



Downtown Cleveland AllianceSM

2021 ANNUAL REPORT

Michael Deemer
Downtown Cleveland Alliance
President & CEO



A NEW DAY IN DOWNTOWN CLEVELAND

Change and resilience defined Downtown Cleveland in 2021 both in the community and within our organization. We welcomed new leadership at DCA and across the city with the election of **Mayor Justin Bibb**, the emergence of a new generation of civic leadership, the rise of **Council President Blaine Griffin**, the election of downtown **Councilman Kerry McCormack** as Majority Leader, and the elections of **Councilmembers Stephanie Howse** to Ward 7 and **Richard Starr** to Ward 5.

The Alliance also celebrated the retirements of my friends, DCA's founding President & CEO **Joe Marinucci**, and Executive Vice President **Tom Yablonsky**, after fifteen years of leadership. Tom also retired as Executive Director of the Historic Warehouse District Development Corporation (HWDDC) and Historic Gateway Neighborhood Corporation (HGNC).

The DCA team tackled the existential threats confronting downtown with fierce urgency. Embracing the Alliance's responsibility to catalyze and accelerate Downtown Cleveland's recovery, our board of directors identified key strategic priorities to renew the city center's vibrancy in 2021 and 2022:

- Returning office workers to downtown
- Addressing homelessness, mental illness, and addiction
- Attracting diverse storefront businesses
- Focusing our business development work on producing influential market research and policy reports

In addition to accelerating Downtown Cleveland's recovery, we recognized the need for the Alliance to plan for the future. Our board of directors initiated a multi-year strategic plan to guide us over the next 5-7 years. Working with **Progressive Urban Management Associates (PUMA)**, we will engage our stakeholders and community to unify and amplify Downtown Cleveland's city building voice.

I am proud of the vibrancy Downtown Cleveland has achieved, encouraged by downtown's resilience, and clear-eyed about the challenging road ahead. Because of the support of all of you—our strategic partners, investors, and neighbors—I **know Downtown Cleveland will come back more inclusive and loveable than before.**

-Michael Deemer

DCA ADVANCED CORE PRIORITIES

- Launched the Welcome (Back) to Downtown campaign to encourage office workers to return.
- Increased the starting wages of our Clean, Safe, and Welcoming Ambassadors and emphasized connecting shelter and treatment resistant individuals with services.
- Focused our Racial Equity & Inclusion Committee on Black-owned retail business attraction and retention.
- Produced monthly Recovery Reports to chronicle Downtown Cleveland's progress.
- Published a policy agenda designed to advance building a walkable, transit-oriented 15-minute city.
- Completed merger of Historic Gateway and Warehouse Districts under DCA leadership.



MISSION

To attract talent, jobs, and investment through market influence, community impact, and irresistible experiences.

VISION

Downtown Cleveland is the 24/7 hub of a diverse, inclusive, global city that is a welcoming beacon for talent and weaves downtown districts and surrounding neighborhoods into a seamless urban fabric that is greater than the sum of its parts.



RECOVERY PROGRESS

2021 kicked off with the rollout of the COVID-19 vaccine, ushering in a new era of recovery. Downtown Cleveland played a key role in the distribution of shots. Over **258,000 inoculations** were administered at the Wolstein Center's mass vaccination site in the Campus District. The vaccine cultivated a renewed demand for and comfort with in-person activities among the community. This demand was on full display when Downtown Cleveland welcomed over **160,000 fans for the NFL Draft** in April, signaling a turning point in the resumption of in-person events, work, and activity.

As the year progressed, overall foot traffic grew to exceed that of 2020. A key part of this increase in activity was a steady rise in workers returning to the office, peaking in September with about **56% of pre-pandemic levels**. Despite our growing residential population, healthy small business environment, and complete recovery of sports, theater, and entertainment, it remains critical to the city's economy that office workers continue to return downtown. DCA is focused on accelerating this return in 2022 to ensure a sustainable recovery.

