

# 10<sup>TH</sup> ANNIVERSARY REPORT

## PART THREE

INFRASTRUCTURE – ALPHA PARISH™

support for *“the beautiful game”*

**It Starts with the Shoes, Inc.**

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## Infrastructure Platforms (Alpha Parish™)

### Global Dawn™ Parish (Community) Center

- a. First Stop Community Services (Vendor Operated)
  - i. Legal/Immigration Status Services
  - ii. Housing Services
  - iii. Education Services
  - iv. Employment Services
  - v. Healthcare Services
  - vi. Family/Social Services
  - vii. Cultural/Faith/Language Services
- b. Youth Sports Care Services (ISWTS Operated)
  - i. Conditioning/Fitness Training (vendor supported)
  - ii. Nutritional Training (vendor supported)
  - iii. Sports Injury/Physical Therapy (vendor supported)
  - iv. Technical/Tactical Soccer Training (paid staff supported)
  - v. Team/Club Soccer Training (paid staff supported)
    - 1. U-8 Group Activities Camps (Ages 7 and under)
    - 2. U-14 Club (Ages 8-13 Youth Development)
    - 3. U-18 Club (Ages 14-17 Teen Development)
    - 4. 18+ Club (Ages 18+ Young Adult Development)

### 2. Global Dawn™ Parish Learning Center (Vendor/Charter Operated)

- a. Pre-school and Daycare Support Services
- b. College Preparatory School Grades K-12 Support Services
- c. Trades Preparatory School Grades 10-12 Support Services
- d. Work/Study Program for Young Adults
- e. Cultural Arts Preservation Services
  - i. Instrument/Music Instruction
  - ii. Vocal/Singing Instruction
  - iii. Dance Instruction
  - iv. Cultural Fashion Instruction
  - v. Cultural Painting/Sculptural Art Instruction
- f. Cultural Heritage Preservation Services
  - i. History
  - ii. Traditions
- g. Coaching Certifications
- h. Referee Certifications

3. Global Dawn™ Parish Healthcare Center (Vendor Operated)
  - a. Urgent Care
  - b. Primary Family Care
  - c. Mental Health Care
4. Global Dawn™ Parish Legal Center (Vendor Operated)
  - a. Family Law
  - b. Immigration/Refugee Law
  - c. Tenant Housing Law
5. Global Dawn™ Parish Cultural Center (Vendor Operated)
  - a. Ethnic Food Court and Commissary
  - b. Cafetorium
  - c. Cultural Clothing Thrift Shop
  - d. Consumer Goods Thrift Shop
  - e. Oratory Rooms/Devotional Chapels and Offices
6. Global Dawn™ Parish Community Housing (Vendor Operated)
  - a. Short-term (Senior/Assisted Living Style) Facilities for Newly Arrived
    - i. Families
    - ii. Groups
    - iii. Couples
    - iv. Individuals
7. Global Dawn™ Parish Sports Gear Manufacturing Facilities (ISWTS Operated with advisors)
  - a. Shoes
  - b. Equipment
  - c. Apparel



## About Jim Frank

Jim Frank is a life-long Cincinnati with family roots dating back to before the city was founded in 1820. Raised in the Hyde Park neighborhood, Jim attended Summit Country Day, Kilgour, St. Mary's, St. Xavier, University of Cincinnati and The Ohio State University. Jim's ancestors and grandparents helped shape Cincinnati into the city that it is today. On his father's side, his great-grandfather helped construct landmark churches, and his mother's father sat on the City of Cincinnati Planning Board.

From 1978-1982, while attending St. Xavier, Jim began his community service as part of his high school curriculum. He spent his time tutoring inner-city school students in Avondale, assisting staff at a senior memory care facility, and participating in weekend volunteer programs to assist senior Cincinnatians unable to physically and financially care for their home and property.

From 1983 to 1987, while at The Ohio State University, Jim assisted Multiple Sclerosis-afflicted individuals with their workouts. During this time, outdoor parcourse fitness stations along trails were just beginning to become popular. As a landscape architecture student, Jim was acutely aware of the equipment specifications and how a person's body weight was the resistance used for strength training. When working out in the gym, Jim noticed MS individuals getting frustrated with setting up fitness equipment and with their deficiencies when comparing their workout with more able-bodied workout participants. He approached one of the MS participants and asked him if he wanted to try out the new parcourse equipment along the Olentangy River. Jim explained that it would just be just the two of them and that they wouldn't have to worry about the whole gym watching or waiting to use a piece of equipment.

*"We could go at our own pace, use our own weight, nothing to set up, no one to compare the weight amount, just us and a static piece of equipment."*

This proved to be a hit, and a deal was made to return next week at the same time. This was before cellphones, so a deal was a deal, and Jim returned the next week. Before long, word spread, and several more MS individuals were participating on the parcourse equipment. All-the-while, Jim continued with the weekend volunteer program assisting Columbus-area senior homeowners.

