



ClevelandSM

**ADVANCING OUR REGION'S
TRAVEL AND TOURISM INDUSTRY**



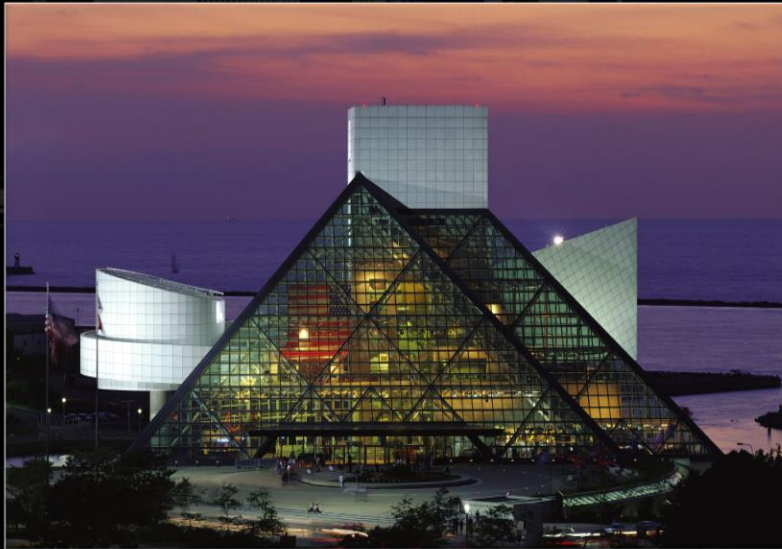
DESTINATION CLEVELAND MISSION

To drive
ECONOMIC IMPACT
and stimulate
COMMUNITY VITALITY
for
GREATER CLEVELAND
through
LEISURE AND BUSINESS TRAVEL

Cleveland

THANK YOU

For your support in allocating an additional 1.5% annual bed tax to Destination Cleveland's capital obligations and to further support convention sales, marketing & destination development efforts for our region.



Originally funded bonds for the capital construction of the Rock and Roll Hall of Fame and Museum.

The debt service on the bonds is fully funded and if it had not been redirected, funds would have sunset.

Cleveland

UTILIZATION OF 1.5% ANNUAL BED TAX



ENSURES OPERATING DOLLARS AVAILABLE TO SUPPORT:

Rock and Roll Hall of Fame
Inductions in Cleveland every 3 years
Enhanced Marketing and Branding
Enhanced Convention and Meeting Sales

Enhanced Legibility and Wayfinding
Seamless Visitor Information
Enhanced Convention Subsidies



UTILIZATION OF 1.5% ANNUAL BED TAX



Required no new taxes

Used bed tax funding meant to advance the travel and tourism industry

Invested in growth of major new development projects

Received endorsement from the local hotel community

Received near unanimous approval vote from Cuyahoga County Mayors & City Manager Association



A detailed view of a stained glass dome, featuring a central circular medallion with a floral design, surrounded by a grid of smaller panes and decorative elements in shades of green, yellow, and white.

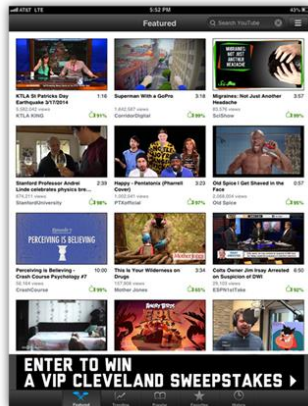
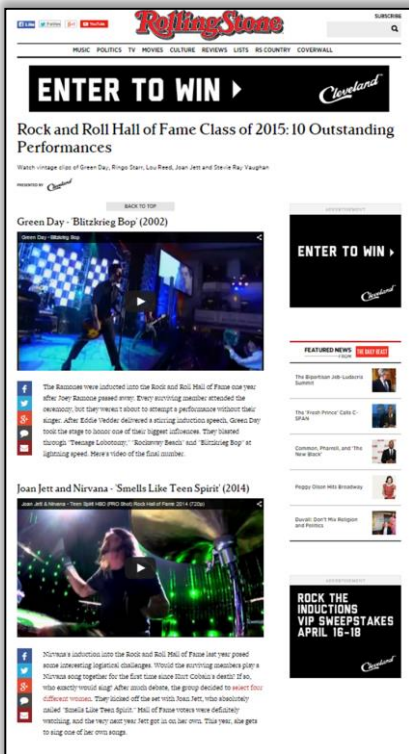
TRAVEL AND TOURISM