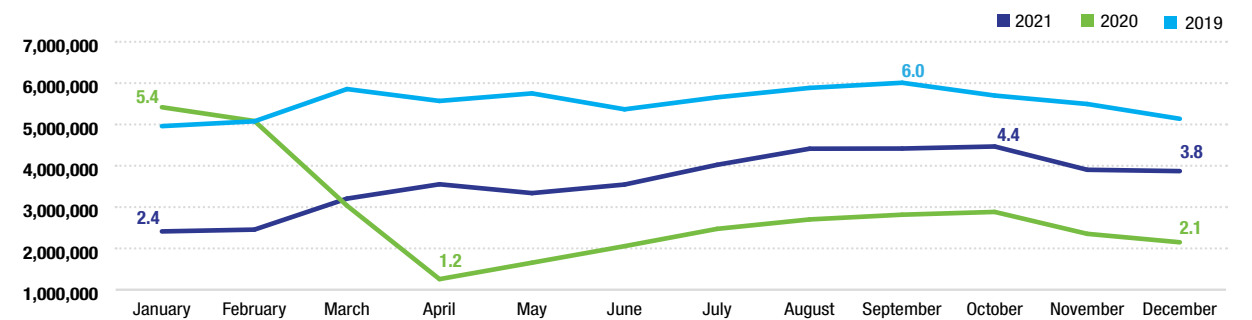
43 M

visits to Downtown Cleveland in 2021

65%

Return of Pre-Pandemic Foot Traffic

TOTAL MONTHLY FOOT TRAFFIC



CLEAN, SAFE, WELCOMING

2021 magnified the value of DCA's flagship Clean, Safe, and Welcoming program. Our work recognizes the importance of a compelling pedestrian experience to attract workers, residents, and visitors to Downtown.

In a show of gratitude for the Ambassadors' work and in an effort to remain competitive in a challenging hiring environment, we increased starting wages to **\$14 per hour** and provided incentives to retain existing employees. Our off-duty law enforcement officers also received an increase commensurate with the market rate.

DCA implemented a first-of-its-kind **hospitality cart program** that pairs specially trained Hospitality Ambassadors with outreach specialists at a mobile concierge stand. The team patrols high traffic locations, interacting with pedestrians and business operators to provide directions, pass out information, and build relationships with unsheltered individuals. The hospitality carts are planned for greater deployment in 2022.

DCA is committed to empathetic advocacy for the shelter-resistant and treatment-resistant populations. By extending our outreach partnerships, we have yielded significant progress in assisting the unsheltered and those with mental illness, addiction, and alcoholism in downtown. **DCA is the first and only non-public safety organization granted authorization to transport individuals for voluntary treatment to the Cuyahoga County Diversion center.**

Business & Hospitality Contacts	19280
Graffiti Removed	3668
Gum Spots Removed	2870
Security Checks	2011
Panhandling Resolutions	1254
Safety Escorts	460



OUTREACH PARTNERS

- Care Alliance
- City of Cleveland Division of Police
- Cuyahoga County Diversion Center
- Frontline Services
- Lutheran Metropolitan Ministry
- Medworks USA
- The City Mission
- St. Vincent Charity Hospital



SEEDS

DCA's SEEDS program is a partnership with Lutheran Metropolitan Ministries that provides shelter occupants with valuable work experience in landscaping, giving them a chance to **reenter the workforce**. Participants are provided with additional support in finding full-time employment and housing.

SEEDs expanded to include year-round support of the Clean Ambassadors. In addition to landscape maintenance, the SEEDs team participated in DCA's first ever surface parking lot maintenance contract. That work included tree trimming, flower bed cleaning, mulch application and lot cleaning. Five part-time **SEEDS members were promoted** to full-time Ambassadors.

Hourly wages for SEEDs participants were increased to \$10.75 per hour for new members and \$11.50 for returning participants. SEEDS members were a vital part of our snow and ice removal, routine cleaning, and overall beautification of the Special Improvement District.



RACIAL EQUITY AND INCLUSION

DCA's Racial Equity & Inclusion Committee is composed of DCA and DCIC Board Directors as well as representatives from the City of Cleveland Department of Economic Development, Global Cleveland, the Real Black Friday, our professional sports teams, the Urban League of Greater Cleveland, and other business and civic leaders. The Committee focuses on **attracting more racially diverse storefront and office businesses** and creating a more welcoming business environment for Black and minority entrepreneurs in Downtown Cleveland.

Creating a diverse, dynamic, and global retail environment that reflects the diversity of the city is a major part of Downtown Cleveland's recovery. With assistance from DCA, Downtown Cleveland welcomed **12 new Black and minority-owned businesses** in 2021, representing more than a third of the new businesses added to downtown's retail portfolio last year.

In partnership with Karamu House, Ingenuity Cleveland, and over 70 sponsors, supporters, and organizations, DCA produced the inaugural **MetroHealth Cleveland Juneteenth Freedom Fest** in 2021. Nearly 10,000 Clevelanders attended to celebrate Black culture and enjoy performances and education. The event also featured a voter registration table and vaccine administration. DCA and our partners have secured funding to produce the MetroHealth Cleveland Juneteenth Freedom Festival for years to come.

