

WELCOME TO

Destination Cleveland's Annual Meeting

2025 EDITION

JONPINNEY

Chairman, Board of Directors
Destination Cleveland



2024 2024 2024 2024 2024 20 SUCCESS Success Success Succes ttess Gucces INDICATOR SINDICATORS Indicat l'8 *Indictaor* ccess Success SUCCESS Success Success Success ts Indictaors INDICATORS Indicat ttess Juccess SUCCESS Suttes Cleveland

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BOARD OF DIRECTORS

Bruce Akers, Former Mayor City of Pepper Pike

Dr. Laura Bloomberg, President Cleveland State University

Kate Borders, President University Circle Inc.

Brandon Bryant, Partner Harlem Capital Partners

Micki Byrnes, Chief Communications Officer
AdCom

Bradford Davy, Chief of Staff City of Cleveland

Robert Falls, President & CEO Falls & Co.

Adam Fishman, Managing Partner, Fairmount Properties

Greg Harris, President & CEO Rock & Roll Hall of Fame

William Griswold, Director Cleveland Museum of Art

Craig Hassall, President & CEO Playhouse Square

David Heller, President & CEO
The NRP Group LLC

Robert Hill Area General Manager, IHG Hotels & Resorts

Erik Janas Chief of Staff, Cuyahoga County

Michael Jeans, President & CEO Growth Opportunity Partners, Inc.

JW Johnson, Executive Vice President Cleveland Browns

Nathan Kelly, President
Playhouse Square Real Estate

Brenda Kirk

Tammy LeBlanc, General Manager Hilton Cleveland Downtown

India Pierce Lee, Executive Vice President and Chief Strategy Officer Cuyahoga Community College



BOARD OF DIRECTORS

Paul Matsen, Chief Marketing and Communications Officer Cleveland Clinic Foundation

Darrell McNair, President & CEO MVP Plastics

Sam McNulty, Co-Founder Market Garden Brewery

Randy McShepard Vice President of Public Affairs and Chief Talent Officer, RPM International

Bob Megazzini, General Manager Cleveland Marriott Downtown at Key Tower

Tania Menesse, CEO and President Cleveland Neighborhood Progress

Pat Pastore Regional President PNC Financial Services Group

Jon Pinney, Managing Partner Kohrman Jackson & Krantz Shawn Riley, President McDonald Hopkins

Baiju Shah, President & CEO Greater Cleveland Partnership

Jason Therrien, President & CEO thunder::tech

Julie Tutkovics

The Honorable Patrick Ward, Mayor City of Lyndhurst

Dan Walsh, CEO Citymark Capital

Eric Wobser, CEO Greater Sandusky Partnership

Brian Zimmerman, Chief Executive Officer Cleveland Metroparks

Ann Zoller, Senior Advisor Strategy Design Partners





DAVID GILBERT

President & CEO
Destination Cleveland



THANK YOU







Cuyahoga Community College

School of Business, Legal Professions and Hospitality





UNDERSTANDING THE







LET'S TAKE A LOOK AT

Where We Are Today



TOURISM GROWTH 2014-2023

+8.5% VISITATION

(ON PAR WITH U.S. DOMESTIC TRAVEL GROWTH)

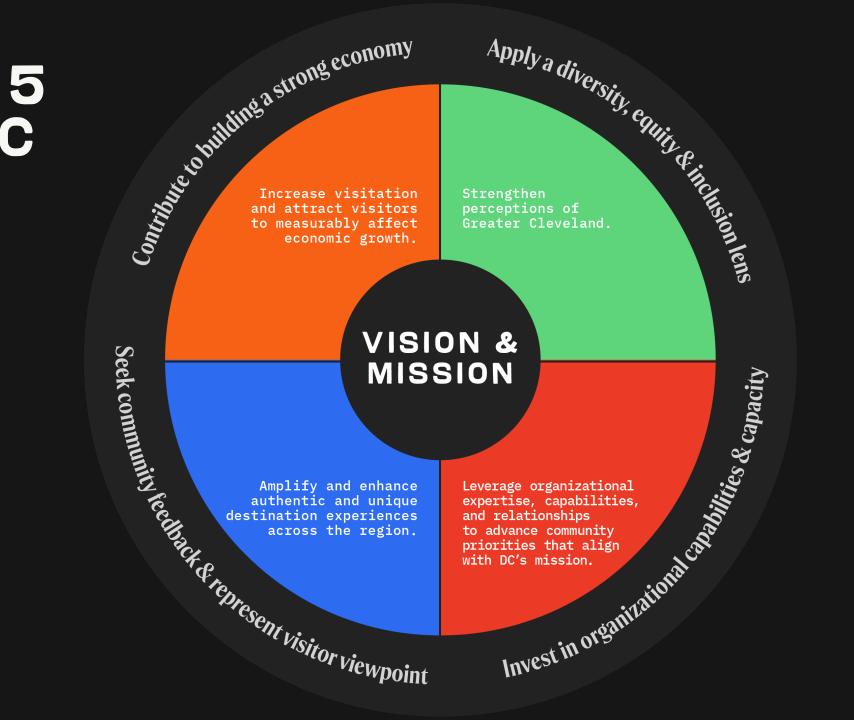
+36%
DIRECT SALES

(MIRRORING STATE OF OHIO GROWTH)

7.5%
TOURISMRELATED
EMPLOYMENT



2023-2025 STRATEGIC PLAN



Apply a q

coximilating a strong economy

Strengthen perceptions o Greater Cleve



VISION &

a strong economy

Apply a diversity, equity & inclusion less

Increase visitation and attract visitors o measurably affect economic growth.

Strengthen perceptions of Greater Cleveland.

VISION &

Seek community rechange auth destina acro VISIUN & MISSION

Leverage organiza expertise, capabi and relationships to advance commun priorities that a with DC's mission

Investing

VISIUN & MISSION

fy and enhance tic and unique on experiences ss the region.

Leverage organizational expertise, capabilities, and relationships to advance community priorities that align with DC's mission.

itor viewpoint

Invest in Organitational capacity

RESIDENT

RECOMMENDATION

INCREASES





Visitor Consideration Increases

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Compounding Tourism's Effect



DESTINATION (Section 1) (Secti

DESTINATION CLEVELAND'S ROLE





VISITOR EXPERIENCE

Place-building



Maximizing Our Assets



EVOLVING CLEVELAND'S NARRATIVE











THE REASON FOR YOUR ROAD TRIP

THISISCLEVELAND.COM
#The£andFORLIFE



You + Me + Cleveland. Let's make it happen.









WORKING TOGETHER





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