

CLEVELAND MEDICAL MART & CONVENTION CENTER



Cuyahoga County Council Briefing Materials

June 26, 2012

Briefing Topics

1. The Context: Oversight and Support Bodies
2. Medical Mart Leasing Update
3. Convention Center Meetings Update – from CMMCC and Positively Cleveland

1. Community Oversight and Support Bodies

	Recent and Scheduled Meetings
Cuyahoga County Government <ul style="list-style-type: none"> • County Executive • County Council 	<ul style="list-style-type: none"> • Weekly construction and operations reviews with County construction and legal team • May 8 • June 26
Cuyahoga County Medical Mart Advisory Panel <ul style="list-style-type: none"> • BioEnterprise • Case Western Reserve University • City of Cleveland • Cleveland Hospital Systems (4) • County Executive • County Council • Greater Cleveland Partnership • Positively Cleveland 	<ul style="list-style-type: none"> • May 30 • July 25 • September 26 • November 28
MMPI Industry Advisory Board <ul style="list-style-type: none"> • Companies • Ex Officio Members 	<ul style="list-style-type: none"> • May 18 • July 17 • September 13 • October 29

MMPI Industry Advisory Board Members

Companies

1. Cardinal Health
2. Cisco Systems
3. C. R. Bard
4. Foundation Medical Partners
5. GE HealthCare Systems
6. IBM
7. Invacare
8. Johnson Controls
9. Johnson & Johnson
10. Medtronic, Inc.
11. Philips Healthcare
12. Smith & Nephew
13. STERIS
14. Stryker

Ex Officio Members

1. BioEnterprise
2. Cleveland Clinic
3. University Hospitals

2. Medical Mart Update – “Offerings” Distributed at May 8 Council Meeting

Required Characteristics

- Innovative and leading edge wherever possible
- Significant ongoing activity across the calendar, not just when major meetings are in town
- Refreshed periodically to ensure vitality and visitors' interest
- Flexibility in use of facilities, to promote Northeast Ohio meetings and events



Program and tenant options – a coherent and compelling mix chosen from a range of possibilities

- **Single vendor showrooms**, with an emphasis on technology based products that are fun to view and demonstrate
- **Collaborative, multi vendor areas**, chosen with relevance to contemporary health care delivery – e.g. a **thematic venue(s)** such as information technology; **“state of the art/view of the future” areas** such as the OR, cath labs, diagnostic imaging, patient exam rooms, in-hospital pharmacy, rehab facilities, long term care, and home care; **therapeutic areas** such as Gastroenterology or Pediatrics; and **“hot topic” subject areas** such as Accountable Care Organizations
- **Learning spaces** devoted to educational institution tenants or private sector providers, including **“classrooms”** for teaching and possibly a **biosimulation lab**
- **Early stage company showroom(s)** either for carefully selected **local firms** or a **country's start-up's** such as for Israel, Ireland, or China
- **Public areas** on the first floor of the Mart, likely including one or more retail tenants

Work Underway: Translating “Offerings” into a Strengthened Business Plan, and Additional Tenants

- Project team support provided by BioEnterprise
 - Outside consultant as leader, with BioEnterprise senior staff as principal team members
 - Three phase project with completion in October
 - Scope inclusive of all “offerings” and entire facility
- Industry Advisory Board members involved as clients
 - Emphasis on collaborative, multi-vendor showrooms and single vendor show rooms
 - Overall counsel both valuable and appreciated
 - Participation of each company as a tenant “presumed” and more valuable still

