

Jefferson East, Inc.  
Go East™



# 2017 ANNUAL REPORT

Creating Pathways of Opportunity for Detroit Residents & Businesses



## WHO we are is who WE SERVE

**MISSION:** Growing Detroit's east Jefferson corridor and its adjoining neighborhoods through facilitative leadership, collaborative partnerships and innovative and impactful programming.

**VISION:** Detroit's east Jefferson corridor and its adjoining neighborhoods are a regionally competitive and business-friendly neighborhood district with equitable economic opportunities for residents and businesses.

## WITH GRATITUDE: THANK YOU TO OUR DONORS

### PHILANTHROPIC

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City of Detroit  
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### SMALL BUSINESS/ INDIVIDUAL DONORS

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## MESSAGE FROM OUR PRESIDENT AND EXECUTIVE DIRECTOR

### *A small group of committed residents got together*

in 1994 to help then Mayor Coleman Young do something innovative: build Detroit's first modern shopping center in the Jefferson-Chalmers neighborhood. This was no easy task. The country was still mired in recession, every major developer had refused to even consider the project, and many existing business owners and residents had their doubts.

But these residents—the founders of Jefferson East—and the Mayor, celebrated when Riverbend Shopping Center opened in 1994, marking the first major investment within the east Jefferson corridor in more than two decades.



John Stroh, III

This resident driven vision, supported by a strong partnership with the City of Detroit, led to the formation of Jefferson East. Since then, JEI has worked to bring local government, residents and major stakeholders together to implement innovative projects that benefit all Detroiters and to make our neighborhoods regionally competitive places to live, work, shop and invest.

From our humble beginnings in Jefferson-Chalmers, JEI grew to support the entire east Jefferson corridor and its five unique neighborhoods. Our programs are designed to create pathways of opportunity for Detroit residents and businesses by maintaining a clean & safe environment, helping Detroiters improve their homes, transforming Jefferson Avenue into a 'Complete Street' and supporting business development.



Josh Elling

Now JEI is working to directly drive real estate redevelopment with more than \$53 million in mixed use projects within the Jefferson-Chalmers and Villages Neighborhoods. All the while, JEI has worked tirelessly to bring new amenities to our neighborhoods. We are thrilled to announce that Norma G's Caribbean Cuisine will soon open in Jefferson-Chalmers in late November.

We are eager to share all that JEI has accomplished, from funding more than 2,500 hours of additional police patrols, to launching our new domestic violence prevention services, and helping more than 250 Detroiters get home repair loans. In our annual report, you will read stories from business owners and residents helping in Detroit's revitalization.

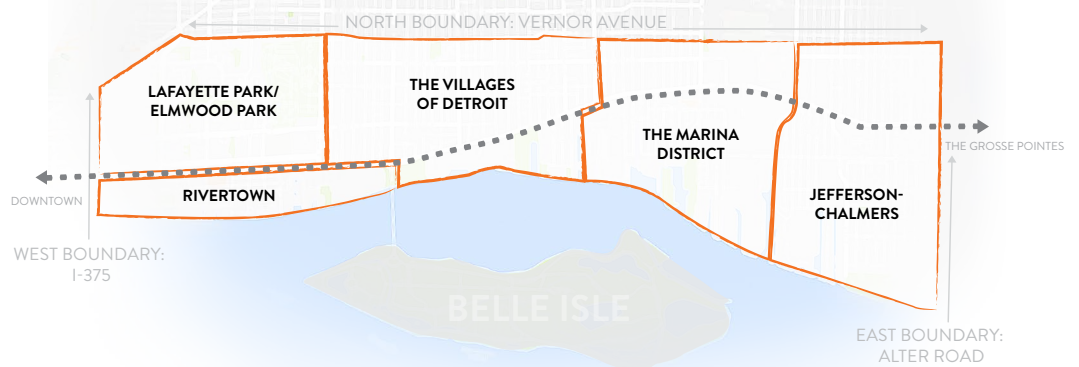
Thank you to our Board of Directors, the JEI team, funders, partners, residents, and volunteers who have helped us further our mission of growing Detroit's east Jefferson corridor and its neighborhoods.

