

2017 ANNUAL REPORT



CINCINNATI MUSIC HALL

CONTINUING ON ITS MISSION TO REVITALIZE CINCINNATI'S URBAN CORE, 3CDC had another positive year in 2017. With several large projects wrapping up, new projects beginning, tenants opening their doors for the first time, and a vast array of new programming at some of Cincinnati's most intensely utilized civic spaces, this past year has been full of excitement. The renovation of two major civic spaces in Over-the-Rhine – Music Hall and Ziegler Park – was a key focus of the organization in 2017. Though just recently completed, Ziegler Park has already started contributing to the renaissance in OTR, and Music Hall has returned to its former glory.

Over the course of the summer, the \$32 million renovation and expansion of Ziegler Park was completed, resulting in a brand new deep-water swimming pool, children's playground, sprayground, civic lawn, and a 400-space, two-level underground parking garage. Then, after more than a year of renovations to Music Hall, the historic gem reopened to the public in early October. The \$143 million project, one of the largest in 3CDC's history, touched every area of the 139-year-old structure.

In addition to these larger developments, 3CDC continued on to its next phase of condo development, completing units at both The Stafford and The Glassmeyer by year-end.

Amidst these major renovations and a plethora of other development projects, 3CDC also upheld its reputation as one of the area's top event programmers for yet another year. Offering popular programs from years past, as well as adding fresh, new programs at each of its civic spaces, patrons far and wide came to join the excitement. Adding programming at Ziegler Park to the mix, as well as Memorial Hall's first full year of programming, made 2017 one for the books.

2017 also brought with it the exciting news that The Kroger Company would be building its first downtown store since 1969, with 3CDC serving as the developer. Located at the corner of Court and Walnut streets, the mixed-use development is estimated to cost \$92 million and will result in a multi-story, full-service Kroger grocery store, 560-space parking garage, and 139 market-rate apartments.

OUR PRIORITIES

CREATE AND MANAGE GREAT CIVIC SPACES

PRESERVE HISTORIC STRUCTURES, IMPROVE STREETSCAPES,
AND BUILD HIGH-DENSITY, MIXED-USE PROJECTS

DEVELOP DIVERSE, MIXED-INCOME NEIGHBORHOODS
SUPPORTED BY LOCAL BUSINESSES

As 3CDC reflects on the past year's achievements, it is important to note that the organization's work would not be possible without the unwavering support of the City of Cincinnati and its major corporations. Their commitment allows 3CDC to continue taking on the unique, and sometimes challenging, projects that bring vibrancy to OTR and the Central Business District. With that in mind, 3CDC is excited to continue on its mission to revitalize Cincinnati's urban core, building life in our city's center.

FOUNTAIN SQUARE 2017 PROGRAMMING

Over the past year, Fountain Square has been a gathering place for numerous events and activities, hosting more than 3 million visitors in downtown Cincinnati in 2017. With 393 free, family friendly events produced by 3CDC throughout the year, as well as 131 third-party events, the Square has continued to be a prime spot to have fun in the heart of our city.

Although many of the Square's most popular events continued from years passed, several new events made their debut in 2017. In April, free spinning classes by Cycle Bar were offered every Tuesday evening through the FSQ Fit program, followed by an exciting new musical addition to the BB&T Spring Series in May – FSQ Flashback. This series featured numerous well-known local bands, groups and



FOUNTAIN SQUARE STRAUSS TROY MARKET

performers, celebrating 10 years of free music at Fountain Square. Additionally, Food Truck Brunch also made its big debut, bringing the culinary creations of the area's most popular food trucks to the Square every Sunday, complete with cocktails by Watershed Distillery.

The PNC Summer Series was again the highlight of the summer at Fountain Square, featuring numerous free concerts and activities of all kinds. Visitors to the square enjoyed live music each weekend, and people young and old came out in droves. As summer drew to a close, and fall weather brought a chill to the air, the O'Keeffe's Ice Rink on

Fountain Square opened on October 27. A tradition in Cincinnati, over 59,000 skaters made their way to the rink over the course of the 2017-18 season.



FOUNTAIN SQUARE LIVE

While not one of the more glamorous aspects of the Square, the restroom facilities were in dire need of an upgrade. To better accommodate the millions of people who visit the Square annually, the restrooms were given the facelift they needed in 2017. Additional capital improvements were also made throughout the space, including the installation of decorative fencing around planters and upgraded, brighter lighting in tree groves.

