



3CDC

CINCINNATI CENTER CITY
DEVELOPMENT CORPORATION



- I. Finance and Administration
 - A. Approval of the March 16, 2021 Minutes (**approval requested**)
 - B. Treasurer's Report

- III. 3CDC Operations Overview
 - A. Operating Budget
 - B. Communications/Marketing
 - C. Environment
 - D. GeneroCity 513

- IV. New Business

Finance and Administration

- Bank account has been set up
- See OTR South SID Financial Results – April 2021 file provided
 - Cash balance at 4/30/21 was \$100
 - Accounts Payable balance at 4/30/21 was \$2,109
 - \$2,009 due to OTR DM for reimbursement of insurance premium
 - \$100 due to OTR DM for reimbursement of cash fronted for bank account
 - First Half Assessment expected to be received from County in May

Operating Budget

OTR DM Operating Budget

	2021	2021	Change	
	Projection*	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%
TOTAL REVENUES	727,000	727,000	-	0%
Environment: Clean & Safe	555,456	572,846	(17,390)	-3%
Environment: Beautification	62,362	59,458	2,904	5%
Environment: GeneroCity 513	24,999	25,000	(1)	0%
Stakeholder Services	15,000	15,000	-	0%
Retail Development	-	-	-	0%
Marketing	5,175	5,300	(125)	-2%
Events	21,700	20,000	1,700	9%
Personnel	25,859	25,891	(32)	0%
Overhead	6,154	1,800	4,354	242%
TOTAL EXPENSES	716,705	725,295	(8,590)	-1%
NET SURPLUS/(DEFICIT)	\$ 10,295	\$ 1,705	\$ 8,590	504%

* Actual results through April

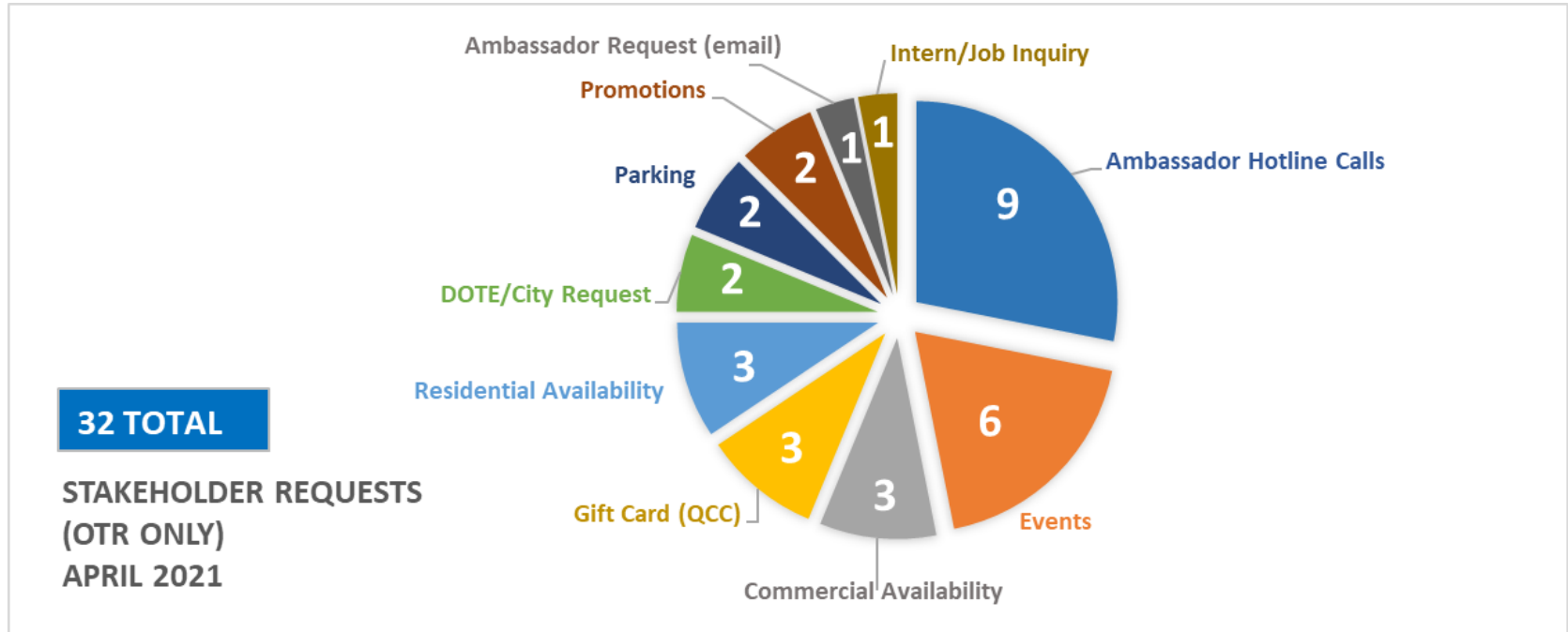
- **Environment: Clean & Safe** – Actual costs were below budget in March and April due to issues hiring staff to fill all available positions
- **Overhead** – Costs incurred for general liability insurance in excess of budget as well as legal fees related to researching legal liability regarding snow removal

Communications/Marketing

How do property owners report issues within the District?

