



DOWNTOWN CLEVELAND

1ST HIGHEST CONCENTRATION OF
HEALTH SCIENCE JOBS IN THE U.S.

OVER \$8 BILLION IN DOWNTOWN
DEVELOPMENT
since 2008

8TH FASTEST GROWING
MARKET FOR TECH TALENT
CBRE

1ST LARGEST RESIDENTIAL
DOWNTOWN POPULATION IN
OHIO

OUR MISSION

Downtown Cleveland Alliance's mission is to make Downtown Cleveland the region's most dynamic place to live, work, play and visit.

OUR VISION

To create a vibrant city center by enhancing the pedestrian experience and attracting more investment into Downtown Cleveland through strategic initiatives and advocacy efforts.

Downtown Cleveland witnessed significant progress over the past year, including growth in both the number of residents and businesses in downtown, a strong hotel market that exceeded occupancy numbers over 2016, and the 10th anniversary of the Healthline, a milestone investment that helped kick start the resurgence of Downtown Cleveland ten years ago.

Though there is much to celebrate, it is important to remember that there are still opportunities for growth as well as challenges that lie ahead. The next phase of downtown development is critical to our continued progress as a neighborhood and support from our investors and advocates just like you, will help us achieve our goals. Our vision of a Downtown Cleveland that is not only clean and safe, but also vibrant, well connected and prosperous, is one that we can all share and that will positively impact our city, county, and Northeast Ohio.

As we strive to advance our mission, we are grateful for the extraordinary support we receive from our Board of Directors, donors, volunteers, and the countless other organizations that work in partnership with the Alliance to ensure that Downtown Cleveland is the most compelling place to live, work, play and visit in the region. We know our work is far from over, but together we will set the stage for the next 10 years of development and excitement in Downtown Cleveland.

**17,500
RESIDENTS**

largest downtown in Ohio

42%

of downtown residents hold a
4 year or advanced degree



**105,000
JOBS**

highest concentration of jobs
in Ohio

**4,000
JOBS**

created or retained in 2018

**over
\$8 billion**

in investment completed,
underway, and planned
(2008-2018)

