



3CDC

CINCINNATI CENTER CITY  
DEVELOPMENT CORPORATION



## BACKGROUND

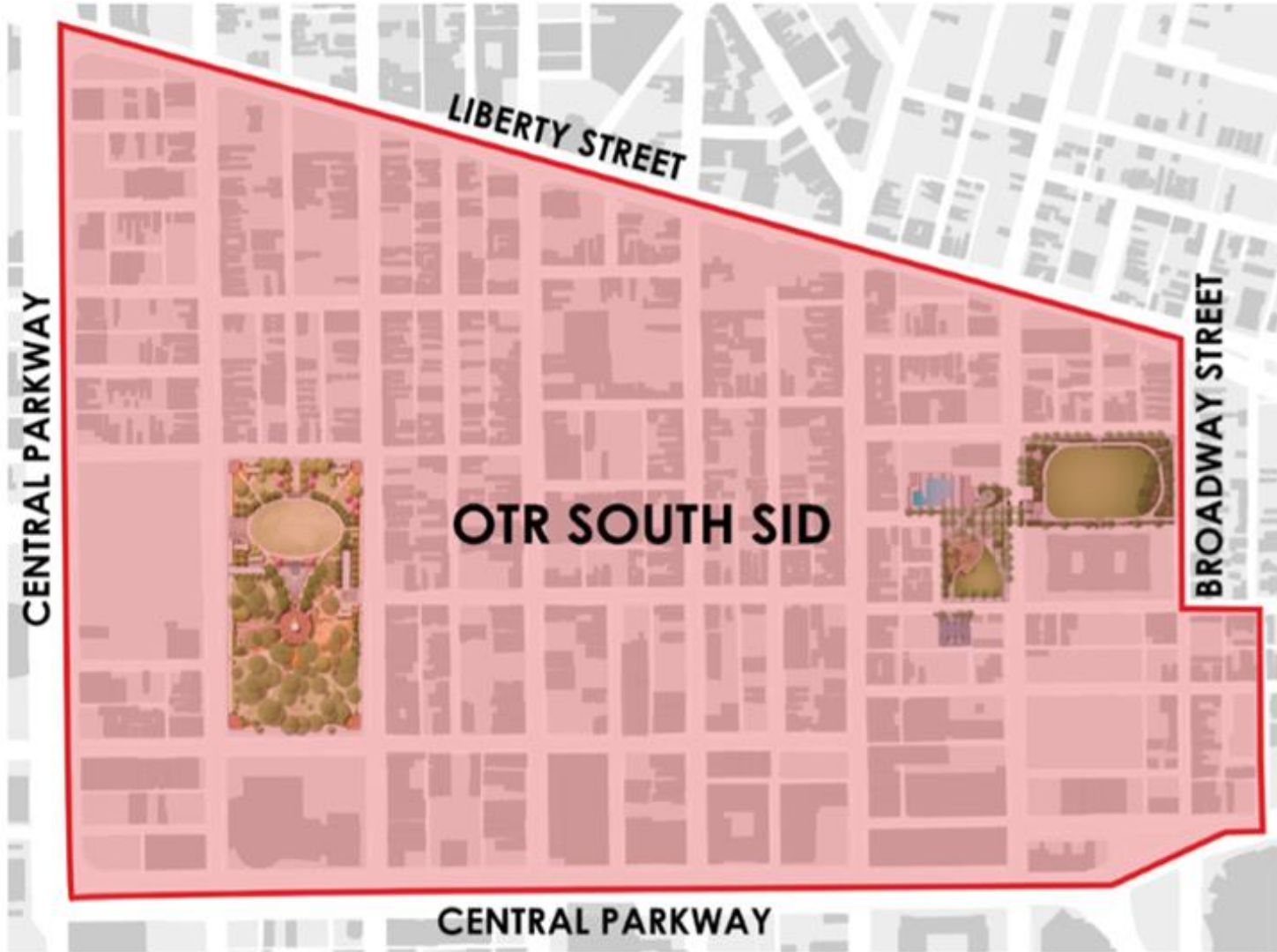
- In 2017, a working committee of neighborhood stakeholders began revisiting previous potential for SID creation; created a steering committee to assess viability and leveraged 20 years of experience from the downtown SID (DCID).
- 3CDC and private neighborhood partners have been voluntarily funding supplemental services above the level of local government service for the last 8 years

## WHAT IS A SID?

- A Special Improvement District is a structured method of raising funds in a geographical area in order to manage and deliver critical services above the level of services provided by local government. According to the Urban Land institute (ULI), it:
  - Is a system by which multiple unrelated property owners cooperate to share the costs of common problems.
  - Creates a sustainable funding system, making possible multiple year funding plans and budgets.
  - Is authorized by government through legislation that defines the organization's purpose, governing structure, functions, and limits.

