

ingenuity

CLEVELAND

Ignite the
Creative Spark ...

[@ingenuitycleveland](#)

Ingenuitycleveland.org

216-589-9444

Proudly operating IngenuityLabs in the St. Clair Superior Neighborhood
5401 Hamilton Avenue, Cleveland, Ohio, 44114

Who We Are:

2025 marks Ingenuity's 20th year, a milestone we are thrilled to achieve. Through periods of growth and economic uncertainty, long years of limited gatherings and the social & economic adjustments that have followed, one thing is certain:

Ingenuity is an organization built to not only endure, but thrive, in challenging times.

Our strength comes from celebrating together in the spirit of curiosity. We value making and doing, trial and error, experimentation. Our dedication to the iterative process has allowed us to transform from a once annual festival to a year-round home for innovation and testament to the power of creativity to address civic needs of all sorts.

Today, we not only create exciting spaces to learn and explore, but also help Northeast Ohio envision more beautiful and fulfilling places to live, work & play. Our work is inspiring, uplifting and joyful, but it is also urgent. As the challenges facing our communities deepen, and our understanding of, and empathy for, neighbors and fellow citizens continues to fracture, we need more settings where we can come together, face to face, in the spirit of collaboration. Yet spaces like ours - both the physical places and the programs produced - are increasingly threatened by rising costs and shifts in funding, though demand is higher than ever. Creative entrepreneurs and artists offer unique perspectives and problem-solving skills, and may hold the keys, more than ever before, to the intractable challenges our communities face. Yet many — especially those from marginalized backgrounds — are met by limited access to tools, space, and support. At Ingenuity, we meet this need with inclusive, dynamic programming that turns ideas into action and space into opportunity.

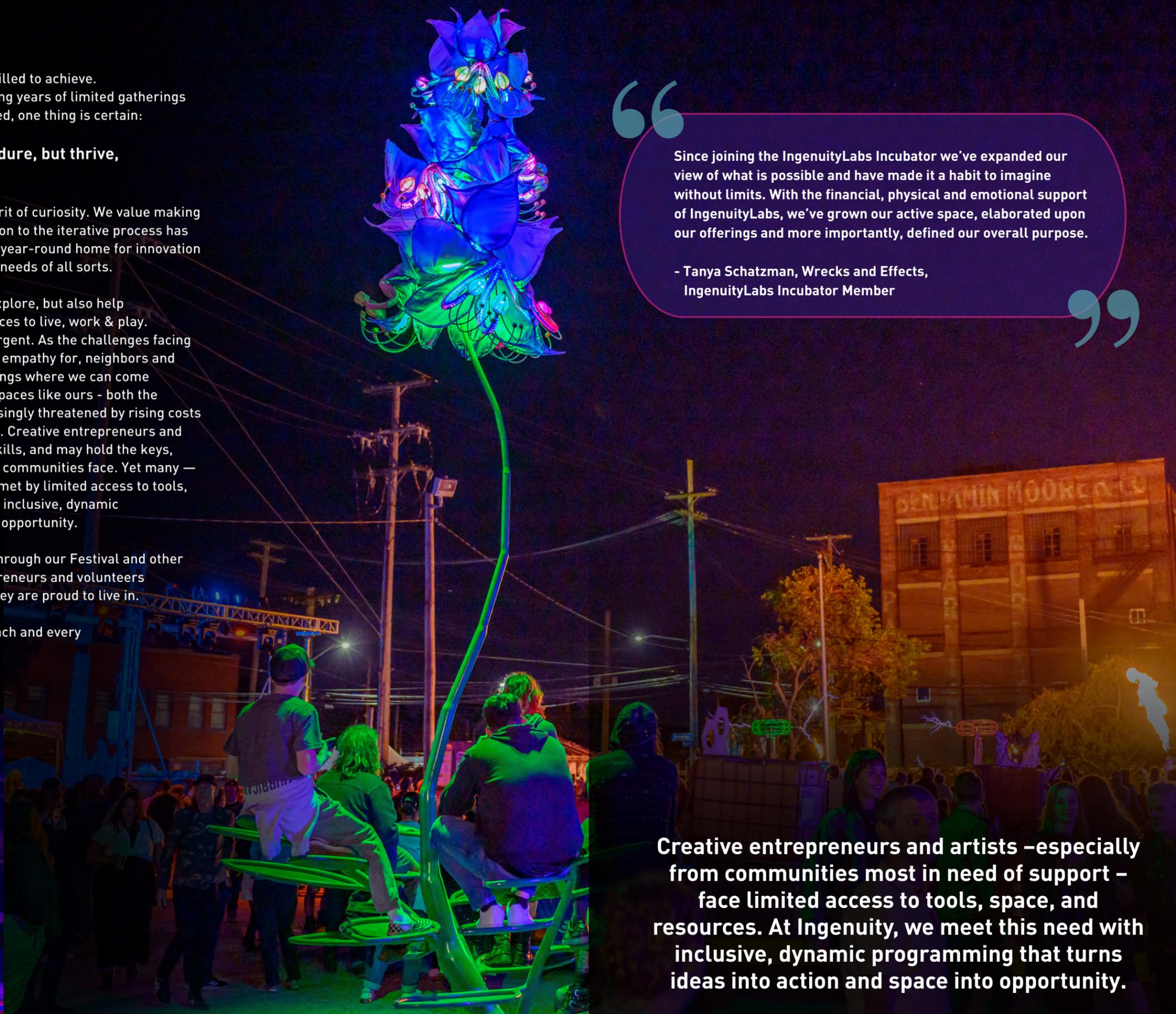
We serve nearly 100,000 audience members each year through our Festival and other programs, and offer nearly 1000 working artists, entrepreneurs and volunteers opportunities to learn and contribute to building a city they are proud to live in.