- For clean and safe requests, call the Ambassador Hotline at (513) 623-3429
- For issues with panhandling and homelessness, call the Social Outreach Hotline at (513) 498-6192
- Contact Cate Douglas, Stakeholder Services Specialist
 - Email cdouglas@3cdc.org or call (513) 977-8834
 - Maintains a tracking list of requests from stakeholders
 - Coordinates meetings with individuals/small groups to address issues
 - Directs stakeholder issues to DOTE, CPD, and other partner agencies as needed

Stakeholder Request Tracking



- **Recent/Upcoming Stakeholder Meetings:**
 - Wed, May 12 – OTR Main Street/CPD/OTR Chamber Group
 - Tues, May 18 – OTR South SID Board of Trustees
 - Mon, May 24 – OTR Community Council
 - TBD in May – Downtown Hotel Managers/CVB Group – 3CDC Updates

- **Stakeholder Projects:**
 - Coordination with DOTE on downtown holiday lighting program
 - Main Street Bar Owner Meeting (OTR) – coordination with CPD, OTR Chamber, Main Street Bar Owners, Parking Services on police detail, parking enforcement, quality of life issues

OTR Main Street Bar Owner/Merchant Group

- Reconvened the group on May 12 to discuss safety concerns
- Attendees included 3CDC, OTR Chamber, District 1 Police, Urban Sites, Model Group, Main Street merchants, residents
- District 1 will provide increased foot patrols along the 1200-1600 Main Street area during bar hours; helping to address issues with crowds, disorderly conduct; noise complaints
- Merchants would like to see traffic calming measures to address speeding and safety concerns for pedestrians and bicyclists

“Save Local” Campaign

- Launched 2/8/21; wrapped up end of March
- Email Recipients: 152,844
- Email Opens: 32,137 (21% open rate)
- Social Media Reach: 37,526
- Digital Ad Impressions: 434,881



02.15.21

We're back with more events and promotions to help you [Save Local](#) and have some fun this week - whether you're venturing out or looking to help from home!

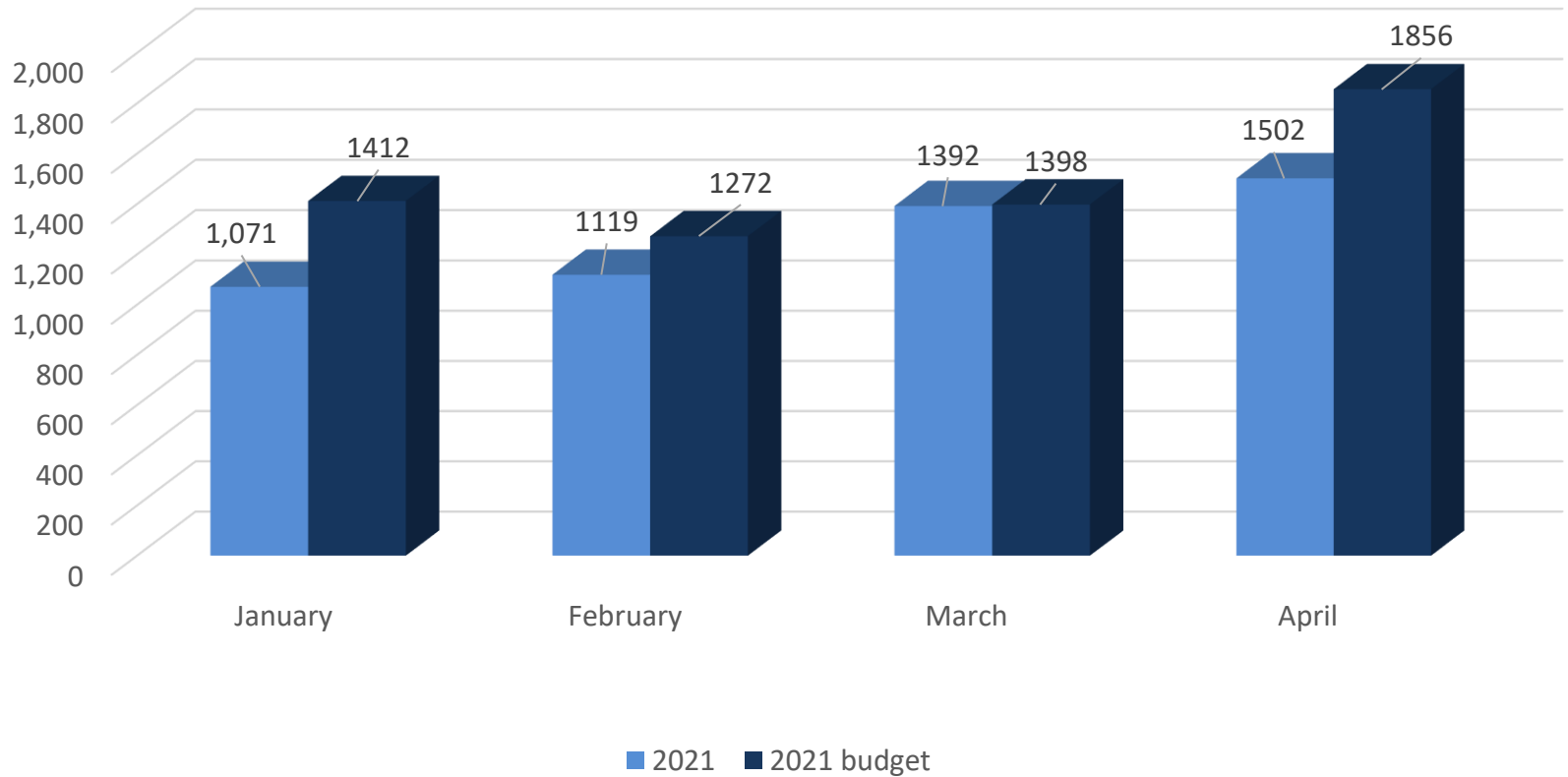
Bundle up for [Mittenfest](#) at [Washington Park](#) this weekend, featuring ten local breweries serving up a variety of craft beers. This is a ticketed event, and your \$25 ticket includes three 12-ounce beer pours, a complimentary Coca-Cola product, and a coupon redeemable for a participating taproom. To limit crowd size, tickets must be purchased in advance for a specific timeslot, and they're going fast! Tickets are sold out for Saturday, so hurry to get your tickets and have a Sunday Funday at Washington Park, complete with propane heaters located throughout the event space to help you warm up. Mittenfest will utilize most of the

