

Downtown Cincinnati Improvement District - The Year in Review 2011

2011 | Safe and Clean Accomplishments

Maintaining and enhancing a safe, clean and welcoming downtown including the highly recognized Downtown Ambassador Program

- 2011 safe and clean statistics: 1,358 block faces power washed in 2,895 hours; 128,710 pounds of trash removed; weeds removed on 770 block faces; 2,685 instances of graffiti removed; 20,123 hospitality assists; 1,200 contacts with aggressive panhandlers and 4,334 with passive panhandlers.
- DCI focuses on panhandling in the 99 blocks of the CBD. Legal enforcement, the no sitting ordinance, and DCI's Social Service Outreach Coordinator, Chico Lockhart, have been effective. In 2011, Lockhart made 6,654 contacts with clients, social service providers, landlords, etc. to help those less fortunate into permanent housing facilities. He placed 34 people into housing.
- DCI facilitated meetings with property owners and the new Chief of Police James Craig to build upon DCI's strong relationship with the Cincinnati Police Department.
- DCI administers downtown Virtual Block Watch email notifications to its stakeholders regarding urgent safe and clean topics, as well as street closures. In 2011, DCI issued 65 VBW emails to 800 subscribers.
- DCI facilitates four sector groups; average attendance 25-30 stakeholders per meeting. Among their accomplishments, they addressed concerns about homelessness and overnight hours on Fourth Street.
- DCI conducts an annual Downtown Perceptions Survey. 2011 results showed 63% of respondents believe downtown is overall safe (+5% from 2010); 70% believe it is overall clean (+10%); and 80% have an overall positive impression (+13%).
- Keep Cincinnati Beautiful consistently awards CBD streets a monthly litter index score of 1 on a scale of 1 to 4 with 1 being excellent and 4 being poor.
- DCI maintains 70 large sidewalk planters and changes the flowers seasonally.

2011 | Communications / Marketing Accomplishments

Maintaining and enhancing the image, awareness and usage of downtown as a vibrant hub of activity through strategic marketing and communications programs

- DCI and partner organizations conducted focus groups in 2011 to assess perceptions of downtown in minority communities. Key DCI implementations include enhanced advertising with Radio One and Herald, as well as developing promotions to grow local audience participation for Macy's Music Fest. DCI continues to build effective cross promotions with multicultural events on Fountain Square and special restaurant offerings. The opening of Mahogany's at The Banks will create new opportunities for cross promotions with other downtown venues and events.

- DCI generates positive media coverage for dining and shopping around downtown events and holidays including Valentine’s Day, Easter, Mother’s Day, Father’s Day, Opening Day, Macy’s Music Festival, Christmas and more. In 2011, the value of the free media coverage was more than \$3,500,000.
- DCI produced 125,000 annual 2011/2012 Downtown Guides highlighting 600+ establishments, distributed through 400+ outlets.
- DCI’s website visitation increased 53% over 2010. To augment the website, DCI launched a mobile-friendly version. DCI also launched a free downtown Cincinnati mobile app for iPhones and Androids highlighting downtown dining, shopping, playing, staying options.
- DCI assembled 300 welcome bags filled with special offers from 30+ downtown merchants for new residents at The Banks, 500 welcome bags for Omnicare employees, and 600 welcome bags for Nielsen employees.
- DCI’s 2011 marketing campaigns focused on Mother’s Day, Father’s Day, Fourth of July, summer, and holidays. Each campaign integrated traditional paid media (radio, print, online) with social media, Facebook, SCVNGR, text messages, etc., and included special outreach to diverse audiences.
- DCI conducts an annual downtown Visit Survey; 1,100 people completed the June survey, concluding the average visit last 3.5 hours and spend per visit is \$95.77 (+5.8% over 2010).
- DCI heavily programs and promotes the holidays, which included developing new programs in 2011 with the Cincinnati Museum Center to “package” the Duke Energy Trains with downtown activities.

2011 | Stakeholder Services Accomplishments

Advocating for and supporting business and residential growth downtown through stakeholder services programs

- DCI, partnering with The City of Cincinnati, Metro and Tank, conducted downtown orientation sessions for 50 new Omnicare employees on November 5, 2011 and for 500 new Nielsen employees on January 10 and 11, 2012.
- DCI served the information needs of stakeholders by producing the annual State of Downtown Report, distributed in May. The media frequently reference the report statistics in downtown coverage. DCI also maintains a downtown monthly parking survey, updated quarterly, at downtowncincinnati.com.
- In September, DCI delivered a presentation to the Greater Cincinnati Relocation Council at The Banks on topics such as the growing residential community, available amenities, the urban family, and upcoming downtown development.
- DCI leveraged its membership with the Cincinnati USA Partnership to conduct business outreach efforts, including business retention meetings, for nearly 100 downtown businesses. DCI has been active in retail retention efforts such as the successful effort to keep Tiffany & Co. downtown.