

ANNUAL REPORT



Downtown Cleveland AllianceSM

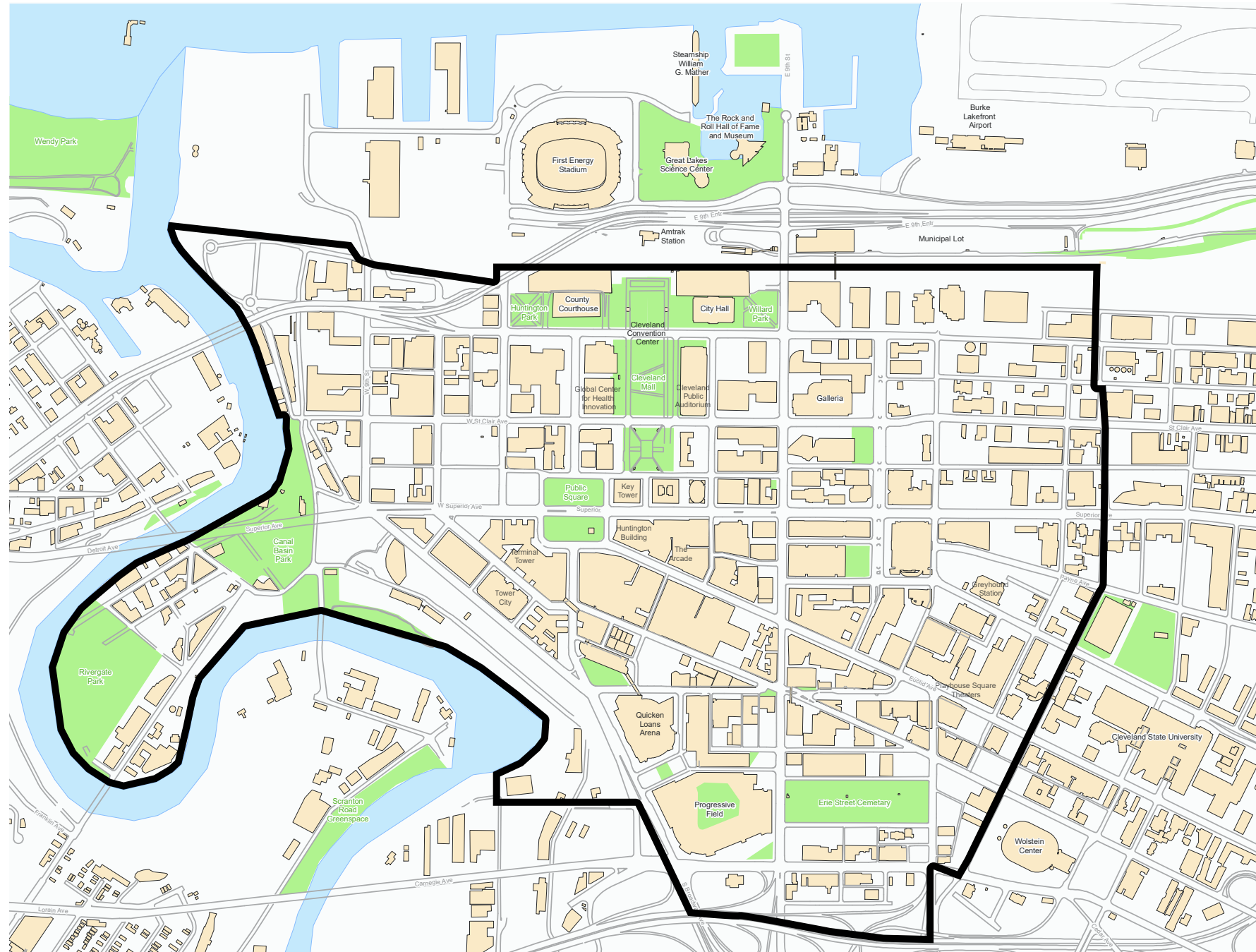
Downtown Cleveland Alliance works to create a vibrant city center by enhancing the pedestrian experience and attracting business, residents, and investment into Downtown Cleveland. We do this through our Clean & Safe program, Business Development Center, marketing initiatives, advocacy efforts, placemaking, and strategic partnerships.