In turn, we are proud of the story we are building with each and every member of our family of supporters, including you!

We look forward to sharing our next 20 years.

Emily Appelbaum

Emily Appelbaum
Executive Artistic Director



“
Since joining the IngenuityLabs Incubator we've expanded our view of what is possible and have made it a habit to imagine without limits. With the financial, physical and emotional support of IngenuityLabs, we've grown our active space, elaborated upon our offerings and more importantly, defined our overall purpose.
”

- Tanya Schatzman, Wrecks and Effects,
IngenuityLabs Incubator Member

Creative entrepreneurs and artists –especially from communities most in need of support – face limited access to tools, space, and resources. At Ingenuity, we meet this need with inclusive, dynamic programming that turns ideas into action and space into opportunity.



Ingenuity Cleveland ignites the creative spark among artists, entrepreneurs, and innovators through joy and collaboration in service to social progress.

Ingenuity is a catalyst that revitalizes and reinterprets Cleveland.

The Fuel For Our Fire – Our Pillars

Collaboration

Businesses, residents, experts and institutions join a dynamic community of artists and entrepreneurs as we work together at the intersection of placemaking, urban planning, programming and public process.

Innovation

We invest in building the conditions necessary for cross-pollination and growth. IngenuityLabs is a vibrant network welcoming corporate partners, cutting edge artists, engineers, professionals and hobbyists alike, into a flexible, inclusive space stocked with talent, tools and resources.

Curiosity

Through hands-on activities, peer-to-peer learning, and a distributed leadership model, we offer year-round opportunities to engage, learn and grow. Our programs and workshops serve an intergenerational audience and reach even the littlest makers, igniting the creative spark for all.

Joy

That's right, We'll come right out with it! Ingenuity is driven simply by the joy of creating, and of doing it together.

Need we say more?



By the Numbers:

- 20,000+ attendees at IngenuityFest annually
- 500+ paid artists, performers and creatives engaged each year for large-scale events & productions
- 300 Volunteers from businesses, colleges & the Community at large
- 10,000+ annual (wo)man-hours spent collaboratively building & creating
- 30 small businesses housed in IngenuityLabs receiving space, tools, and resources
- 12 (and counting!) Ignite! Impact Awards granted, focused on low-barrier-to-access entrepreneurship resources for those traditionally underrepresented or excluded
- 100,000+ annual person-hours of programming enjoyed
- Thousands of free tickets distributed to and through local organizations, allowing us to reach the widest audience possible
- 40,000+ annual visitors to the St. Clair-Superior Neighborhood for combined Ingenuity Programs
- 10 Million total impressions across web, print, billboard, TV & Radio
- \$4 Million in Economic Impact annually!

