



2022-2023 Impact Report







**We're on a mission
to forge meaningful
connections in the
Westwood community.**



A NOTE FROM OUR

Executive Director



Dearest Friends,

What a wonderful time to live in Westwood!

When my family moved here in 2006, the business district was a very quiet place. Today, we have a bustling central district with regular public events, thriving businesses, and an inclusive, welcoming energy. This momentum has been the work of a dedicated, enthusiastic group of neighborhood organizations, churches, businesses, investors, and neighbors putting their heads down and doing the hard work of believing in what could be. As our organization wrapped up 2022, I could not help but look back with immense gratitude for the opportunity that Westwood Works has had to play a part in this transformation.

Westwood Works started with a group of friends, a mural, and the first annual Westwood Art Show in 2009. Shortly after there was Treasure Quest and pop-up beer gardens. Westwood Works began producing regular events with Pop Goes Westwood in 2016. These tireless volunteers believed in the long-term vision of a lively, healthy, welcoming neighborhood for all, where families and friends could gather at community events.

Since then, a small part-time staff and an army of volunteers, funded by generous grants, sponsorships, and donations, have continued to bring free public events like the Westwood Art Show, Westwood Second Saturdays, Brews & Stews, Deck the Hall, Howl at the Hall, and numerous other smaller events to locations around Westwood. This year, Westwood Works produced

the first-ever Pride event on the Westside of Cincinnati, collaborated with Cincinnati Symphony Orchestra to bring a performance to Mt. Airy, and welcomed the Cincinnati Shakespeare Company to Westwood Town Hall grounds for the first time.

You might ask, why are community events part of our mission, and why do they make such a difference to the health of a neighborhood?

Community events:

- Foster inspiration and forge connections between neighbors, friends, and local businesses.
- Activate public and private spaces to demonstrate what is possible in the community and promote small businesses.
- Improve the overall mental health and social capacity of the community by creating space for networking and connection.
- Showcase the diversity and inclusivity of a community through live music, art, and food that highlights cultural diversity and welcomes all neighbors

These ideals continue to be at the center of every event we plan.

Six years ago, Westwood Works continued its mission to forge meaningful connections by creating a mini-grant program. The intention of this program was to provide support and funding to neighbors who had dreams for Westwood and to help make those dreams a reality. Mini grants can fund new programs, crime/safety initiatives, beautification, business development, events, or whatever creative ideas our neighbors come up with. In 2022, we experienced record demand for mini grants with nineteen applications and were able to fund ten unique projects. To date, the mini grant program has provided over \$25,000 in funding for projects in Westwood.

This work is made possible by those that believe in Westwood and Westwood Works. On behalf of myself and our Board of Directors, to our fellow neighborhood organizations, our partners, sponsors, funders, donors, and volunteers, we extend our deepest appreciation. We remain steadfastly dedicated to the mission as we go forward in 2023 to forge connections and foster a spirit of acceptance, inclusiveness, and community that attracts neighbors and businesses from all walks of life to Westwood.

With gratitude,

Stephanie Collins

Executive Director

OUR PEOPLE

Who We Are

Westwood Works is on a mission to connect Cincinnati's largest neighborhood and celebrate its strengths by building a positive, inclusive, and vibrant community. Our leaders direct our strategy to create a brighter Westwood.



Jackie Frondorf
Events Manager



Kevin Tolan
Sponsorships and
Fundraising Manager



Stephanie Collins
Executive Director



Emily Reynolds
President



John Eby
Treasurer



Terry Bailey
Member
Retired Teacher



Barrett Evans
Member
Global Learning, Ford



Marie Jones
Member
Retired Art Teacher



Henry Frondorf
Member
*Preconstruction
Manager, Prus*



Rachel Mousie
Member
Social Worker



Rachel Pettinato
Member
Attorney



Brian Phillips
Member
*Cincinnati Shakespeare
Company, Producing
Artistic Director*



Andi Ploehs
Member
Graphic Designer



John Ploehs
Member
*Reading Specialist,
Gamble Montessori*



Autumn Riedmaier
Member
*Sr. Creative Director,
Wisdom Gaming*



Arry Waller Jr.
Member
*Cincinnati Recreation
Center Rep*

IMPACT



\$10,000

Mini Grant
Dollars Awarded



6

Events
Produced



10

Community
Meetings



50,000+

visitors attracted
to Westwood



70%

Women/Minority Owned
Art Show Vendors



18

Community
Partnerships



20

Live Music
Performances



30

Unique, Free
Activities for Kids



1ST

Pride Event on
the Westside

You, our community of volunteers, sponsors, donors, and local businesses, **make everything we do possible.** You help Cincinnati's largest neighborhood come together every year for events, neighborhood activations, and other programs that strengthen our community.

