



Organization	LakewoodAlive
Organization Type	Not-For-Profit
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Project/Program Name	Paint Rebate Program
Total FY25 Project Budget	\$75,000
FY25 CDBG Funding Request	\$75,000

LakewoodAlive
Paint Rebate Program
CDBG Eligibility Criteria

LakewoodAlive's Paint Rebate Program satisfies the following eligibility criteria and is therefore suitable for CDBG funding consideration.

CDBG National Objective

Low-Moderate Income Housing (LMH): Activities including acquisition and rehabilitation that provide or improve permanent residential owner- or renter-occupied, single- or multi-family structures which, upon completion, will be occupied by low-moderate income households.

CDBG-Eligible Activity Category

Housing Rehabilitation (Residential): Repair, rehabilitation, or reconstruction of single- and multi-family owner- and renter occupied housing including bringing property up to local codes; energy efficiency/weatherization; handicapped accessibility/visitability; and emergency repairs. CDBG funds may be provided as grants, loans, or certain other forms of assistance.

HUD-Designated Performance Objectives

- Provide Decent Affordable Housing
- Create Suitable Living Environments

HUD-Designated Performance Outcomes

- Affordability
- Accessibility
- Sustainability

I. ABSTRACT

LakewoodAlive is a 501 (c) 3 community development organization. Our mission is to serve as a community centered non-profit that fosters and sustains vibrant neighborhoods. The Housing Outreach Program seeks to ensure all residents live in healthy and safe housing.

The Paint Lakewood Program is designed to help reduce the cost of exterior painting for residents. Services offered include access to a grant on a sliding scale to maximize assistance to those who are in the lowest income bracket. Those families considered low- or very-low income (up to 50% of area median income) receive the highest grant up to \$8,000 towards painting labor and materials. Those households with income up to 60% of area median income receive a maximum of \$7,000 grant, households with income up to 70% of area median income receive a maximum of \$6,000 grant, and those households with income up to 80% of area median income receive a maximum of \$5,000 grant.

In 2025, LakewoodAlive was approved to increase the grant dollars available per household to a range of \$5,000 to \$8,000 based on income level. LakewoodAlive requested an increase in support because of the increased cost of exterior painting.

Between July 1, 2024-June 30, 2025, LakewoodAlive completed 8 total projects for low-moderate income beneficiaries, all at 80% area median income and below. The total cost of the 8 painting projects was \$70,958. Grants covered \$37,319; City of Lakewood Division of Community Development covered \$21,219; and homeowners covered the balance of \$12,420. A total of 7 projects were approved in CY25.

LakewoodAlive did not apply for funding last year as there was a significant carry-forward. This was a result of the grant amounts being too low and paint costs too high, creating a delta low-mod residents couldn't afford. Increasing the grant amount by nearly half did the trick. **As of late April 2024, the entire Paint Lakewood Program carryforward had been completely committed.**

As of late June 2025, a waiting list exists that would exhaust the 2026 allocation should LakewoodAlive receive the typical \$42,000. With such high demand coupled with major costs to paint houses, we seek to nearly double the traditional demand to \$75,000.

The program addresses the following needs:

- Reduce lead-paint hazards, particularly from peeling paint
- Ensure health and safety of our homes, particularly related to lead-based paint
- Abate code violations around exterior paint to keep the home in compliance and maintain the aesthetic appeal of Lakewood's residential streets
- Improve neighborhood quality/maintain and improve housing quality

A challenge LakewoodAlive has found is that while the grant can be helpful and makes exterior house painting more accessible, the overall cost of painting a Lakewood house can be cost-prohibitive. High labor costs are an impediment to our clients, limiting our ability to complete more projects. The partnership between LakewoodAlive and the City of Lakewood Department of Community Development Loan and Rebate Program is essential in getting many of these jobs completed. The Paint Lakewood Program has seen an increase in the number of clients served since the implementation of the increased grant. Clients are working with professionals who are lead licensed and able to scrape, prime and prep in a professional manner to make the paint job last longer. Most of the companies are offering a warranty on the work, ensuring a high-quality paint job that, over the long term, will save the homeowner time and money.

II. PROJECT NARRATIVE

1. Community Needs Addressed/Service Gaps Filled

Lakewood's housing stock is the community's most important asset and is known as Lakewood's economic lynchpin. LakewoodAlive's Paint Lakewood Program is city-wide, and the only program of its kind in the community. . The program is not designed to cover the entire cost of exterior painting, but to provide enough assistance to make the job affordable, encouraging more people to be proactive and maintain the exterior of their homes. The preventative maintenance piece of this program will allow for our aging housing stock to remain in good repair, saving money and time down the line.