We envision a Cleveland where creativity is the foundation for community revitalization, economic mobility, and joyful self-expression.

46%

of IngenuityLabs members identify as members of a minority or marginalized group . . .

53%

of participants say they could not afford an alternative location . . .

76%

of IngenuityLabs members volunteer for weekly Ingeneers sessions . . .

89%

of IngenuityLabs members work on a project with Ingenuity outside of their Labs space . . .

96%

of Attendees learn something new when they come to IngenuityLabs . . .

97%

of Attendees would recommend Ingenuity to a friend . . .

99%

of Attendees will plan to come back . . .

100%

report having had FUN . . .

IngenuityFest

Our flagship annual festival, bringing 100+ artisan vendors, immersive artworks & technology exhibits, performances across 6 stages, and much more to an audience of 20,000, displayed through the 300,000 square foot Hamilton Collaborative!

IngenuityLabs

Classrooms, workspaces and the IngenuityLabs Incubator - part residency and part accelerator - aimed at creatives ready to bring their ideas to life! Home to 30 small businesses, IngenuityLabs offers 1-on-1 consulting, tools & resources, studio & workshop spaces, and a community of like-minded individuals.

Ingeneers

A volunteer-driven collective of 300+ meeting in a fun, free, welcoming environment offering peer-to-peer learning, networking and skill building. Part workshop and part social club, this open-to-anyone crew is the driving force behind some of the city's most imaginative art interventions.

Ignite! Entrepreneurship

Ignite! includes workshops & the Ignite! Impact Awards, emphasizing low-barrier to access entrepreneurship education and resources, especially for women, minorities, and other underrepresented groups.

Ingenious Spaces

From community programming to economic development, Ingenuity provides a variety of services in the interconnected fields of placemaking, public art, urban planning, design & public programming. As co-founders of the now-annual MetroHealth Juneteenth Freedom Festival, #VoiceofCLE Public Art Project, and many more, we are fanning the flames of creativity across Northeast Ohio.



Then:

IngenuityFest was born from a bold vision—a multi-day, multi-venue celebration designed to reawaken Northeast Ohio’s connection to its city. It invited residents and visitors alike to rediscover Cleveland as a thriving, dynamic hub of creativity and innovation. The festival breathed life into forgotten spaces—storefronts once dark, alleys abandoned, and interiors long overlooked—by merging the worlds of arts, technology, and entrepreneurship. From its inaugural gathering at Cleveland’s iconic Public Square, IngenuityFest roamed through the city’s heart, making stops at Gateway/East 4th Street, Playhouse Square, Cleveland State University, the Detroit Superior Bridge’s hidden streetcar level, and Northcoast Harbor, before finally finding its home in St. Clair-Superior in 2016.

A strategic shift broadened Ingenuity’s scope to support year-round programming connecting creativity to educational, community, and economic development needs for our city, focusing on the Maker movement, STEAM education, placemaking, forging key partnerships with organizations like LAND studio, Cleveland Public Library, and the Great Lakes Science Center, and fostering an ecosystem where art, innovation, and economic progress intertwine.

Now:

In 2017, Ingenuity took a transformative leap, envisioning a year-round home for creativity, entrepreneurship, and innovation. As co-founders and guiding forces of the Hamilton Collaborative, we sought to create an open, accessible, economically dynamic pilot project in a reclaimed industrial space, moving permanently to St. Clair Superior, an inner-ring community in need of reinvestment.