<h1>12</h1> <p>Black and Minority-Owned Small Businesses Added In 2021</p>	<h1>10K</h1> <p>Visitors to First Annual MetroHealth Cleveland Juneteenth Freedom Fest</p>
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BUSINESS DEVELOPMENT

DCA's Business Development Center (BDC) plays an essential role in **attracting business and investment** to Downtown Cleveland. We work with property owners, commercial real estate professionals, and many public and private partners to connect business leaders, developers, and investors with opportunities, sites, and information.

The team launched our **monthly Recovery Report** using key metrics to track Downtown Cleveland's economic resurgence in the wake of the pandemic. The reports are guiding the community's recovery strategy and continue to be released on a monthly basis.

“Our new work environment and central location will help make our training activities even more appealing and effective. Participants will be able to explore new career paths while learning and working in a beautifully restored facility located in an amazing part of Cleveland. The opportunity here is enormous.”

-Jennifer Stracensky, COO CrossCountry Mortgage, on the company's decision to locate their headquarters in Downtown Cleveland



DOWNTOWN'S 10TH HISTORIC DISTRICT

Following DCA's successful advocacy, the **Erievue Historic District** won a listing on the National Register of Historic Places. This status allowed 45 Erievue to qualify for and ultimately win State Historic Tax Credits, paving the way for its redevelopment into a highly amenitized apartment community by Texas-based developer BlueLofts.

The BDC partnered with TeamNEO to launch a marketing program focused on drawing talent, investment and jobs to the Erievue Historic District. Since the campaign launched, four retailers have committed to the district, several office tenants have committed or recommitted, and major developments have been announced, including **45 Erievue and Tower at Erievue**.



RETAIL

Downtown Cleveland’s entrepreneurs are employing creative methods to attract consumers and draw employees and visitors back downtown, including adjusting and extending hours, expanding services, and transforming their spaces into interactive retail experiences. Competing with virtual amenities and online shopping, local retailers worked tirelessly to create a sense of place with **unique, authentic retail experiences that can’t be replicated on a screen.**

In a vote of confidence in Downtown Cleveland’s growing vibrancy, Bedrock announced plans to transform **Tower City** into a global

marketplace. They have since welcomed seven new retailers, majority of which are local, Black-owned businesses. The mall is undergoing renovations and will continue to welcome new businesses and public activations.

87.3%
Retail Occupancy Rate

\$17.03
Market Asking Lease Rates (PSF)

RESTAURANT AND RETAIL OPENINGS

- | | | |
|-----------------------|-----------------------|-------------------------------|
| Stone Fruit Coffee | Goodnight John Boy | MiAmour |
| Goma | N’Joy | PeachFuzz |
| Acqua di Luca | 1330 on the River | Oanest |
| Lulo | Mariposa Cafe | CityBreaks Barbershop |
| Blessed Latin Cafe | Love, Anji | Double Nickel Brunch & Events |
| Anejo Tequila Joint | Bartini | Space |
| Grille 55 | Fluff N Stuff | Savour Coffee Shop |
| Promo African Cuisine | Simply Vintage Bakery | Red Velvet Men’s Grooming Co |
| Hot Chicken Takeover | Citizens Bank | Feet Geeks |
| Headliner | Paws Play | Styles of Imagination |
| City Pop Sushi | Jaxson’s Closet | BrewDog |

OFFICE MARKET

The onset of the pandemic required a significant, global shift to remote work where possible. While the administration of the vaccine marked a turning point for companies returning workers to the office, ongoing COVID-19 surges caused by several variants in 2021 slowed that progress. At the close of the year, an estimated **46% of Downtown Cleveland's office workers were in the office** on a given business day. The office market continues to face challenges as business leaders evaluate their real estate needs and work strategies.

In Downtown Cleveland, though, overall office occupancy increased over the last two years,

showing relative stability. The downtown market is seeing a flight to quality as companies strive to create **work environments that employees want to return to**. As such, there has been an increased demand for competitive amenities and workable floor plans in office spaces. Office rental rates increased \$1.00 over 2019 prices.

The groundbreakings of both **Sherwin-Williams** and **CrossCountry Mortgage's** headquarters signal major commitments to downtown office space. Commitments like these improve confidence in the future of the downtown office market, but a strong return of workers will be critical moving forward.

CLASS A	2021	2020	2019
Occupancy	84.7%	87.1%	87.3%
Average	\$25.49 psf	\$25.62 psf	\$24.75 psf
Net Absorption YTD	-57,254 sf	-3,475 sf	-80,094 sf
Inventory	5,723,488 sf	5,723,488 sf	5,723,488 sf

(JLL)

Overall	2021	2020	2019
Occupancy	84.6%	81.1%	80.0%
Average	\$20.65 psf	\$19.84 psf	\$19.80 psf
Net Absorption YTD	8,579 sf	-59,827 sf	10,737 sf
Inventory	14,798,838 sf	16,084,322 sf	16,084,322 sf

(CBRE)

Note: The drop of over one million square feet of office space is due to the removal of single-tenant buildings from how inventory is calculated, as well as office conversion project 45 Erieview.



