

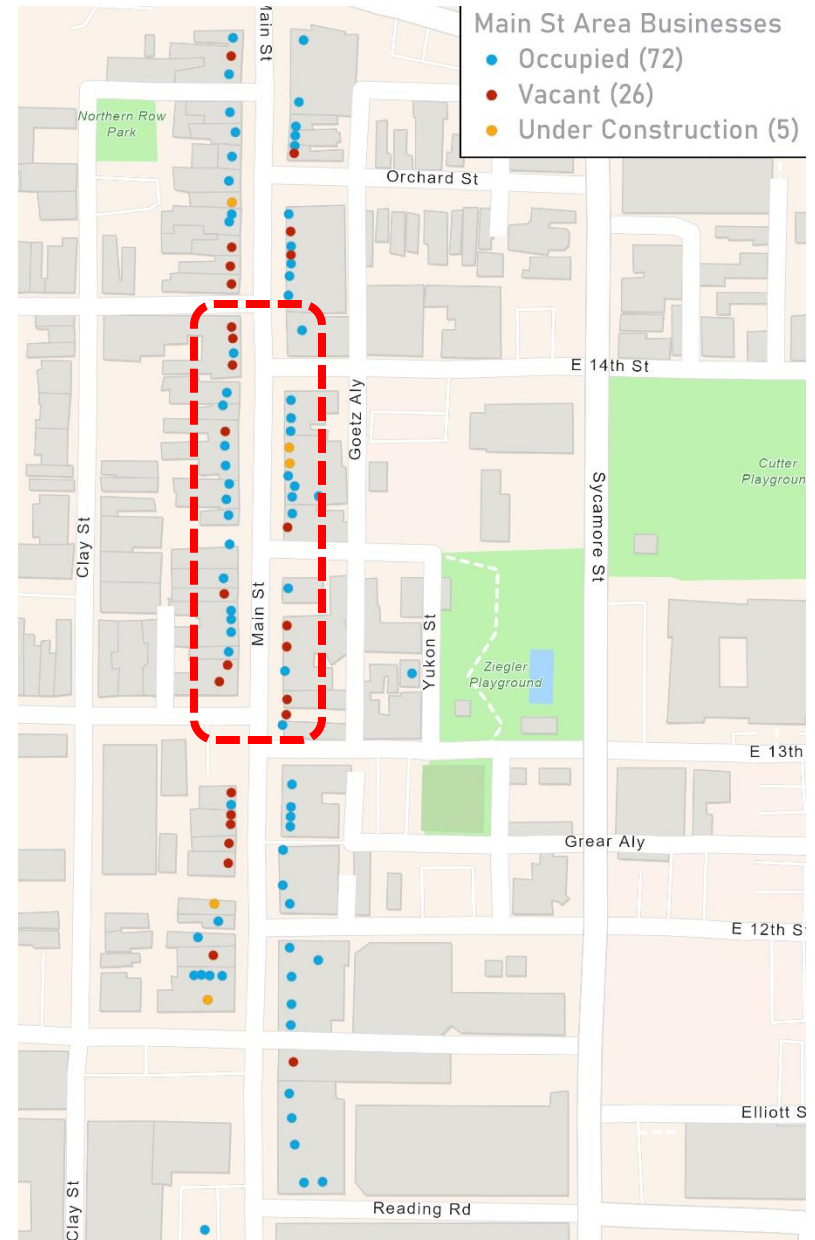
Vacancy on Main Street

Main St from Central Pkwy to Liberty:

- 103 storefronts
 - 26 vacant (25%)
 - 72 occupied (70%)
 - 5 under construction (5%)

1300 block of Main:

- 41 storefronts
 - **12 vacant (29%)**
 - 27 occupied (66%)
 - 2 under construction (5%)



Pop-Up Shop Program

Program Description:

- The Main Street Pop-Up Program would focus on Main Street in Over-the-Rhine in order to reinforce public safety efforts by activating vacant storefronts, creating more presence and foot traffic on the street.
 - There are currently ~30 vacant storefronts along Main Street.
 - The Program would allow short term leases (minimum of 3 months) and provide the opportunity for minority-owned and small businesses who have expressed interest in having a brick-and-mortar space to test their concept as a pop-up.

Program Benefits:

- The Program would have several significant benefits for the entire community, including:
 - Providing an opportunity for small businesses to test their concept before moving into their own brick-and-mortar.
 - The ability to support several small businesses in one space.
 - Supporting the current businesses on Main Street by activating vacant storefronts, which should increase foot traffic in the area and result in a larger customer base.
 - The opportunity to change the public perception that this area is unsafe by offering new and exciting businesses in conjunction with the physical improvements at Ziegler Park.
- The Program has been funded by savings in the Ziegler Park expansion project. Funds will be used to hire additional staff to manage the program (hired May 2023), provide grants to the businesses, and increase CPD security.

Completed:

- Council approval – Approved for \$460,000 for the Program as outlined below:

Approved Budget	
2-Year Program Coordinator	\$150,000
Grants for buildouts/start-up costs	\$255,000
Additional CPD Detail	\$55,000
Total	\$460,000

- Recruited and hired program coordinator – started May 2023
- Drafted program documents (tenant application, license agreement, etc)
- Grant committee formation (Urban Sites, Represent Cincy, OTR Chamber, City, 3CDC)

Next Steps (including tentative dates below):

- Legal agreement with the City – signing week of June 6th
- Inventory assessment – ongoing
- Review applications, match businesses to storefronts - ongoing

Applications went live June 5th. Within the first week, 24 applications were submitted!

Ziegler Park Programming

Ziegler Park Kid/Teen Programming

Everybody In Programming

- ✓ Affordable Pool Admission
 - ✓ 157 community housing passes provided for free
- ✓ Swim Team
 - ✓ 50 registered swimmers from the 45202 zip code
- ✓ Swim Lessons
 - ✓ 600 lessons available ranging from toddlers to adults
- ✓ Summer Camp
 - ✓ 80 enrolled campers



Teen Programming:

- **Events:** 5 monthly programmed events geared directly to the teen demographic. Events range from mental health, dancing/art, and music. Dates/partnerships being finalized
- **Partnerships:** Working with CPS Athletics to bring in Monday night basketball program
- **Engagement:** Targeted marketing on existing Ziegler Park programs like Summer Cinema to encourage teen participation. Texting thread directly with teens to promote events.
- **Past Programming:** Proven success with Fall “Turkey Turn Up” event with 100 participants and summer job fair