



3CDC

CINCINNATI CENTER CITY  
DEVELOPMENT CORPORATION



- I. Finance and Administration
  - A. Approval of the May 18, 2021 Minutes (**approval requested**)
  - B. Treasurer's Report
  - C. Board Discussion
  
- III. 3CDC Operations Overview
  - A. Operating Budget
  - B. Communications/Marketing
  - C. Environment
  - D. GeneroCity 513
  
- IV. New Business

# Finance and Administration

- See OTR South SID – 2021 Budget – June file provided
  - Cash balance at 6/30/21 was \$293,692
  - Accounts Payable balance at 6/30/21 was \$283,734
    - \$2,009 due to OTR DM for reimbursement of insurance premium
    - \$100 due to OTR DM for reimbursement of cash fronted for bank account
    - \$281,625 due to OTR DM for services performed in the first half of 2021
  - First Half Assessment

	<b>Collected</b>	<b>Budgeted</b>	<b>Variance</b>
1 <sup>st</sup> Half 2021 Collected*	\$288,370	\$325,000	(\$36,630)
2 <sup>nd</sup> Half 2021 Collected	14,117	-	14,117
<b>Total Collected</b>	<b>302,487</b>	<b>325,000</b>	<b>(22,513)</b>
County Collection Fee	(8,810)	(11,250)	2,440
<b>Net Collected</b>	<b>\$ 293,677</b>	<b>\$313,750</b>	<b>(\$20,073)</b>

\*Uncollected assessments will remain on the property tax bill and can be collected in a future period with the county charging an additional 10% collection fee on top of the existing 3% collection fee

## Discussion Items:

- Process for Replacing Board Members
- Proxy Votes

# Operating Budget

# OTR DM Operating Budget

	2021	2021	Change	
	Projection*	Budget	\$	%
Special Improvement District	\$ 572,625	\$ 582,000	\$ (9,375)	-2%
Community Partner Contributions	-	-	-	0%
3CDC Contributions	125,000	125,000	-	0%
Sponsorships	20,000	20,000	-	0%
Cleaning and Beautification Contracts	18,750	-	18,750	100%
<b>TOTAL REVENUES</b>	<b>736,375</b>	<b>727,000</b>	<b>9,375</b>	<b>1%</b>
Environment: Clean & Safe	569,227	572,846	(3,619)	-1%
Environment: Beautification	68,710	59,458	9,252	16%
Environment: GeneroCity 513	24,998	25,000	(2)	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	25,778	25,891	(113)	0%
Overhead	5,947	1,800	4,147	230%
<b>TOTAL EXPENSES</b>	<b>736,535</b>	<b>725,295</b>	<b>11,240</b>	<b>2%</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>\$ (160)</b>	<b>\$ 1,705</b>	<b>\$ (1,865)</b>	<b>-109%</b>

\* Actual results through June

- **Special Improvement District** – Decrease relates to first half 2021 collections being less than budgeted
- **Cleaning and Beautification Contracts** – Reimbursement from FCC for game day staffing
- **Environment: Clean & Safe** – Actual costs were below budget in March and April due to issues hiring staff to fill all budgeted shifts
- **Environment: Beautification** – Actual costs include maintenance of the Liberty Street islands which were not contemplated in the original budget
- **Events** – Overage relates to the liquor permit for Imagination Alley that was not originally budgeted
- **Overhead** – Costs incurred for general liability insurance were in excess of budget as well as legal fees related to researching legal liability regarding snow removal



# Stakeholder Services

## Stakeholder Request Tracking



**22 TOTAL**

**STAKEHOLDER REQUESTS  
(OTR ONLY)  
JUNE 2021**

- **Recent/Upcoming Stakeholder Meetings:**
  - Wed, June 9 – Downtown Hotel Managers/CVB Group – 3CDC Updates
  - Mon, June 28 – OTR Community Council
  - Tues, July 20 – OTR South SID Board of Trustees
  - Mon, July 26 – OTR Community Council
  - TBD in July/early August – OTR Main Street/CPD/OTR Chamber Group
- **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
  - Communications to Main Street and Vine Street Merchants about raised crosswalk installations

## Ambassador & Outreach Card

- Ambassadors and Outreach staff distribute in the field.
- Stakeholders may request copies to keep in their buildings or businesses.
- Ambassador Hotline is for any requests related to safety or cleanliness
  - Please call 911 for emergencies!
- Outreach Hotline is for panhandling or homelessness issues

**DOWNTOWN CINCINNATI**  
**ambassadors**  
Serving the Central Business District and Over-the-Rhine



**HOTLINE:**  
**(513) 623-3429**  
or email: [ambassadors@3CDC.org](mailto:ambassadors@3CDC.org)

**HOURS:**  
**Monday-Sunday: 7a-10p**

The Ambassadors keep Downtown Cincinnati clean and safe by providing:

**LITTER PATROLS • GRAFFITI REMOVAL • WEEDING & MULCHING**  
**PRESSURE WASHING • SAFETY ESCORTS**

Become an Ambassador: [Apply at www.3cdc.org/Careers](http://www.3cdc.org/Careers)

**DOWNTOWN CINCINNATI**  
**outreach**  
Serving the Central Business District and Over-the-Rhine



**OUTREACH HOTLINE:**  
**(513) 498-6192**  
or email: [outreach@generocity513.org](mailto:outreach@generocity513.org)

**HOURS:**  
**Monday-Friday, 7a-9p; Saturday-Sunday, 11a-9p**

Connecting those in need with:

