

Circle Heights Communities Alliance Executive Summary

Name: Circle Heights Communities Alliance
Partners in Economic Growth

Mission: Actively support and facilitate economic growth, leveraging University Circle as an economic driver, while promoting, as one district, the robust livability and place based assets of our member cities.

In April of 2011, the Heights-Hillcrest Regional Chamber of Commerce (HRCC) convened a small group to explore job creation and economic development opportunities within the communities of Shaker Heights, Cleveland Heights, South Euclid, University Heights, and East Cleveland. Participating are mayors, community economic development officials, key officers of HRCC, the Cuyahoga County Planning Commission, and University Circle Inc. The group has now formalized itself as the Circle Heights Communities Alliance, and will work through its common relationship with HRCC, to create a collaborative system to foster economic development in all of the participating municipalities.

Each of the six jurisdictions which comprise the Circle Heights Communities Alliance has its own story. The opportunity today is to connect them, to use the current economic and job creating force which University Circle has become to expand the business base of the five cities which surround it. This goal is best pursued through the aggregation of effort in:

1. developing an inventory of developable infrastructure, buildings and land
2. crystallizing a district-wide view of the area
3. jointly marketing the product
4. pursuing and managing the resulting inquiries
5. mining development of University Circle Inc. commercialization activities

Elements that will drive the work of the alliance include: job creation, human capital, place based assets, connectivity (transportation and infrastructure), marketing and packaging the region.

As a district, the Alliance offers unique systemic strength: a powerful economic engine, a residential infrastructure of quality and variety, a host of amenities which enhance quality of life, and an extraordinary proximity, whose connections need only be identified and marketed. The most important element in this exercise is promoting a perception which recognizes the reality of what is there.

Bringing business jobs to this district requires a program of land and building inventories, information which clearly, and in a district wide fashion, identifies sites, transit corridors, financing options, and demographic profiles which demonstrate the depth of background and available skills and zoning options.

Partnership Section of Application (2000 word limit)

The partnership will help the five cities and University Circle Inc. (UCI), working with the Heights Hillcrest Chamber of Commerce and Sourcing Office, test the feasibility of a shared economic development district (EDD) strengthening economic linkages among the cities and between the cities and the Circle.

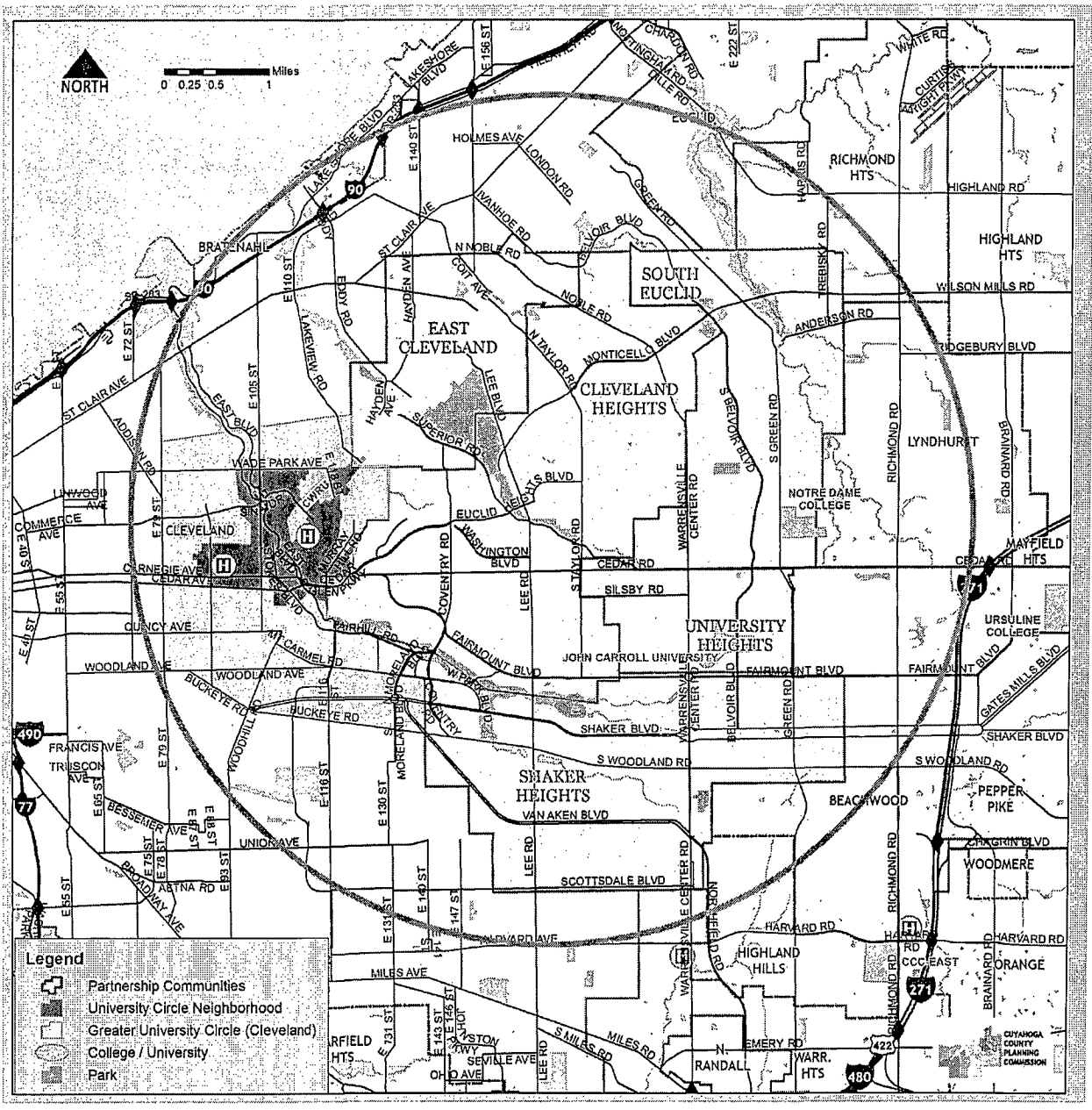
The cities and UCI will work together to grow mutually beneficial "win-win" economic development opportunities for the cities and the Circle. These will minimize competition between Cleveland and the suburbs. Finally, the partnership will strengthen the capacity of the cities, the Chamber, and UCI.