**John Stroh, III**

President

**Joshua R. Elling**

Executive Director



# CLEAN & SAFE NEIGHBORHOODS



**120**  
**TRASH CANS**  
*Maintained & Emptied*  
**3X/WEEK**

**FIVE MEDIANS**  
*landscaped & maintained*

**15 MILES OF SIDEWALK**  
*maintained 2x/week*

**42 TONS**  
*of trash removed*  
**ANNUALLY**

## CREATING A WELCOMING ENVIRONMENT

Clean and safe neighborhoods foster a more positive investment environment to attract businesses and residents. JEI's raises \$100,000 annually to provide cleaning services to ensure sidewalks are litter free and work to prevent crime in the neighborhoods. Our partner, the Downtown Detroit Partnership's Ambassador program, provide high-quality cleaning services and care for our public spaces.

Residents and local businesses appreciate JEI's services. Businesses owners depend on a clean corridor to make a positive impression on first-time visitors and to improve overall neighborhood quality.

OUR IMPACT

### Our Businesses Benefit

Around lunchtime every day, *Andrews on the Corner* is busy serving up burgers, the famous "Chili Andrews" and other delicious bites. Tom Woolsey, the owner of *Andrews on the Corner*, greatly appreciates knowing that one thing he can drop off of his to do list every day is cleaning up outside of his business.

"I come in early every morning to get ready and I see that the trash has already been picked up," Tom said. "I never have to worry about clearing away trash from my storefront because the outside always looks great."

Keasha Rigsby, owner of *Beautiful Bridal*, believes JEI's Clean Program is a great asset to the Rivertown neighborhood.

"The streets are always kept beautiful for my brides and business associates," Keasha said. "It is a very impactful program and I believe that it provides a great opportunity for those in the corridor to keep their businesses looking as beautiful on the outside as the inside."



Downtown Ambassadors cleaning Rivertown

Keasha added JEI's dedication to its programs really stands out and the Clean Program is no exception. "They take pride in what they do and their devotion to keeping the streets clean has been proven time and time again."

JEI is happy to provide these services to benefit the businesses and neighborhood. Keasha and Tom know a clean, inviting sidewalk encourages people to stop and experience the neighborhoods. In 2017, JEI expanded clean services along key side streets including Joseph Campau, St. Jean and Alter Road.

## PREVENTING CRIME IN NEIGHBORHOODS



As a leader working to reduce crime throughout the east Jefferson corridor and its neighborhoods, we enter our 6th year of robust partnership with the Detroit Police Department (DPD) and Wayne State University Center for Urban Studies (WSU CUS) to monitor and address crime trends.

Our monthly neighborhood CompStat meetings in the 5th and 7th precinct bring together more than 100 stakeholders to work with DPD to develop community driven solutions to crime hotspots. JEI's team of public safety AmeriCorps members work closely with residents and business owners to help them make their homes, neighborhoods and businesses more secure. Our Jefferson East Police Patrol program has funded, over five years, more than 10,000 hours of additional police patrols throughout the east Jefferson corridor.

## OUR 2017 SAFETY IMPACTS:

- 2,500** Hours police patrols funded
- 257** Home Safety Assessments
- 17** Bike safety patrols
- 21,317** Safety flyers distributed
- 110** Car clubs distributed

## Domestic Violence: (since April 2017)

- 138** Victims Assisted
- 11** Personal Protection Orders
- 35** Personal Safety Plans Developed

## Addressing Domestic Violence

While overall crime rates continue to drop throughout our neighborhoods, JEI began to focus on a seemingly intractable crime—domestic violence.

*JEI teamed up with our AmeriCorps Urban Safety team to launch a domestic violence recovery and prevention program to drive down the number of people violated by intimate partner violence.*

## IN THE 2016 JEI SERVICE AREA:

**628 domestic  
violence cases**

**65% of all assaults**

## Domestic Violence Advocates Helping Victims

Core to this effort is the placement of specially trained domestic violence advocates within the 5th and 7th precincts. Working closely with DPD, these advocates work with victims to recover from and prevent future abuse.