The Paint Lakewood Program is designed to allow for staff to work one-on-one with clients throughout the entire process of exterior painting, from gathering estimates, choosing a contractor to final inspection making sure that the work was completed in a lead safe and workman-like manner. Our staff is trained to educate, empower and listen to residents to address both interior and exterior issues in a property, helping to maintain and sustain healthy and safe homes. LakewoodAlive provides proactive assistance to help low-to-moderate income homeowners avoid prosecution and aid them in connecting to resources to assist them with correcting any cited or potential code violations.

All clients are low-moderate income and many have been cited by the Building Department. They don't have the funds to come into compliance, leading to prosecution, and possible court fees with money they don't have yet the original issue has not been addressed. This program helps to address that issue.

Services offered between July 1, 2024-June 30, 2025

Services	Completed	Approved	Financial Impact of Completed	Lifetime of Program 2010-2025	Financial Impact
Paint Program	8	7	\$70,958	150	\$680,202

Grant Dollar Amount Approved	\$8,000 (VLI)	\$7,000 (LI)	\$6,000 (LMI)	\$5,000 (LMI)
	3	4		

- All 8 clients served through the Paint Lakewood Program are low-moderate income (80% or less than area median income)
- 5 of 8 clients were elderly citizens or 63%
- 5 of 8 were female heads of household or 63%
- 3 of 8 were single female senior heads of household or 38%

2. Primary Goals & Objectives

Goal

- LakewoodAlive's Paint Program will be the go-to resource for low-moderate income households who are looking to address their exterior painting needs.

Objectives

- Complete 8-12 exterior paint jobs through the Paint Lakewood Program (July 1, 2025 – June 30, 2026). This number is a range due to unpredictable nature of exterior painting with regard to weather and contractor availability and reflects the range of grant amounts and increasing project costs.
- Educate household members about lead safe practices and the importance of working in a lead-safe manner.
- Educate household members about the importance of working with quality contractors and doing their due diligence when researching companies.
- Prolonging the life of an exterior paint job by working with quality contractors who stand by their work and offer warranties, leaving a quality job that has the ability to last 5-7 years.

3. Program Design, Uniqueness & Innovation

The Paint Lakewood Program has been a unique program from its inception: offering a carrot to low-moderate income households to tackle their exterior painting maintenance. We seek to encourage proactive maintenance while supporting those who have been cited, or worse yet, are in Housing Court.

This program is a resource that serves low-moderate income families across the community, helping them step-by-step to complete their projects and reinvigorate the pride they have in the homes and neighborhoods. The grant funding increase in 2025 has significantly helped residents offset rising labor costs and implementation of lead safe work practices which have made paint jobs even less affordable.

LakewoodAlive sees the Paint Lakewood Program, along with other Housing Outreach Programs, as an educational tool that empowers residents when working with contractors. The staff coaches, encourages and helps guide residents to get the job done correctly the first time, saving time and their precious financial resources.

4. Target Population

Low-moderate income households

5. Geographic Service Area

The City of Lakewood

6. Services Provided & Delivery Strategy

LakewoodAlive will begin to promote the Paint Lakewood Program in January 2026, with a goal to commence paint projects in May (weather permitting). Promotion will be done through:

- The Lakewood Observer
- LakewoodAlive Social media feeds
- LakewoodAlive newsletter
- Application distribution through local community partners
 - Office on Aging
 - Building Department

7. Client Outreach Strategies & Efforts

LakewoodAlive works closely with the City of Lakewood Building Department, the Diversion Program through the Municipal Court as well as the Department of Human Services and the Department of Community Development. These partnerships create a large number of referrals. The Housing Outreach Program also utilizes the Lakewood Observer, Sun Press, social media and digital newsletters to spread the word about available programming.

8. Partnerships/Collaboration with Community Organizations Serving Low-Moderate Income Persons

LakewoodAlive will continue to leverage our community partnerships to best advertise and connect with residents who would benefit from the Paint Lakewood Program. In January 2026, we will reach out to carryover clients and folks that have been added to a waitlist from 2025 as well as send out the updated application for the program to ensure folks will gain access as early as possible so that they can take advantage of the program in 2025.

9. Project Staffing

Title	Hours/Week Devoted to Program	% CDBG-Funded	Qualifications & Responsibilities
Housing Outreach Manager	40	0%	Oversees implementation of housing program; provides direct services; works directly with City and residents; administers financial assistance; develops grant applications and finding partnerships; interacts with City's Building and Housing Dept.
Staff Program Assistant	16	0%	Assists with client intake and administrative duties required by the program including Paint Lakewood intake.