impacts to date

A view of a stained glass dome, similar to the one above, showing the intricate patterns and colors of the glass panes.

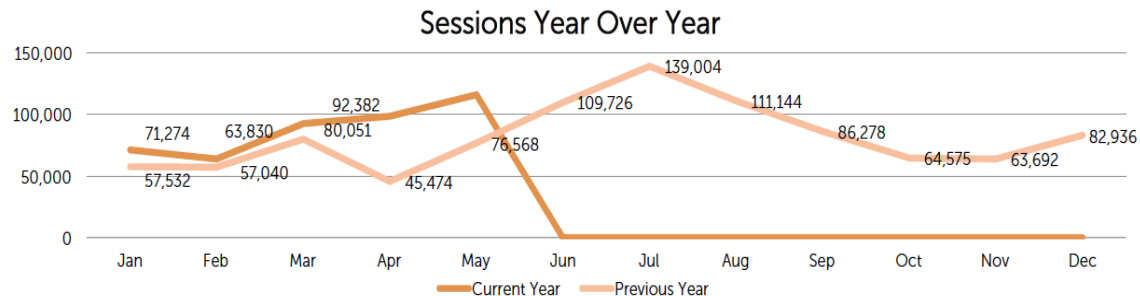
CHANGING CLEVELAND'S NARRATIVE

through promotional campaign advertising



The Destination Cleveland Website is a key resource for changing Cleveland's narrative among potential visitors and potential residents.

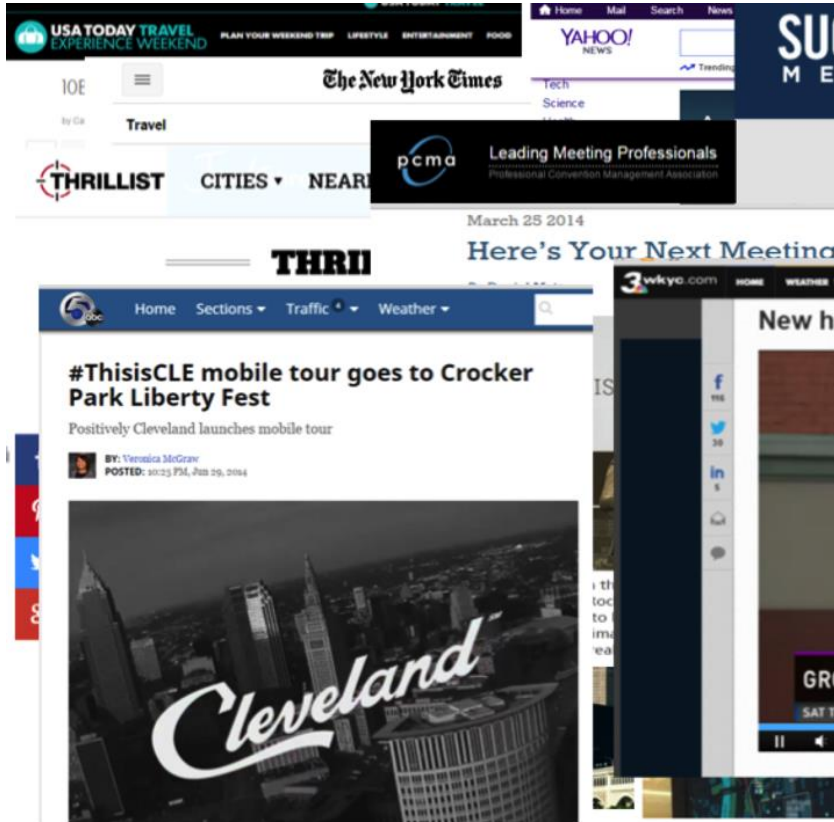
THESE ADDITIONAL DOLLARS HAVE ALLOWED FOR INCREASED ADVERTISING TO DRIVE POTENTIAL VISITORS TO THE WEBSITE AND EDUCATE THEM ABOUT CLEVELAND.



