



Stories Worth Telling

What Cleveland can show the world besides a historic debate

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Social Justice: Policy Matters

Story Topic: Cleveland declares racism a public health crisis

Synopsis: The declaration of racism as a public health crisis lays the foundation for tackling disparities that have led to poorer health outcomes for African Americans in Cleveland.

- Key Points:**
- A unanimous June vote by Cleveland City Council [declared racism a public health crisis](#). Issues of focus include generational disparities in education, access to jobs, earning power, access to housing, access to health care, home environment and quality of life.
 - Under guidelines from the Centers for Disease Control and Prevention, the City will take action to eliminate disparities causing health issues. The legislation requires the establishment of inclusive groups to develop strategies for promoting equity and tackling the structures that are causing racial disparities.
 - “Racism is a sickness,” Councilman Blaine Griffin, chairman of council’s Health & Human Services Committee, has stated. “We want to institutionalize racial equity.”
 - A working committee of experts to study and pursue policies and strategies to bring about racial equity include Marsha Mockabee, Urban League of Greater Cleveland; Margaret Mitchell, YWCA Greater Cleveland; Danielle Sydnor, Cleveland NAACP; and Dr. Arthur James, Case Western Reserve University & First Year Cleveland.
 - Following the resolution, more than 20 Greater Cleveland organizations signed a statement of support to commit to tangible actions to undo structural racism. Within a few weeks, more than 100 organizations took [The Cleveland Pledge](#).
 - The group acknowledges that rectifying a system of structural racism will take much more than words. Each participant pledges their individual and collective resources to set forth tangible actions to undo structural racism.
 - Cuyahoga County Council also passed a resolution declaring racism a public health crisis this summer and announced a [Citizens’ Advisory Council on Equity](#).

Contributing Organization/Contact: Blaine Griffin, Cleveland City Council, bgriffin@clevelandcitycouncil.org, 216.664.4234
Michele Pomerantz, Citizens’ Advisory Council on Equity, mpomerantz@cuyahogacounty.us, 216.443.4605



Social Justice: Organizations Respond

Story Topic:	Cleveland’s sports teams, corporations and philanthropic community address the call for racial equity
Synopsis:	Cleveland institutions respond to the country’s reckoning with structural racism and issues facing Cleveland’s Black residents with new alliances...and funding opportunities.
Key Points:	<ul style="list-style-type: none">• Cleveland’s three professional sports teams – the Cleveland Cavaliers, Cleveland Browns and Cleveland Indians – recently announced a sports alliance to develop a sustainable and direct strategy to address social injustice facing the city of Cleveland and all Northeast Ohio communities.• The alliance will draw from the community’s emotional connection to the Cavaliers, Browns and Indians and utilize each team’s platform to be positive agents of change. Players from each team will also have an opportunity to get involved in efforts.• Initial efforts concentrate on voting, voter education and nonpartisan voter registration. One effort is working with the City of Cleveland, Cuyahoga County and the Board of Elections to turn Rocket Mortgage FieldHouse into a polling location for the 2020 General Election.• Moving forward, the alliance will work in partnership with community and civic leaders and minority organizations to address additional issues, including improvement of the relationship between law enforcement and its citizens and increasing opportunities for quality education.• The Cleveland Foundation, one of the country's first and largest community foundations, recently announced the creation of the Cleveland Black Futures Fund. The COVID-19 pandemic and the protests happening nationally and locally prompted a bolder call to action to address systemic racism and its devastating effects in Greater Cleveland.• With an initial \$2.5 million in funding, it will invest in and strengthen Black-led and Black-serving social change organizations. Long term, the foundation aims to deepen the field of leaders working to dismantle systemic racism and advance the community towards racial equity.
Contributing Organization/Contact:	Zack Yohman, Cleveland Cavaliers, ZYohman@cavs.com , 216.420.2837 Austin Controulis, Cleveland Indians, acontroulis@indians.com , 216.420.4436 Alan Ashby, Cleveland Foundation, aashby@Clevelandfdn.org , 216.615.7591



Social Justice: Get Out the Vote

Story Topic:

Voter registration efforts throughout The Land

Synopsis:

With voter access as important as ever, there are multiple efforts taking place in Cleveland with a focus on engaging new and underrepresented voices. Though social distancing has provided additional challenges, these groups have adapted their approach to get out the vote.