MAJOR OFFICE LEASE TRANSACTIONS

- | | |
|---------------------------|--------------------------------|
| AMS | OnShift |
| iHeart Media | McCarthy Lebit Crystal Liffman |
| Fathom Digital Marketing | Javitch Block |
| Vecmar Computer Solutions | Arthur J Gallagher & Co |
| Rocket Mortgage | GPI2 |
| Falls Digital | United Church of Christ |
| Ulmer & Berne | Informa Business Media Inc |
| United States GSA | RSM |
| Transition Studios | KPMG |
| AML RightSource | |



Rendering of Sherwin-Williams' headquarters building as part of downtown's skyline; courtesy of Sherwin-Williams

SHERWIN-WILLIAMS

Sherwin-Williams broke ground on their **one-million square foot global headquarters** in the heart of Downtown Cleveland. The project will retain thousands of jobs in the core and add hundreds more in the coming years. The site also removes swaths of surface parking lots and will facilitate greater connection between the downtown core and the Warehouse District, **healing our urban fabric**.

DCA supported the project by working with Sherwin-Williams to engage the community in the design of their new headquarters. Following the unveiling of their conceptual plans, DCA held focus group meetings with stakeholders representing residents, businesses, the hospitality industry, and property owners to gather insights for the ultimate design.

“We could not be more excited about the investment we are making in the future of our Company and the future of Cleveland. We are creating a next-generation workplace to serve our customers, retain and attract employees, as well as offer opportunities to celebrate the Sherwin-Williams brand and act as a catalyst for future development in and around our new campus.”

John G. Morikis,
Sherwin-Williams Chairman, President and CEO

REAL ESTATE DEVELOPMENT

A RESURGENCE OF NEW CONSTRUCTION

When the Lumen was built in 2019, it became the first residential tower built from the ground up in Downtown Cleveland in 16 years. Similarly, there has not been a new office tower built since the E&Y Tower was completed in 2013. Downtown Cleveland now has **new construction underway for both office and residential use.**

We celebrated the groundbreaking of the **City Club Apartments**, which will replace a surface parking lot on Euclid Avenue with over 300 highly amenitized apartments, and the groundbreaking of **Sherwin-Williams'** global headquarters, which will replace surface parking lots in the middle of downtown with a modern hub of business and learning.

Over **\$113 million in development** was completed in 2021, and the year ended with well over **half a billion dollars** in development underway. This strong pipeline of investment tells us that Downtown Cleveland is building for the future.