- Partnering with several developers on campaign to promote the vibrancy of Downtown
- Goal is to encourage individuals to return to the urban core as the pandemic subsides
- Campaign will highlight many of the new and exciting improvements to the urban core that have taken place over the past year
- Will be centered around five 30-second videos:
 - “While You Were Away” kick-off video highlighting improvements from past year
 - Downtown Living
 - Events
 - Entertainment/Theaters/Sports
 - Dining/Shopping (streateries; MBE/WBE focus)
- Paid and free social media, radio, email blasts, LED Board
- Engaged Big Media to create videos
- Rollout planned for Monday 5/24
 - 8-week campaign



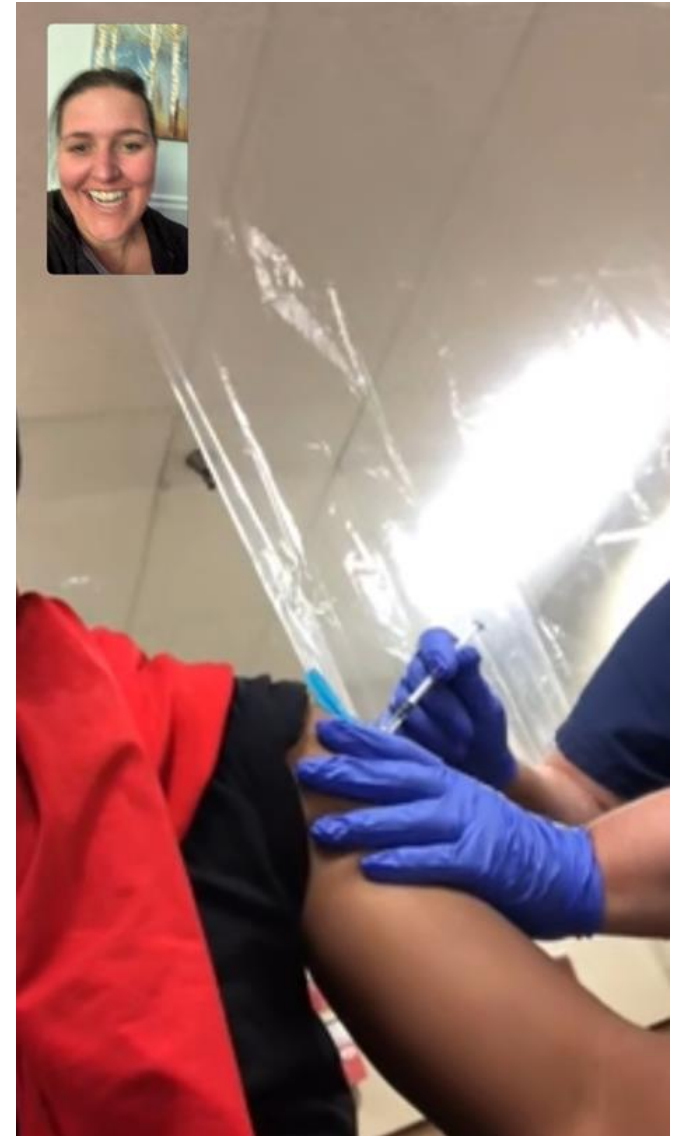
Environment

Ambassadorial Hours Actual vs Budget



Staffing & Hiring Update

- OTR total hours in April 1,502 vs budgeted 1,856
- Interviews: 97 interviews completed in 2021 (hired 42)
 - Hiring fair held 4/13: 23 interviews conducted, 13 hired
- Total Operations Staff: 79
 - 43 part-time
 - 36 full-time
 - 53% of operations staff vaccinated



Health Insurance Info Sessions

Operations staff have experienced issues maneuvering health insurance/medical system.

- Visiting ER for non-emergency issues
- Trouble accessing HSA & understanding how to use funds
- Don't have PCP/don't know how to find one

Horan will present monthly on targeted topics to ensure staff are fully utilizing benefits.