For years, Fountain Square has been downtown Cincinnati's main attraction – and 2017 was no exception. This year alone, nearly 550 events took place at the square. These events were designed to appeal to a vast array of individuals with all types of different backgrounds, bringing the community together through music, food and a variety of other fun happenings. Events at the Square keep the city's urban core going, making it a lively and unique place to be. However, without the generous support of our sponsors, events at the Square would not be possible. It is their ongoing commitment that allows us to continue offering year-round programming to the Cincinnati community, as well as visitors to the city.

2017 PROGRAM SPONSORS

AARP, AGAR, Amazon, Atlas Industrial Contractors, BB&T, BOCA Group, Broadway Across America, Capital Investment Group, Chick-Fil-A, Cincinnati Auto Expo, Cincinnati Bell, Cincinnati Children's Choir, Cincinnati Children's Hospital, Cincinnati Cyclones, Cincinnati Museum Center, Cincinnati Public Schools, Cincinnati Range Rover, Cintas, Clamor (NBC Sports), Coca-Cola, ComDoc, Contemporary Art Museum, CVG Airport, DCI, Dunkin Donuts, Emerge, Enquirer Media, FC Cincinnati, Fifth Third Bank, Fox Sports Ohio, Freedom Center, Game Day Communications, Gateway, Gold Star Chili, Heidelberg Distributing Company, HGC Construction, Hilton Cincinnati Netherland Plaza, Home City Ice, Horan, Ikea, KIND, KMK, Kona Ice, Kroger, Linkology, Lykins, Macy's, Main Source Bank, Maxim Crane Works, MetroPCS (T-Mobile), Molina Healthcare, Mr. Roof, Ohio District Kiwanis, Ohio Valley Beer & Wine/Tecate, O'Keeffe's (Gorilla Glue), Oswald Companies, Oyler Group, P&G, Perfetti Van Melle, Performance Automotive Group, PNC Bank, Renewal by Andersen, Rising Star Casino, RSM US, Sibcy Cline, Skyline Chili, Smale Foundation, Strauss Troy, Sunbelt Rentals, Superior Kia, Tavern Restaurant Group, The Outdoor Link, The Owens Group, Thunderdome, Tilt, TJ Dyer, Topgolf, Towne Properties, Tri-County Mall, Turner Construction, United Electric, Walker Funeral Home, Watershed Distillery, Wholly Guacamole, Zuk's Tree Moving

WASHINGTON PARK 2017 PROGRAMMING



THE ARCHITECTS OF AIR INSTALLATION DURING THE BLINK FESTIVAL

2017 was another great year at Washington Park, as children and adults alike gathered in the space for 549 total events – 483 of which were produced by 3CDC, in addition to 66 third-party events.

Formerly known as “The Deck,” the Southwest Porch made its debut in the summer of 2017, as Southwest Airlines came on board as its sponsor. The new porch was rebranded, introducing a color scheme



SOUTHWEST PORCH OPENING

that aligns with the Southwest brand, as new furniture and outdoor games, such as ping-pong, and giant versions of chess and Connect Four, were added for use by visitors. The space was rented on more than 33 separate occasions.

With such a large number of events and rentals at the Park, another great year of programming resulted. The fitness series was back again, offering weekend workouts, yoga, and a variety of other events. Kickball leagues returned to the Park, as well, and a variety of pet-friendly and kid-friendly events were also offered, ensuring there was something at the park for everyone.

The Park’s summer music series, presented by PNC, was again well-attended and included a wide variety of performers on Thursday and Friday nights for the Bandstand Bluegrass and Friday Flow events. Concessions at the Park were a big hit, and featured food from local eateries like Eli’s BBQ, and drinks from local breweries such as Taft’s Ale House, Rhinegeist, MadTree, and Christian Moerlein. New for 2017, Pop Up Play, a fun and unique event for children, came to the Park several days a week from spring to fall. From colorful parachutes to water balloons, this free event provided a fun way for neighborhood children to gain strength and coordination while learning about cooperation through play. The wildly popular BLINK festival took over Washington Park for a weekend during the fall of 2017.

The highlight of the festival in the Park was the Architects of Air installation, which was on display on the civic lawn. During the four days of BLINK alone, the installation welcomed over 6,500 visitors to check out the colorful luminarium – a one-of-a-kind inflatable sculpture.

Just as in years past, events at Washington Park, both new and old, have continued to gain popularity with both neighborhood folks and visitors to the city. And, as with Fountain Square, the free programming offered at Washington Park would not be possible without the support of our sponsors, who go above and beyond to make this a space that everyone can enjoy.