Key Points:

- The nonpartisan [Cleveland VOTES](#) organization works to galvanize citizens in low-income or hard to reach communities to increase civic engagement, voter participation and efforts for fair elections. The organization works with existing nonprofits to engage their networks, offering a [Commit to Cleveland Toolkit](#), and partnering to host registration events and outreach.
- [ThirdSpace Action Lab](#), a grassroots research, strategy and design cooperative focused on elevating low-income communities of color, has hosted multiple #BiscuitsAndDemocracy events that offer free breakfast and assistance with voter registration. With support from Cleveland VOTES, the events are held at ThirdSpace's community space in the historically underserved Glenville neighborhood.
- A new tactic for reaching people during the pandemic appeared with La Caravana, a line of cars and trucks that parades through the Cleveland's Clark-Fulton neighborhood, which has a large Latino population. A speaker on the back of a pick-up truck plays a looped message in English and Spanish, and organizers hand out information about how to respond to the Census, vote and keep safe during the COVID-19 pandemic. Organizers of the effort - Cleveland VOTES and the [Young Latino Network](#) - have hosted a caravan each month since April to reach residents.
- Suburban women have become a key target in recent races, and [Red, Wine & Blue](#) aims to harness the power of this group to turn Ohio blue. Founded by Katie Paris, the group works to engage "the sisterhood" with digital content, media and tools that empower their voice and networks. A look at posts with [#HousewifeChallenge](#) shows the creativity of the followers and their commitment to turning housewife clichés on their head.
- Red, Wine & Blue has events planned each day leading-up to the debate, including a Vino the Vote: Rosé the Resistance, a socially-distanced, outdoor gathering and a 11am Brunch on Debate day at the founder's home in Cleveland's East Side.

Contributing Organization/Contact:

Erika Anthony, Cleveland VOTES, erika@clevotes.com, 216.202.5468
Beverly Batte, Red, Wine & Blue, beverly@redwine.blue, 859.630.7604



Social Justice: Activism On Display

Story Topic:	Cultural institutions and artists respond to and highlight social justice movements
Synopsis:	Artistic expression has always been at the forefront of representing the times and giving a voice to the unheard. Cleveland artists and cultural institutions illustrate this through responses to historic and present-day calls for justice and equality.
Key Points:	<ul style="list-style-type: none">• Faced with shuttered stages and a need to respond to the nation’s call for racial justice, Karamu House, the country’s oldest African American producing theater, had to get creative. President & CEO Tony F. Sias conceptualized Freedom on Juneteenth, an original theatrical production (streamed online) and artistic response to the recent murders of Black Americans through music, dance and spoken word. After receiving national attention and an engaged audience, the theatre company followed up with an ongoing series of original productions to stream, Freedom After Juneteenth. Each episode hones in on a specific topic, including the trauma caused by police brutality and the power of voting. The series is designed to celebrate, educate, heal and activate communities.• The Rock & Roll Hall of Fame’s newest exhibit, It’s Been Said All Along: Voices of Rage, Hope & Empowerment, showcases musical and visual artists that have created art as a response to unspeakable tragedy and to promote social justice. Artifacts include Aretha Franklin’s Valentino dress worn during her first appearance at Radio City Music Hall, a jumpsuit worn by James Brown and Public Enemy’s “Fight the Power” lyrics. Director of Curatorial Affairs Nwaka Onwusa explained, “we want to show what the power of rock ‘n’ roll looks like in the face of segregation and racism. These artists have stood above all that and done it elegantly.”• The #VoicesOfCLE Public Art Program, led by Downtown Cleveland Alliance, was created to amplify community voices, especially those of color, following the protests of the murder of George Floyd. The program provides a platform for freedom of expression and encourages healing while also sparking conversation and action through art. A collaboration between local artists and businesses, about 20 murals have been created. Originally placed on storefronts and building facades damaged during civil unrest, many of the artworks have been moved to freestanding displays and are being shown at locations throughout the city.• The Cleveland History Center’s new exhibit, Women and Politics: Empowered to Vote, Empowered to Lead, marks the 100th anniversary of women’s suffrage and the 100th anniversary of the League of Women Voters of Greater Cleveland. With both an online and museum experience, the exhibit traces the story of women’s empowerment, exploring the early days of the suffragist movement, the successful fight for the 19th Amendment, the birth and growth of the League of Women Voters as a force for clean government.
Contributing Organization/Contact:	Ann Barnett, Karamu House, abarnett@karamuhouse.org , 330.687.8385 Angie Lowry, Cleveland History Center, alowrie@wrhs.org , 216.721.5722 ext. 1402 Heather Holmes, Downtown Cleveland Alliance, hholmes@downtowncleveland.com , 216.325.0944



Transforming an Economy: Committed to Safely Reopening

Story Topic: Cleveland's healthcare institutions collaborate with Destination Cleveland to help lead the region out of the initial phase of the COVID-19 crisis

Synopsis: More than 600 businesses are participating in Destination Cleveland's [CLEAN COMMITTED](#) program, which asks businesses to agree to using a standard set of cleanliness and safe operating practices to responsibly reopen the hospitality, tourism and entertainment industries.