After graduation, Jim began his career in landscape architecture working for several prominent architecture, engineering and planning firms in Cincinnati. Progressing from staff landscape architect to project manager, to technology manager, to shareholder Jim excelled in various land planning and design markets.



These markets include Parks and Recreation, Education and Athletics, Hospitality and Entertainment, Civic and Public Works, and Housing and Commercial Development. The combination of expertise in these design markets and passionate ideation makes Jim eminently suited to steer the Global Dawn™ Parish concepts to reality.

In 1994 and 1997, Jim added husband and father to his accomplishments and focused on family and work, and even blended family and work by taking on a more active role in the family-owned commercial real estate company in 2003. Through the years, Jim volunteered his time coaching his son's various school sports endeavors such as basketball, baseball, and of course soccer. One of his baseball teams had a mixed socio-economic roster of athletes, a definite precursor to his awareness of at-need athletes in Cincinnati. His son Jimmy graduated high school in June of 2015, and *It Starts with the Shoes, Inc.* was founded in July of 2015.

Since 2015, Coach Jim has committed his volunteering efforts to the founding and development of *It Starts with the Shoes, Inc.* to enrich the high school experience of those thrust into a dramatic change of life circumstances. To date, this has been a one-man effort with tons of friends, neighbors, and soccer community financial and volunteer support. It's time to step forward.

It's time for a new dawn, a Global Dawn™.



## Site Specific Concept Plan

### Global Dawn™ Alpha Parish™ - Lockland, Ohio

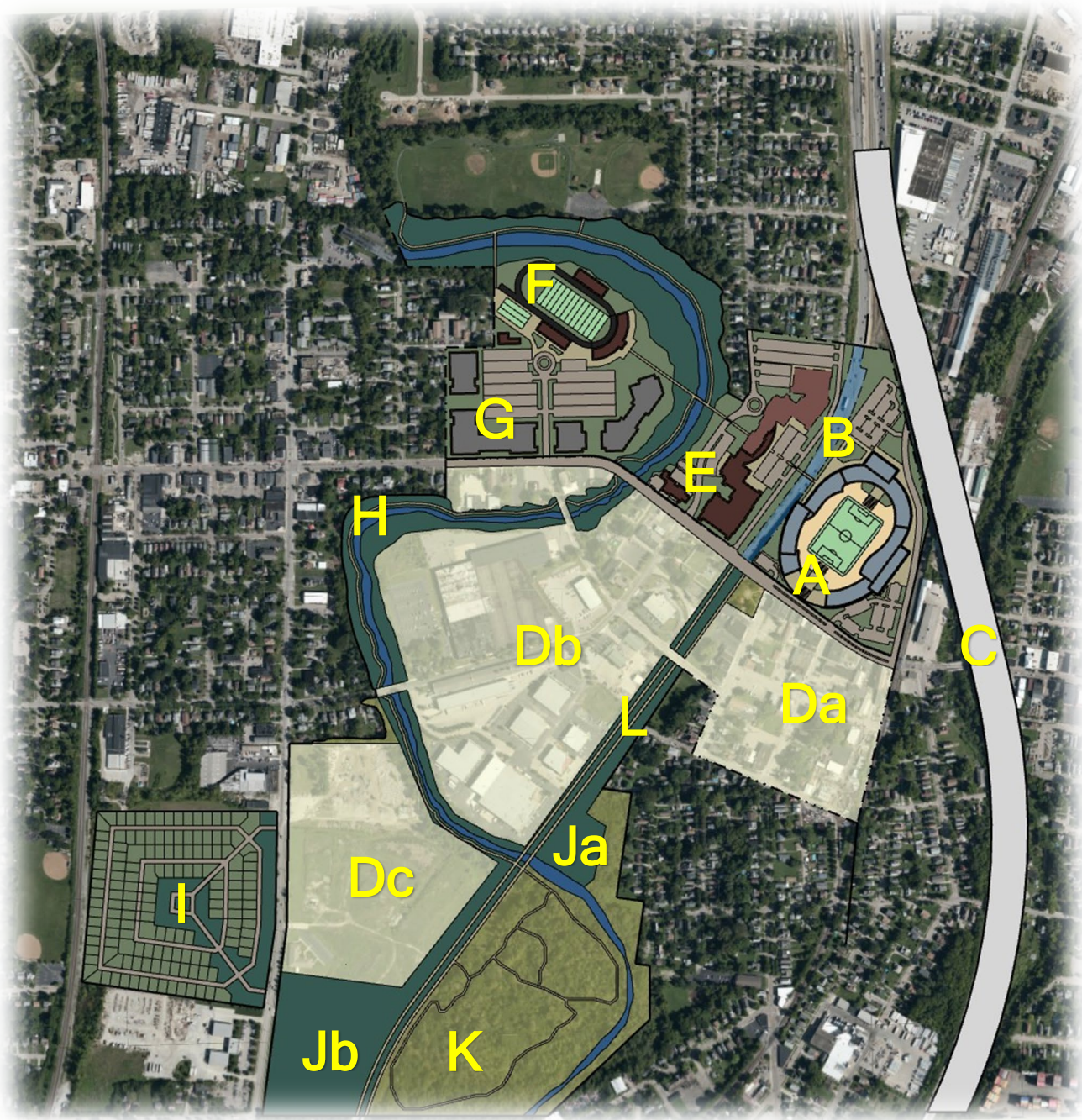
Lockland, Ohio presents itself as an amazing confluence of opportunity and need. As an economically distressed community in need of revitalization with an influx of immigrants and combined with having a blend of greenfield and brownfield redevelopment properties, Lockland is ideally suited to implementing the Global Dawn™ Infrastructure Initiatives. The bonus is that much of the land is already owned by the jurisdiction, Coach Jim has familiarity with the community, state funding is already targeted for the area, and historically and environmentally significant features can be revitalized with the right economic plan in place. Environmentally restoring the existing Mill Creek and reinterpreting and preserving the historic locks will provide improved quality of life for Lockland residents and Global Dawn™ Alpha Parish™ beneficiaries.