May – Understanding How to Use your Benefits

- Confirming plan, accessing website/app, finding in-network providers, who to contact with questions

June – Best Places to Receive Care

- Overview of plan/premiums, understanding where to go to receive care in different situations (PCP vs. Urgent Care vs. ER)

July – Health Savings Account

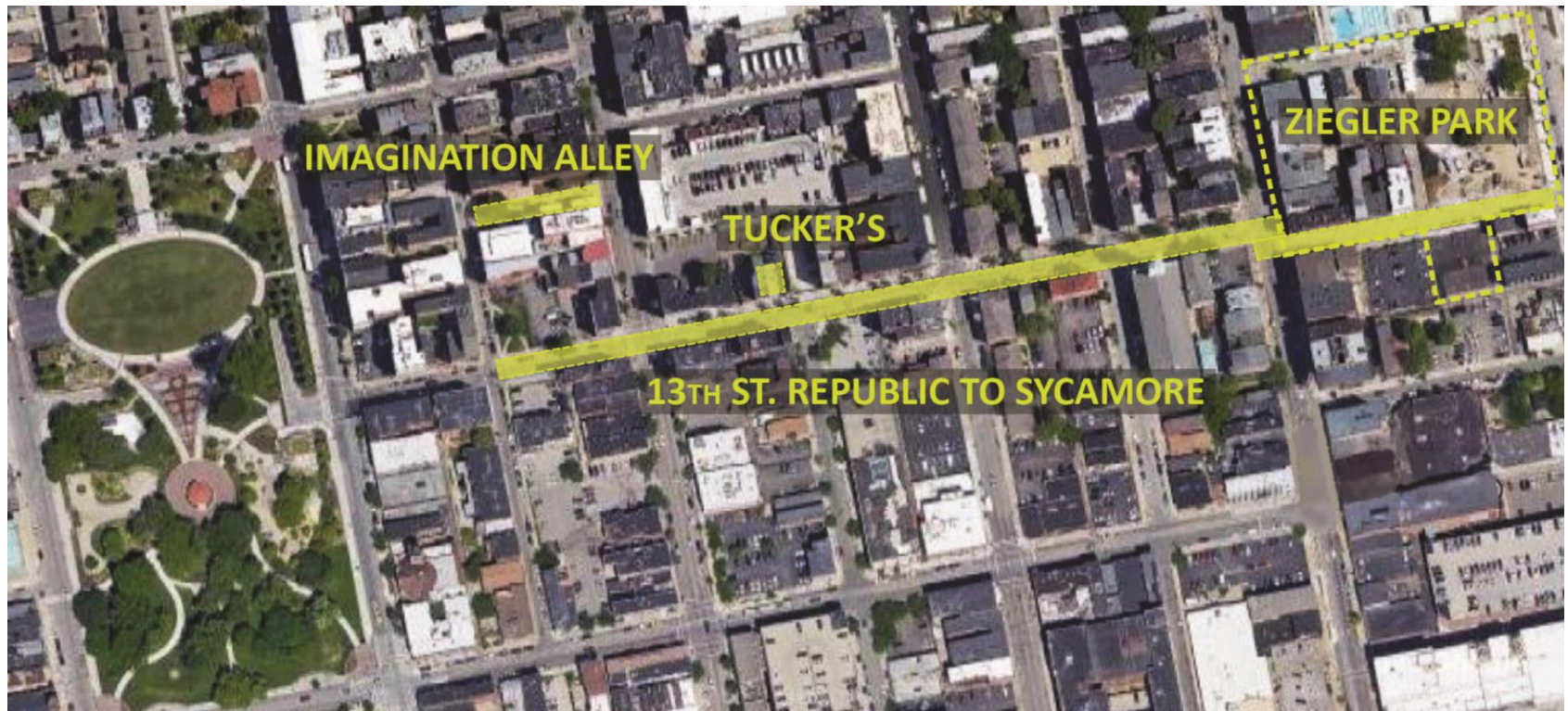
- How to sign up & access funds, what funds can be used for

August – EAP / Telemedicine with MMO

- What/how to use EAP, how to utilize Telemedicine, associated costs

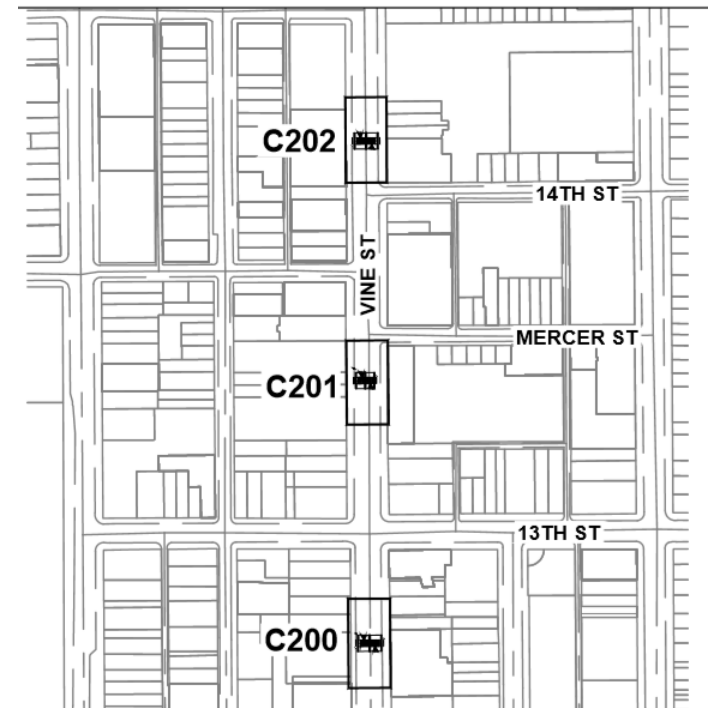
Hot Spots - OTR

- 13th street from Republic to Ziegler Park
 - CPD meeting with Main Street merchants and residents 5/12
 - CPD increased directed patrols and visibility
- Ziegler Park – nightly Police detail starting 5/14, Construction Closure on Woodward to deter activity, increased Parking attendant patrols