Neighborhood Partners | Historic Gateway Neighborhood Corporation | Warehouse District Inc*
| Playhouse Square* | Campus District | Flats Forward | Group Plan Commission | North Coast Harbor*

**Founding Partners*

Over the last 15 years, Downtown Cleveland Improvement District (DCIC) and Downtown Cleveland Alliance (DCA) have provided services and leadership to the Downtown Cleveland Special Improvement District, making downtown's progress and momentum possible. DCA is the non-profit organization that DCIC, the legal entity for collecting property assessments within the SID, contracts with to manage and operate the SID, providing a recognizable brand for DCIC and the SID.

We are grateful to the City of Cleveland and property owners representing over 900 parcels and well over 60 percent of downtown's linear front footage who chose to renew the Downtown Cleveland Special Improvement District for another five-year term (2021-2025). Their support in the face of last year's many challenges illustrates the high value of our services in leading downtown toward recovery. Thanks to the continued support of property owners Downtown Cleveland is positioned well for the future.





CLEAN & SAFE AMBASSADORS

Downtown Cleveland Alliance’s Clean and Safe Ambassadors provide a wide range of services in Downtown Cleveland to enhance the pedestrian experience and create a place ready for people and investment.

Our Ambassadors remained on the job throughout the pandemic to ensure that downtown and the neighborhoods remained clean, safe, and welcoming. DCA contracts with the **Cleveland-Cuyahoga County Port Authority, City of Cleveland, University Circle Inc, Van Aken District, Shaker Square, Ohio City Inc, Detroit-Shoreway, Little Italy,** and Superior Arts District to provide Clean and Safe services throughout the city.

This year, DCA hired a full-time outreach specialist that works with Ambassadors to address the needs of our neighbors experiencing homelessness. The team assists with food, shelter, and clothing and lends an ear to listen to the individuals’ concerns and needs. The goal is to connect an individual with permanent housing and gainful employment. This work is a collaboration with **Medworks, NEOCH, Frontline Services,** local churches, **Cosgrove Center, St. Vincent Charity Hospital,** and the **Cleveland Police.** DCA added a second full-time outreach worker in early 2021 for additional coverage in the evening hours, so we now deploy outreach workers seven days a week to assist those in need.

669,000 lbs

TRASH IN POUNDS

2,760

GUM SPOTS REMOVED

3,024 tags

GRAFFITI REMOVED

23,347

BUSINESS & HOSPITALITY ASSISTANCE

3,897

SECURITY CHECKS

663

SAFETY ESCORTS

1,248

PANHANDLING RESOLUTIONS

10,755

BICYCLE PATROL MILES



Since 2011, the SEEDS Workforce Readiness Program has partnered with **Lutheran Metropolitan Ministries (LMM)** to provide their men's shelter clients with an opportunity to gain valuable work experience. They are paid an hourly wage for their work and receive additional support from LMM and the Alliance in finding full-time employment and housing.

[SEEDS PROGRAM GOALS]

- Help each of its participants to re-enter into the workforce, equipped with professional and life skills that will aid in their recovery from homelessness.
- Provide the skills and support our clients need to qualify for and secure meaningful employment, to re-enter permanent housing, and to hopefully remove themselves from the social services system all together.
- Change public perceptions about the capabilities and potential of the homeless and at-risk population.

RACIAL EQUITY AND INCLUSION

We understand that advancing racial equity is not only the right thing to do, it is an economic imperative.

In response to the civil unrest after the murder of George Floyd, DCA engaged over 50 organizations to put forth a statement of support for legislation declaring racism a public health crisis. Cleveland City Council unanimously adopted the ordinance.

We supplemented this advocacy work by creating **#VoicesofCLE**, a public art program that provides a platform for artists of color to use murals to amplify their voices,

experiences, and visions for a more equitable future.

This year, DCA formed a **Racial Equity and Inclusion Committee**, which focuses on equity in business attraction and advocacy. Our goal is to better understand the unique needs and challenges of our black and brown business owners to ensure a positive downtown experience and to attract more minority businesses.