Often, when implementing an initiative, it is common to bundle one initiative with several others to maximize the impact of the improvements. Combining *It Starts with the Shoes', Inc.'s* plan to improve support for immigrants, the needs of the Lockland community, and the investment by the State of Ohio to realign the interstate with the opportunity to environmentally improve the Mill Creek Corridor and reclaim the historical significance of Lockland by re-creating the Canal Locks as an interpretive focal point for Hamilton County and beyond does just that.

This Lockland Economic Redevelopment Concept Plan addresses the ongoing influx of immigrants by creating the prototype Global Dawn™ Alpha Parish™ as signature feature adjacent to the central business district, while also adding improvements to other community needs. To draw regional tourism interests to Lockland, a re-created interpretive Canal Lock Park and Promenade is proposed in the southbound lane area vacated by the highway being realigned along the northbound lanes. This public improvement may become an impetus for commercial property owners to invest in their facilities within the Lockland Enterprise Zones. Improving schools is another way to encourage homeowner reinvestment and expanding enrollment. This expanded enrollment will need improved housing availability with adjacent mixed-used development featuring in-demand office, retail and restaurants thus improving the quality of life in the community. Creating affordable housing with nearby amenities such as parks, nature preserves, and greenway corridors further enhance and magnify the effectiveness of a joint development.

When need and opportunity meet, it is time to act. **ISWTS** is looking for community, business and industry leaders to help push this plan forward.





### PLAN KEY

- |  |                                    |
|--|------------------------------------|
| A. Global Dawn™ Alpha Parish™            | G. Lockland Mixed-Used Development |
| B. Lockland Canal Locks Reinterpretation | H. Mill Creek Restoration Corridor |
| C. Interstate Relocation                 | I. Affordable Housing Neighborhood |
| D. Lockland Enterprise Zone              | J. Lockland Parks                  |
| E. Lockland Schools Expansion            | K. Lockland Nature Preserve        |
| F. Lockland School Athletic Facilities   | L. Lockland Promenade              |

## Other Information

### Sports Gear Manufacturing Needs

1. **Business Plan:** Develop a comprehensive business plan outlining ISWTS mission, objectives, market analysis, product offerings, marketing strategy, and detailed financial projections.
2. **Legal Structure & Licensing:** Choose a legal structure for ISWTS business (e.g., LLC, corporation) and obtain the necessary permits and licenses to operate.
3. **Location & Facility:** Identify a suitable location and set up the facility with the required space for cutting, stitching, assembling, and storage. The facility should be around 150 feet (45 meters) long and 65 feet (20 meters) wide to accommodate a daily output of 700 pairs of shoes.
4. **Machinery & Equipment:** Acquire the necessary shoemaking machinery, including cutting machines, sewing machines, lasting machines, and finishing machines. A complete list of equipment will vary based on the specific type and volume of shoes produced.
5. **Raw Materials & Supply Chain:** Establish relationships with reliable suppliers for raw materials such as leather, fabric, rubber, adhesives, and other components.
6. **Staffing:** Hire skilled workers, including equipment operators, quality control staff, cutters, and stitchers. Typically, a factory producing 500 pairs of shoes per day will require around 50 workers.
7. **Funding:** Secure the necessary funding through investors or loans to cover the initial capital expenses, including facility setup, machinery, raw materials, and operating costs.
8. **Branding & Marketing:** Develop a strong brand identity and marketing plan to promote your products and reach your target audience.
9. **Operational Management:** Implement efficient operational protocols and training programs to ensure smooth production and maintain quality standards.