



# DOWNTOWN AKRON PARTNERSHIP ANNUAL REPORT 2021



# 2021 LEADERSHIP

*inclusive of all 2021 participation*

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**Frank Quirk (1995 - 2010)**

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**Jess Rinke**

*Programming Specialists*

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*Operations Manager*

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**Ramone Drummond**

**William Foster**

**Val Kramer**

**Kat Onderisin**

**Robert Proctor**

**Greg Smith**

**Mike Smith**

**Darrell Stamps**





**Downtown Akron Partnership's work** as a placemaking community development organization is centered around creating identity and connection through a vibrant and valuable downtown for all. Downtown serves Greater Akron and represents our community to the world. The unique dynamic that exists between sectors in our city center epitomizes the potential of our collective action.

Making this potential a reality is our North Star.

Strengths have emerged over the past 18 months that are changing the downtown dynamic, building us into something and better and more resilient.

- Consider a Main St. that connects business, transit, upgraded utilities, bicycles and scooters with hundreds of miles of trails, a beautiful urban lake teeming with activity, a county park system and a national park at the doorstep of a growing residential community.
- Consider Elevate Greater Akron and the unified effort of the City, County, Greater Akron Chamber, ConxusNEO, DAP and community partners to collaboratively improve the economic vitality of our region from the core out.
- Consider the Civic Theatre in a decade-long, phoenix-like ascent from nearly closing its doors to playing a critical role in the completion of the Bowery project. Theatre leadership now directs the success of The Civic, E. J. Thomas Hall and Goodyear Theater as a regional catalyst for the arts.

- Consider 159 S. Main, The Bowery, the redevelopment of The Mayflower, the renovation and rebrand of The Standard—each propelling an influx of residents many doubted would ever show interest in moving themselves, and their dogs, downtown.
- Consider The University of Akron prioritizing the downtown connection as an essential part of its success.
- Consider more than 30,000 people celebrating Pride downtown.
- Consider a community with renewed focus on diversity, equity and inclusion.

Downtown has had its share of challenges. Change is certain. Our resilience and willingness to embrace a creative growth mindset will help us build a downtown that is grand but sweet, vibrant and safe, sophisticated but not without grit, and a place that honors the past while moving confidently into the future. We have strengths, and we have opportunity.

22 years ago, when the DASID stakeholders and DAP in its infancy set about building a stronger, better downtown, they prioritized establishing a nonprofit that would focus entirely on the needs of downtown Akron. We are honored to carry that vision forward and share with you the outcomes of our service throughout 2021.

*Malcolm Costa* 

Malcolm Costa  
Chairman

Suzie Graham  
President

# KEEPING DOWNTOWN CLEAN, SAFE & WELCOMING

## Clean

DAP's Clean & Safe Ambassadors enhance downtown's quality of life with foot and bike patrols throughout the 42-block district and adjacent business member properties. In 2021, the Ambassadors continued to sanitize common touch points, including bus shelters, while expanding efforts in graffiti removal, educating riders on proper use of the Spin eScooters, increasing ambassador patrols of businesses after hours, checking for locked doors and windows and a focus on hospitality and business outreach.

In addition to our Ambassadors, DAP contracted with Ohio Goose Patrol to help control the downtown goose population with the help of daily goose-chasing dog tours, from April to October, along the Towpath Trail, Locks 1, 2 and 3 and the METRO RTA Transit Center.

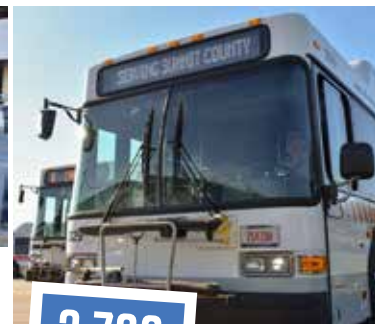
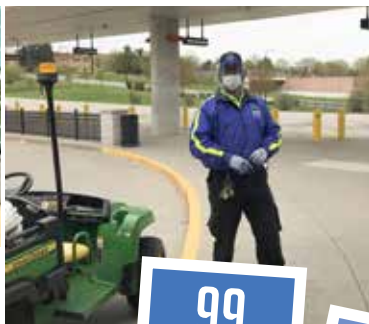
2021 saw an increase in graffiti vandalism downtown. Ambassadors removed 835 graffiti tags through the year, and DAP assisted in removing significant graffiti vandalism in the entryway to the Shoppes at Akron Centre.

## Safe

DAP reviews weekly crime reports provided by APD and works with their analysts to identify patterns when they emerge. We enhance safety through the deployment of Ambassadors or contracted officers and the distribution of advisories to the district. We enhance downtown safety with the help of off-duty APD officers who patrol the district Thursday through Saturday nights from 11 p.m. to 3 a.m. This SID investment is matched by the city of Akron with an additional patrol officer to help keep downtown safe.

