DOWNTOWN CLEVELAND

Mark Lammon

Director of Operations & Advocacy
Downtown Cleveland Alliance
DCA MISSION

• Downtown Cleveland Alliance (DCA) is a not-for-profit organization dedicated to building a dynamic downtown. By working with property owners and neighborhood based partners, DCA is able to provide economic development opportunities, business attraction and retention efforts, the Clean & Safe Ambassador Program as well as strategic marketing initiatives for Downtown Cleveland.
Why?

• Property Owners Demand It
• Response to sprawl
• Message was not reaching decision makers
• Public is ill-informed
• Bureaucracy is daunting for new businesses
• No one else was doing it
DOWNTOWN IS MOVING . . . FAST!

Forget everything you know about Downtown.
Downtown is Moving . . . Fast!

A Downtown location provides an address for success and enhances your holistic quality of life.
VIBRANT NEIGHBORHOODS
AMENITIES
RTA Rail, Trolley and HealthLine Service

RTA Rapid Transit From West Side, Serving: Cleveland Lakewood Airport

RTA Rapid Transit From East Side, Serving: Cleveland Shaker Heights Warrensville Heights

RTA HealthLine From East Side, Serving: Cleveland Cleveland Heights University Heights
RTA’s Commuter Advantage Program

Provides great benefits to:

• Employees: purchase a monthly pass with pre-tax dollars, save more than $300/year, and enroll in Guaranteed Ride Home Program

• Employers save money through reduced payroll taxes
Strategic Marketing

Create an overall message campaign that communicates the vitality of Downtown and brings more people down.

Goals for year one:
• Increase occupancy in the office market
• Increase the residential population in Downtown
• Attract retail and fill empty storefront space

Downtown Cleveland Alliance™
Profile Details
Legal & Financial

Skylight Financial Group
Civic Center District
Our Goal...Financial Planning Done Right

http://www.skylightfinancialgroup.com

Reaching your financial goals starts with making good decisions...including whom to trust for guidance. At Skylight Financial Group, our goal is to provide integrated financial planning services that help you reach your financial objectives. We accomplish this through our comprehensive financial planning process that begins with a clear understanding of your financial goals. The financial professionals at Skylight listen to your needs and create individual solutions to help meet them.

Skylight Financial Group has been a proud member of the Downtown Cleveland business community since 1888. Since then, we have grown and thrived - surviving wars, depressions, recessions and changing market conditions. We are headquartered in Downtown Cleveland and have offices across northern Ohio, Columbus and West Virginia.
Meet the QR code

A new way to connect downtown businesses to customers everywhere.
Attraction and Retention

• Retention Program
• Quarterly Forums
• Targeted Outreach
Single Point of Contact

- Identify Public Assistance
- Navigate Public Processes
- Research: Customized and Clearinghouse
Contact
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