

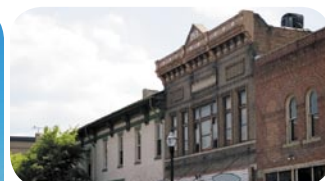
NORTHEAST OHIO MAKING A NAME FOR ITSELF

THE GREATER CLEVELAND PARTNERSHIP WORKS WITH A REGIONAL MARKETING ALLIANCE TO HELP BRING VISITORS, BUSINESSES AND STUDENTS TO THE REGION

Many Greater Cleveland Partnership (GCP) members travel the country on business and find that other regions with far fewer assets than Northeast Ohio are doing a better job at communicating their strengths and selling their region. Cleveland is simply being out-spent and out-hustled by other regions that do not have the kind of assets possessed by Northeast Ohio.

In 2006, with encouragement from Northeast Ohio's private sector leadership, the GCP, Convention and Visitors Bureau of Greater Cleveland and Team NEO joined forces to create the Greater Cleveland Marketing Alliance. Most recently, a leading corporate sponsor kicked off the Alliance's fundraising effort working to get contributions from corporations, foundations, arts and cultural institutions, professional sports organizations, and the State of Ohio to reach an annual goal of \$2 million for promotion of Northeast Ohio's assets.

The objective—drive a strategic, long-term marketing initiative to help Greater Cleveland compete with other regions for tourists, visitors, business attraction, students, talent, meetings and conventions. The GCP understands that a sustained marketing



"Nationally, according to recent research commissioned by the Greater Cleveland Marketing Alliance, this city and the region it anchors have no sharp identity. That means, thank goodness, that people elsewhere no longer think of kid mayors or burning rivers when they hear the name Cleveland. But it also means they don't recognize all that is great about this area." —*The Plain Dealer* editorial, Aug. 22, 2006

campaign is a key component of the region's economic strategy.

Critical to the Alliance's success is national media visibility. So a volunteer Media Advisory Committee, composed of area media relations experts, is working to develop story ideas and respond quickly to reporter inquiries. And it's working—they've successfully landed stories in several national publications.

The Alliance will also launch a travel and tourism brand in April 2007. And they're working closely with the

state's Ohio Business Development Coalition to launch a business attraction campaign. <<



WWW.GCPARTNERSHIP.COM/ABOUTCLEVELAND.ASPX;
WWW.OHIOMEANSBUSINESS.COM; (216) 592-2225

WELCOME INVESTOR-LEVEL MEMBERS

- Investor Members
- Akron Porcelain & Plastics Co.
- Andrews Moving & Storage Co.
- BLC of Dayton
- Business Wire
- Easiwrap Manufacturing Inc.
- Mydatt
- Peek'n Peak Resort & Conference Center
- Quicken Loans



UPGRADE YOUR MEMBERSHIP AND GAIN ACCESS TO ORGANIZATIONAL DECISION MAKERS, EXCLUSIVE EVENTS AND MANY MORE PERKS FOR YOUR BUSINESS. CALL (216) 592-2370 OR E-MAIL VIP@GCPARTNERSHIP.COM.

GREATER CLEVELAND MARKETING ALLIANCE (GCMA) FUNCTIONS

- Providing an umbrella marketing campaign that accurately and positively positions the region.
- Convening different groups that are involved in regional marketing to strengthen, not duplicate, existing marketing efforts.
- Acting as a central repository of information for regional marketing messaging that others involved in marketing Northeast Ohio can easily access and use. <<