COMPLETED PROJECTS - \$113 MILLION

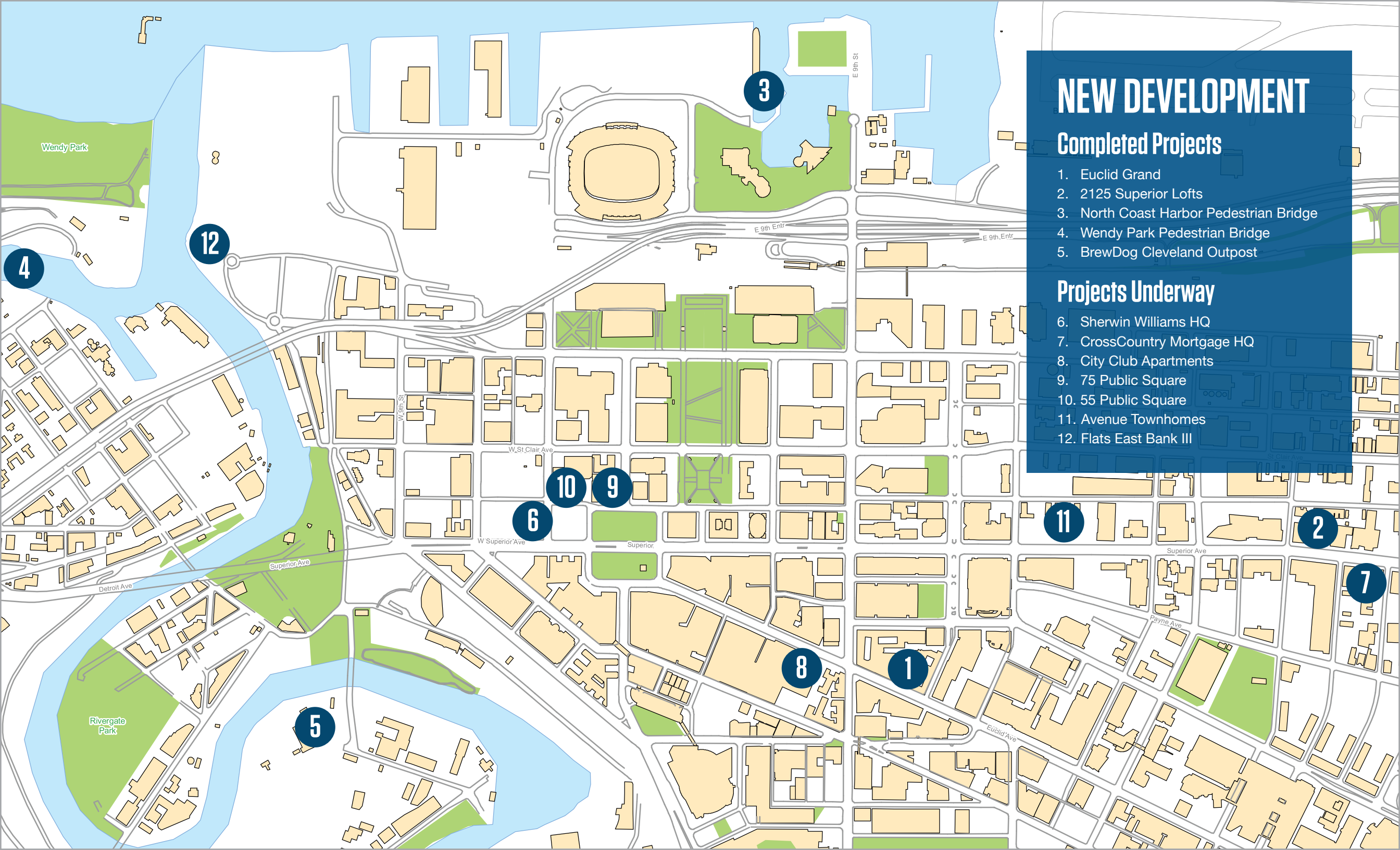
Euclid Grand	\$76M	228 Units
2125 Superior Lofts	\$14M	57 Units
North Coast Harbor Pedestrian Bridge	\$17M	-
Wendy Park Pedestrian Bridge	\$6M	-

PROJECTS UNDERWAY AT THE END OF THE YEAR - \$678 MILLION

Sherwin-Williams Global HQ	\$400M	1 Million sf.
CrossCountry Mortgage HQ	\$46M	168,000 sf.
City Club Apartments	\$100M	304 Units
75 Public Square	\$40M	114 Units
55 Public Square	\$59M	221 Units
Avenue Townhomes	\$15M	27 Units for Sale
Flats East Bank III	\$18M	-



Construction underway on the City Club Apartments



NEW DEVELOPMENT

Completed Projects

1. Euclid Grand
2. 2125 Superior Lofts
3. North Coast Harbor Pedestrian Bridge
4. Wendy Park Pedestrian Bridge
5. BrewDog Cleveland Outpost

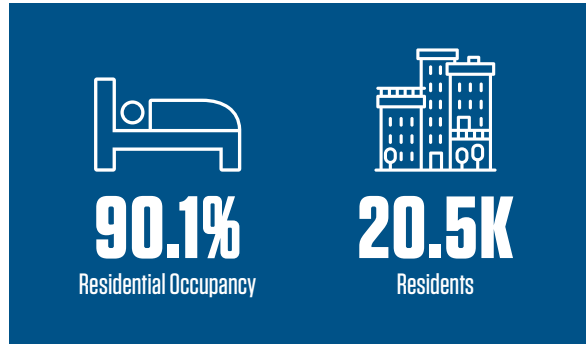
Projects Underway

6. Sherwin Williams HQ
7. CrossCountry Mortgage HQ
8. City Club Apartments
9. 75 Public Square
10. 55 Public Square
11. Avenue Townhomes
12. Flats East Bank III

RESIDENTIAL POPULATION AND HOUSING

Residential occupancy reached the **highest level since before the pandemic**, rebounding to 90.1% from 84.1% last year at the same time. Average rent rose to \$1.72, which is a 15-cent increase from 2020. Growth in both rent and occupancy convey **strong, ongoing demand for downtown living**. Our robust residential market makes Downtown Cleveland especially resilient in times of economic uncertainty.

Most downtown residents are renters. In 2021, 285 rental units were added, and an additional 639 rental units and 15 for-sale units are underway. Currently, there is a total of 9,058 rental units and only 469 for sale units downtown. However, 90 units were sold in 2021, which was the **highest number of units sold since 2015**. To diversify our residential market, Downtown Cleveland needs to add more for-sale housing.



