

THE DOWNTOWN
CINCINNATI IMPROVEMENT DISTRICT

SERVICES PLAN + BUDGET

2026–2029



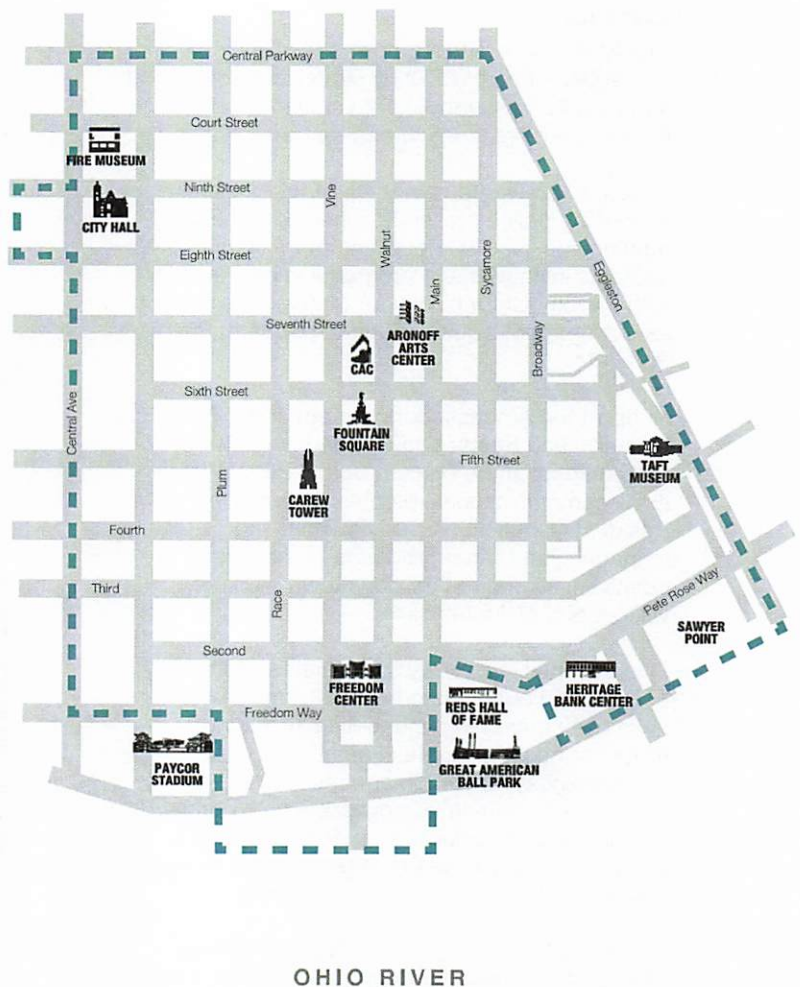
OVERVIEW

CREATING A CLEAN, SAFE, AND WELCOMING ENVIRONMENT DOWNTOWN

This brochure is designed to provide information about the Downtown Cincinnati Improvement District (DCID), and the 2026-2029 Services Plan and Budget. For the Services Plan and Budget to be approved, state statute requires signatures from property owners representing at least 60% of the front footage OR 75% of the assessed value inside the Downtown Cincinnati Improvement District.

The District includes all property within the boundaries of Eggleston Avenue on the east, Central Parkway on the north, Central Avenue on the west (including the Centennial buildings), and the river on the south (excluding the two stadiums).

The District provides funds that are used to carry out a Services Plan, which is executed by a contractor selected to provide the services. Since its inception, DCID has contracted with Downtown Cincinnati (DC) – a subsidiary of Cincinnati Center City Development Corp. (3CDC) since 2019 – to carry out the Services Plan. The organization is focused on making Cincinnati's urban core a vibrant, dynamic metropolitan center valued as the heart of the region.



