comprehensive campaign to create a center that combines business incubation, an international district, and a nonprofit hub, all culminating in a community gathering place.

Elevate Northland will transform the lives of residents striving for more.

Isolated immigrants will become empowered New Americans.

Struggling entrepreneurs will become successful business owners.

Disconnected seniors will become engaged elders.

Overwhelmed young parents will become prosperous families.

We will support their growth while helping them realize their dreams.

Alongside our partner, Mid-Ohio Food Collective, we will provide space for small businesses, nonprofits, and community organizations to deliver services to Northland residents, including resources for food, medical services, ESL classes, and childcare.

Additionally, business owners and aspiring entrepreneurs will have access to start-up and small business coaching and resources, office space, and shared commercial kitchen space to create and maintain a stable and thriving business.

Our center will serve as an anchor for the Northland community, putting Northland back on the map as a destination — this time for international experiences. A vendor marketplace will attract visitors to try new foods, purchase ethnic goods, and learn about other cultures. And, the space will serve as a gathering place for Northland residents to come together and create, cultivate, and celebrate community.

Some may only remember the past, but **we see a Northland that is bursting with opportunity.** While much has changed since the 1960s, what has remained constant is the pride we have in our community — and we believe it is stronger than ever.

We envision a cultural destination within a connected community. Join us as this campaign makes our vision a reality.

Join us as we elevate Northland.