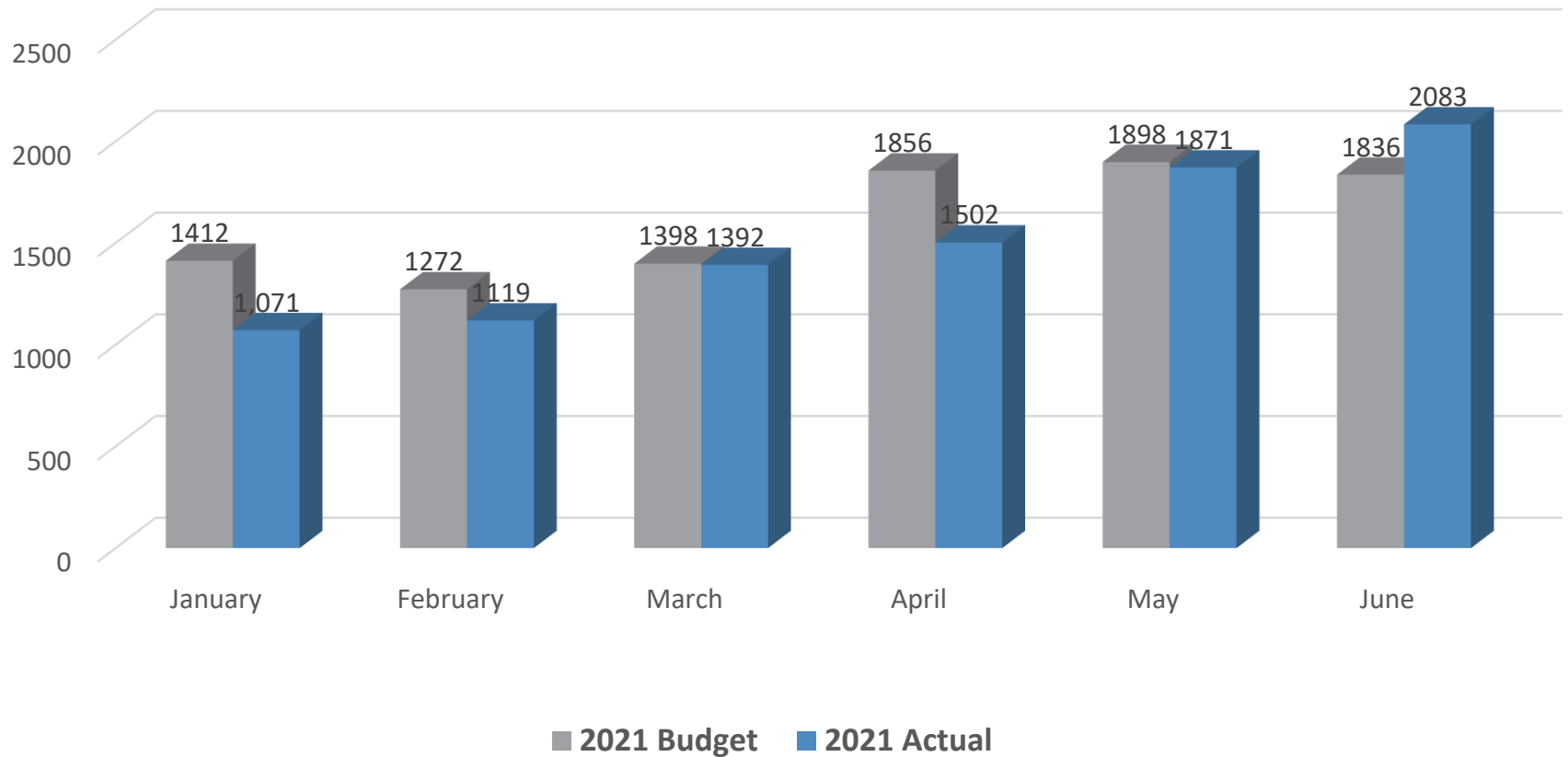
**MEALS • HOUSING • ADDICTION TREATMENT • EMPLOYMENT**

[www.generocity513.org](http://www.generocity513.org)

**GENEROCITY**<sup>513</sup>

# Environment

## Ambassadorial Hours – Actual vs Budget



## Traffic Calming - Vine and Main Street

- Raised crosswalks installed on Vine & Main Street as traffic calming measures
- Construction is complete on Main Street; Vine Street began on July 9
- Projected Completion: July 26



