

# UpThere Academy Brick and Mortar

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## Executive Summary

**UpThere Academy Brick and Mortar** is a transformative, community-driven initiative located in Cleveland's Clark-Fulton area. It combines the culture of skateboarding with entrepreneurship, digital content creation, and the arts. Our mission is to empower local youth and creatives by fostering resilience, creativity, and economic opportunity through physical activity, skill-building, and collaborative community programming. UpThere Academy seeks to convert underutilized urban spaces into dynamic hubs of innovation and cultural pride.

We are seeking **\$250,000 in funding** to launch this vision. These funds will be used to **purchase or lease a permanent facility**, execute renovations, acquire essential equipment, support startup operations, and cover **insurance and administrative costs**. The project will roll out in two phases:

- **Phase One:** Launch the skateboarding facility, entrepreneurship coworking space, and community programming.
  - **Phase Two:** Build and activate a coffee shop and podcast/media studio to expand cultural engagement and revenue streams.
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## Mission and Vision

**Mission:** To provide a dynamic space that cultivates the skills, resilience, and creativity of Cleveland's youth and creative community, using skateboarding, arts, and entrepreneurship as key tools for engagement.

**Vision:** To establish a lasting, self-sustaining community hub that promotes physical and mental well-being, cultural expression, and economic empowerment for generations to come.

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## Key Components of UpThere Academy Brick and Mortar

- **Skateboarding Space:** A custom 4-foot mini ramp and modular street-style skateboarding structures that offer youth a safe, supportive environment to develop skills and stay active.
- **Coworking and Creative Studios:** A collaborative workspace for freelancers and entrepreneurs, featuring desks, lounge areas, and offices. It includes on-site business advising and digital content support through Digital Leaf Media Consulting.
- **Phase Two - Coffee Shop and Bakery:** A café offering locally sourced food and drinks that will serve as a community gathering point.

- **Phase Two - Podcast Studio:** A professional audio-visual recording studio for live streaming, podcasting, and digital storytelling.
  - **Event Space and Arts Programming:** Hosting events such as poetry readings, music performances, comedy nights, and art workshops to foster local talent and celebrate cultural diversity.
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## Community Impact

UpThere Academy Brick and Mortar is designed to enrich the Clark-Fulton neighborhood through:

- **Physical Health and Activity:** Providing a safe space for youth to engage in skateboarding and physical movement.
  - **Emotional and Social Growth:** Encouraging confidence, creativity, and community building through structured programs and peer engagement.
  - **Youth Skill-Building and Empowerment:** Teaching entrepreneurship, media production, and artistic disciplines to build confidence and real-world experience.
  - **Local Economic Growth:** Supporting local creatives and small business development to contribute to the neighborhood's economic revitalization.
  - **Cultural Engagement:** Partnering with local organizations to host events that reflect the neighborhood's diversity and pride.
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## Financial Plan

### Startup Costs

Item	Cost
Facility Acquisition or Lease Buyout	\$90,000
Renovation & Buildout	\$50,000
Skateboarding & Digital Equipment	\$30,000
Insurance (First Year)	\$10,000
Initial Marketing & Outreach	\$10,000
Working Capital	\$60,000
<b>Total</b>	<b>\$250,000</b>

## Monthly Operating Expenses

Expense	Monthly Cost
Rent (if leasing)	\$2,500
Utilities	\$1,000
Staff Salaries	\$4,000
Maintenance	\$500
Insurance	\$1,000
Marketing	\$500
<b>Total</b>	<b>\$9,500</b>

## Revenue Projections (Year 1)

Revenue Source	Monthly Estimate
Membership Fees	\$4,000
Event Space Rental	\$2,500
Merchandise Sales	\$1,500
Phase Two: Café Sales	\$2,500
<b>Total Revenue</b>	<b>\$10,500</b>

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## Funding Request and Use of Funds

We are seeking an initial investment of **\$250,000**. These funds will be allocated as follows:

- **Facility Acquisition or Long-Term Lease:** \$90,000
- **Construction and Renovation:** \$50,000
- **Skateboarding and Digital Equipment:** \$30,000
- **Insurance Coverage (Year 1):** \$10,000
- **Initial Marketing & Community Outreach:** \$10,000
- **Working Capital (Staffing & Operations):** \$60,000

A future round of funding or reinvestment will support **Phase Two**, which includes the coffee shop and podcast studio buildout.

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## Potential Partnerships and Collaborations

UpThere Academy welcomes partnerships with public and private entities dedicated to community development. Our collaboration strategy includes:

- **City of Cleveland Departments:** Aligning with city initiatives focused on youth development, cultural programming, and small business support.
  - **Metro West Community Development:** Assisting in space procurement and neighborhood revitalization alignment.
  - **Esperanza and HBC:** Supporting youth leadership and outreach in the Latino community.
  - **Local Schools & Arts Organizations:** Co-developing educational and creative programs.
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## Metrics for Success

We will evaluate our impact through:

- **Membership Growth:** Monitoring registrations and user engagement.
  - **Event Participation:** Tracking attendance at public events and workshops.
  - **Youth Engagement:** Assessing participation and progression in youth programming.
  - **Community Feedback:** Gathering input to continually refine services.
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## Alignment with Metro West's Mission

UpThere Academy Brick and Mortar aligns with Metro West's goals of revitalizing neighborhoods and celebrating cultural identity. Our initiative supports local entrepreneurship, youth empowerment, and public arts while creating a safe, active, and economically vibrant community space.

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## Conclusion

UpThere Academy Brick and Mortar is more than a skate space or coworking studio. It is a **culturally rooted, inclusive hub for empowerment and expression**. With community and financial support, we aim to launch a space where Cleveland's youth and creatives can thrive, collaborate, and lead the next wave of innovation in the Clark-Fulton neighborhood.