ENVIRONMENT

➤ **CLEAN, SAFE, WELCOMING AND BEAUTIFUL**

The following services will be provided as part of DC's Clean & Safe and Beautification efforts:

GOAL: IMPROVE SAFETY AND PERCEPTION OF SAFETY DOWNTOWN

Approach

- Provide daily on-site support to the Cincinnati Police Department (CPD) by strategically deploying a trained Ambassador staff to serve as a highly visible street presence throughout the District.
- Increase safety efforts in the District by either enhancing police presence, when necessary, by funding special CPD details or implementing other strategic initiatives and programs in partnership with the City Of Cincinnati for targeted areas, such as Government Square, Fountain Square, Piatt Park, etc.
- Support the Ambassador program and CPD by facilitating Sector Groups made up of key stakeholders in the District, Virtual Block Watch email communications, partnership with Downtown Residents Council, property owners and managers, and other programs to maintain a positive environment for downtown workers, visitors and residents alike.
- Oversee the GeneroCity 513 initiative, delivering coordinated outreach to help individuals who have been driven to panhandling, including those facing unfortunate circumstances like homelessness, addiction and mental illness. Utilizing a multi-faceted approach, help connect panhandlers to social service agencies, and provide strategic case management to the most visible homeless persons in the District.
- Address public safety issues such as lighting, blighted buildings, etc. through partnerships with the City of Cincinnati, Hamilton County, and others, handling tasks if possible and advocating in cases where another entity must complete the task (e.g., City streetlight replacement).

Evaluation

- Crime statistics, as provided by the Cincinnati Police Department
- Monthly reporting of total lights out in the District and number replaced each month
- Monthly tracking of number of safety/business checks by ambassadors
- Monthly GeneroCity 513 updates, including numbers of encounters with panhandlers and homeless individuals and outcomes (e.g., securing housing, finding full-time employment, entering a shelter, etc.)



GOAL: IMPROVE THE AESTHETICS OF DOWNTOWN THROUGH BEAUTIFICATION EFFORTS

Approach

- Facilitate partnerships among retailers, restaurants and property owners to enhance and optimize storefronts, lighting and maintenance.
- Develop comprehensive program for flowerpots, flower baskets, and tree replacements, and take the lead in implementing the program, working in conjunction with the City, Cincinnati Park Board, Urban Forestry, Keep Cincinnati Beautiful, and other partners.

Evaluation

- Tracking total number of planters maintained in the District
- Tracking number of trees/plantings added to District
- Tracking number of beautification projects closed out monthly

GOAL: ENHANCE APPEARANCE OF STREETS, SIDEWALKS AND PUBLIC SPACES

Approach

- Utilizing shared equipment with adjacent Special Improvement Districts when possible to create cost efficiencies, deliver Ambassador services to maintain and enhance the appearance of the public realm via the various detailed cleaning services and specialty projects, including:

Litter abatement, weed abatement, leaf and debris removal, sticker removal, trash bag removal/trash receptacle cleaning, pressure washing/hosing, detailed graffiti removal, tree well clean-outs, paver/masonry work, alley cleanup, painting (e.g., street poles meters, utility boxes, etc.)

- Provide intensive targeting of specific areas with high traffic or public safety concerns, such as Government Square, Piatt Park, the Downtown Public Library, Court Street, Convention Center, Aronoff Center, and the Banks.
- Partner with City of Cincinnati and Hamilton County to coordinate and leverage sanitation/cleaning services provided by the City in an effective and efficient manner, and address built-environment issues (e.g. sidewalks, benches, bikeways, news racks, etc.).
- Provide Ambassador Services 24/7 through the utilization of a third-shift program, as necessary.
- Coordinate with the City on a structured plan to improve and repair sidewalks within the District, including sidewalk replacement, granite curbs, street trees, street lighting and new signalization at intersections.

Evaluation

- Ambassador Services – daily tracking of detailed cleaning services (e.g., litter abatement, graffiti removal, etc.)
- Specialty Projects – tracking time to complete, capturing before/after pictures, and tracking total projects completed
- Public Services – compiling monthly reporting of open work orders
- Sidewalks – tracking and reporting progress made on sidewalk improvements completed in partnership with the City



COMMUNITY ENGAGEMENT

➤ Marketing and Stakeholder Services

The following services will be provided as part of DC's Marketing, Retail Development, and Stakeholder Services efforts

GOAL: PRODUCE FREE EVENTS TO INCREASE VIBRANCY OF DOWNTOWN, RESULTING IN POSITIVE ACTIVITY FOR BUSINESSES, RESIDENTS AND VISITORS

Approach

- Produce free, family-friendly holiday events to increase traffic to downtown businesses during the holiday season.
- Produce free events throughout the warmer months, such as a street performance program, free yoga classes or lunchtime gatherings in downtown parks and civic spaces, to engage community members and stakeholders and create a positive environment throughout the District.
- Produce and promote free, family-friendly events at Fountain Square all year long, including concerts, markets, and more.