BUSINESS DEVELOPMENT CENTER

Our Business Development Center provides a single point of contact focused on retaining existing businesses and attracting new enterprises and investment into downtown. Our team connects business leaders, real estate professionals, and public partners with the resources needed to navigate the downtown real estate market.

53 businesses

ATTRACTED/RETAINED IN DOWNTOWN CLEVELAND'S
OFFICE MARKET IN 2020 (JLL)

Early in 2020, **Sherwin-Williams** announced their plans to build their global headquarters in Downtown Cleveland. Our Business Development Center played a major role in the process, ensuring that the company stay and grow downtown while developing a site that will transform our urban fabric.

In response to the pandemic, DCA's Business Development Center launched an online resource center to connect small businesses with support and resources. We collaborated with partners to provide businesses with technical assistance on a number of programs including:

- » City of Cleveland Emergency Working Capital Loan Program
- » Greater Cleveland Partnership INGEAR
- » Cuyahoga County Small Business Stabilization Fund
- » Cuyahoga County Small Business Resource and Call Center
- » Ohio Bar and Restaurant Assistance Fund
- » Federal Paycheck Protection Program
- » US SBA Economic Injury Disaster Loans

OFFICE MARKET

Downtown Cleveland is the largest jobs hub in the state of Ohio. Businesses are attracted to our urban center because it is where talented young professionals want to be.


2020 brought a surge of remote work, and with it came questions about the value of office space. Strong leasing activity showed that Downtown Cleveland employers believe that the office will remain a staple in the future of work. Businesses recognize that place-based work is key to building culture, attracting talent, and maximizing collaboration and productivity.

CLASS A	2020	2019
Occupancy	87.1%	87.3%
Average Lease Rate	\$25.62 psf	\$24.75 psf
Net Absorption YTD	-3,475 sf	-80,094 sf
Inventory	5,723,488 sf	5,723,488 sf

OVERALL	2020	2019
Occupancy	81.1%	80.0%
Average Lease Rate	\$19.84 psf	\$19.80 psf
Net Absorption YTD	-59,827 sf	10,737 sf
Inventory	16,084,322 sf	16,084,322 sf

Over 740,000 sf

OF OFFICE SPACE LEASED IN 2020 (JLL)

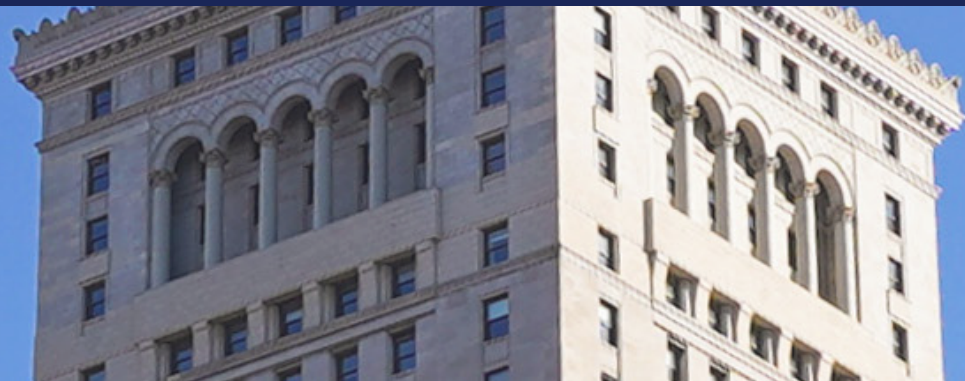


“In opening the Cleveland office, our goal was to leverage the first-rate talent pool, productive mindset and Midwestern grit that set northeast Ohio apart. Fund That Flip’s exponential growth is directly linked to building an award-winning team in Cleveland.”

– Matt Rodak, CEO of Fund That Flip, on the real estate finance company’s commitment to expand their space and add over 100 jobs in Downtown Cleveland.

