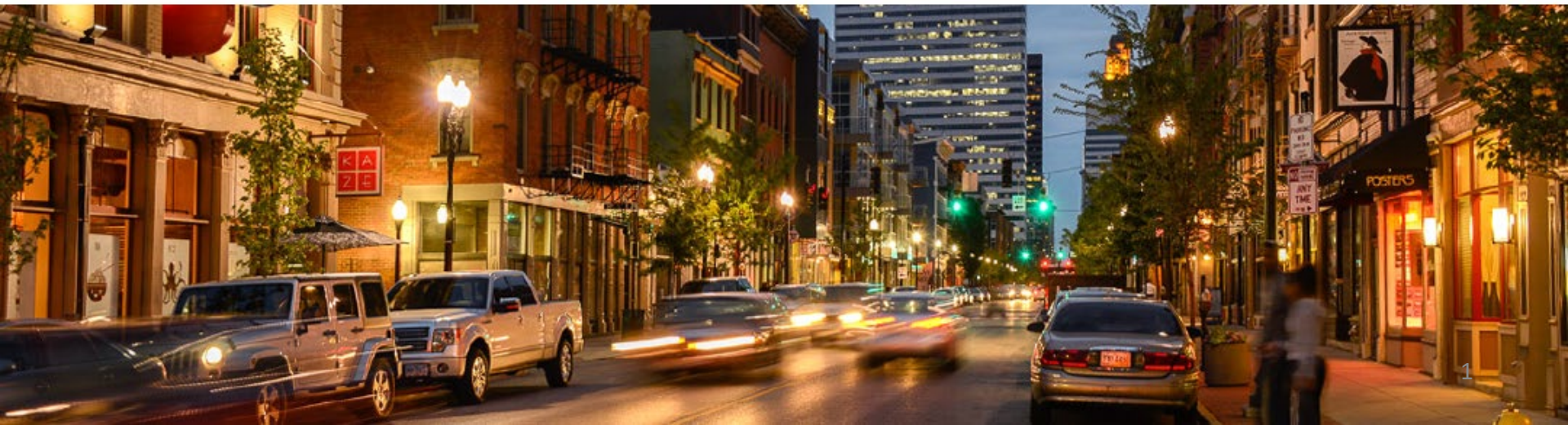




3CDC

CINCINNATI CENTER CITY  
DEVELOPMENT CORPORATION



## Background

- OTR's Main Street district and surrounding area is a pivotal economic & community corridor in Cincinnati's urban core.
- Ziegler Park programming and unique small businesses drive positive activity to the district, however, the area has experienced some public safety issues.
- City officials and interested stakeholders have been working together on physical improvements to the area, activating vacant storefronts and conducting proactive community policing.
  - In late 2022, the City provided \$3.5 million in funding to expand Ziegler Park.
  - 3CDC has managed to complete the project on time and under budget.
- With the physical improvements nearing completion, the Main St Pop-up Program will help address one of the other challenges to safety – vacant storefronts.

## Overview

- Program would focus on activating the vacant storefronts along Main Street, creating more presence and foot traffic on the street.
  - Approximately 26 vacant storefronts, with more under construction
- Program would allow for shorter term leases and provide the opportunity for small businesses who have expressed interest in having a brick-and-mortar space test their concept as a pop-up.
- Any consumer facing business as well as landlord with street level space on Main St (between Central Pkwy & Liberty St) or on Woodward St would be able to participate.
- The program would be managed by a dedicated Program Coordinator.

## **Benefits**

The pop-up program would have several significant benefits for the community, including:

- Supporting the current businesses on Main St by activating vacant storefronts, which should increase foot traffic in the area and result in a larger customer base.
- Providing the opportunity for small businesses to test their concept before moving into their own, longer-term brick-and-mortar space
- The opportunity to change the public perception of the area by offering new and exciting businesses in conjunction with the physical improvements that will soon be unveiled at Ziegler Park.



## Funding Request

- The City has already committed \$3.5 million to the Ziegler Park expansion project, and 3CDC has managed to complete the project on time and under budget.
- Since that money was dedicated to improving the safety of the Main Street area, we are requesting the City reallocate \$485,000 of the savings from the Ziegler project toward this pop-up program.

<b><i>PROPOSED BUDGET</i></b>		
<b><i>2-YEAR PROGRAM COORDINATOR SALARY</i></b>	<b>\$</b>	<b><i>150,000</i></b>
<b><i>CONSULTANTS &amp; PROFESSIONAL SERVICES</i></b>	<b>\$</b>	<b><i>80,000</i></b>
<b><i>GRANTS FOR BUILDOUTS/START-UP COSTS</i></b>	<b>\$</b>	<b><i>255,000</i></b>
	<b><i>TOTAL</i></b>	<b><i>\$ 485,000</i></b>



THANK YOU