Evaluation

- Tracking attendance estimates at holiday events.
- Tracking attendance estimates at free events throughout the year.



GOAL: ENGAGE WITH KEY STAKEHOLDERS AND PARTNERS TO MAINTAIN AND PROMOTE DOWNTOWN AS A VIBRANT HUB OF REGIONAL ACTIVITY

Approach

- Generate positive, accurate media coverage about downtown Cincinnati through strategic media relations by activating a seasonal news calendar and integrating a vibrant, clean, safe and welcoming message.
- Monitor all media coverage to ensure positive and accurate coverage of downtown.
- Meet regularly with members of media to establish relationships.
- Support thriving residential community by marketing downtown as an exciting option for renters, owners, and developers.
- Participate in Downtown Residents Council.
- Maintain and enhance downtowncincinnati.com website with consistent updates.
- Maintain database of all businesses open and operating in downtown Cincinnati, which can be used to create strategic marketing pieces, such as guides, maps, etc.
- Produce effective, engaging, and inclusive social media messaging.
- Maintain regular communication with key stakeholders via meetings, annual reports and weekly emails.
- Leverage resources and coordinate messages through partnerships with the City, County and key civic organizational leadership including Visit Cincy, Cincinnati Regional Chamber, OTR Chamber, local universities and young professional groups.
- Regularly communicate with downtown marketing professionals from partner organizations to nurture cross-promotional opportunities and develop ongoing marketing strategy.
- Leverage partnerships and proactively exchange information with real estate practitioners, developers, current downtown residents, and other residential recruitment/retention leaders.
- Develop strategic district branding initiatives for strategically aligned areas within the broader District.
- Deliver a comprehensive data profile of downtown through compilation and publication of information, including but not limited to:
 - State of Downtown report
 - Quarterly parking survey
 - Serve as a resource and information 'connector' for current and prospective business owners, property owners, residents, developers, and other stakeholders.
 - Communicate with property owners/managers regarding tenant issues.
 - Develop reports and communications to share with property owners that provide progress updates on work toward goals in all service areas.

Evaluation

- Tracking media coverage (Potential Reach and Ad Value Equivalency) of Downtown Cincinnati.
- Tracking pageviews on downtowncincinnati.com.
- Tracking followers/likes on DC social media platforms.
- Tracking effectiveness of email marketing campaigns via open rates and click-through rates.
- Tracking proactive outreach to key stakeholders, including downtown property owners and large-scale property managers.
- Tracking and responding to all stakeholder questions, comments, concerns, and requests.
- Completing reports and surveys highlighting the progress of downtown.





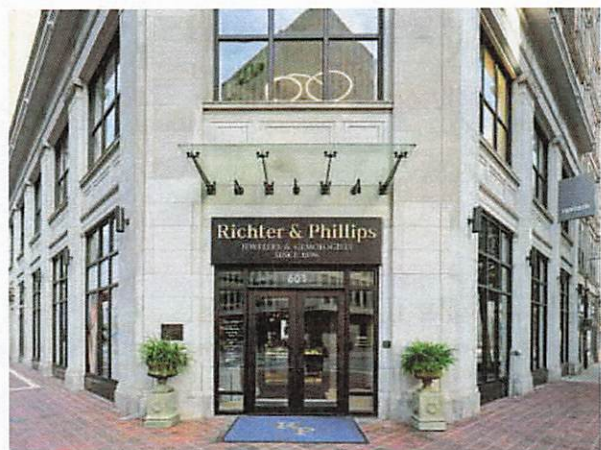
GOAL: **PROVIDE SUPPORT FOR CURRENT AND POTENTIAL DOWNTOWN BUSINESSES TO AID WITH OVERALL RETAIL DEVELOPMENT IN DOWNTOWN CINCINNATI**