[MAJOR LEASE TRANSACTIONS]

- » Adcom
- » BDO
- » Cavitch Familo Durkin
- » Clearsulting
- » Exacta Land Surveyors
- » Falls
- » Fund that Flip
- » Gallagher Sharp
- » GenomOncology
- » GoldWater Bank
- » Maloney & Novotny
- » Middough Consulting
- » OnShift
- » Perspectus Architecture
- » Sherwin-Williams
- » Trico
- » Weston Hurd



REAL ESTATE DEVELOPMENT

The best indicator of downtown's trajectory is our strong portfolio of ongoing and planned investment. In 2020, downtown completed \$320 million in development, including transformative residential projects, outdoor recreation enhancements, office spaces, and hotel renovations.

[2020 PROJECTS]

COMPLETED

- » Avenue District II
- » The Avian
- » Downtown Playground
- » The Hilliard Building
- » Indigo Hotel
- » The Lumen
- » The May
- » Prospect Yard
- » Towpath Trail

UNDER CONSTRUCTION

- » 2125 Superior
- » 75 Public Square
- » Avenue Townhomes
- » Euclid Grand
- » Flats East Bank
- » NCH Finger Bridge



\$320 MILLION

IN DEVELOPMENT COMPLETED IN 2020

HOUSING

Downtown Cleveland is Northeast Ohio's fastest growing neighborhood. Our growth to nearly 20,000 residents is due to the increasing value of convenience, walkability, and community.

Downtown Cleveland is the region's 15-minute city, where residents can walk, bike, or scoot to meet their daily needs within a short distance from their homes. The challenges of 2020 underscored this value, as easy access to amenities like greenspace, groceries, healthcare, and safe community spaces became vital to a healthy lifestyle.

Downtown saw an anticipated drop in the rental occupancy rate as a large influx of new supply became available over a short period. In response, DCA launched the Live Downtown Now resident attraction campaign to highlight our diverse array of housing options and resident amenities.

FOR SALE MARKET	2020	2019
Total Sales	71	76
Average Sales Price	\$310,338	\$248,731
Average Price PSF	\$215.86	\$187.49

RENTAL MARKET	2020	2019
Occupancy	84.1%	90.0%
Rent PSF	\$1.57	\$1.58
Market Rate Units	8,797	7,520

31% RESIDENTIAL GROWTH

2010-2020

19,645 RESIDENTS

IN DOWNTOWN CLEVELAND

RETAIL

Downtown Cleveland is home to over 400 retailers and restaurants, with Historic Euclid Avenue at its heart. We are grateful for the essential retail workers that remained on the job to serve the downtown community throughout 2020.

Already impacted by the pandemic, our small businesses were hit hard by the civil unrest and resulting property damage in the wake of the protests over the murder of George Floyd. In response, DCA collaborated with the **City of Cleveland, Cuyahoga County, Cleveland Foundation, Greater Cleveland Partnership, Warehouse District Inc.** and **Historic Gateway Neighborhood Corporation** in creating the Recovery Response Fund to provide assistance to businesses. Through this collaboration, we provided over \$1.3M in grants to 88 downtown businesses.

\$1.3M

IN ASSISTANCE PROVIDED TO 88 DOWNTOWN BUSINESSES THROUGH THE DOWNTOWN RECOVERY RESPONSE FUND

[13 NEW RESTAURANTS & SHOPS]

OPENED IN 2020

- » 27 Club Coffee
- » Betts
- » Beyond Juice and Eatery
- » Citizen Pie Roma Café x Six Shooter Coffee
- » Coco's Plants
- » Fahey's Bakehouse
- » Haymarket Pet Co
- » Little Black Dress
- » Poke 86
- » Sauce Boiling Seafood Express
- » Sixth City Sailor's Club
- » UJerk
- » Unruly Jamaican Cuisine

RETAIL MARKET	2020	2019
Occupancy	88.3%	89%
Retail Rent PSF	\$16.52	\$16.60

HOSPITALITY

While the hospitality industry around the globe suffered in 2020, DCA worked to help our businesses and attractions adapt to the new circumstances and keep people coming to and staying in Downtown Cleveland.

We partnered with Destination Cleveland to promote the Clean Committed campaign, connecting downtown businesses with the resources to pledge a clean and safe experience for customers. We also produced an auction of 11 downtown staycation packages, driving business to our hotels and attractions.

At the height of the lockdown, we promoted the creative ways that downtown venues and attractions like the **Rock & Roll Hall of Fame, Great Lakes Science Center, Playhouse Square** and **Cleveland International Film Festival** brought their programming online.

