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CLEVELAND MEETINGS & CONVENTIONS UPDATE

A New Era of Events in The Land

CLEVELAND (April 26, 2022) – In-person meetings and events have returned to Cleveland in a big way. During the past year, the city hosted the 2021 NFL Draft, which was one of the first national sporting events to return to in-person attendees, the 2021 Rock & Roll Hall of Fame Inductions and the 2022 NBA All-Star Weekend. The recent successes show that Cleveland continues to secure national events and execute at a level that surpasses planners' expectations.

Attracting and engaging event attendees is major element of Cleveland's hosting success. Visitors enjoy a vibrant, lakefront city while exploring the city's signature offerings of sports, culture and rock 'n' roll. With new waterfront restaurants, hotel developments and an ever-expanding brewery scene, visitors have even more to experience when attending an unforgettable event in The Land.

Updated Facilities for a New Era of Events

Cleveland's premiere convention facilities are addressing the needs of modern-era events by implementing multiple enhancements and redevelopment plans that benefit both in-person and hybrid events. The [International Exposition Center](#) (I-X Center) reopened in late-2021 under new ownership and management. One of the largest convention centers in the nation, a \$50 million renovation and redevelopment plan is underway that includes the division of the 2.2-million-square-foot main floor and new parking and entrance experiences to welcome guests.

The [Huntington Convention Center of Cleveland](#) (HCCC) has undergone more than \$2.2 million in improvements and facility updates and earned [Global Biorisk Advisory Council® \(GBAC\) STAR™ accreditation](#), APEX/ASTM Level 1 Certification and LEED Gold (v4.1 O+M Existing Buildings). HCCC selected a new preferred audio-visual provider, [Mills James](#), to offer seamless connections for hybrid events of many forms. Mills James mixes cutting-edge ideas with smart technology to create high-impact events, including live feeds between conference rooms that enable real-time interaction for guests and presenters as well as solutions to stream live content to virtual attendees.

With the environmental impact of meetings and events a growing concern, HCCC prioritizes sustainability in several ways. [The Real Farmville](#) is an on-site farm comprised of livestock and gardens providing seasonal greens, herbs, eggs and honey used by foodservice provider Levy Restaurants. In the fall of 2021, the farm added two Pygmy goats and three pigs to the farm. The goats help with weeding the space, and the pigs dine on kitchen scraps.

New Hotels Welcome Visitors

Recent and upcoming hotel projects are adding to the nearly 5,000 guestrooms available in Downtown Cleveland, most within walking distance of the Convention Center and popular entertainment districts. In April 2021, the renovated [Hotel Indigo Cleveland Downtown](#) opened near the East 4th Street entertainment hub. The 142-room hotel features an updated design that reflects the history and popular attractions of the neighborhood. [ROOST Apartment Hotel](#) opened March 2022 in The May building, an adaptive restoration of a historic department store designed by architect Daniel Burnham in

1915. The 62 studio, one- or two-bedroom units blend the comfort and practicality of an apartment with the amenities and design of a boutique hotel.

Looking ahead, a new [W Hotel](#) will open next year in a 1960s modernist skyscraper in Downtown Cleveland. Plans for the 210-room hotel include a 15,000-square-foot ballroom and event center, a full-service spa and gym and a restaurant and bar on the 38th floor with panoramic city views. After extensive renovations, the [Renaissance Cleveland Hotel](#) will be rebranded as the Hotel Cleveland, returning the city's second-largest hotel to its original name. The 491-room hotel will be part of Marriott's Autograph Collection when renovations are completed in 2023.

New Spaces for Hosting Memorable Events

New projects and renovations of historic buildings add to the options for unforgettable events in Cleveland. [Truss Cleveland](#) opened in March with five elegantly designed spaces, including a 6,000-square-foot main ballroom, a 4,000-square-foot rooftop terrace and a green room decked out with [Gucci wall covering](#). In a renovated loft near Downtown Cleveland, the new [BLDG17 CLE](#) venue offers 15,000 feet of open space with a furnished lounge and kitchenette. Owner Kattie Cool draws from her experience as an event planner to deliver a seamless experience for event organizers. Near Cleveland Hopkins Airport and the I-X Center, [The Aviator](#) event space features runway views, onsite catering and a variety of spaces that can fit groups up to 400.