Lane Lewis, an AmeriCorps domestic violence advocate states: “A substantial portion of violent crime in Detroit is domestic violence. It cannot be ignored if you want to make an impact on violent crime”, Lewis says. “The person in a domestic violence situation is in the greatest amount of danger when he or she leaves. Leaving is when people are at most risk to die from the situation.”

“By the time I see people, they have already cut all ties with their loved ones or their loved ones have cut all ties with them,” Lewis says. “They don’t have the resources or support they need to stay safe. External support is crucial.”

Aside from safety planning, the program also helps domestic violence victims by guiding them through the personal protection order (PPO) process and helping them find where they can go for help with counseling and housing. The advocate may also provide a risk assessment that helps victims think through whether they need to leave the relationship right away by identifying the likelihood that their situation could result in death.

# REAL ESTATE & SMALL BUSINESS ATTRACTION

## DRIVING DEVELOPMENT IN DETROIT'S NEIGHBORHOODS



**\$53**  
**MILLION**  
total project costs

**SEVEN**  
**BUILDINGS**

**50,000 SF**  
**RETAIL SPACE**

**199** residential  
units

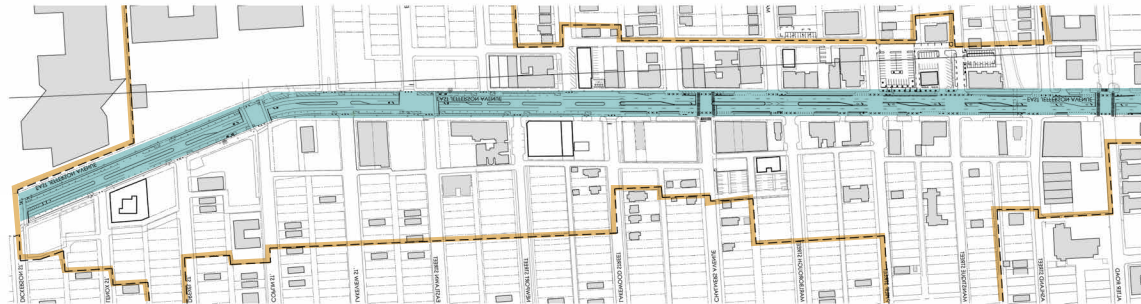
### *The Jefferson-Chalmers Main Street Project*

In 2015, while witnessing the return of market forces to Rivertown, Lafayette Park and the Villages neighborhood, JEI realized that the Jefferson-Chalmers Business District needed a spark to move its resurgence forward.

With our longtime partner Shelborne Development, JEI put together a two-phased plan to revitalize three historic apartment buildings and two retail

properties in the heart of the historic Jefferson-Chalmers Business District.

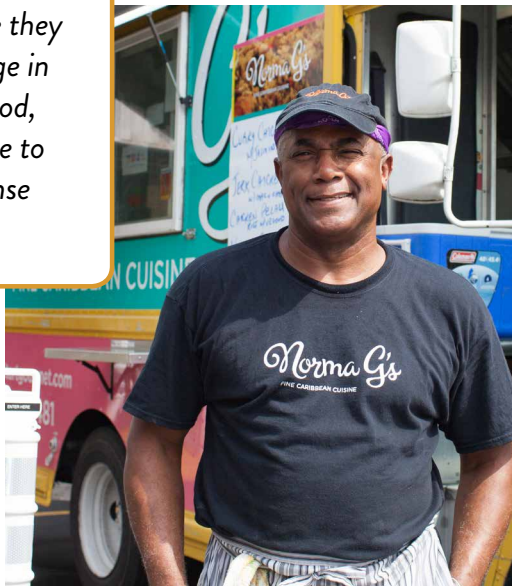
As a nonprofit developer, JEI has more flexibility to ensure the wishes of the neighborhood residents remain at the forefront of local investment decisions. With support from our philanthropic partners, JEI can offer unique programming support to promote local hiring and help business owners overcome development barriers.



The Jefferson-Chalmers Main Street Project Map

*“When you hire nearby residents, you are helping them see they can create change in their neighborhood, allowing everyone to feel a greater sense of ownership.”*

Mr. Lester Gouvia  
Voted Best Food Truck  
in Michigan,  
Americantowns Media



### *Neighborhood Nonprofit Developer*

The decision to transform JEI's former office into the full-service *Norma G's Caribbean Cuisine* restaurant was driven by the input of more than 120 residents in Jefferson-Chalmers who all said they wanted two things: more nightlife and minority-owned businesses.