Industry Advisory Board Progress

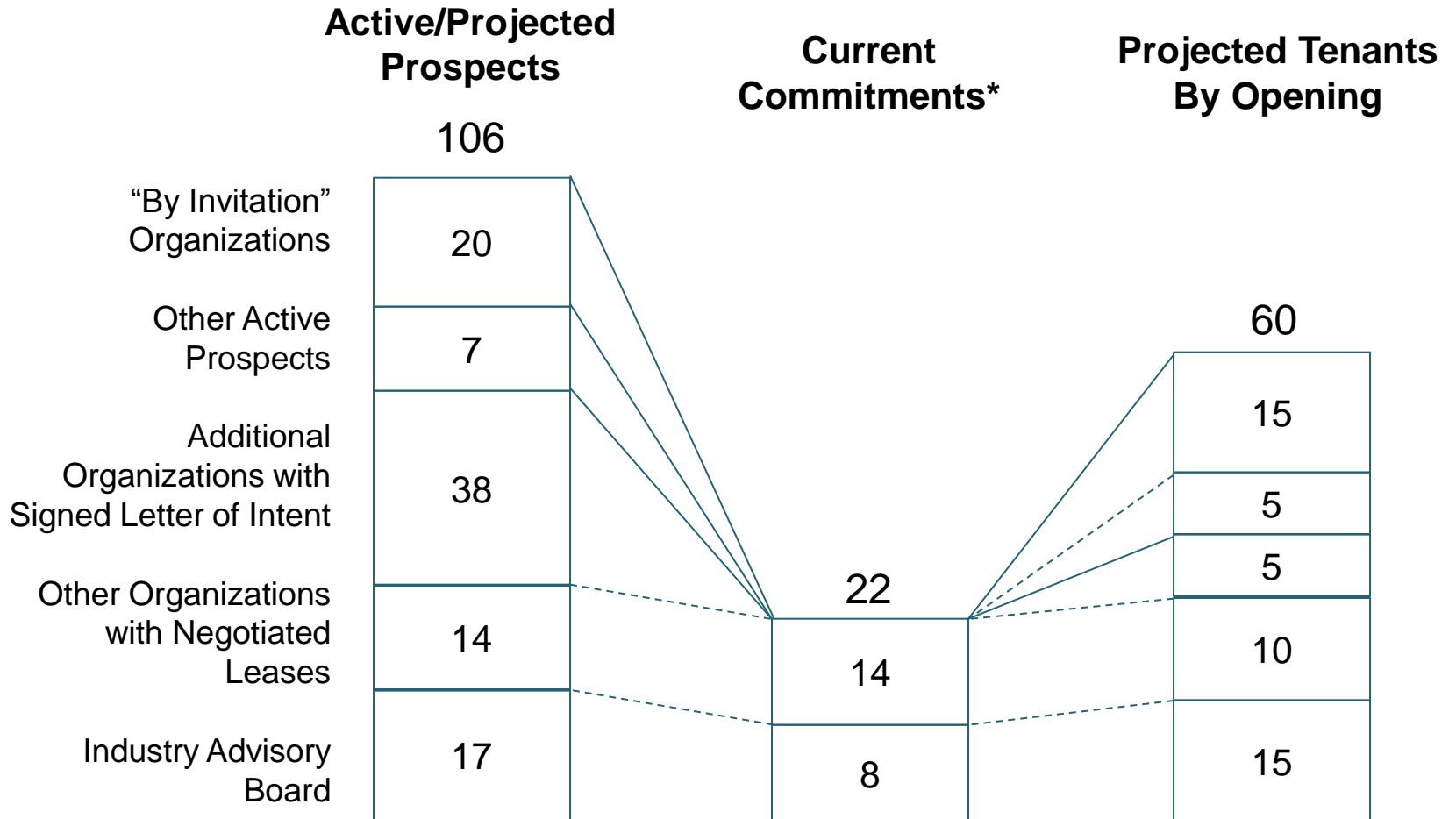
Growing enthusiasm for what is possible

- “Collaboration” as the touchstone
- “Leading edge” and “innovative” as watchwords
- “Pride” in being involved

A variety of business cases starting to emerge – e.g.

- Create multi-vendor leading edge environments
- Provide sales center not available elsewhere
- Add demonstration center East of Mississippi
- Train clinicians more cost effectively
- Do sales reps training in collaborative showrooms not available elsewhere

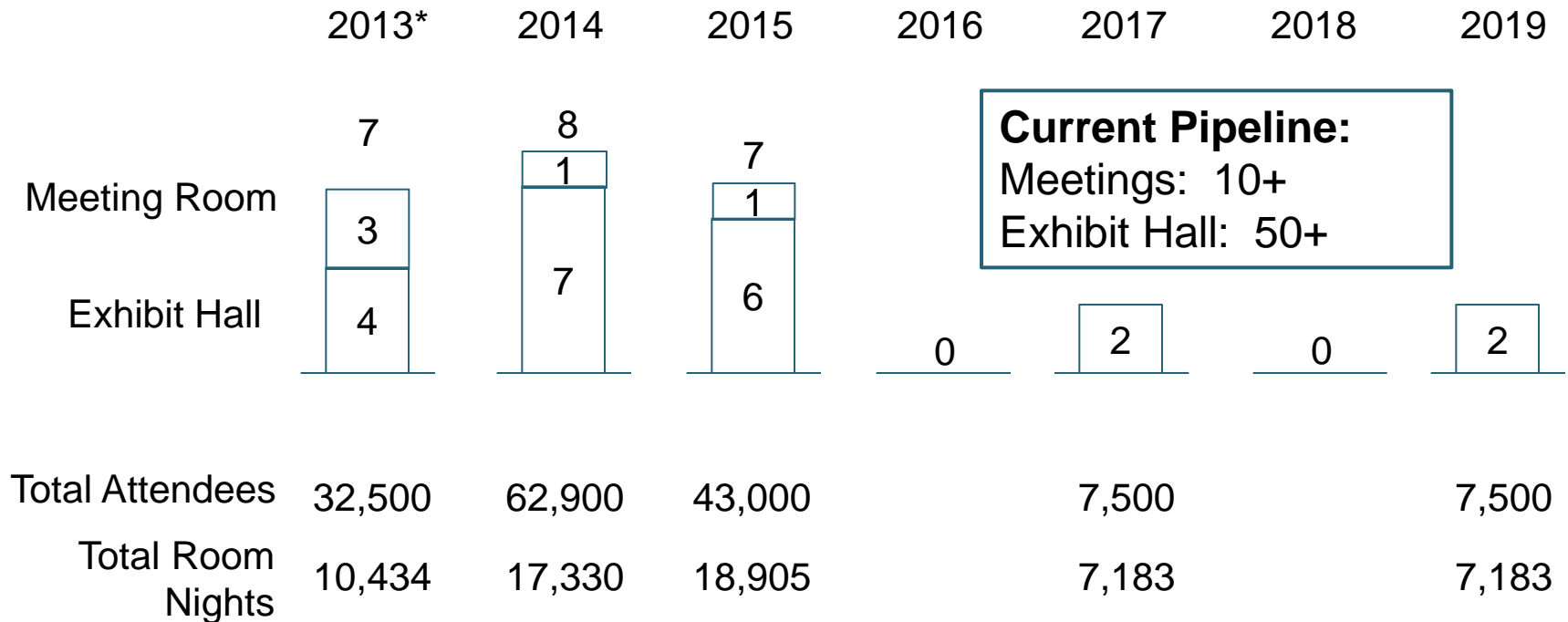
Medical Mart Leasing Overview



* Negotiated leases: signed or in final stages

3. Convention Center Meetings Overview – From CMMCC and Positively Cleveland

Booked/Confirmed Events



* Excludes National Senior Games