Approach

- Develop comprehensive retail attraction program with efforts that focus on the redevelopment of key spaces in the District.
- Work closely with partner organizations who control or secure outdated or vacant street-level retail spaces through a master leasing program, enlivening the District by finding new tenants to fill these spaces.
- Implement and promote a downtown gift card program, provided the Board and merchants find the program beneficial and cost-effective.
- Address issues/concerns of businesses currently located in the District.
- Connect with new downtown businesses to provide information about downtown and DC services.
- Leverage partnerships with various agencies and civic groups to provide growth and location opportunities for current and potential businesses in the District, including small, minority-owned, and women-owned businesses.
- Proactively work with and exchange information with business recruitment leaders, building owners, and commercial real estate brokers in an effort to assist businesses in the District (including expansions, relocations, and retention).

Evaluation

- Tracking new retail spaces brought online and vacant retail spaces master leased and filled
- Tracking gift card sales and redemptions
- Tracking and responding to all questions, comments, concerns, and requests from business owners and prospective business owners
- Tracking under-utilized property/street-level commercial space in downtown Cincinnati to evaluate potential for reactivation



BUDGET

The Services Plan for 2026-2029 leverages resources, creates and sustains partnerships, and provides services fundamental to a vibrant, vital core of the city and the region. These services fall into four categories: Safe & Clean; Communications & Marketing; Stakeholder Services; and Events. This combination of services and activities helps maintain and enhance property owners' investment in the future growth and development of "everybody's neighborhood"—downtown Cincinnati!

The total assessment, which begins at \$3,600,000 per year in 2026 and increases by 3% each year to account for cost-of-living adjustments to ambassador pay, is comprised of contributions from both private and public property owners. Individual and commercial owners make up about 80% of the total assessments, while the City of Cincinnati and Hamilton County contribute approximately 20%. Property assessments will be enhanced with Downtown Cincinnati supporter contributions, sponsorships and service contracts. DC pursues service contracts to perform clean and safe services related to items that are in the DCID services area but are not specifically the responsibility of the DCID, such as cleaning bus stops and streetcar stops. By pursuing these contracts, DC is able to provide a consistent, high-quality level of service throughout the District. Additionally, DC tries to supplement the DCID Services Plan to enhance service for programs like GeneroCity513 and events through other funding sources, such as municipal support, sponsorships, and grants.

The projections for the allocation of property assessments, which is subject to annual review and adjustment by the DCID Board, is listed below.

REVENUE	2026	2027	2028	2029
Special Improvement District Assessment	3,600,000	3,708,000	3,819,000	3,934,000
Clean & Beautification Contracts	269,000	277,000	285,000	294,000
Generocity 513 Contributions	381,000	392,000	404,000	416,000
Event Revenues	158,000	163,000	168,000	173,000
Other	70,000	72,000	74,000	76,000
TOTAL	4,478,000	4,612,000	4,750,000	4,893,000

EXPENSES				
Environment: Clean + Safe	2,595,000	2,673,00	2,753,000	2,836,000
Environment: Beautification	147,000	151,000	156,000	161,000
Environment: GeneroCity 513	744,000	766,000	789,000	813,000
SUBTOTAL CLEAN, SAFE, BEAUTIFUL	3,486,000	3,590,000	3,689,000	3,810,000
Communications + Marketing	84,000	87,000	90,000	93,000
Stakeholder Services	39,000	40,000	41,000	42,000
Events	159,000	164,000	169,000	174,000
Legal, Insurance, + Collection Fees	141,000	145,000	149,000	153,000
Personal & Overhead	526,000	542,000	558,000	575,000
Reserve	43,000	44,000	45,000	46,000
TOTAL	4,478,000	4,612,000	4,750,000	4,893,000

2022-2024

SUMMARY OF WORK COMPLETED

A significant amount of positive work has been completed in the Downtown Cincinnati Improvement District (DCID) during its first term, which runs from 2022 – 2025. DCID has contracted with Cincinnati Center City Development Corp. (3CDC) to carry out the Services Plan, which was focused on enhancement of the public environment, beautification, safety, outreach, operations, marketing, and stakeholder engagement. The following are highlights of the work completed in each area during the first three years of DCID's initial term.

