

WELCOME TO THE 2026

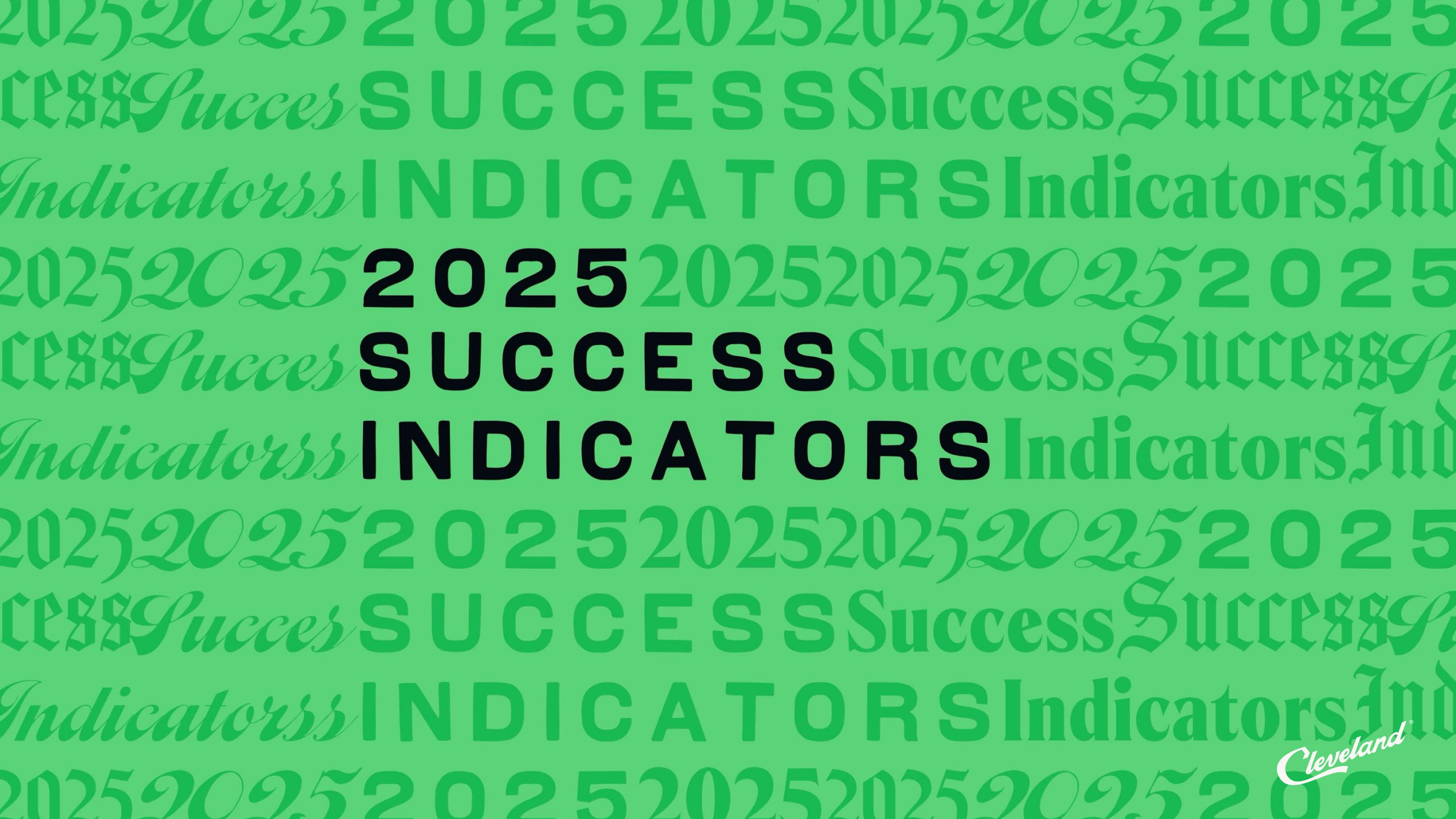
ANNUAL MEETING

DESTINATION
Cleveland[®]

