



2009 - 2010 ANNUAL REPORT

“The Cincinnati Center City Development Corp. will take on nearly \$164 million in redevelopment projects in the next 12 months, making 2010 the private non-profit’s most ambitious year ever.”

—*Cincinnati Business Courier, Dec. 18, 2009*





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# Fountain Square



“When I lived in Cincinnati, the plaza didn’t exist. Now, the plaza, at least a square city block in size, transformed the fountain and provides a setting for art events, Saturday-night movies June through August, wine tastings, pumpkin carving in the fall and an ice rink in winter.”

*St. Louis Post-Dispatch, May 23, 2010*

Nearly four years after the rededication of the newly renovated Fountain Square, the City’s civic heart is beating strong. Fountain Square is making a positive difference everyday on Cincinnati’s overall image, economic vitality and reputation as a hip, urban city.

## EVENTS

3CDC through its subsidiary, Fountain Square Management Group (FSMG), is responsible for programming the Square and permitting third-party events.

- From fiscal year 2009 to 2010 the total number of 3CDC and third party events increased 10% from 409 to 449.
  - Between 3CDC and third party events, the Square was programmed 305 days in fiscal year 2010, an increase of 11% over 2009.
- After four years, 3CDC has established events that the public now expects and looks forward to each season. They include:
- PNC Summer Music Series
  - Toyota Movie Night
  - Strauss & Troy Market on the Square

- Freaky Fridays (Fish Toss, Coney Eating, Water Balloon Toss)
- Guinness Oyster Fest
- U.S. Bank Ice Rink
- Macy’s Light Up the Square
- Kroger New Year’s Eve Blast
- HGC Broomball League
- New Horizon’s Cinciditarod
- St. Patrick’s Day Party
- Raymond James Fountain Day
- Egg Hunt
- Cincinnati Beer Festival
- Cinco de Mayo
- Bengal Tailgate & Watch Parties



The 3CDC team continues to create new events such as the Duke Energy Eco-Sculpt, and Cork n' Bottle Wine Tasting. 3CDC is also reviving past events. In October 2009, the team brought back Popopolis, a popular music event held in the 1990s. Also coming to Fountain Square this fall is the Celtic Festival. The 3CDC team convinced organizers to revive this celebration of Cincinnati's Celtic history and bring it to theSquare.

Event attendance is difficult to measure, but based on beverage sales, garage revenue and event photos, there is no doubt it is growing. Estimated attendance for the PNC Summer Music Series was 125,000 in 2009, up from 50,000 in 2008. Overall attendance for all 3CDC-sponsored summer events is estimated at 180,000. Paid attendance at the U.S. Bank Ice Rink during the 2009-2010 season was 49,195, nearly 22% higher than 2008-2009.



**"Thanks to the game, downtown businesses saw a big boom in business. Fountain Square was hopping all day Monday. Dozens of bars, restaurants and other businesses in Cincinnati were seeing green for opening day."**

*WLWT-TV, News 5, April 6, 2010*





## SPONSORSHIPS

Fountain Square events would not be possible if not for the generosity of our corporate sponsors. Event sponsors and sponsorship dollars continued to increase this year and the dollars received are used solely to produce events and programming on Fountain Square.

- The number of Fountain Square corporate event sponsors, including rink panels for the U.S. Bank Ice Rink, increased 20% between 2009 and 2010, from 58 to 70.
- Cincinnati's major corporate partners have a strong tradition of giving. We are grateful to returning corporate event sponsors including: P&G, PNC Bank, U.S. Bank, Kroger, Macy's, Toyota and Duke Energy.
- State Farm and Target became event sponsors in 2010.

- Locally-owned Cork-n-Bottle, Mercer Consulting, Cincy Apparel, Rippe & Kingston and SKS Insurance joined our growing list of smaller, local company sponsors.
- All of our sponsors are making a big difference for Fountain Square and are receiving public relations benefits for their organization.

Increasing sponsorship dollars and partnerships will eventually lead FSMG to self sufficiency in the programming, management and maintenance of Fountain Square.



PNC SUMMER MUSIC SERIES SALSA ON THE SQUARE 2010

“We’re such a small time player compared to all the skyscrapers around us. With this, we get exposure not only the day of the event but leading up to it and afterward—and we’re bringing more people downtown. We feel like it’s money well spent.”