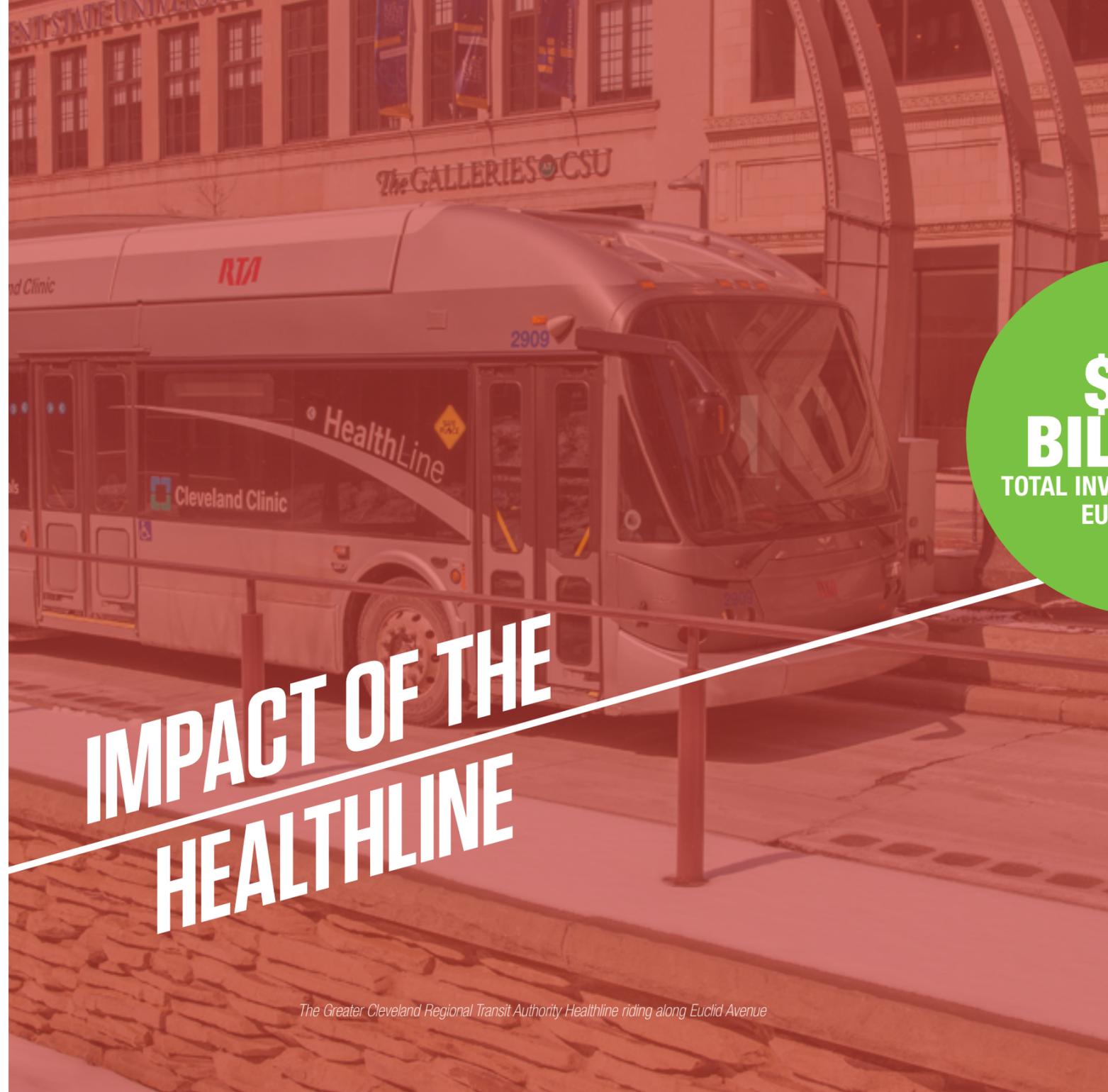
\$160 million

in investment completed in 2018

THE REVITALIZATION OF HISTORIC EUCLID AVENUE

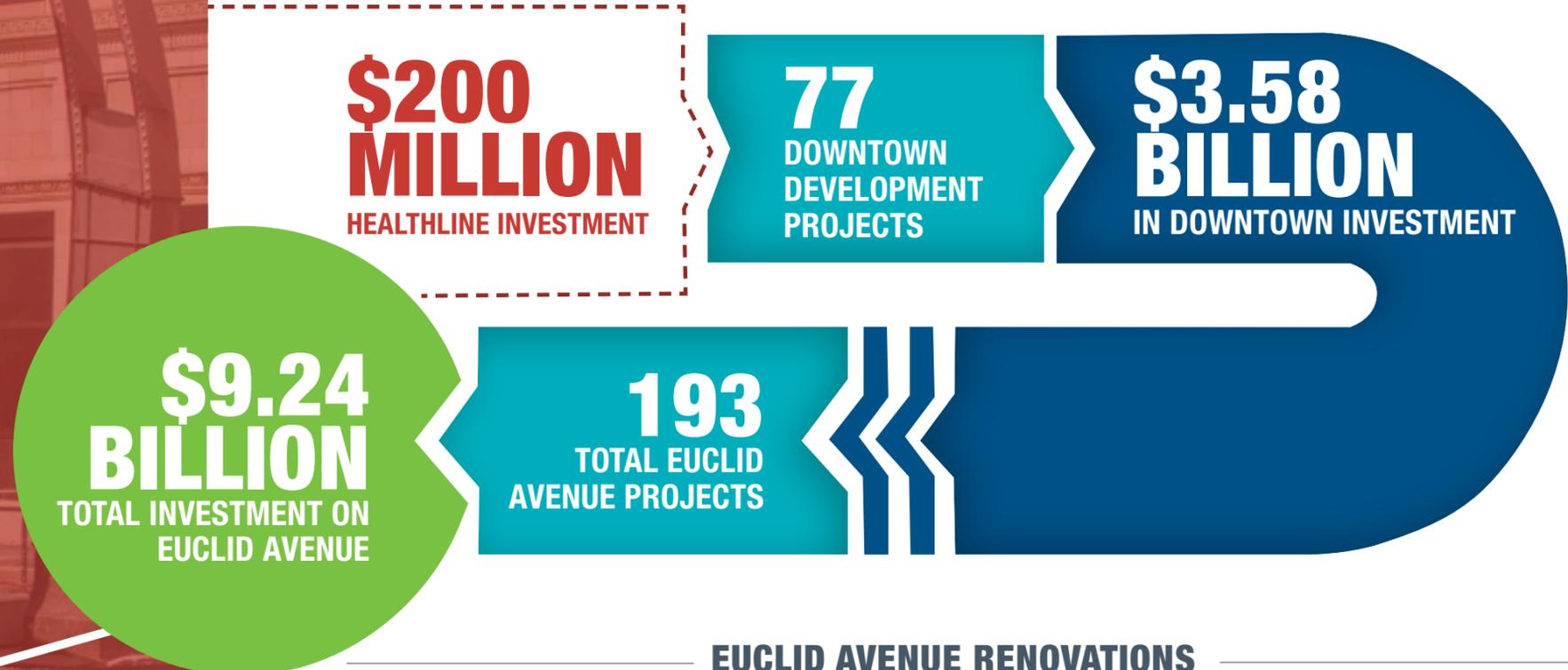
2018 marked the 10th anniversary of the Healthline, recognized by the Institute of Transportation and Policy as the leading model of bus-rapid transit in North America. The Healthline seamlessly connects Downtown and University Circle, linking the first and fourth largest employment hubs in the state of Ohio, and **24 percent** of all the jobs in Cuyahoga County, with 24-hour, 7 day a week bus rapid transit service. It makes Historic Euclid Avenue a pedestrian and transit-oriented corridor and one that weaves historic fabric together with contemporary buildings like the Beacon and the Lumen, providing a vision for the future of the rest of Downtown Cleveland.

DCA and our neighborhood partners, the Historic Gateway District and Playhouse Square, worked to advocate for the creation of the Healthline, the Euclid Historic District, the Ohio Historic Preservation Tax Credit Program, the E-Line Trolley, and the inclusion of brick sidewalk and cross-walk pavers to enhance the pedestrian experience. DCA also established and maintains planters along Euclid Avenue to further improve the pedestrian environment and beautify our streetscape. Our team provides technical assistance and advocacy support to historic preservation projects, and our business attraction, retention and expansion support helped Dwellworks, Cohen & Co., Inforce Technologies, and BDO bring hundreds of jobs to Downtown.



IMPACT OF THE HEALTHLINE

The Greater Cleveland Regional Transit Authority Healthline riding along Euclid Avenue



EUCLID AVENUE RENOVATIONS

FROM DOWNTOWN, MIDTOWN, UNIVERSITY CIRCLE & EAST CLEVELAND

24%
OF CUYAHOGA COUNTY JOBS
are connected via the Healthline

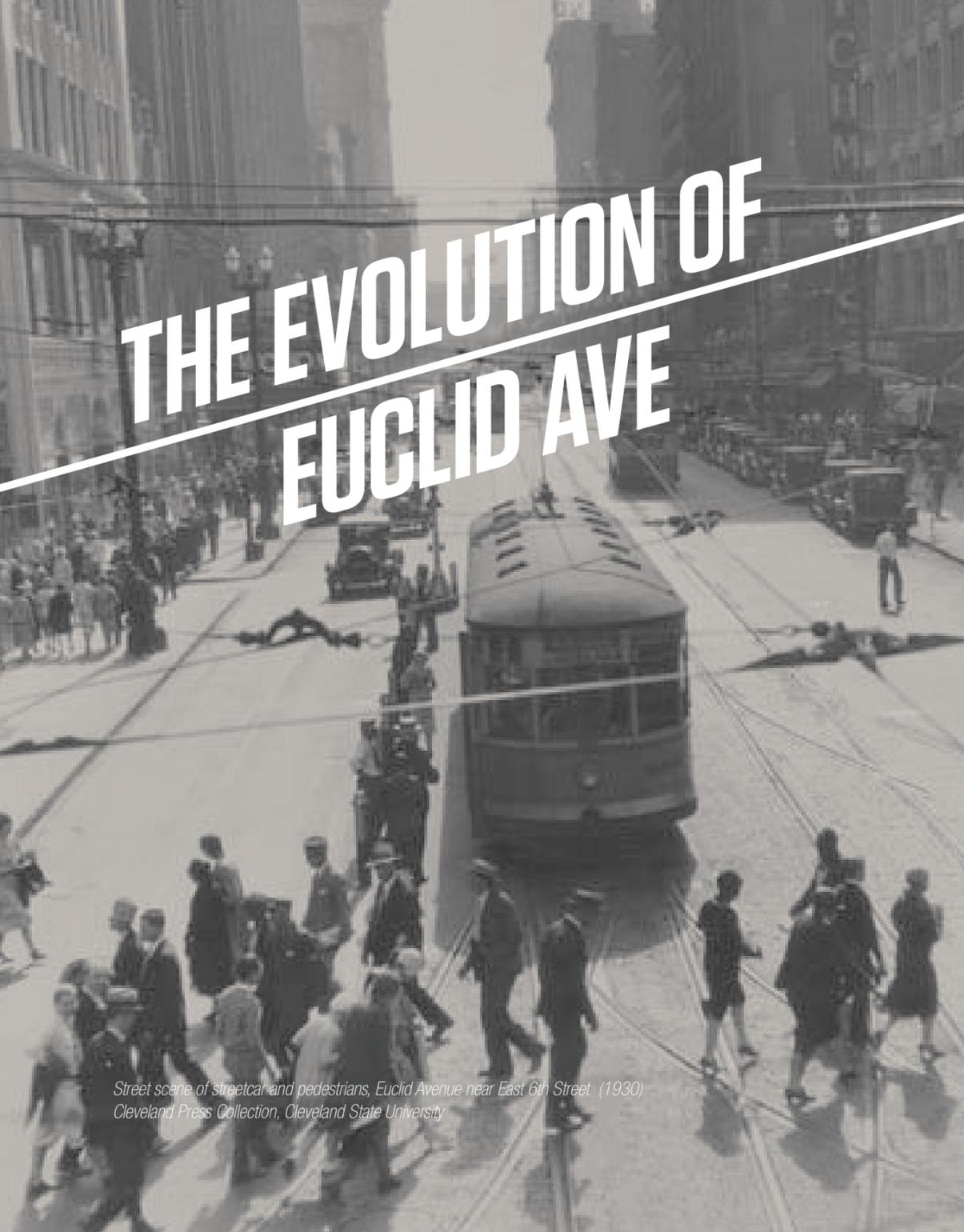
8,142
TOTAL DWELLING UNITS
54.5 percent in
Downtown alone