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Chairman,
Board of Directors





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GRATITUDE

AND

RECOGNITION

Cleveland

THANK YOU THANK YOU THANK YOU

JON
PINNEY



Cleveland[®]



THANK YOU, JON THANK YOU, JON

Cleveland[®]

DAVID GILBERT

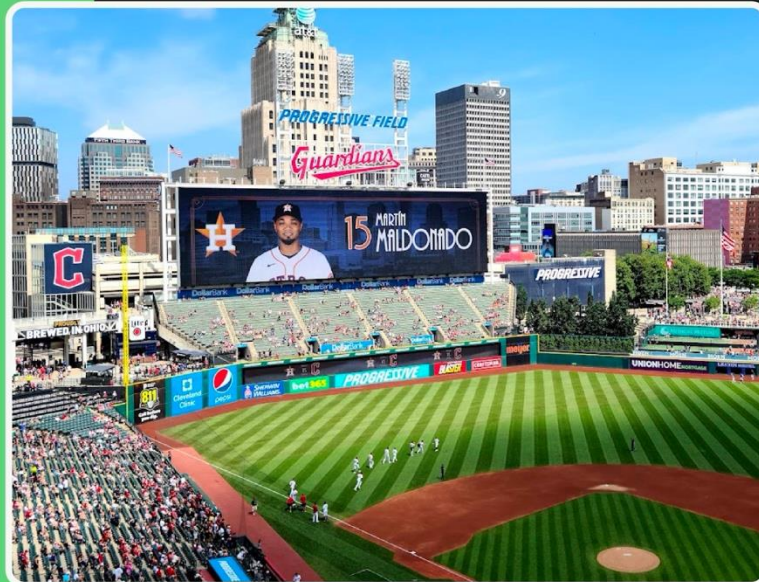
President & CEO



THANK YOU



Cleveland



TOURISM
DRIVES
SHORT-
&
LONG-TERM
VALUE

THE LAND OF ...

EXCEEDING EXPECTATIONS

Cleveland[®]



THE LAND THAT...