But its more than just developing Detroit's next hot retail district. It's about creating jobs for Detroiters. JEI is committed to inclusive development that includes mixed-income housing and neighborhood assets so all residents benefit from new investments. Lester Gouvia, the owner of *Norma G's*, wants to help drive a positive impact in the neighborhood. He plans to hire up-to 15 residents so that the community grows along with him.

## NORMA G'S CARIBBEAN CUISINE

(Opening December 2017)



THE FIRST  
SIT-DOWN  
FULL-SERVICE  
RESTAURANT  
IN 30 YEARS  
in Jefferson-Chalmers

**AFTER:** 2,700 sf and 80 seats

From food truck to brick-and-mortar restaurant, Lester Gouvia honors his grandmother through his cooking. Built in the 1960s, an old bank building—and JEI's former headquarters— will soon be a lively 80 seat restaurant serving residents fresh, home cooked recipes inspired by Lester's grandmother from Trinidad.

"Norma G's is something that is really needed here in Jefferson-Chalmers," says Minnie Lester, longtime Jefferson-Chalmers resident. "You have to travel eight miles to go to a nice restaurant unless you go to the one diner that is in the neighborhood."

Minnie added *Norma G's* is a welcomed addition to Jefferson-Chalmers as there is nothing like it at all in the neighborhood and residents must go to the west side to find something similar.



**BEFORE**

Development Team:  
JEI, Shelborne Development  
& Norma G's Caribbean Cuisine

**TOTAL PROJECT INVESTMENT:**  
**\$948,000**

## KRESGE BUILDING: FUTURE JEI HEADQUARTERS & NEW RETAIL



**AFTER**

Vacant for over twenty years, JEI is reactivating this corner storefront for new retail and the future home of JEI's permanent headquarters. JEI has secured more than \$1 million in funding to transform the long vacant building back into a vibrant neighborhood hub with environmental-friendly infrastructure such as a green parking lot.

Development Team: Jefferson East, Inc.



**BEFORE**

Future green parking lot



**TOTAL PROJECT INVESTMENT:**  
**\$1,088,000**

**AVAILABLE SPACE**

3,500 sf office

2,700 sf restaurant

**= 6,200 sf total available space**

# RETURN OF NEW HOUSING

## East Jefferson Development Corporation (EJDevCo)

Sustainable revenue to support JEL's new real estate developments that meet the needs of the neighborhood were the strategic drivers for the formation of the East Jefferson Development Corporation. EJDevCo serves as the for-profit real estate development and investment entity charged with implementing JEL's complex real estate projects. All revenues from EJDevCo are donated back to JEL to support its ongoing neighborhood revitalization work. Board members have extensive estate expertise and their mission is to ensure that JEL's

development projects meet the needs of the neighborhoods.

"When JEL was founded, its goal was to get buildings up and down Jefferson renovated and filled with tenants that would make our neighborhood strong," said Paulette Foster, EJDevCo Board Secretary, founder of JEL and 31-year resident of Jefferson-Chalmers. "I'm thrilled to be a part of EJDevCo and see this dream finally become a reality."



## Mixed Income & Higher Density

As JEL neighborhoods continue to see new investment, one vexing question remains: How do we ensure that longtime residents benefit from new growth? New housing must offer mixed-income units that allow lower-income Detroiters to remain in the neighborhood they know and love. JEL creates options for Detroit homeowners and renters, whether it is a longtime homeowner benefiting from our help in getting a home repair loan to a renter looking for a quality apartment they can afford. JEL works to make sure that if you want to live along Jefferson or one the great neighborhoods along it, you can.

### HISTORIC IDAO & MARLBOROUGH APARTMENT BUILDINGS

The renovation of the historic Marlborough and IDAO apartment buildings in Jefferson-Chalmers will introduce new affordable and market rate housing to the district. Vacant for more than three decades, these projects will offer multi-family housing options for residents.