3,448
RESIDENTIAL UNITS
new or under
construction in 2018

1.58 MILLION SF
HISTORIC SPACE RENOVATED

23.5 MILLION SF
OF TOTAL SPACE RENOVATED

SOURCES INCLUDE: 2018 RTA Study, Cleveland State University Levin College of Urban Affairs



THE EVOLUTION OF EUCLID AVE

*Street scene of streetcar and pedestrians, Euclid Avenue near East 6th Street (1930)
Cleveland Press Collection, Cleveland State University*

A LOOK BACK TO MOVE US FORWARD

The history of Euclid Avenue in many ways is a reflection of the evolution of our Downtown. The initial development of Euclid Avenue occurred in the first part of the 18th century. It attracted many of the wealthy industrialists who helped position Cleveland as a progressive city. Millionaires' Row was home to many of the known millionaires in the United States at that time, and they all built their homes on Euclid Avenue from 6th Street along Euclid.

As Cleveland began to grow, the city began to tax these mansions and residential structures as commercial buildings. This led to these millionaires selling their homes in Downtown and moving further east to the hillcrest areas of our eastern suburbs. Once they relocated, they began to make investments in University Circle, in cultural assets like Severance Hall and The Cleveland Museum of Art which were "just a carriage ride away" from their homes.

In the later part of the 18th century through the 1920s, many new buildings were built and began to replace their homes. Some of these structures, such as the historic Union Commerce building and Playhouse theaters, are still standing today.

The trend of new construction continued and Euclid Avenue emerged as the commercial, entertainment



*Playhouse Square, looking west, Cleveland, Ohio in the Fall of 1956
Postcards of Cleveland, Cleveland State University Library*

and retail heart of the city. The success of the Theaters at Playhouse Square coupled with the addition of major department stores such as Halle's, Higbee's, Taylor's and Sterling Lindner attracted additional commercial investment. Euclid became the home of many firms including National City Bank, Ernst & Ernst and Squire, Sanders & Dempsey, fueling the growth of Downtown Cleveland.

The 1960s and '70s, saw the rise of suburban shopping centers which began to erode the retail and entertainment foundation of the corridor. Department stores closed and the theaters were abandoned for suburban multiplex movie theaters.

In the early '70s grassroots efforts galvanized to stop indiscriminate building demolition and save the historic theaters. Although Euclid Avenue remained the commercial center of the city, the energy that entertainment and retail experiences provided was lost.

In the 1980s and '90s, Downtown saw another transition with the construction of new office towers being built in and around Public Square. This migration created significant commercial vacancy along Euclid Avenue in the following decades.

Recognizing the need for revitalization in the early 2000s, DCA's founding neighborhood partners successfully advocated for the creation of the Euclid Avenue Historic District, which positioned property owners to take advantage of historic tax credits and combine them with multi-layered financing tools.

The adaptive reuse of these historic buildings and the success of the Theatre District fueled a new momentum for Euclid Avenue, transforming the "9-to-5" business district into a vibrant and dynamic neighborhood.

Working with our neighborhood based partners, the Alliance firmly believes this is the development blueprint for the future of our entire Downtown.



*Cleveland Trust Bank and new tower expansion project. (1970)
Cleveland Press Collection, Cleveland State University Library*

HOW WE GREW THE LARGEST RESIDENTIAL DOWNTOWN IN OHIO

HISTORIC REDEVELOPMENT

Downtown Cleveland, an early adopter of the Federal Historic Tax Credit Program, pioneered the coupling of these tax credits with conservation easements and equity investments from the business community.

The Alliance was also a leader in advocating for the creation of the Ohio Historic Preservation Tax Credit Program. Bundling these resources together allowed us to both preserve much of Downtown Cleveland's historic fabric and meet swelling demand for urban living, working, and entertainment. This marked the beginning of Euclid Avenue's renaissance that has spread throughout Downtown Cleveland.

Because of these efforts, one third of Downtown Cleveland's population will soon live along Euclid Avenue. Overall, Downtown Cleveland has benefited from **\$1.4 billion** in historic tax credits that has catalyzed the

development of 31 projects and added 4,000 housing units. Today, over **40 percent** of Downtown Cleveland residents live in historic tax credit financed buildings.

We asked Downtown Cleveland residents what they love most about living in Downtown,

56% said
.....
HISTORIC ARCHITECTURE

MOBILITY

The addition of mobility options like the Healthline, the "free with a smile" Trolleys, UHBikes, and enhanced pedestrian amenities are representative of Downtown's transportation evolution. DCA advocated strongly for the Healthline as well as pedestrian amenities like brick sidewalk and



Planters and brick pavers along Euclid Avenue

crosswalk pavers to encourage foot traffic. We also advocated for the trolley to accompany the Healthline, linking the Historic Warehouse District, Historic Gateway District, Playhouse Square and Campus District with a free and frequent transit connection.

These mobility options have continued to expand and advance Downtown Cleveland closer to our goal of making as many mobility options as convenient as possible for commuters, residents and visitors. The E-Line, B-Line, C-Line, and NineTwelve Trolleys now move people throughout downtown seven days a week until 11pm. The Cleveland State Line and MetroHealth Line are building on the success of the Healthline to improve transit connections and increase access to downtown jobs and amenities.

ENHANCED PEDESTRIAN ENVIRONMENT

In 2008, when the Healthline and Euclid Corridor opened, DCA played an instrumental role in the design to help balance the transportation infrastructure. Additional improvements to the public right-of-

way were made, including planters throughout downtown that helped to beautify the street. Connecting and improving the pedestrian experience is our main goal as we continue to animate downtown.

In 2014, DCA unveiled its Step Up Downtown Vision and Tactical Plan, focused on better linking downtown districts with enhanced pedestrian and transit connections. Historic Gateway Neighborhood Corporation initiated two projects in this vision, the Gateway District Street Furniture and the E. 6th Street placemaking plan to enhance the north-south corridor between Euclid Avenue and City Hall.

CLEAN & SAFE

In 2006, the Downtown Cleveland Improvement Corporation and Downtown Cleveland Alliance were formed under the direction of the property owners within Downtown. Our flagship program, the Clean and Safe Ambassadors, launched and laid the foundation for a clean, safe, and walkable environment. Ambassadors provide a wide range of supplemental services to help pedestrians and motorists with anything from

directions to hotels and restaurants, to information on construction and events. Their work has drastically changed the public's perception of Downtown, and helped to attract additional investment along Euclid Avenue and throughout Downtown Cleveland.