WASHINGTON PARK POP UP PLAY

2017 PROGRAM SPONSORS American Legacy Tours, Auggie’s People’s Liberty, Bathfitters, Camp Washington Chili, Champion Windows, Children’s Hunger Alliance, Cincinnati Art Museum, Cincinnati Bell, Cintas, Coca Cola, DBL Law, Flying PIG, Fox Sports Ohio, GBBN Architects, Gold Star Chili, Graeter’s, Haile Foundation, Humana, Improvit, Interact for Health, Johnson Foundation, KIND, KMK, Kona Ice, Kroger, Liberty Mutual, Lykins, MadTree Brewing, MainSource Bank, MetroPCS (T-Mobile), Miami University, Molina Healthcare, Mr. Roof, MSA, P&G, Pet Valu, PNC Bank, Renewal by Andersen, Revolution Experiment, Rhinegeist Brewery, Rumpke, SAFY, Segoe Foundation, Sibcy Cline, Southwest, Superior Kia, Taft’s Brewing Company, The Owens Group, Topgolf, Turner Construction, Walker Funeral Home, Wholly Guacamole, Xavier University Alumni, YMCA

MEMORIAL HALL 2017 PROGRAMMING



MURDER MYSTERY IN MEMORIAL HALL'S PARKVIEW ROOM

2017 was Memorial Hall's first full year of operations following its recent \$11 million renovation. The Hall reopened to the public in December of 2016, unveiling the beautifully restored historic space. The building's amenities were enhanced to allow for year-round programming of the Hall, with a goal of helping it realize its full potential. Prior to the renovation, the now 556-seat performance space and event venue lacked air conditioning and handicap accessibility, among other key features, and was long overdue for upgrades throughout.

During its first year as a 3CDC-operated space, Memorial Hall was rebranded as "The Memo." The Hall, which was open for business on 246 days throughout the year and welcomed 55,000 patrons, played host to 187 3CDC events and another 150 third-party events. In an effort to make arts experiences available and accessible to all, several of these events, including a number of children's performances, were offered at no cost to patrons. Shows were grouped into series, which included Comedy, Family Theatrical, Premier Musical Concert, Spoken Word, and Film. Programming was also developed to celebrate the diversity of the surrounding neighborhood.

The 2017 schedule included a wide variety of shows, performances, and events that appealed to different interests and age groups. The Family Theatrical Series featured five different acts by troupes both local and touring. The highlight of the series was *Junie B. Jones, The Musical*, which came to The Memo in November – tickets to both performances were sold out within days.

The Memo is also available as a rental space for events of all kinds. As previously mentioned, in its first year, the Hall's available spaces were rented a total of 150 times, playing host to numerous events, including weddings, corporate functions, theatrical performances and a variety of other private events.

However, its regular programming is what makes the Hall a true community gathering space, and without the generous support of our sponsors, programs like these would not be possible. Their dedication both to the OTR community and to the arts is what gives us the ability to make such experiences accessible to all.



MARC COHN AT MEMORIAL HALL

2017 PROGRAM SPONSORS 4EG, AARP, Arstwave, Cincinnati Children's Theatre, Cintas, Coca Cola, Decal Impressions, Duke Energy, First Financial Bank, Grant Thornton, Heidelberg Distributing Company, Messer Construction, Ohio Valley, Oxford Physical Therapy, Taft Law, TriVersity Construction, Watershed Distillery

ZIEGLER PARK 2017 PROGRAMMING



ZIEGLER PARK

Following years of planning and nearly 18 months of construction, the renovation and expansion of Ziegler Park was completed during the summer of 2017, yielding a deep-water swimming pool, basketball courts complete with futsal goals, a children's playground, sprayground, civic lawn, two-story parking garage and more. The various areas of the Park were completed in stages, with the basketball courts opening to the public first. The 13th annual Dribblethon event took place at the Park in May, generating a great deal of excitement from children in the community. It was the first official event to be held at the Park's newly renovated basketball courts. The event was presented by the Cincinnati Youth Collaborative as part of the Saturday Hoops program, which brings together a growing group of friends and vulnerable children on Saturday mornings for fun, faith and positive role modeling through a variety of activities.

Shortly after the courts were completed, the renovated Ziegler Park pool opened to the public on June 10, hosting more visitors in its first three days of operation than it did during the entire 2015 season. The pool welcomed 19,000 swimmers throughout the summer. Around the same time, the brand new 400-space, two-story garage began accepting daily parkers. By mid-summer, the children's playground and civic lawn had opened as well, and a ribbon cutting ceremony was held to celebrate the official re-opening of the renovated Ziegler Park.

