



ELEVATE NORTHLAND

OVERVIEW

- Mission, Vision, and Values
- Our Pillars
- Our Story
- Elevate Northland Center
- Our Goals



MISSION

To uplift people of diverse backgrounds and create opportunities.

VISION

A cultural destination within a connected community.

VALUES

Welcoming All

We embrace and support neighbors who enrich our community.

Cultivating Partnerships

We support diverse people meeting and working together.

Creating Opportunities

We help residents and small businesses achieve success.

Building Community

We cultivate space for celebrations, connections, and cultural traditions.

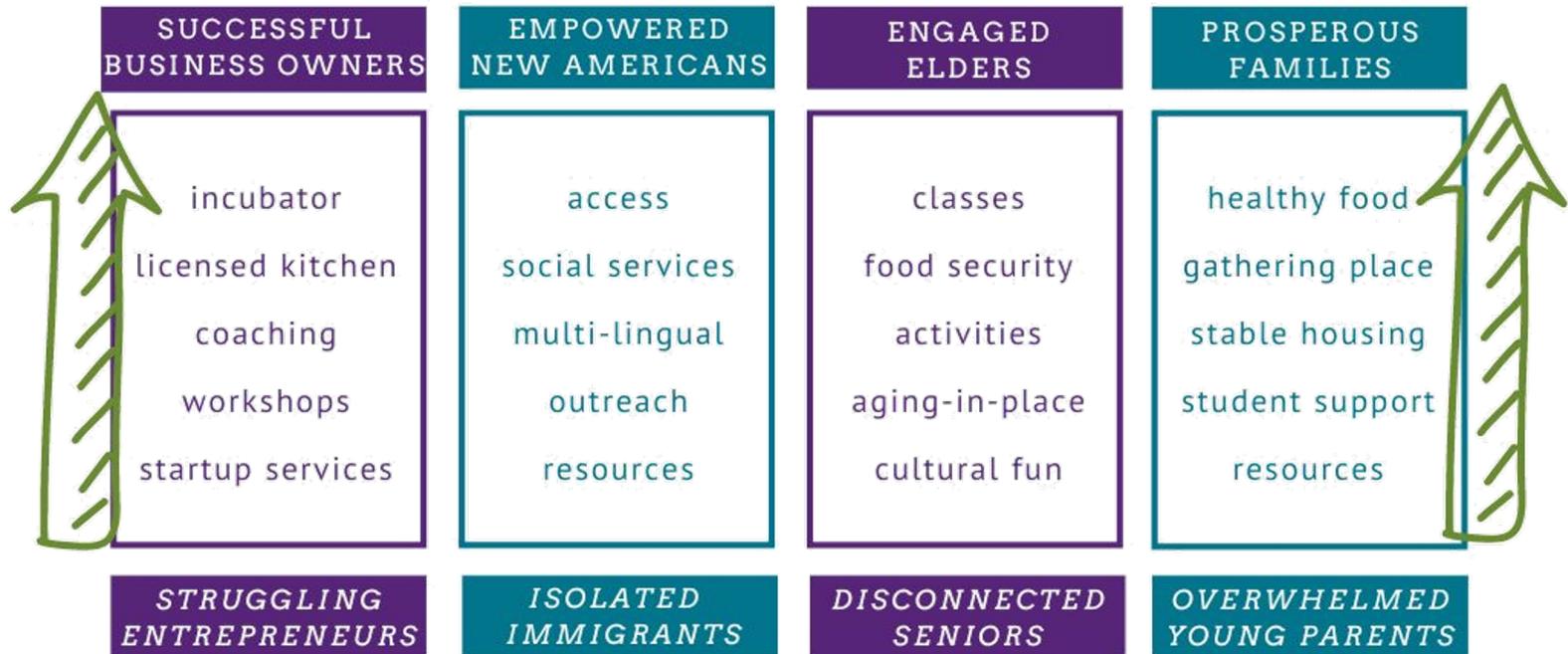
Fostering Sustainability

We connect residents and businesses with the resources they need to be successful.



Our Pillars

Building a Cultural Destination Within a Connected Community



OUR STORY

- Northland covers **25 square miles** and consists of **25 individual neighborhoods**.
- Northland is home to **125,000+ residents** which includes a majority of the city's immigrants and refugees.
- After decades of economic decline, Northland has been **reinvigorated by New Americans** who purchased homes and opened shops in the commercial corridors.
 - **Vacant housing dropped by 47.8%** and **occupied housing increased** without new construction. (Census, 2020)
- Elevate Northland was founded **to support residents who are seeking to learn, grow their business, and access community resources**.

2018 — Elevate Northland Founded

2019 — 501(c)(3) Determination

2020 — Community Development Corporation

2021 — Executive Director Hired

2022 — Elevate Northland Center Secured



Northland Mall: 20 years since mall's closing, the area is making a comeback

The Columbus Dispatch



Micah Walker

The Columbus Dispatch

The area is still providing retail, just on a different scale as it offers a mix of grocers, restaurants, city and county offices, and businesses catering to the growing immigrant community.