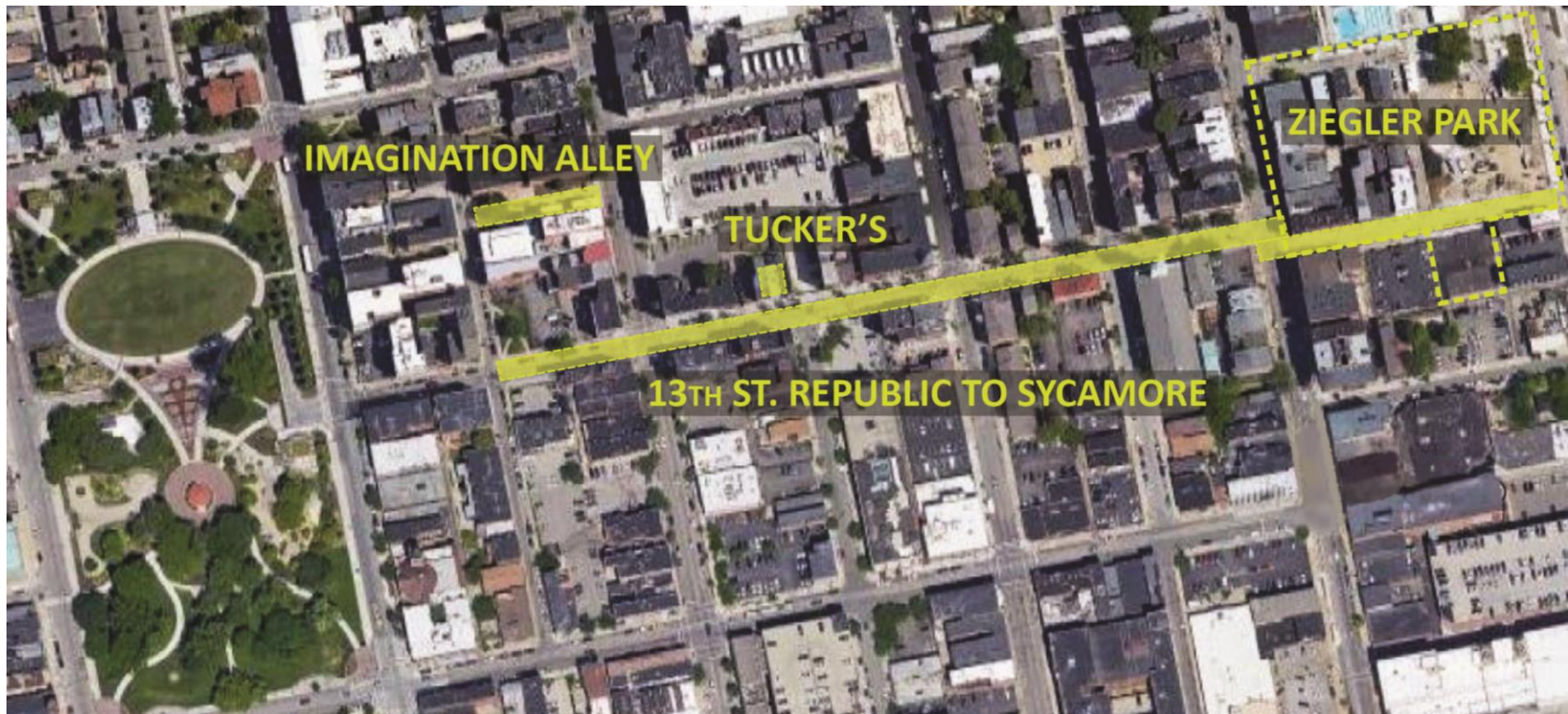
Raised crosswalk at Main & Orchard Streets



Vine Street – under construction

## Hotspots

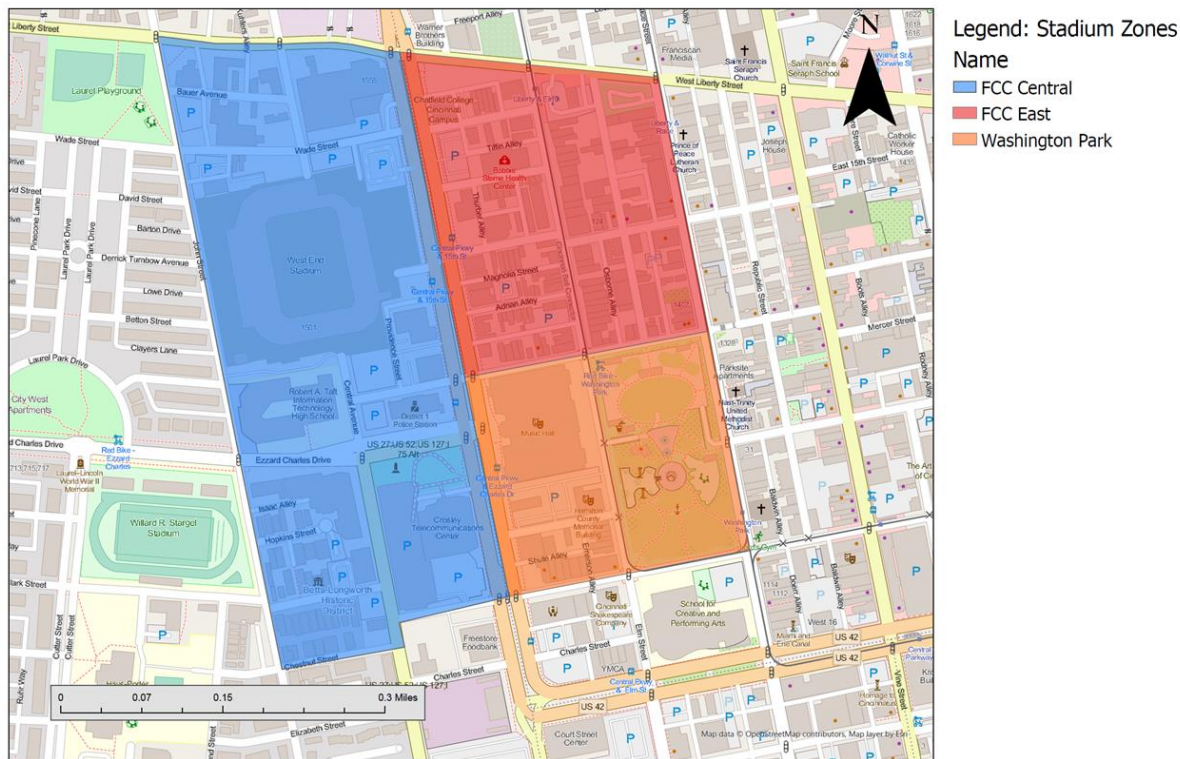
- 13<sup>th</sup> street from Republic to Ziegler Park
  - CPD increased directed patrols and visibility