BUSINESS DEVELOPMENT

In 2011, DCA's Business Development Center (BDC), was established and played another key role in the resurgence of Downtown. The BDC provides business leaders and real estate professionals a single point of contact that focuses on attracting and retaining office tenants and new retail amenities. Team members facilitate hundreds of company visits, office tours, site selection assists, commuter consultations, and technical assistance programs every year.

Since the launch of DCA's BDC, Downtown Cleveland has added **13,365 jobs**. Much of this growth has been along Euclid Avenue with employers like BDO, Cohen & Co., Dakota Software, Dwellworks, Fisher Phillips and NRP Group relocating to Downtown Cleveland.

DOWNTOWN OFFICE MARKET

Downtown Cleveland is home to over **105,000 jobs**, the largest job hub in Ohio, and continues to grow, adding an estimated **750 new jobs in 2018**. According to the Federal Bureau of Economics, Cleveland's economy is growing faster than any other big city in Ohio. Up **2.9 percent** from last year, Cleveland's economy generated **\$139 billion**, positioning the city as the 28th largest economy in the nation. Cleveland State University, Levin College of Urban Affairs ranks Cleveland as **#7 in the U.S** with the highest percentage of our workforce aged 25-44 with an advanced degree. The surge in professional services, and headquarters like NRP Group, Electronic Merchant Systems and Millennia Companies relocating to downtown, solidified Cleveland as the top spot in Ohio.

THE TOP JOB CENTERS IN OHIO

Cleveland State University, Levin College of Urban Affairs, 2015



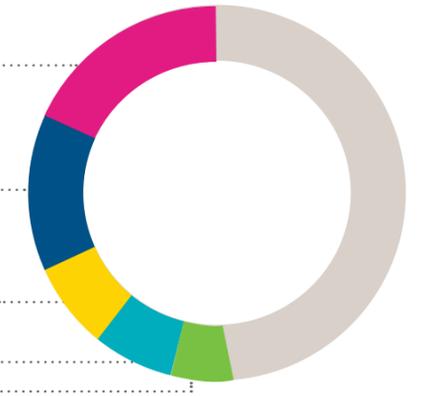
#2 LARGEST concentration of corporate headquarter jobs in the U.S.
Team NEO

#3 MOST AFFORDABLE office market in the U.S.
CBRE

#4 LARGEST MEDIA MARKET in the Midwest
Nielsen

DOWNTOWN CLEVELAND'S LARGEST INDUSTRIES

- Professional, Scientific, and Technical Services | **18.6 percent**
- Public Administration | **12.3 percent**
- Finance and Insurance | **9.1 percent**
- Educational Services | **8.6 percent**
- Management of Companies and Enterprises | **7.4 percent**



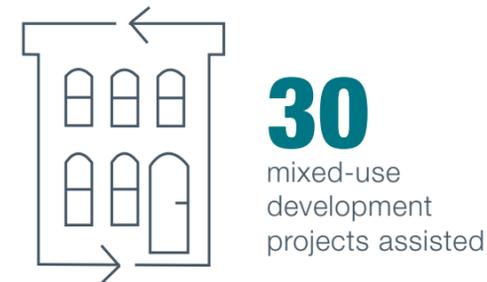
DOWNTOWN CLEVELAND'S FASTEST GROWING INDUSTRIES



Global Center for Health Innovation



BUSINESS DEVELOPMENT CENTER IMPACT



CORPORATIONS MOVING TO ATTRACT TALENT

Cushman & Wakefield reported in 2018 that the millennial generation's impact on office markets will lead to long-term demand for Downtown office space as employers continue to seek locations that better position them for talent attraction and retention. That was certainly true in Downtown Cleveland, where the skilled workers continued to cluster in the central business district with **42 percent** of downtown residents holding a 4 year or advanced degree.

24 businesses relocated to Downtown over the last 4 years, occupying *JLL* **634,000SF**

58 new businesses signed leases in 2018 in Downtown occupying **648,024SF**

CLASS A <i>JLL</i>	
Occupancy	88.2 percent
Average Asking Lease Rate	\$25.95 psf
Net Absorption	76,794 sf
OVERALL <i>CBRE</i>	
Occupancy	78.7 percent
Average Asking Lease Rate	\$19.56 psf
Net Absorption	-20,313 sf
TOP LEASE TRANSACTIONS	
Sherwin Williams	51,810 sf
S&P Data	46,000 sf
GSA	45,455 sf
HIMSS	43,000 sf
Fifth Third Bank	31,847 sf
TOP BUILDING SALES	
200 Public Square	\$187 million
Statler Arms	\$40 million
AECOM Building	\$36.8 million
Erievew Tower	\$16.7 million



Ranked TOP 10 BEST Cities for Jobs in the U.S.

Glassdoor ranks Cleveland as one of the best places in the country to find a job.

Cleveland ranks #9 among 50 of the most populated cities in America, scoring high for cost of living in relation to the median income and the average cost of a home. The study also factors in employee satisfaction.

We asked Downtown Cleveland residents why they chose to live in Downtown,

75% said
.....
PROXIMITY TO WORK

#1 LARGEST Downtown Residential Population in Ohio

residential development since
2010 accounts for

55%
OF THE \$8 BILLION
INVESTED IN

129 downtown
development projects.

JLL

DOWNTOWN RESIDENTIAL MARKET

Harbor Verandas at North Coast Harbor
©2019 Christian Phillips Photography

TO REACH 30,000 RESIDENTS BY 2030 WE NEED



2018 HOUSING MARKET

Total Housing Units	13,149
Total Market Rate Units	7,224
Total Income Restricted Units	4,884
Total Townhomes and Condo Parcels	880
2018 Market Rate Occupancy Rate	92 percent
Average Market Rate Rent	\$1.54 psf
Monthly Rent Range for 1 Bedroom Apartment	\$818 - \$1,934
2018 Condo/Townhome Sales	70
2018 Average Sale Price	\$248,034
2018 Average Sale Price per square foot	\$203.45 psf

DCA engaged Philadelphia-based Urban Partners to help identify Downtown housing priorities over the next 10 years. Their study confirmed that demand for Downtown housing is sufficient to fill an additional 3,800 dwelling units between 2020-2030. The biggest opportunities Urban Partners identified to grow Downtown's residential population to 30,000 include:

- 1** | *Attracting more downtown workers to live downtown*
- 2** | *Developing more for-sale housing*

Urban Partners also found that attracting more jobs downtown and more rapidly improving mobility and the pedestrian environment are the best strategies for accelerating residential growth.

COMMUTING PATTERNS OF DOWNTOWN RESIDENTS



Downtown Cleveland Alliance's Clean and Safe Ambassadors provide a wide range of services in Downtown Cleveland including safety escorts, graffiti removal, powerwashing, assistance with flat tires, lockouts and jump starts; and our workforce training program maintains flowerbeds throughout Downtown. Additionally, DCA Ambassadors operate the only maritime safety programs in the country. This year Ambassador operators on Flotsam and Jetsam removed a record **1,233 logs** from the water, collected over **154,000 pounds** of trash and debris and assisted **166 boaters** in the shipping channel and inner harbor. This program has proven to be successful as the amount of trash and debris collected over the years has decreased **55 percent** since 2016.