Residential Market	2021	2020
Occupancy	90.1%	84.1%
Average Rent Price/sf	\$1.72	\$1.57
Average Rent for Efficiency Unit	\$835	\$801
Average Rent for One Bedroom	\$1373	\$1226
Average Rent for Two Bedroom	\$1936	\$1820
Average Rent for Three Bedroom	\$2791	\$2525
Average Sales Price/sf	\$198.66	\$215.86
Average Sales	\$259,709	\$310,338





HOSPITALITY

The hospitality industry made a strong recovery in 2021. According to STR, over 763,000 rooms across 21 hotels were booked in Downtown Cleveland and adjacent neighborhoods throughout the year. This is an 80% increase from 2020, which saw only 423,000 bookings. We saw an uptick in hospitality metrics across the board, with **revenue per available room more than doubling** compared to 2020.

We anticipate continued growth in hotel occupancy and revenue as business and leisure travel resume. Downtown Cleveland hotels are buoyed by **pent up demand for in-person activities** including weddings, conferences, and major events like the NFL Draft and Rock and Roll Hall of Fame Induction Ceremony.

Two new boutique hotels will join the downtown market in the coming years, one as a component of the historic redevelopment of the **Centennial** on Euclid Avenue, and the other in the historic redevelopment of the **Fidelity Building** on E. 6th Street. Together, these two buildings will add approximately 260 rooms to Downtown Cleveland.

Hospitality Market	2021	2020
Occupancy	44.8%	27.8%
Average Daily Rate	\$159.87	\$119.00
Revenue per Available Room	\$71.68	\$33.10
Number of Hotel Rooms	4,583	4,583
Number of Hotels	19	19

ADVOCACY

2021 was a big year for downtown voters. Downtown turnout in the mayoral election was 13.9%, marking an increase from the election four years before. To achieve higher turnout, DCA:

- Created a **Voter Education Guide** to provide residents with information about the upcoming election cycle, including important dates and deadlines, how to register, and where to vote.
- Surveyed the **mayoral candidates** about their vision for Downtown Cleveland. All seven candidates responded to the survey.
- Released our first ever **Public Policy Agenda**, outlining the public policy priorities that help build a welcoming and inclusive city center and solidify our position as the region's economic engine.
- Partnered with Downtown Cleveland Residents on a campaign to **help residents get registered** and get out the vote.

2021 ADVOCACY SUCCESSES

- Funding for the Superior Avenue Midway bicycle track
- Ohio Historic Preservation Tax Credits for eligible downtown projects:
 - 75 Public Square
 - 55 Public Square
 - 45 Erieview
- Numerous policies and programs which were included in the state budget:
 - Increased transit funding to \$74 million
 - Transformational Mixed-Use Tax Credits (TMUD)
 - \$500M for brownfield remediation
 - \$250M for broadband expansion
 - A new school funding formula that decreases reliance on local property taxes
 - Modifications of the temporary rule governing Municipal Income Tax Collection



“I have lived Downtown for seven years and seen it transform from a Central Business District to a place many Clevelanders, native and new, call home...I firmly believe that for Cleveland to succeed, we must have a thriving urban core and strong neighborhoods.”

-Mayor Justin Bibb in his response to DCA's 2021 Mayoral Candidate Survey

75 Public Square and 55 Public Square, both undergoing redevelopment using historic tax credits

Myles Garrett with the mural he commissioned through DCA's #VoicesofCLE; painted by Lauren Pearce

VOICES OF CLE

#VoicesofCLE public art initiative amplifies voices in our community - especially those of color. Since 2020, organizers have connected businesses with local artists to create murals on storefronts and building facades throughout Downtown Cleveland that express the perspectives and lived experiences of our diverse community. With murals on Public Square, on St. Clair Avenue, and beyond - we continued to expand on these public works of art in 2021.

URBAN PLANNING AND DESIGN

Welcoming, attractive public spaces and a safe, multimodal transportation network have become increasingly critical over the past two years. DCA works with strategic partners across sectors to create a **compelling street experience**, activate public spaces, and advocate for infrastructure and urban design that makes downtown safe and inviting for everyone and every mode of transportation.

LIGHTHOUSE PARK

A long-envisioned pocket park in the Historic Warehouse District was **successfully funded at the end of 2021 and will break ground this coming May**. Lighthouse Park will celebrate the location of Cleveland's original lighthouse and enhance pedestrian connections between the Warehouse District and The Flats, as well as provide an important amenity for the neighborhood that features landscaping, seating, bench swings, device charging, programming, and lighting.