DEMANDS
YOUR
ATTENTION

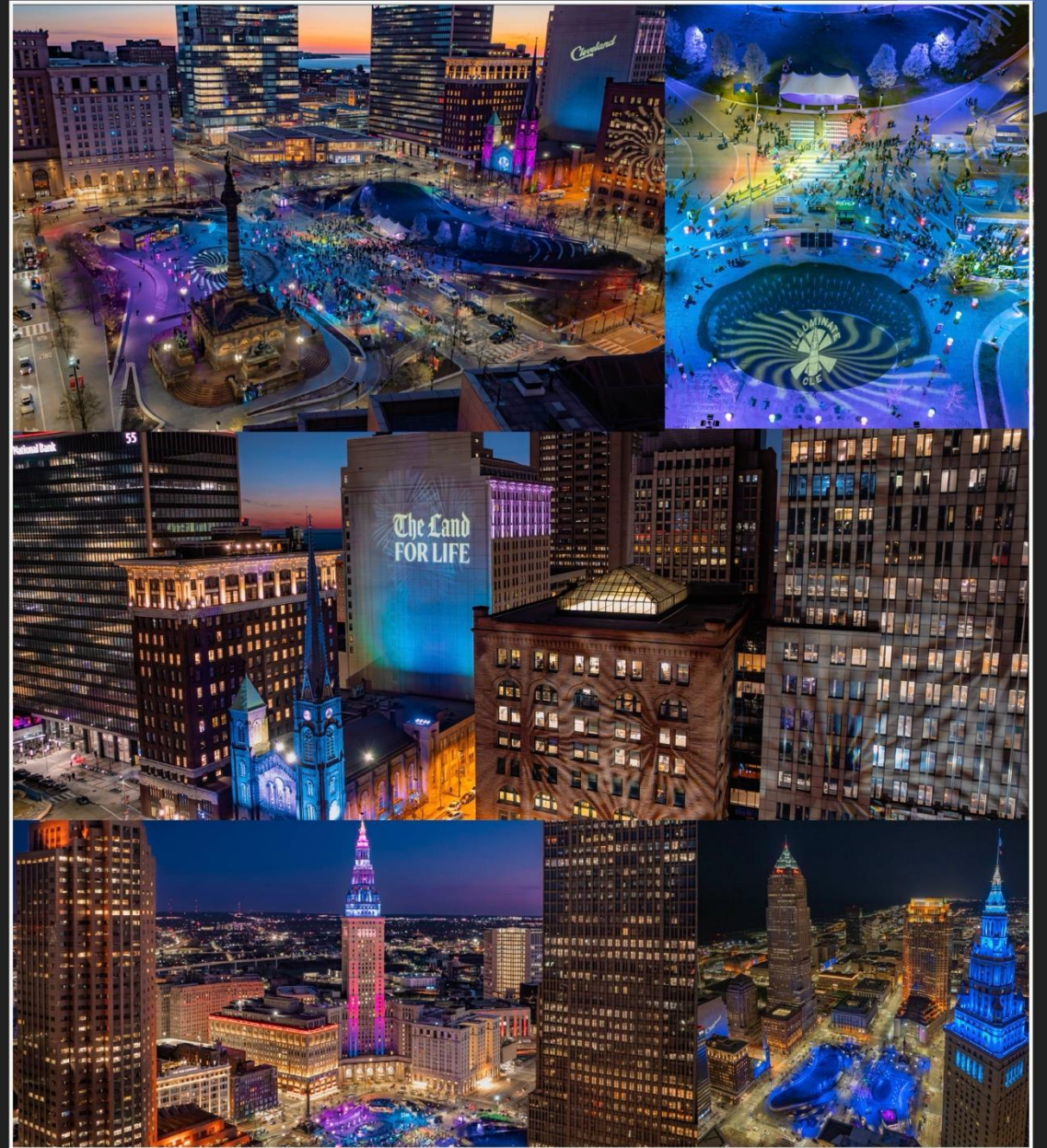
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THE LAND OF ...

KEEPING IT
FRESH

Cleveland[®]



THE LAND OF...

OPPORTUNITY

Cleveland®

Cleveland

MENU SEARCH AREA MAP CALENDAR

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MOVE TO CLEVELAND



LIVE AND WORK IN CLE

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MOVE TO CLEVELAND. LIVE YOUR BEST LIFE.

The Land for Life

Chat With Us

Cleveland

WITH MORE THAN

58K

TECH JOBS IN THE REGION.
CLEVELAND'S TECH FOOTPRINT
IS GROWING EACH DAY. THAT'S
MORE THAN COLUMBUS OR
PITTSBURGH.

ONE AND ONLY ROCK & ROLL HALL
OF FAME FOR ALMOST 30 YEARS.

1995

HOSTING A STAR-STudded
INDUCTION CEREMONY EVERY
THREE YEARS.

LIKE THAT CHARMING FRIEND
WHO'S SUPER COOL BUT DOESN'T
MAKE YOU SPEND ALL YOUR
CASH - CLEVELAND IS A

Top 5

AFFORDABLE GREAT LAKES CITY.

worldatlas.com

CLEVELAND HAS LONG BEEN
THE MANUFACTURING MVP.
BOASTING PRIMETIME PLAYERS
LIKE THE

#1 in the
World

PAINT COMPANY, SHERWIN-
WILLIAMS.

