

DEPARTMENT OF ECONOMIC DEVELOPMENT

SUMMARY FOR THE LEGISLATIVE FILE

ORDINANCE NO: 1522-2025

Borrower: Village of Joy Corporation or designee
Project Name: Birthing Beautiful Communities
Project Manager: Robin Brown
Ward/Councilperson: 7/ Howse Jones
City Assistance: UDAG Loan
Project Site: 1802 East 65th Street, Cleveland, Ohio 44106

Project Summary

Birthing Beautiful Communities (BBC) is a nonprofit organization dedicated to improving maternal and infant health outcomes in underserved communities, particularly among Black, Indigenous, and People of Color. BBC builds community capacity by training and deploying perinatal support persons (doulas), providing culturally appropriate education and advocacy, and directly offering midwifery-led care. The organization is governed by a mission of improving systemic and community structures that lead to poor birth outcomes, and it has already assisted over 2,000 women, babies, and families. BBC seeks to expand access to midwifery and wellness services, addressing racial disparities in birth and gynecologic outcomes by delivering trauma-informed, relationship-based, prevention-focused care.

The proposed 15,000 square foot Birth Center will be a freestanding facility to be opened in 2026, and operated under the management of BBC's leadership. It will be staffed by nurse-midwives and a collaborating physician (as required) and will follow the care standards advocated by the American Association of Birth Centers. The model emphasizes holistic women's health care: midwives will serve as primary care providers for life-course gynecologic and obstetric needs, managing both routine and acute conditions, providing educational support, and prioritizing prevention. The service mix is expected to be about 70% obstetrics and 30% gynecology, and payor sources will include Medicaid, private insurance and private-pay clients in roughly equal thirds.

The center is located in Cleveland's Hough neighborhood, an area with disproportionately high infant and maternal mortality and limited access to non-hospital birthing options. There are currently no other freestanding birth centers in Greater Cleveland, giving this project a potentially unique role in the local service ecology. The Birth Center plans strong referral links with area hospitals and specialists to manage risk and transfers, and growth targets include attending ~50 births in the first full year and expanding births and clients significantly afterward.

Proposed City Assistance

- City will provide a \$750,000 UDAG Loan.

Economic Impact

- Creation of 9 full-time equivalent jobs with an annual payroll of \$774,000 and retain 31 full-time equivalent jobs with an annual payroll of \$2,100,000. Estimated \$19,350 annually added income

City Requirements

- Project is subject to a Workforce Development Agreement and Community Benefits Agreement.
- Project is subject to Fair Employment Law (Living Wage).