The planning sessions for this application show strong interest in exploring five "win-win" opportunities:

1. **Joint Economic Development Marketing Campaign:** Promoting the growth and use of the business, entertainment, recreational, and arts and cultural resources of the cities and University Circle in a focused, integrated, efficient, coordinated, and effective way.
2. **Workforce and Talent Retention and Attraction Program:** Strengthening the workforce residence-place of employment linkages that exist among and between the cities and between the cities and University Circle. This is important because a large number of people working in the Circle live in the neighboring cities.
3. **Business Partnerships:** Develop new business and technology partnerships between Heights and University Circle businesses and institutions. These efforts would include helping existing businesses and new business start-ups.
4. **Economic Development Resource Sharing:** Identify strategies for sharing and leveraging economic development resources in the cities and the Circle. This includes accessing and sharing subject matter experts in the cities and the Circle.
5. **Tax Base Sharing Strategies:** Test the feasibility of equitable ways of sharing local tax revenues to support economic development.

FEBRUARY 15
MARCH 4 – DEADLINE FOR APPLICATION

NEW MAP FROM DAN MEANEY.



City of Shaker Heights
ORDINANCE

ORDINANCE NO. 12-116

BY: Nancy R. Moore

Authorizing the City to join in the application by the City of South Euclid, on behalf of the Cities of Shaker Heights, Cleveland Heights, University Heights, South Euclid, and East Cleveland, and University Circle Incorporated and Heights Hillcrest Chamber of Commerce, which together call themselves the "Circle Heights Alliance," for a grant of up to a maximum of \$100,000 from the State of Ohio Local Government Initiative Fund to conduct a feasibility study for economic development cooperation, and declaring an emergency.

WHEREAS, the Cities of Shaker Heights, Cleveland Heights, University Heights, South Euclid, and East Cleveland, and University Circle Incorporated and Heights Hillcrest Chamber of Commerce have agreed to cooperate with each other as the "Circle Heights Alliance" in order to conduct a feasibility study for economic development cooperation; and

WHEREAS, the Cities of Shaker Heights, Cleveland Heights, University Heights, South Euclid, and East Cleveland, and University Circle Incorporated and Heights Hillcrest Chamber of Commerce, acting together as the "Circle Heights Alliance," have determined to apply for a grant of up to a maximum of \$100,000 from the State of Ohio Local Government Initiative Fund in order to assist them in conducting the feasibility study; and

WHEREAS, said grant requires no matching cash funds from the City.

NOW, THEREFORE, BE IT ORDAINED, by the Council of the City of Shaker Heights, Ohio:

Section 1. That this Council approves the application by the City of South Euclid, on behalf of the Cities of Shaker Heights, Cleveland Heights, University Heights, South Euclid, and East Cleveland, and University Circle Incorporated and Heights Hillcrest Chamber of Commerce, acting together as the "Circle Heights Alliance," in order to seek a grant of up to a maximum of \$100,000 from the State of Ohio Local Government Initiative Fund to conduct a feasibility study for economic development cooperation.

Section 2. The Mayor is hereby authorized to enter into a Memorandum of Understanding with the Cities of Cleveland Heights, University Heights, South Euclid, and East Cleveland, and University Circle Incorporated and Heights Hillcrest Chamber of Commerce, acting together as the "Circle Heights Alliance," expressing the agreement of the City to the joint conduct of a feasibility study for economic development cooperation.

Section 3. This ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health, safety and welfare for the reason that it is necessary in the current operation of the City and further, to meet the deadline for the application of the referenced grant, and, therefore, this ordinance shall take effect immediately upon its enactment and approval by the Mayor.

Enacted November 26, 2012.

Approved this ____ day of _____, 2012.

EARL M. LEIKEN, MAYOR

Attest:

JERI E. CHAIKIN
Clerk of Council

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