



3CDC

CINCINNATI CENTER CITY
DEVELOPMENT CORPORATION



- I. Finance and Administration
 - A. Approval of the July 20, 2021 Minutes (**approval requested**)
 - B. Treasurer's Report
 - C. Board Discussion
 - D. Annual Meeting

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

- IV. New Business

Finance and Administration

| | 8/31/2021 | 12/31/2021 |
|-------------------|-----------------|-----------------|
| | Actual | Projected |
| Cash | \$ 9,937 | \$ 4,301 |
| Accounts Payable | - | - |
| Net Assets | \$ 9,937 | \$ 4,301 |

| | 2021 | 2021 | Change | |
|------------------------------|-----------------|----------------|-----------------|-------------|
| | Projection* | Budget | \$ | % |
| Gross Assessment | \$ 627,487 | \$ 650,000 | \$(22,513) | -3% |
| TOTAL REVENUES | 627,487 | 650,000 | (22,513) | -3% |
| Service Contracts | 572,625 | 582,000 | (9,375) | -2% |
| County Collection Fees | 20,060 | 22,500 | (2,440) | -11% |
| Overhead | 30,500 | 30,500 | - | 0% |
| Reserve | - | 15,000 | (15,000) | -100% |
| TOTAL EXPENSES | 623,185 | 650,000 | (26,815) | -4% |
| NET SURPLUS/(DEFICIT) | \$ 4,301 | \$ - | \$ 4,301 | 100% |

* Actual results through August

Note: See handout for monthly breakout

Discussion Items:

- Recommendation for replacement of Christian Gill (City appointed seat)
 - Waiting on clarification from the City of Cincinnati on recommendation
 - Replacement needed for Robert Sehlhorst, Board can appoint replacement until the Annual Meeting

OTR South SID Annual Meeting of the Members

- Next scheduled board meeting – Tuesday, November 16
- Suggested date for OTR South SID Annual Meeting – Tuesday, December 7
- Possible locations – Memorial Hall, Woodward Theatre

3CDC Operations Overview

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 | 0% |
| TOTAL REVENUES | 736,375 | 727,000 | 9,375 | 1% |
| Environment: Clean & Safe | 579,027 | 572,846 | 6,181 | 1% |
| Environment: Beautification | 68,710 | 59,458 | 9,252 | 16% |
| Environment: GeneroCity 513 | 24,997 | 25,000 | (3) | 0% |
| Stakeholder Services | 5,000 | 15,000 | (10,000) | -67% |
| Marketing | 2,425 | 5,300 | (2,875) | -54% |
| Events | 21,700 | 20,000 | 1,700 | 9% |
| Personnel | 25,752 | 25,891 | (139) | -1% |
| Overhead | 5,425 | 1,800 | 3,625 | 201% |
| TOTAL EXPENSES | 733,036 | 725,295 | 7,741 | 1% |
| NET SURPLUS/(DEFICIT) | \$ 3,339 | \$ 1,705 | \$ 1,634 | 96% |

* Actual results through August

- **Special Improvement District** – Decrease relates to first half 2021 collections being less than budgeted. Second half installment is expected to be received in September.
- **Cleaning and Beautification Contracts** – Reimbursement from FCC for game day staffing
- **Environment: Beautification** – Actual costs include maintenance of the Liberty Street islands which were not contemplated in the original budget
- **Stakeholder Services:** Original budget anticipated multiple mailings. Will only be doing one mailing for the annual meeting in 2021.
- **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

23 TOTAL

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



- **Recent/Upcoming Stakeholder Meetings:**

- Tues, August 10 – OTR Main Street/CPD/OTR Chamber Group
- Mon, August 23 – OTR Community Council
- Wed, September 8 – Imagination Alley Ribbon Cutting
- Tues, September 21 – OTR South SID Board of Trustees
- Mon, September 27 – OTR Community Council