coatingworld.com



2026-2030 STRATEGIC PLAN

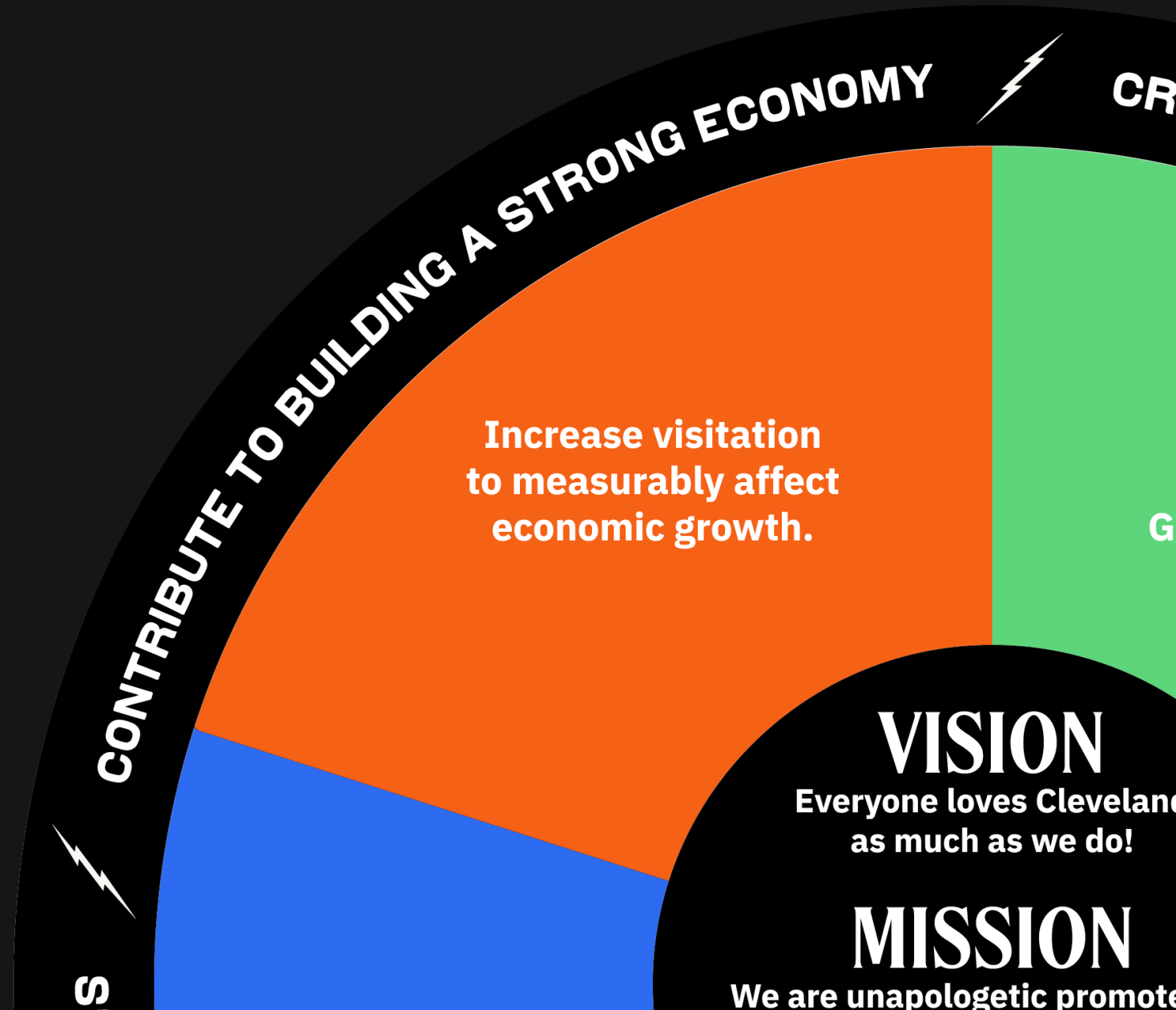




ENABLING PILLAR

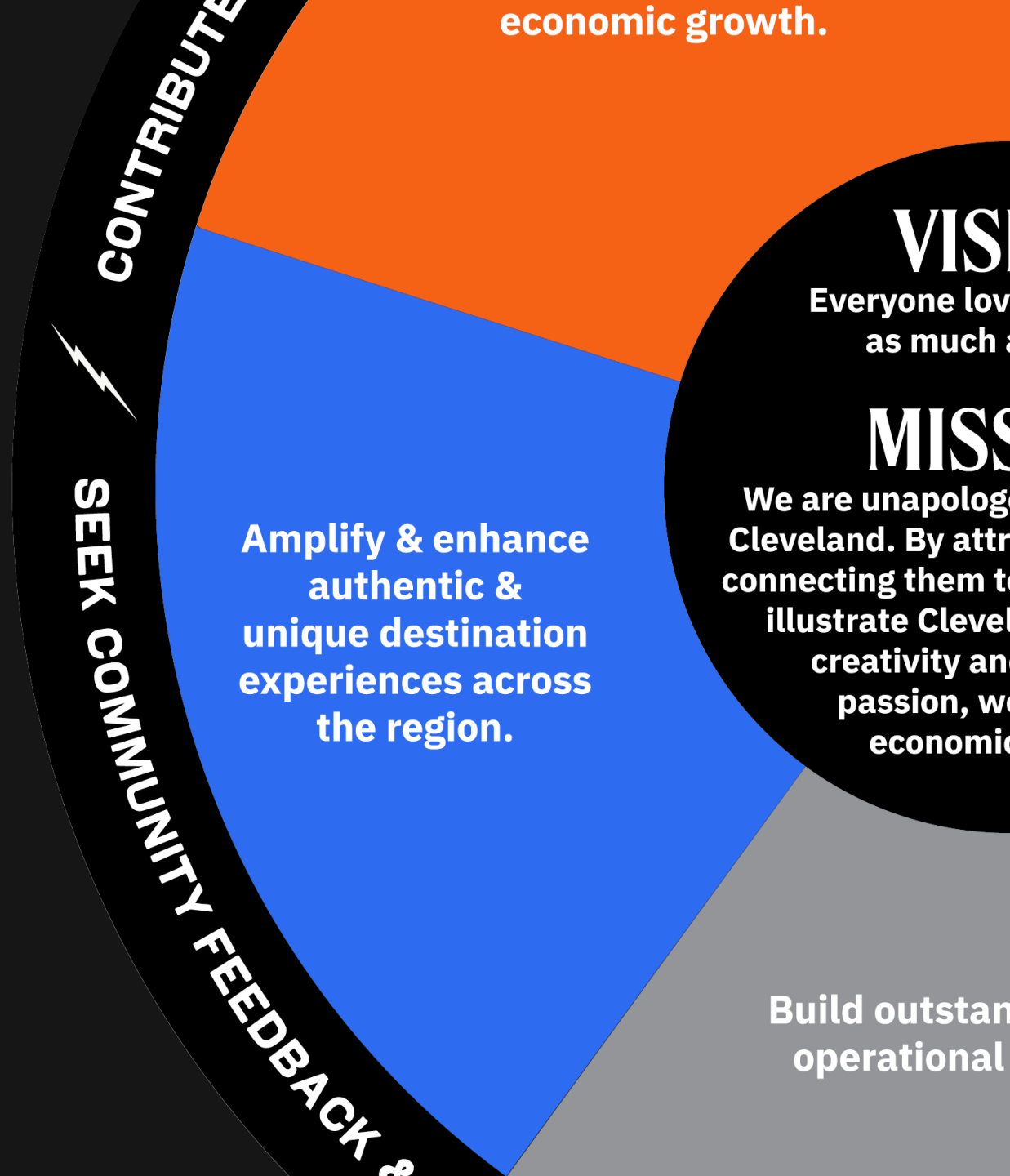
ATTRACTING PILLAR

Cleveland[®]



AMPLIFYING PILLAR

Cleveland[®]



INTRODUCING: THE CLE INSIDER PROGRAM



Cleveland

THANK YOU CLE INSIDER PROGRAM

SUPPORTING SPONSORS:

PRESENTING SPONSOR:



Michael & Areli Jeans



Hospitality
Management



CONNECTING DESTINATION EXPERIENCES



Greater Cleveland.

ION

es Cleveland
as we do!

SION

etic promoters of
acting people and
o experiences that
land's diversity,
d contagious
e stimulate
c growth.

ding talent &
foundation.