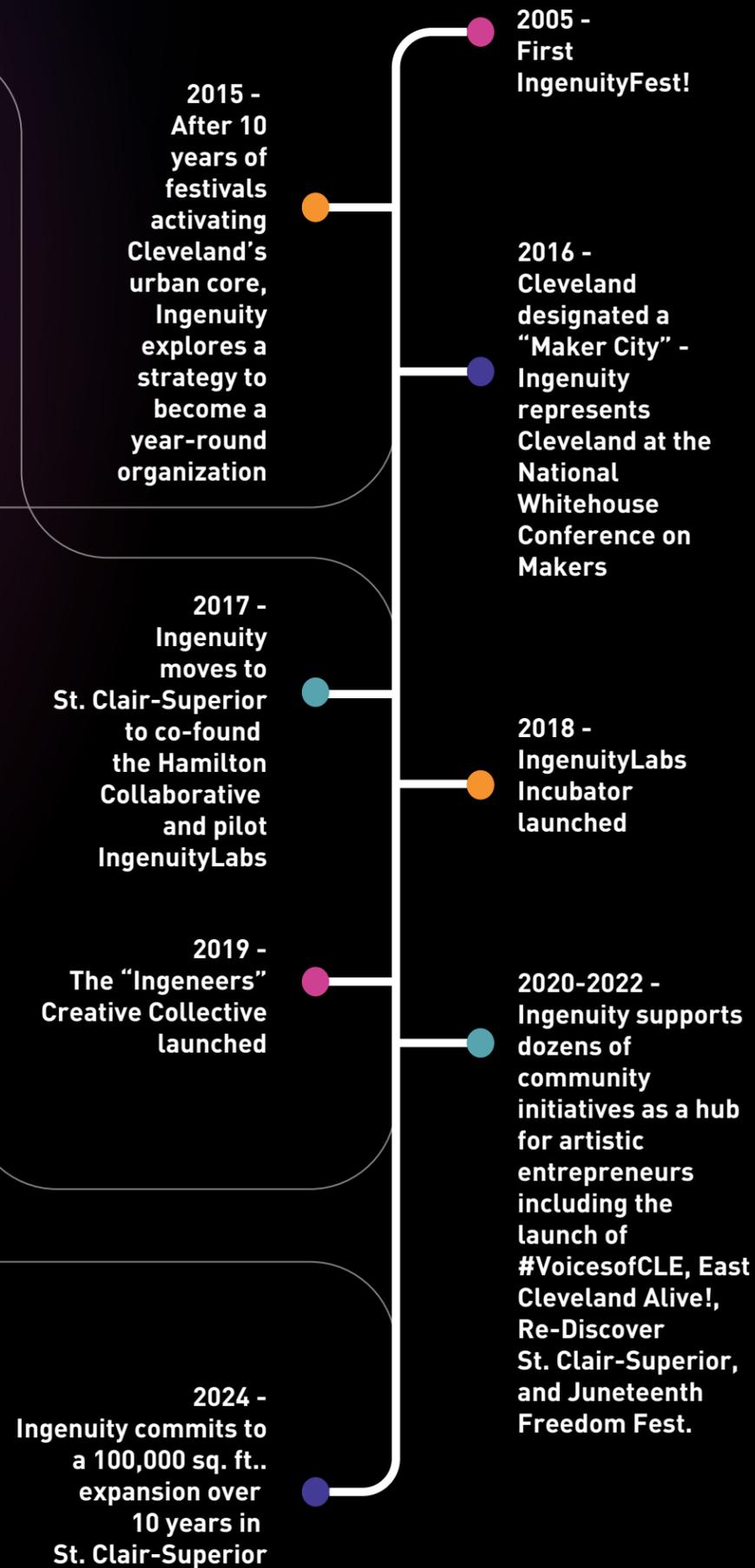
Despite the challenges of the pandemic, Ingenuity was able to plan for robust capacity building, expanding our organization’s key programs and initiatives, and increasing reach throughout the Northeast Ohio region. In planning to serve as a platform for recovery and revitalization for our neighborhood and the entire creative landscape, Ingenuity undertook further strategic planning and appreciative inquiry, rooting ourselves in the neighborhood as a stakeholder and cultural driver.

Today, our vision is a reality. We operate IngenuityLabs in the former Osborn Manufacturing Company, where we support the creative energies of individuals and groups in ways that build new economic models; empower people of diverse backgrounds and capabilities; promote equity and inclusion, especially where exclusion has been the norm; and generate a lasting, self-replicating culture of growth and innovation.