CONTINUED NATIONAL RECOGNITION

through earned media in 2014

Cleveland



Cleveland has been consistently featured in national publications as a meetings and leisure travel destination.

These additional dollars have allowed for increased marketing to encourage more coverage of our region as a visitor destination.

- *900 Million* Media Impressions
- More than *1100 articles*

TRAVEL+ LEISURE

"Best Places to
Travel in 2015"

Los Angeles Times

"15 Destinations for Travelers to
Set Their Sights on in 2015"

	2014	2013	% Change
Hosted Writers:	151	90	+68%
Number of Impressions:	1,055	1,123	-6.1%
Earned Media Publicity Value:	\$6.9 million	\$5.3 million	+32%

Fodor's Travel

"Top 25 Travel
Destinations in 2015"

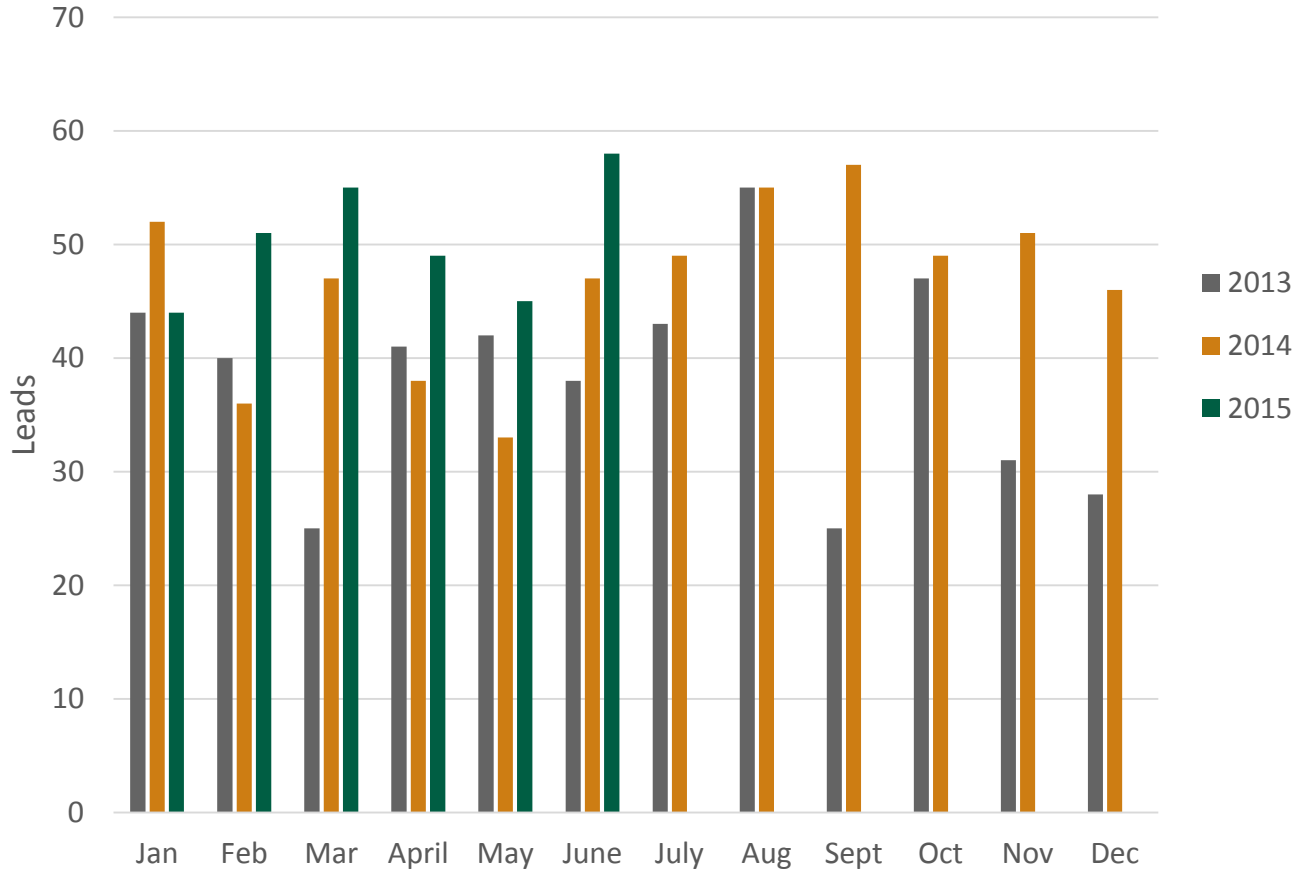
The New York Times

"52 Places to go in 2015"

Cleveland

INCREASED NUMBER OF CONVENTION SALES LEADS

sales leads generated 2013-2015

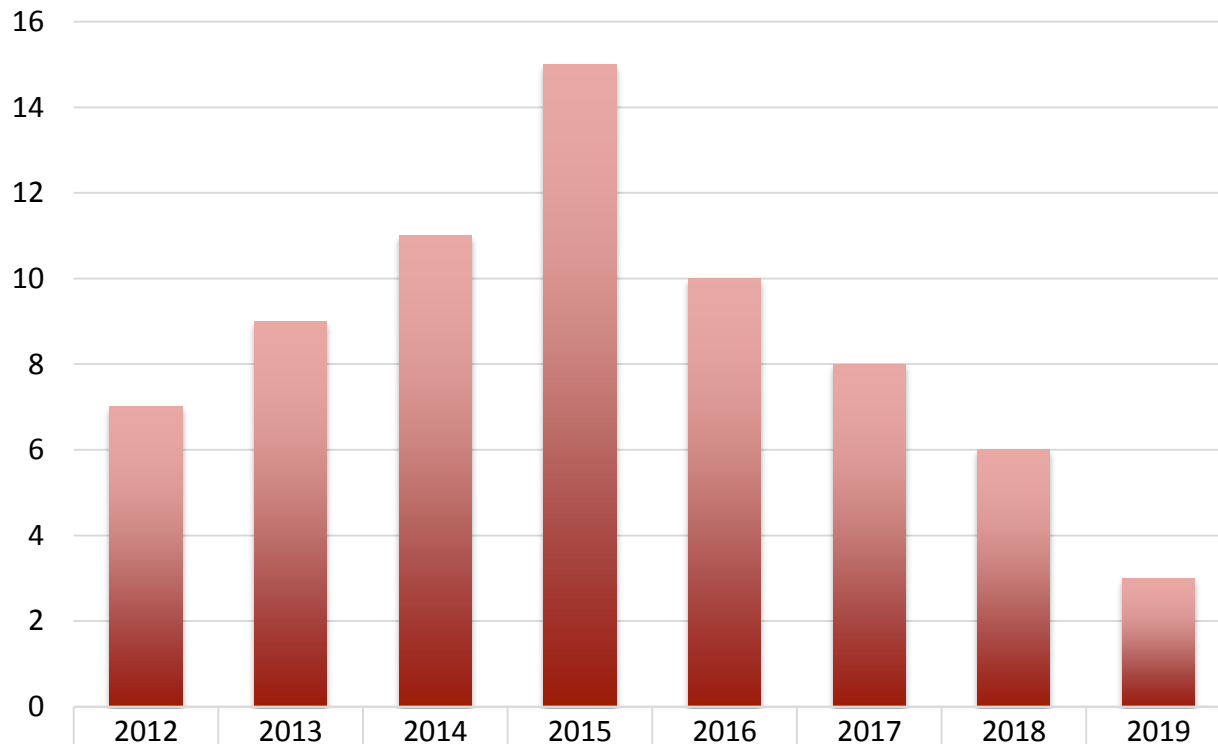


Over the last 3 years, there has been a significant increase in the number of sales leads generated by our Convention Sales team.