Despite the Park being open for less than a year, 3CDC began working toward its goal of offering free and reduced-cost activities, leagues, and clinics, as well as pool memberships for all. The organization promotes inclusion at the Park by strengthening the bonds of

community through recreation. Over the summer, Ziegler Park hosted a free summer camp, welcoming an average of 60 campers and 20 paid mentors each day. Lunch was provided, as well as activities, games, and other extra-curricular entertainment at the Park.

Additional programming included swim safety clinics for all ages, swim lessons, fitness classes, and children's activities in the Park. To close out the first pool season, the Ziegler Park pool hosted its first ever Doggie Paddle Paw-ty – a dog-friendly event that allowed pets to take a dip.

Without the support of our generous sponsors, we would not have the ability to offer such programs to neighborhood youth and their families. It is because of their philanthropic spirit and dedication to making Ziegler Park a place of inclusion that we are able to offer pool access and free programming to people of all income levels.



ZIEGLER PARK POOL

2017 PROGRAM SPONSORS

Graydon Law, Manley-Wick, Model Group, Oyler Group, John A. Schroth Family Charitable Trust, Union Savings Bank, Urban Sites, Victory Wholesale Group

MUSIC HALL



SPRINGER AUDITORIUM

Following a condensed 16-month construction schedule, the \$143 million renovation of one of the City's most beloved cultural icons, Music Hall, was officially completed in October 2017. A ribbon-cutting ceremony took place on October 6, followed by a full weekend of grand reopening events.

The renovations touched every area of the 139-year-old, 256,500-square-foot structure, making it the first comprehensive update to the building in over 40 years. The updates included new seating in Springer Auditorium, additional restrooms, new elevators and concession areas, a larger stage, which extends further into the auditorium, and more. Additionally, crews were careful to preserve and restore the historical aspects of the building, while simultaneously blending in modern upgrades and new amenities.

Perhaps one of the most unique historical aspects to be restored during the renovation was discovered inside Corbett Tower. At the time of the renovation, a drop ceiling was removed, revealing 14 additional feet above. The vaulted ceiling featured an intricate stenciled pattern that was carefully recreated. Additionally, formerly bricked-over windows were opened up to provide breath-taking views of Washington Park, just across the street from the Hall. Brick staining on the building's façade was also implemented, returning the Hall's exterior closer to its original appearance.

Upon completion, Music Hall's resident companies, which include the Cincinnati Symphony Orchestra, Cincinnati Pops, May Festival, Cincinnati Opera, and Cincinnati Ballet, moved back into their renovated home. Owned by the City of Cincinnati and leased to Music Hall Revitalization Company (MHRC), the Hall is managed by the Cincinnati Arts Association, and has returned to a fully functioning concert theater and entertainment venue.



CORBETT TOWER

DEVELOPMENT



COURT AND WALNUT RENDERING

COURT & WALNUT

In June, residents of the urban core received news they had long awaited, as Kroger announced it would build its first full-service downtown Cincinnati supermarket in almost 50 years. A large crowd gathered in anticipation at the future project site, located on Walnut Street, between Court Street and Central Parkway, as Kroger CEO Rodney McMullen shared the exciting news, unveiling a rendering of the future development. Event attendees then heard the details of the impending full-service grocery store, which will be complete with a beer and wine bar, restaurant, ample parking and more.

By October, crews had broken ground at the site of the future home of the 18-story mixed-use space, which will not only house a multi-story Kroger grocery store, but also 139 residential units and a 560-space parking garage. Upon completion, the City will acquire ownership of the parking garage, and 3CDC will manage the facility.

Site demolition work was well underway at the end of the year and subcontractors had begun the process of installing augercast piles for the deep foundation system. Additionally, crews had begun excavating the basement area, and installing the perimeter lagging system, as well as installing new underground utilities. Construction of the grocery and parking garage is on track for completion in the first half of 2019, at which time construction will begin on the apartment tower above.

EMPOWER MEDIAMARKETING

Empower MediaMarketing, one of the largest independent media agencies in the United States, officially relocated to its brand-new headquarters in October. The project was the final portion of 3CDC's Mercer Commons project and yielded a four-story commercial office

building located at E. 14th and Vine Streets in Over-the-Rhine. The \$17.5 million, 64,000-square-foot project, which began in July 2016, includes infill construction with one existing historic structure, The Hukon building, incorporated into the new design. The building houses a workout facility, full-scale kitchen, multiple conference rooms and more. The office was even named Office of the Year by the National Association for Industrial and Office Parks (NAIOP).

