

CLSID 2017-2018 Annual Report

2018 was a milestone for our organization, as we recognized fifteen years of service to the district. It was an exciting year of momentum, as we welcomed new businesses and property owners to the district. The community rallied to nominate us for America's Main Streets competition, a national contest hosted by Independent We Stand. We are proud that in the era of big box retail and on-line shopping, that our "Main Street" vibe still has broad appeal.

While ensuring the economic vitality of Lee Road remains a priority, the SID is concentrating our efforts on the branding and enhanced marketing of the district. "Shop Local" can sometimes be an ambiguous term. In the last few years, there has been an increase of lifestyle centers, entertainment districts and rapid growth of commercial/retail hubs in Cleveland. We strive to ensure that the authenticity, hospitality, customer service and unique experiences found here compel residents and visitors to continue to support our local merchants. We benefit from being connected to strong community roots. Therefore, our focus will be directed to customer engagement, strengthening our social media channels, revising the website, highlighting merchants and further defining the district as a destination of choice. The SID engaged Prosper for Purpose, a Public Relations and Marketing firm to ensure our efforts are relevant, targeted and expose district amenities to a regional audience.

Thanks to our diverse roster of local businesses, district events continue to see high levels of participation. Whether attendees mix, mingle and gather at merchant destinations for the Heights Music Hop, celebrate health and fitness at the Happy 10/5k and 1 mile Fun Run, bring their children for safe trick-or-treating at Candy Crawl, or display their vintage cars with other enthusiasts at Hot Rods and Classics in the Heights, these events allow attendees to interact with the merchants, explore the district, and encourage return visits. Our collaboration with Cain Park, the City's outdoor performance venue, resulted in cross-promotions for exclusive seating, concert ticket give-a-ways, or unique dinner & a show opportunities this year. If you haven't attended an event, we encourage you to do so.

We are optimistic about the proposed Cedar Lee Connection project. Bringing market-rate apartments, and new retail space to the district, this mixed-use development will fill a long vacant space along the corridor, while incorporating place-making elements compatible with our pedestrian-friendly neighborhood. Ongoing investment in the Cedar Lee district helps promote our existing assets, preserve property values and ensure a vibrant future. The SID looks forward to participating in the public engagement process.

The Cedar Lee district continues to grow as an around-the-clock marketplace. Daily, customers can access professional services, fitness, auto repair, shop for goods or every day essentials, or meet a client for coffee. On any given night, customers can experience tastings, tango lessons, trivia nights, exclusive films, live music, art exhibits, book clubs, poetry and theatre performances. The dining & nightlife scene continue to receive positive praise from local media, with bloggers, and travel sites across the nation. There's never been a better time to harness this energy.

We value the investment of time & leadership from our Board members. We appreciate the support from City Hall. We encourage stakeholders to share ideas or work on an event committee. Collectively we offer a vibrant destination for residents and visitors alike. We are all ambassadors for this community. The best is yet to come!