

## President's Letter

As an organization, we are committed to the continuous improvement of the Cedar Lee district and the task of redefining Lee Road. Our assets are many, placing emphasis on our services, retail, dining options and the historic Cedar Lee Theatre. While the uncertainty of the economy has created a few vacant storefronts in our commercial corridor, this year, eight new businesses chose to locate and grow here. Economic growth in communities occurs when businesses, not government, takes the lead investment role.

In an effort to make our vision of the streetscape a reality, the SID recently retained the services of Wilbur Smith, PE to complete the preliminary design and engineering process. This step is necessary to prepare us to secure funding for the construction phase of this strategic effort. The City of Cleveland Heights and the SID are partnering to fund this extensive portion of the project.

The security cameras installed by the City last year have had a significant impact in reducing derelict behavior at our primary intersection. The recent introduction of a curfew for youth after 6 p.m. has been embraced by a majority of our merchants, and welcomed by many customers. The SID views the curfew as a public safety measure and will work in partnership with the Police Department to monitor its effectiveness.

The SID continues to provide routine street cleaning, snow removal, hanging baskets, seasonal planters, and weed abatement. These efforts greatly assist in maintaining "curb appeal" for the benefit of our customers and visitors, and provide social capital in our neighborhood. Our contractors for these services are dedicated, small and independent businesses who understand the importance of shopping local and providing quality services.

Our marketing efforts continue to grow and evolve as we strive to attract customers with diverse interests. From our district brochure to our Customer Appreciation events, we promote the array of businesses and the uniqueness you can find within a short distance of your home. The SID appreciates the support of the merchants who work with us to provide positive customer and visitor experiences through our events, and hopes to continue our partnerships with local venues who contribute to the vibrancy of Northeast Ohio.

We appreciate our customers who remain loyal to the Cedar Lee merchants. My thanks to the Board for their commitment to the vision of an enhanced commercial corridor. Join us to see what we see. By working together, we ensure a vibrant local economy, progress and a thriving community.

Respectfully,

**John Zagara**, President

Cedar Lee SID