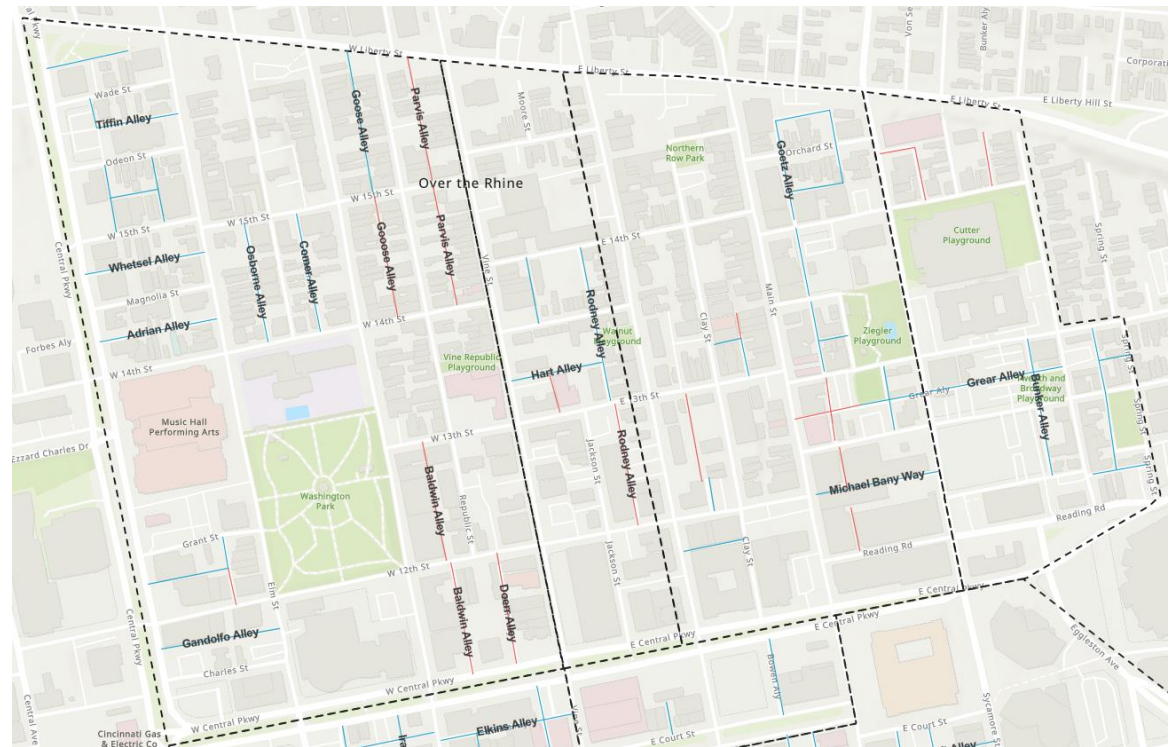
## FC Cincinnati Stadium - Game Day Cleaning

- Staff provides additional cleaning in OTR SID and around the stadium
- Contract in progress; payment received for first 3 games.
- Total staff hour per game: 20-25 hours
  - 4 staff for day games, 5 staff for evening games



## Public Realm Inventory

- Mapping elements of the public realm in CAGIS
- Working with Urban Forestry on their Tree Inventory
- DOTE working on updated lighting layer
- Inventory slated to be completed 7/31/21
- Implement annual inventory updates 8/1/21

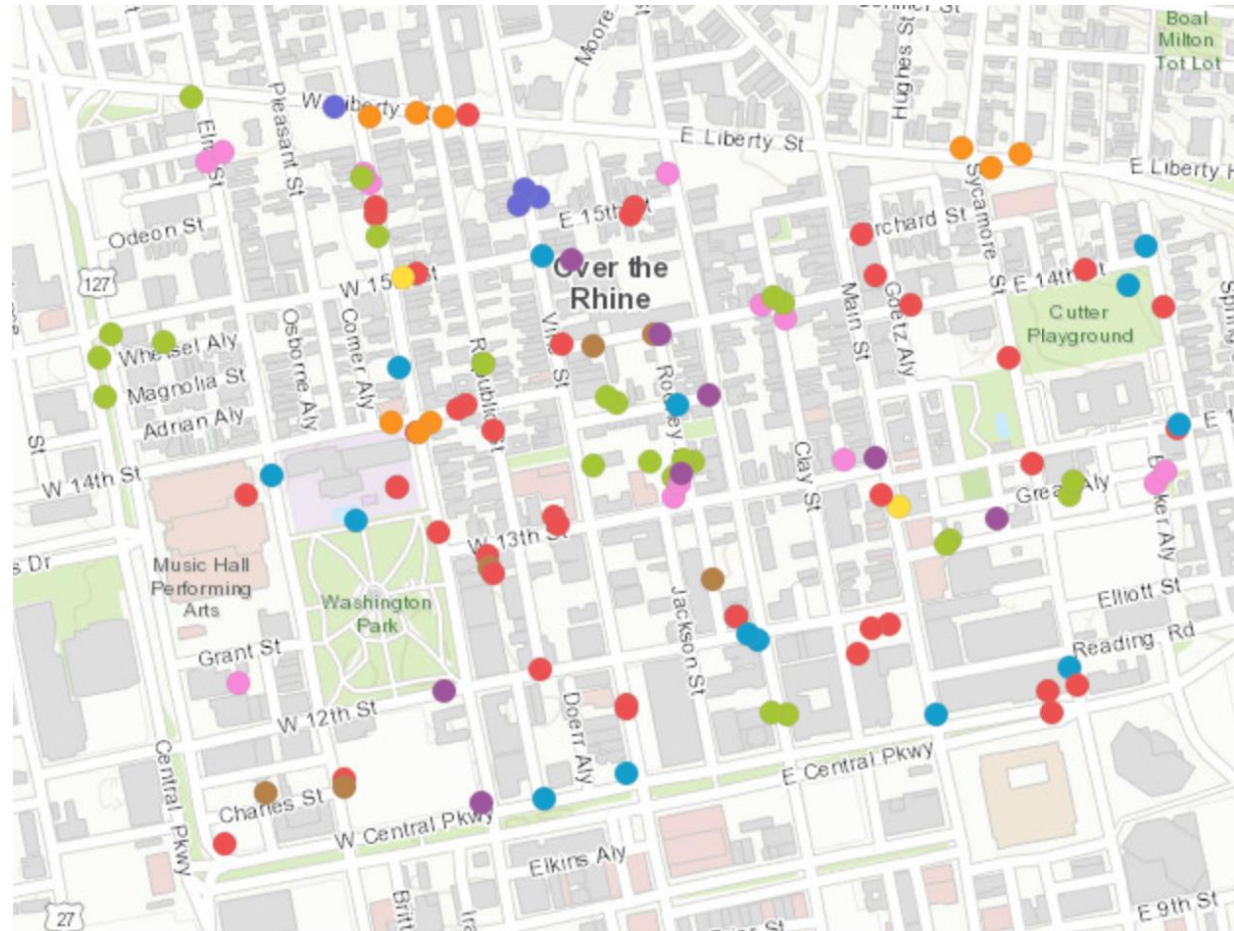
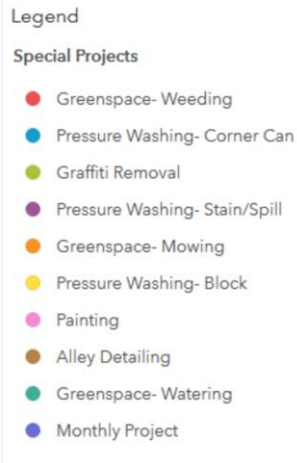


