



Cleveland Heights Economic Development

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January 11, 2017

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.

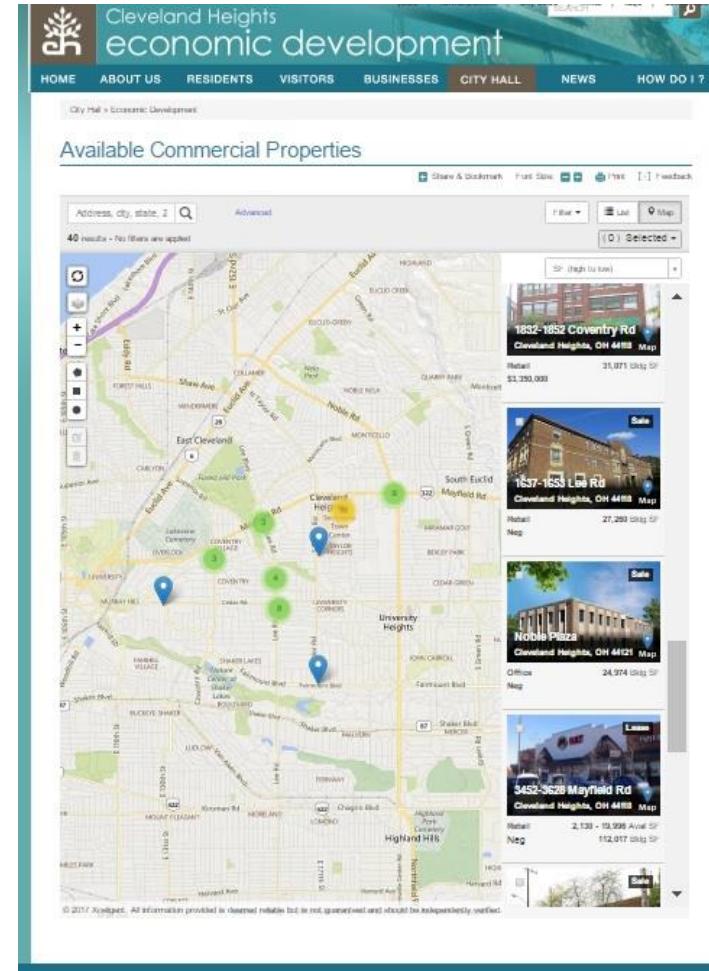


Next Steps - Tier 1

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

CLEVELAND HEIGHTS Economic Development

October 2016

Cleveland Heights Taking Major Support Development

This is the first in what will be monthly updates from the Cleveland Heights economic development team to keep the business community informed on major announcements, news and programs. With the addition of Tim Bolland and Brian Anderson as economic development director and business development manager, the City has taken a proactive step forward in terms of adding capacity and expertise to further development that works for both businesses and residents.

While still determining long term strategies and priorities, the economic development team has crafted a strategic outline focusing on some short and medium term initiatives. This outline September 12 and is available online:

[>>>VIEW STRATEGIC OUTLINE](#)

Short term priorities include creating a searchable data properties, reviewing and evaluating the City's develop business retention, expansion, attraction and creation

November 2016

CITY ANNOUNCES FREE PARKING THE WEEKEND OF THANKSGIVING

SMALL BUSINESS SATURDAY NOV 26

The City has announced that the weekend following Thanksgiving (Friday, November 25, Saturday, November 26 and Sunday, November 27) will be a city-wide free parking weekend in honor of Small Business Saturday and the start of the holiday shopping season. Free parking will be offered at metered (not permit) spots on the city's streets, in city parking lots and the city parking garages.

With commercial districts anchored by small businesses, Cleveland Heights is committed to supporting the existing mix of businesses in the City.

Small Business Saturday, which is annually observed on the Saturday after Thanksgiving, was created to emphasize the importance of shopping at small, local and independently-owned businesses during the holiday season.

Holiday Business Appreciation Mixer

The City of Cleveland Heights will be hosting the Third Annual Holiday Business Appreciation Mixer on Wednesday, December 14 from 5pm-7pm at the Community Center.

Please join us in appreciation of the contributions of our business community. This is also an excellent opportunity to network with other Cleveland Heights

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:**

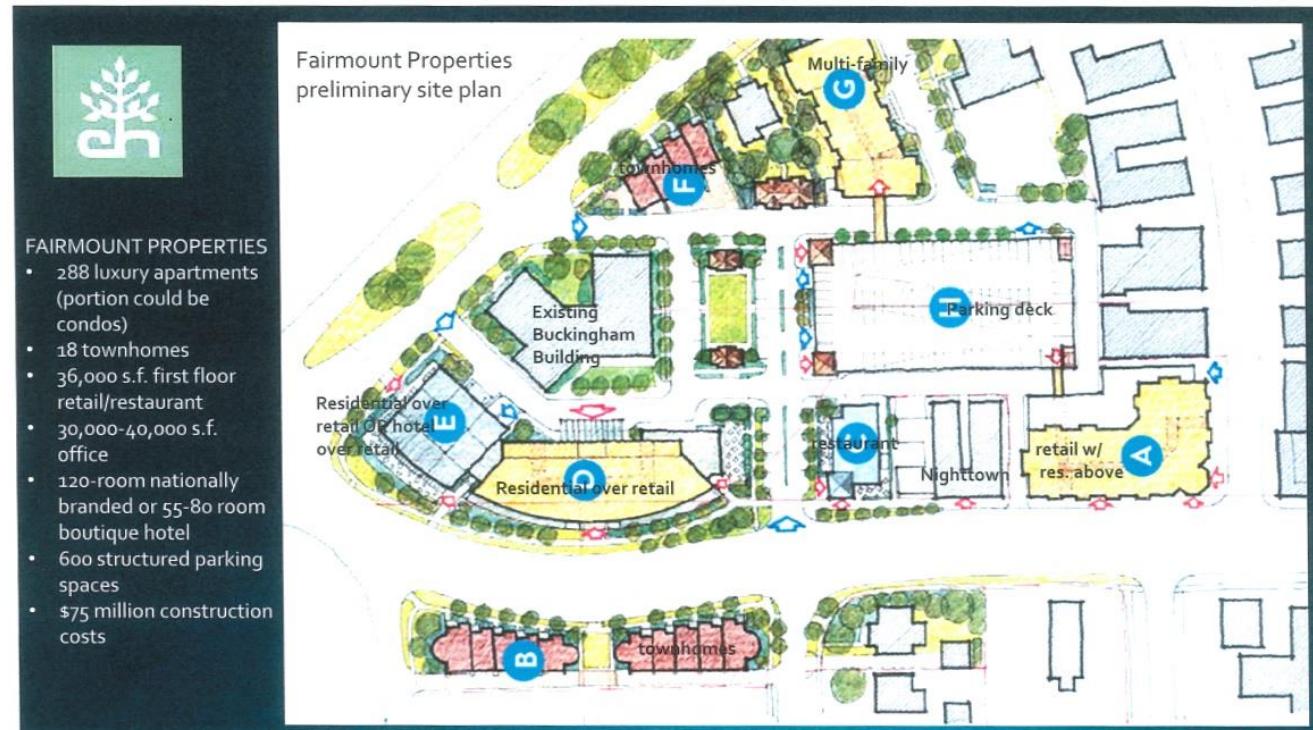
- Up to 2 stakeholder events a year;
- Highlight current/recent “wins” and provides outlook for development in the city for 2017 and beyond;
- Targets both internal stakeholders in the City as well as developers and real estate professionals.

► **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