NOTABLE CLEAN AND SAFE STATS



PATROLLED

2,255
MILES

on bike



REMOVED

3,096
GRAFFITI

tags

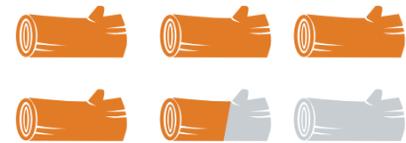


PROVIDED

1,530
SAFETY

escorts

FROM THE CUYAHOGA RIVER AND NORTH COAST HARBOR



REMOVED

1,233 LOGS



COLLECTED

154,000 LBS
OF TRASH AND DEBRIS

DOWN
55%
from 2016



AMBASSADORS WIN CITIZEN HERO AWARD

In 2018 two of our Ambassadors, Greg Hampton and Donald Hughes, received The FBI Cleveland Citizens Academy "Citizen Hero" Award for doing extraordinary work in neighborhoods DCA provides services to. Both Ambassadors received the designation of Hometown Hero for responding to a crisis situation in Ohio City. Downtown Cleveland Alliance congratulates these Ambassadors for their efforts and contributions toward creating clean and safe neighborhoods for Cleveland residents.

DOWNTOWN RETAIL MARKET



Southern Tier Brewing Company, Voted "Best New Restaurant" during 2019 Downtown Cleveland Restaurant Week

The opening of over **30 new shops and restaurants** in 2018 illustrates the strength of the downtown retail market. Restaurants anchor store fronts in a fashion similar to how department stores once attracted visitors from surrounding neighborhoods and suburbs. Retailers like Heinen's, Geiger's and Constantino's provide a unique destination experience that meet the needs of residents, office workers, and visitors. The 5th Street Arcades continued to operate at nearly **100 percent** occupancy in 2018, delivering a diverse range of goods, services, and international foods.

The clearest indicator of the changing face of retail is the number of same-day delivery services available to downtown residents and workers. Virtually any home, business or personal goods that a downtowner needs can be met with same-day delivery or one-day shipping.

RETAILERS DELIVERING DOWNTOWN



DCA and our Neighborhood Based Partners provide technical assistance to new storefront businesses as they prepare to open including:



**THE
DESIGN OF
STOREFRONT
SIGNAGE**



**THE DESIGN
REVIEW
PROCESS**

In 2018, six businesses received **\$4,000** in rebates toward signage. This investment from the City leveraged over **\$94,000** in private investment.

2018 RETAIL OPENINGS

- >> Armando's Barbershop
- >> Balance Pan-Asian Grill
- >> Balani Custom Clothiers
- >> Cathy's Creamery
- >> Cleveland Steampunk
- >> Club 21 Poke House & Bar
- >> Corbo's Bakery
- >> DaBoros
- >> Design Event Center @ 1717
- >> Domino's Pizza
- >> Dunkin' Donuts
- >> Hatfield's Goode Grub
- >> Inspire Workplace Interior
- >> Joe Maxx Coffee Co.
- >> Julianne Aprile
- >> Il Venetian
- >> Murano
- >> Nina's Market
- >> Ohio City Burrito
- >> Omar Grill
- >> Phoenix Coffee
- >> Pizza 216 Re-Opening
- >> Robeks
- >> Sausalito on Ninth
- >> Southern Tier Brewing Company
- >> Starbucks @ The Global Center
- >> Stella's Music Club
- >> True Bites and Cocktails
- >> Vedas Fitness
- >> Zanzibar Re-Opening

2018 RETAIL MARKET CBRE

Occupancy	88.6 percent
Average Asking Lease Rate	\$16.57 psf

DOWNTOWN TRADE AREA ATTRACTS NEW RETAIL

The Downtown trade area, encompassing the center city neighborhoods of Downtown, Campus District, Historic Gateway District, Historic Warehouse District, Flats, NineTwelve District and Playhouse Square, AsiaTown, Central, Detroit-Shoreway, MidTown, Ohio City, and Tremont offers a strong customer base that lives within a short walk or ride from central business district retailers. According to the most recent census data, the trade area includes **54,500** residents and is projected by DCA to reach at least **60,000** by the end of 2020.



4 year or advanced degree holders



\$51,336

average household income

DOWNTOWN HOSPITALITY MARKET

2018 HOSPITALITY MARKET

Hotel Occupancy	67.5 percent
Average Daily Rate	\$150.23
Revenue Per Available Room	\$101.44
Number of Hotel Rooms	4,853
Number of Hotels	19
Number of Historic Hotels	7

Downtown Cleveland has seen more investment in the hospitality industry after showcasing the capacity to produce and host major national events since 2016.

Home to two
**AAA
FOUR DIAMOND
HOTELS**

The Ritz-Carlton, Cleveland and Metropolitan at the 9

PLAYHOUSE SQUARE

#1 HIGHEST
NUMBER OF BROADWAY SERIES SEASON TICKET
HOLDERS

#1 LARGEST
OUTDOOR CHANDELIER
in the world

#2 LARGEST
PERFORMING ARTS CENTER
in the U.S.

OVER
1 MILLION
ANNUAL VISITORS

HOME TO THE NEW CLEVELAND STATE UNIVERSITY,
COLLEGE OF

**film & media
arts**

HUNTINGTON CONVENTION CENTER

HOSTED MORE THAN
1,000
EVENTS

since opening five years ago

249 events in 2018

Including Blockland Cleveland, Content Marketing World, and the Cleveland Clinic Medical-Innovation Summit

REPORTED A
\$90-\$100
MILLION

economic impact.

“It’s those little warm connections that keep you going on tour, and Cleveland, you’ve been full of ‘em.”

NIK WALKER
Broadway Productions
Actor

ROCK AND ROLL HALL OF FAME

GENERATES
\$199 MILLION

in annual economic impact for the region

HOSTED
**2018 INDUCTION
CEREMONY**

including the Moody Blues, Bon Jovi, the Cars, and Nina Simone



Nik Walker
@NikkyWalker
So yall were just gonna try to keep @Hionans a secret, huh Cleveland? #hamiltoncleveland #thetruthwillout
1,854 12:09 PM - Jul 20, 2018 - Cleveland, OH
500 people are talking about this

Our Advocacy Committee convenes and engages over twenty board members, strategic partners, and stakeholders to support public policies that advance our mission and vision.