Later this year, [The Elliot](#) will open in a century-old church located near Downtown Cleveland in the Tremont neighborhood. The space will celebrate the historic architecture of the building with a barrel-vaulted ceiling, a grand staircase and private suites built into the bell towers. The 10,000-square-foot space will accommodate up to 200 guests.

A Vibrant Downtown to Explore

Despite nearly two years of pandemic-related challenges, Downtown Cleveland has shown continued resiliency and steady growth. The city center, including the walkable convention district, has seen a net gain of 28 retail and dining establishments through the pandemic with 59 new shops and restaurants opening since March 2020. Event attendees can relax and decompress at new spots in Cleveland's popular entertainment districts, with many located a short walk or ride away for downtown hotel guests and event attendees.

Downtown Cleveland's popular East 4th Street entertainment district welcomed [Indie](#) restaurant in January 2022. The restaurant features walls lined with more than 240 concert posters from the owners' collection, a Southern-style menu, music-themed cocktails and Grunge Brunch on Saturdays. Around the corner, the new craft cocktail club [Giappone](#) opened beneath chef Dante Boccuzzi's popular Japanese restaurant [Goma](#) and features a copper bar and nightly DJs. [Cordelia](#) restaurant will open later this year on East 4th Street. It will celebrate Cleveland culture and "Midwest Nice" hospitality with a menu of sharable "modern Grandma" cuisine featuring in-house butchering, fermentation and curing.

The weekday eatery [Lulo Café](#) opened in January and is conveniently located for convention attendees and downtown hotel guests. The café brings tropical vibes and a Pan-Latin culinary influence to menu options like quinoa ceviche, mango salmon bowls, hand crafted limonadas and superfood smoothies. For afterhours fun, [Filter](#) offers an ultra-modern décor and a DJ-guided soundtrack at the new dining and nightlife destination. Chef Jarrett Mine guides the not-your-typical-steakhouse menu, while the décor and atmosphere promise to leave a lasting impression.

Adjacent to Downtown, The Flats neighborhood offers waterfront views, boardwalk strolls and exciting nightlife. In December 2021, the Cleveland outpost of Scotland's [BrewDog](#) opened on a bend of the Cuyahoga River and features a 10,000-square-foot taproom with 28 beers on draft and a massive riverfront patio. Country music star Chase Rice shares a bit of his Tennessee farm with his new

entertainment venue, [Welcome to the Farm](#). The expansive live music complex and bar features a center stage and large garage doors that open to a waterfront patio. The new waterfront restaurant [Jade](#) features Asian fusion cuisine and three levels of dining spaces, including a rooftop bar and lounge. [Smokey's BBQ and Saloon](#) will join the new spots later this year. Guest can dine on Texas-style barbecue cooked over local fruitwood while live music and mechanical bull rides provide entertainment. Guests can also savor sunset views and cocktails on the Sundance Lounge rooftop bar or escape to the intimate Cassidy Room for cigars and high-end spirits.

To keep up-to-date on developments and offerings for meetings and conventions, please visit www.thisiscleveland.com or follow us on [Twitter](#), [Facebook](#), [Instagram](#) or [YouTube](#).

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ABOUT DESTINATION CLEVELAND: *Destination Cleveland is Cleveland's destination marketing and management organization. This private, non-profit organization's mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel. In 2020, the COVID-19 global pandemic reduced visitation by 30 percent, with 13.8 million visits occurring. Prior to the pandemic, Cleveland hosted 19.6 million visits annually, with the County experiencing annual visitation increases that surpassed the domestic travel growth rate for nine consecutive years. For more information, visit www.thisiscleveland.com.*