



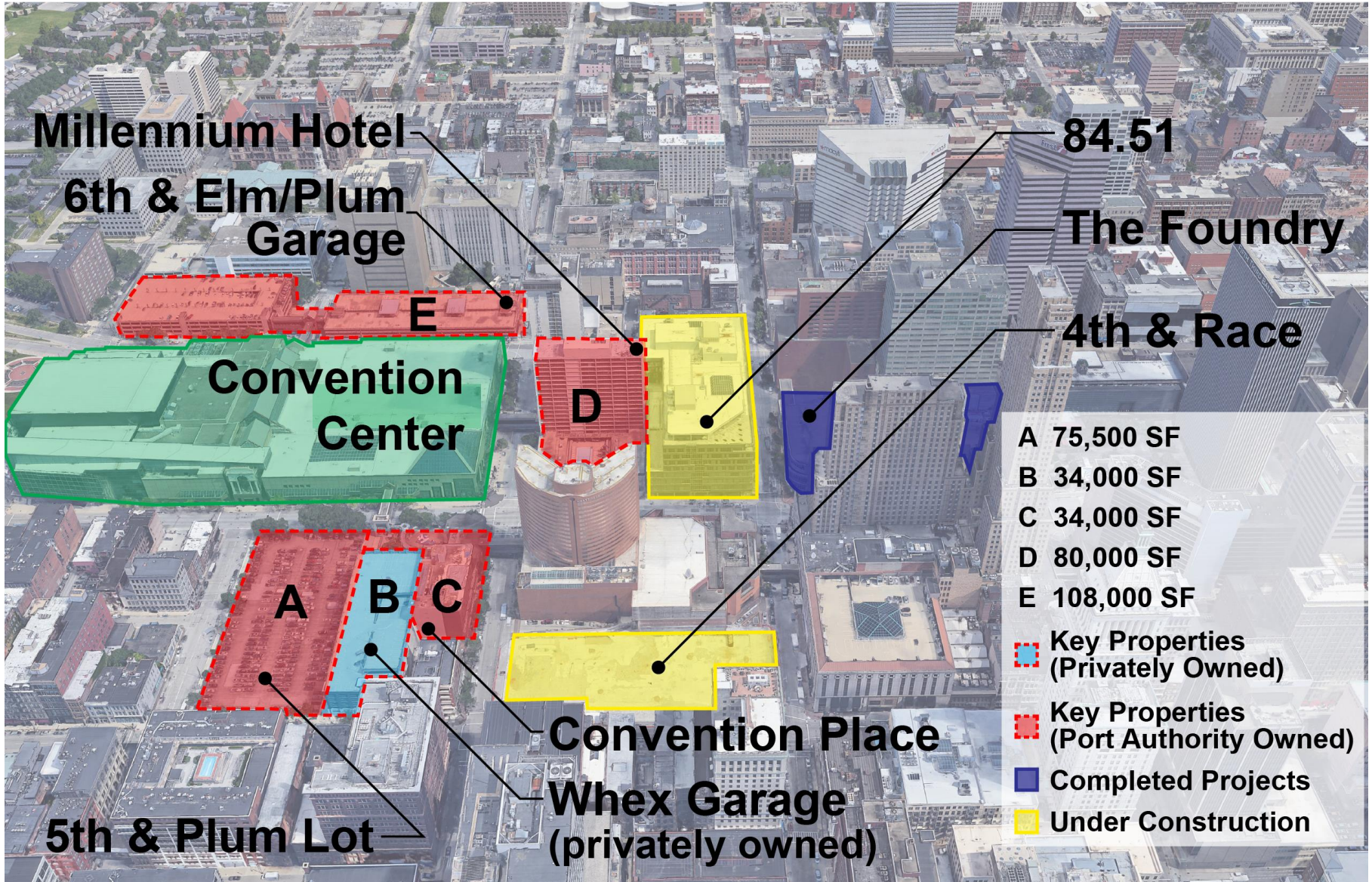
3CDC

CINCINNATI CENTER CITY
DEVELOPMENT CORPORATION



Background

- The Convention Center District at the present time is characterized blighted and underutilized properties
- Duke Energy Convention Center itself is outdated and in need of renovation and/or potential expansion
- Many properties in the District are now under public control, as a result of actions taken by The Port, City, County, and 3CDC
- A total of 297,500 square feet of land (nearly 7 acres) in the immediate vicinity around the DECC are owned or under the control of the City, County and/or The Port:
 - ✓ 5th & Plum lot – 75,500 SF
 - ✓ Convention Place – 34,000 SF
 - ✓ Millennium Hotel – 80,000 SF
 - ✓ 6th & Elm/6th & Plum garages – 108,000 SF