Vine and Main Street

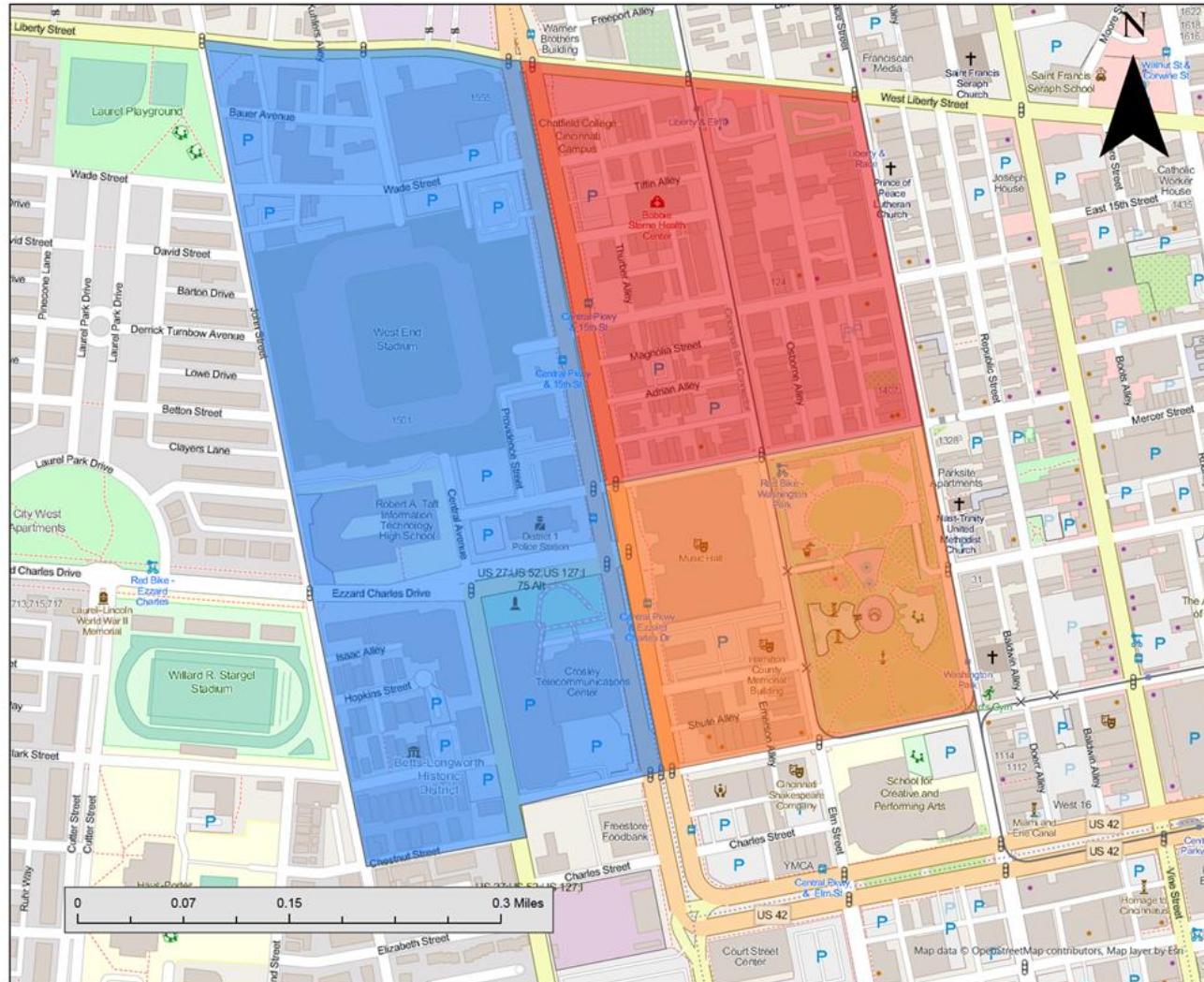
- Improvements along Vine & Main Street as traffic calming measures
- Includes a new, raised crosswalk in front of Imagination Alley
- DOTE is working to develop a construction schedule



FC Cincinnati Stadium- Game Day Cleaning

- 4-5 ambassadors, depending on day of week/game time
- Staff provides additional cleaning in OTR SID and on around the stadium (zone map included on the next slide)
- Litter abatement on and around FC Cincinnati stadium, grounds, and adjacent streets (including cigarette butts, cans, cups, and other debris)
- Empty/top off any nearby trash cans
- Customer service – directions and outreach access
- Adjustments based off needs and additional dates will be billed separately

