

SUPPORT OUR **HEALTHY HUB** CAMPAIGN



From Farm to Fork

The Food District @ Weinland Park
A Signature Project of the Godman Guild Association

Godman Guild Association

LEADERS IN SOCIAL INNOVATION THROUGH STRATEGIC COLLABORATIONS

A bit of history...

The Godman Guild has been serving the city of Columbus for 115 years, having touched the lives of an estimated half a people in the process.

Responsible for many firsts, the Association founded Godman Guild House in 1898, the first home for troubled youth. It also established the first supervised playground, library, public bath, public gym, and kindergarten, as well as managed the first community garden – a 70-acre operation that yielded a \$20,000 cash crop its first year.

Through economic and cultural change, the Association has continually evolved in order to face new challenges head on, always serving as a constant in the Columbus community.

Moving toward a brighter future...

Godman Guild's mission is to promote strong families and build solid communities in Central Ohio. Its vision is to build a strong, safe, and healthy community made up of people connected by mutual respect and shared values, self-sufficient families who have access to educational and economic opportunities.

The Association's bold new plan for the future involves implementing tremendous positive changes in the urban neighborhoods of Columbus. The Godman Guild has set the stage for touching the next one million lives through its collaborative partnerships and innovative programs.



Godman
Guild

Look what we've already accomplished...

In 2011, Godman Guild acquired the Community Economic Development Corporation of Ohio (CEDCO), a 501 (c) 3 Community Development Corporation. CEDCO is the Developer/Operator of the Food District @ Weinland Park, the first of many projects designed to ignite economic development in the Weinland Park area.

Through the Weinland Park Collaborative's efforts, together with Weinland Park residents, the neighborhood has already been successful in building the components of community development – with significant investment from JPMorgan Chase, The Columbus Foundation, United Way, Campus Partners, Wagenbrenner Development, and Community Properties of Ohio – in order to develop affordable housing:

\$12 million in philanthropic investment and nearly \$20 million in local, state, and federal dollars allocated by the City of Columbus has already been raised





It's all in the partnerships...

Collaboration with the Mid-Ohio Regional Planning Commission (MORPC) and others to develop the Food District @ Weinland Park is being bolstered by a recent grant from Cardinal Health Foundation.

Partnerships with Columbus City Schools and institutions for post-secondary education and training, including Columbus State Community College, further the Association's efforts to develop programs designed to foster educational achievement for Columbus residents.

The Association has forged a partnership with the Ohio Commission on Minority Health – which will bring financial, material and human resources and together – to help foster health and wellness and, specifically, to address the obesity epidemic in Weinland Park and the greater Columbus community.

A partnership with the Weinland Park Community Civic Association will continue to be critical to community engagement work in Weinland Park.

Together, the Association has touched the lives of hundreds of children and adults in Weinland Park through initiatives and programs designed to improve housing, public safety, education, employment, health, and civic engagement.

LEARN MORE ABOUT
HOW COLUMBUS IS GOING
FROM FARM TO FORK
THE FOOD DISTRICT @ WEINLAND PARK

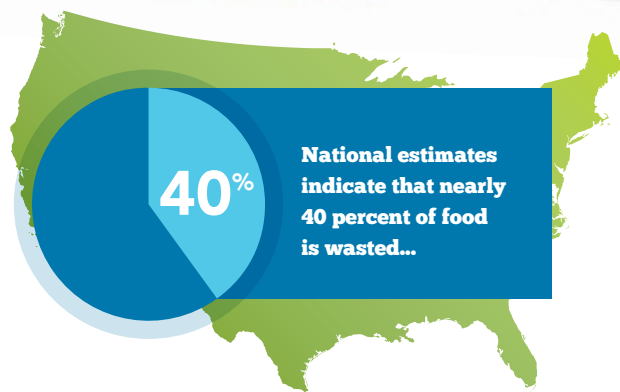


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From Farm to Fork...

IN A LAND OF PLENTY, WHY ARE SO MANY PEOPLE HUNGRY?

National estimates indicate that nearly 40 percent of food is wasted – blemished goods hauled to landfills by distributors, produce left unsold in farm fields and grocery cases, or uneaten in restaurants and homes.