HOSPITALITY MARKET	2020	2019
Occupancy	27.8%	67%
Average Daily Rate	\$119.00	\$152.90
Revenue per Available Room	\$33.10	\$102.40
Number of Hotel Rooms	4,853	4,583
Number of Hotels	19	19
Number of Historic Hotels	7	7

[MAJOR IN-PERSON EVENTS COMING TO DOWNTOWN CLEVELAND]

- » Major League Baseball Induction Ceremony
- » 2021 NFL Draft
- » 2021-2022 Broadway Series
- » 2021-2022 Great Lakes Theater
- » 2021 Rock & Roll Hall of Fame
- » 2022 NBA All-Star Game
- » 2024 NCAA Women's Basketball Final Four



ADVOCACY

Our Advocacy Committee convenes and engages over twenty board members, strategic partners, and stakeholders to support public policies that advance our mission for a more connected, equitable downtown that attracts businesses, residents, and investment.

[2020 Advocacy Accomplishments]

- Voter Registration and Turnout: DCA was one of 52 community partners that helped to register a combined **19,775 new voters** in 2020. Voter turnout in Downtown Cleveland for the 2020 General Election was **65.7%**, on par with turnout at the county level and outpacing the citywide total of **53%**.
- U.S. Census: Served as a member of the city's 2020 Complete Count Committee, helping to ensure downtown residents were counted.
- **Ohio Senate Bill 39:** Successfully advocated for the creation of a new transformational mixed-use development tax credit to support in-fill and historic redevelopment in downtown.
- **Ohio House Bill 606:** Worked to ease the return of workers to downtown by granting employers temporary civil immunity to potential legal claims arising from exposure, transmission, or contraction of COVID-19.
- Bringing Spectators Downtown: Successful pushed to safely increase the number of fans allowed inside **Rocket Mortgage Fieldhouse** for **Cavs** games.

\$11.92 million

IN STATE HISTORIC TAX CREDITS FOR SIX PROJECTS **TOTALING \$176 MILLION IN DEVELOPMENT**

MOBILITY

Convenient and accessible mobility options are vital for attracting business, residents, and investment into downtown. In 2020, we convened our partners at RTA, NOACA, the City of Cleveland, Cuyahoga County, and University Circle on a monthly basis to collaborate on advocacy strategies to improve downtown’s multimodal connectivity.

NOACA announced a \$250,000 award for a Downtown Cleveland Transportation Connectivity Study as part of the Transportation for Livable Communities Initiative. DCA, alongside our downtown mobility partners, will play a central role in shaping the study to reflect downtown’s mobility priorities, such as improved bicycle infrastructure like the Superior Avenue Midway.

GOLD COMMUTER CHOICE AWARD
WINNER IN THE 2020
NOACA CLEAN AIR CHALLENGE

\$111 million
IN CARES ACT FUNDING FOR GCRTA
to address lost revenue and increased operating expenses related to COVID

Walk Score	96
Bike Score	62
Transit Score	84

Effectively telling our story became even more critical in 2020, as we worked to return office workers and visitors to downtown and grow our resident population. We launched the Downtown Now! campaign to inform and engage our audiences about the changing dynamics in Downtown Cleveland.

Facebook Followers	19.4k	LinkedIn Followers	6.3k
Instagram Followers	23.8k	YouTube Subscribers	1.39k
Twitter Followers	86.1k	Media interviews	290+

[NEW MARKETING INITIATIVES]

In addition to our normal paid and earned media strategies DCA launched a new campaign; “Downtown Now!” Under this brand we produced a weekly webinar series providing a platform for dialogue amongst our stakeholders, and a micro-site chronicling new and open establishments for people to live, eat, and play in Downtown Cleveland. Our 2020 annual video took on a new life with a 3-part series and first time TV placements on local news stations.



MARKETING

DCA's marketing strategy focuses on promoting a vibrant and diverse downtown image by implementing strategic advertising campaigns, public relations tactics, grassroots partnerships, events, and other promotional materials and activities.