"I feel that the Morse Road corridor has made a great comeback," said Alice Foeller, cofounder of Elevate Northland, a nonprofit group that helps development in the area.



OUR LEADERSHIP

- **Cameron Mitchell**, Cameron Mitchell Restaurants, and **Mark Swepston**, Atlas Butler, are the Campaign Co-Chairs.



- The leadership team at Cameron Mitchell Restaurants are guiding the planning and forecasting and are serving as owner's reps during construction.

- Jonathan Moody, **Moody Nolan Associates** are the architects.

- **Judith Cockrell**, Executive Director

- **Alice Foeller**, Jenny Leal, Alicia Ward are the Co-Founders of Elevate Northland. Alice is playing a critical role in the campaign.



Immigrant and refugee businesses employ over 23,000 people and contribute \$1.6 billion to the city's economy.

Source: Voice of America News

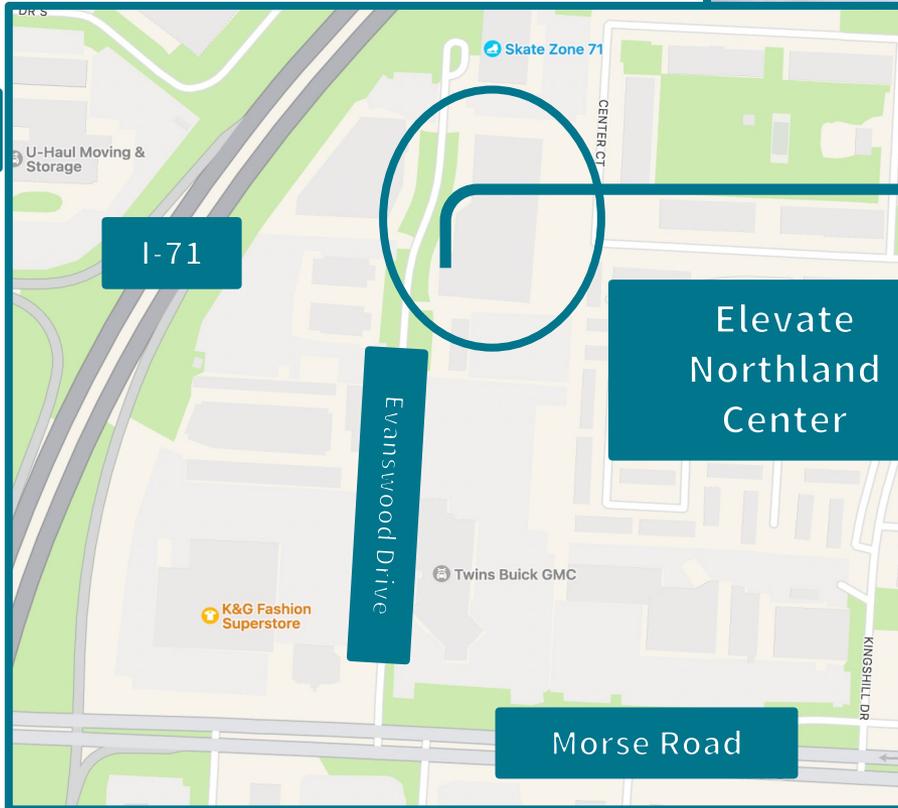


Our comprehensive campaign will create a center that combines **business incubation, an **international district**, and a **nonprofit hub**, all culminating in a **community gathering place**.**

CAMPAIGN



ELEVATE NORTHLAND CENTER



We will renovate a 43,000 square foot vacant warehouse on Evanswood Drive near I-71 and Morse Road.