Development Team: EJDevCo & Shelborne Development

**TOTAL PROJECT INVESTMENT: \$4,704,200**



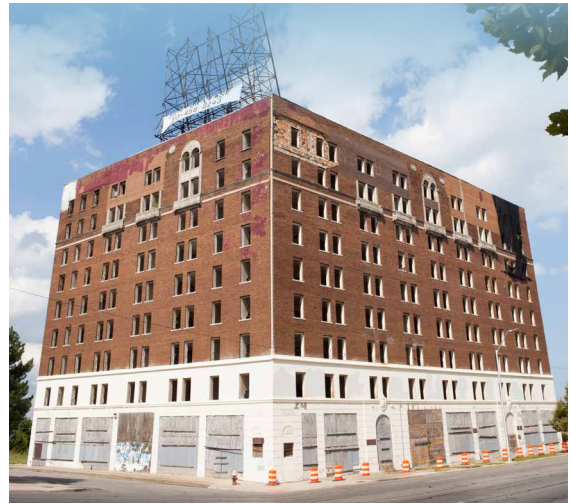
#### IDAO Apartments

- Eight mixed-income units
- Five 2-bedroom units
- Three 3-bedroom units



#### Marlborough Apartments

- Twelve mixed-income units
- Three 1-bedroom units
- Nine 2-bedroom units



### THE HOTEL SAVARINE

Built in 1926, this nine-story former "bachelor" hotel with 164 rooms at one-time housed automotive industry workers. Currently in predevelopment, this project will help bring new growth and variety to the Jefferson-Chalmers neighborhood.

Development Team:  
EJDevCo & Shelborne Development

**TOTAL INVESTMENT: \$17,000,000**

- 80 mixed-income units
- 57 affordable units, 33 market rate units
- 12,000 sf retail space



# THE VANITY BALLROOM

## HISTORIC NEIGHBORHOOD BUILDING

Detroit residents are ready for the Vanity Ballroom to come back to life and serve the neighborhood as a destination attraction. On the National Register for Historic Places, the Vanity Ballroom is one of the last standing great ballrooms from Detroit's jazz era and a major anchor building in the Jefferson-Chalmers neighborhood.

JEI and the City of Detroit are working jointly to secure funds to mothball this property and pioneer a "tactical preservation" strategy to activate the ground floor retail space.

In 2017, JEI continued necessary predevelopment work, including the completion of phase I & II environmental assessments, financial modeling, and storefront design.