PLACEMAKING

The events of 2020 underscored the value of places that are safe, healthy, and people-oriented. DCA continues to work on projects that improve our greenspaces and create a strong sense of place in Downtown Cleveland and its neighborhoods.



VISION FOR THE VALLEY: We and our neighborhood partner **Flats Forward** collaborate with **NOACA**, the **City of Cleveland**, **Cleveland Metroparks**, and the **Port of Cleveland** to realize a unifying vision for the Cuyahoga River Valley that addresses transportation, land use, public spaces, and other key components. The study comes at a time where there has been a growing local, regional, and national interest in the river valley.

ERIEVIEW HISTORIC DISTRICT: We successfully advocated for the district's designation as a National Register Historic District. The 24 contributing properties within Erieview now qualify more easily for historic tax credits and conservation easements to spur additional investment.

NORTH COAST HARBOR: Our partners at the City of Cleveland made progress on the finger bridge, a significant investment in improving the pedestrian connections on downtown's lakefront.

TOWPATH TRAIL: DCA celebrated the ribbon cutting for the completion of Stage 3 of the project with our partners at the **City of Cleveland**, **Cuyahoga County**, **Canalway Partners**, and the **Cleveland Metroparks**. Stage 4, which will run from Literary Road to the future Canal Basin Park in The Flats, is set to be completed in 2021.

EVENTS

We use events, tours, and activations as a strategy to animate our public spaces and show off Downtown Cleveland's unique assets. We were determined to continue this strategy in a safe and accessible way in 2020.

OVER 50K
UNIQUE PAGEVIEWS OF THE
TAKE A HIKE® SELF-GUIDED TOURS WEBPAGE



SPARX CITY HOP: The annual arts event was adapted to include virtual tours of Cleveland's arts and cultural assets, virtual interactive workshops, musical performances, and happy hour livestreams from some of downtown's beloved restaurants.



WINTERFEST: In partnership with WKYC, we livestreamed our holiday tree lighting ceremony to create an experience that could be enjoyed either with masks and social distancing on Public Square or from home.



TAKE A HIKE®: Historic Gateway Neighborhood Corporation produced self-guided tours that allowed users to learn and explore downtown's neighborhoods at their own leisure and pace while fully complying with social distancing rules.



RESTAURANT WEEK: We produced our first autumn edition of Downtown Cleveland Restaurant Week in addition to our usual February event to attract extra business to our restaurants. We also launched Takeout Tuesdays, and our partners Historic Gateway Neighborhood Corporation and Warehouse District Inc produced Carryout Crawl, to drive support for our restaurants.

COMMUNITY SHOUTOUT

Thank you to the generous support of our partners in the community. 2020 was a record-breaking year for new individual donors to DCA.

AMBASSADOR APPRECIATION CAMPAIGN

The Alliance partnered with local restaurants to provide meals for each Ambassador from mid-March through April as they remained on the job during lockdowns. Not only did our donors step up to show their appreciation for the Ambassadors, but restaurants like **Saucy Brew Works** also joined in and donated meals. Together our community raised over \$10,000 through gifts and in-kind donations while supporting our local economy and recognizing the hard work of our Ambassadors.

UNITECLE FUND

This past summer, in response to an outpouring of support and requests for ways to help downtown following the civil unrest, DCA launched the **UniteCLE Fund**. The fund supported small downtown businesses, aided the re-beautification efforts of Downtown Cleveland, expanded our SEEDS Workforce Readiness Program, and helped sustain our Downtown Cleveland Homeless Fund. More than **130 donors** from all over Northeast Ohio and beyond showed their support for Downtown Cleveland last year, and Sherwin-Williams demonstrated their commitment to the community with a major gift to the campaign.

CITY ADVOCATES

The City Advocates Young Professionals Board shares a passion for Downtown Cleveland and represents a wide array of interests, professional backgrounds, and relationships to Downtown. Through social and networking events, volunteer experiences, and grassroots fundraising, the City Advocates help create a dynamic community for young professionals in Downtown Cleveland. In 2020, City Advocates helped raise funds for the Ambassador Appreciation Campaign, the UniteCLE Fund, and LMM's Men's Shelter at 2100 Lakeside.

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Downtown Cleveland AllianceSM

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