ECONOMICS AND DEMOGRAPHICS
## LOSS OF POPULATION AND TAXPAYERS

<table>
<thead>
<tr>
<th>Category</th>
<th>1970</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) US Population</td>
<td>203,302,031</td>
<td>308,745,538</td>
</tr>
<tr>
<td>b) Cuyahoga County</td>
<td>1,721,300</td>
<td>1,280,122</td>
</tr>
<tr>
<td>c) Cleveland</td>
<td>750,903</td>
<td>396,815</td>
</tr>
<tr>
<td>d) Shaker Heights</td>
<td>36,305</td>
<td>28,448</td>
</tr>
</tbody>
</table>
# LOSS OF POPULATION AND TAXPAYERS TO OUTER RING SUBURBS

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Pepper Pike</td>
<td>3,217</td>
<td>5,382</td>
<td>5,979</td>
<td>11.09%</td>
</tr>
<tr>
<td>Solon</td>
<td>6,333</td>
<td>11,519</td>
<td>23,348</td>
<td>102.69%</td>
</tr>
<tr>
<td>Beachwood</td>
<td>6,089</td>
<td>9,631</td>
<td>11,953</td>
<td>24.11%</td>
</tr>
<tr>
<td>Westlake</td>
<td>12,906</td>
<td>15,689</td>
<td>32,729</td>
<td>108.61%</td>
</tr>
<tr>
<td>Chardon</td>
<td>3,154</td>
<td>3,991</td>
<td>5,148</td>
<td>28.99%</td>
</tr>
<tr>
<td>Medina</td>
<td>8,235</td>
<td>10,913</td>
<td>26,678</td>
<td>144.46%</td>
</tr>
<tr>
<td>Mentor</td>
<td>4,354</td>
<td>36,912</td>
<td>47,159</td>
<td>27.76%</td>
</tr>
<tr>
<td>Moreland Hills</td>
<td>2,188</td>
<td>2,952</td>
<td>3,320</td>
<td>12.47%</td>
</tr>
<tr>
<td>Hudson</td>
<td>2,438</td>
<td>3,933</td>
<td>22,262</td>
<td>466.03%</td>
</tr>
</tbody>
</table>
1964
SHAKER HEIGHTS

- Population 36,461
- Most affluent City in United States
- Median Family Income: $111,185 *in 2014 dollars*
- Millage Rate – 46.1 mills
- Estate Tax existed
- No Income Tax
- All Neighborhoods Strong
- Vibrant Retail Districts

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1. 1960 Census
2. Cosmopolitan Magazine, March 1963
3. $13,993 x 7.61 = $111,185 (see 1 & 2 above, and Federal Reserve Bank of Minnesota Inflation Calculator (FRBMIC))
SHAKER HEIGHTS 1964 cont’d

• High Housing Values
• 50-year old Infrastructure
• No Poverty
• City of Choice for Cleveland Business & Professional Leaders
• Tax Base more than adequate to meet Educational, Infrastructure and Service needs
2014
SHAKER HEIGHTS

- Population 28,448\(^1\)
- Median Family Income $82,594 in 2014 dollars\(^2\)
- Millage Rate 132.5
- No Estate Tax
- Income Tax 2.25%
- Neighborhoods with Vacancy, Blight
- Lower Housing Values
- 100 year-old Infrastructure
- Poverty Rate of 8.6\%\(^3\)
- Competing with other Cities for Business Leaders, Professionals
- Tax Base not Adequate to meet Needs
- Decay and Vacancies in Retail Districts

1. 2010 Census
2. 2010 Census $76,476 \times 1.08 = $82,594 (FRBMIC)
3. 2010 Census
FORECLOSURE CRISIS
REVITALIZATION
Shaker will be a strong 21st Century Community with:

A. High Quality, High Functioning Neighborhoods
B. Attractive Desirable Quality of Life
C. Vibrant Commercial and Retail Development
D. Effective Cost-Efficient Government
NEIGHBORHOOD
THE MORELAND DISTRICT

- Neighborhood hardest hit by housing crisis
- Population turnover
- Adjacent to commercial district targeted for change
- 50+ vacant lots
STRATEGIC HOUSING PLAN
SHAKER HEIGHTS
HOUSING AND
NEIGHBORHOOD PLAN

January 2015 Presentation to Neighborhood Revitalization Committee, Landmark Commission & Fair Housing Review Board
1. Attract New Residents to Shaker, Increase Demand for Houses and Increase Property Values
2. Preserve Existing High Quality Housing Stock
3. Increase Cohesiveness, Desirability, Attractiveness & Stability in the Neighborhoods
C. Investment in Neighborhoods

NSP Summary

- Rehabs (5 Private): $800,000
- Infill Housing (3): $600,000
- Rehabs (3 City): $450,000
- Parks/Playgrounds (6): $421,000
- Demolitions (28): $420,000
- Landscaping (22): $33,000
- Fencing (14): $16,000
- Acquisitions (1): $15,000
- Community garden (1): $4,000

TOTAL: $2,759,000
Winds of Economic Change

Shaker Heights

Income Tax
Property Tax
Local Govt Fund
Estate Tax
A Grass Roots Movement:

Year 1 (2016) Goals Achieved

- Better connection between City and Moreland residents
- Better connection amongst Moreland residents
- Explore what kind of neighborhood residents want
- Build on the neighborhood’s strengths/assets
- Familiarize others with what the neighborhood has to offer
- Foster partnerships to create the change we foresee
- Lay the groundwork for infill housing
Broadband Update

- Exploring interest by two private companies
- Exploring interim solutions, e.g. point to point wireless
- Building partnerships around digital inclusion
- Researching ROW best practices
Neighbor Nights

- Neighbor Nights: once every month since Sept. 2015
- Attended by 70+ different individuals Sept ‘15 - Aug ‘16
- Average attendance: 25 per night

- Conversations included:
  - How can we engage our youth positively with the criminal justice system?
  - How can we assist our neighbors from becoming tax delinquent?
  - How would we like to see vacant lots reintegrated into the neighborhood?
  - What matters to you with regard to public art in your neighborhood?