

# Downtown Cincinnati Improvement District - The Year in Review 2012

## 2012 | Safe and Clean Accomplishments

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

- 2012 safe and clean statistics: 833 block faces power washed in 1,486 hours; 178,430 pounds of trash removed; weeds removed on 432 block faces; 1,859 instances of graffiti removed; 16,219 hospitality assists; 1,048 contacts with aggressive panhandlers and 3,661 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. Lockhart made 6,251 contacts with clients, social service providers, landlords, etc. to help those less fortunate into permanent housing facilities. He placed 42 people into housing. Lockhart also continues to work with the Mental Health Board, Pre Trial Services and UC hospital to develop protocols for frequent offenders.
- DCI administers downtown Virtual Block Watch email notifications to its stakeholders regarding urgent safe and clean topics, as well as street closures. In 2012, 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 safety concerns near Cincinnati Christian Hills Academy and homelessness on Third and Fourth Streets during the overnight hours.
- DCI conducts an annual Downtown Perceptions Survey. 2012 results showed 73% of respondents believe downtown is overall safe (+10% from 2011); 78% believe it is overall clean (+8%); and 80% have an overall positive impression (+13%). 32% of the respondents represent minority audiences.
- Keep Cincinnati Beautiful consistently awards CBD streets a perfect monthly litter index score of 1 on a scale of 1 to 4 (1=excellent; 4=poor).
- In preparation for the 2012 World Choir Games, DCI Ambassadors worked with the City of Cincinnati and Keep Cincinnati Beautiful to paint 128 light poles in the downtown area.
- DCI maintains 70 large sidewalk planters and changes the flowers seasonally.

## 2012 | 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 began a new weekly feature on 55KRC's Brian Thomas show discussing "What's Happening in Downtown Cincinnati" every Friday morning at 8:35 am. The seven to nine minute interview features upcoming events, promotions and other fun tips about downtown and Over-the-Rhine.
- 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, Holidays and more. In 2012, the value of the free media coverage was more than \$3,000,000.
- DCI produced 120,000 annual 2012/2013 Downtown Guides highlighting 600+ establishments, distributed through 400+ outlets.
- Visitation to downtowncincinnati.com increased 53% over 2011. Facebook friends totaled 9,702 in 2012, an increase of 60% over 2011. Twitter followers also grew in 2012 to 7,981, an increase of 53% versus 2011.
- DCI's 2012 marketing campaigns focused on Mother's Day, Father's Day, Fourth of July, summer, and the holidays. Each campaign integrated traditional paid media (radio, print, TV, online) with social media, including Facebook contests, Twitter, Instagram and text messages. Special outreach throughout the year was made to diverse audiences.
- DCI heavily programs and promotes the holidays. In 2012, Macy's Downtown Dazzle, the Holly Jolly Trolley, Visits with Santa, Story Time with Mrs. Claus, and Horse Drawn Carriage Rides, along with downtown dining, shopping and special attractions drew over 500,000 people to downtown during the holiday season.

## 2012 | Stakeholder Services Accomplishments

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

- DCI served the information needs of stakeholders by producing the 8<sup>th</sup> annual State of Downtown Report, published 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](http://downtowncincinnati.com).
- In September, DCI, in partnership with the Downtown Residents Council, produced the Live It Up Downtown event, a celebration of urban living. The festival was held on Fountain Square, featured live entertainment and over 25 vendors who promoted their downtown small businesses or organizations to visitors. Rental and purchase real estate offerings, tours, and open houses attracted an average of 150 guests.
- For the first time, the Downtown Perceptions Survey was adapted for use by downtown residents. When respondents gave a home zip code of 45210 and 45202, they were redirected to a resident-specific version of the survey with new questions about living downtown. 306 residents completed the survey.
- DCI serves as a member of the Casino Neighborhood Working Group, dedicated to working with the casino, the City and other stakeholders to leverage the presence of the casino in a way that best benefits the city. The work is ongoing through 2014.
- DCI, in conjunction with Councilman Wendell Young, convened meetings of the Taxi Advisory Task Force. The group was comprised of cab drivers, cab company owners, city representatives and city stakeholders. The goal was to revamp and modernize the city's cab regulations and operations.

## 2012 | DCID News

- The SID renewal is underway, and we hope that you have all received your petitions and estimated assessments. Please contact us at 513.421.4440 with any questions regarding the process, and please do sign and return your petition at your earliest convenience. Again, we thank you for your continued support of the Downtown Cincinnati Improvement District.

*Did you find this information useful? Do you have suggestions or feedback on this mailing? If so, please contact Jill Schiller, DCI's SVP of Operations, at [jill@downtowncincinnati.com](mailto:jill@downtowncincinnati.com) or 513.421.4440, x112.*