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

ORGANIZATIONAL CAPABILITIES & CAPACITY

LEVERAGING PILLAR

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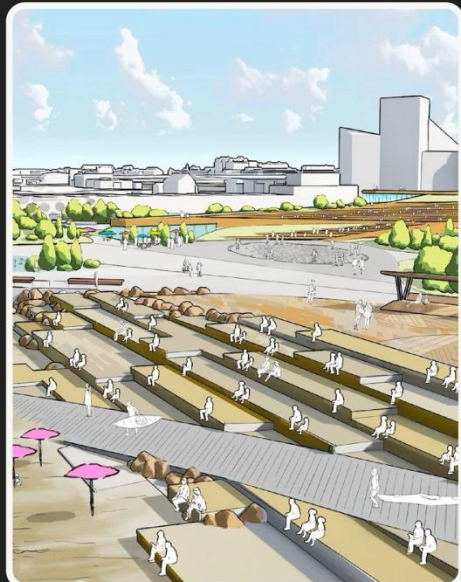
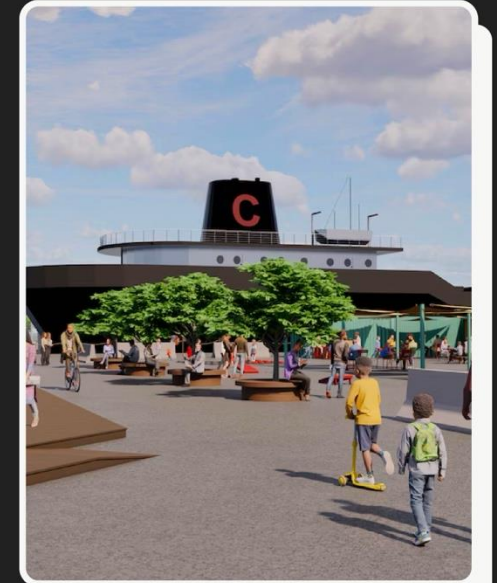
ORGANIZATIONAL CAPABILITIES & CAPACITY

LEVERAGING PILLAR

Cleveland[®]

GENERATIONAL TRANSFORMATION ALONG CLEVELAND'S WATERFRONT

Cleveland[®]



NG ECONOMY

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nic growth.

CREATE A SENSE OF BELONGING

Strengthen
perceptions of
Greater Cleveland.

PERCEPTION PILLAR

VISION

Everyone loves Cleveland
as much as we do!

