

Cleveland[®]

WELCOME TO THE DESTINATION CLEVELAND ANNUAL MEETING

JULY 11, 2022

JON PINNEY

Chairman of the Board



TURNING THE CORNER, TOGETHER



Cleveland

ENGAGED BOARD OVERSEES ORGANIZATION'S SUCCESS

Cleveland[®]

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Jon Pinney
Kohrman, Jackson and Krantz

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Growth Opportunity Partners,
Inc.

Ann Zoller
Strategy Design Partners

Randy McShepard
RPM International, Inc.

Baiju Shah
Greater Cleveland
Partnership

Brian Zimmerman
Cleveland Metroparks

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City of Pepper Pike

Akram Boutros
The MetroHealth System

Brandon Bryant
Harlem Capital

Micki Byrnes
WKYC-TV

Bradford Davy
City of Cleveland

Robert Falls
Falls & Co.

Adam Fishman
Fairmount Properties

Greg Harris
Rock & Roll Hall of Fame

David Heller
The NRP Group LLC

JW Johnson
Cleveland Browns
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Huntington Convention Center

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KeyBank

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Bedrock Entertainment

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Hilton Cleveland Downtown

Paul Matsen
Cleveland Clinic

Tania Menesse
Cleveland Neighborhood Progress

Tim Meyer
The Westin Cleveland Downtown

Kathy Mulcahy
Orange Village
Pat Pastore
PNC Bank

India Pierce Lee
Cleveland Foundation

Kim Riley
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Chris Ronayne

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thunder::tech

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Huntington National Bank

Gina Vernaci
Playhouse Square

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GRATITUDE AND RECOGNITION



Cleveland

DAVID GILBERT

President & CEO

Destination Cleveland



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MOBILIZING OUR MOMENTUM



Cleveland

**VISION +
STRATEGY =
INDUSTRY AND COMMUNITY
ADVANCEMENT**



REFRESHED VISION & MISSION

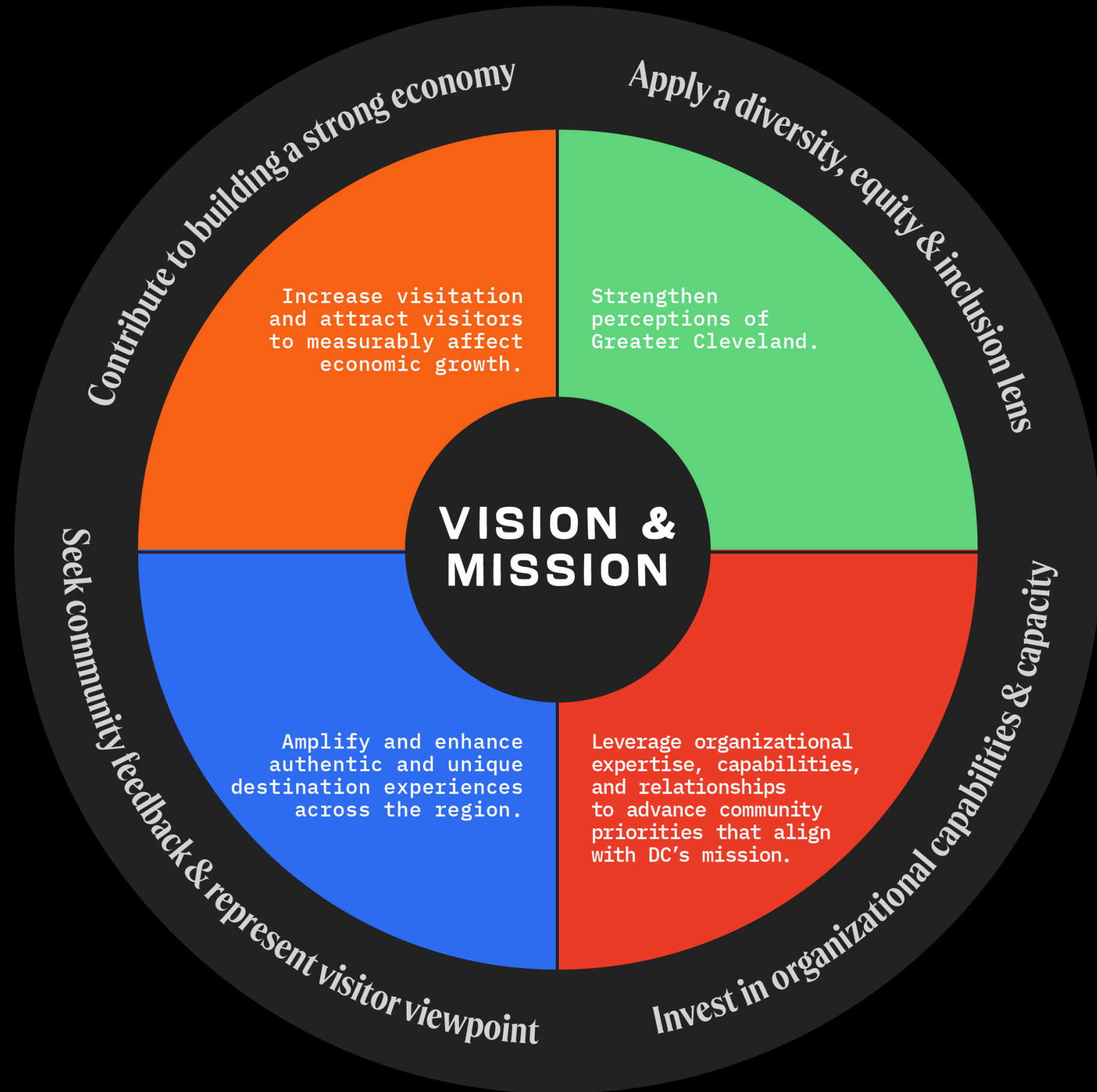
VISION

Everybody loves Cleveland as much as we do.

MISSION

We are unapologetic promoters of Cleveland. By attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity, and contagious passion, we stimulate economic growth.







DRIVE VISITATION & STRENGTHEN PERCEPTIONS

Cleveland

AMPLIFY AND ENHANCE EXPERIENCES

Cleveland[®]



ADVANCE
COMMUNITY
PRIORITIES
THAT ALIGN
WITH DCC'S
MISSION:
CLEVELAND
TALENT ALLIANCE

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ADVANCE COMMUNITY PRIORITIES THAT ALIGN WITH DC'S MISSION: BUSINESS EVENTS

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THE LAND FOR LIFE





TELLING STORIES: THE LAND FOR LIFE

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