➤ Environment & Beautification

73 Trees
Planted

709 Lighting
Outages Fixed

10 Volunteer
Groups

140 Volunteers

407,315 Blocks
Swept

23,918 Bags of Trash
Collected

39 Traffic Boxes
Wrapped

4,207 Blocks Pressure
Washed

13,791 Graffiti Tags
Removed

23,719 Bulky Items
Removed

13,791 Graffiti Tags
Removed

1,538 Blocks with
Leaves Removed

64,043 Business
Checks

1,045 Ambassador
Service Requests
Made





➤ Social Services

216 Housing Connections Made

1,261 Referrals to Social Services

1,128 Clients Encountered

3,117 Jobs Van Riders

8,211 Bags of Trash Collected

1,461 Miles Cleaned

149 Riders Connected to Employment

1,484 Outreach Service Requests Made

➤ Events



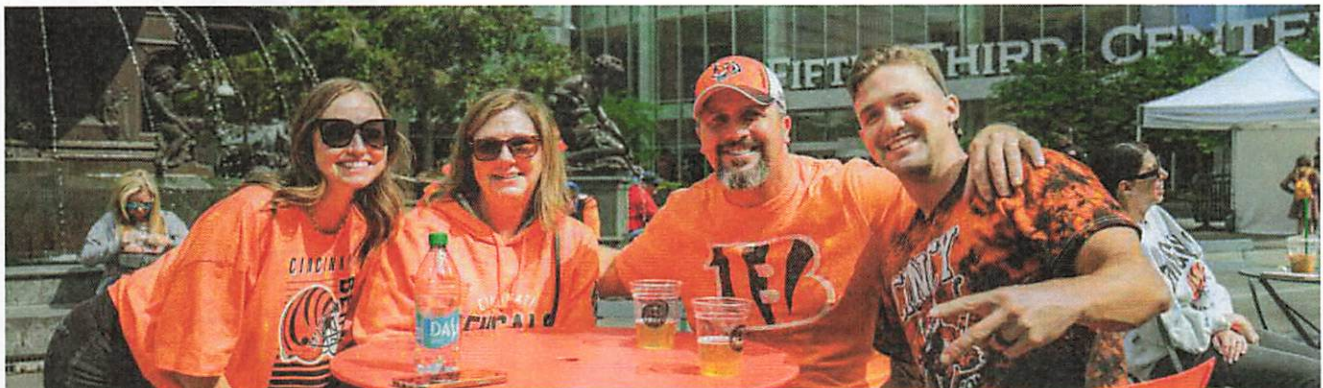
72
Number of
3CDC Events

21
Number of
Third-Party Events

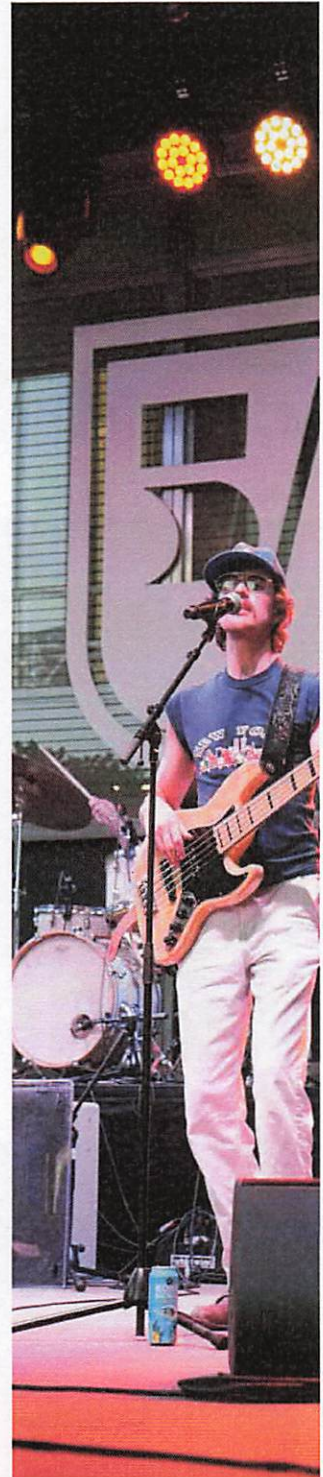
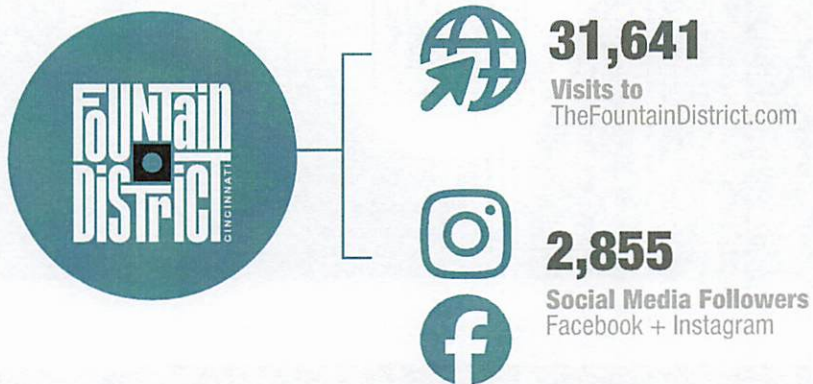
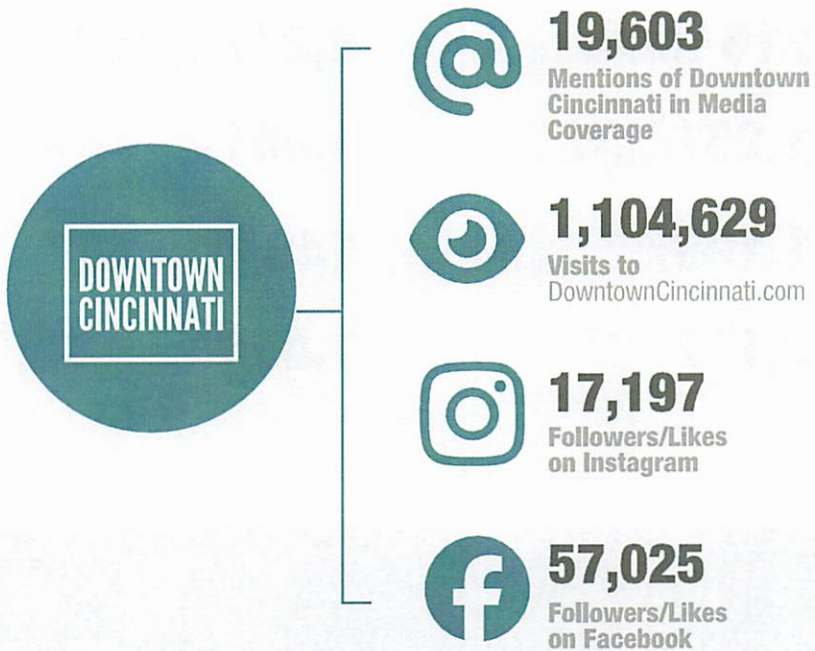


1,126
Number of
3CDC Events

221
Number of
Third-Party Events



> Communication





FREQUENTLY ASKED QUESTIONS

What is a Special Improvement District (SID)?

A Special Improvement District (SID) is a private, not-for-profit organization established under state law. A SID is a mechanism through which property owners assess themselves to provide funding for extended services aimed at the economic enhancement of the area. The need for such services has arisen as traditional U.S. cities have faced competition from shopping malls, out-of-town business/shopping centers and other new business districts. The experience of more than 1,000 existing SIDs throughout the United States has demonstrated the effectiveness of this mechanism in addressing the present economic and social challenges of urban development.

What is the Downtown Cincinnati Improvement District?

The Downtown Cincinnati Improvement District (DCID) is a SID that includes all property within the boundaries of Eggleston Avenue on the east, Central Parkway on the north, Central Avenue on the west (including the Centennial buildings), and the river on the south (excluding the two stadiums). Property owners located within the District decide what kind and what level of downtown management services they need and exert direct control over the delivery of those services.

What is the Services Plan?

The Downtown Cincinnati Improvement District Services Plan outlines the services and activities to be funded by the assessment paid by the property owners in the District. The first DCID Services Plan was approved in 1997 by a majority of owners and outlined the activities funded from 1998-2001. The Downtown Cincinnati Improvement District, and its accompanying Services Plan, has since been renewed six times for the years 2002-2005, 2006-2009, 2010-2013, 2014-2017, 2018-2021, and 2022-2025. Owners choose to renew the District, and the Services Plan, at the conclusion of each term, and may revise the services and the budget to meet the changing needs of the District for the following term.

