



Global Center for Health Innovation and the Cleveland Convention Center

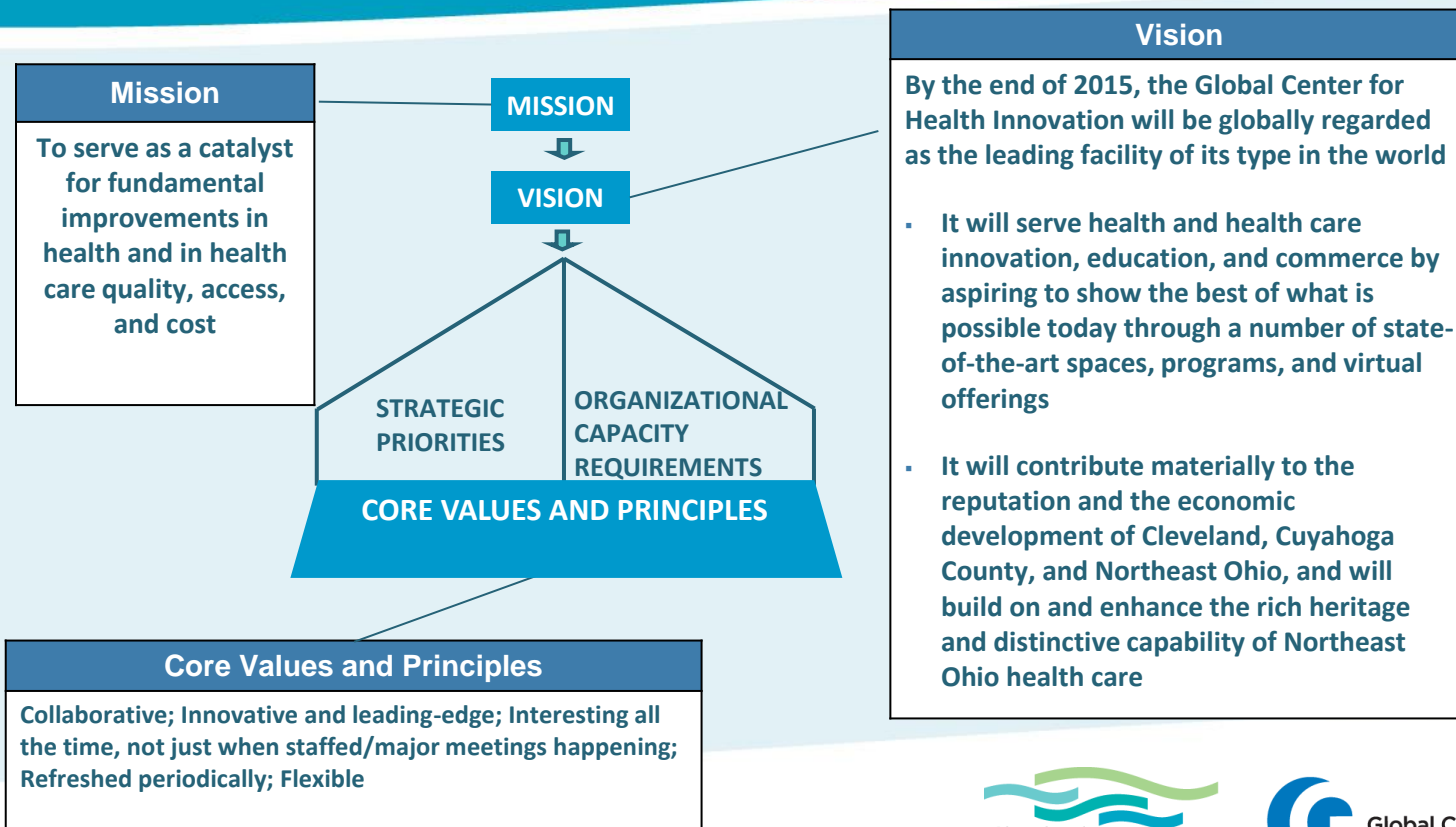
AN ENGINE OF ECONOMIC DEVELOPMENT

October 2014

Global Center for Health Innovation and the Cleveland Convention Center



Global Center Strategy: Mission, Vision and Values*



*Developed in collaboration with the Industry Advisory Board, and embraced by SMG