The Future:

Ingenuity remains so much more than a festival – it is a community anchor, a petri dish, and a beacon for those who think differently, including artists, entrepreneurs, and innovators from across the region. We are poised to more than double our impact in coming years, expanding our IngenuityLabs Incubator, adding new large-scale spaces for teaching, building and presenting, and providing more opportunities for Clevelanders each season.

Ours is a story of resilience, reinvention, and an unwavering belief in the transformative power of creativity, and we are just getting started!



Ingenuity has evolved to respond to a lack of inclusive creative spaces, support for nontraditional entrepreneurs, and interdisciplinary community-driven innovation in Cleveland.

Our move to the St. Clair Superior neighborhood is born from a demand for accessible space, and innovative solutions to urban challenges. We are tied to a key moment of neighborhood reinvestment, and with a record of proven impact, we are poised to meet this moment.

What will Growth Look Like?

Ingenuity embarks on this next phase of our journey at a time and place where investment can ignite a chain reaction, sparking change for our neighborhood and beyond.

Permanence, along with a phased approach to improvement and expansion, allows for a financially sustainable future serving our community through our mission to unite creatives and entrepreneurs in service to civic progress.

We are anchoring our strategy in a physical space that is irreplaceable. Soaring 30' ceilings, 10- & 20-ton bridge cranes, loading docks, 3-phase power and a 10k ft² library of reclaimed materials . . .

We need your help to preserve and restore this industrial amenity, an unparalleled setting which could not be re-created today.

Program	Who is Served	# Served / Year	Outcomes	Future Growth
IngenuityFest	Regional Ohio public, creatives, innovation industry & young professionals.	20,000+	Brings the community together for hands-on experiences for all ages, which celebrate our innovation landscape inspire and encourage new ideas and changed perspectives.	Permanence & growth allow for bigger, better IngenuityFests, welcoming more guests and exhibitors & for greater economic impact annually/
IngenuityLabs	Start-up creative businesses, primarily with strong social impact goals.	24-50+	Offers space to those who might not fit into a traditional incubator. Sees and encourages the artist as an entrepreneur. Expands reach uplifting independent, mission-aligned businesses & projects.	Expansion not only doubles the number of Incubator members, but improves the resources available to each.
Ingeneers	Individuals of all skill levels and backgrounds seeking meaningful and welcoming creative outlet and like-minded community.	300+	Creative collective reaches as many as 100,000 audience members annually with activations born from up to 10,000 hours of creative collaboration. Turns the audience into participants, promotes culture of creativity and cultivates the next generation of artistic leaders.	Expansion will allow 10,000 square feet of new dedicated shop space for Ingeneers projects, increasing group size, reach and efficacy.
Ignite! Entrepreneurship	Local entrepreneurs from underrepresented communities looking for low-barrier education and support taking the next steps	50+	Immediately actionable advice, networking and new resource exposure in come-as-you-are environment. Microgrants help recipients cross a threshold, aspiring entrepreneurs get a vote of confidence along with tangible assistance such as space, tools, and resources	Improved space for lecture series, additional private workspaces for Impact Award winners. Increased capacity to offer more awards each year.
Neighborhood & Educational Programming	St. Clair-Superior residents, especially families and CMSD Students	500+	Intergenerational and K-12 Programming that is adaptable to community needs and requests. Today, programming is responsive to requests, but expansion will allow for dedicated program growth, along with a process of evaluation and refinement.	Gathering space that is clean, welcoming, and inviting, with ability to welcome hundreds each month.
Ingenious Spaces	Local and Regional organizations with need for supplementary creative services	15-20+	Ingenuity is deployed throughout the region on more than a dozen special projects annually, helping other organizations further efforts toward creative collaboration and community engagement.	Greater adaptability to community needs, opportunities to provide pathways for Ingenuity's emerging creatives.

Help Us Forge the Future!

Ingenuity is “Forging the Future” with expanded programming and upgrades, working with partners like you to multiply our impact through:

- **Personal Studios** for early to mid-career entrepreneurs, makers, and artists.
- **Shared Tools and Workshops.**
- **Business Development** resources and programming.
- **Peer-to-Peer learning.**
- **Opportunities for Growth and Wxhibition,** testing & developing skills.
- Connections to outward-facing and **Revenue-Generating Opportunities.**

We make available some of Cleveland’s most unique industrial facilities including 3-phase power, loading docks, 20-ton bridge cranes, 30-foot ceilings & large flexible spaces.