- Key Points:**
- In Cleveland, our word is our bond. Destination Cleveland's CLEAN COMMITTED program asks business owners for their word to help ensure a safe and responsible reopening of Cleveland's hospitality, entertainment and tourism industries.
 - The program asks tourism and hospitality business owners to adopt a [standard set of cleanliness practices](#) to help minimize the spread of COVID-19, in addition to state and federal guidelines. The practices were developed in partnership with the Cuyahoga County Board of Health, Cleveland Clinic, The MetroHealth System and University Hospitals.
 - National research found that consumers need visual assurances of cleanliness and sanitation at places of business to enhance their feeling that their health is being prioritized. Having a standard across the county offers residents and visitors peace of mind knowing that restaurants, attractions and hotels are providing clean environments.
 - Participating businesses can obtain CLEAN KITS, which are intended to be provided to patrons. The individually sealed packets contain three PURELL SINGLES® Advanced Hand Sanitizer Packets, a paper mask and [recommended practices](#) to follow when in the community.
 - Business owners that make the CLEAN COMMITMENT can be identified by patrons through window clings and other onsite collateral. Participating businesses are also organized in this [online business directory](#).
 - More than 600 businesses have made the commitment to date and more than 100,000 CLEAN KITS have been distributed.

Contributing Organization/Contact:

Emily Lauer, Destination Cleveland, elauer@destinationcle.org, 216.875.6628



Transforming an Economy: Fighting Back Against COVID-19

Story Topic: Cleveland manufacturing retools to help fight the pandemic

Synopsis: Cleveland's Rust Belt roots are often viewed as a negative, but its historical role as a manufacturing center is supporting economic growth today. When COVID-19 struck, companies across the region were able to quickly pivot and play several critical roles in protecting the health and safety of health care professionals, frontline workers and vulnerable populations locally and across the globe.

- Key Points:**
- In April, Ohio Governor Mike DeWine launched the [Manufacturing Alliance to Fight COVID-19](#), which set up a collaborative public-private partnership to address shortages in personal protective equipment (PPE) stockpiles for first responders and frontline workers. More than 2,000 manufacturers across the state joined the Governor's Alliance to fight COVID-19.
 - Through this collaboration, manufacturers across Northeast Ohio quickly retooled supply chains and manufacturing lines to produce everything from [face shields](#) and [hand sanitizer](#) to [vital COVID testing supplies](#).
 - Cleveland's manufacturing base of today is broad, which helped in leveraging several key resources to fight the pandemic. The Cleveland-based global manufacturing corporation [Lubrizol partnered with Nike](#) to create face shields. The company donated supplies of the specific thermoplastic polyurethane polymers needed to create the flexible, translucent shields. The company also partnered with Akron-based GOJO to [donate 16,000 liters of Purell Hand Sanitizer](#) to local hospitals – enough to fill nearly 65,000 8oz. bottles. The two companies have been partners for years, with Lubrizol supplying the polymer Carbopol, the important thickening agent that makes Purell a more effective sanitizer. (Fun fact: Hand sanitizer was first created in Northeast Ohio.)
 - Cleveland-based [Manufacturing Advocacy and Growth Network](#) (MAGNET) developed an innovative eCommerce platform to connect those in need of PPE with the manufacturers retooling their lines to produce it. [The Repurposing Project](#) allowed smaller organizations, such as local police and fire departments or retirement communities who may lack the ability to source large PPE orders, to obtain these critical supplies.