EVENTS + ACTIVATIONS

2022 Programming



Westwood Second Saturday – Pride

In June 2022 we produced the first ever Pride event on the Westside. With record-breaking attendance, it was an evening of celebration in support of our friends and neighbors in the LGBTQ community. The event included live music, stand-up comedy, performances, vendors and food trucks from local LGBTQ businesses, and a rainbow light installation on the facade of Westwood Town Hall.



Westwood Second Saturday – Revive

The health and wellness themed, Revive, focused on providing active experiences for community members of all ages. Guests could participate in a free yoga class on the lawn, learn to play gaga ball, take tango lessons with Northside Tango, learn taekwondo techniques, dance with Pones and Cincy Tap, or relax and enjoy the five live musical acts throughout the evening.



Westwood Second Saturday – Feast

In August, we rejoiced in the gathering of community to feast on local foods that ranged from Jamaican to wood-fired pizza. We partnered with Cincinnati Shakespeare Company to bring a full performance of Twelfth Night to the neighborhood. This was their first event on the Westside! The evening ended with a set from hip hop and rap local group Sons of Silverton.



The Westwood Art Show

For the 13th year in a row, artists and makers converged upon Westwood to celebrate all things art. The event hosted over 50 local, majority-female, or minority-owned small businesses with handmade and homemade items. Guests of all ages enjoyed activities, food trucks, and live music at this free and open-to-the-public celebration of local art.

THANK YOU TO OUR

Community Partners & Sponsors

Carol Ann and
Ralph V. Haile, Jr.
FOUNDATION

arts
wave
Funding Arts. Fueling Community.

CB
COLDWELL
BANKER

ls
LEAH SLICER

KRONER
Dry Cleaners

hfo
Haverkos
FAMILY ORTHODONTICS

WEST SIDE
BREWING

WONDERCADE

IVORY
HOUSE

CINCINNATI
PARKS

the
Y
YMCA

Westwood
United Methodist Church

TOUR DE
cincinnati

MADTREE

CONTOURS
& CLAY

St. James Episcopal Church
WESTWOOD

HAPPY HANGOUT
THE FRIENDLIEST PLACE TO PLAY

city of
CINCINNATI

CINCINNATI
Shakespeare
COMPANY

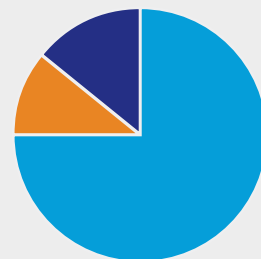
True Value
SMALL'S HARDWARE

perfect
little
peach

Where the Money Comes From

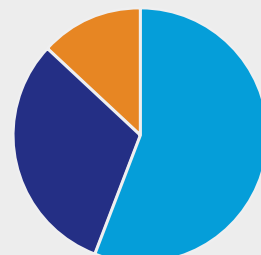
Major funding provided by The Carol Ann and Ralph V. Haile, Jr. Foundation

- Grants (75%)
- Individual & Event Revenue (14%)
- Corporate Sponsorships (11%)



Where the Money Goes

- Staff (56%)
- Events & Programming (31%)
- Admin & Special Projects (13%)



CONNECT



Whether you have great ideas on how to make Westwood a more vibrant community or want to lend a hand at events, there are many ways to make a difference within our organization.

Volunteer

Visit westwoodworks.org/get-involved to learn about all the ways you can get involved with Westwood Works.

Donate

Every dollar donated to Westwood Works is poured back into the community. Visit westwoodworks.org/donate to make your contribution.

Sponsor

The events and activities we host throughout the year are made possible by our generous sponsors. Want to become a sponsor? Email kevin@westwoodworks.org