Expansion will mean:

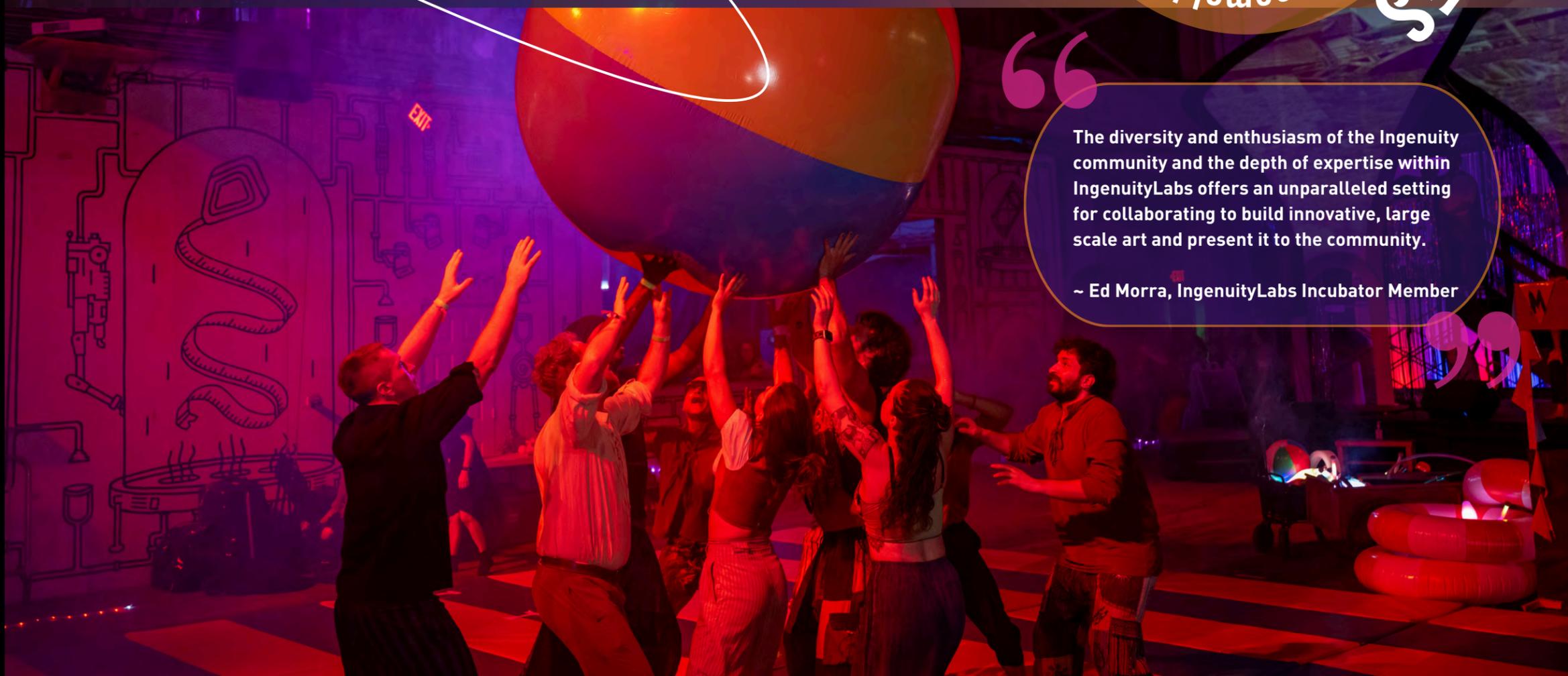
- Equipping 30 new IngenuityLabs Incubator studio spaces.
- Preparing 2 new teaching spaces for educational programs and partnerships serving k-12 students at CMSD and beyond.
- Launching a new rehearsal, performance & flex space, the “Ingenuity STEAMshop.”
- A new white wall space to serve retail and programming needs for collaborators, the “First Impressions Gallery.”
- New bathrooms, LED lighting, HVAC and accessibility upgrades.
- **Increased Financial Sustainability!**

Nearly 20 years since our inception, we have the opportunity to now realize our full potential, leading change in the St. Clair- Superior Neighborhood and transforming the former Osborn Manufacturing Co. into a benchmark facility for the cross-pollination of Arts + Technology, supporting People, Places and Partnerships:



“The diversity and enthusiasm of the Ingenuity community and the depth of expertise within IngenuityLabs offers an unparalleled setting for collaborating to build innovative, large scale art and present it to the community.

