



**Federal Reserve Bank of St. Louis
Investment Connection Proposal**

Proposal title	Heights Line
Contact	Jared Myers
Title	Executive Director
Email address	jared@heightscdc.org
Phone	901-233-2002
Organization name/address	Heights CDC Memphis, TN 38122
Mission statement	<p>The Heights CDC grows community through housing redevelopment and serving with and learning from our neighbors.</p> <p>Purpose: The Heights CDC exists to improve the quality of life of the Heights neighborhoods by building the capacity of community leaders, creating public green spaces, bring residents together, and redevelop blighted properties.</p>
Overview of organization	<p>The Heights CDC builds community through just-housing redevelopment and a commitment to serving with and learning from our neighbors. In the autumn of 2011, a group of neighborhood residents and members of Christ Community Church began a door-to-door survey. In light of community members' concern about problem properties and data that reveals a serious increase in vacant housing units, it is necessary if not urgent, to address the need for good housing stock. The establishment of a Community Development Corporation in the Heights was seen as the most viable option. Robert Montague and the Binghampton Development Corporation graciously accepted to incubate the Heights CDC, allowing it to be housed under the umbrella of the BDC, during its first few years of capacity building. During the incubation, the Heights CDC has rehabbed nine homes providing quality, affordable housing for families,</p>

	lead creative placemaking projects, and built the capacity of resident leaders, empowering them to revitalize their community. We have two full time staff and a committed board of seven who are majority community residents. The Heights CDC is officed out of Treadwell School in the heart of the community.
Website	www.heightsline.com
Social media link(s)	Facebook yes
Location of project/activity	Memphis, TN-MS-AR (MSA) Tennessee Shelby County
Geographic Impact	Citywide Countywide Neighborhood(s) Regional
Support request	Grant
Requested dollar amount	\$140,000
Proposal description and structure	The Heights Line is a linear park space and pedestrian promenade that stretches from Summer Avenue to Jackson Avenue. By using the existing median of National Street, where street cars used to travel, the project builds off of an existing neighborhood asset and connects the Heights neighborhoods to other metro assets like the Wolf River Greenway, Shelby Farms Green Line, and Overton Park. The Heights Line will be a space that is designed by residents who feel disconnected from the rest of the city and who feel unsafe in their own community. The space will include public amenities like seating, art, landscaping, and lighting that will all improve the quality of life, increase safety, and contribute to the revitalization of a mixed use corridor.
Issues addressed	Neighborhood Revitalization and Stabilization
Target population/geography	The neighborhoods of the Heights are: Highland, Mitchell, and Graham. Our boundaries are Summer Avenue to the south, Jackson Avenue to the north, Graham Street to the east, and Scott Street to the west. These boundaries include the four census tracts; 11,12,13, and 14. The Heights is a diverse community with a growing immigrant population from Central and South America as well as countries in the middle east. Resident ethnicity is 30% White, 50% Black, 25% Latino, and 5% other. Our current population (12,864) has declined 4.4% from 2000 to 2010. The neighborhood has 32% of residents below the poverty line with a MHI of \$27,531. Through decade of disinvestment the housing stock is in decline with a 20% vacancy rate and 60% renter and 40% home owner.
Population served including income	The Heights is a diverse community with a growing immigrant population from Central and South America as

	<p>well as countries in the middle east. Resident ethnicity is 30% White, 50% Black, 25% Latino, and 5% other. Our current population (12,864) has declined 4.4% from 2000 to 2010. The neighborhood has 32% of residents below the poverty line with a MHI of \$27,531. Through decade of disinvestment the housing stock is in decline with a 20% vacancy rate and 60% renter and 40% home owner. The four census tracts that make up the Heights are: 11,12, 13, & 14.</p>
<p>Anticipated outcomes/impact</p>	<p>It will promote economic development and address blight that contributes to health disparities and perceptions of safety that discourage walking and biking. Within a 1,500-foot buffer of the proposed Heights Line, there are currently 120 vacant lots and more than 240 vacant structures, with over 1,100 codes complaints filed. Based on data collected by Active Living Research, we anticipate property values within this bbuffer to increase \$3.54 million, and the Bluff City Snapshot's blight score to improve from 2.17 to 2.75 within three years. Additional goals for the project in the first 3 years include: Increasing the number of residents with access to improved green space from 3,800 to 23,000. Expand community capacity as measured by social network mapping and perception surveys. Improve health outcomes such as reduced rates of overweight and obese from 77.5% to 70%. Increase physical activity among neighborhood residents by 11% as measured by the Behavioral Risk Factor Surveillance.</p>
<p>How will the program be evaluated</p>	<p>Utilizing data collection methods such as activity mapping, active transportation counts, built environment assessments, and stakeholder surveys, we can measure impact. It will promote economic development and address blight that contributes to health disparities and perceptions of safety that discourage walking and biking. Within a 1,500-foot buffer of the proposed Heights Line, there are currently 120 vacant lots and more than 240 vacant structures, with over 1,100 codes complaints filed. Based on data collected by Active Living Research, we anticipate property values within this bbuffer to increase \$3.54 million, and the Bluff City Snapshot's blight score to improve from 2.17 to 2.75 within three years. Additional goals for the project in the first 3 years include: Increasing the number of residents with access to improved green space from 3,800 to 23,000. Expand community capacity among residents as measured by social network mapping and perception surveys. Improve health outcomes</p>
<p>Project time frame</p>	<p>New Program Project Duration: 1-3 Years</p>

Other significant partners in the proposal	City of Memphis Funding www.memphistn.gov Wolf River Conservancy Technical Assistance/Expertise www.wolfriver.org Hyde Foundation Funding www.hydefoundation.org
Time/Date Received	6/23/2018 9:17:05 AM