CANAL BASIN PARK

With our partners at Flats Forward, Canalway Partners, Cleveland Metroparks, and the City of Cleveland, DCA is excited to **welcome a new greenspace to the Cuyahoga riverfront**. Canal Basin Park will serve as a gathering place, interpretive park, and connective hub at the northern end of the Towpath Trail on the East Bank of The Flats. Development work on the park is underway.

DESIGN REVIEW AND PROJECT SUPPORT

DCA assisted **21 projects** through the design review process in 2021. We provide essential design expertise and guidance through city incentive programs and design review approval for businesses looking to invest in their spaces. This includes designing unique storefront signage like the giant coffee cup at StoneFruit Coffee Company on Euclid Avenue. Additionally, DCA manages the design advisory body to the Cleveland Landmarks Commission in downtown's local landmark districts.

DCA is working with NOACA on the **Downtown Transportation and Livability Study** due to be completed in June 2022. The project has four goals:

1. Provide a Safe and Connected Travel Environment for All Users, Regardless of Age, Ability, or Mode of Travel
2. Improve the Experience of All Users Traveling Downtown, Regardless of Age, Ability, or Mode of Travel
3. Better Connect Downtown to its Waterfronts on Lake Erie and the Cuyahoga River.
4. Promote Sustainability and Economic Development that Add Jobs, Residents, and Visitors, as well as Connects Jobs to Housing.

DOWNTOWN'S WATERFRONTS

2021 marked the first year that the Downtown Cleveland Special Improvement District included Old River Road and the Columbus Road Peninsula. This allowed DCA to provide Clean, Safe, and Welcoming services in this area, successfully advocate for Canal Basin Park, and accelerate our work in supporting riverfront development via our partner organization, Flats Forward.

DCA and Flats Forward successfully supported the creation of the City of Cleveland's Vision for the Valley plan. This framework will create a mixed-use, transit-oriented neighborhood that vastly improves connectivity between the Cuyahoga River and the urban core. Bedrock announced a partnership with the City to advance Vision for the Valley, plan for future development, and connect to a reimagined Tower City Center marketplace.

Through a contract with the City of Cleveland, DCA also programs, markets, and manages North Coast Harbor, creating valuable year-round experiences at the downtown lakefront. Clean, Safe, and Welcoming Ambassadors help ensure a visitor friendly, resident engaging, and investment ready environment.

Rendering of the vision for downtown's renewed riverfront; courtesy of Bedrock





EVENTS

DCA produces events to engage the downtown community and spotlight our unique public spaces.

In 2021, we brought back beloved events and programming like **Walnut Wednesday**, in-person **Take a Hike** tours, and **Winterfest**. We also introduced new programs including the **MetroHealth Juneteenth Freedom Fest**, **Connect in the City**, and **Double Nickel**. Once again, Downtown Cleveland enjoyed the national spotlight as we hosted the first in-person **NFL Draft** and **Rock and Roll Hall of Fame Induction Ceremony** since the pandemic began.



2021 DCA EVENTS

- NFL Draft / Rock the Clock End Zone
- MetroHealth Juneteenth Freedom Fest
- Light Up the Lake
- Winterfest Tree Lighting Ceremony
- Walnut Wednesday
- Take a Hike
- Warehouse Crawl
- Double Nickel
- Connect in the City

MARKETING

DCA is growing our impact and reach. As we spent 2021 telling the story of Downtown Cleveland's resilience, our follower counts increased on every platform.

SOCIAL MEDIA PRESENCE

 22K FOLLOWERS

 25.6K FOLLOWERS

 88.2K FOLLOWERS

 8.2K FOLLOWERS

 1.5K SUBSCRIBERS

We released our **Bring It Back video** to show how the community is rallying in the wake of the pandemic to renew downtown's vibrancy. We evolved the video into commercials on streaming services and clips to be shown on kiosks around downtown. In addition to over 2,300 views on YouTube, the Bring It Back video showcasing the value of downtown has been seen by current and prospective downtown residents, visitors, and workers.



DCA celebrated the historic name change of Cleveland's beloved baseball team



The City Advocates Young Professionals Board is comprised of diverse individuals who share a passion for Downtown Cleveland and who represent a wide array of interests, professional backgrounds, and relationships to Downtown. While supporting the mission of the Alliance and Downtown's growth as a modern and dynamic city, the City Advocates champion Downtown Cleveland through social and networking events, volunteer experiences, fundraising, event implementation and placemaking projects.

