

CLEVELAND2016

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HOST COMMITTEE

FOR IMMEDIATE RELEASE

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CLEVELAND 2016 HOST COMMITTEE PROMOTES CLEVELAND AS A PLACE TO LIVE AND WORK

RESEARCH SHOWS THAT VISITORS ARE MORE OPEN TO WORKING OR LIVING IN A DESTINATION AFTER
BUSINESS AND LEISURE VISITS

CLEVELAND (July 19, 2016) – The [Cleveland 2016 Host Committee](#) is leveraging the 2016 Republican National Convention to promote Cleveland as a great place to live, work and do business through a recently launched series of articles, videos and podcasts. The impetus for the initiative was based on research conducted by Oxford Economics called [Destination Promotion: An Engine of Economic Development](#), which concluded that the decision to move to and work in or locate a business in a new city is influenced by previous leisure and business visits to that destination.

“We’ve had great success bringing new visitors to Cleveland through the Republican National Convention and other major events such as the Gay Games,” said David Gilbert, CEO of the Cleveland 2016 Host Committee and Destination Cleveland. “We know that we have a great product. The Convention provides an opportunity to bridge the communication gap so visitors can recognize that Cleveland is an ideal city to live and work in and do business, too.”

Promoting Cleveland as a great place to live focuses on the combination of its big city assets and the benefits of being a mid-size metropolitan area, including less traffic, lower cost of living and access to Lake Erie. In a series of videos, the stories of five individuals who moved from larger markets to the Cleveland area are told and show prospective residents the experience of living a balanced life in the Northeast Ohio region. The series is called: “Living Happens Here.”

Promoting Cleveland as a great place to work and conduct business includes a podcast series, [Start In CLE](#); a [video](#) that showcases Cleveland’s expertise in the health-tech/high-tech industries of healthcare, technology and advanced manufacturing; and several [articles](#) that focus on Cleveland from a business perspective.

The podcast series targets the start-up business audience by focusing on Cleveland’s entrepreneurial ecosystem. Sponsored by [JumpStart, Inc.](#), the series includes 10 episodes featuring entrepreneurs, civic leaders and investors who have benefitted from Cleveland’s knowledge base in healthcare, technology and advanced manufacturing. JumpStart intends to continue the podcast after the Republican National Convention. The articles feature case studies on collaborative initiatives from Northeast Ohio corporations and organizations, as well as success stories and articles about Cleveland’s benefits to business owners, employees and investors.

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The Host Committee worked with Destination Cleveland as well as several civic and public organizations including the City of Cleveland, Cuyahoga County, TeamNEO, JumpStart, Greater Cleveland Partnership, Neighborhood Progress, Downtown Cleveland Alliance and BioEnterprise, as well as a range of for-profit organizations, to create and curate the information. The content is posted to the Host Committee's website at www.2016cle.com/living-in-cleveland and www.2016cle.com/working-in-cleveland. It is being promoted to people visiting Cleveland during the week of the 2016 Republican National Convention.

"We are advertising the live and work content to visitors through geo-fencing technology," said Colette Jones, vice president of marketing for Destination Cleveland. "Doing so directly leverages the Oxford Economics insight that people are more open to learning about other facets of a city once they visit."

The "Living in Cleveland" and "Working in Cleveland" initiatives were undertaken by one of six Host Committee Marketing and Communications subcommittees. The Marketing and Content subcommittee, co-chaired by Joe Kubic, President and CEO of Adcom, Andrea Hogben, and Chris Quinn, Vice President of Content for Advance Ohio, and led by Destination Cleveland's marketing team on behalf of the Cleveland 2016 Host Committee, included marketing professionals from the community who volunteered their content or their time to write and edit articles. Cleveland.com, Crain's Cleveland Business, Great Lakes Publishing and Fresh Water Cleveland all participated in this effort.

To learn more about the Cleveland 2016 Host Committee or to keep up-to-date on new developments, please visit www.2016cle.com or follow us on [Twitter](#), [Facebook](#) or [Instagram](#).

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ABOUT CLEVELAND 2016 HOST COMMITTEE

The Cleveland 2016 Host Committee, Inc. is an Ohio nonprofit corporation with no political affiliation that is responsible for organizing, hosting and funding the 2016 Republican National Convention in Cleveland. Their mission is to promote Northeast Ohio and ensure Cleveland is best represented in addition to lessening the burden of local governments in hosting the 2016 Republican National Convention. For more information visit www.2016cle.com.