- **Stakeholder Projects:**

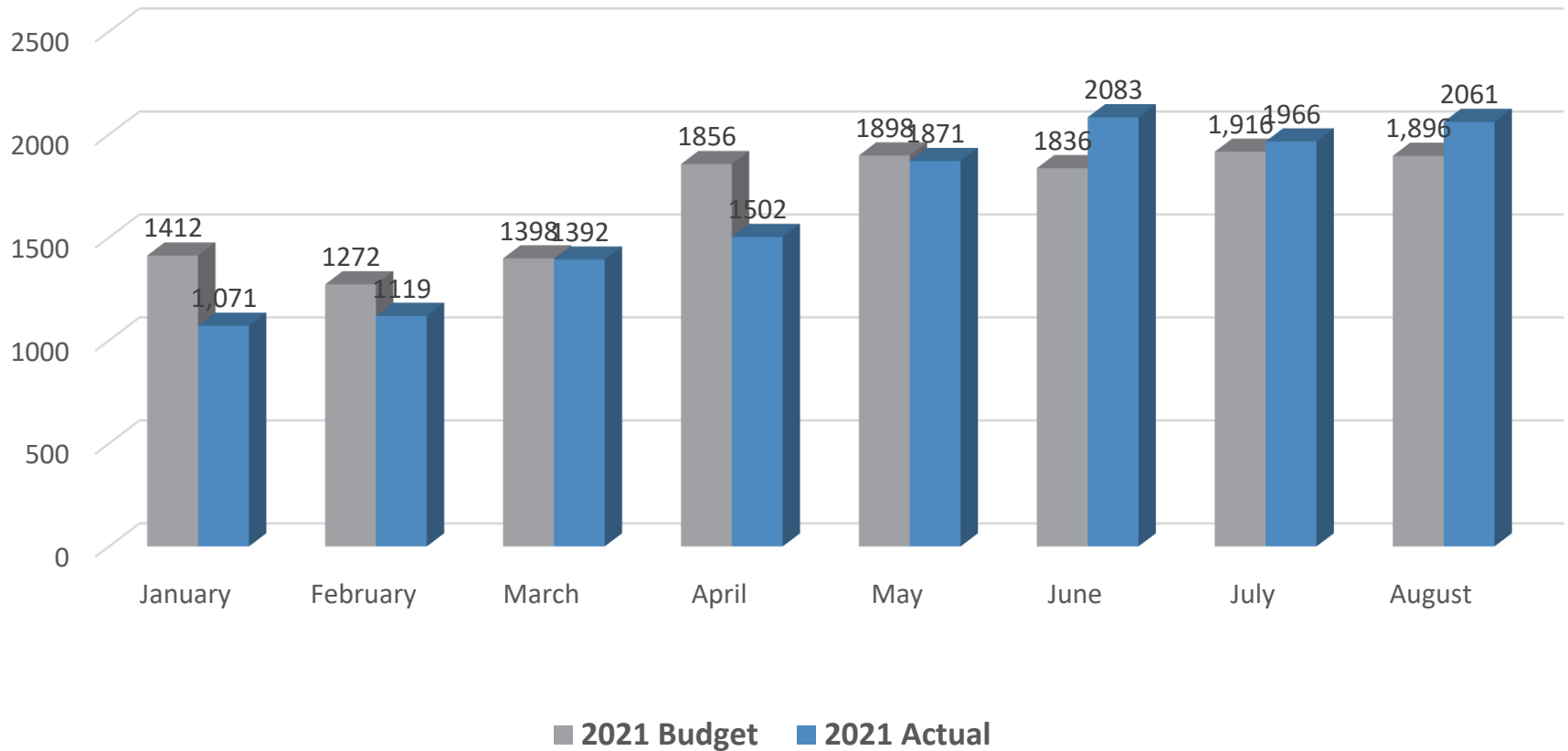
- Main Street Bar Owner Meeting (OTR) – coordination with CPD, OTR Chamber, Main Street Bar Owners, Parking Services on police detail, parking enforcement, quality of life issues
- Street sweeping pilot program, focusing on Republic Street
- Upcoming: Communications to stakeholders about construction for Outdoor Dining Phase 2

Lunch & Learn Session Planning

- Planning Lunch & Learn sessions for merchants, providing an overview of:
 - Ambassador services
 - Social Outreach services
 - How to engage with those panhandling and experiencing homelessness
 - Safety tips from police
 - Events and other marketing for Downtown Cincinnati
- Coordination with CPD and GeneroCity 513 team