FC Cincinnati Stadium- Game Day Cleaning



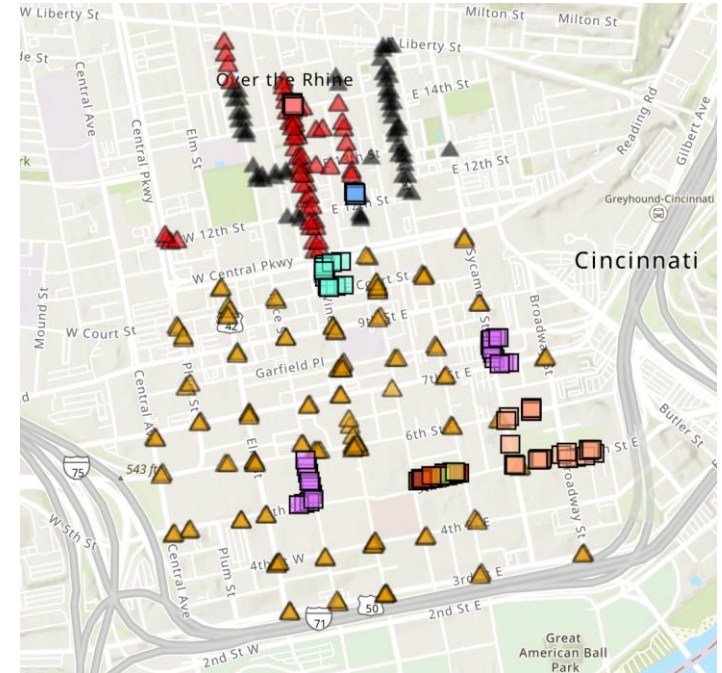
Legend: Stadium Zones
Name

- FCC Central
- FCC East
- Washington Park

Public Realm Inventory

- Mapping elements of the public realm in GIS
 - Alleys
 - Benches
 - Bus stops
 - Cigarette butlers
 - Greenspace
 - Planters*
 - Trash & recycling cans
 - Etc.

**shown in map to the right*



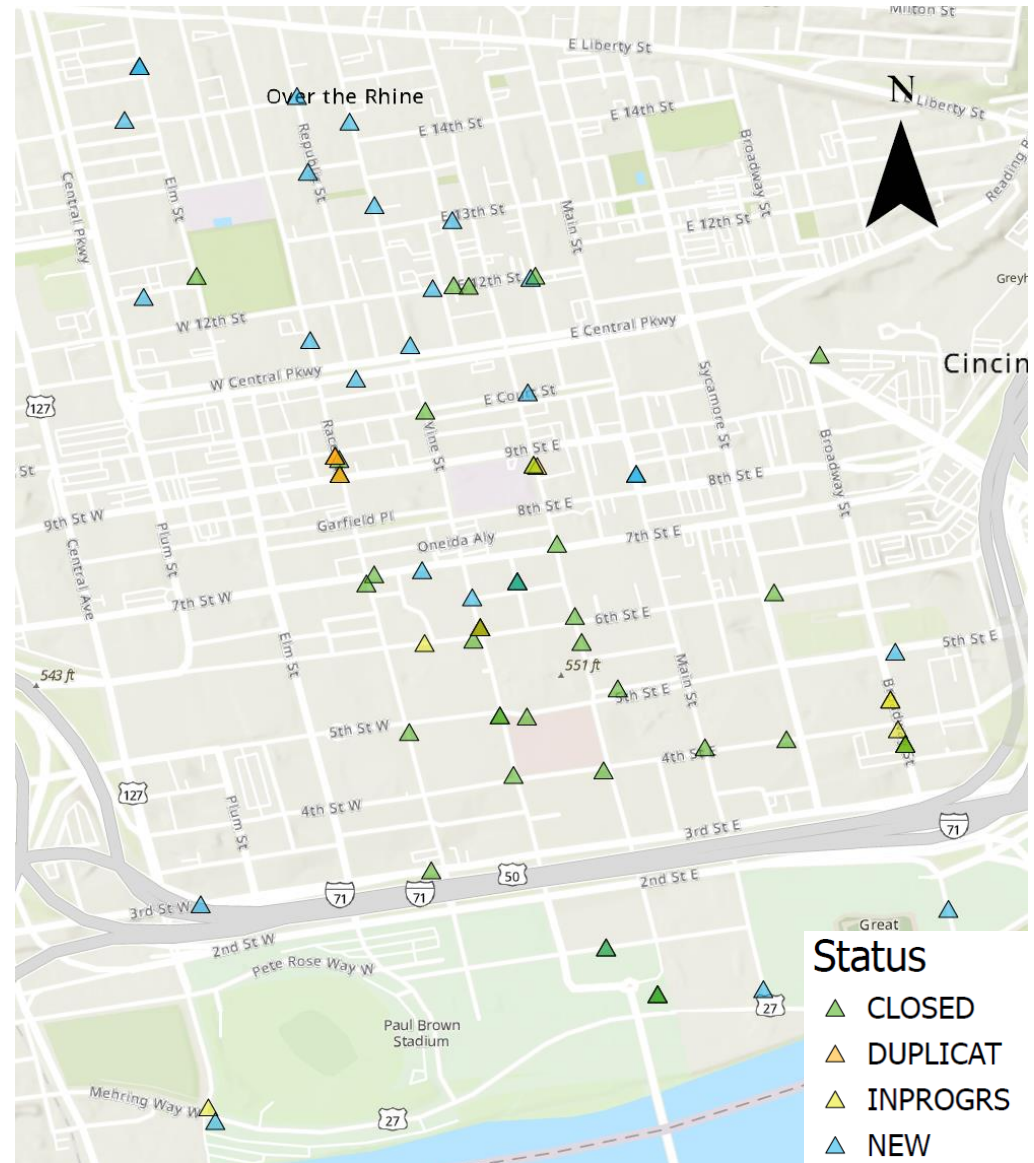
- Partnering with CAGIS and City Departments to share information and generate standard auto-generated reporting (Public Services, DOTE, Urban Forestry).
- Creating annual calendar to ensure Inventory will be updated regularly

Lighting

- Completing lighting inventory every other month & submitting CSRs to DOTE via Fix It Cincy.
- Working with CAGIS to autogenerate reports monthly.
- Following up on open CSRs to determine timeline for repairs.