MISSION

We are unapologetic promoters of

ES & CAPACITY

Leverage organizational

Cleveland

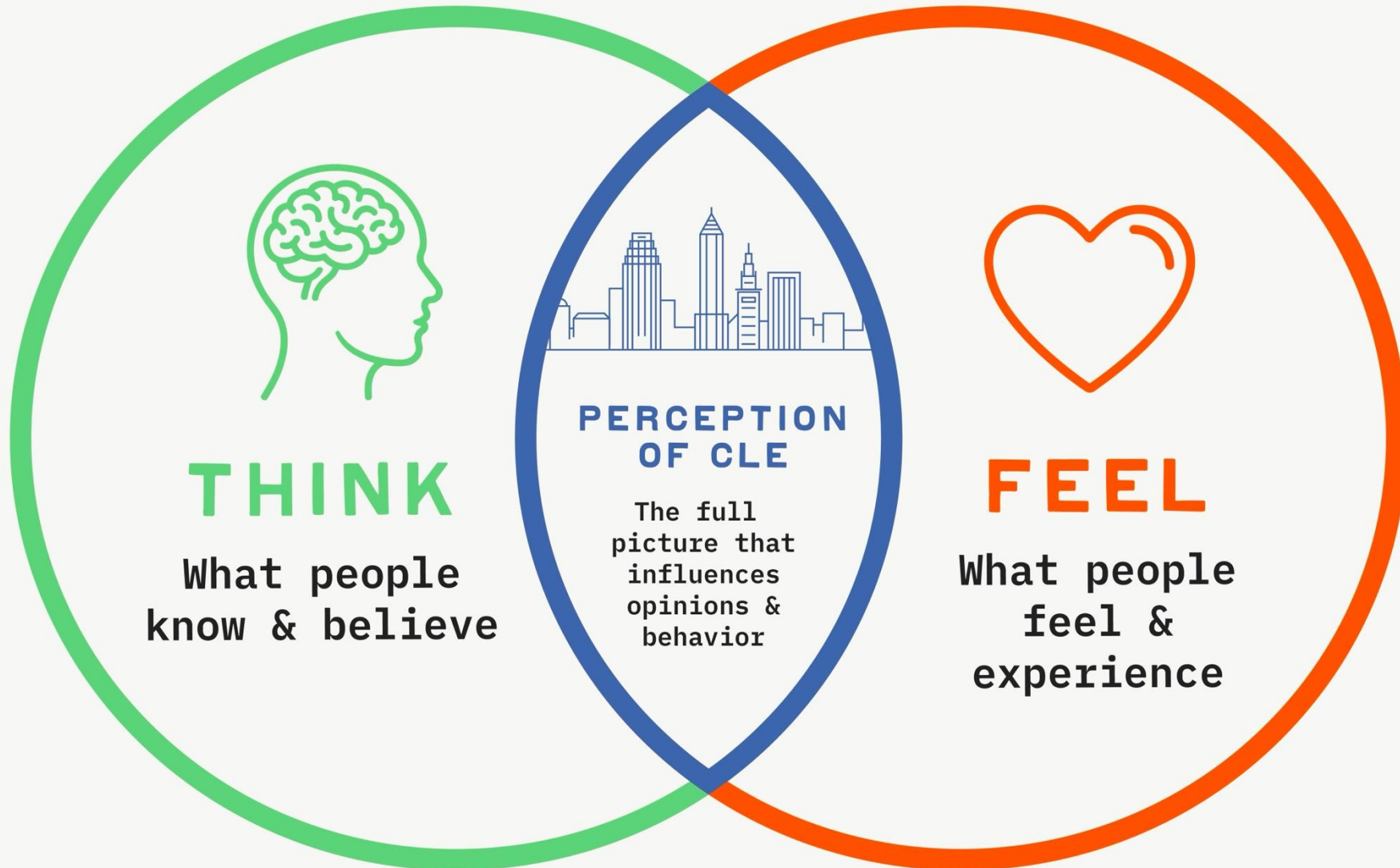
DESTINATION
Cleveland[®]

Bloom Consulting

COUNTRIES
REGIONS
& CITIES

Cleveland[®]

THE CORE OF PERCEPTION



TURNING LIKES INTO



RECOMMENDATIONS

Cleveland[®]

INTRODUCING...

Cleveland
**BRAG
BUTTON**



Cleveland

G BRAG SWAG BRAG SWAG

Cleveland BRAG BUTTON

BRAG KIT MANUAL

Keep em' talking about
The Land.

Now that you've experienced the Cleveland Brag Button, that means you're a part of Destination Cleveland's Brag Movement. You're an ambassador for our city now, carrying the message forward wherever you go.

This toolkit will help you turn everyday moments and conversations into opportunities to brag about Cleveland and help others see it differently.

Remember, the best stories about The Land come from the people who live in it.

#TheLandFORLIFE
THISISCLEVELAND.COM/BRAG

What's Inside & How to Use It

BRAG CARDS

Have you encountered an uninformed friend, oblivious relative or unaware coworker speaking unintelligently on The Land? Keep these cards on you as an easy way to start changing perceptions one conversation at a time. You're from The Land. Brag about it.

BRAG PRESS-TO-PLAY BUTTON

Tap it to spark instant Cleveland pride. Hear CLE voices (you may recognize some) deliver affirmations and inspiration to remind you of everything worth bragging about in The Land. Which is a lot.

BRAG PINS

Pride is contagious. Wear your pins as a badge of Cleveland pride. Put them on your jacket, bag, hat - wherever people can see and ask about them. That's your invitation to brag.