GCHI Update

1. Mission: “...**serve as a catalyst for fundamental improvements in health and health care...**” Strong set of distinctive participants, but need a few more
2. Vision: “...**serve innovation, education, and commerce by aspiring to show the best of what is possible today through a number of state-of-the-art spaces, programs, and virtual offerings...**” At open in December, “innovation,” “commerce” and “spaces” will be strong; developing more on education, programs and virtual offerings
3. Values: “**Collaborative; Innovative and leading-edge; Interesting all the time, not just when staffed/major meetings happening; Refreshed periodically; Flexible.**” Values developing. So far not as “interesting” as it could be. Formal open, and programs, will help
4. Stakeholder involvement

First Floor: Welcome and Wellness Center

- Welcome Center
 - 2,580 RSF
- State of the Art Patient Home
 - 2,444 RSF
- Junior Ballroom

Second Floor: People, Patients and Caregivers

- GE Healthcare- 3,363 RSF
- STERIS- 2,585 RSF
- Cardinal Health- 1,466 RSF
- Bio Enterprise/ TeamNEO- 1,016 RSF
- Cleveland Clinic- 3,164 RSF
- GCHI Business Showcase- 7,195 RSF
- GCHI Boardroom- 2,119 RSF
- GCHI Meeting Rooms - 3,632 RSF

Third Floor: Clinical Spaces

- Forbo Flooring-1,907 RSF
- Hyland, Creator of OnBase-1,963 RSF
- Smart Shape- 1,435 RSF
- Univ. Hospitals/Philips Healthcare- 4,614 RSF
- Gleeson- 1,124 RSF
- Johnson Controls- 3,164 RSF
- Siemens-2,957 RSF
- Cisco- 942 RSF
- Hilton Hotel/Sales Office- 6,038 RSF

Fourth Floor: HIMSS Innovation Center

- HIMSS
 - 40,087 RSF
- Note: HIMSS has sold 22 out of 24 spaces to collaborators

Sectors not yet present

- Pharmaceuticals
- Health Insurance
- Consumer-focused wellness
- Devices and implants
- Innovative small/early stage companies particularly in Bio Tech
- National and international
- Education Center for Career Path and general Consumer Health

Global Center for Health Innovation

Global Center for Health Innovation								
Floor	Total Number of Suites	Total Usable SF	Total Rentable SF	Total Occupancy SF* Oct '14	% Occupancy Rentable SF	Projected Rentable SF Leased by 12/14	Projected Leased Occupancy	% Occupancy Rentable SF
1	2	5,359	6,431	6,431	100.00%	0	6,431	100.00%
2	15	31,619	37,943	26,045	68.64%	2,957	29,002	76.44%
3	20	31,601	37,787	24,257	64.19%	3,582	27,839	73.67%
4	1	40,087	40,087	40,087	100.00%	0	40,087	100.00%
Total	38	108,666	122,248	96,820	79.20%	6,539	103,359	84.55%
*open, leased, under construction, GCHI self produced								
10/13	4 Suites Opened (49,500 RSF) with 2 Suites Under Construction (6328 RSF)							
10/14	12 Suites Opened (65888 RSF) with 3 Suites Under Construction (18417 RSF)							

