

# The Evolution of MidTown: Creating a Dynamic, Connected Neighborhood



Since 2008, MidTown has leveraged the investment in the HealthLine to stimulate over \$180 million of completed real estate development projects and attract scores of non-profit organizations, businesses, and residents to locate and live in the district. Investment has accelerated over the last two years, with an additional eighteen proposed or in progress development projects totaling \$140 million in further investment in MidTown.

MidTown Cleveland, Inc. is the community development organization charged with leveraging the diverse assets in MidTown to develop a dynamic neighborhood. In 2016, MidTown Cleveland, Inc. hired a new executive director, updated the organization's code of regulations, and embarked on a comprehensive strategic planning process for the first time in ten years. Throughout the process, 400 people were engaged through one-on-one interviews, focus groups, community meetings, and an online survey to weigh in on the future work of the organization.

The result is a three-year strategic plan that focuses on connecting the MidTown community, creating a complete neighborhood, building the MidTown brand, and strengthening the organization so that MidTown will be an inclusive place for people to innovate, create, prosper, and live.

## VISION

MidTown Cleveland is a connected community in the center of it all, an inclusive place for people to innovate, create, prosper, and live.

## MISSION

MidTown Cleveland leverages its diverse assets to develop a dynamic neighborhood that unites the city's downtown and innovation districts.

# MidTown Cleveland, Inc.'s 2017-2020 Strategic Plan

Over the next three years, MidTown Cleveland, Inc. will work on the following goals to create a dynamic neighborhood:

## Connecting the Community

MidTown Cleveland, Inc. will consistently convene diverse constituencies to respond to community needs, build pride, and provide stakeholders with services and opportunities.

### Focus Areas

- Establish and deliver a **SERVICE** portfolio that provides value to all stakeholders
- Foster a sense of pride in the neighborhood by making **CONNECTIONS** and building relationships with residents, businesses, and nonprofits
- Advocate and partner to create, business, workforce, and education **OPPORTUNITIES** in MidTown

## Creating a Complete Neighborhood

MidTown Cleveland, Inc. will establish a shared vision and leads a collective effort to plan and develop a neighborhood that embraces and exhibits a sense of place.

### Focus Areas

- Create a comprehensive **PLAN** for the neighborhood
- Lead the **DEVELOPMENT** of MidTown
- Target **PLACEMAKING** efforts in strategic areas

## Building the MidTown Brand

MidTown Cleveland, Inc. will promote a compelling story of a connected and complete MidTown neighborhood, transforming target audiences into active partners in its future.

### Focus Areas

- Transform MidTown's **IDENTITY** to reflect the organization's strategic direction
- Promote MidTown's **STORY** to transform target audiences into active partners and collaborators

## Strengthening MidTown Cleveland, Inc.'s Capacity

MidTown Cleveland, Inc. will cultivate a stable organizational structure with an engaged board, high performing staff, and sustainable revenues in order to carry out the strategic plan.

### Focus Areas

- Establish and maintain a high performing and accountable **GOVERNANCE** system
- Develop and realign the organization's **STAFF**
- Attract and increase **RESOURCES**