

# 2024-2028 Strategic Plan LISC GREATER CINCINNATI

## OUR MISSION

With residents and partners, we help forge **RESILIENT AND INCLUSIVE COMMUNITIES OF OPPORTUNITY** across America – great places to live, work, visit, do business and raise families.

## WHAT WE DO

**INVEST:** Provide access to capital through our own investments and the multiplier effects they bring.

**CONNECT:** Connect partners to resources and to each other to advance community-driven priorities.

**INNOVATE:** Design and implement creative solutions to drive systems change.

## WHY WE DO IT

LISC Greater Cincinnati invests in **LOCALLY-DRIVEN PRIORITIES** and **PLACE-BASED ORGANIZATIONS** to drive **SHARED PROSPERITY** for the region and its residents. We prioritize asset-based, cross-cutting solutions to address the interconnected challenges our communities face.

## Our 5-Year Goal

Invest more than **\$25 MILLION** in loans, grants, and technical assistance, leveraging more than **\$75 MILLION** to increase affordable housing, improve economic conditions, promote small business development, and support community capacity building.

### VALUES

- Center equity to close racial health, wealth, and opportunity gaps
- Prioritize people and communities that have been underinvested and marginalized
- Elevate locally sourced, place-based strategies
- Amplify solutions that address multiple priorities
- Build organizational and ecosystem capacity
- Convene partners and align resources to be impactful

### PROGRAM GOALS

- HOUSING**  
Drive healthy, affordable housing strategies for low-income families.
- WEALTH BUILDING**  
Facilitate wealth building by supporting entrepreneurship, pathways to good jobs, and homeownership opportunities.
- ECOSYSTEM BUILDING**  
Provide high quality technical assistance and coaching to build the community development ecosystem.

### INVESTMENT GOALS

- \$10M**  
Affordable housing preservation and production
- \$10M**  
Wealth building through home repair, homeownership, and expanding small and minority contractor capacity
- \$5M**  
Place-based community investment

# Our Strategies

## HOUSING

### Housing Our Future

Lead this collaborative effort to prevent housing insecurity in Cincinnati and Hamilton County.

- Coordinate and implement the Housing Our Future strategy.
- Participate in community education efforts to expand support for affordable housing solutions.
- Advocate for policy changes to improve housing affordability.

### Preserving Homeownership

Manage home repair strategy in partnership with Hamilton County to preserve homeownership and support intergenerational wealth creation.

- Invest \$9M to repair more than 200 owner-occupied homes in targeted communities.
- Develop a model to continue the program beyond initial funding.
- Provide access to capital that will allow BIPOC homeowners to invest in their primary wealth creation asset—their home.

### Strengthening Affordable Housing

Preserve and produce affordable housing for low-income families.

- Design and implement a strategy to prevent the loss of units at risk of losing their affordability.
- Invest \$10 million in loans, grants, and equity to produce at least 200 units of affordable housing.
- Increase capacity of local governments to support housing production, particularly in Hamilton County and Northern Kentucky communities.

## WEALTH BUILDING

### Growing Small Businesses

Convene partners and direct resources to improve the business development ecosystem.

- Provide operating grants and technical assistance to small business support organizations to enhance program offerings.
- Collaborate with local government and business development organizations to revitalize commercial corridors and activate spaces.

### Fostering Pathways to High-Quality Jobs

Through the Financial Opportunity Center® (FOC) partners, enable residents to access career and personal development resources.

- Develop a fundraising strategy and partnerships to provide sustainable funding for the FOC network.
- Expand relationships with the community to align FOCs with the workforce development service delivery system and in demand jobs.

### Expanding Contractor Ecosystems

Aligned with our home repair work, we will work to expand and support the ecosystem of minority-owned businesses in the building trades.

- Increase the number of minority-owned businesses that participate in the home repair program and earn lead safe certifications.
- Create a plan to expand support for minority-owned contractors, working with business development organizations.

## ECOSYSTEM BUILDING

### Building Capacity in Community Development

Invest in the capacity of Community Development Corporations (CDCs).

- Create and source training to strengthen CDC capacity, including real estate, fund development, organizational and financial management, and community engagement.
- Advocate for more sustainable funding for CDCs.
- Partner with universities to increase the pipeline of community development professionals.

### Supporting Place Matters

Support place-based community investment through Place Matters.

- Engage community and funding partners to design the future Place Matters place-based investment strategy.



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