2018 DCA ADVOCACY COMMITTEE MEMBERS

Sandvick Architects	Regional Transit Authority
BOMA	Campus District
Cleveland Neighborhood Progress	Greater Cleveland Partnership
Weston Inc.	Cleveland State University
Landmark Properties	GBX Group
Thompson Hine	Greater Cleveland Partnership
Port of Cleveland	NAIOP
Playhouse Square	NOACA
The Ferchill Group	Hanna Commercial
MCM Company Inc.	Cleveland Building Trades Council
The Frangos Group	Warehouse District and Gateway District
Old Stone Church	
Greater Cleveland	

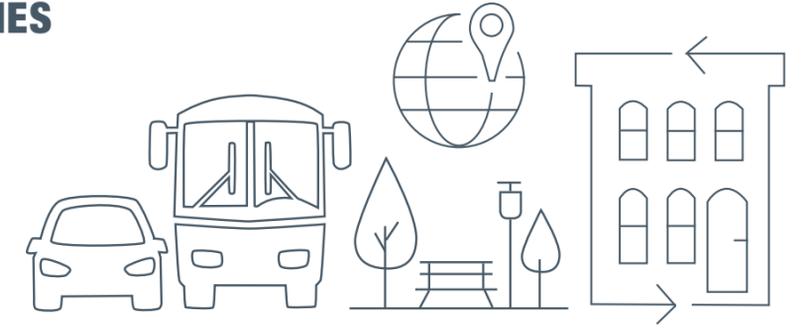
* DCA or DCIC Board Member

The May Company Building restoration, Winter 2019

DOWNTOWN ADVOCACY

ADVOCACY PRIORITIES

- » **Business Development**
- » **30,000 Residents by 2030**
- » **Historic Redevelopment**
- » **Mobility**



BUSINESS DEVELOPMENT

DCA supports policies that encourage downtown business formation, attraction, retention, expansion, and mixed-use development. A key priority in 2019 will be advocating for the passage of State Senator Kirk Schuring's (Canton) proposal to create a transformational mixed-use development tax credit, encouraging infill development similar to the way in which historic preservation tax credits incentivize the redevelopment of historic properties. The proposal passed the Ohio House of Representatives with only one dissenting vote.

30,000 RESIDENTS BY 2030

DCA supports policies that will help achieve our goal of reaching 30,000 downtown residents by 2030. Our Business Development team will work with public and private strategic partners that support diversifying the downtown housing portfolio to include for-sale housing and housing at price points affordable to a broad spectrum of the downtown workforce.

HISTORIC REDEVELOPMENT

As the State of Ohio considers its 2019-2021 operating budget, DCA's top priorities are to increase or remove the cap on Ohio Historic Preservation Tax Credits; raise the total amount of dollars allocated by fiscal year for the historic tax credits; and make the Ohio Historic Preservation Tax Credit a permanent program under state law.

MOBILITY

DCA will support policies that increases the number and convenience of mobility options available to downtown commuters, residents and visitors. A key part of this strategy is advocating alongside the Greater Cleveland Regional Transit Authority and Northeast Ohio Area Coordinating Agency efforts to increase state and federal funding of public transportation.



DOWNTOWN INNOVATION

Content Marketing World

DCA's Business Development Center helps entrepreneurs and business accelerators identify downtown office opportunities and those in need of more permanent office space. We also serve as a single-point of contact to connect entrepreneurs with downtown and regional resources.



\$100 MILLION
FUNDING MADE AVAILABLE FOR BLOCKCHAIN START-UPS

through Downtown Cleveland-based **FlashStarts** and five other Ohio based technology funds.

#4 IN MIDWEST
attracting biomedical investment dollars

BioEnterprise

#8 FASTEST GROWING MARKET
for tech talent

CBRE

#10 FASTEST GROWTH
in software developers

CBRE

GLOBAL CENTER FOR HEALTH INNOVATION

The Global Center is anchored by health technology leader HIMSS, which renewed its lease in 2018, doubling down on its commitment to Downtown Cleveland. 2018 marked BioEnterprise's first year managing the Global Center, leading an effort to attract start-ups like TPA Stream.

Silicon Valley-based Plug and Play, through a partnership with the Cleveland Clinic, JumpStart, and Cuyahoga County, similarly attracts tech innovators to Downtown Cleveland. The Global Center hosted 125 events in 2018, including the Medical Innovation Summit which welcomed 100 speakers representing **500 organizations** and 20 different countries.

FREE WIFI IN PUBLIC SQUARE

Downtown Cleveland-founded and headquartered companies Everstream and Forefront Technologies partnered to bring free Internet services to one of the nation's top public spaces. Now, professionals, residents and visitors can access e-mail and streaming services while taking the workday outdoors in Public Square.

INTERNET OF THINGS COLLABORATIVE (IOTC)

Through a **\$3.95 million** grant from the Cleveland Foundation, Cleveland State University (CSU) and Case Western Reserve University (CWRU) partnered to form the Internet of Things Collaborative (IoTc). The IoTc will complement the innovative research and development already underway Downtown, and help to further position the region as a leader in digital innovation.

BLOCKLAND CLEVELAND

Cleveland emerged in 2018 as a national leader in the development and implementation of blockchain technology. Downtown Cleveland hosted the city's first Blockland Cleveland conference, attracting global thought leaders to exchange ideas, best practices and raise awareness about how blockchain can benefit major companies, local manufacturing businesses, entrepreneurs and technology consultants.

The physical epicenter of the blockchain initiative will be City Block, a multi-dimensional entrepreneurial hub that will provide coworking space, meeting areas, programming, housing, and educational services for startups working on blockchain and other next generation digital technologies.

COWORKING SPACE

Downtown Cleveland offers **85,000sf** of coworking space for startups, entrepreneurs, and established companies seeking to offer employees a collaborative downtown environment.

IT WORKERS IN DEMAND

Cuyahoga Community College is partnering with Apple, IBM and Microsoft to upgrade the information-technology programs for faculty and students.

Team NEO cites that Ohio Computer/IT jobs are the one of the most inclusive employment opportunities that yield family supporting



17% - 49%
of Northeast Ohio Computer/IT workers hold a certificate or associates degree



\$71,000
MEDIAN SALARY
for Northeast Ohio Computer/IT workers



16,000
Computer/IT Workers need annually by Northeast Ohio employers

GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY

\$322 MILLION ANNUAL ECONOMIC IMPACT

Total Annual Riders	34,971,897
Annual Bus Riders	21,916,730
Annual Rail Riders	7,887,926
Annual Trolley Riders	954,284

DOWNTOWN PARKING

Reserved Rates	\$90-\$230
Unreserved Rates	\$60-\$200
Covered Parking Spaces	30,603
Surface Parking Spaces	20,419
Total Parking Spaces	51,022