As its 150 employees made the move to OTR, City leaders joined the project team in early October to celebrate the completion of the new Empower MediaMarketing headquarters. Today, Empower occupies the building's first three floors and has identified a tenant for the 16,000-square-foot fourth floor, where a separate entrance was designed specifically to accommodate another office user. The buildout for the new tenant, Equator Design, is already underway.



EMPOWER MEDIAMARKETING

DEVELOPMENT



THE ALLISON

15TH & VINE

In the beginning of 2017, construction on the buildings and vacant lots located at the corner of 15th & Vine streets had just begun. By early 2018, masonry restoration work was already underway in the historic buildings throughout the project, as well as in the historic alley. At that time, air barriers and windows had been installed on the building's façade, and construction of Jeremy and Bridget Lieb's new restaurant, to

be named Sacred Beast, had begun, as well. The restaurant will occupy one of the commercial spaces on the ground floor of the building. Construction at 15th & Vine is on schedule for completion before the second quarter of 2018. Upon completion,

the project will yield a five-story mixed-use property consisting of 45,000-square-feet of open office space and 10,000-square-feet of ground floor retail space.

THE ALLISON

Although this project was substantially complete at the end of 2016, finishing touches wrapped up in March and condo unit sales officially began in the second quarter of 2017. The building, which was formerly known as Race Street Condos, is a mixed-use development made up of 16 two-bedroom condos, a single one-bedroom unit, and

three street-level commercial spaces, totaling 4,500 square feet. In late November, Poke Hut, a fast-casual Hawaiian Poke restaurant, opened in one of the commercial spaces on the ground floor of the building. At the close of 2017, 12 of the 17 residential units had sold, leaving just five remaining on the market.

OTR MIXED-USE DEVELOPMENT

The renovation of The Stafford was completed in summer 2017, yielding 11 one-bedroom condominium units, as well as 2,800 square feet of ground-floor commercial space. To date, six of the unique micro-units have sold. The Glassmeyer, a renovation project consisting of two buildings, was recently completed as well, resulting in six two-bedroom condos, two one-bedroom condos with second story living space, an interior courtyard and a 950-square-foot street-level commercial space. In September, crews began selective demolition work at the site of Rennen & Beecher Flats – located on 15th Street between Pleasant and Race streets. The project, which includes the construction of two new mixed-use buildings, officially began in October, and is expected to last 12 months. Upon completion, the project will yield 18 condo units and three street-level commercial spaces.



THE STAFFORD



THE GLASSMEYER

EQUITABLE DEVELOPMENT



ABINGTON RACE & PLEASANT

AFFORDABLE HOUSING INITIATIVE

Together with The Model Group, Over-the-Rhine Community Housing, Cornerstone Renter Equity and numerous other partners, 3CDC has continued its efforts to create and improve hundreds of affordable and market-rate apartments in OTR as part of an ambitious development plan announced in 2016. The Central Parkway YMCA, which served as the first project in the roughly \$150 million plan, officially reopened to the public in July 2016. The next project in the initiative – Abington Race & Pleasant (ARP), which will yield 50 affordable units – had nearly been completed by the end of 2017.

Throughout the year, 3CDC made progress on several other affordable housing projects. In addition to acquiring the Jan and Senate properties (101 units) and the Mercy Portfolio (240 scattered-site units on and around Main Street), 3CDC donated the Housing Assistant Payment (HAP) contracts from the Jan and Senate properties in order to support four different affordable housing projects, all of which are at different phases of the design/development/construction process – ARP, Commons on Main, Morgan Apartments, and Carrie's Place. Over the next two years, projects totaling 200 units (100 affordable and 100 market rate) are anticipated to be implemented. The first of these, the Columbia (1301 Walnut), is set to close in early 2018 and will create 36 residential units (including eight affordable units) and 4,450 square feet of commercial space.

ABINGTON RACE & PLEASANT

Abington Race & Pleasant (ARP) involves the rehabilitation of five historic buildings. Four are located in the 1500 block of Race Street just south of Liberty Street, while the remaining building sits north of Liberty Street, at the corner of Green and Race streets. The development, which is a partnership between The Model Group, 3CDC, and Cornerstone Renter Equity, will yield 50 new affordable housing units, for families at or below 50-60% of the area median income (AMI), and five new

commercial spaces upon completion. Serving as the developer of the street-level commercial spaces, 3CDC will own and operate the spaces when they are complete, while The Model Group and Cornerstone Renter Equity will own and manage the residential units.

