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
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.
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
TRAVEL AND TOURISM

impacts to date
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 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**
Los Angeles Times
“15 Destinations for Travelers to Set Their Sights on in 2015”

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosted Writers:</td>
<td>151</td>
<td>90</td>
<td>+68%</td>
</tr>
<tr>
<td>Number of Impressions:</td>
<td>1,055</td>
<td>1,123</td>
<td>-6.1%</td>
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<tr>
<td>Earned Media Publicity Value:</td>
<td>$6.9 million</td>
<td>$5.3 million</td>
<td>+32%</td>
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Fodor’s Travel
“Top 25 Travel Destinations in 2015”

The New York Times
“52 Places to go in 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.
In 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.
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.

**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
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.
CONNECTING VISITORS
throughout Cuyahoga County
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:


- **December 2015** – Destination Cleveland uploads all visitor-related, community content to its website for visitors to explore.
TOGETHER WE CAN
maintain the momentum
thank you
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)

www.clevelandsports.org
2014-2015 Highlights

• Events awarded or created in 2014/2015
    • 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.
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