*Jeff Meyer, New Horizons Credit Union, Cincinnati Enquirer*



NEW HORIZONS CREDIT UNION CINCINNATI 2010





DINNER AT VIA VITE



WATCHING FIREWORKS AT P&G LIGHT UP THE SQUARE 2009

## ASSETS

### VIA VITE

- In the first five months of 2010 sales were up nearly 29% over the same period last year.

### GARAGE

- The Fountain Square Garage is on track to perform nearly 15% better in 2010 than 2009.
- Updates include a major repainting currently underway including curb cuts, landing areas, lobbies and stairwells.

### PLAZA

Upgrades to the plaza include:

- New, larger and more attractive concession tent sponsored by Skyline.
- Upgrades to restrooms including better ventilation and hand dryers.
- Added six umbrellas for the plaza for a total of 24.
- Purchased Waymatic trailer to serve draft beer at events.

### LED BOARD

- Work is currently underway to improve the programming on the LED board.
- Cincinnati Bell is now a panel sponsor for the giant video screen, joining Fifth Third Bank and Macy's. In addition, Cincinnati Bell is now our cable-TV provider and has installed a webcam providing a live shot of the Square that can be accessed anytime from the myfountainsquare.com website.
- The LED Board continues to be utilized to create events on the Square such as Toyota Movie Night and Bengal and Reds watch parties.
- The LED Board's marketing value is also becoming more recognized. Groups including Harvard Business Review, Formica, and Integer (an agency working on behalf of P&G) are purchasing time on the board in order to reach the thousands of people who walk through the Square every day.

"Fountain Square has experienced record crowds over the winter for its popular ice skating rink, and is coming off of a summer 2009 season that broke all kinds of crowd records including concert series and movie night attendance. Cincinnati's primary public gathering space has helped lead the transformation of the city's urban core since it was renovated in 2005."

*Urban Cincy Blog, April 8, 2010*

# Development



“It makes the entertainment district that much more of an exciting art stop because of the high quality of exhibitions and the frequency which 21c changes them out. It’s absolutely another very, very brilliant jewel in our art crown.”

*Richard Rosenthal, Cincinnati Enquirer, Nov. 5, 2009*

## CURRENT PROJECTS

### 21C MUSEUM HOTEL

On Nov. 3, 2009, 3CDC purchased the Metropole Hotel at 609 Walnut St. At the end of a one year, one-on-one, relocation process for current residents, the building will be redeveloped as 21c Museum Hotel. The first 21c Museum Hotel is located in Louisville and has helped raise national recognition for Louisville’s downtown arts and theatre district. In November 2009, 21c was ranked the number one hotel in the U.S. and number six in the world by Conde Nast Traveler.

**Investment:** \$48 million total project cost

**Partners:** City of Cincinnati, 21c Museum Hotel







GO OTR 5K AND SUMMER CELEBRATION, 2010

“Over-the-Rhine is being transformed by the private, non-profit Cincinnati Center City Development Corporation (3CDC), which has so far put \$84 million into buying up derelict buildings and funding development. And there’s other change: the push for a streetcar to connect the center city with uptown; the impending opening of the new School for Creative & Performing Arts; the excitement of new residents, retailers and restaurateurs; the frustration of stakeholders on the street where redevelopment hasn’t arrived; and the concerns of longtimers who guard the interest of low-income residents, esteemed cultural institutions and even the buildings themselves. They all seem to want the same things: a safe, clean neighborhood that’s economically viable. A place where beautiful 19th century buildings answer 21st century needs. A community that’s genuinely diverse and vibrant.”

*Cincinnati Magazine, September 2009*



The renaissance of Over-the-Rhine is continuing in a very focused and deliberate way.

- Between July 2009 and June 2010, 42 new condo owners have moved to the Gateway Quarter. The primary market continues to be young professional first-time homebuyers .
- Completed commercial space in the Gateway Quarter is 57% leased.
- Crime stats continue to drop. There were 849 fewer total crimes reported in 2009 compared to 2004, a nearly 48% drop in reported crime within 3CDC's targeted area.



INCREDIBLE CREATIONS BARBERSHOP AND SALON



SENATE RESTAURANT

## GATEWAY QUARTER BUSINESS DISTRICT

- Thirty-nine businesses are now members of the Gateway Quarter Merchant's Association. ([www.otrgateway.com](http://www.otrgateway.com)) Thirteen businesses are located in 3CDC buildings. Ten new businesses opened in 2009-2010.
- Senate, a neighborhood bar and restaurant featuring gourmet hotdogs, opened in February and is generating several good reviews and increased traffic to the neighborhood.
- Lackman Bar, 1237 Vine St., will be open for business by fall 2010. It is owned by the Four Entertainment Group (4EG), whose partners opened Righteous Room on Walnut Street. It will bring much needed afternoon and evening activity to the north-

ern edge of the Gateway Quarter.