By the end of 2017, construction at ARP was substantially complete, with final inspections underway. Additionally, the commercial buildout for Elementz, a new tenant at ARP, had also begun, while lease negotiations with two additional tenants for commercial spaces on Race Street were also in the works. The project is scheduled for completion in the first quarter of 2018.

GENEROCITY 513

In August, in partnership with the City of Cincinnati and Downtown Cincinnati Inc. (DCI), 3CDC installed five repurposed parking meters in various high-traffic locations throughout OTR and the CBD. The meters serve the sole purpose of collecting funds for the GeneroCity 513 program, an initiative designed to help connect panhandlers with the services they need. Rather than accepting payment for parking, the meters collect charitable contributions, in the form of coin or credit card. They are seen as an alternative to giving money directly to panhandlers that provides the peace of mind that comes with knowing exactly where one's dollars are going.



DONATION STATION AT CORNER OF 12TH AND VINE STREETS

COMMERCIAL LEASING (NEW LOCAL BUSINESSES IN 2017)



AV BEAUTY BAR

Over time, 3CDC has restored a number of old buildings in both downtown Cincinnati and OTR, preserving their historic character, renovating them back to their intended use, and retaining ownership of the commercial spaces upon completion. 3CDC encourages entrepreneurship, celebrating the talents of local business people – from artists to restaurateurs, and beauticians to baristas – by filling these storefronts with local concepts whenever possible. The following list of businesses opened their doors in 3CDC-owned spaces in 2017, unless noted otherwise.

AV BEAUTY BAR, 1408 ELM STREET

AV Beauty Bar, a salon that offers a variety of services, including blowouts, special occasion hair styling, airbrush makeup, wardrobe styling, hair cutting, threading, and eyelash extensions, opened its doors on the ground floor of The Olson in mid-June. AV Beauty Bar's stylists are constantly working to keep up with current trends, as they pride themselves on making clients feel their very best.

LANE & KATE, 1405 VINE STREET

Although originally opened as a holiday pop-up shop in 2016, Lane & Kate officially opened their permanent, remodeled space in January. A shop full of curated artisanal accessories, Lane & Kate shares a space with Two Little Buds, a boutique floral design company. From jewelry to paper goods, and from watercolor classes to wreath-making, this quaint store is a great place to find unique gifts and make one's own creations.

MIDICI, 595 RACE STREET

MidiCi is a neopolitan pizza company with a passion for people. In December, the restaurant took up residence on the ground floor of the 84.51° building, bringing its unique pizza concept to the downtown area. MidiCi's certified pizzaiolos help customers create their ideal pizza in the restaurant's open kitchen, using fresh, all-natural ingredients and baked to perfection in just 90 seconds. The restaurant makes its dough with only four ingredients, staying true to Neopolitan heritage, and also serves a variety of other authentic items, such as cheese dishes, salads, gelato and more.

PITAYA, 1423 VINE STREET

A boutique featuring affordably priced yet fashionable women's apparel and accessories, Pitaya offers fresh styles, with a rotating inventory that changes every week. The shop opened in mid-October and sells numerous designer copycats and current trends at reasonable prices. The shop is also known for its diverse selection, made possible by stocking only a small quantity of each item.



PITAYA

COMMERCIAL LEASING (NEW LOCAL BUSINESSES IN 2017)



PLAY LIBRARY

PLAY LIBRARY, 1517 ELM STREET

Play Library is a toy and game loan library for kids of all ages. With an overarching goal to connect families, friends, and communities through play, this unique concept opened in March. Play Library sells memberships that allow customers to borrow games, toys, and other recreational equipment, in addition to featuring Cincinnati's first Toy History Museum. While it's always open to drop-in customers, Play Library also hosts special events like birthday parties, baby showers and corporate functions.

POKE HUT, 1509 RACE STREET

Poke Hut, a fast-casual Hawaiian Poke restaurant, opened in November. It provides an unparalleled dining experience that focuses on both healthy and affordable offerings. Options include poke bowls and buns, burritos, bubble tea, beer, and wine. The restaurant also offers vegetarian options.

PRENEUR, 1333 WALNUT STREET

Opened by Procter & Gamble, Preneur features the products of local entrepreneurs. The store opened in February and celebrates the spirit of entrepreneurship in Cincinnati, in hopes of fostering an environment that continues to spur innovation.

