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Clusters and Educational Enterprise Zones

Cleveland, OH



Cleveland, OH

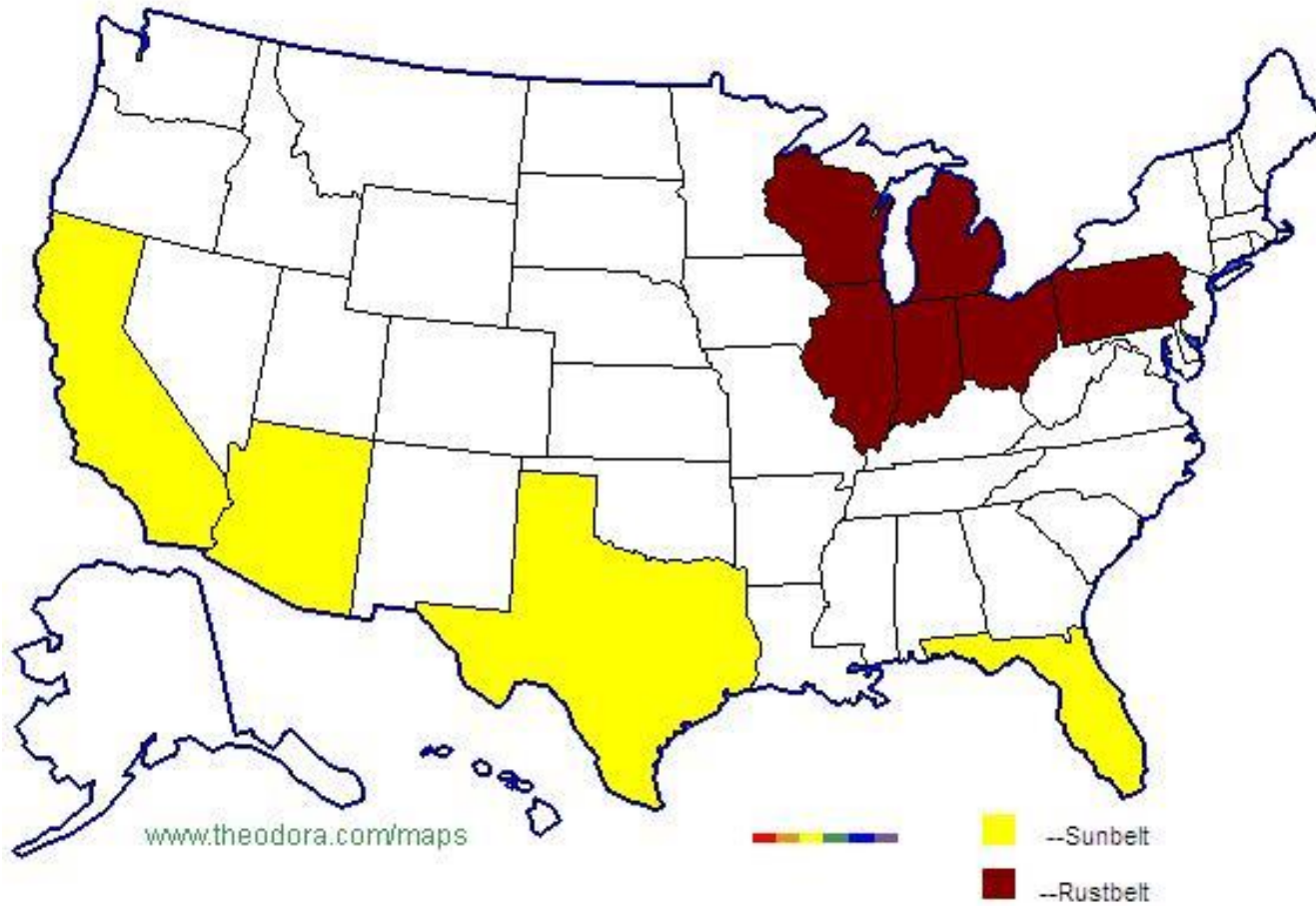
- Population: 900,429 (1930 Census)
- 478,403 (2000 Census),
a 47% drop in population from 1930
- 396,815 (2010 Census),
a 17% drop in population from 2000.