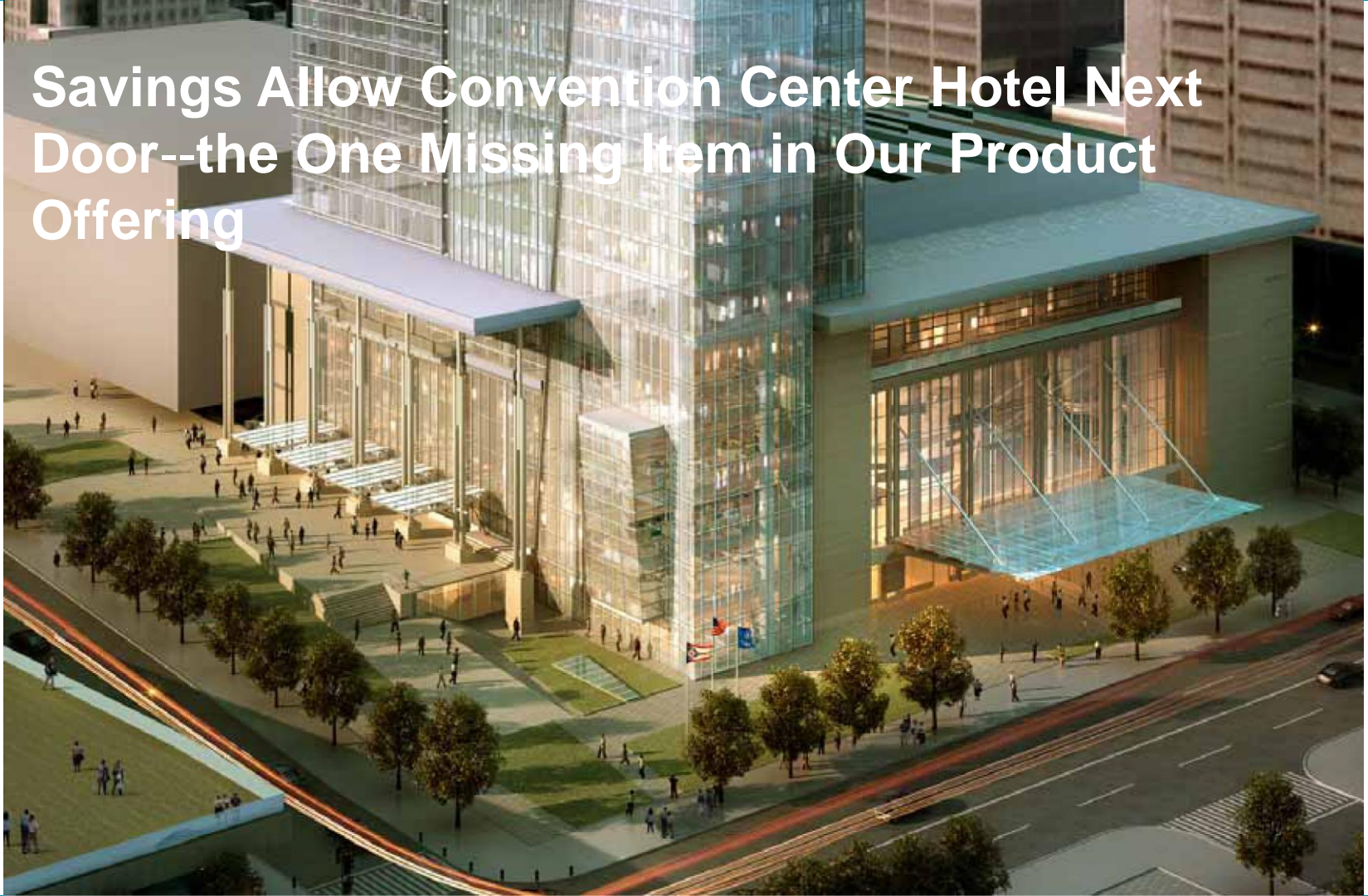
GCHI 2014-2015 Initiatives

- Push speedy construction
- Group construction to minimize impact on open suites
- Close near-leased deals
- Continue to solicit and negotiate other potential deals
- With health system help, identify and gain access to additional world-class prospects
- Develop and initiate program plan
- Organize an ongoing advisory group
- Plan high-visibility public opening and an associated healthcare industry and national media plan