TOKYO KITTY, 575 RACE STREET

Inspired by the film "Lost in Translation," as well as Japanese anime movies and street culture, Tokyo Kitty is a one-of-a-kind bar in downtown Cincinnati. The bar, which opened in early 2018, boasts drink-bearing robots, private karaoke rooms and an immersive dance floor with DJs and lighting.

WOOLPERT, 1203 WALNUT STREET

Woolpert is the largest architecture, engineering and geospatial firm in Ohio. The firm, which has 24 offices spread across the U.S., opened a new Cincinnati office in Over-the-Rhine in January 2017. It is home to 20 full-time architects, engineers, surveyors and support staff in OTR.



POKE HUT

2017 FUNDING AND RECOGNITION AWARDS RECEIVED



EMPOWER MEDIAMARKETING GRAND OPENING

2017 FUNDING AWARDS RECEIVED

- In December, Ziegler Park received a generous grant from the John A. Schroth Family Charitable Trust, PNC Bank, Trustee. The trust contributed \$125,000 in funding for programming at the newly renovated Park, and will allow neighborhood children to participate in leagues, clinics, camps and more – all at no cost.



VINE STREET

2017 RECOGNITION AWARDS RECEIVED

- 3CDC was recognized as one of Enquirer Media's Top 100 Places to Work in Cincinnati, based on surveys about the workplace completed by its employees.
- 21c Museum Hotel was named a four-diamond hotel, and Boca Restaurant a four-diamond restaurant by AAA.
- Together with representatives from the City of Cincinnati's Zoning Department and the Over-the-Rhine Foundation, 3CDC received a Preservation's Best of 2016 award for the revitalization and revival of the OTR neighborhood.
- The Cincinnati Reds hosted a Baseball for All Event in July, recognizing 3CDC as an employer that celebrates the lives of those living with varying abilities, by providing employment to two individuals with developmental disabilities.

- Boca Restaurant received the Best Award of Excellence from Wine Spectator for its dedication to wine, including about 350 selections with vintage depth or breadth in one or more regions.
- The Allison, one of 3CDC's newest mixed-use developments, received a Merit Award from the American Institute of Architects (AIA), recognizing it as the Best in Residential Design for Multiple-Unit Housing.
- The Ohio History Connection Honored 3CDC with a Historic Preservation Achievement Award for the rehabilitation of the Globe Furniture Building.
- Conde Nast Traveler recognized the 21c Museum Hotel Cincinnati as one of the best in the world, ranking it number five in the Midwest.
- The Cincinnati Preservation Association honored seven rehabilitation projects in Greater Cincinnati at its 53rd Annual Preservation Awards Ceremony. The \$11 million renovation of Memorial Hall, which was overseen by 3CDC and played host to the ceremony, received one of the awards.



MUSIC HALL'S CHANDELIER INSIDE SPRINGER AUDITORIUM

2017 MEDIA COVERAGE



FREE SWIM LESSONS AT ZIEGLER PARK

2017 MEDIA COVERAGE

Over the course of the year, 3CDC continued to garner media attention on both a local and national level, not only for its impact on the revitalization of Over-the-Rhine and downtown Cincinnati, but for its various development projects, the businesses it has brought to the area, its exceptional management team and more. Included below are a few of the highlights from the past year.

In February, the *Cincinnati Enquirer* featured [a story](#) that covered the history of the 3CDC's growth in the area of programming over the last decade. From arts and culture to concerts and festivals, the number of events produced by 3CDC has grown from zero to over 1,000 annually.

Later that month, Christy Samad, Vice President of Event Management at 3CDC, [was recognized](#) by the *Enquirer* as the organization's "Master of Ceremonies." The article not only highlighted the success she has achieved while in her role, but went on to discuss 3CDC's mission to build life in the center city, in large part at its civic spaces.

The organization received national media attention in August, via [a piece](#) featured in the *Wall Street Journal*, describing the process of transforming the neighborhood from ailing to artisanal. The article

credits 3CDC with the transformation, and described the 3CDC model as "a unique concept that is gaining attention as other cities look to develop their most ailing, crime-filled neighborhoods."

Soon after, 3CDC was nationally recognized once again, as *CityLab* put [the spotlight](#) on three real estate developers that had increased their focus on programming public spaces. Again crediting 3CDC with helping transform the OTR neighborhood, the piece discusses how residents who had once left the Cincinnati area are now being drawn back as a result of the ongoing renaissance.