## HOW IS A SID GOVERNED?

- An independent non-profit corporation is formed to govern
- 100% of the net assessments go directly to the Trustees to fund the Service Plan.
  - The county auditor charges 3-4% for administration, per code
- Property owners elect a Board of Trustees responsible for executing the Service Plan by directing services, usually by hiring a third-party provider



## SERVICES PLAN

### FOUR PRIMARY GOALS:

1. Enhance Appearance of Streets, Sidewalks, and Public Spaces
2. Improve Safety and the Perception of Safety in OTR South
3. Encourage Pride in Location and Space
4. Community Engagement and Stakeholder Relations

### APPROACH/EXAMPLES:

- Visibility and safety presence in collaboration with CPD
- Detailed litter control, power washing and detailed cleaning including weed and graffiti removal
- Streetscape beautification (e.g., planters)
- Snow removal
- Deliver coordinated social service outreach
- Collaboration with Keep Cincinnati Beautiful, Urban Forestry + Cincy Park Board for beautification projects
- Create communications and engagement opportunities for general public and business owners

	2021	SID	Change	
	Budget	Budget	\$	%
Special Improvement District	\$ 582,000	\$ 582,000	\$ -	0%
Community Partner Contributions	-	-	-	0%
3CDC Contributions	125,000	125,000	-	0%
Sponsorships	20,000	-	20,000	0%
<b>TOTAL REVENUES</b>	<b>727,000</b>	<b>707,000</b>	<b>20,000</b>	<b>3%</b>
Environment: Clean & Safe	573,299	578,349	(5,050)	-1%
Environment: Beautification	59,458	27,990	31,468	112%
Environment: GeneroCity 513	25,000	25,000	-	0%
Stakeholder Services	15,000	15,000	-	0%
Retail Development	-	-	-	0%
Marketing	5,300	2,500	2,800	112%
Events	20,000	18,000	2,000	11%
Personnel	26,043	39,635	(13,592)	-34%
Overhead	1,800	-	1,800	0%
<b>TOTAL EXPENSES</b>	<b>725,900</b>	<b>706,474</b>	<b>19,426</b>	<b>3%</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>\$ 1,100</b>	<b>\$ 526</b>	<b>\$ 574</b>	<b>109%</b>

*Personnel expenses include support staff that is needed to carry out various accounting, HR and communications tasks related to the services performed in the SID. Overhead expenses include Hamilton County's collection fee, insurance, legal services and accounting services.*

- **Special Improvement District** – OTR South SID assessments total \$650M for 2021 with \$582M paid over to 3CDC/OTR DM to perform services. The variance of \$68M is a result of costs related to insurance, County collection fees, mailings, etc. that were not contemplated in the original budget
- **Community Partner Contributions** – Nothing is being budgeted however 3CDC staff will work to get contributions
- **3CDC Contributions** – \$125M support will come in the form of 3CDC not collecting reimbursement for the salary and benefit allocation of salaried employees. This is in addition to the \$60M 3CDC owned assets will be paying as a member of the SID.
- **Environment: Safe & Clean** – budgeting base staffing of 1,400 hours per month which increases to 1,850 hours per month from May - September
- **Environment: Beautification** – Number and maintenance cost per planter increased from when the original SID budget was created in 2019



# Current 3CDC Operations

## 3CDC Operations Team, Coverage Areas:

- Civic Spaces; Washington Park, Ziegler Park, and Fountain Square
- Downtown Cincinnati Improvement District
- Memorial Hall Theater



## 3CDC Employed Ambassadors

- \$13-\$22/hr. pay range for ambassador team. Avg. pay rate \$14.65. Full-time ambassadors start at \$15/hr.
- Insurance and benefits provided at no cost for full-time, non-seasonal employees
- Hire from job readiness and second/third-chance programs (54% of Ops/Events staff hired in 2019 have prior criminal conviction)
- 3CDC works with employees in need, through internal resources and external programs, to help with:
  - Financial management
  - Transportation/Driver's License
  - Housing Assistance