Contributing Organization/Contact:

Ethan Karp, MAGNET, ekarp@manufacturingsuccess.org, (216) 391-7002



Transforming an Economy: Fighting Back Against COVID-19

Story Topic: Cleveland’s health care core unites against the pandemic

Synopsis: Just a few months ago, the very building the first Presidential Debate of the 2020 election season will take place in was filled with hospital beds. It was ready to serve as an overflow facility for low-acuity COVID-19 patients as concerns about the spread of the pandemic, and it’s impact on the health care system intensified. Fortunately, actions taken to flatten the curve in many states paid off and it was not needed, but it demonstrates the response the health care community – and particularly Cleveland’s robust environment brought to the fight.

- Key Points:**
- The Cleveland Clinic and University Hospitals partnered to quickly mobilize [drive-thru testing sites in early March](#). With a doctor’s note, patients were able to get a COVID test regardless of their ability to pay. Beginning with one testing site, the combined effort added another site later in March. Both hospitals also ramped up their telemedicine efforts and provided [free coronavirus screening](#) tools on their websites.
 - The Cleveland Clinic’s [COVID-19 Response Campaign](#) coordinated the donations of 485,000 gloves, 318,000 surgical masks, 293,000 face shields and 20,000 cloth masks. In addition, individuals, foundations and corporations have given more than \$11 million to date for caregiver support and research.
 - In April, Cleveland Clinic transformed its Health Education Center (the site of the Presidential Debate) into an [overflow hospital](#) for anticipated COVID-19 patients. Called “Hope Hospital,” the facility was designed to add nearly 1,000 beds to increase capacity for what was feared to be an overrun medical system. By the end of June, the Clinic was able to transition the facility back to Case Western Reserve University as the region’s COVID-19 cases moderated.
 - From reopening guidelines to apps that can track a COVID patient’s recovery from home, the Clinic was instrumental in several innovative approaches to battle the virus. Researchers at the hospital played a key role in the [development of many therapies](#), including those regarding convalescent plasma.
 - The MetroHealth System, Cuyahoga County’s public health system, partnered with the Cuyahoga County Board of Health to [perform COVID-19 testing on 30,000](#) people living in group settings, including homeless shelters and group homes. The health system also partnered with Greater Cleveland Congregations and other faith organizations to [test thousands of residents at churches](#) in under-resourced neighborhoods.

Contributing Organization/Contact:

Angie Kiska, Cleveland Clinic, kiskaa@ccf.org, 216-312-9170

Carly Belsterling, University Hospitals, carly.belsterling@uhhospitals.org, 412.889.8866

Dorsena Drakeford, MetroHealth, ddrakeford@metrohealth.org, 216.598.9908



Transforming an Economy: Making Things Differently

Story Topic: Cleveland evolves from Rust Belt to health tech/high-tech corridor

Synopsis: For 200 years, entrepreneurial innovators like Edison, Rockefeller and Carnegie shaped Cleveland industry, from steel to bridges, cars to light bulbs, ships to airplanes. The Great Lakes provided the transportation capacity to create a powerful manufacturing hub. Today, that innovative and entrepreneurial mindset is engineering products that will never rust – creating a new hub for biomedical technology, medical research and unrivaled excellence in clinical care. The new titans of industry are brilliant scientists, physicians and researchers clustered in areas that attract investors interested in improving lives around the globe.

Key Points:

- Over the last two decades, Cleveland’s health care [GDP has grown by 37%](#) representing a \$22 billion industry employing more than 270,000 people, including one of the highest rates of minority employment.
- Cleveland has given rise to more than 700 biomedical businesses – startups that use medical technology to improve health outcomes. They include researchers designing surgical simulators, faster disease testing and recognition technology and a whole host of other medical advances. Cleveland’s crossroads of manufacturing and medical know-how fuel the growth.
- During the COVID-19 pandemic, Cleveland’s strength in health technologies and research contributed strongly to the effort to control and contain the virus. Researchers in Cleveland’s Health Tech Corridor were among the first to investigate the [usage of the antiviral drug remdesivir](#) to fight the virus.
- Local drug development company Athersys has been granted special status by the US Food and Drug Administration [to fast track its potential therapy](#) for acute respiratory distress syndrome (ARDS). ARDS is thought to be the leading cause of death in patients infected by COVID-19.
- In 2019, Ohio-based institutions and companies received \$883 million from the National Institutes of Health (NIH), well ahead of the average. Case Western Reserve University was awarded 380 grants, totalling \$189 million, for research topics including HIV, Parkinson’s disease, obesity, drug delivery methods, stroke, genetics, NK cells and cardiovascular disease prevention.
- Over the last 3 years, several Northeast Ohio firms have realized significant investments – either through public offerings, licensing deals or outright acquisitions. Aboena Pharmaceuticals raised \$104 million in a public offering in 2019. Cleveland-based Athersys generated \$25 million through a licensing deal with the firm Healios. Quest Diagnostics acquired Cleveland Heart Lab for \$94 million in 2017. International pharmaceutical giant Novo Nordisk signed a \$400 million deal with EpiDestiny for its research into sickle cell disease in 2018. (More information on the biohealth industry can be found in the [BioOhio report](#).)