CLEVELAND HOPKINS INTERNATIONAL AIRPORT

5.5% INCREASE IN RIDERSHIP FROM 2017

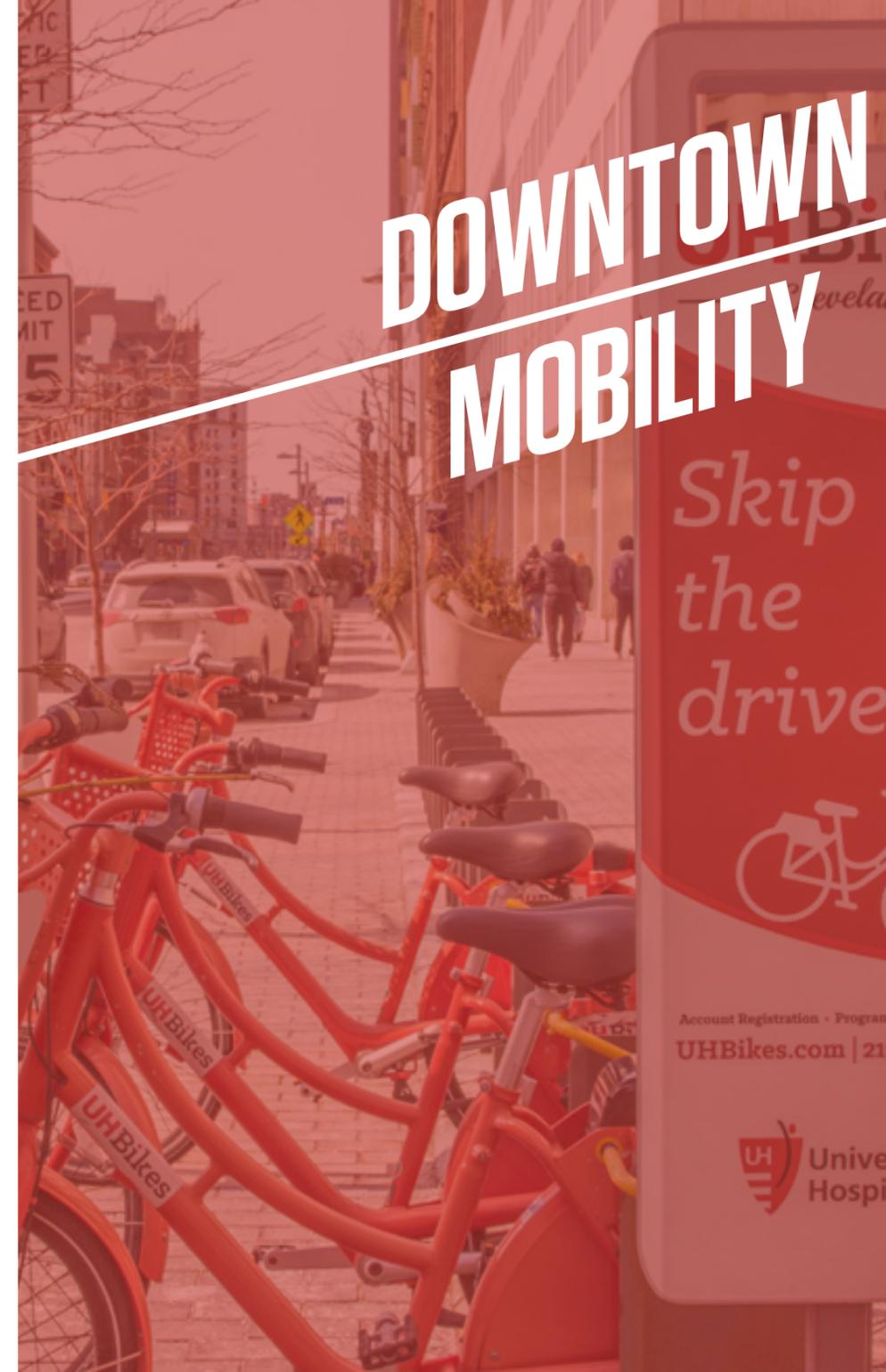
Annual Riders <i>(Highest since 2009)</i>	9,642,729
Origin and Destination passengers <i>(Highest since 2001)</i>	96 percent
Daily Departures to 51 nonstop destinations	147

In 2018, DCA prioritized mobility topics by leading discussions on how to better understand and meet the transportation needs of commuters, residents, and visitors. Mobility options are paramount to positioning downtown’s capacity to accelerate attracting businesses, population and investment to Downtown Cleveland. Our 2018 State of Downtown program underscored the importance of mobility and its relationship to a vibrant city center.

We followed by forming a Mobility Working Group with the City of Cleveland, GCRTA, NOACA, Greater Cleveland Partnership and University Circle, Inc. with the goal of creating a Downtown Mobility Plan.

Additionally, our founding neighborhood partner, the Historic Gateway District, led an International Downtown Association Top Issues Council on Urban Mobility, working with urban place management leaders from around the United States to identify best practices for how downtown organizations can address mobility issues.

DCA’s Business Development Center also offers Commuter Consultations to downtown employers and businesses considering relocating or expanding into Downtown Cleveland. These consultations cover GCRTA programs and services, GOHio Commute, UH Bikes, The Bike Rack, and parking options.



HEALTHLINE: A FIRST

After an initial investment of **\$200 million**, the Healthline has attracted an additional **\$9.24 billion** in development along the Euclid Corridor over the past 10 years, and has become a national model for innovative transit in urban neighborhoods. As the nation’s first “bus rapid transit” system of its kind, running from Public Square to the Stokes/Windemere rapid station, the Healthline connects residents and employees from surrounding neighborhoods to jobs and amenities in Downtown, Midtown, University Circle and East Cleveland.

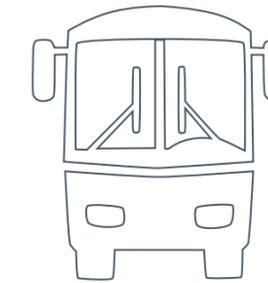
We asked Downtown Cleveland residents how they get to work,

62% said
.....
WALK

“ *The key is to make every option other than driving alone, so convenient and so easy that people would choose those options.* ”

KATE JONCAS
Former Deputy Mayor
City of Seattle

& Long-time President of the Downtown Seattle Association



TRANSIT SCORE

79

Excellent Transit



BIKE SCORE

56

Somewhat Bikeable



WALKSCORE

91

Walker's Paradise

We recognized 13 projects totaling \$160 million of investment with Development Awards at the 20th Annual Ruth Ratner Miller Luncheon:

811 Prospect Building
Southern Tier Brewing Co. and Spry // Dimit Architects

Crowne Plaza Hotel
Playhouse Square

Canvas City Public Art
FRONT International

The Foundry
Rowing Center // MCPc

GBX Group Corporate Headquarters
GBX Group

Hausheer Building
Collision Bend Brewery // Samsel, Catanese, and GEIS Companies

Halle Building
K&D

Key Tower and Marriott Hotel
The Millennia Companies

The Lofts of West 9th
STREAK Investments, LLC

Ritz Carlton
Bedrock Real Estate

Lofts at Southworth
Cicerchi Development Company

Star-Gennett Building
The George Group

Tenk West Bank
BNR Ventures

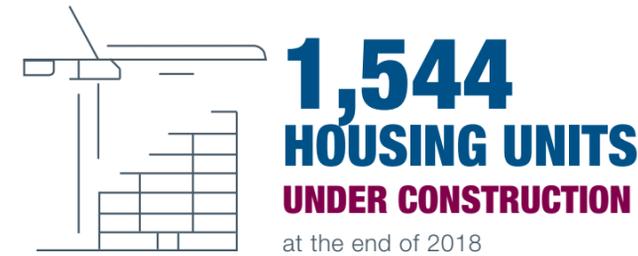


OPPORTUNITY ZONES

All of Downtown Cleveland's census tracts were designated in 2018 as Opportunity Zones through the Tax Reform Act of 2017. Smart Growth America recognized Downtown Cleveland as one of the leading Opportunity Zones in the United States. Key investment opportunities include waterfront and surface

parking lots in the central business district's core. Our Business Development team works with the City of Cleveland, Cuyahoga County, Cleveland Development Advisors, and Greater Cleveland Partnership to connect prospective investors with Opportunity Zone eligible projects.