## Welcoming

Through a grant from Corbin Foundation, DAP planted and maintained 226 hanging baskets, planter boxes and sidewalk planters with more than 1,000 plantings in 2021. This more than \$100,000 investment was designed collaboratively with downtown stakeholders, DAP staff and Keep Akron Beautiful, with whom DAP contracts to maintain additional in-ground displays downtown.



2,179

METRO  
BUS STOPS  
CLEANED



835

GRAFFITI  
REMOVED

22,104

HOSPITALITY  
ASSISTANCE

99

MOTORIST/  
VEHICLE  
ASSISTANCE

31,710

TRASH  
COLLECTED  
(LBS)

603

PARKING  
ASSIST-  
ANCE

2,862

BUSINESS  
CONTACTS  
MADE

2,722

SCOOTER  
SUPPORT

195

SAFETY  
ESCORTS





# Partnership with Purpose

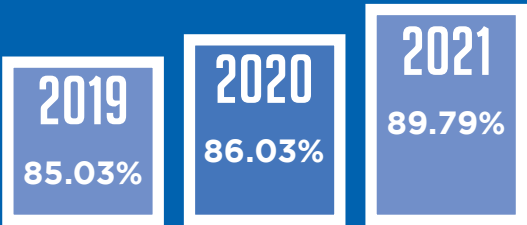
DAP's Partnership with Purpose developed with Community Support Services and funded by Peg's Foundation found our footing this year. The partnership strives to combine the consistency of Ambassadors' street presence and knowledge with targeted outreach, support navigation and services provided by CSS to help unsheltered people living downtown find their way to permanent housing.

The partnership has expanded to include city of Akron Service Department as well as Akron Police Department, University of Akron Police Department, Akron-Summit County Public Library security, and representation from CSX and ABM parking management. The partnership has produced promising results. At the close of 2021, the partnership had assisted 14 people in finding their way to housing.

## 2021 Downtown Survey Results

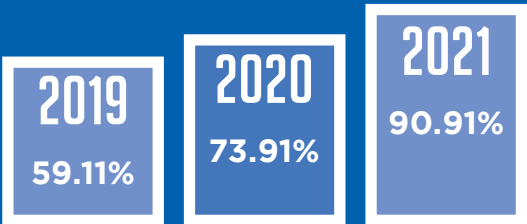
HOW SATISFIED ARE YOU WITH DOWNTOWN SAFETY?

RESPONDENTS WHO ANSWERED  
VERY SATISFIED OR SATISFIED



WHAT IS YOUR LEVEL OF SATISFACTION WITH THE OVERALL APPEARANCE OF DOWNTOWN?

RESPONDENTS WHO ANSWERED  
VERY SATISFIED OR SATISFIED





# LOVE LETTERS TO OUR AMBASSADORS

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“We had an issue with our truck in Akron yesterday. We didn’t know about the Ambassadors. The Marriott gave us a card and LaTonda came to help us. What a pleasant and wonderful experience. This service is great. I’ve already let a bunch of people know about it. LaTonda was friendly and professional and had us on our way very quickly... I just wanted to let someone know how much I appreciate this service and what a great person you have in LaTonda.”

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“I’ve ran into the wonderful Val Kramer several times and wanted to commend her by name. She is always a delight to engage with and as a volunteer myself working during Akron Pride it was a pleasure to speak with her again.”

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“... shout out to Mike and John from Downtown Akron Partnership for helping me get into my car this morning after locking myself out, these guys were amazing, our city is lucky to have the great Partnership Ambassadors that canvas the city everyday with a friendly smile!”



# DRIVING ECONOMIC DEVELOPMENT

## Business Development

Downtown business has been central to DAP's service inventory since 2007. DAP meets with businesses for Retention and Expansion visits as a proactive approach to growing the number of jobs downtown, as well as assisting businesses with services or connections to address any challenges they face. DAP strives to meet with retailers quarterly, and with professional services at least biannually.

To improve service delivery to downtown businesses, and assist in strengthening Akron's central business district, DAP joined the Elevate Greater Akron (EGA) Business Retention and Engagement (BRE) team, whose work reflects a similar goal of meeting with business owners from specific sectors to strengthen and grow business in greater Akron through a collaborative approach with the city of Akron, county of Summit, Greater Akron Chamber, Metro RTA, ConxusNEO, Jobs Ohio and other community partners. Within this effort, DAP manages visits with a portfolio of businesses. In 2021, DAP participated in all BRE committee meetings, and attended 54 EGA BRE outreach visits.