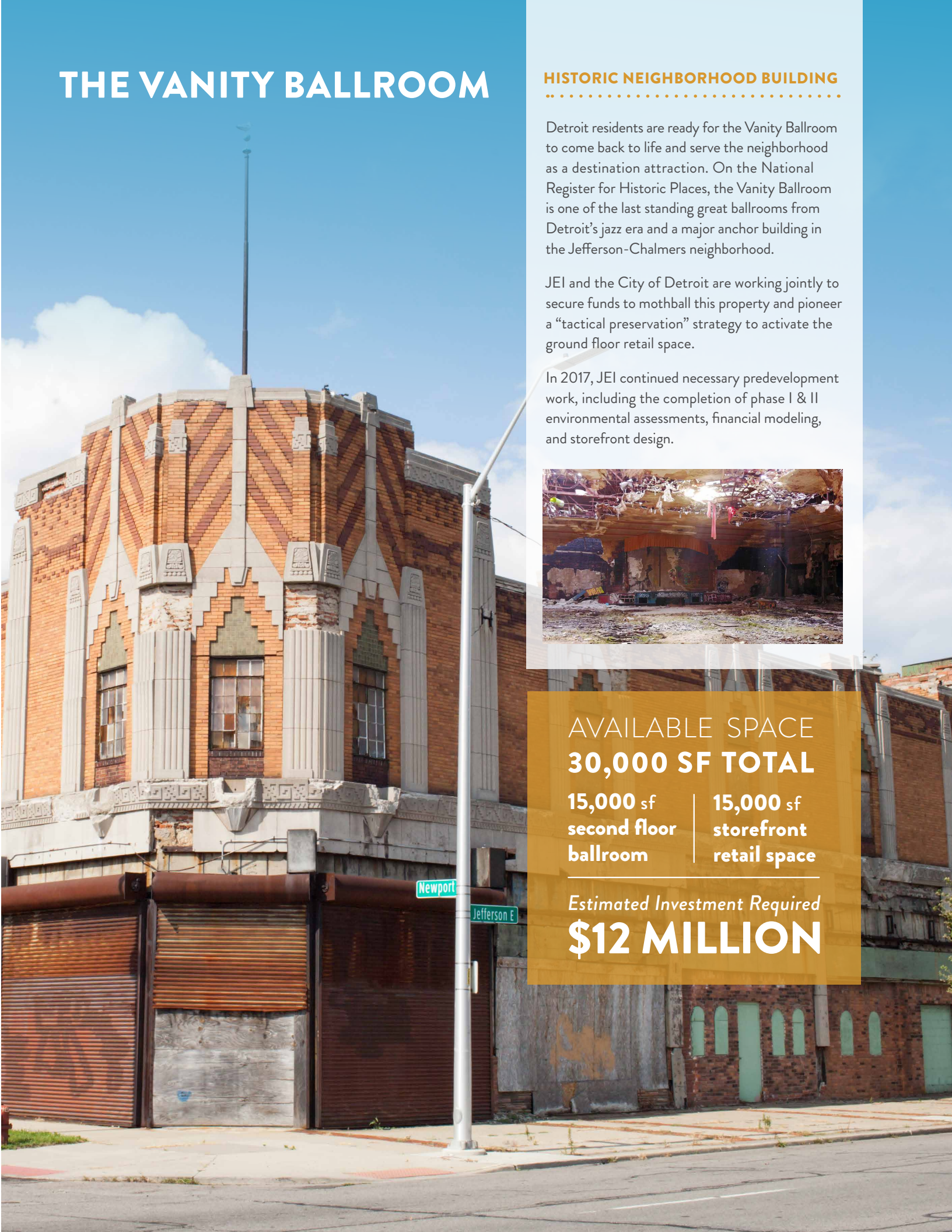
AVAILABLE SPACE  
**30,000 SF TOTAL**

15,000 sf  
second floor  
ballroom

15,000 sf  
storefront  
retail space

*Estimated Investment Required*

**\$12 MILLION**



## MINORITY-OWNED SMALL BUSINESS INCUBATION

Partnerships have played a significant role in JEI helping businesses launch and supporting small business growth along the corridor. JEI redevelops buildings to prepare “white box” retail space, and then guides business owners through the development process required to open their business in JEI’s retail space. As a nonprofit neighborhood development partner, JEI can offer fair, affordable lease rates and incentivize local hiring—critical steps to helping minority-owned businesses launch and help Detroiters find work.



Our TechTown partner plays an instrumental role in guiding small business owners through the process of applying for grants and evaluating growth readiness. “I think the partnership between TechTown and JEI serves as a model of how to bring neighborhoods back,” stated Warren Galloway, SWOT City portfolio manager at TechTown.

*“We are seeing the east Jefferson corridor become redeveloped at a quick rate and this shows what is possible when you marry the right partners together.”*

### INTENTIONAL INCLUSIVE DEVELOPMENT:

- Community informed retail strategy
- Flexible retail lease rates
- Local hiring incentives
- Intensive project support
- Affordable housing at 50-80% AMI
- Design standards
- Historic preservation

## MOBILITY



## CONNECTING DETROITERS



Kathy Cannon, a Rivertown resident, is an avid bicyclist. She likes to ride her bicycle for both transportation and pleasure, but she can never fully enjoy riding her bicycle when she tries to ride or cross east Jefferson. She always watches out for her own safety.

“It is a scary experience to be riding a bicycle on Jefferson,” Cannon said. “It is almost as if drivers feel more comfortable speeding since the street doesn’t get as much traffic as some other streets do.”

How the street is designed is the problem for many pedestrian and cyclists. “Getting across Jefferson means you need to cross eight traffic lanes,” Cannon said. “You never know what crossing those eight lanes will be like and you just have to hope everyone is doing the right thing.”