How We Compete Against the Very Best Other Cities Have to Offer

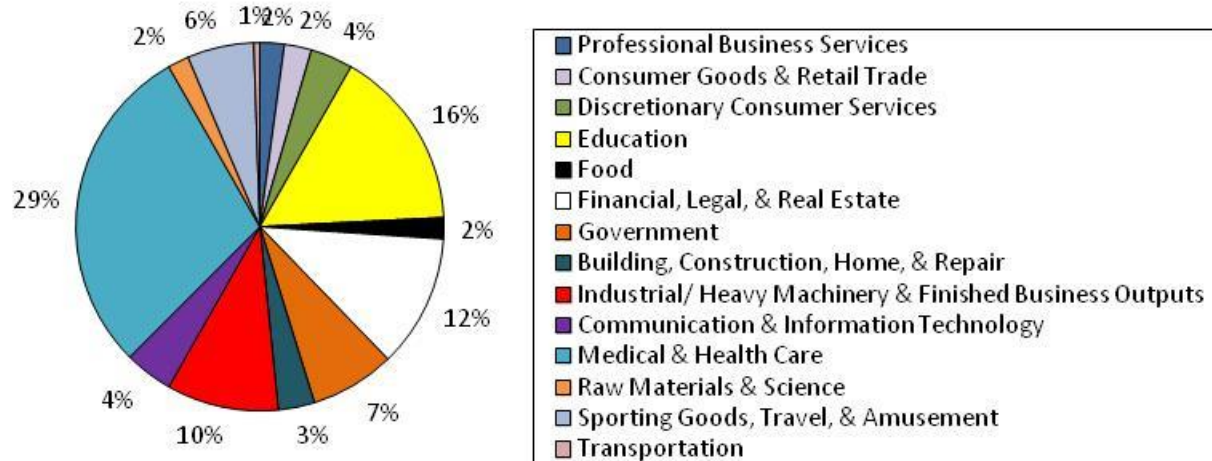


Savings Allow Convention Center Hotel Next Door--the One Missing Item in Our Product Offering

