City of the Future

City of Cleveland

A Presentation for
Cuyahoga County
Community College

CITY OF CLEVELAND
Mayor Frank G. Jackson
Quick Facts About Cleveland

- Population:
  - 396,815 Cleveland Proper
  - 2,881,937 Cleveland Metro Area

- An emerging leader:
  - public-private partnerships
  - downtown revitalization
  - transit oriented development
  - Manufacturing innovation
  - urban renaissance
Mayor Jackson’s Vision

Promote Cleveland as a center for product design, product innovation and productivity process improvements to help industry continue its evolution and development to new markets and higher value output.
Mayor Jackson’s Vision

■ Cleveland will be recognized as a city of technology

■ Cleveland will become a model of sustainability over the next 10 years
  • Nearly 700 people from across greater Cleveland and the nation came together for a 3-day Sustainability 2019 Summit

• Focused on “Building an Economic Engine to Empower a Green City on a Blue Lake”

• The groups continue to meet and implement their strategies
Why Cleveland?

- Location and Accessibility
- Workforce
- Funding Opportunities
- Finding Your Site
- Anchor Institutions
- Bright Future- Exciting Upcoming Projects
- Life in the City
Location & Accessibility

- Centrally located in most populated region in the US
- In 2004 ranked 1\textsuperscript{st} in Midwest, 4\textsuperscript{th} in US as location for Logistics Management
- Cleveland is within one day drive time or two hours of air travel of 50\% of US population
- Excellent highway infrastructure
Highway Access
Location & Accessibility

- Access to Nation-Wide rail system
Location & Accessibility

- Port of Cleveland and Lake Erie Provide Maritime Shipping Access to Great Lakes, Canada & Atlantic Ocean
Location & Accessibility

- Hopkins International Airport Provides Business Travel & Air Shipping Capabilities
Access to Critical Resources

• **Water**
  - Lake Erie, The 5 Great Lakes & The Cuyahoga Valley watershed

• **Energy**
  - Redundant power sources
    • Leading electric power resources
    • Access to municipal power
  - Easy access to gas, oil, coal + other energy sources

• **Transportation/Logistics Among Best in US**
Expedited Communications

- One of top 3 Digital Communities in US (Intel)
- Only U.S. Area named “Intelligent Community”
- Large concentration of digital communication fiber due to convergence of railroad lines
- OneCommunity initiative- building high-speed fiber optic network in Northeast Ohio as the center of the Midwest
Reduced Threat of Business Interruption

- Virtually free of natural disasters that can create costly work stoppage
- No major hurricanes, tornados, floods, fires, landslides, earthquakes, avalanches, etc
Talented Workforce

World class companies have created a talented labor pool.

Partnerships, higher education & best practices have been established to meet job requirements.
Colleges and Universities

- 29 colleges and universities nourish talent pool
- 175,000 students
- 26,000 BA/BS degrees awarded annually
Manufacturing Workforce Training

More than 25 specialty programs in the region

OHIO TECHNICAL COLLEGE

POLARIS

Cuyahoga Community College

Advanced Manufacturing Programs

Cuyahoga Valley Career Center

City of Cleveland
Mayor Frank G. Jackson
Automotive Cluster

Automotive Manufacturing Establishments in the Northeast Ohio Region With 50 or More Employees

*Source: OneSource.com and Mohr Partners
Below is a list of education intensive occupations in the automotive manufacturing industries.

Many of these occupations are present, in large numbers, throughout the region.

<table>
<thead>
<tr>
<th>SOC code</th>
<th>Occupation Title</th>
<th>Employees Within Industry (17 County Region)</th>
<th>Percentage of Industry’s Employees</th>
<th>Total Employees Across All Industries (17 County Region)</th>
<th>Starting Wage (2011)</th>
<th>Mean Annual Wage (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>51-4041</td>
<td>Machinists</td>
<td>646</td>
<td>3.36%</td>
<td>10,447</td>
<td>$30,597</td>
<td>$38,030</td>
</tr>
<tr>
<td>51-9061</td>
<td>Inspectors, testers, sorters, samplers, and weighers</td>
<td>608</td>
<td>3.16%</td>
<td>8,111</td>
<td>$15,000</td>
<td>$35,770</td>
</tr>
<tr>
<td>51-4111</td>
<td>Tool and die makers</td>
<td>378</td>
<td>1.96%</td>
<td>2,673</td>
<td>$37,440</td>
<td>$49,080</td>
</tr>
<tr>
<td>17-2112</td>
<td>Industrial engineers</td>
<td>398</td>
<td>2.07%</td>
<td>3,442</td>
<td>$25,833</td>
<td>$72,790</td>
</tr>
<tr>
<td>49-9042</td>
<td>Maintenance and repair workers, general</td>
<td>341</td>
<td>1.77%</td>
<td>20,153</td>
<td>$34,424</td>
<td>$35,470</td>
</tr>
<tr>
<td>51-4121</td>
<td>Welders, cutters, solderers, and brazers</td>
<td>556</td>
<td>2.89%</td>
<td>7,179</td>
<td>$27,726</td>
<td>$34,600</td>
</tr>
<tr>
<td>51-4122</td>
<td>Welding, soldering, and brazing machine setters, operators, and tenders</td>
<td>253</td>
<td>1.32%</td>
<td>1,159</td>
<td>$28,704</td>
<td>$37,740</td>
</tr>
<tr>
<td>51-2022</td>
<td>Electrical and electronic equipment assemblers</td>
<td>232</td>
<td>1.20%</td>
<td>2,738</td>
<td>$23,920</td>
<td>$27,580</td>
</tr>
<tr>
<td>17-2141</td>
<td>Mechanical engineers</td>
<td>289</td>
<td>1.50%</td>
<td>3,654</td>
<td>$31,667</td>
<td>$77,750</td>
</tr>
<tr>
<td>49-9041</td>
<td>Industrial machinery mechanics</td>
<td>266</td>
<td>1.38%</td>
<td>5,206</td>
<td>$30,160</td>
<td>$45,460</td>
</tr>
<tr>
<td>17-2199</td>
<td>Engineers, all other</td>
<td>198</td>
<td>1.03%</td>
<td>2,125</td>
<td>N/A</td>
<td>$88,230</td>
</tr>
<tr>
<td>47-2111</td>
<td>Electricians</td>
<td>251</td>
<td>1.31%</td>
<td>7,057</td>
<td>$20,000</td>
<td>$55,100</td>
</tr>
</tbody>
</table>