Why, then, are 50 million Americans hungry or malnourished in a land of plenty of prepackaged, heavily processed, over-sweetened foods that fail to fulfill the dietary needs for living an active and healthy life?

There are many reasons for poor diets. Three key reasons are high poverty rates that put the purchase of healthy meals out of reach, the need for transportation to get to grocery stores that sell fresh options, or a lack of knowledge about how to grow and prepare nutritious food.

What can be done? The Food District @ Weinland Park's Healthy Hub Campaign was launched to **address hunger** – and related concerns – in Weinland Park and other neighborhoods.



FROM FOSTERING HEALTH TO CREATING EMPLOYMENT... HEALTHY HUB IS ABOUT SOLUTIONS

The challenge – in Weinland Park and many other places – is to create an efficient regional food system that strengthens communities and makes healthy local food readily available to all. Local food is fresh and healthful, but not always available. With careful and minimal processing that retains nutrients, local companies will make Ohio food available year-round – and keep the profits and benefits right here. The Food District @ Weinland Park has the potential to...



- 🌿 Create jobs and training programs to serve stressed neighborhoods;
- 🌿 Improve the economic health of the community;
- 🌿 Improve the health of Weinland Park residents;
- 🌿 Make fresh, local, healthful food more easily accessible;
- 🌿 Increase opportunities for local food farmers; and
- 🌿 Use food before it goes to waste.

From Farm to Fork...

PICTURE THE SOLUTION

Morning...

It's a quiet early morning in the Food District's Healthy Hub, a new three-story building on the site of a former noxious manufacturing facility at E. 5th Avenue and N. 4th Street. Volunteers arrive to wash, sort and process sauces and healthy meals out of surplus vegetables from nearby farms, produce auctions, or distributors.



The percussive chop-chop-chop of knives begins amid small conversations, followed by the sizzling sound of sautéed vegetables, the fog of steam filling large kettles, and the aroma of rosemary, garlic, and oregano.

Noon...

By midday, the center is in full swing – a symphony of sights, sounds, smells, and smiles. The volunteers and trainees know their time in the kitchen is not charity for the neighborhood, but an investment in a profitable enterprise that is reinvested from one person to the next...empowering the neighborhood residents with opportunity.

Across the hall, neighborhood residents stop into the co-op grocery to select locally grown melons and peppers for the evening meal, pausing to chat with neighbors and other shoppers. Kids stop in for ice cream made from a mix processed at the Healthy Hub. Young entrepreneurs step into the adjacent café for a cappuccino and fruit salad to take up to their second-floor shared office space, where they will crunch the numbers on the supply and demand for the new salsa they're trying to bring to market.

On the third floor, dozens of people mill about in the lobby and on a veranda looking south at the downtown skyline before a luncheon in the 400-seat banquet hall. A local caterer, employing trained workers from the neighborhood, brings filled plates up the service elevator from a staging kitchen on the first floor, next to the Healthy Hub.

And nearly night...

Out back, the loading dock is bustling. A restaurant's van pulls away after being loaded with greens and carrots and potatoes purchased from the wholesale cash-and-carry business in the corner of the building. One truck is loaded with pallets of marinara sauce processed inside and destined for kitchens at Nationwide Childrens Hospital, local schools and The Ohio State University. Another delivers cartons of tomatoes from a local produce distributor for cleaning and processing.



Farm to Fork Will Nourish & Revitalize Weinland Park...

Support for the Healthy Hub Campaign will enable us to do more than just paint a pretty picture...what you've just imagined can become a reality in Columbus.

The Food District @ Weinland Park will be a key to the neighborhood's revitalization – with job opportunities, fresh food, education, and community activities all in one location. Healthy Hub will use local food as a catalyst for healthy living, neighborhood vitality, and economic-development. The Healthy Hub will allow entrepreneurs and start-up companies to develop food products with research expertise that will also benefit business customers around the state.








It will take local food beyond the realm of community gardens and farmers' markets and, in the long run, will be a model for and a component of a regional food network. But most importantly, it will be a community asset where residents can work, shop, learn, meet, eat, and build a better future for their families.



FROM ENVISIONING TO IMPLEMENTATION...

WITH YOUR HELP, HERE'S WHAT THE HEALTHY HUB WILL BECOME

A multi-faceted facility that, in the initial phase, will...