## 3CDC Over-the-Rhine Ambassador Team



## 3CDC OTR District - Management



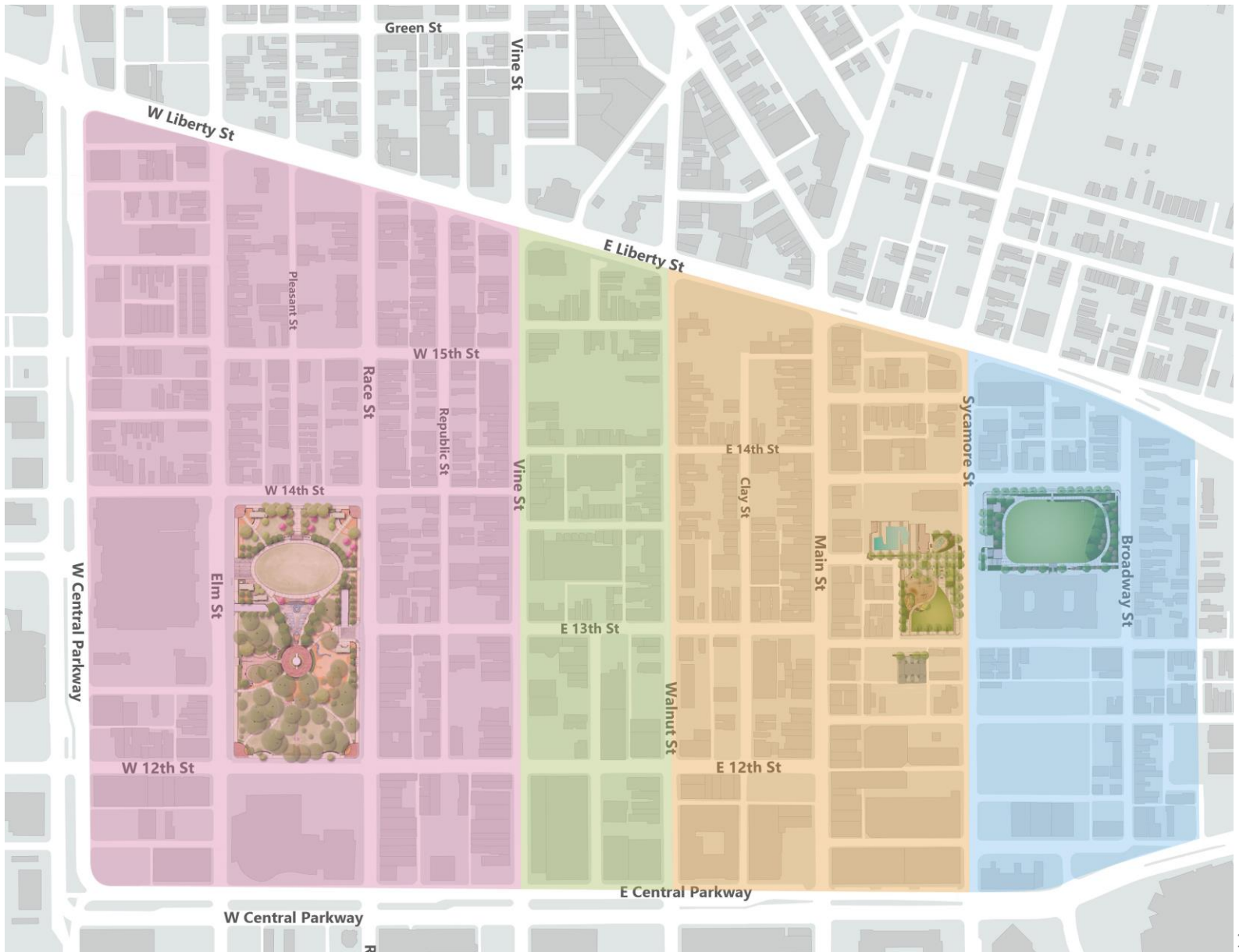
Mark Antrobus- Operations Manager has been with 3CDC for 3 years. Mark retired from a career in Police Enforcement and previously spent time with Keep Cincinnati Beautiful in blight abatement before starting his career with 3CDC.



Vanessa Theil- 2<sup>nd</sup> Shift Operations Supervisor has been with 3CDC for just over 1 year with a degree in Urban Planning and Sustainability. Vanessa builds and executes weekly work plans. Working daily in the field allows her to make deployment adjustments and motivate staff.