*Alleys – Public vs Private*

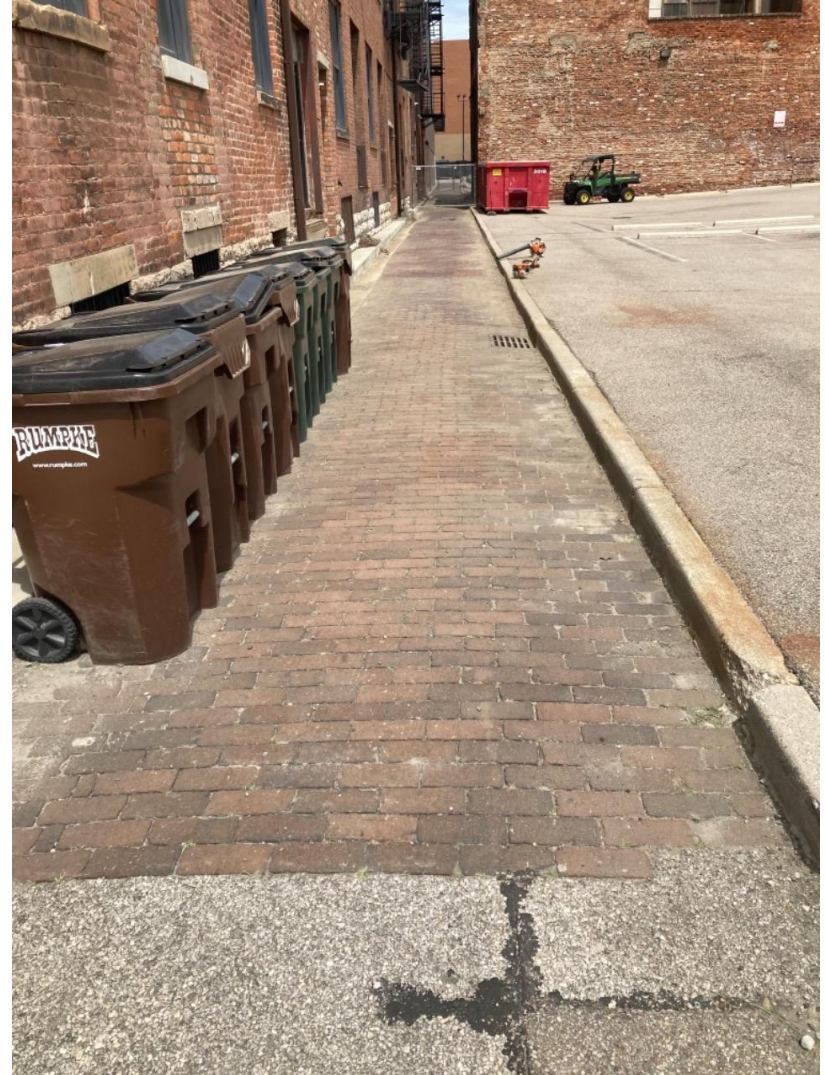
## Special Projects

Hours spent per Job:

- Alley Detailing: 25
- Graffiti Removal: 13.25
- Mowing: 8 hours
- Weeding: 64.5 hours
- Painting: 12 hours
- Pressure Washing: 41.5 hours