### Bike and Pedestrian Safety Education



JEI worked with the city of Detroit’s Planning Development Department on a new citywide campaign to educate people who walk, bike and drive. Building off of JEI’s successful streetscape project in Jefferson-Chalmers, the city is now installing protected bike lanes and a “road diet” along six miles of East Jefferson avenue.

In helping the city prepare for this project, JEI funded the development of *DetroitRides* and educational materials about how to safely use the new street.

# HOUSING & NEIGHBORHOOD SERVICES



## KEEPING DETROITERS IN THEIR HOMES

*A major goal of JEI is to find ways to help longtime Detroit residents remain in their homes so that they can benefit from new development.*

JEI's housing team provides a range of services that help residents prevent tax foreclosure, avoid utility shutoffs and find the resources to improve the quality of their homes. When presented with an opportunity to be an intake center for the City of Detroit's new 0% Home Repair Loan program, JEI jumped at the chance and quickly became the second largest intake center. Next year, JEI will launch new homeownership and financial literacy counseling services that will help more homeowners qualify for these loans and build wealth through homeownership.

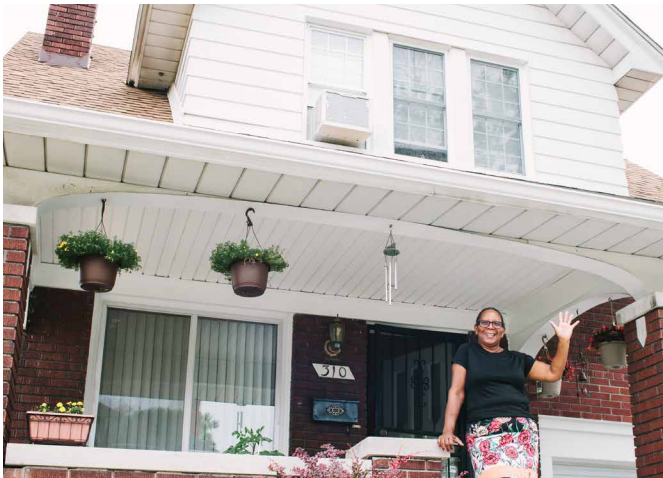
## DETROIT'S 2ND LARGEST 0% HOME LOAN INTAKE CENTER

**1,740**  
HOMEOWNERS  
SUPPORTED

**\$623,871**  
Home Improvement Loans  
APPROVED

**237** RESIDENTS ASSISTED  
*in completing Loan Applications*

### Staying in the Neighborhood



Deborah Finley has lived in her Jefferson-Chalmers home for 40 years. There was a point, though, at which Mrs. Finley was thinking to move out of her home. She experienced terrible water issues in her basement before she found her way to JEI's intake center for the Detroit 0% Interest Home Repair Loans Program.

"When it rained hard, I would get backups in my basement," says Mrs. Finley. "There would be as much as three feet of water. It got me thinking about going somewhere else."

Today, Mrs. Finley no longer stresses about her basement flooding when it rains. A \$25,000 home repair loan has allowed her to make necessary repairs. With the help of local contractors, Mrs. Finley had internal water pipes fixed, as well as rotten, holey pipes outside of her home. These repairs meant she would be free of worrying about water finding a way into her basement during bad storms. Most importantly, it meant her outside porch concrete would no longer break apart.

The home repair loan also allowed Mrs. Finley to address two other key safety issues: the absence of a foundation under her porch and lead paint on the walls. Now lead free and a fresh coat of paint, she is more comfortable in



her home after the completion of the repairs.

For Detroit homeowners that seek repair work, Mrs. Finley says the loan program is well

worth checking out. "I think it is one of the best programs out there for people to use," she says. "It has helped me a lot and has allowed me to improve my whole house."



The JEI team

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for Detroit Residents & Businesses.

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Presbyterian Villages of Michigan  
Senior Vice President of Finance  
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- Blair Osborn**  
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- John Stroh, III**  
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Economic Development  
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Design Manager,  
Rose Enterprise Fellow
- Michelle Lee**  
Housing & Neighborhood  
Services Director
- Rebecca Nikodem**  
Housing & Neighborhood  
Services Coordinator
- Krystal Fields**  
Clean & Safe Director
- Heidi Guenther**  
Marketing Intern
- Nathan Howell**  
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