Deangelo Little- OTR 1<sup>st</sup> Shift Field Coordinator has worked for 3CDC for 8+ years. Deangelo is an incredibly hard worker that has been working at Washington and Ziegler Parks for the last 5 years. He was promoted to Field Coordinator in October. Deangelo is a friendly leader that is always available to help community members.





# 3CDC Outreach



- Outreach Program services contracted through Greater Cincinnati Behavioral Health Services

- Daily deployment 7a-9p
- Cross-over with Jobs Van to provide services

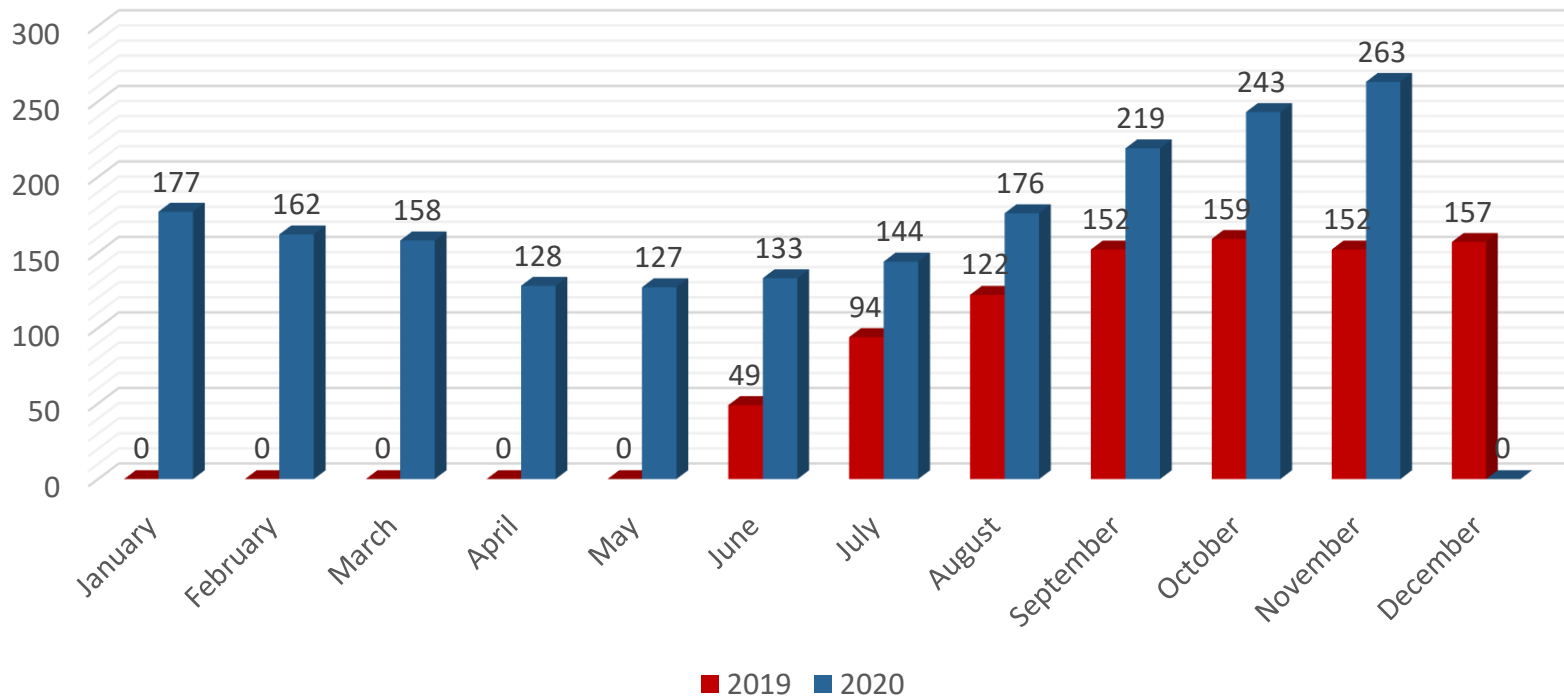


- Jobs Van services contracted through City Gospel Mission

- Operates for 4 days a week, picking up 10 individuals
- Individual participate in community beautification efforts; provided a free lunch and are paid \$9/hr