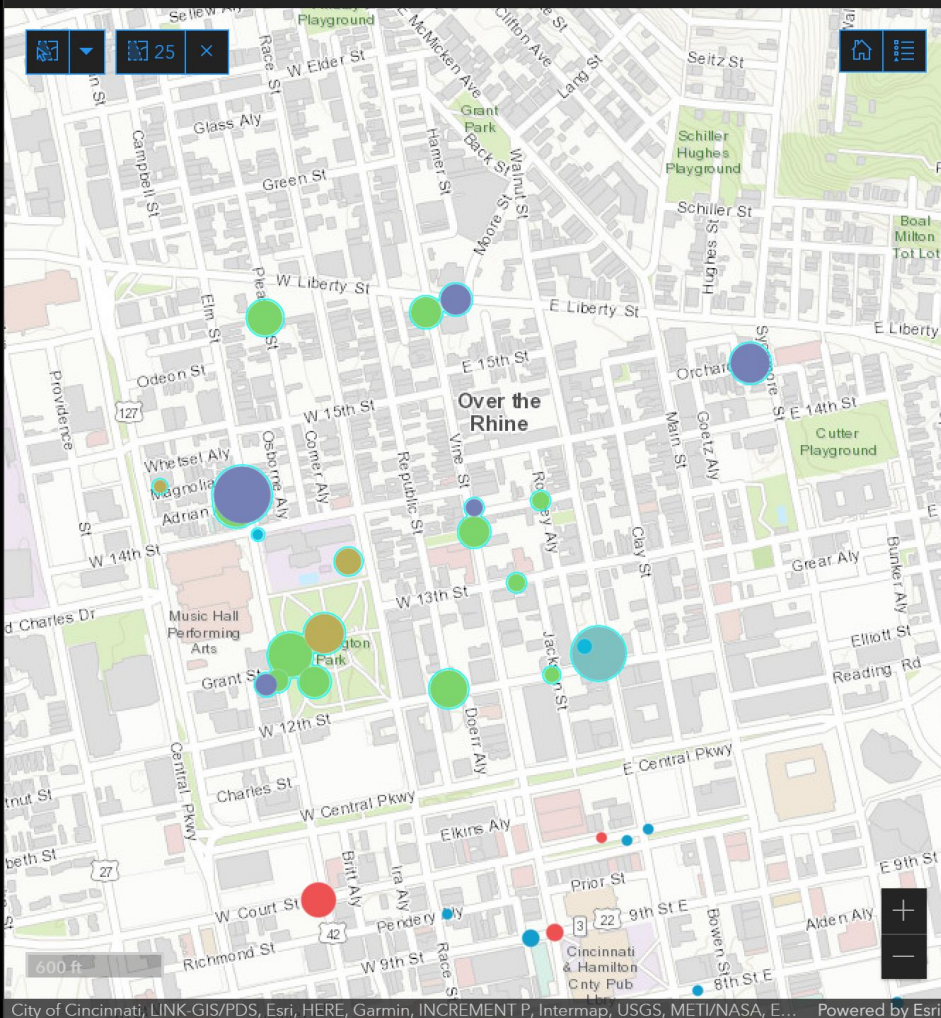


## Special Projects

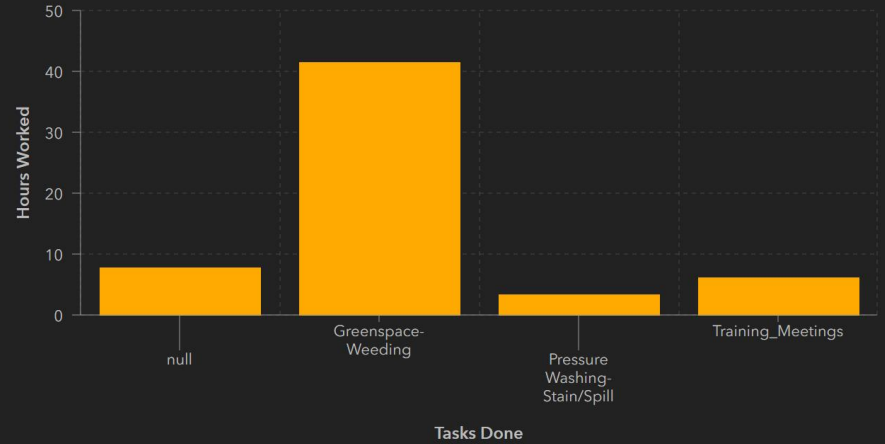


## Special Projects

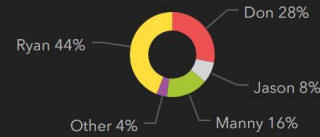
Location of Tasks Done in the Last 8 Days



Hours Worked on Specific Tasks in The Last Eight Days



Survey Takers Name:



Over the Past Week

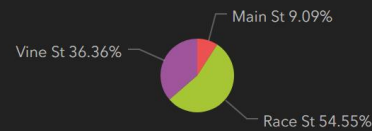
23

Projects Were Completed

Tasks Completed

Uncompleted Tasks

OTR Task Pie Chart by Count



Over the Past Week

50.8

Hours Were Spent on Tasks

OTR Tasks

OTR Hours

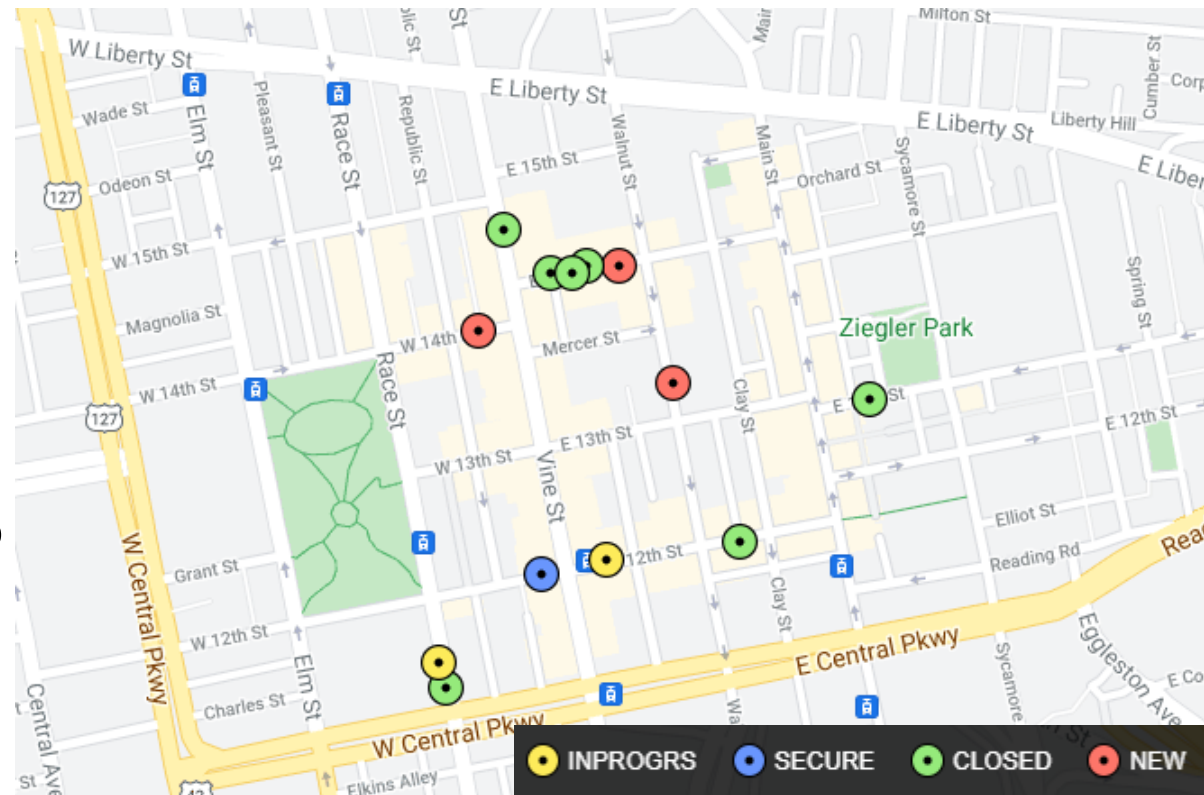
## Goose Alley Wall Art

- Wall has been tagged repeatedly and is an eyesore for surrounding property owners
- Refining budget & process to install wall art in other locations with high instances of tagging
- Welcome feedback on locations



## Lighting

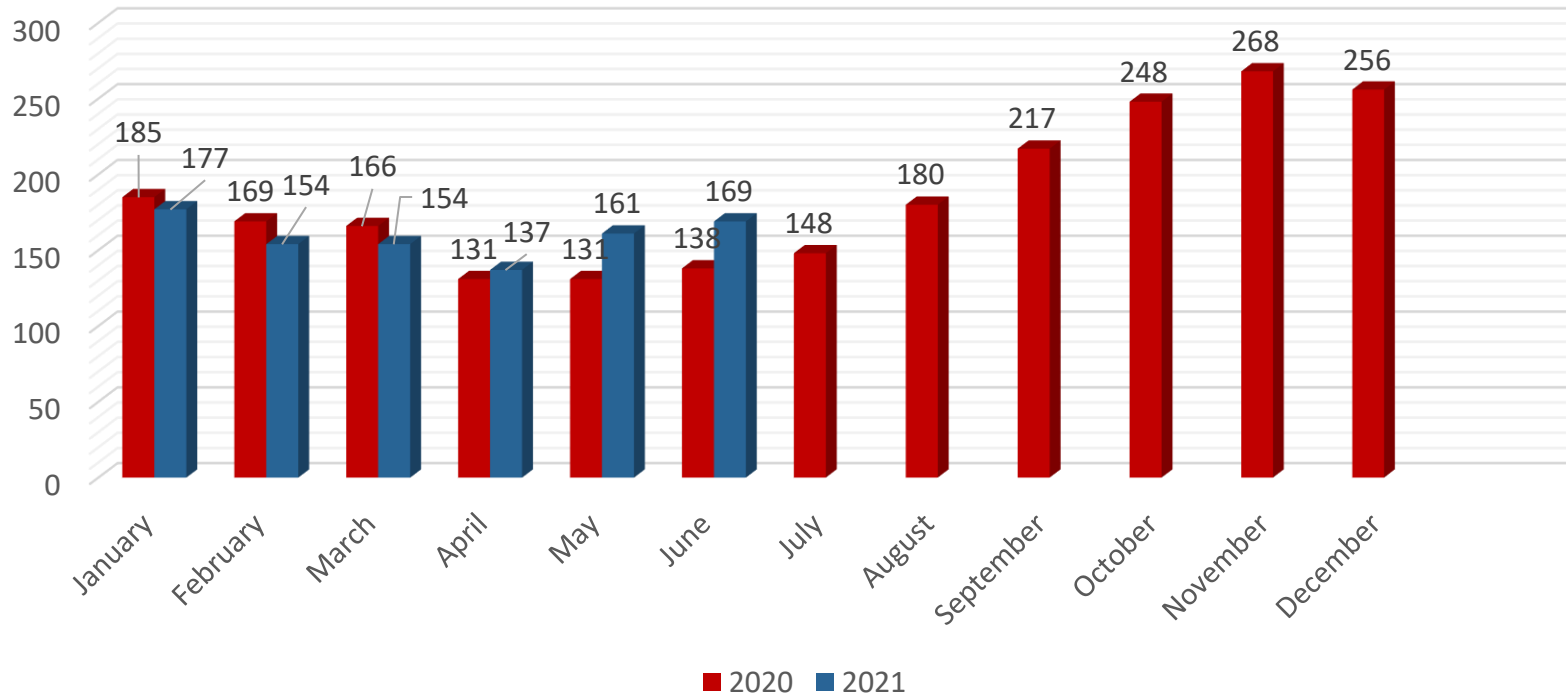
- CAGIS working on monthly report
- **10** Lighting-related requests submitted in June – 7 have been closed (70%)
- **6** open requests at the end of June - Following up on open requests to determine timeline for repairs



