



Cleveland Heights Economic Development

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First 90 Days - Setting the Stage

- ▶ Community engagement - targeted approximately 100 key stakeholders and partners:
 - SIDs, merchant groups
 - Individual businesses
 - Non-profits, community leaders
 - Regional partners
- ▶ Provided a strong framework regarding the perception of the City, challenges facing it and paths forward;
- ▶ Economic Development Advisory Committee has provided additional platform to identify priorities and align work with Master Plan;
- ▶ Initiated preparation of an outline of a strategic approach towards quality of life focused economic development for Cleveland Heights.

Holiday Business Appreciation Mixer December 14, 2016

- ▶ 3rd Annual Event attended by more than 50 Cleveland Heights businesses



Impressions

- ▶ Importance of the nexus between strong business districts and vibrant residential neighborhoods;
- ▶ Tremendous community assets to build upon - passionate and engaged citizenry;
- ▶ Challenges & Opportunities;
- ▶ Collaboration / partnerships to be forged;
- ▶ Marketing & Image building.

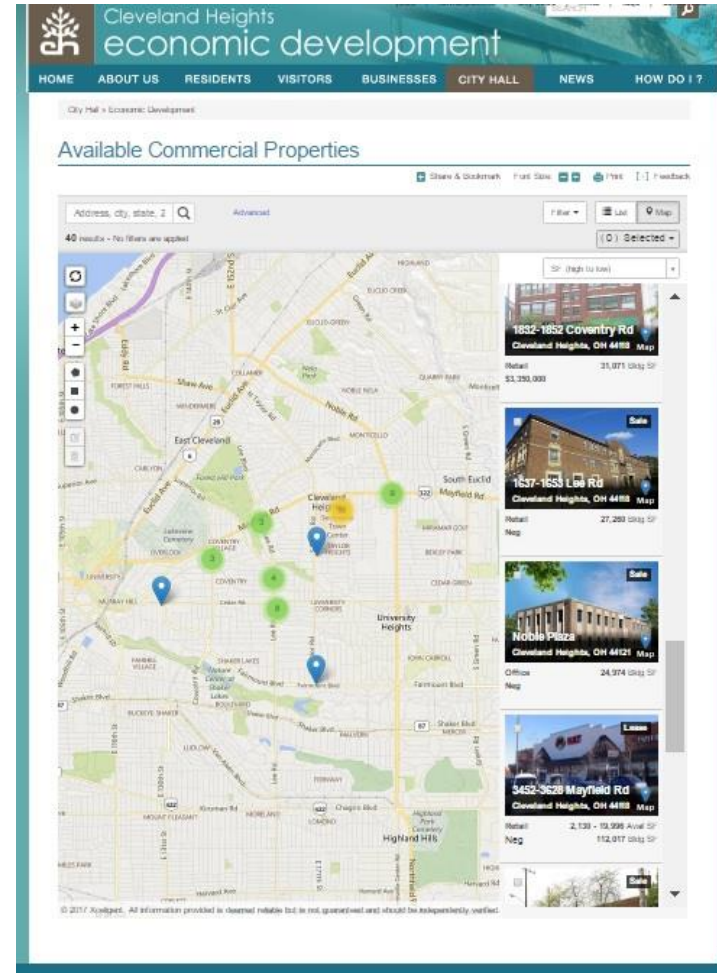


Next Steps - Tier 1

Goals/objectives completed 4Q of 2016

► Web-Based Inventory of available sites & buildings:

- Allows visitors to website to research availability;
- Allows staff to respond more quickly and efficiently to leads/prospects;
- Customer service oriented.



Next Steps - Tier 1 (cont.)

Goals/objectives completed 4Q of 2016

► Communications / Marketing:

Launch business/economic development focused newsletter -

- Feature activity in the business community
- Highlight development opportunities and City programs & initiatives



Next Steps - Tier 1

Goals/objectives completed 4Q of 2016/1Q of 2017

- ▶ **Review of the business development process:**
 - ▶ Work with other departments to produce a checklist/guidelines;
 - ▶ Ability to clearly articulate the City's development process is a vital step in improving the business friendly perception of the City;
 - ▶ Assist businesses in navigating the City development process.