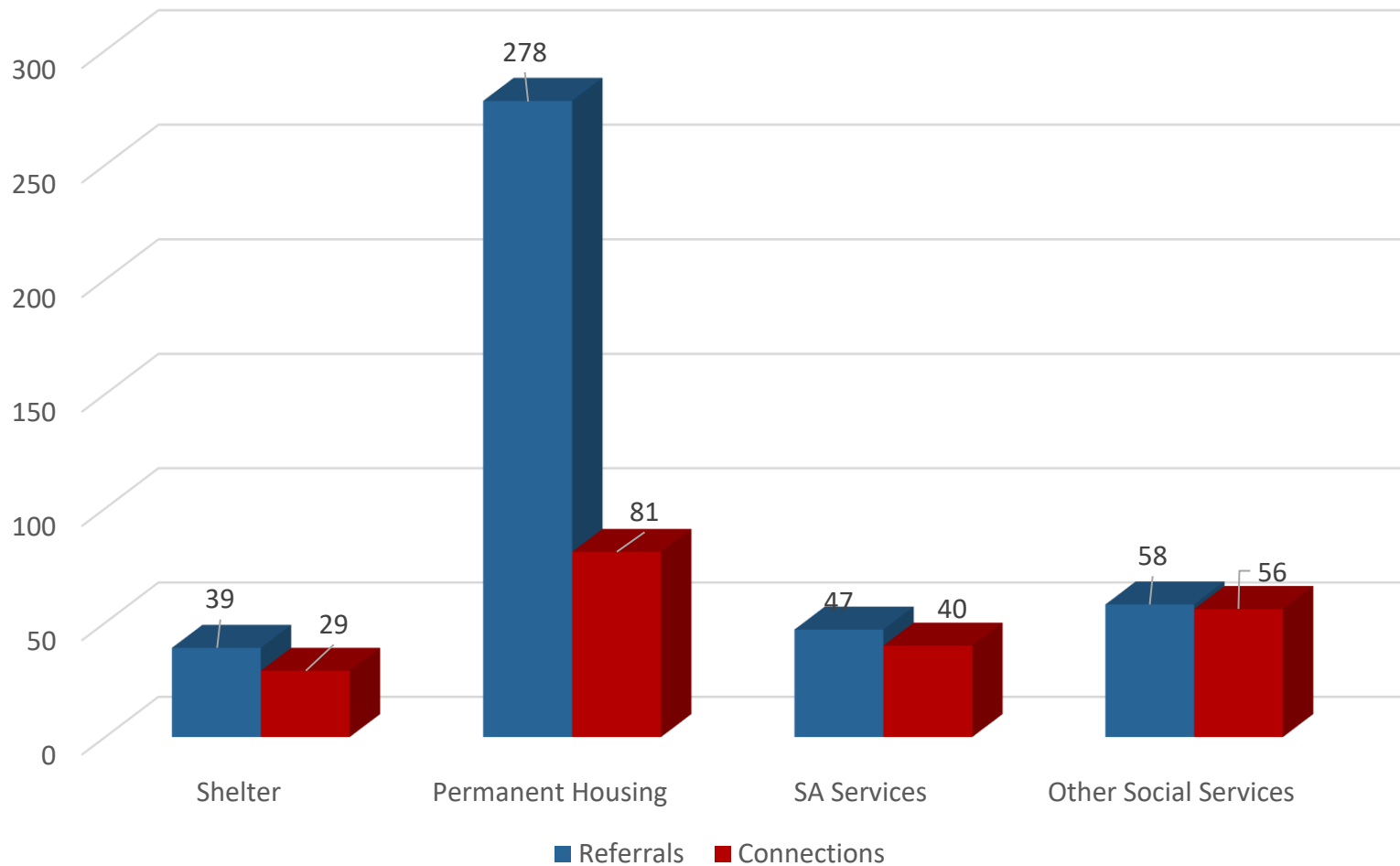


## 2019\* vs. 2020 Open Cases



*\*GeneroCity 513 began using a new tracking system in June 2019, which is why data is not available from January – May 2019*

## YTD November 2020



# 3CDC Events

## OTR District

- Secured funding for the second year of the Street Stage Project through ArtsWave and partnered with Cincinnati Music Accelerator.
  - A total of 504 performances from July 6 to September 27 between Downtown and OTR
- For the holiday season, the Event Management Team worked with the Communications Team to form partnerships with several downtown and OTR organizations to create a comprehensive marketing campaign, called Found.





THANK YOU