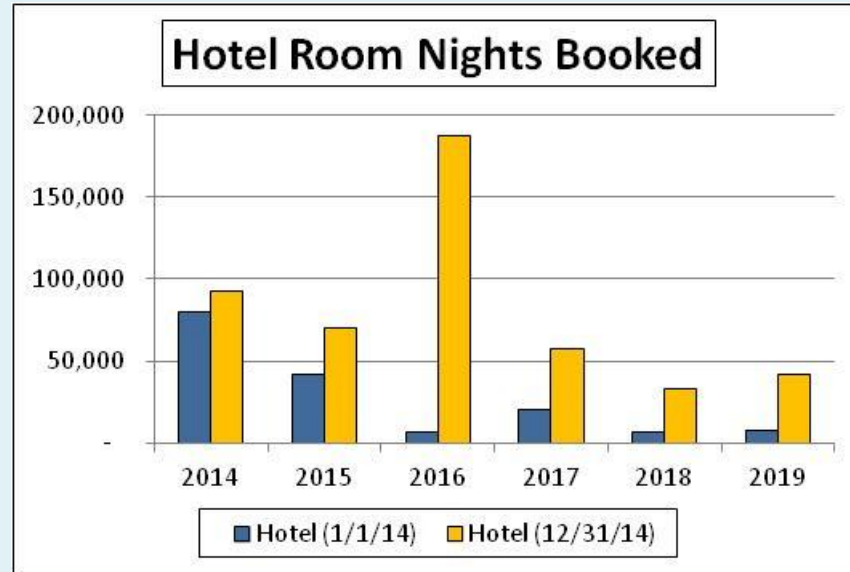


Cleveland Convention Center

Events by Industry Distribution

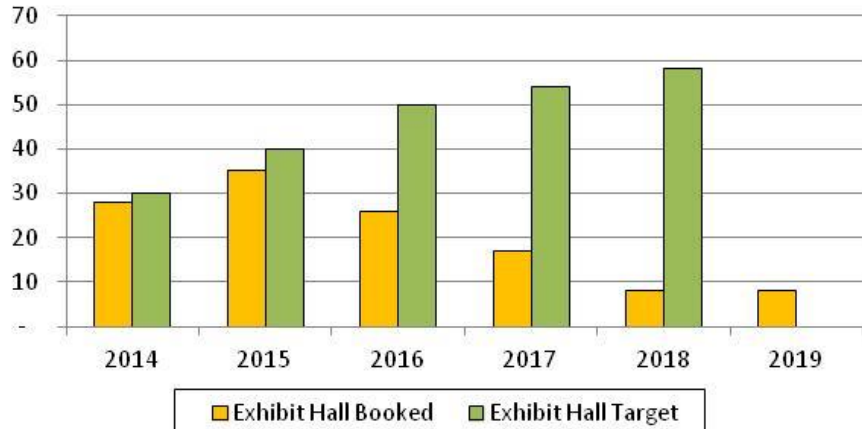


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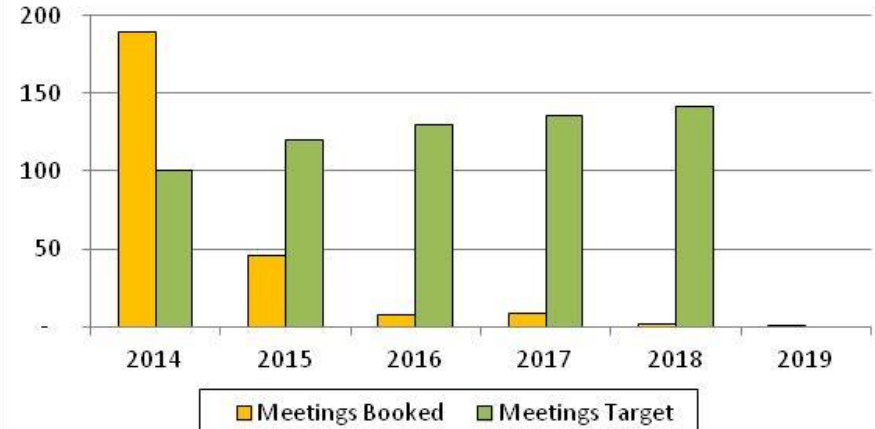


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Exhibit Hall Booked v Target

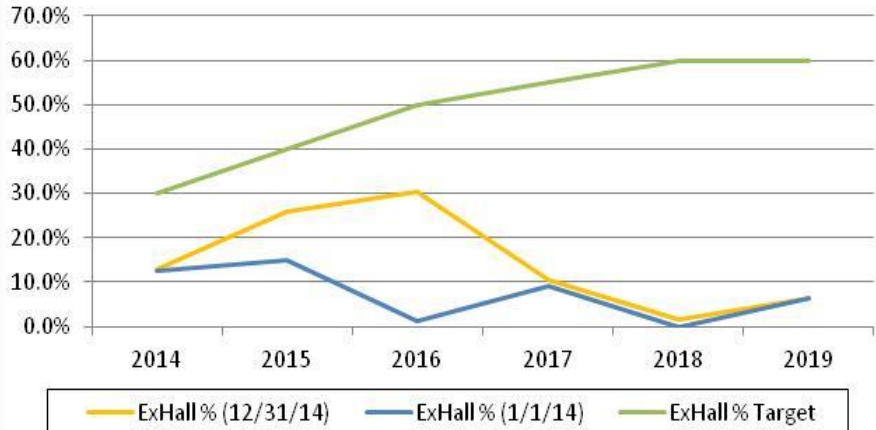


Meetings Booked v Target



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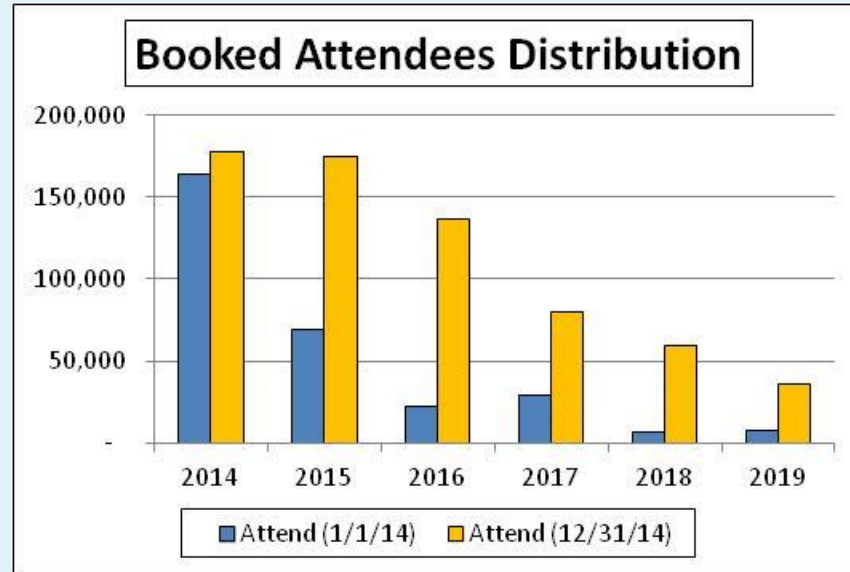
ExHall % Utilization v Target



