place matters believes that strong schools, steady jobs, stable housing and safe neighborhoods are interconnected. That’s why place matters is working with Avondale, Covington and Price Hill on a place-based investment project that addresses multiple needs in a few carefully chosen communities, to achieve breakthrough change and improve the quality of life for all residents.

For more information, contact Project Manager Beth Nagy of the Community Building Institute at 513-745-3329. nagyb@xavier.edu

www.place-matters.org
**Avondale** is home to five major hospitals and the famed Cincinnati Zoo and Botanical Gardens. While the neighborhood has high levels of poverty, unemployment and neglected housing, it also has significant social capital and economic power.

**Avondale place matters** has two goals:

1. Create a nurturing environment where children, young people and their families are safe and encouraged to develop intellectually, socially, physically and morally to their fullest potential; and

2. Fully draw upon the assets within the community so that Avondale gains a reputation as an economically stable community where residents have good jobs and are able to live comfortably.

*The strategies to achieve these goals are to:*
- support at-risk mothers in the neighborhood;
- promote health awareness through the Do Right! campaign;
- target two to four streets for housing renovation and new construction;
- engage young people in a community-based program to promote leadership, discipline and civic participation; and
- help Avondale residents prepare for, find and retain jobs with local employers.

The lead organization in Avondale is the Avondale Community Council.

**Covington** is an older, urban city that has pockets of high poverty and abandoned or dilapidated housing stock, but has also seen significant revitalization in the last decade. Covington’s assets include economic and racial diversity coupled with a small-town atmosphere.

**Covington place matters** has two goals:

1. Improve Covington’s aging neighborhoods and housing stock; and

2. Promote educational opportunities that lead to lifelong learning.

*The strategies to achieve these goals are to:*
- lead community building efforts to connect residents to each other and further engage them in their neighborhoods and city;
- award mini-grants to neighborhood associations for community improvement projects;
- boost homeownership through renovation and construction of new housing;
- recruit Covington residents to act as mentors for local middle-school students; and
- improve educational opportunities in the neighborhood of Peaselburg.

The lead organization in Covington is the Center for Great Neighborhoods of Covington.

**Price Hill** is a largely residential community with numerous schools and three stable business districts. The area has been hit hard by foreclosures, but benefits from a good housing stock, its proximity to downtown and a culture of collaboration.

**Price Hill place matters** has three goals:

1. Stabilize the housing market;

2. Promote neighborhood business districts and employment networks; and


*The strategies to achieve these goals are to:*
- revitalize housing and business districts in Cedar Grove, the Warsaw corridor and St. Lawrence Corner;
- use the Buy-Improve-Sell program and the Housing Resource Center for targeted physical and economic development;
- explore the Prosperity Center model to improve financial stability through housing, credit repair, job matching and banking;
- improve the quality of early-childhood education and care; and
- support all school-aged children through after-school programming.

The lead organizations in Price Hill are Price Hill Will and Santa Maria Community Services.