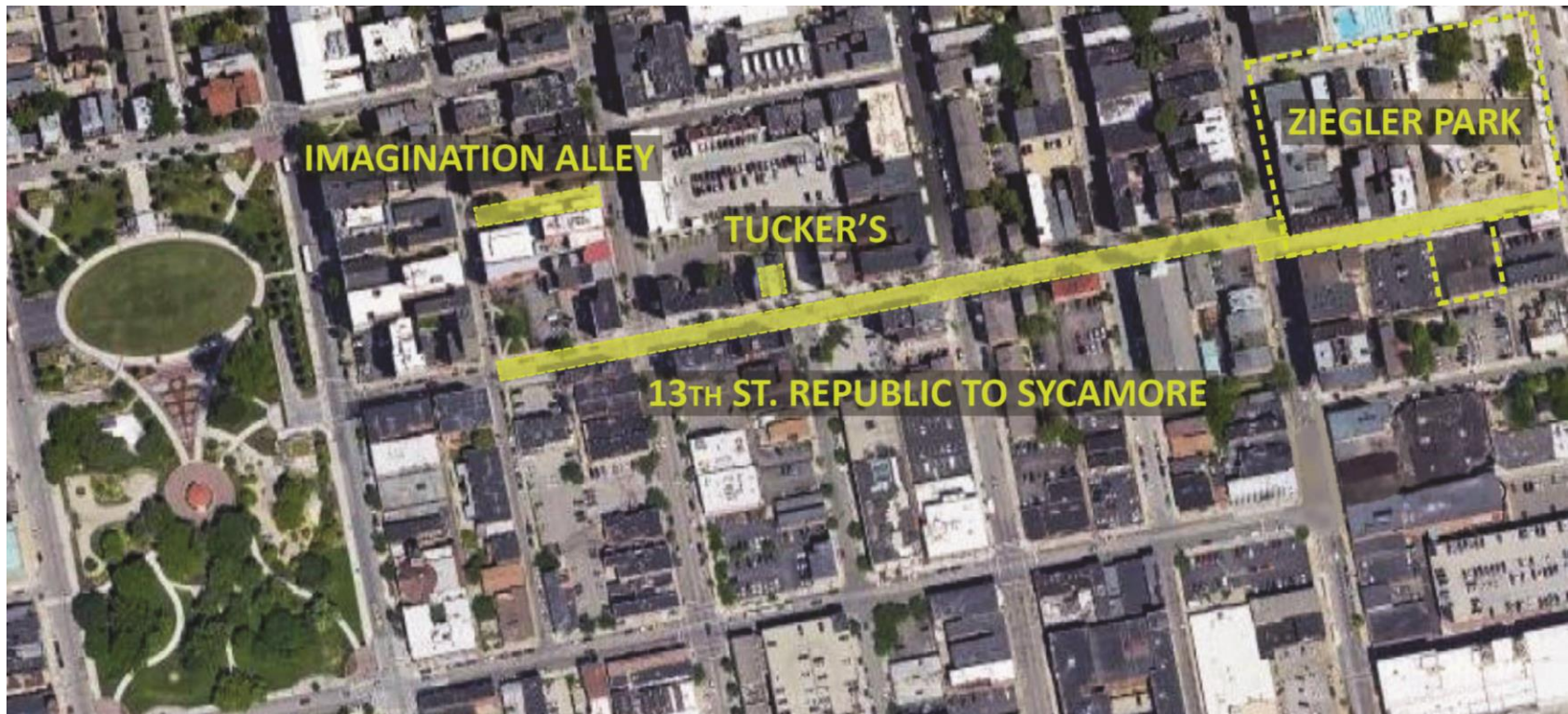
Environment

Ambassadorial Hours – Actual vs Budget



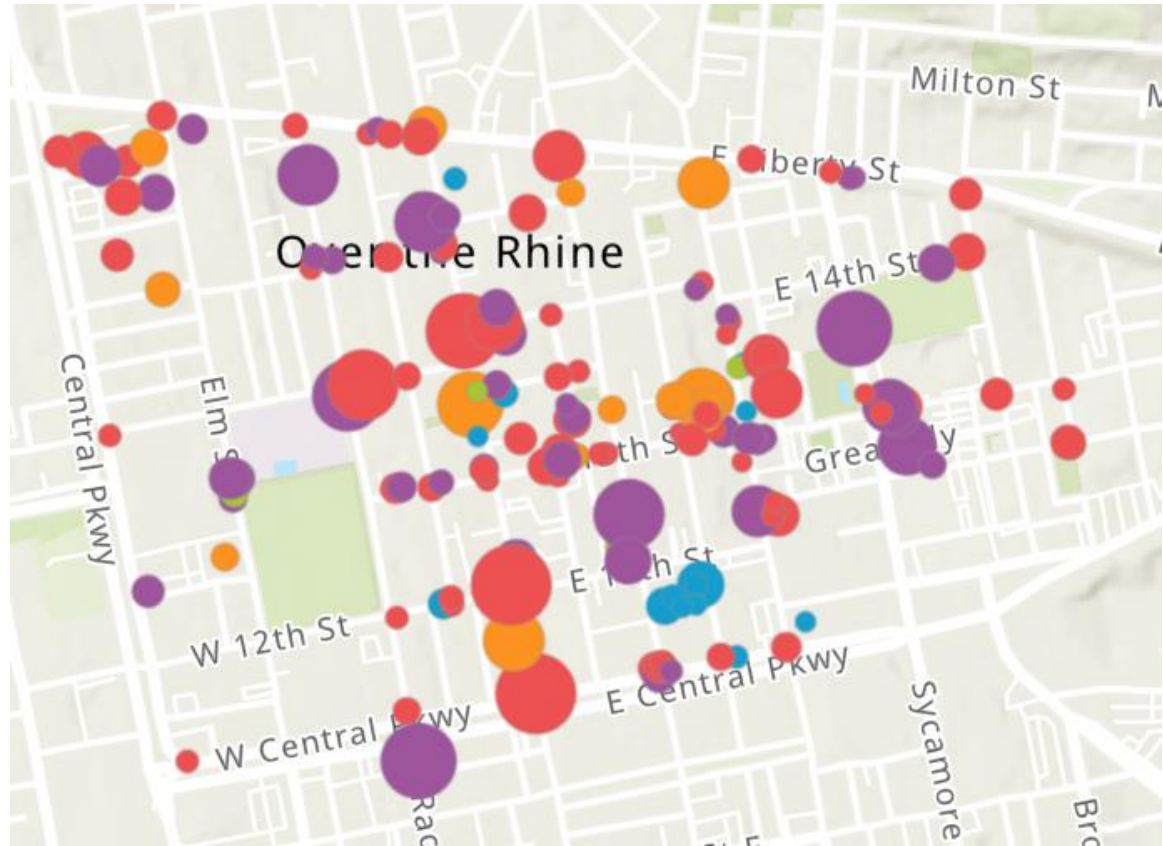
Hotspots

- 13th street from Republic to Ziegler Park
 - CPD increased directed patrols and visibility
 - Drug activity still present at 13/Jackson, 13/Walnut, Woodward/Main