UNDER CONSTRUCTION



>> The Athlon

>> The Beacon

>> Euclid Grand

>> Harbor Verandas

>> The Lumen

>> The May Company Building

>> Prospect Yard

>> The Statler

>> Terminal Tower

POST- 2020 PIPELINE

>> The Centennial

>> Harbor View

>> Kenect

>> nuCLEus

Q TRANSFORMATION PROJECT

The much-needed renovation of the 23 year-old Quicken Loans Area is a collaborative effort between the City of Cleveland, Cuyahoga County, and the Cleveland Cavaliers to modernize the venue, enhance the fan experience, and positively impact city neighborhoods and Northeast Ohio. The Cavs and NBA announced last year that the renovated Q will host the NBA All-Star Game in 2021.

THE LUMEN AT PLAYHOUSE SQUARE

Playhouse Square began construction on a new 34-story residential tower that will deliver 318 apartments to the market in mid-2020. This project is the first in many years to replace a surface parking lot, representing the kind of development we would like to see much more of in Downtown Cleveland.

TERMINAL TOWER

K&D is redeveloping the middle floors of this Downtown Cleveland icon from office space to over 300 apartments, which will begin to be delivered in late 2019.

MAY COMPANY BUILDING

Bedrock Real Estate is restoring this Public Square landmark, adding 300 apartments to the Downtown market by the end of 2020.

WATERFRONT DEVELOPMENT

Cumberland Development completed the **16 unit** apartment complex, Harbor Verandas overlooking North Coast Harbor at the end of 2018, providing a glimpse of what the much larger scale Harbor View lakefront development will look like. Flats East Bank Developer Scott Wolstein is moving forward with plans for Kenect, the **300 unit** apartment complex, which is the third phase of development overlooking the Cuyahoga River.

NUCLEUS

The **\$300 million** mixed-use project will break ground in 2019 and add **400,000 square feet** of Class A office space, **250 dwelling units**, and **80,000 square feet** of retail space.

BEACON

Stark Enterprise will deliver The Beacon, a new tower with 187 apartments, in mid-2019.

THE ATHLON AT THE CLEVELAND ATHLETIC CLUB

The landmark Cleveland Athletic Club will reopen in 2019 as a mixed-use complex with 167 apartments, 8,000 square feet of office space, 8,000 square feet of retail space, and a restored 20-meter swimming pool.



2018 BOARD OF DIRECTORS

TJ Asher
CHAIR
Weston, Inc.

Jonathan Sandvick
VICE CHAIR
Sandvick Architects

Karen Paganini
VICE CHAIR
K&D

Ray Mueller
TREASURER
Medical Mutual

Renee Csuhran
SECRETARY
Huntington National Bank

Douglas Miller
IMMEDIATE PAST CHAIR
The Richard E. Jacobs Group

Teresa Metcalf Beasley
McDonald Hopkins

Jeff Bechtel
First National Bank

EJ Burke
Key Bank

Art Falco
Playhouse Square

Melissa Ferchill
MCM Company, Inc.

Adam Fishman
Fairmount Properties

Jim Folk
The Cleveland Indians

Brian Grady
Jones Day

Kira Hennessey
Squire Patton Boggs

David Jenkins
The Cleveland Browns

Catherine Kilbane
Sherwin-Williams, retired

Len Komoroski
The Cleveland Cavaliers

Jeff Linton
Forest City Realty Trust, Inc.

Bruce Morrison
Ehle Morrison Group

Jennifer Neundorfer
Jane VC

Zachary Paris
Jones Day, retired

Antonin Robert
GBX Group

Bob Rosing
Dwellworks

Frank Sinito
Millennia Companies

Daniel P. Walsh
Citymark Capital

DIRECTORS EMERITUS

Thomas Adler
PSF Management Company

William Bolton
Property Operations, LLC

John Carney
Landmark RE Management

John Ferchill
The Ferchill Group

David Goldberg
Edgerton Properties

John F. Herrick
Realty Investors Corporation

Allan Krulak
Forest City, Inc., retired

Donna Luby
Self-Funded Plans, Inc.

Mark Stornes
MRSM Enterprises LLC

William West
Hanna Commercial Real Estate

EX-OFFICIO DIRECTORS

Tom Einhouse
PSF Management Company

Joseph Roman
Greater Cleveland Partnership

Harlan M. Sands
Cleveland State University



2018 BOARD OF DIRECTORS

Thomas Einhouse
CHAIR
PSF Management Company

Thomas Coyne
VICE CHAIR
Thompson Hine

Renee Evans
TREASURER
CBRE

Laurel Beverley
SECRETARY
MetroHealth

Joe Calabrese
IMMEDIATE PAST CHAIR
GCRTA - retired

Joseph Bobeck, Jr.
Great Lakes Financial Group

Suzanne Broadbent
Weston, Inc.

Steven Calabrese
CRM Companies

Michael Carney
Landmark RE Management

Roger Carran
Bassichis Real Estate

Downtown Cleveland Improvement Corporation (DCIC) along with Downtown Cleveland Alliance (DCA) were formed in 2006. As the only organizations wholly dedicated to the current and future vitality of Downtown Cleveland, DCA and DCIC work on behalf of property owners to unify the distinct neighborhoods of Cleveland's central business district under a singular vision and holistic strategy for advancement.

Damon Frangos
The Frangos Group / USA Parking

Grace Gallucci
NOACA

Robert George
The George Group

Kevin Kelley
Cleveland City Council

Albert Krist
Geis Properties

Valarie McCall
City of Cleveland Office of the Mayor

Dan Mullinger
PNC

Yoofi Ocran

Paul Shaia
Victory Properties, Inc.

Ezra Stark
Stark Enterprises

Ken Till
Bedrock

Eric Tolbert
Ameriprise Financial

Brent Zimmerman
Milton Townhomes

DIRECTORS EMERITUS

John Coyne
Ampco System Parking

Donna Luby
Self-Funded Plans

Lou Frangos
The Frangos Group / USA Parking

Jerome Schmelzer
Schmelzer & Assoc.

Douglas Miller
Millennia Companies

William West
Hanna Commercial Real Estate



In 2018 we celebrated the 20th Anniversary of our Ruth Ratner Miller Awards luncheon honoring Cleveland Mayor, Frank G. Jackson. Ruth was a driving force in Downtown Cleveland's renaissance, a national civic leader, businesswoman, and philanthropist who adored her city. As

president of Tower City Center, she is perhaps best known for leading the renovation of Terminal Tower, an amazing contribution to the city's rejuvenation. Ruth's dedication to making Cleveland a better place to live for all came with many well-deserved recognitions, including the Woman-of-the-Year Award from the U.S. Department of Housing and Urban Development and her induction into the Ohio Women's Hall of Fame. Downtown Cleveland



Alliance is honored to carry on Dr. Ruth Ratner Miller's extraordinary legacy, recognizing those who have made significant contributions to the development and vitality of our city with this award dedicated in her memory.

Check out our tribute video of Dr. Ruth Ratner Miller - Champion for Downtown Cleveland on YouTube.



DCA Headquarters

1010 Euclid Ave., 3rd Floor • Cleveland, Ohio 44115

DowntownCleveland.com • 216.736.7799 • dtcle@downtowncleveland.com

[@DowntownCLE](https://twitter.com/DowntownCLE)

[/DowntownClevelandAlliance](https://www.facebook.com/DowntownClevelandAlliance)

[@dwntowncle](https://www.instagram.com/dwntowncle)