- ▶ **Continued alignment of city processes:**
 - ▶ Master Plan
 - ▶ Zoning/Planning
 - ▶ Building

Community Development Supplemental Grant Green Commercial Building Initiative

- ▶ The City has applied for funding through the County's CDSG program:
 - The program would provide business/commercial property owners with financial assistance to improve commercial space/operations having a positive and measurable environmental impact.



Next Steps - Tier 2

Goals/objectives to be completed in 2017

► **Communications/marketing:**

- Review/revision of website
- Cleveland Heights Business Channel - YouTube Business Testimonials
- Providing current demographic information to the development community

► **Evaluation of economic development tools:**

- Current programs
- Additional “best in class” tools to be considered

► **Identify strategy for city-led development:**

- Create priorities and outline plan to redevelop city controlled properties

Next Steps - Tier 2 (cont.)

Goals/objectives to be completed 2017

- ▶ **Launch a business retention, expansion, attraction & creation (BREAC) program:**
 - Create a standardized, clear program that identifies and sets targets in terms of:
 - Types and # of businesses to meet with;
 - Information to be collected;
 - Organization and reporting of activities.
 - Allows staff to proactively identify potential projects and to work towards removing obstacles to development;
 - Identifies trends and common issues in the business community;
 - Emphasizes follow-up activities to address business concerns.

Next Steps - Tier 2 (cont.)

Goals/objectives to be completed 2017

- ▶ **Housing / Neighborhood Redevelopment Strategy Outline - Vibrant neighborhoods support commercial districts:**
 - ▶ Evaluate inventory of City owned property for redevelopment;
 - ▶ Diversity of housing options that complement existing neighborhoods;
 - ▶ Issue of aging housing stock;
 - ▶ Determine approaches to incentivize redevelopment of these sites;
 - ▶ Coordination with Housing Department.
- ▶ **Commercial Districts**
 - ▶ Economic vibrancy of all districts;
 - ▶ Opportunities for mixed-use development;
 - ▶ City-owned properties of strategic significance.

Next Steps - Tier 2 (cont.)

Goals/objectives to be completed in 2017

► Economic development events:

- Up to 2 stakeholder events a year;
- Highlight current/recent “wins” and provides outlook for development in the city for 2017 and beyond;
- Targets both internal stakeholders in the City as well as developers and real estate professionals.