TOTE "BRAG" BAG

Bring Cleveland with you everywhere. Whether people see it or hear one of your sick CLE brags, you'll start conversations. And that's what the Brag Movement is all about, turning pride into something contagious.

THE CLEVELAND BRAG COACH

Your go-to hype man for The Land, ready to back it up with proof, pride and just the right amount of attitude whenever Cleveland takes a hit. Part strategist, part storyteller, he turns clapbacks into shareable content and everyday moments into posts that travel—just type your request and watch him cook.



#TheLandFORLIFE
THISISCLEVELAND.COM/BRAG



Cleveland
If someone
talks sh*t
about
Cleveland,
hand them
this.

Scan.
Then Talk.



#TheLandFORLIFE
THISISCLEVELAND.COM/BRAG



GET TO BRAGGING

Cleveland®

Cleveland

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THE CLEVELAND BRAG HUB

Join the Movement



THE CLEVELAND BRAG MOVEMENT

A community-powered effort that turns pride into shareable moments

The Cleveland Brag Movement is a new way for Clevelanders to show off The Land. No scripts. No pressure. Just real people sharing what makes this city worth talking about.

Built on the idea that Clevelanders are our best storytellers, this movement makes it easy to share what locals love through simple, everyday actions. From social contests and tagging visitors to using the Cleveland Brag Coach, every interaction is designed to turn real moments into shareable ones.

At events across the city, you'll even find a life-sized Brag Button – a bold, interactive experience that lets you press, record and share your Cleveland brag with the world. Head down to [Pride in the CLE Saturday, June 6 on Mall B in Downtown Cleveland](#) for your first opportunity to experience The Brag Movement in the wild.



Cleveland®

Cleveland

← Back to Travel Agent



READY. SET.

BRAG

PASSIONATE. CLEVER. UNAPOLOGETIC. PROUD.

Your Cleveland Brag Coach is here to help you trash talk.

Hype me up about Cleveland

Give me a comeback for haters

Write me an Instagram caption

Craft a DM inviting my friend to visit Cleveland

Talk trash, ask for a caption...



Powered By Satisfi Labs

MEET CLEVELAND'S BRAG COACH

Cleveland®

BRAG COACH EXAMPLES

Your Cleveland Brag Coach is here to help you trash talk.

Chat with Destination Cleveland

How to use me Hype me up about Cleveland Give me a comeback for haters

Write me an Instagram Caption

5:03 PM

I want to say more about why I love Cleveland but I'm not sure how to put it into words. Help me find the right way to say it.



Cleveland love isn't a Hallmark card. It's grit with a heartbeat. It's the kind of city that takes a hit, gets up, then invites you to the cookout anyway.

If you're hunting for words, try this: "I love Cleveland because the passion is real. People here build, create, and show up for each other. We're underdogs, innovators, and creative weirdos who don't need permission to be proud."

Want it shorter? "Cleveland made me tougher, funnier, and more loyal. That's why I ride for The Land." Go say it with your chest.

Do you want it as a text message?

Talk trash, ask for a caption ...

Powered By Satisfi Labs

Someone just told me Cleveland is boring. Help me respond with examples of things to do here that would actually change their mind.



Tell them this: Cleveland isn't boring, it's just not begging for attention. You've got the **Cleveland Museum of Art** when you want your brain fed, a full-on **Rock & Roll Hall of Fame** day when you want the legends, and neighborhood hopping that hits every mood. Want grit and history? Take a guided tour with **SEE CLE** (they'll tailor it to your time and interests): [View tours](#) or call [2162870807](#).

Then hit a game, grab a Polish Boy, argue Brewnuts vs. classics, and tell them to keep that "boring" take in whatever city never leaves the couch. Say the word and I'll help you craft the perfect clapback.

Want a savage clapback or a friendly invite?

Talk trash, ask for a caption ...

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Cleveland

WORKING TOGETHER



THANK YOU



Cleveland

READY

SET

BRAG

Cleveland[®]



Cleveland[®]
**BRAG
BUTTON**