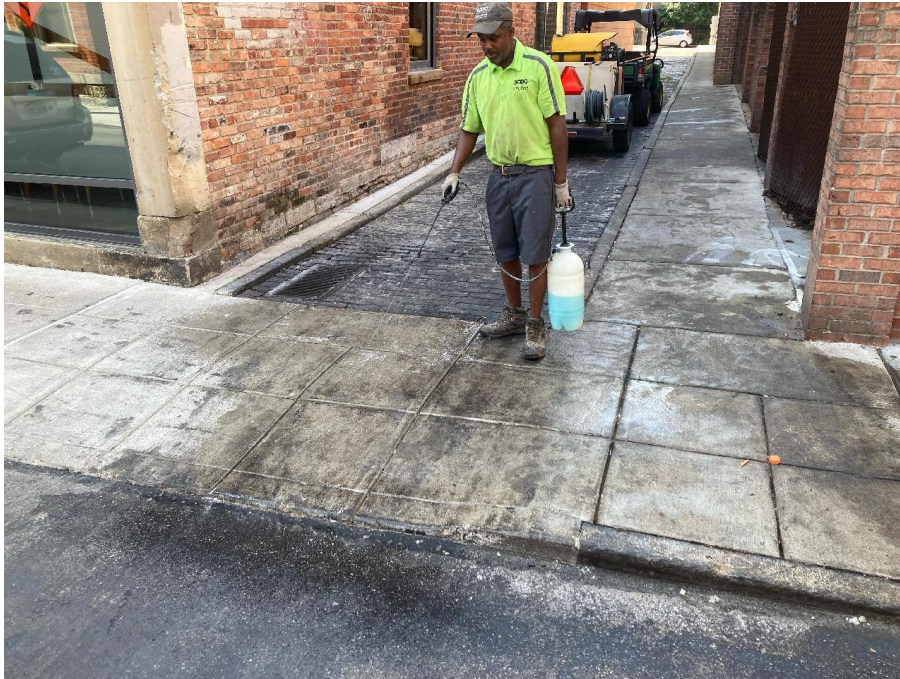


Special Projects

| Project | Hours |
|------------------|-------|
| Alley Detailing | 24.5 |
| Cleanup | 11 |
| Graffiti Removal | 26.5 |
| Mowing | 3 |
| Weeding | 68.25 |
| Painting | 1 |
| Pressure Washing | 117 |
| Training | 1 |



Special Projects



Special Projects

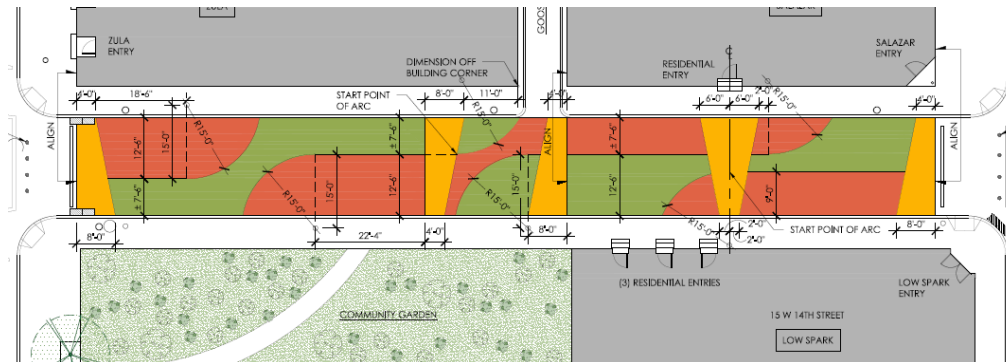


Street Closure Enhancements

- Part of \$2M funding package from ARP recovery funds
- Sidewalks have been repaired
- Streets have been repaved
- Enhance Condition of Asphalt with Paint or Resin Street Coating
- Project timeline: October 1st- 15th