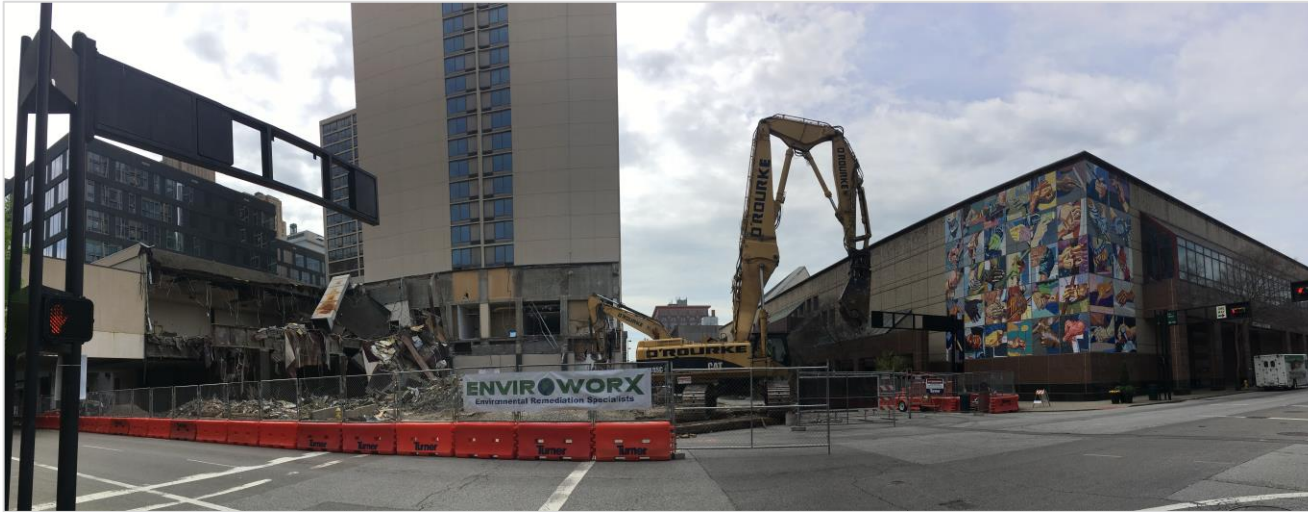
A – 5th and Plum Lot



B – Whex Garage (privately owned)



C – Convention Place Mall



D – Former Millennium Hotel



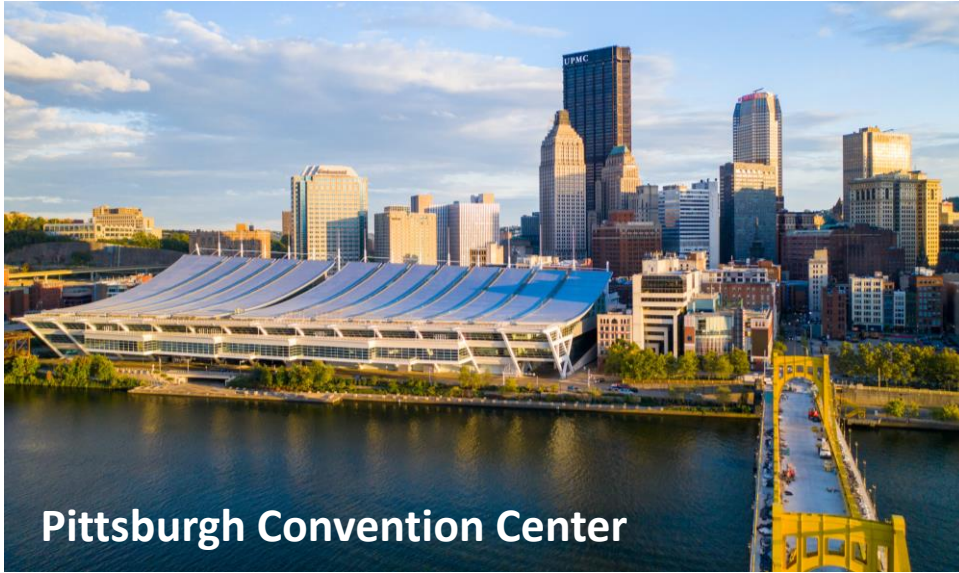
E – 6th & Elm/Plum Garages

- With these properties under public control, the County and City leadership have the opportunity to work collaboratively toward a common goal – revitalizing the Convention Center District in a manner that supports and enhances Cincinnati’s convention and hospitality industry
- As the Convention Center District redevelops, the City and County (as well as related governmental agencies and civic organizations) recognize the immense opportunity this presents for meaningful inclusion of minority- and woman-owned businesses