10. Implementation Schedule

Milestone	Completion Deadline
Advertise the Paint Lakewood Program	Ongoing January to September 2026
Collect and process applications	Ongoing February to September 2026
Follow the project through to completion for each client	Ongoing between April/May and October 31, 2026

11. Projected Beneficiaries (January 1 – December 31, 2026)

	Persons	Households
Total Unduplicated Persons & Households to be Served	8-12	8-12
Unduplicated Low-Moderate Income* Persons & Households to be Served	8-12	8-12

* < 80% Area Median Income

12. Program Evaluation (data collection & analysis, outcome measurement procedures & methodology)

Data Collection Tools: At the beginning of 2025, LakewoodAlive deployed a Customer Relationship Management system ("CRM") to capture all interactions by the Housing Outreach program through a monthly count sheet which is an excel spreadsheet. All staff are requested to keep data on all client touches which is then submitted to the City of Lakewood. Staff are also requested to complete a Beneficiary Data Form for each new client to capture all required demographic data. We continue to review our data capturing processes and are always looking for new ways to most efficiently capture the necessary data.

Outcome Measurement Procedures & Methodology: LakewoodAlive uses data from the CRM to track the successes of the program. Not only do we track monthly client touches and progress, we also track all volunteer projects, participants, and values to help report the progress of the program. The Paint Program is also tracked monthly to highlight completed projects as well as the status of all projects enrolled in the program. LakewoodAlive utilizes a statistical worksheet that breaks down the accomplishments of the program into monthly segments highlighting what the program has accomplished throughout the month.

13. Additional data/information that strengthens the organization's case for CDBG funding support.

LakewoodAlive understands the importance and the impact CDBG funding can have in the community. We work to be efficient and streamlined to make the most of the funding we receive. Implementing a sliding scale tied to income - that covered labor costs - has been crucial. In 2025, LakewoodAlive was approved to increase the grant dollars available per household to a range of \$5,000 to \$8,000 based on income level. LakewoodAlive requested an increase in support because of the increased cost of exterior painting. This program, along with other CDBG programs, offered by various organizations, helps to keep low-moderate income residents in their homes. These programs help to create healthy, safe and affordable options for our residents whether they are new homeowners or long-time residents.

III. FY25 PROGRAM BUDGET

i. Expenses

Expense Category	Total Project (A)	CDBG Funds (B)	CDBG As % of Total (B/A)
Personnel			
Salaries	\$0	\$0	0%
Fringe Benefits	\$0	\$0	0%
Sub-Total Personnel	\$0	\$0	0%
Overhead & Operations			
Rent/Lease	\$0	\$0	0%
Insurance	\$0	\$0	0%
Materials & Supplies	\$75,000	\$75,000	100%
Professional Services	\$0	\$0	0%
Postage	\$0	\$0	0%
Travel	\$0	\$0	0%
Utilities/Telephone	\$0	\$0	0%
Insurance	\$0	\$0	0%
Equipment	\$0	\$0	0%
Sub-Total Overhead & Operations	\$75,000	\$75,000	100%
Total Project Costs/Program Budget	\$75,000	\$75,000	100%

ii. Funding Sources/Revenue

Source	Requested	Committed	Total
Agency Funds	\$0	\$0	\$0
CDBG FY24-FY25 CDBG Carry Forward Funds (est)	\$0	\$0	\$0
Other (Non-CDBG) Federal Funds	\$0	\$0	\$0
State Funds	\$0	\$0	\$0
Local Funds	\$0	\$0	\$0
County Funds	\$0	\$0	\$0
Private (Foundations, Individuals, Other) Funds	\$0	\$0	\$0
Earned Revenue/Fees	\$0	\$0	\$0
In-Kind/Volunteer Support (@ \$15/Hour)	\$0	\$0	\$0
FY25 City of Lakewood CDBG Funding Request	\$75,000	\$0	\$75,000
Total Funding Sources/Program Budget	\$75,000	\$0	\$75,000

IV. FY25 BUDGET NARRATIVE

1. How will City of Lakewood CDBG funds will be utilized to support the proposed program.

The Paint Lakewood Program is maximized to fund the exterior painting of low-moderate income residents. Without this funding, the program would not exist. Following income-qualification and approval, the resident selects a contractor. Once painting is complete, the Housing Outreach Manager conducts an inspection to ensure the work has been completed and done so in a lead-safe manner. Benis a lead clearance technician.

2. How will the proposed program function if the agency does not receive the full amount of requested funding.

The program would not exist as Paint Lakewood is a rebate/grant program for the exterior painting of an income-qualifying resident. The funds are used exclusively to pay for a percentage of labor and materials. No Paint Lakewood funds are used for LakewoodAlive staff time.

3. Describe the agency's efforts to develop/leverage other sources of funding to support the proposed program.

Paint Lakewood is entirely CDBG funded. In order to administer the program, LakewoodAlive receives a separate CDBG allocation for Housing Outreach. The organization also receives grants from foundations and financial institutions along with individual donations to administer the entire Housing Outreach Program. This program is, from time to time, layered with a Department of Community Development rebate or deferred loan to help low-moderate income residents bring their homes into compliance and live in a healthy and safe environment.