CITY ADVOCATES

CITY ADVOCATES YOUNG PROFESSIONALS BOARD

Jacob Lavis (Brennan Manna Diamond)
President

EXPERIENCE

Jessica Giacobbe (Realtor)
Kelsey Holmberg (Law Student at Cleveland-Marshall College of Law and Monte Ahuja College of Business at CSU)
Eric Hughes (Cleveland Development Advisors)
Chelsea Lengal (PNC)
Ashleigh Schwochow (JACK Entertainment)
Grant Passell (Cleveland Clinic)

PROJECT MANAGEMENT

Megan Carbone (Cleveland State University)
Darrice Dean (Medical Mutual of Ohio)
Michael Huffman (Deloitte & Touche LLP)
Amber Koriath (Greater Cleveland Partnership)
Bethany Roman Henderson (MCM Company, Inc.)
David Schindelheim (Jones Day)
Connor Stease (Notre Dame College)

FUNDRAISING

Maria DiTurno (Riddell)
Rose Hodun (University Hospitals)
Julie Kent (PHASTAR Corp.)
Sylest Lofton (Birthing Beautiful Communities)
Erin Bechler Murphy (Murcada LTD.)
Laura Mendez Ortiz (Cuyahoga County Planning Commission)
Maria Sharp (Cleveland Leadership Center)

BOARD OF DIRECTORS

Downtown Cleveland Alliance

Karen Paganini* (K&D)

Chair

Jonathan Sandvick* (Sandvick Architects)

Vice Chair

Teresa Metcalf Beasley* (McDonald Hopkins)

Vice Chair

Melissa Ferchill* (MCM Company, Inc.)

Treasurer

Renee Csuhran* (Huntington National Bank)

Secretary

TJ Asher* (Weston, Inc.)

Immediate Past Chair

Jeff Bechtel (First National Bank)

Mike Carney (Landmark RE Management, LLC)

Jim Folk* (The Cleveland Indians)

Marcie Gilmore (CRM)

Brian Grady* (Jones Day)

Kira Hennessey (Squire Patton Boggs)

Deb Janik (Bedrock Detroit)

David Jenkins* (The Cleveland Browns)

Len Komoroski (The Cleveland Cavaliers)

Brett Lindsey (Everstream)

Bruce Morrison (Ehle Morrison Group)

Ray Mueller (Medical Mutual)

Matthew Nipper (Key Bank)

Dominic Ozanne (Ozanne Construction Co.)

Aaron Pechota (NRP Group)

Antonin Robert* (GBX Group)

Bob Rosing (Dwellworks)

Gina Vernaci* (Playhouse Square)

Cheryl Wearsch (Millennia Companies)

Scott Wolstein (The Wolstein Group)

Ex-Officio Directors

Thomas Einhouse* (PSF Management Co.)

Baiju Shah (Greater Cleveland Partnership)

Alex Johnson (Cuyahoga Community College)

Harlan M. Sands (Cleveland State University)

Directors Emeritus

Thomas Adler (PSF Management Company)

William Bolton (Property Operations, LLC)

John Carney (Landmark RE Management)

Art Falco (Playhouse Square, retired)

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.)

Douglas Miller (Millennia Companies)

Zachary Paris (Jones Day, retired)

Mark Stornes (MRSM Enterprises LLC)

William West (Hanna Commercial Real Estate)

Downtown Cleveland Improvement Corporation

Thomas Einhouse (PSF Management Co.)

Chair

Thomas Coyne (Thompson Hine)

Vice Chair

Eric Tolbert (Business Financial Advisor)

Treasurer

Laurel Beverley (MetroHealth)

Secretary

Joe Calabrese (GCRTA)

Immediate Past Chair

Michael Apt (Apt Development Group)

India Birdsong (GCRTA)

Joseph Bobeck, Jr. (Great Lakes Financial Group)

Suzanne Asher Broadbent (Weston, Inc.)

Steven Calabrese (CRM Companies)

Roger Carran (Bassichis Real Estate)

Jeff Epstein (City of Cleveland Office of the Mayor)

Damon Frangos (The Frangos Group / USA Parking)

Grace Gallucci (NOACA)

Robert George (The George Group)

Blaine Griffin (Cleveland City Council)

Albert Krist (Geis Properties)

Scott Lokke (JACK Casino)

Dan Mullinger (PNC)

Yoofti Ocran (goodbinder.com)

Michael Sabracos (Alto Partners)

Paul Shaia (Victory Properties, Inc.)

Mike Sikora (Sikora Law LCC)

Directors Emeritus

John Coyne (Ampco System Parking)

Lou Frangos (The Frangos Group/ USA Parking)

Donna Luby (Self-Funded Plans)

Douglas Miller (Millennia Companies)

William West (Hanna Commercial Real Estate)

* Executive Committee Member





 **Downtown Cleveland Alliance**SM

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