- There are multiple opportunities for diversity and inclusion throughout the project:
 - ✓ Potential for an equity interest in the new Convention Center Hotel by a minority- or woman-owned business
 - ✓ Potential for minority- or woman-owned businesses to serve as the general contractor and subcontractors throughout construction
 - ✓ Inclusion of minority-owned businesses within the Convention Center Hotel and other potential mixed-use developments
 - ✓ Potential development of, and participation in, a minority-owned developer mentorship program for smaller developers

CSL Study

- In June 2021, a study was conducted by Convention Sports & Leisure (CSL) to review the current market conditions in the Convention Center District
- The study arrived at the following conclusions:
 - ✓ The City's lack of a first-class Convention Center Hotel has been the major factor in lost convention business
 - ✓ The current condition of the Duke Energy Convention Center (DECC) is putting Cincinnati at a disadvantage compared to its peer cities
 - ✓ The surrounding area lacks the necessary amenities and vibrancy to put Cincinnati in a position to compete with its peer cities
 - ✓ The potential future expansion of the DECC could increase the number of possible shows/conventions and hotel visits



Pittsburgh Convention Center



Tampa Convention Hotel



St. Louis Convention Hotel



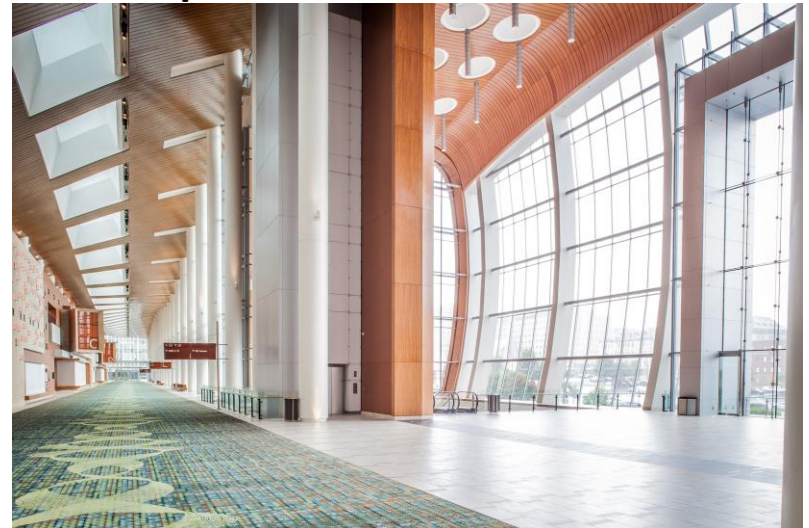
Indianapolis Convention Center



Indianapolis Convention Center Interior



Nashville Convention Center



Nashville Convention Center Interior



Boston Convention Center Outdoor Space



Phoenix Convention Center Outdoor Space



Louisville Convention Center



Columbus Convention Center Interior

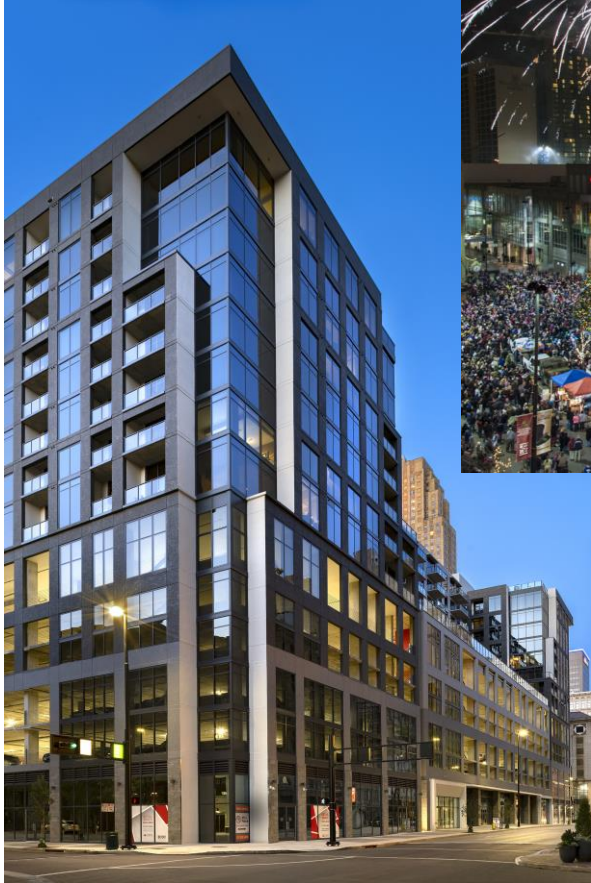
HVS Study

- In April 2019, a study was conducted by HVS (a global hospitality services consultant) to review the current market conditions related to a Convention Hotel; this was while the Millennium Hotel was still in use
- The study determined that there was a strong market for a new Convention Hotel with the following features:
 - ✓ At least 600 rooms, upper-scale, full-service
 - ✓ National brand affiliation
 - ✓ 40,000-60,000 square feet of flexible meeting space
 - ✓ 12,000-20,000 square foot ballroom
 - ✓ Appropriate space for multiple food and beverage options

3CDC Role

- Based on the findings from the CSL and HVS studies, the region's leadership recognizes the Convention Center District must be improved; with much of the surrounding property under control by public entities, an ambitious development program is possible
- To move forward on the District's revitalization, civic and governmental officials have approached 3CDC about providing needed planning and development management services (please see Scope of Services)
- Priorities for the redevelopment of the Convention Center District include:
 - ✓ Pursuing a developer for a Convention Center Hotel
 - ✓ Evaluating potential capital improvements to existing DECC
 - ✓ Mixed-use development on surrounding properties