Why does Downtown Cincinnati need coordinated management and marketing services?

Suburban properties, including office parks and shopping malls, are developed, managed, and marketed by a single ownership group or management company. By contrast, ownership of downtown buildings and land is divided among 600+ individuals and companies with no coordinated management to advocate for their interests, provide common services, or promote downtown as a product and destination. The Downtown Cincinnati Improvement District works to meet the expectation that owners have for a safe, vibrant, and economically successful business district. As directed by the owners, it does this by accomplishing such tasks as providing enhanced safety patrols, training and dispatching greeters, promoting downtown as a destination, and gathering and disseminating pertinent data on downtown's progress.

Does everyone in the District have to pay the assessment?

If the owners representing 60% of the front footage OR 75% of the assessed value in the District sign the enclosed petition, then everyone in the District will receive an assessment for their required portion.

How is the assessment calculated?

By state statute, the special improvement district assessment must be apportioned equitably among all property owners within the service delivery area. Seventy-five percent of the cost is based upon the assessed value of your property, and 25% according to its front footage. Front footage, as defined by Ohio Revised Code 1710.01, is all real property located in the District that abuts upon any street, alley, public road, place, boulevard, parkway, park entrance, easement, or other existing public improvement within the District. The formula equally distributes the burden among large and small properties.

Property Owner Assessed Value									
Total DCID Contributors Assessed Value	X	Total District Budget	X	75%	=	Assessed Value Charged to Property Owner			

Property Owner Front Footage									
Total DCID Contributors Front Footage	X	Total District Budget	X	25%	=	Front Footage Charged to Property Owner			

TOTAL Charge to Property Owner

What safeguards exist to ensure property owners benefit from the services?

The assessment term is four years and its renewal is determined by the property owners of the District. The property owners of the District elect their own board of trustees, individuals who own property or represent property owners within the District. Elections are held every four years to coincide with the start of a new Services Plan. The next election is in November 2025. This elected board of trustees is responsible for the governance of the Downtown Cincinnati Improvement District. Owners may appeal to their board of trustees regarding any issue in the District. The board will make every effort to address the legitimate concerns of all property owners. In the event that a majority of property owners believe the District is not providing sufficient benefit, state statute provides a mechanism for the District to be terminated at any time.

How will I pay the assessment?

District assessments will be collected by the Hamilton County Auditor's Office. Notification that your assessment is due will appear as part of your semi-annual property tax bill.

STILL HAVE QUESTIONS?

For more information about the Downtown Cincinnati Improvement District Services Plan, please contact one of the members of the DCID Board of Trustees.

Trustees

Office Class A Representative

Gloria Samuel
Senior Vice President, Director of Construction Programs and Project Management
Fifth Third Bank

Office Class B/C Representative

Rob Lancaster
Vice President, Head of Real Estate, Development Real Estate and Construction
The Kroger Company

Retail Representative

Bob Deck
Managing Partner
Four Entertainment Group

Hamilton County Representative

Harry C. Blanton
Senior Vice President
Alloy Development Co.

City of Cincinnati City Council Representative

Liz Keating
Vice President, Government Affairs & Advocacy
Cincinnati USA Regional Chamber

Officers

Chair & Office Class A Representative

Brian Banke
Senior Director, Facilities & Real Estate
The Procter & Gamble Company

Vice Chair & Diversified Property Representative

Jon Burger
Assistant Vice President & Director of Facilities, Property and Construction Management
Eagle Realty Group

Secretary & BOMA Representative

Kristi Farris, RPA
Senior Real Estate Manager
CBRE, Inc | Property Management

Treasurer & City of Cincinnati City Manager Representative

Sheryl Long
City Manager
City of Cincinnati

Ambassador Hotline

If you have questions or need assistance?

Call, text, or email:

(513) 623-3429

ambassadors@3cdc.org

Outreach Hotline

See someone in need on the streets and would like to help?

Call, text, or email:

(513) 498-6192

outreach@generocity513.org