

## CASE STUDY | CLEVELAND URBAN DESIGN COLLABORATIVE

The Urban Design Collaborative (UDC) of Kent State University is a hybrid organization - part graduate school and part professional urban design practice - that has extensive experience in research, architecture, landscape architecture and urban planning. Located in downtown Cleveland, this unique relationship had allowed the UDC to procure funding in generally equal measure from KSU, foundations and various fees for service. Recently however, several factors such as state budget cuts to higher education, reduced foundation support to general operating budgets and an increase in revenue generated from fees for service made it necessary to consider a new business model... or three.

"I hired Your CFO Resource to assist my team in doing the impossible: create three alternative business plans for the CUDC within two weeks time.

The firm provided invaluable expertise and management skills in working with my team to organize the process, manage the results and assist in the final documentation itself."

Christopher Diehl, AIA  
Director, UDC

The staff at UDC knew they needed to retain an expert for this project. Your CFO Resource was hired to educate the group on the elements required for an effective business plan. Together they outlined a working document, inventoried financial and programmatic data and organized information that ultimately became a business plan reflecting the reality of who the UDC is today and how they can transition to what they want to become in the next five years.

According to Christopher Diehl, Director of KSU's Urban Design Collaborative and Associate Professor of Architecture at the university's College of Architecture and Environmental Design, "The fruit of that process became the financial backbone of our on-going reorganization...that will refresh our program and establish a strong new identity for our brand."

**When building your financial house, first consult a designer to create your blueprint. Please contact Your CFO Resource founder Betsy Figgie at 216-570-9085 or [betsy@yourCFOresource.com](mailto:betsy@yourCFOresource.com) for more information.**

