



## DESTINATION CITY ACTION PLAN PILOT PROJECTS

As Cleveland’s destination marketing & management organization, Destination Cleveland is focused on changing perceptions of Cleveland & attracting people to Cleveland. In 2017-2018, we conducted a listening & learning tour with 400 local stakeholders and applied insights to develop the initial research & discovery phase of a Destination City Action Plan (DCAP) for Cleveland. The DCAP identified opportunities to use Destination Cleveland’s brand assets and expertise to accelerate our impact on the economy. But, Destination Cleveland can’t do it alone. From 2018-2019, the organization will collaborate with many groups to test projects that leverage organizational synergies to make Cleveland a competitive destination city.

### *Pilot Project Overview*

The DCAP tour identified five themes of opportunity where the community has asked Destination Cleveland to collaboratively employ our destination brand and expertise to study further, pilot and refine together. Pilot project criteria include:

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|--|-------------------------------|
| 1) Research-based                                | 3) Metrics to measure success |
| 2) Collaborative partner with combined expertise | 4) Scalable                   |

<b>LISTENING AND LEARNING THEMES <i>pilot projects &amp; objectives</i></b>	<b>COLLABORATING ORGANIZATIONS</b>
<b>THEME 1: COLLABORATE TO DRIVE ECONOMIC SYNERGIES</b>	
<b><i>Engage &amp; Activate Local College Students</i></b> as ambassadors of Cleveland and inspire them to change perceptions and attract people.	Local colleges and universities
<b><i>Leverage Meetings &amp; Conventions</i></b> to identify opportunities to accelerate growth in key industries, starting with Health IT attendees at the 2018 Medical Innovations Summit.	Cleveland Clinic Innovations & BioEnterprise
<b><i>Influence Perceptions of Cleveland</i></b> as a place for Health IT business through pilot projects with the first class of Plug-n-Play businesses.	Jumpstart & Plug-n-Play
<b>THEME 2: MANAGE THE DESTINATION EXPERIENCE</b>	
<b><i>Off-road Bikeways Wayfinding &amp; Public Art Plan</i></b> to capitalize on our regional investments in bikeways by curating and marketing a unified and user-friendly off-road bikeways highway system experience that connects destinations.	Cleveland & Cuyahoga County Planning, Bike Cleveland, NOACA, LAND studio & Guide Studio
<b><i>Authentically Cleveland Experience Education Program</i></b> to educate neighborhood leaders about the value and long-term economic impact of curating and promoting aligned and authentic Cleveland experiences.	Cleveland Neighborhood Progress & Suburban Neighborhoods
<b><i>Brewery Passport Curated Experience</i></b> to test the value and impact of a curated, aligned and packaged experience so that guests can easily enjoy a thriving destination experience.	Regional Breweries
<b>THEME 3: MANAGE DESTINATION BRAND</b>	
<b><i>Tech Talent Focus Group</i></b> to engage recent tech talent candidates at local technology-based corporations to identify barriers or influencers for them choosing Cleveland as a place to start their career.	Local technology-based corporations such as Progressive & Hyland
<b>THEME 4: INCLUSIVE RESIDENT ENGAGEMENT</b>	
<b><i>Local Campaign</i></b> to activate passionate Clevelanders and provide them with tools and information to act as ambassadors of Cleveland.	Global Cleveland & Expats
<b>THEME 5: ACCELERATE GROWTH THROUGH DATA ANALYTICS</b>	
<b><i>Utilize Big Data</i></b> insights to inform business decisions about Cleveland as a destination city.	Hotels, Restaurants, Attractions, Sports Venues, Theatres, etc.