-  Process and “co-pack” local food for existing Columbus-area companies expanding their product lines;
-  Have a job-training and placement component;
-  Rent commercial-kitchen space to food entrepreneurs;
-  Provide marketing and business-support services to food-related businesses;
-  Include a healthy food co-op and café;
-  Include a banquet facility; and
-  Offer wholesale cash-and-carry sales for restaurants and other large buyers.

With your support, the Food District @ Weinland Park will become a comprehensive, food-related business and workforce center. It will process and package local food for local companies, hire and train local residents, foster education programs, and offer retail opportunities and a banquet hall.

The Healthy Hub's food processing will be the cornerstone of a planned regional food system – a project that gives Weinland Park not just jobs and training, but also affordable access to nutritious food. It gives the city and region a model for a network of food hubs that create opportunities for local farmers and keep billions of food dollars circulating locally.

From Farm to Fork...

THE BIG & LITTLE PLANNING DETAILS

When...

The initial planning will be completed in late-summer 2013. While there is no timeframe yet for development, the business plan includes business-development staff prior to construction; and CEDCO has received a grant to pay for a consulting contract with MORPC to incorporate the Food District's plans into a broader regional food system.



COMMUNITY
ECONOMIC
DEVELOPMENT
CORPORATION
OF OHIO



Where & Why...

The Food District @ Weinland Park has selected the three-acre site at the northeast corner of E 5th Avenue and N 4th Street for the project for a variety of reasons. The site is...



- ✔ Convenient to I-71 access, in close proximity to High Street restaurants and downtown, and to such institutions as The Ohio State University (OSU) and Columbus State Community College (which can offer both expertise and a market for foods);
- ✔ Available, and is owned by Wagenbrenner Development, a project partner that has cleaned the former brownfield through a Clean Ohio grant, and is supportive of the Food District;
- ✔ In a neighborhood that needs jobs and investment, and is an ideal place for viable businesses that are also social enterprises;
- ✔ In a neighborhood that already has had substantial attention and investment from OSU, Columbus Foundation, Cardinal Health, JP Morgan Chase, United Way of Central Ohio, The Annie E. Casey Foundation, and other institutions;
- ✔ Adjacent to unused and under-used commercial and industrial buildings that could allow Food District clients to expand in the neighborhood, creating a critical mass of food-related businesses, and bringing urban economic development to an area in need.

FROM START TO FINISH...

THIS IS WHAT OUR HEALTHY HUB PROJECT NEEDS

The Food District @ Weinland Park's Farm to Fork Campaign seeks grants and loans from institutions, businesses and governments, and equipment donations from businesses to jump-start enterprises that then will be self-sustaining and profitable within three to four years. And we have relationships and partnerships with existing local and regional businesses to use the processing and business-service facilities, and train and employ neighborhood workers.

But it isn't enough to complete the Healthy Hub project...

Your support for this Campaign will play a key role in developing The Food District @ Weinland Park into a thriving Healthy Hub from which the entire community can benefit. With you in our corner, we will be able to...

- 🌿 Provide jobs and economic development to an area in need of both;
- 🌿 Strengthen the urban core;
- 🌿 Facilitate the growth of local food businesses;





- 🌿 Increase available markets for central Ohio farmers;
- 🌿 Keep farmland in production by making agriculture more profitable;
- 🌿 Keep food-spending dollars circulating in the central Ohio economy;
- 🌿 Make fresh, nutritious local food more easily accessible to central Ohioans of all backgrounds;
- 🌿 Provide a model for other food hubs that leaders in surrounding counties are considering;
- 🌿 Provide a foundation for a regional network of food hubs and a regional food system; and
- 🌿 Make Columbus a national leader in local-food planning, and system development.

Without the support of local community leaders like you, we will not be able to move forward. We need to raise \$_____ to do it. If you share our vision to create a multi-faceted, food-related business and workforce center, a vibrant urban core where everyone in the community can congregate...your support will help make it all happen.



THE HEALTHY HUB CAMPAIGN LEADERSHIP ALLIANCE



(Community Economic Development Corporation of Central Ohio),
a subsidiary of The Godman Guild Association



(Mid-Ohio Regional Planning Commission),
planning leader



OSU Extension
(Ohio State University)

OSU Knowlton
(Ohio State University)



City of Columbus



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