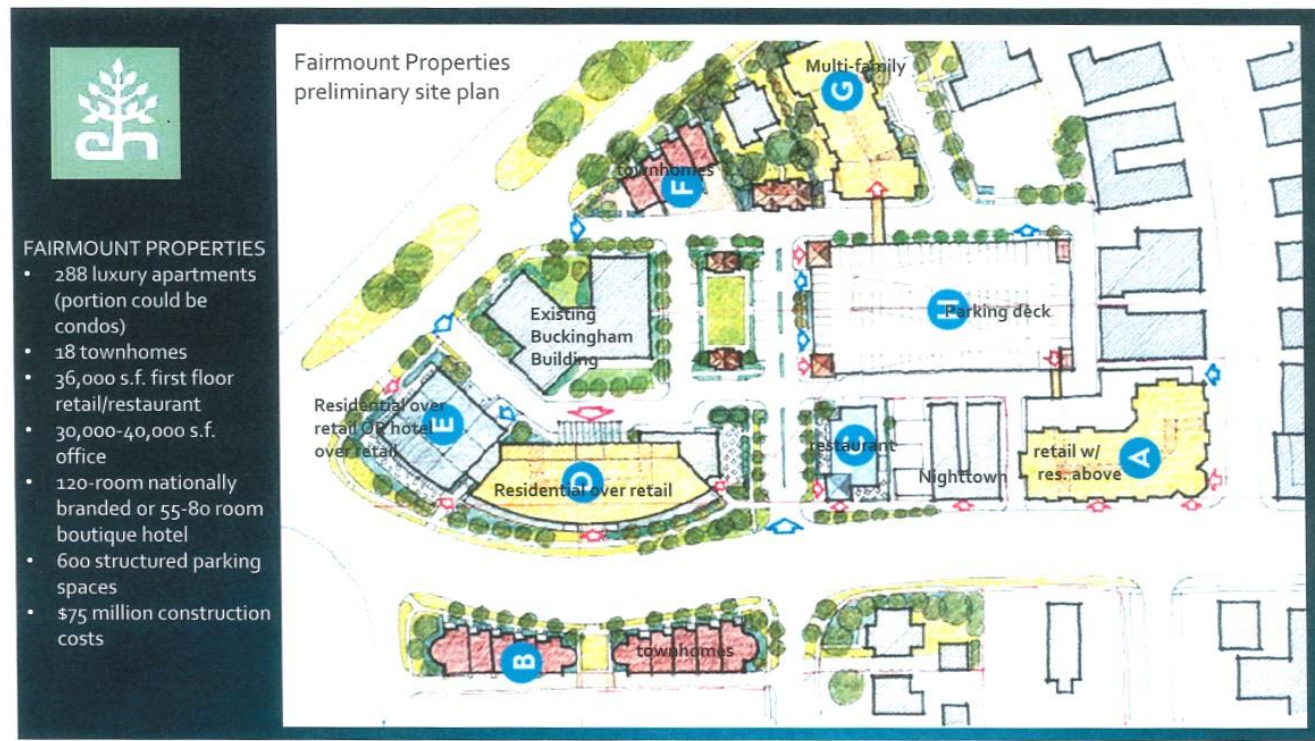
► Improving the development process:

- Build off of the documentation of the current business development process;
- Identify steps to make Cleveland Heights the premier location to do business;
 - Creation of One Stop Shop for businesses/development;
 - Streamline the development process where possible.

Current Projects

► Top of the Hill Development

- Currently negotiating MOU with Fairmount Properties
- 16-24 month/one phase construction period after pre-development phase
- \$75-100 million mixed-use project

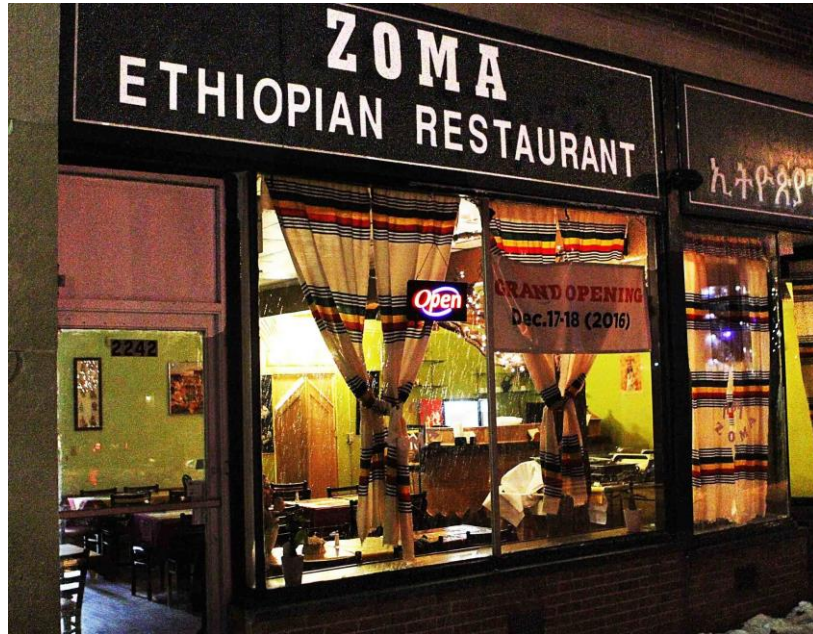


Current Projects

- ▶ **Severance Town Center**
 - ▶ Working with the National Resource Network
 - ▶ Review current conditions
 - ▶ Identify potential market driven solutions
 - ▶ Initial assessment began in 2016 with input from community stakeholders



New Businesses





Questions/Comments