Contributing Organization/Contact: Angie Kiska, Cleveland Clinic, kiskaa@ccf.org, 216-312-9170
Jacob Duritsky, Team NEO, jduritsky@teamneo.org, 216.363.5424
Bill Lubinger, Case Western Reserve University, william.lubinger@case.edu, 216.368.4443



Transforming an Economy: Great Lake Offers Ocean of Opportunity

Story Topic: Water as an asset for redevelopment

Synopsis: The natural resources that made Cleveland an industrial center are today transforming the city into a true waterfront community. The shores of Lake Erie and the Cuyahoga River are being redeveloped for the recreation and living pleasure of residents and visitors and are the focus of millions of dollars in public and private investments. From new apartments and condos, restaurants and bars, to rowing and biking trails, the waterfront is a magnet for investors and an asset that drives economies.

- Key Points:**
- The non-profit [Cleveland Water Alliance](#) (CWA) primes the pump of economic growth. Including businesses, universities, nonprofits and foundations, the CWA references “[the blue economy](#)” to reinforce the importance of the lake and river as assets to be protected and sustained. In September, the group received a [grant from the US Economic Development Administration](#), which totaled more than \$1.2 million, including matching funds.
 - CWA’s *Water Innovation Cluster* brings together 200+ water-related companies/partnerships to address water quality and infrastructure challenges, with 212 net new jobs created by cluster companies offering higher-value lower-cost innovative products.
 - The Cleveland Metroparks is making sure more people “touch” the water, managing several hundred acres of waterfront real estate. The City of Cleveland just signed off on the [latest development of the Irishtown Bend](#). The \$28 million total investment is expected to be complete by 2023. In addition to the 17-acre park, the construction will shore up the Cuyahoga River as a key shipping line.
 - The [Ohio & Erie Canalway Towpath Trail Extension](#) project, which will connect a 101-mile regional trail that follows the route of the 1832 Ohio & Erie Canal, came closer to completion this summer. The opening of a new trail portion transforms an area that was once a brownfield to a greenspace buffer between the residential areas of the Tremont neighborhood and the industrial areas of the river valley below. The final sections that will complete the connection to the waterfront, will be completed next summer.
 - Cleveland’s Whiskey Island, home to the historic Coast Guard Station, will soon be better connected to the mainland city after the [completion of a bridge](#) encapsulating a \$16 million project including [the TIGER trails project](#).
 - Plans for the first freshwater offshore wind project in North America continue to take place just 8 miles off Cleveland’s north coast. The [Icebreaker Wind Project](#) would place a 6 turbine, 20.7 megawatt offshore wind demonstration in Lake Erie’s shallow waters.

Contributing Organization/Contact:

Bryan Stubbs, Cleveland Water Alliance, 216.592.2490

Elaine A. Price, Cuyahoga County Planning Commission, eprice@cuyahogacounty.us, 216-443-3721