The \$143 million renovation of Music Hall was one of the most closely watched local stories in years, and also generated national interest. CET was on hand to [document](#) the entire process from start to finish, with compelling interviews and stunning visuals that provided viewers a seat at the table where decisions were made and progress was monitored. The documentary aired locally in November.

Shortly after Music Hall reopened to the public, *The New York Times* published [a review](#) of the newly renovated historic structure, calling it a model for the stalled renovation of a similar venue in New York City.



3CDC BOARD OF DIRECTORS

JOHN F. BARRETT ▲

Chairman, President & CEO
Western & Southern Financial Group

NEIL BORTZ ■

Partner
Towne Properties

CALVIN D. BUFORD ✪

Partner
Dinsmore & Shohl, LLP

BRIAN HODGETT ■

Director, Ohio Government
& Community Relations
The Procter & Gamble Company

KAREN HOGUET ▲

Executive VP & CFO
Macys, Inc.

J. PHILLIP HOLLOMAN ▲✪

President & COO
Cintas Corporation

KEVIN JONES ✪

Regional President,
Southern Ohio/Kentucky
Huntington Bank

ELLEN M. KATZ

President & CEO
The Greater Cincinnati Foundation

STEPHEN G. LEEPER ▲

President & CEO
3CDC

TIMOTHY MALONEY ✪

President
The Carol Ann and Ralph V. Haile, Jr./
U.S. Bank Foundation

RODNEY MCMULLEN ▲*

Chief Executive Officer
The Kroger Company

JOHN MERCHANT ■

Partner
Dinsmore & Shohl, LLP

JILL P. MEYER ▲●

President & CEO
Cincinnati USA Regional Chamber

RALPH S. MICHAEL, III (VICE CHAIRMAN) ▲*

President & CEO
Fifth Third Bank, Cincinnati

JOSEPH A. PICHLER (VICE CHAIRMAN) ▲

Retired Chairman & CEO
The Kroger Company

R. MICHAEL PRESCOTT

SVP and Market President, Cincinnati
U.S. Bank

JEFF SCHOMBURGER (CHAIRMAN) ▲*

Global Sales Officer
Procter & Gamble

PAUL SILVA

Regional President
First Financial Bancorp

JAMES SOWAR

Partner
Deloitte & Touche LLP

LEIGH FOX

CEO
Cincinnati Bell

ROBERT REIFSNYDER ●

President
United Way of Greater Cincinnati

THOMAS WILLIAMS ▲■

President
North American Properties

SHANE WRIGHT ▲✪

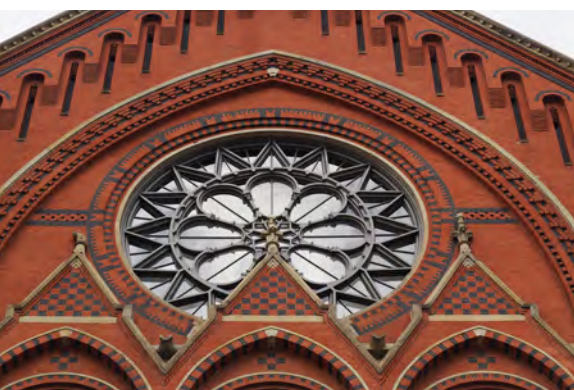
Vice President & CFO
GE Aviation

JAMES M. ZIMMERMAN (VICE CHAIRMAN) ▲

Retired Chairman & CEO
Macy's, Inc.

OPEN POSITIONS

American Financial Group



MUSIC HALL'S ROSE WINDOW

ROBERT H. CASTELLINI ▲*

Chairman
Castellini Company

MICHAEL COMER ●

Office Managing Partner
KPMG

MICHAEL FISHER

President & CEO
Cincinnati Children's Hospital Medical Center
Representing Uptown Consortium

S. KAY GEIGER ▲*

President Ohio/Northern Kentucky
PNC Bank

PAUL F. GELTER

Chief Administrative Officer
The Christ Hospital Health Network

JAMES HENNING ▲

State President – Ohio and Kentucky
Duke Energy Ohio & Duke Energy Kentucky

KEY

- ▲ EXECUTIVE COMMITTEE MEMBER
- AUDIT COMMITTEE MEMBER
- DEVELOPMENT & FINANCE COMMITTEE MEMBER
- * GOVERNANCE & HR COMMITTEE MEMBER
- ✪ ASSET COMMITTEE MEMBER
- ✦ EVENT AND SPONSORSHIP COMMITTEE MEMBER