THESE ADDITIONAL DOLLARS HAVE ALLOWED US TO CONTINUE TO GROW AND STRENGTHEN OUR SALES FORCE, CONTINUING TO INCREASE LEAD GENERATION.

INCREASED NUMBER OF CITYWIDE CONVENTIONS

definite citywides by arrival year (600 or more rooms on peak)



Over the last 3 years, there has been a steady increase in the number of citywide conventions in Cleveland.

THESE ADDITIONAL DOLLARS HAVE ALLOWED US TO CONTINUE TO INCREASE THE NUMBER OF CONVENTIONS IN CLEVELAND WITH 600 OR MORE ROOMS ON PEAK.

■ Citywides

2012

2013

2014

2015

2016

2017

2018

2019

7

9

11

15

10

8

6

3

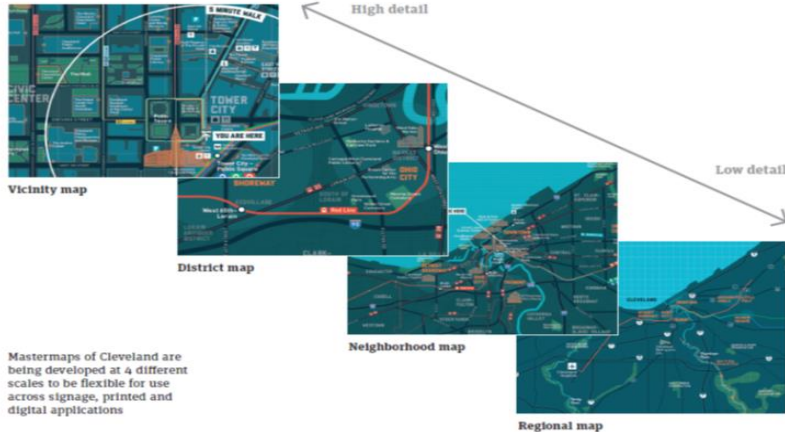
SIGNIFICANTLY ENHANCED VISITOR EXPERIENCE

through legibility & wayfinding initiatives



Currently installing 50-60 pedestrian wayfinding signs throughout Downtown Cleveland to provide the critical connections needed between our vibrant neighborhoods and attractions

Launching a digital version of the base map at four scales: Vicinity (Downtown and University Circle), District (City of Cleveland), Neighborhood (City of Cleveland), and Region (Cuyahoga County). This will allow visitors to seamlessly connect our neighborhoods and destinations around the region.



Mastermaps of Cleveland are being developed at a different scales to be flexible for use across signage, printed and digital applications

THESE ADDITIONAL DOLLARS HAVE ALLOWED US TO DEVELOP A PROGRAM TO EXPAND THE VISITOR INFORMATION SYSTEM INTO NEIGHBORHOODS AND COMMUNITIES THROUGHOUT OUR REGION.

SIGNIFICANTLY ENHANCED VISITOR EXPERIENCE

Cleveland

through small-scale curb appeal enhancements

In 2014, Destination Cleveland Implemented Curb Appeal improvements to demonstrate the critical enhancements needed to provide more clean, safe and friendly pedestrian connections between districts and attractions including 11 colorful planters to add greenery; two public art mural installations to celebrate our vibrant arts community; and two parkmobiles to create vibrant spaces to gather.

THESE ADDITIONAL DOLLARS HAVE ALLOWED US TO PLAN FOR SIMILAR PROJECTS IN PRIMARY PEDESTRIAN CORRIDORS, INCLUDING THE ROCK AND ROLL HALL OF FAME'S ROCK WALK IN 2016.