Design for 15th Street



Design for 14th Street

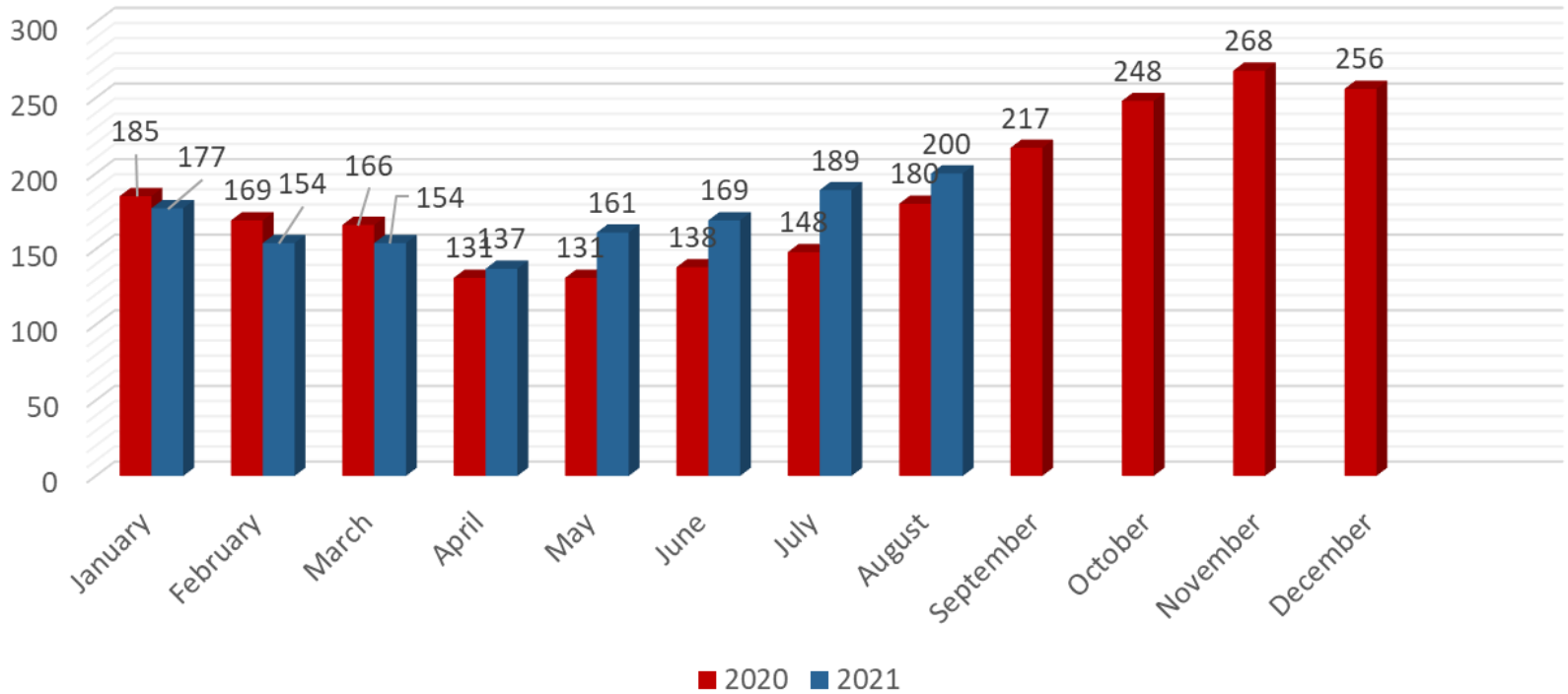
Imagination Alley

- Ribbon cutting event held on September 9
- Working with The Storefronts Team of the Miami University Center, residents, POAH, and OTRCH to help to define park rules and work through future programming

