



DOWNTOWN CLEVELAND ALLIANCE: THE VOICE OF DOWNTOWN

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DOWNTOWN CLEVELAND: THE MAGNET FOR FUTURE GENERATIONS

- 3 out of 4 young people under the age of 28 first pick a place to live, and then find a job (*Next Generation Consulting*)
- In 2000, young adults with a four-year degree were about 61% more likely to live in close-in urban neighborhoods than their less-educated counterparts. Now, they are about 94% more likely. (USA Today)
- Young adults are looking for urban green space, bike lanes, public transportation and walkable community.



**WHO IS THE VOICE OF DOWNTOWN?
DOWNTOWN CLEVELAND ALLIANCE**

DCA's Mission

To build a more dynamic Downtown by working with:

- Residents
- Business owners
- Real Estate Companies
- Government entities





DCA BUSINESS DEVELOPMENT CENTER

Goals:

- Office Attraction and Retention
- Increase the residential population
- Attract retail and activate storefront spaces





WORK DOWNTOWN

OFFICE MARKET OVERVIEW



*“Downtown is cool again as Prime business address”
- The Plain Dealer, June 1, 2012*

- Occupancy Rate – 81%
- 4% Increase in Occupancy
- 5 Consecutive Quarters of Positive Net Absorption
- 3rd Best Tax Environment



COMPANIES THAT HAVE REINVESTED OR OPENED DOWNTOWN

- BrandMuscle
- Britton Gallagher
- AmTrust Financial
- GMAC
- Tri-C
- Howard Hanna Real Estate
- Potbelly Sandwich
- MCPc
- Cliffs National Resources
- Cleveland Research Company
- OneCommunity
- Rosetta
- OM Group
- Quez Media
- Cowell and Hubbard
- Dwellworks
- Quicken Loans
- Huntington
- Cleveland Leadership Center
- *And many more!*



The image features a solid blue background. A white horizontal bar is positioned in the middle, with a dark grey triangle pointing downwards from its top edge. The text 'LIVE DOWNTOWN' is centered within the white bar.

