



**Downtown
Cleveland
Alliance**

Programs Overview

DCA AMBASSADORS

Since April 2006, the DCA Ambassadors have been cleaning and patrolling the streets of downtown Cleveland. The Ambassadors are easily recognizable in their gold and blue uniforms both on foot and bicycles. The Clean Ambassadors remove graffiti, gum and debris from the sidewalks; Safety Ambassadors provide assistance to pedestrians, after-hour safety escorts, and additional patrol support for the police.

We hire our Ambassadors based on their engaging and outgoing personalities, but at the end of the day, they do a lot of hard work to make downtown more welcoming. Every year our Ambassadors

- Assist over 81,000 pedestrians and over 26,000 motorists
- Remove 387,000 lbs of trash from the sidewalks and plazas of Downtown.
- Patrol for and quickly remove any instances of graffiti throughout the district
- And so much more!

Also, in the summer of 2007 DCA unveiled the Homeless Education Campaign to reduce aggressive panhandling. Using the slogan "Don't give where it can't help," there has been a 40% reduction of panhandling downtown. In July 2008, DCA re-launched the program as "Generocity Cleveland," with the slogan "Change Where it Counts" to encourage educated giving.

MAJOR DCA PROGRAMS

Business Development Center
Office Retention, Expansion & Attraction
Predevelopment Grants & Advocacy
Quarterly & Monthly Newsletters
DCA City Advocates

Downtown Marketing Campaign
Cleveland Bike Rack
Warehouse District MOU
DCA Event Series (including Restaurant Week,
City Hop and Winterfest)

For more information about these programs or others, visit www.downtowncleveland.com

RECENT DCA SUCCESSES

- Creation of DCA's Business Development Center which is focusing primarily on business attraction for downtown properties
- Launch of a new marketing campaign for downtown featuring the use of QR codes (an innovative smartphone technology) and a large scale banner campaign
- Hosted the first Cleveland Furniture Fair, a showcase event for the District of Design
- Spearheading the NineTwelve District initiative to rebrand the Financial District
- Participating in the re-visioning exercise for the Flats Neighborhood
- Contributing on the Group Plan Commission by taking an active role on committees
- Managing operations for the Cleveland Bike Rack – a bicycle commuter station
- Expanded our e-Newsletter outreach to over 7,500 e-mail recipients

For more information about these benefits or to reserve additional event sponsorship opportunities with Downtown Cleveland Alliance, please contact:

Sheri Drake

216-325-0946

sdrake@dcacleveland.net