- There are currently two letters of intent for new restaurants in the Gateway Quarter at 1133 Vine St. (formerly City Roots) and 1220 Vine St. (formerly A Lucky Step.)

A Gateway Quarter Gift Card was established in December 2009 and is accepted at 20 locations throughout the district. Gift cards may be purchased at the Gateway Quarter Sales Office, Park + Vine, Mica 12/v and Joseph Williams Home.



MICA 12/V



## GATEWAY QUARTER PHASED DEVELOPMENT UPDATES

### GATEWAY QUARTER I&II

Construction complete, \$30 million mixed-use development project

- 98 total residential units
- 27 apartment beds for Art Academy of Cincinnati students
- 86 condominiums
- 85% or 73 of the condo units are sold
- 28,755 SF commercial space in five buildings, 61% is leased

### GATEWAY QUARTER III

Construction is 90% complete, \$28 million mixed-use development project

- 107 total condominium units in nine buildings
- 43% or 46 of total condo units are sold or under contract
- 14,978 SF commercial space in seven buildings, 47% is leased or sold



ORIGINAL GERMAN BEER HALL IN GERMANIA HALL, 1313 VINE ST.

In December 2009, Ohio Governor Ted Strickland announced 12 Ohio Historic Preservation Tax Credit Awards. Three 3CDC projects were awarded over \$7.1 million, which is about 30% of the total dollars granted. 3CDC alone received a higher percentage of dollars and projects than any other Ohio city. The buildings awarded credits are Cincinnati Color Building, 1400 Vine St, Germania Hall (The Warehouse), 1313 Vine St. and several buildings in Mercer Commons, located in two city blocks on Mercer Street between Vine and Walnut streets.



The Gateway Quarter Sales Office is now located in Trinity Flats, 1135 Vine St., in Gateway Quarter Phase III. The new location is a symbol of 3CDC's move further up Vine Street.



Mottainai Lofts, part of Phase III, was awarded Silver Level LEED Certification. It is the first LEED-building certified building in Over-the-Rhine. The Belman, 1202 Main St., is also LEED certified.



## GATEWAY QUARTER IV

Phase IV includes Parvis Lofts, 1401-23 Vine St.; Saengerhalle, 1400-16 Race St.; Westfalen Lofts, 1418-22 Race St; and Mercer Commons, located in the blocks between Vine, Walnut, 13th and 14th streets. Development costs for these projects is \$70 million and when completed will bring:

- 200 housing units
- 63,000 SF commercial space
- 300 Parking Spaces

Three projects are currently underway:

### PARVIS LOFTS ON VINE

Located in the 1400 block of Vine Street, Parvis Lofts on Vine includes 32 market-rate apartments and is 3CDC's first project to bring rental units to the Gateway Quarter in response to the demonstrated need for more rental units in our center city. It is a revitalization of the 10 buildings on the west side of the 1400 block of Vine Street. When complete, this project will quickly bring a critical mass of people as

well as renovated units into a space that now stands empty and blighted. The unit sizes vary from a 630 SF studio apartment to a 2,000 SF three bedroom apartment, with an average unit size of 870 SF. Apartment finishes will include stainless steel appliances, solid surface kitchen counter tops and wood floors. The project also includes 14,675 square feet of commercial space.

**Cost:** \$10.5 million

**Development Partner:** Northpointe Development Group

**Funding Partners:** CEF II, CNMF, City of Cincinnati, Ohio National, State of Ohio

**Targeted Completion Date:** September 2010

### SAENGERHALLE

Saengerhalle is the 3CDC office project that includes the complete renovation of three attached historic structures and a new construction addition to create a 32,750 SF building at the northeast corner

of the Washington Park expansion. Both 3CDC and its development partner, Northpointe Development Group, will relocate their offices to the building occupying nearly one-third of the leasable space. It is our intention to lease the first floor as restaurant space that will overlook the park. Construction began in June 2010.