~ Ed Morra, IngenuityLabs Incubator Member



Why Here? Why Now?



St. Clair Superior, and our entire city, needs places where Clevelanders can come together. Places for cultural expression and community building, co-creation and pride. We need healthy after-school environments for youth, low-cost community gathering spaces akin to a simple coffee shop. Ingenuity has a track record of success in working to provide those spaces.

-Terri Hamilton Brown, Executive Director, St. Clair Superior Development Corporation



What Will Change?	For Who?	Impact
Ingenuity will achieve permanence as a community anchor, completing its transition to year-round organization in a stable home, poised for long-term growth, expansion and revenue generation.	Ingenuity Cleveland Organization	<ul style="list-style-type: none"> • Mission Fulfillment • Streamlined Services and Staffing • Financial sustainability
100,000 square feet of new Creative Space will include classrooms, flexible space, workshops and private studios, with repaired flooring, roofing & bathrooms, LED lighting, and upgraded doors & access.	IngenuityLabs Facility	<ul style="list-style-type: none"> • Unique industrial resource preserved • More individual creatives served • Flexible spaces for collaborative programming & partnerships
Improved access to tools, equipment, shared shops and entrepreneurship support. Increased opportunities for real-world experience and business growth as IngenuityLabs continues to directly promote inclusion of Labs members in events across town.	IngenuityLabs Community	<ul style="list-style-type: none"> • Greater overall exposure to opportunities for peer learning, growth and development • Cross pollination to stimulate growth
Investment in an anchor institution in a previously underserved neighborhood, situated at a nexus for new investment in an emerging industrial arts district.	St. Clair Superior Neighborhood	<ul style="list-style-type: none"> • Identity-building at a key intersection • Hub for economic growth & ideation • Foot traffic during events & year round • Direct services for residents
The creation of Cleveland's largest-scale mixed-use creative space intentionally aimed at fostering collaboration among members & providing direct opportunities to effect community change.	Cleveland Arts Landscape	<ul style="list-style-type: none"> • Big, loud, dirty, messy space providing unique tools & resources • One-stop-shop for learning, network-building, experimenting and refining
Securing the future of a first -of-its-kind economic model for our city, cementing a key amenity not replicated elsewhere.	Northeast Ohio Region	<ul style="list-style-type: none"> • Opportunity to define a new model and world-class resource & asset • Ongoing events and experiences that are "uniquely Cleveland."

“Ingenuity is a phenomenally inclusive community full of beautiful minds. It brings people together through a shared mission of elevating Cleveland in powerfully creative ways.”

~ Davidione Pearl, Ingeneer



Our Reach & Scope:

10,000,000+ TOTAL IMPRESSIONS
Annual Impressions across Digital Platforms, In-Person Events, & Media Mentions

100,000+ AUDIENCE-HOURS
Programming Served to Clevelanders and regional visitors

40,000+ ANNUAL VISITORS TO ST. CLAIR SUPERIOR
Joining exclusively for our programs and offerings

7,200+ ST. CLAIR SUPERIOR RESIDENTS
Joining exclusively for our programs and offerings

Our Commitment to Sustainability

Ingenuity is committed to sustainability through creative reuse, resource sharing, community stewardship, and innovation around green technologies. We are incrementally improving our 100-year old home with LED lights, low-flow faucets, composting and more. We reimagine underused spaces and materials, diverting hundreds of yards of waste annually, and model sustainability as both an environmental goal and a foundation for social and cultural impact, embedding these values across our programs, partnerships, and operations.