Cleveland, OH



Part of the Rust Belt

Cleveland, OH



Part of the Rust Belt

Cleveland, OH

- As people left, businesses closed.
- High poverty level: 34%
- Roughly 20,000 vacant lots in the city

Cleveland, OH



Cleveland's Idea



Cleveland's Idea



Cleveland's Urban Farming Initiative

- Ohio City Farm—public/private collaboration
- Land owned by county's Housing Authority.
- Land managed by a community development corporation.
- Land leased (at no charge) to job training programs

Urban Farming Goals

- Incubate New Farmers
- Provide Locally Grown, Affordable, Organic Produce to the Community
- Provide Healthy Food Options in a City Environment
- Nearby Residents Paid Minimum Wage to Tend a Small Plot
- Workers can take home as much produce as their families can eat.

Urban Farming Challenges

- Zoning Laws Had to Be Changed
- Companies That Wanted to Do Business with the City Got Bid Discounts When They Sourced Food Locally
- Healthy Cleveland Initiative Stymied by State Laws

Urban Farming Developments

- 200 Community Gardens
- 30+ Market Gardens
- 20 Farmer's Markets (all accept food stamps)
- A Vineyard
- *Edible Cleveland*, a culinary news magazine

Definition of Cluster

“An industry cluster is a group of firms, and related economic actors and institutions, that are located near one another and that draw productive advantage from their mutual proximity and connections.”

—Joseph Cortright. (March 2006).

Making Sense of Clusters: Regional Competitiveness and Economic Development

Thinking About the Cleveland Cluster:

- 200 Community Gardens
- 30+ Market Gardens
- 20 Farmer's Markets (all accept food stamps)
- A Vineyard
- *Edible Cleveland*, a culinary news magazine

Where Are The Community Colleges?

Directly Related Disciplines:



AGRI CULTURE
OUR FUTURE TODAY



Horticulture
THE ART & SCIENCE OF SMART GARDENING



VITICULTURE

Where Are The Community Colleges?

Small business incubation:



Where Are The Community Colleges?

Indirectly Related Disciplines:

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BLOG



Amateur Sports Event Cluster (Rancho Cordova, CA)

Sixteen hotels in Rancho Cordova, as part of a business improvement district, are leasing a 71,000 sq. ft. indoor amateur sports event center to increase tourism and hotel occupancy.



Amateur Sports Event Cluster (Rancho Cordova, CA)

- The site is a former La-Z-Boy Furniture warehouse in an industrial neighborhood.
- Sports tournaments and events for basketball, volleyball, karate, tae kwon do, gymnastics and others.
- Area had to be rezoned to accommodate the new recreational use of the space.
- Off-site parking easements.



Amateur Sports Event Cluster (Rancho Cordova, CA)

- Estimated the center will produce \$4.5 million economic impact for the area.
- Employing 60 to 80 people on weekends.
- Significant tax revenue generation for the city with its hotel tax of 12%.



Possible Community College CTE Connections?

- Retailing
- Tourism
- Hospitality Management
- Emergency Medicine
- Sports Training
- Fitness Certification
- Sports Management
- Sports Nutrition

Your Turn

- Theater and Movie District
- Art Walk
- Urban Wineries
- Surfing District
- Historical Tours

Your Turn

- Restaurant Crawls
- Auto District (Car Museum as anchor)
- Ethnic or Cultural Neighborhood Designations
- Annual Health and Wellness Fair
- Summer Concert Series

References

- Joseph Cortright. (March 2006). *Making Sense of Clusters: Regional Competitiveness and Economic Development*
<http://www.brookings.edu/research/reports/2006/03/cities-cortright>
- Hannah Wallace. (June 2012). *When Joe Cimperman sees an empty city lot, he sees a potential field of green—and the promise of a food revolution.* Spirit Magazine.
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References (cont'd)

- Loretta Kalb. (Feb 25, 2013). *Rancho Cordova hotels sponsor big sports center*. Sacramento Bee. <http://www.sacbee.com/2013/02/25/5214224/rancho-cordova-hotels-sponsor.html>