LIVE DOWNTOWN

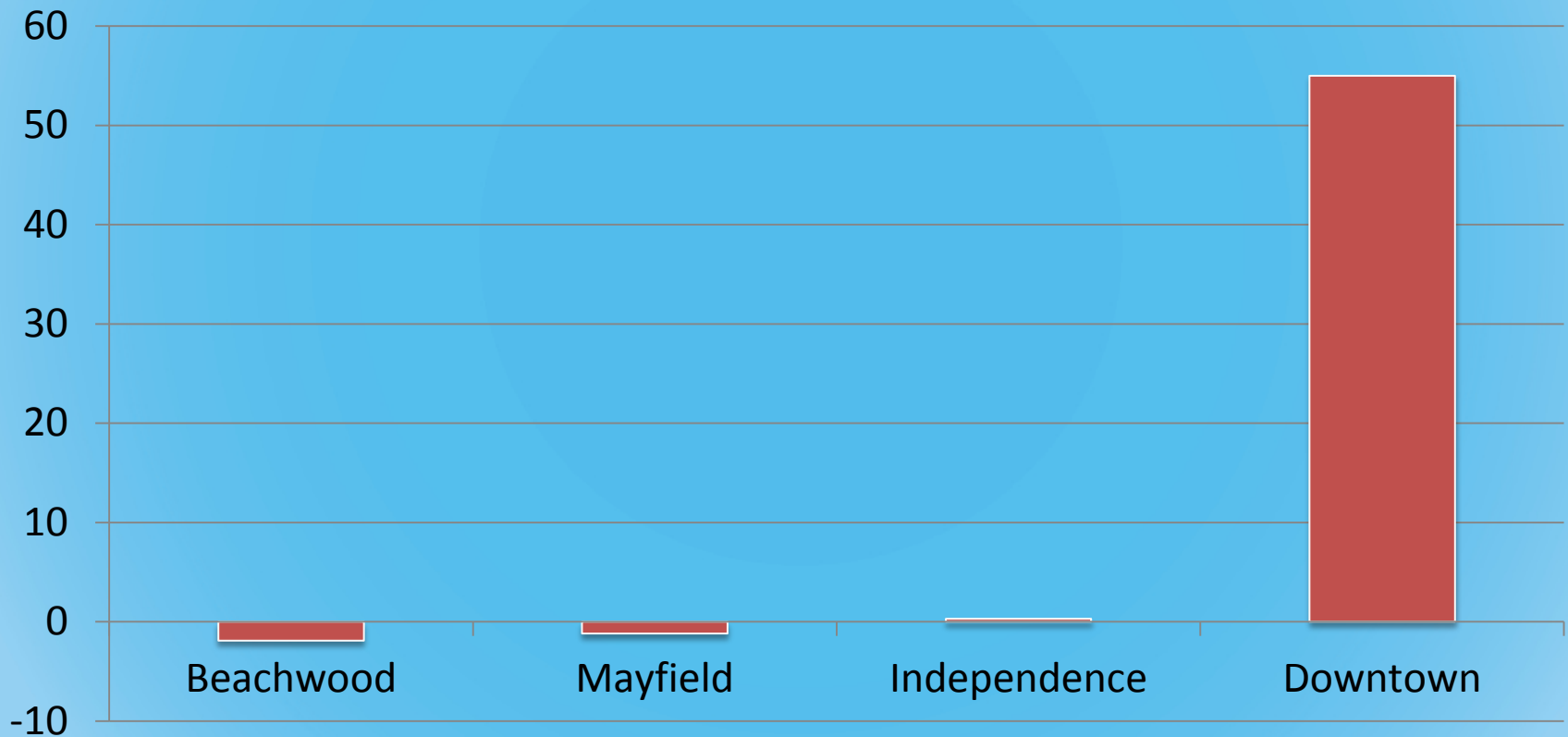
DOWNTOWN RESIDENTIAL POPULATION

- Over 10,500 Residents
- 97% Occupancy for Market Rate Apartments
- Downtown's residential population went up 53% between 2000 and 2010.
- 1,000 New Units in the pipeline



POPULATION CHANGE: DOWNTOWN VS. SUBURBS

% Population Change from 2000 to 2010



MORE OPTIONS FOR THOSE WHO WALK OR RIDE

Cleveland was ranked in the Top 10
Most Cycle-Friendly Cities by HGTV

#1 walkable community in
NEO by WalkScore.com





PLAY DOWNTOWN

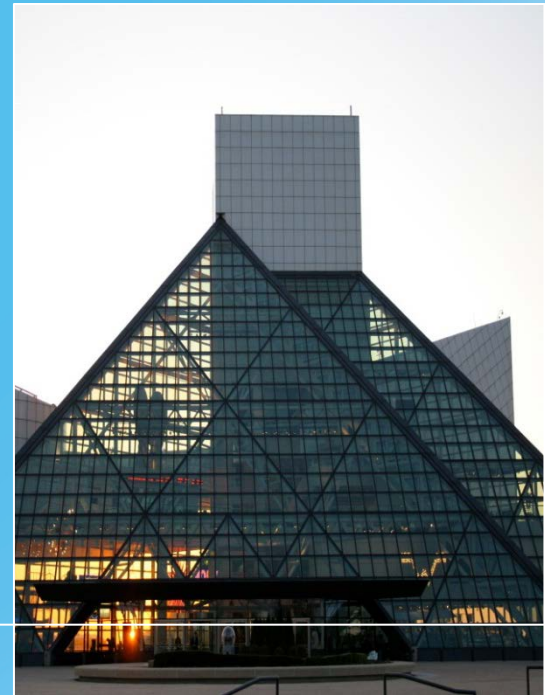
WORLD-CLASS DINING WITH OVER 70 RESTAURANTS AND MANY OPTIONS FOR SPECIAL EVENTS AND ENTERTAINMENT



RETAIL MAKES A COMEBACK

Cleveland has over 20 new retailers Downtown in last 2 years.





OVER \$2 BILLION OF INVESTMENT



24 DOWNTOWN PROJECTS



Downtown
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\$600 MIL TOTAL AWARDED

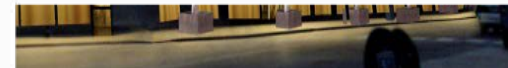




CLEVELAND AQUARIUM: \$33 MIL, 70,000 SQ. FT.



PHASE 1: HORSESHOE CASINO, \$400 MILLION





\$465 MILLION PROJECT-400,000 SQ. FT. FACILITY





Downtown
Cleveland
Alliance

\$275 MILLION FLATS EAST BANK MIXED-USE DISTRICT



WHAT'S NEXT

NINE TWELVE DISTRICT: MIXED-USE TRANSFORMATION

- AmTrust Financial
- GMAC Insurance
- East Ohio Gas Building
- Perk Park at Chester Commons
- YMCA
- Britton Gallagher
- E. 9th St. Planters
- Walnut Wednesdays



“Office buildings located directly across from five city parks command rents on average 44% higher than comparable nearby properties, according to a new report by CBRE Group Inc., a real-estate brokerage.”

From Wall Street Journal on August 28, 2012 – “Parks Elevate Office Rents”

FLATS EAST BANK PHASE 2



\$120 million Phase II

200 apartment units



Downtown Cleveland AllianceSM

CONNECTIVITY: LAKEFRONT DEVELOPMENT



CONNECTIVITY: GROUP PLAN COMMISSION



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