Our Commitment to Economic Development

Though Ingenuity is a nonprofit, we are entrepreneurs at heart, committed to a future built on financial sustainability — for our organization and those we serve. We celebrate the arts for their intrinsic value (“art for art’s sake!”) while also connecting our community of artists to real-world opportunities where their creative vision and problem-solving skills are valuable assets. Through this work, we generate lasting economic impact for our organization, our creative family, and the community as a whole



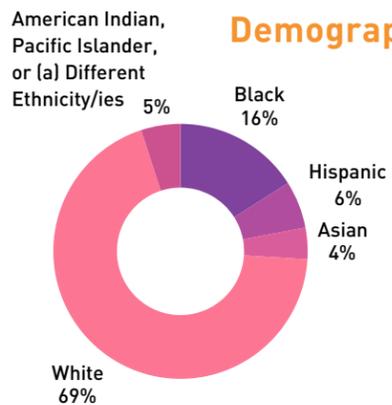
Our Equity Commitment

Ingenuity Cleveland commits to ensuring that our work is reflective of the community that we serve, and keeping the principles of inclusion and equity at the forefront of all operations, from staff hiring and board cultivation to programming and accessibility.

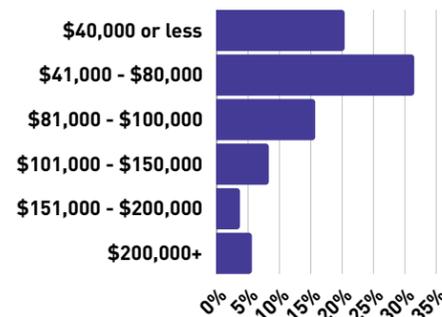
We seek to strengthen our current board and staff’s ability to make decisions and shape programs that promote racial equity through attendance at Ingenuity-selected trainings, and actively procuring stakeholder meetings with individuals and organizations involved with and successful at promoting racial equity in our local community. We also seek to grow our board with the addition of new members well-suited to help us implement racial equity priorities.



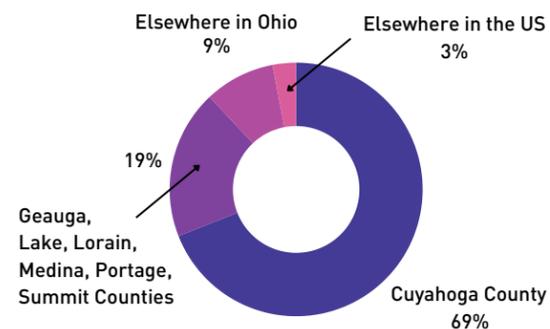
Demographics



Attendee Income



Residence



How You Can Help!

- **Join the Festival as a Sponsor, or Exhibiting Sponsor, to showcase your work and commitment to Cleveland's Creative Economy!**
- **Name a space at IngenuityLabs and support the physical improvements that foster Innovation!**
(Naming rights offered yearly, biannually or indefinitely.)
- **Approach us about curatorial services, a programming partnership, a commissioned art piece or pop-up event!**
- **Host something at IngenuityLabs: a volunteer workday, corporate team-building activity, or even just a lunch n' learn!**



THANK YOU!





Ingenuity Staff

Emily Appelbaum, *Executive Artistic Director*

Emma Morris, *Marketing & Development Manager*

Russa Wenzel, *Programming & Sustainability Manager*

Arron Bound, *Site Coordinator*

Ingenuity Board of Directors

Kristen Hoover Boutton, *Board Chair, AmTrust Financial Services*

Brett Altier, *VP of Special Projects, Ice Miller LLP*

Radhika Balasubramaniam, *Co-Secretary, Visa*

Michael Bruder, *Co-Secretary, Case Western Reserve University*

Brian Wheatall, *Treasurer, Swagelok*

Cena Hilliard, *Financial Advisor, Case Western Reserve University*

George Smith, *Enbridge Gas Ohio*

Laura DeMarco Petkovic, *Greater Cleveland Partnership*

John McGovern, *Central State University*

Grant Marquit, *MAGNET*

Jay Lowry, *CBIZ*

Liz Ruttenberg, *DEI Consultant*

Juleian Curtis, *Urban Strategies, Inc.*

Ivana Vucenovic, *Deloitte*

Barry DiJulius, *Cuyahoga Community College*