A large, ornate stained glass dome with a central circular motif and radiating patterns, set against a dark background.

CONNECTING VISITORS

throughout Cuyahoga County

A smaller view of a stained glass dome, showing the intricate patterns and colors of the glass, with a warm light source visible on the left side.

SUPPORT US IN GATHERING CONTENT

by encouraging communities to contribute information



Destination Cleveland will feature Cuyahoga County communities on its website to encourage visitors to continue exploring our region.

To submit content:

- July 15, 2015 through November 1, 2015 – Destination Cleveland collects content from Mayors & City Managers here: <http://www.thisiscleveland.com/submit/>
- December 2015 – Destination Cleveland uploads all visitor-related, community content to its website for visitors to explore.



LOCALS MEETINGS GROUPS MEDIA PARTNERS FOLLOW US.

THINGS TO DO ▾ HOTELS ▾ RESTAURANTS ▾

SEARCH CLEVELAND 🔍



HOME > COMMUNITY SUBMISSIONS

SUBMIT COMMUNITY INFORMATION

YOUR CONTACT INFORMATION

First Name:

Last Name:

Email:

Primary Phone:

Name of Community / City:





TOGETHER WE CAN

maintain the momentum





Greater Cleveland Sports Commission

Cuyahoga County

July, 14, 2015



Mission & Vision

- **Mission**

- To measurably enhance the economy, image and quality of life in the Greater Cleveland community by attracting, creating, and managing significant sporting events and activities.

- **Vision**

- The philosophy of the Sports Commission sets it apart from others by operating as an economic and community development organization utilizing sports as a vehicle to forward other community agendas. The organization takes the unique approach to becoming a management and financial partner in each event with the goal of producing events that are more successful in Cleveland than other cities in which they have been held.

Since 2000, the Sports Commission is responsible for attracting and managing over 160 events resulting in more than \$450 million in economic activity.

www.clevelandsports.org



2014-2015 Highlights

- 2014 – 11 events, economic activity: \$63 million
 - 3 NCAA National Championships (economic activity: \$1.2 million)
 - Division II Men’s and Women’s Swimming and Diving National Championships
 - Division II Wrestling National Championships
 - Collegiate Women’s Bowling National Championship
 - Gay Games 9 (economic activity: \$52 million)
 - NEOCycle (economic activity: \$250,000)
 - Awarded “2014 Locally Created Event of the Year” by the National Association of Sports Commissions
- 2015 – 9 events, economic activity: \$16 million
 - NCAA Division I Men’s Basketball Midwest Regional (economic activity: \$5 million)
 - 10th Anniversary Continental Cup International Youth Sports Festival (economic activity: \$3.6 million)
 - US Masters Swimming Long Course Nationals (economic activity: \$1 million)

2014-2015 Highlights

- Events awarded or created in 2014/2015
 - Junior Volleyball Association Midwest Championships (2016, 2017, 2018)
 - Cleveland Convention Center and Public Hall
 - Economic activity: \$3 million per year
 - USA Junior Olympic Fencing Championships (2016)
 - Cleveland Convention Center
 - Economic activity: \$1.3 million
- Led Team Cleveland in preparing major bids for NBA and MLB All-Star Games
- Research demonstrates that the full-service model has a distinct advantage over other cities and sports commissions.

Urban Youth Initiative

- Program Overview

- The Sports Commission has a robust history of developing meaningful community programs
- Funding comes from corporations, foundations, and City of Cleveland grants
- Opportunity to serve the community, generate publicity for events, and develop community partnerships

- 2015 Highlights

- 7 youth programs in hockey, baseball, basketball, soccer, cycling and boxing
- 500 children served
- Trademark event is the second annual **NEOCycle Urban Youth Initiative** where 150 children from Cleveland will earn a new bike, helmet and lock and participate in bike safety training.



www.clevelandsports.org