February/March Report:

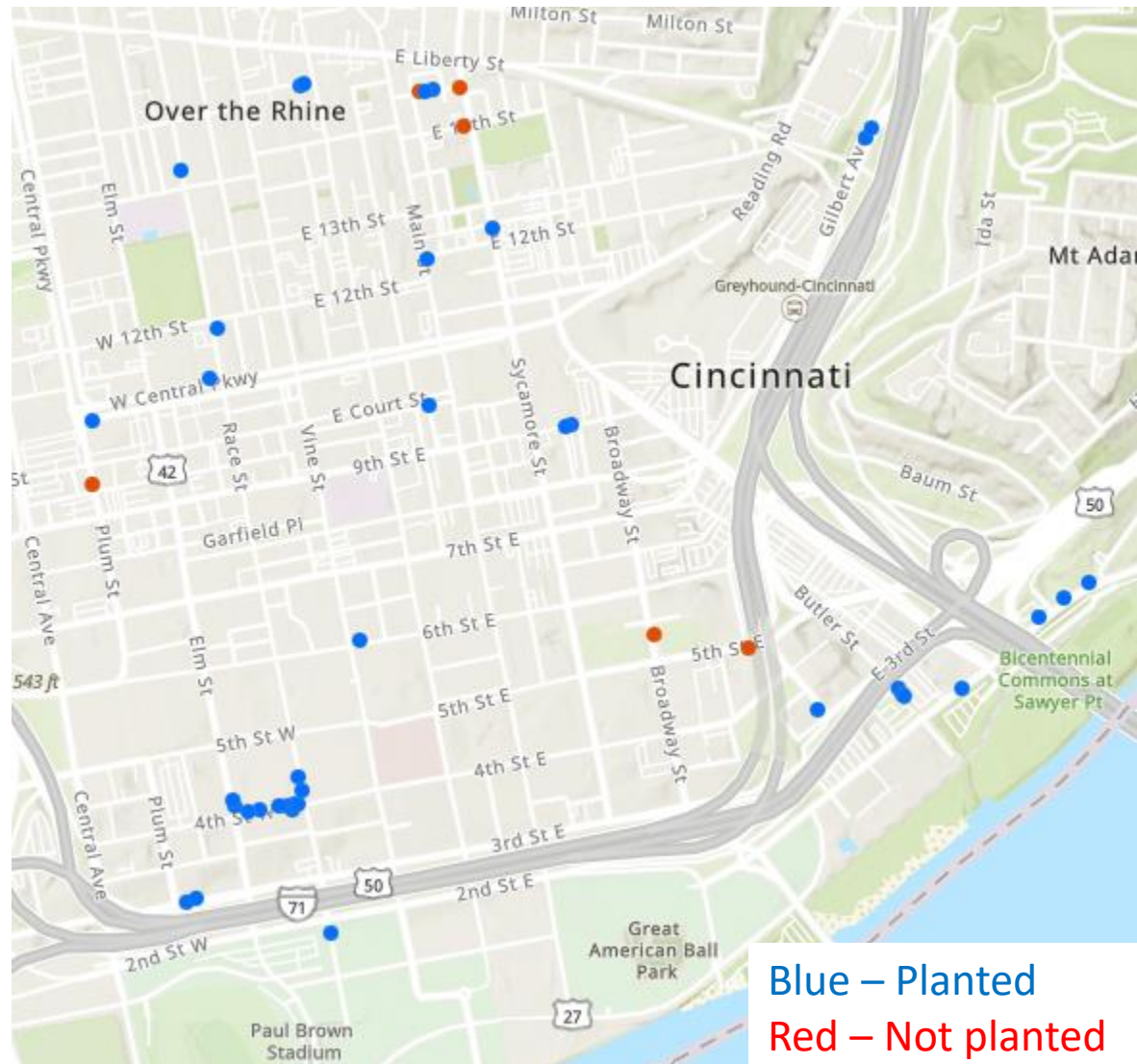
District	Closed	Open	TOTAL
CBD	19	15	34
OTR	12	14	26