Jim Ridge, Share the River, sharetheriver3@gmail.com, 216.496.3763



Transforming An Economy: Living It Up For Less

Story Topic:	Cleveland offers fewer hassles and greater value compared to larger cities
Synopsis:	Even before the pandemic took hold, soaring rents in some of America’s most sought out cities had begun to make places like Cleveland look pretty attractive. COVID-19 has forced many to work remotely, and with the question of where you live suddenly detached from where you work, the situation has only accelerated. What does this mean for Cleveland – a place with big city culture and much lower costs?
Key Points:	<ul style="list-style-type: none">• Cleveland’s low-cost living combined with the considerable amount of cultural institutions and other big-city amenities has positioned it as an attractive alternative during the exodus from some of America’s coastal, urban centers.• Area residents enjoy access to hundreds of miles of trails and acres of lakefront access through the Cleveland Metroparks, world-class arts and culture, a nationally recognized dining scene, three professional sports teams and more.• Earlier this year, online styling firm Stitch Fix announced it would eliminate about 18% of its San Francisco-based workforce and instead look to relocate or hire in lower cost cities including Cleveland.• For those still looking to maintain city-centric living, Downtown Cleveland has seen a boom of residential development. This includes the \$140 million revamp of the historic May Co. Building, the 318 unit Lumen complex in the theater district Playhouse Square, and recently completed projects of the Athlon, Beacon, Terminal Tower Residences and The Statler. Beyond these projects, more than 500 additional units are in various stages of development across the Downtown Cleveland landscape.• Residents of Cleveland’s Ohio City neighborhood enjoy a walkable community surrounding a central business district anchored by the historic West Side Market. Across the street rises a new structure making its own mark on history, Intro CLE. The building, which will be the tallest wood-framed building in North America once completed, will be home to apartments, retail and event space.• Further west in Lakewood, one of Cleveland’s historic streetcar suburbs, a 100,000 square foot LGBTQ-centric development is taking shape. Studio West will feature performance space, retail, apartments and a hub for live music, nightlife and drag shows.• University Circle is the east side gateway to Cleveland’s education and medical hub. There, a \$300 million development is taking shape that promises apartments, an office tower, a hotel and a new Cleveland Public Library branch.
Contributing Organization/Contact:	Elaine Price, Cuyahoga County Planning Commission, epri@cuahogacounty.us , 216.443.3721 Joe Marinucci, Downtown Cleveland Alliance, jmarinucci@downtowncleveland.com , 216.736.7799



For Your Amusement: Presidential Cleveland

Story Topic: Presidential history and connections found in Cleveland.

Synopsis: From President James A. Garfield's monument to a neighborhood bar, Cleveland offers numerous presidential connections.

- Key Points:**
- Cleveland has a history of hosting presidential debates, including the 2004 Vice Presidential debate between Vice President Dick Cheney and Sen. John Edwards and the 1980 Presidential debate between President Jimmy Carter and Gov. Ronald Reagan.
 - James A. Garfield is the only American President whose birthplace, [home](#) and [final resting place](#) can all be visited in one day. A replica of the cabin in which President Garfield was born stands on the site of his birthplace. He conducted the first "front porch" presidential campaign at his home in Mentor - where many reporters camped out (on the lawns around the house), giving the property its name: Lawnfield. At his burial site at Cleveland's Lake View Cemetery, President Garfield's casket, draped with an American Flag, is the only Presidential casket on full display.
 - [Political buttons](#) are as old as political campaigns, with the first mass-produced and collectible buttons appearing around 1896 when William McKinley ran against William Jennings Bryan. Cleveland's Western Reserve Historical Society (WRHS) holds one of the largest collections of political buttons and ephemera in the nation, starting with the first presidential election through today.
 - President Abraham Lincoln is honored with a statue in downtown Cleveland (between East 6th and Ontario St. on Mall A.). Lincoln visited Cleveland twice - once in life and once in death when his funeral cortege stopped here. His statue used to mark the Cleveland Board of Education building; now, it's the Drury Plaza Hotel.
 - A statue of Thomas Jefferson resides on the steps of the Cuyahoga County Courthouse in downtown Cleveland.
 - The [Millard Fillmore Presidential Library](#) doesn't sound like a place you'd go for a casual evening of hanging out, but it's really a pub in the Collinwood neighborhood.

Contributing Organization/Contact: Kathy Goss, Lake View Cemetery, kathy@lakeviewcemetery.com, 216.536.9849
Angie Lowrie, Cleveland History Center, alowrie@wrhs.org, 216.721.5722 x1402



For Your Amusement: Visit Cleveland Virtually

Story Topic: Ways to experience Cleveland from afar

Synopsis: While Cleveland will welcome a very limited number of visitors for the debate, people across the country can get a virtual taste of the Cleveland visitor experience. The city's renowned cultural institutions and popular attractions offer engaging online experiences.