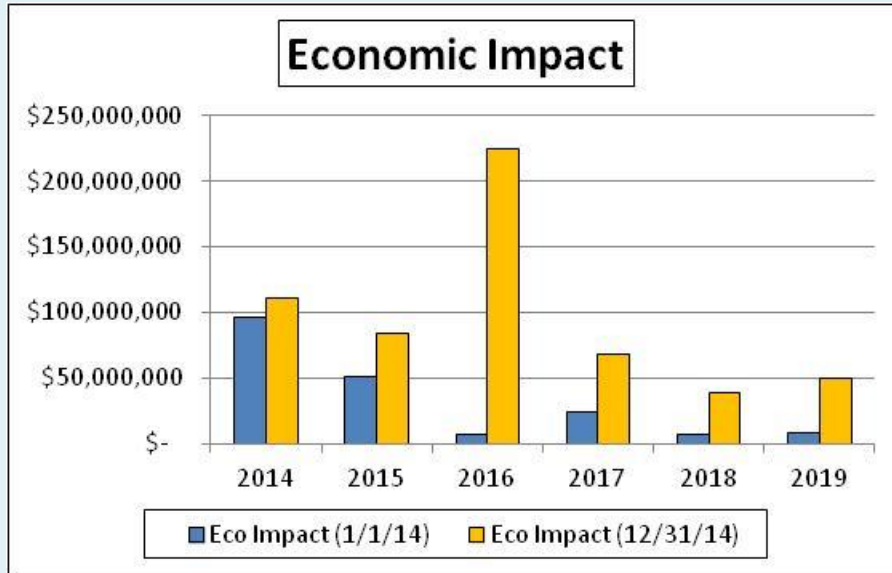
Events Booked v Target



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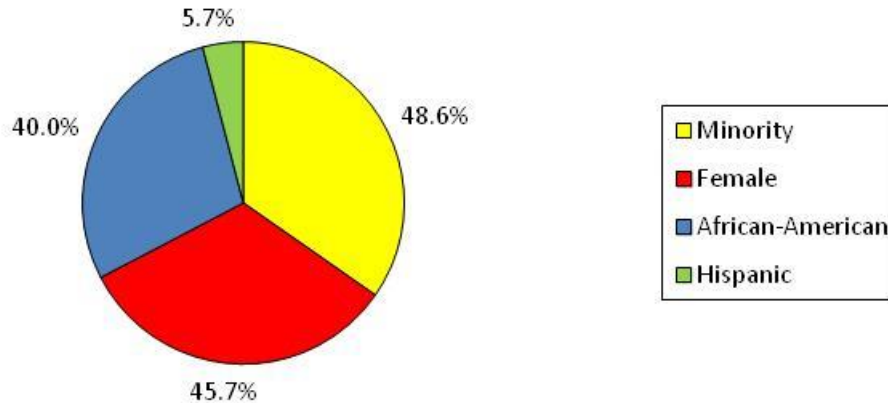
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Year	Eco Impact (12/31/14)	Eco Impact (1/1/14)
2014	\$ 110,936,400	\$ 96,268,800
2015	\$ 84,288,000	\$ 50,556,000
2016	\$ 224,823,600	\$ 7,422,000
2017	\$ 68,542,800	\$ 24,082,800
2018	\$ 39,145,200	\$ 7,320,000
2019	\$ 49,795,200	\$ 8,556,000
Total	\$ 577,531,200	\$ 194,205,600

SMG CCC & GCHI Administrative Offices – Breakdown by Gender & Ethnicity

Breakdown of SMG Cleveland Administrative Employees



Total Employees	35
Minority	17
Female	16
African-American	14
Hispanic	2



Thank You....enjoy the honey!!