 - ✓ Interim use for Millennium site, if necessary, while preserving the ability to expand the DECC in the future
 - ✓ Ensuring all work is carried out with a strong commitment to inclusion





- 3CDC has a strong track record of equity and inclusion in construction:
 - ✓ 3CDC has completed 15 projects totaling over \$78 million in contracts to **minority-owned general contractors**, including:
 - Fountain Square
 - Memorial Hall
 - 15th & Vine
 - City Gospel Mission
 - ✓ 3CDC has a strong track record on MBE inclusion on past projects:
 - Kroger On the Rhine (\$94 million project): 22%
 - 15th & Vine (\$19.5 million): 33%
 - Meiners & Behlen (\$15.8 million): 35%
 - Elm Industries (\$7 million): 45%
 - 84.51° Headquarters (\$139 million): 23%
 - ✓ 3CDC has worked with over 50 Black-owned contractors and developed strong working relationships with many of them

- 3CDC has a strong track record of equity and inclusion in attracting and supporting minority- and woman-owned businesses:
 - ✓ 20/97 (21%) of 3CDC's leased, street-level commercial spaces are Black-owned businesses – a 100% increase over the last two years; 41% (40/97) are woman-owned businesses.
 - ✓ In OTR, 28% (22/80) of 3CDC's leased first-floor commercial spaces are MBEs, 19 (or 24%) of which are Black-owned businesses; 49% (39/80) are WBEs.



GO(O)D Co. owner Donny Harper



Society Cycle owner Dari Grant (Bottom L)

- 3CDC has a strong track record of equity and inclusion in programming:
 - ✓ 3CDC would work to ensure the programming at the Millennium site (if necessary) is free, family-friendly, and diverse, as is the case at each of the other civic spaces 3CDC manages.
 - ✓ 3CDC hosts over 1,000 free family-friendly events each year. A sample of the inclusive and diverse programming across all civic spaces includes:
 - Salsa on the Square
 - Reggae Wednesday (Fountain Square)
 - Friday Flow (Washington Park)
 - Summer Cinema – Cultural Family Movies (Washington Park)
 - Jazz at the Memo (Memorial Hall)
 - Free children’s programming and veteran’s programming (Memorial Hall)
 - Street Stage Project – this busking program created to feature local artists is a collaboration with Cincinnati Music Accelerator, a Black-owned business
 - Ziegler Park’s *Everybody In* program, which provides affordable access to Ziegler Pool, free swim lessons for children and adults, a free swim team and low-cost summer camp for neighborhood youth.

- 3CDC is not seeking compensation for the proposed pre-development services
 - ✓ Potential third-party partners may require compensation related to services rendered within the proposed Scope of Services (e.g., updated market/hotel studies, design firms, financial advisors, etc.)
- 3CDC will report directly to the County Administrator and City Manager and provide quarterly updates to the elected representatives of both the County and City
- Any development plans put forward would be subject to future approval of the City, County, Convention Facilities Authority, and The Port



THANK YOU