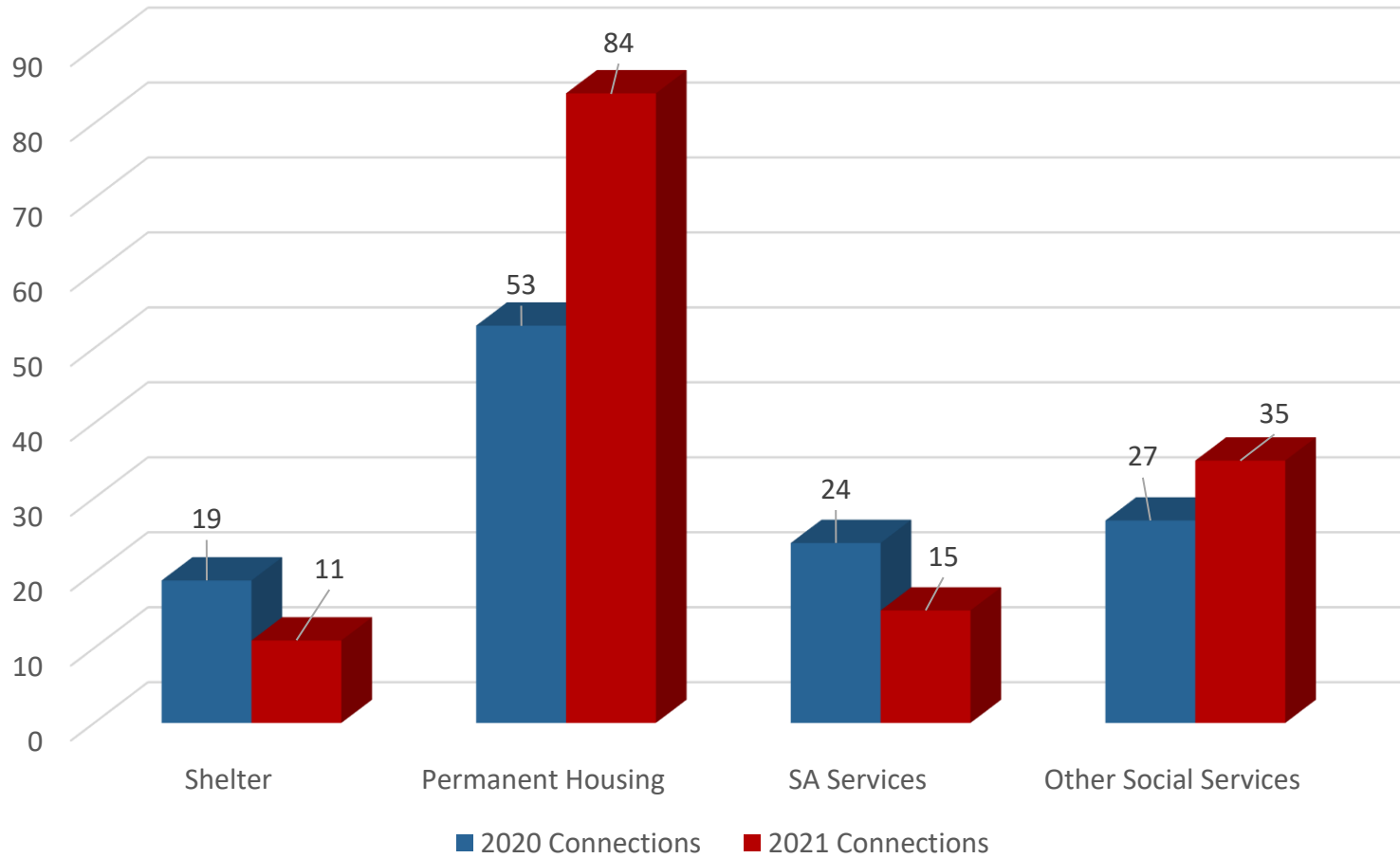
# GeneroCity 513



## 2020 vs. 2021 Open Cases



YTD Connections June 2021



# Communications/Marketing

- 8-week “Re-discover Downtown” campaign kicked off Monday 5/24
- Four 30-second videos have been released
  - *Typical DC Facebook post has reach of 1,000 – 2,500 and 25-100 engagements*

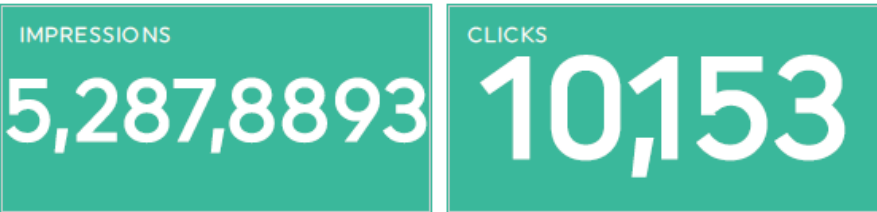
VIDEO FOCUS	REACH <i>(HOW MANY SAW)</i>	ENGAGEMENTS <i>(HOW MANY INTERACTED)</i>
“While You Were Away”	40,137	4,735
Dining/Shopping	25,737	3,234
Events	60,870	9,793
Entertainment/Theaters/Sports	49,203	5,115
Downtown Living (as of 7/14)	9,754	911
<b>TOTAL</b>	<b>185,701</b>	<b>23,788</b>

- Have released 4 other videos highlighting small business owners
- Still have several other videos to release focusing on small businesses



- Campaign also included:
  - Live Lincoln Ware remote featuring local business owners
  - Radio ads
  - Regular email marketing mentions
  - Paid online display ads:

## SUMMARY



### TOP PLACEMENTS

Domain	Impressions
wcpo.com	1,554,290
fox19.com	1,471,074
local12.com	616,478
cincinnati.com	343,078
wlwt.com	58,025
iheart.com	4,022
warm98.com	1,661
365cincinnati.com	725
mobileapp::2-com.clearchannel.iheartradio.controller	719
cincinnati magazine.com	116



THANK YOU



3CDC