**Cost:** \$8.4 million

**Development Partner:** Northpointe Development Group

**Funding Partners:** CEF II, Fifth Third Bank, State of Ohio

**Targeted Completion Date:** Early 2011

### WESTFALEN LOFTS

Westfalen Lofts encompasses the redevelopment of three buildings on the east side of the 1400 block of Race Street north of the new Saengerhalle office building. It will create nine for-sale units including one single-family home at 1420 Race St. Construction started in May.

**Cost:** \$3.38 million

**Development Partners:** John Hueber Homes, Northpointe Development Group

**Funding Partners:** CNMF, City of Cincinnati, State of Ohio

**Targeted Completion Date:** Mid-2011



COMPLETED UNIT AT PARVIS LOFTS



WESTFALEN LOFTS



## WASHINGTON PARK EXPANSION & RENOVATION

The long anticipated renovation and expansion, from six to eight acres, of Washington Park, is scheduled to begin in late summer 2010. Design development drawings are complete and include a 450-space underground garage, an interactive water feature and half-acre play area for children, performance areas, expansive green areas including 168 trees and colorful plantings, a dog park and park amenities including concessions, catering, security and audiovisual control room. Historic assets including the bandstand, a Civil War cannon and busts of Civil War heroes will be restored and preserved.

**Cost:** \$47.3 million

**Partners:** City of Cincinnati, Cincinnati Park Board

**Targeted Start Date:** August 2010



WASHINGTON PARK RENDERINGS



# Communications and Financial Administration

## STAKEHOLDER & CLIENT COMMUNICATION

### SOCIAL MEDIA

Social media is the primary way we are reaching young professionals and our numbers continue to grow.

- Facebook: 2,034 fans in June, up from 1,359 in January 2010 (up 49%)
- Twitter: 1,605 followers in June, up from 963 in January 2010 (up 66%)
- Weekly E-Newsletter: 1,588 subscribers in June, up from 1,148 in January (up 38%)
- Flickr Views: 5,809 views in June, up from 3,824 in January 2010 (up 52%)
- YouTube Views: 57,780 views in June, up from 51,237 in January 2010 (up 13%)

### MEDIA RELATIONS

● Thanks to Cincinnati Bell, the Fountain Square plaza is now fiber ready to accommodate live television broadcasts without the need for ENG truck on Vine Street.

Fox 19 has a regular agreement with Cincinnati Bell to access the fiber. They broadcast the Kroger New Year's Eve blast live from the Square and a live Summer Music Series every Friday from Memorial Day to Labor Day 2010.

Cincinnati Bell donated the fiber feed to WLWT Channel 5 for a live broadcast of the P&G's Light Up The Square.

● Local media attach value to Fountain Square events. Of 42 signature, corporate-sponsored 3CDC events held between July 2009 and June 2010, 93% had at least one designated media sponsor.



“The giant video screen and signage options are great visibility for our station. Our listeners love the excitement of the events. And, when our listeners are happy, we’re happy!”

*Jay Kruz, Program Director, Rewind 94.9*

● The “New Over-the-Rhine” was the cover story in the September 2009 issue of Cincinnati Magazine

## COMMUNITY RELATIONS

● 3CDC was a sponsor of the 4th Annual Go OTR 5k and 2nd Annual Gateway Quarter Summer Celebration in May. About 700 runners/walkers participated and thousands more visited the neighborhood throughout the day to enjoy the art, food and live music on Vine Street. The event raised more than \$24,000 dollars.

## FINANCE & ADMINISTRATION

### NMTC APPLICATION

● In June, 3CDC submitted a new application for an additional \$85 million in New Market Tax Credits. An announcement is expected late fall 2010.

### CAPITAL FUNDRAISING

#### CEF II

- Initial closing set for October 26, 2010
- \$35.6 million
- \$34.9 million loan commitments
- \$14.2 million disbursed (as of June 30, 2010)

CNMF - \$35 million NMTC Award

Allocation breakdown:

- \$10 million CNMF II (closed June 2010)
- \$7.9 million Saengerhalle project
- \$17.1 million Washington Park project

### 3CDC AUDIT RFP

- Seven firms participated in a six week interview process
- Grant Thornton selected as new auditor

### NEW 3CDC STAFF

- Christy Samad, communications assistant, January 2010
- Jacob Leen, accounting analyst, May 2010
- Jennifer Bohman, accounting manager, June 2010
- Lee Reynolds, development officer, June 2010
- Sara Bedinghaus, development officer, July 2010



A Fountain Square Event Line has been added to provide directions and general information about events on the Square.