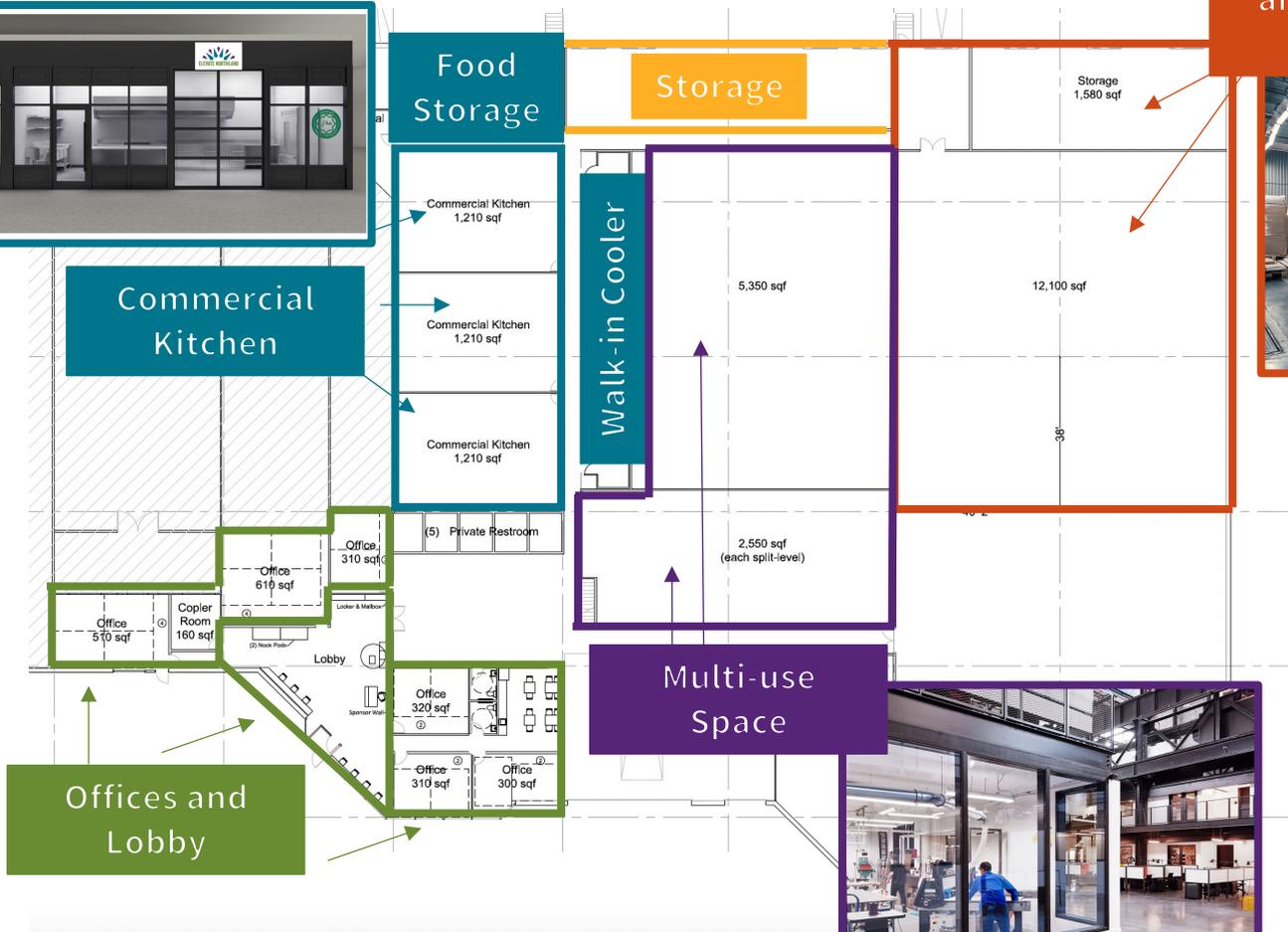


ELEVATE NORTHLAND CENTER

- **Resources for Entrepreneurs**
 - Business coaching, mentoring, and classes
 - Training and start-up support
 - Cross-cultural and intra-cultural networking
 - Commissary “pod” kitchen
 - Food truck hub
 - Food business storage and support
- **Nonprofit Hub**
 - Partnerships including Toys for Tots this holiday season
- **Community Anchor**
 - Community bazaars and festivals
 - Cultural gathering space and activity space



ELEVATE NORTHLAND CENTER



Bulk Storage and Racking System



“I enjoyed working with Elevate Northland because the people are personable. I didn’t feel like another person to help – I felt like the focus was on me and my business. They helped me understand, even if it had to be explained in a different way. They took the time to really get to know me, my business, and my goals.”

– Selasie

Northland Business Owner and Start up Strong Graduate



IMPACT

OUR GOALS

- Cultivate the potential of business owners through **resources for entrepreneurs** and support for **small businesses** to create more jobs and increase economic revenue.
- Help **New Americans** integrate into the Columbus community and realize their potential.
- Provide access to resources that increase the **economic prosperity** of residents and grow Northland's thriving **commercial corridors**.
- Ensure **food access, nutrition, and educational programs** are available to Northland residents.



OUR GOALS

- Create a **gathering place** that cultivates and celebrates community and provides international offerings that makes Northland a **cultural destination** in Franklin County.
- Strengthen Northland's **social fabric** by promoting the awareness of and interaction among many cultures and increasing Northland's desirability.
- **Partner** on programs and services to sustain and improve the **quality of life** of Northland residents.



CAMPAIGN GOAL

**\$4
MILLION**

Warehouse Renovation — \$1.9 M
Commercial Kitchen — \$600,000
Other Improvements — \$500,000
Start-up Operations — \$1 M



SUMMARY

- 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 families.
- We know we can do more for those **striving to succeed** in Northland.
- Elevate Northland was founded to ***lift up people of diverse backgrounds and create opportunities*** for those who call Northland home.
- We envision ***a cultural destination within a connected community***. Join us as this campaign makes our vision a reality.



THANK YOU

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