- Key Points:**
- Some of the most amazing masterpieces the world has ever seen are right at your fingertips with the [Cleveland Museum of Art's](#) completely free online collection. You can learn about the classics and discover new favorites. An [online video series](#) takes an even closer look at specific galleries and art works with museum experts.
 - The renowned Cleveland Orchestra invites viewers to connect in a variety of ways through [@Home with The Cleveland Orchestra](#), a series of online programs. The Mindful Music Moments are a perfect moment of zen. On a Personal Note is a weekly podcast in which musicians and conductors share stories, and TCO Classics offers free, on-demand full-length concert recordings from the Orchestra's extensive recorded archives.
 - The [Greater Cleveland Aquarium](#) is home to 5,000 underwater creatures and other wildlife and viewers can check-in on their favorite through a variety of virtual experiences. A live [Shark-Cam](#) gives a real-time look at the action in the 230,000-gallon shark exhibit and a variety of [online videos](#) offer fun facts and close views of other aquatic inhabitants.
 - The [Greater Cleveland Science Center](#) offers [Curiosity Corner Live](#) each weekday, a web-based series of STEM curriculum and programming, featuring at-home experiments, engineering design challenges, behind the scenes videos, and more.
 - The [Rock & Roll Hall of Fame](#), celebrating 25 years on the shore of Lake Erie, offers multiple online experiences including 34 years of Induction Ceremony performances, music playlists, a virtual tour of exhibits and one-of-a-kind collections.
 - The Cleveland Museum of Natural History's [CMNH@Home](#) series brings the museum to life through virtual gallery tours with museum educators, a weekly check-in with wildlife experts and the inside scoop on science and research with Scientist Saturdays.
 - Fans of the classic holiday movie flock to [A Christmas Story House & Museum](#) in Cleveland's Tremont neighborhood, where part of the movie was filmed. A [live cam](#) offers a look at the House year-round.
 - The [Cleveland Metroparks](#), which encircle the city with 23,000 acres of parkland, bring a close look at natural wildlife and favorite animals at [Cleveland Metroparks Zoo](#) with virtual sessions each weekday.

Contributing Organization/Contact: Kelley Notaro Schreiber, Cleveland Museum of Art, KNotaro@clevelandart.org, 216.707.6898
Justin Holden, The Cleveland Orchestra, jholden@clevelandorchestra.com, 216.231.7476
Joe Yachanin, Great Lakes Science Center, yachaninj@glsc.org, 216.696.3644
Samantha Fryberger, Greater Cleveland Aquarium, sfryberger@greaterclevelandaquarium.com, 216.862.8803 x7716



For Your Amusement: Cleveland Facts & First

Story Topic: What might surprise you about Cleveland & NE Ohio

Synopsis: You know the Rock & Roll Hall of Fame is here (Do you know why?). Surely, you know some great Cleveland institutions because they have the city in their name (think the Orchestra, Clinic, Museum of Art). And of course you know about our avid sports fans. But there's plenty to learn that might just surprise you.

Key Points:

- Hand sanitizer was invented in Northeast Ohio. PURELL Hand Sanitizer, launched as a consumer product in 1997 by [GOJO](#) Industries in Akron, changed the way we clean our hands and is used nationwide to reduce the spread of infection. The man who started the company also invented the first-ever portion control hand cleaner dispenser (patented in 1952).
- The first U.S. college to admit students regardless of race, sex, creed or color was Oberlin College (1834). Larry Doby was the first African-American player on an American League baseball team (1947). Cleveland was the first major city to elect an African American mayor, Carl B. Stokes (1967). And the oldest African American theater company (1915) is still producing plays today at the [Karamu House](#).
- Cleveland DJ Alan Freed is credited with coining the term "rock 'n' roll" on his integrated radio show in 1951. The city is also credited with holding the country's first official rock 'n' roll concert, the Moondog Coronation Ball in 1952.
- [Life Savers](#) were created in 1912 by Cleveland candy maker Clarence Crane.
- Superman may have been born on the planet Krypton, but he was created here in Cleveland. Co-creators Jerry Siegel and Joe Shuster are from the city, and the story goes that Superman was created at Siegel's house at 10622 Kimberly Ave. in the early 1930s.
- The oldest continually-operating decorative metalwork company in the U.S. set up shop in Cleveland in 1904. [Rose Iron Works](#) still makes magnificent gates, wall ornaments, light fixtures and more. Founder Martin Rose, a Hungarian-immigrant who developed his craft in Budapest and Vienna, came to Cleveland because of the city's reputation for steel making and metalworking.
- The first successful use of an electric street light system was in 1879 on Cleveland's Public Square, and the first electric traffic signal was on the corner of Euclid Ave. at East 105th Street (in Cleveland's cultural center, University Circle). Credit goes to [Charles Brush](#) who developed arc lighting and Ohioan Thomas Edison who developed a usable light bulb.

Contributing Organization/Contact: Angie Lowrie, Cleveland History Center, alowrie@wrhs.org, 216.721.5722 x1402