*Cells in grey were derived from hourly wages assuming a 40 hour work week.
* This information was found by taking the sum of the three different automotive manufacturing industries used in this study.
*These numbers are estimates based on employment data and national industry technical coefficients, by occupation.
*Data received from Economy.com, the Bureau of Labor Statistics and Team NEO.
Anchor Institutions

- Anchor institutions are large economic drivers that remain constant in our community.
- Many businesses seek to co-locate with these institutions.
- Cleveland Anchor Institutions:
  - Cleveland State University
  - Case Western Reserve University
  - University Hospitals
  - Cleveland Clinic
  - NASA
  - Cuyahoga Community College
  - St. Vincent’s Hospital
  - Metro Hospitals
A Taste of the Future: Upcoming Projects

- Cleveland Health-Tech Corridor
- Uptown Redevelopment- $200 million dollars around University Circle
- Horseshoe Casino approved by Ohio voters in 2009
- Redevelopment of the lakefront
More on Cleveland Health-Tech Corridor

A collaborative effort between City of Cleveland and the major institutions in Cleveland:

- The Cleveland Clinic
- University Hospitals
- CWRU
- BioEnterprise Corporation
- MidTown Cleveland, Inc.
- Greater Cleveland Partnership
- The Cleveland Foundation
- Team NEO
Cleveland Health-Tech Corridor
Cleveland Health-Tech Corridor

- Globally competitive location for attracting and growing biomedical and technology companies
- Already home to 75+ biomedical companies, 45 technology companies, 7 business incubators, 4 world-class healthcare and research systems including the Cleveland Clinic and University Hospitals, and 3 higher education institutions
- Recently announced an Ohio Hub of Innovation
Life in the City
Housing

- Cleveland area offers lower cost of living and higher quality of life.
Comparing Home Prices

<table>
<thead>
<tr>
<th>Metro Region</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-Quincy MA Metro</td>
<td>132.6</td>
</tr>
<tr>
<td>Chicago-Naperville-Joliet IL Metro</td>
<td>112.6</td>
</tr>
<tr>
<td>Cleveland-Elyria-Mentor OH Metro</td>
<td>96.9</td>
</tr>
<tr>
<td>Los Angeles-Long Beach-Glendale CA Metro</td>
<td>146.5</td>
</tr>
<tr>
<td>Miami-Miami Beach-Kendall FL Metro</td>
<td>115.2</td>
</tr>
<tr>
<td>New York-White Plains-Wayne NY-NJ Metro</td>
<td>219.8</td>
</tr>
<tr>
<td>Philadelphia PA Metro</td>
<td>123.6</td>
</tr>
<tr>
<td>US</td>
<td>100.0</td>
</tr>
</tbody>
</table>

While the Cleveland region offers the assets and resources of major U.S. markets, it won’t cost nearly as much to live or do business here.
Museums

- Cleveland Museum of Art - permanent collection of over 43,000 works, one of the best Asian Art collections in the US
- Museum of Contemporary Art
- Children’s Museum of Cleveland
- Natural History Museum
- Western Reserve Historical Society
- Rock and Roll Hall of Fame
- Science Museum
Theater

- Playhouse Square Center-second largest performing arts center in the United States behind New York’s Lincoln Center
- Hosts various Broadway musicals, special concerts, speaking engagements, etc
- Great Lakes Theater Festival
- Karamu House- well-known African American performing and fine arts center
Music

- Cleveland Orchestra- one of the finest orchestras in the world, and the finest in the United States, plays at Severance Hall in the winter, Blossom Music Center in the summer
- House of Blues
- Rock and Roll Hall of Fame
- Most major artists come to Cleveland on concert tours- visited by Paul McCartney, Coldplay, Lady Gaga, Lil Wayne, Toby Keith, John Mayer, Jack Johnson
Cultural Mélange

- Strong cultural foundations
  - Little Italy- historic center for the Italian American community, restaurants, bakeries, pizzerias, art galleries
  - West Side Market- oldest operating indoor/outdoor market space, vendors sell food from all over the world
  - Cultural Garden- Many different ethnicities celebrate their cultures in the gardens lining Martin Luther King, Jr. Blvd
  - Cleveland International Film Festival
Dining Scene

- Chicago Tribune called Cleveland America’s “hot new dining city”
  Cleveland chef, Michael Symon, named “Next Iron Chef”

- Cleveland restaurants praised by national food press, including Gourmet, Food & Wine, and Esquire
Sports

Cleveland has many professional sports teams, with tickets usually easy to find

- Cavaliers (National Basketball Association)
- Browns (National Football League)
- Indians (Major League Baseball)
- Lake Erie Monsters (American Hockey League)
Cleveland
City of the Future

We hope you choose to become a part of our city as we expand the frontiers of the new global economy.
City of Cleveland
Department of Economic Development

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