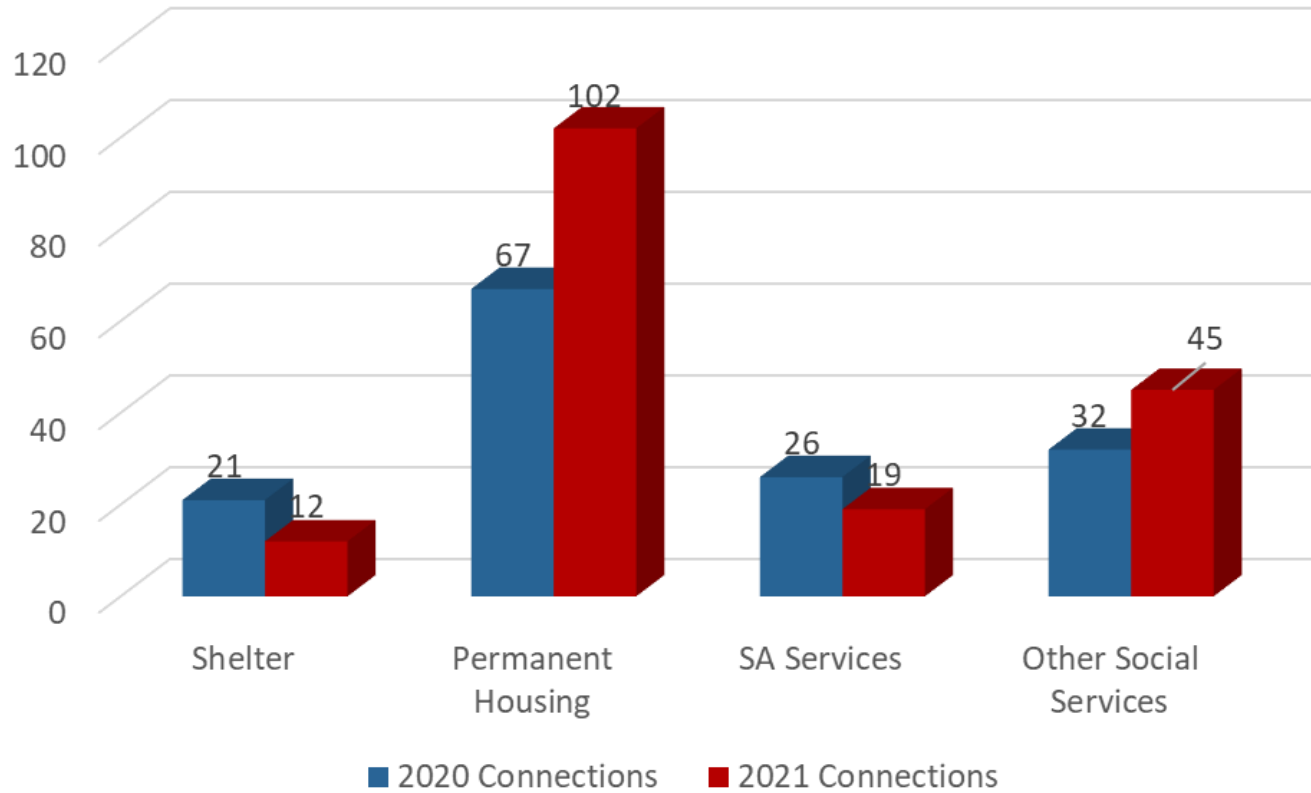


GeneroCity 513

2020 vs. 2021 Open Cases



YTD August 2021



Communications/Marketing

- Campaign to promote the vibrancy of Downtown & encourage individuals to return to the urban core as the pandemic subsides.
- Partnered with 6 developers to fund \$90M campaign.
- Five :30 videos as the center of the campaign
- Videos live on DowntownCincinnati.com and DC social channels (Facebook stats below)

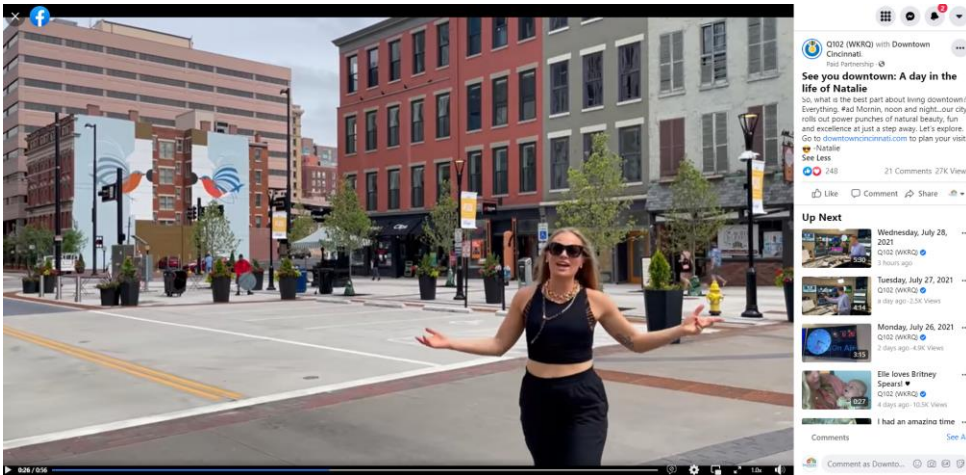


| VIDEO FOCUS | IMPRESSIONS <i>(HOW MANY TIMES DISPLAYED)</i> | REACH <i>(HOW MANY SAW)</i> | ENGAGEMENTS <i>(HOW MANY INTERACTED)</i> |
|-------------------------------|--|--------------------------------|---|
| “While You Were Away” | 84,929 | 40,228 | 4,744 |
| Dining/Shopping | 49,534 | 25,829 | 3,237 |
| Events | 153,336 | 61,016 | 9,794 |
| Entertainment/Theaters/Sports | 108,460 | 49,291 | 5,117 |
| Downtown Living | 70,956 | 34,281 | 4,649 |
| TOTAL | 467,215 | 210,645 | 27,541 |

Note: Typical DC Facebook post has impressions/reach of 1,000 – 2,500 and 25-100 engagements

Campaign Highlights

- **Social Media:** 467,215 video plays on Facebook
- **Digital Ads:** 6,538,196 impressions from ROS campaign across local websites
- **Radio:** 1,134 radio spots across WVXU, Q102, Mix 94.9, The Beat, and The Buzz Cincy
 - Approximately 5 million gross impressions
- **Influencers:** Support from radio personalities Natalie Jones, Lincoln Ware, and Jay Kruz
- **Gift Cards:** \$2,000 in Queen City Cards given away
- **Support from other 3CDC assets:** TWD newsletter, Civic Space pages Facebook and Instagram accounts



Influencer video from Natalie Jones



Sample Digital Ad



THANK YOU