Street Trees

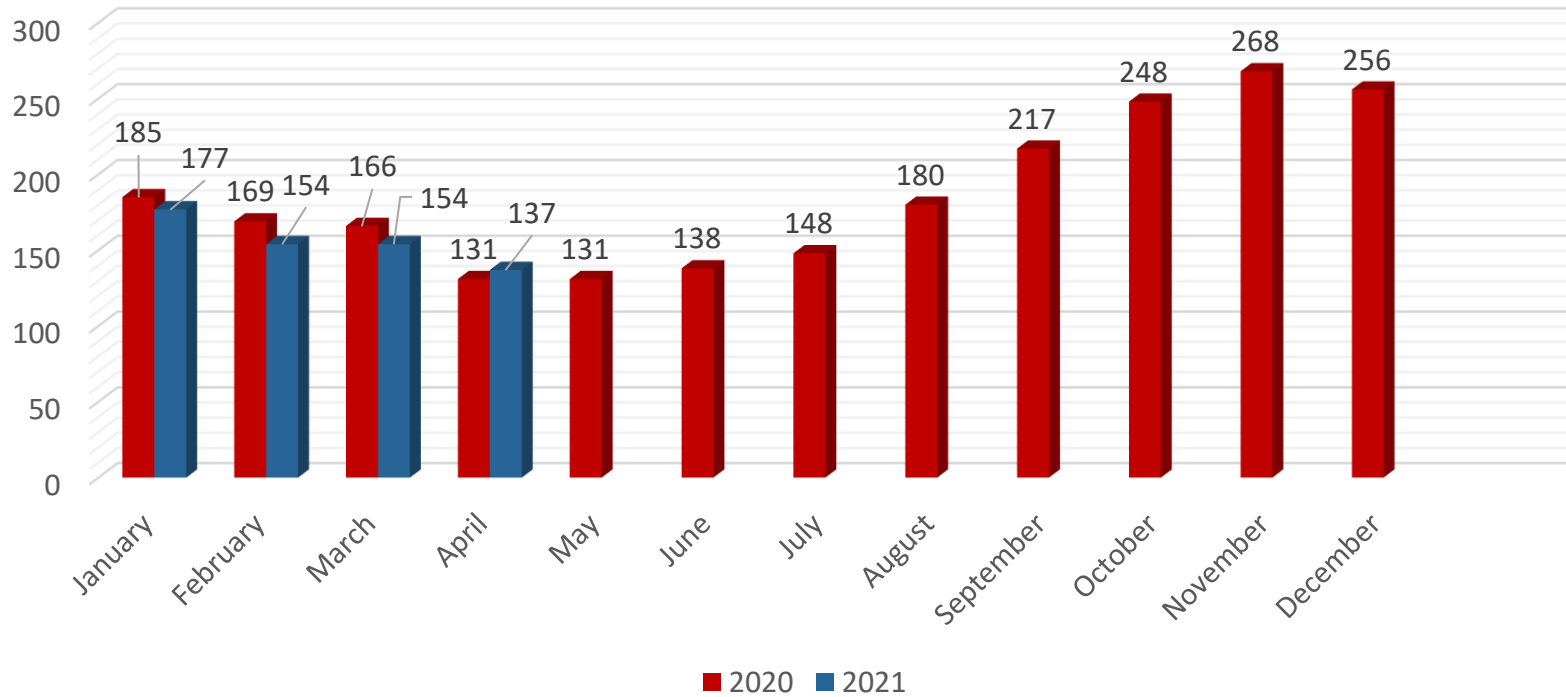
- Working closely with Urban Forestry on spring plantings with weekly check-ins
- Mapping locations & tracking issues with trees from stakeholders
- As of 5/5/21, 59 of 79 trees planted*
- Completing full inventory in July for fall planting

**remaining trees to be planted upon completion of Court St. construction.*



GeneroCity 513

2020 vs. 2021 Open Cases



Connections - YTD April 2021



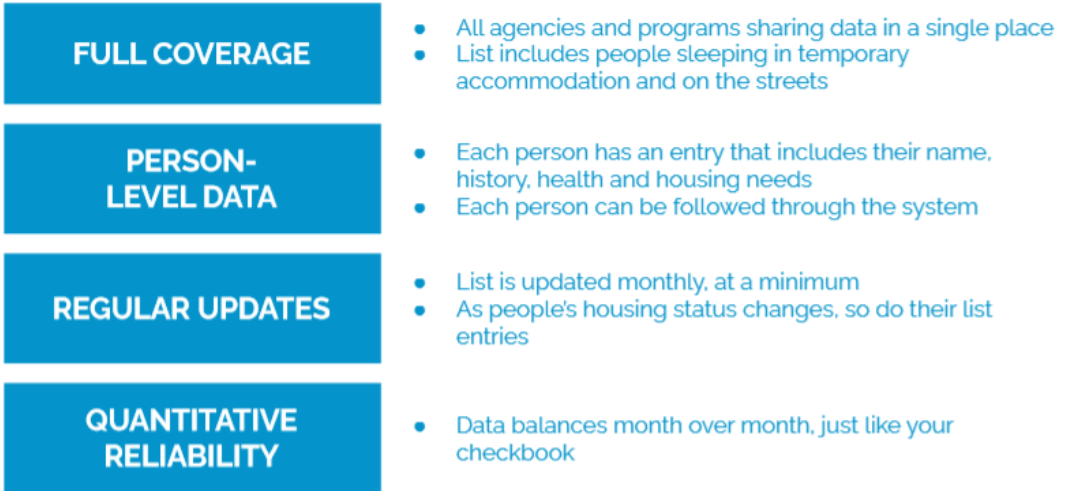
Community Solutions Partnership

- Kickoff 4/5/21 (1 year partnership)
- Improvement Team:
 - Greater Cincinnati Behavioral Health Services
 - Strategies to End Homelessness
 - Shelterhouse
 - City Gospel Mission

Goals

- Refine data collection
- Improve reporting
- Streamline housing process

Defining a Quality By-Name List



Seven Key Data Points





THANK YOU



3CDC