DAP also meets with prospective businesses to assist them on their path to establishing a business. Businesses ready to locate downtown can take advantage of free, confidential site selection services that help prospective tenants identify potential downtown space and connect them to property managers and owners.

DAP used funding from the John S. and James L. Knight Foundation to launch a recovery program for downtown businesses. DAP contracted Retail Specialist Jane Douglas to provide businesses guidance on merchandising, customer service, sales analytics and general retail practices.

In August, DAP worked with The University of Akron College of Business Administration to coordinate a digital marketing workshop, which was held in September and provided instruction for 12 downtown business owners. DAP and UA are planning a second workshop for new attendees in spring 2022.



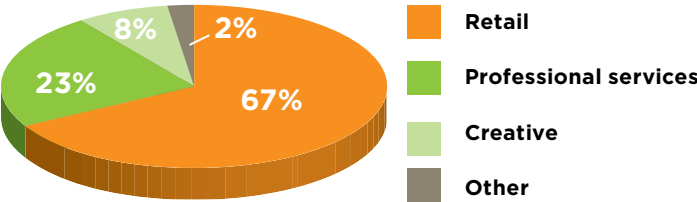




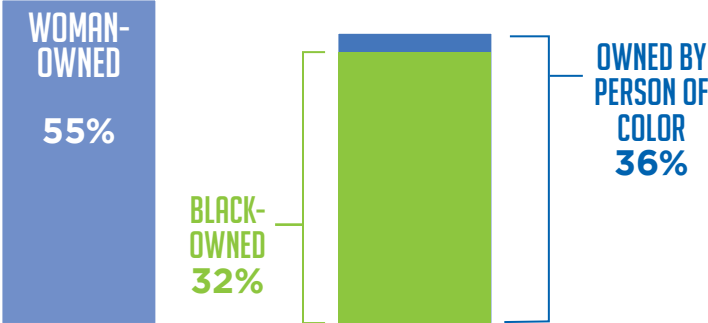
### Attracting New Business

Chart: PROSPECTIVE BUSINESS CONTACTS. . . **61**  
 SITE SELECTION ASSISTANCE . . . . . **41**

PROSPECTIVE BUSINESS CONTACTS  
 breakdown by sector

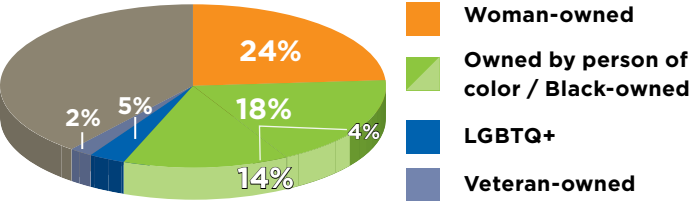


PROSPECTIVE BUSINESS CONTACTS  
 demographic breakdown



### DAP Business Outreach

BUSINESS RETENTION OUTREACH. . . . . **180**  
 Chart: QUARTERLY RETAIL OUTREACH . . . **267**



DAP provides access to digital site search tools through LOIS, a national online location analysis platform designed to promote available site and building inventory. LOIS supports search specification of additional information such as demographics, workforce, housing, business and industry. The LOIS platform is made possible through a partnership with FirstEnergy.

**2021 LOIS (LOCATION ONE INFORMATION SYSTEM) COMMERCIAL PROPERTY LISTINGS PLATFORM**

SITE VISITORS. . . . .	<b>567</b>	<b>↑15%</b>
SESSIONS . . . . .	<b>1,004</b>	<b>↑34%</b>
PAGE VIEWS. . . . .	<b>5,472</b>	<b>↑5%</b>
AVE. SESSION LENGTH.	<b>4:30 min</b>	<b>↑20%</b>



# DRIVING ECONOMIC DEVELOPMENT

## Start Downtown

Phase 5 of the Burton D. Morgan Foundation-funded program, which matches entrepreneurs with property owners to bring new businesses downtown, concluded with the addition of Blaak Media, a company that creates branding and media marketing for creatives, small businesses and nonprofits.

In alignment with Opportunity Akron and the Elevate Greater Akron Strategy, Start Downtown encourages new business growth, emphasizing businesses owned by women and people of color.

The program began in 2015 as the Pop-Up Retail Program and introduced 29 new businesses to downtown, 13 of which continue to operate in the district. Of those businesses, 23% are owned by women and 38% are owned by people of color. The sixth phase of the program began accepting applications in early 2022.



# LIVING WELL DOWNTOWN



## Residential Development

Since the Downtown Vision and Redevelopment Plan of 2018, downtown's primary development focus has been on bringing mixed-use, residential projects to fruition. Residential development is critical to downtown's economic recovery, as well as an important part of keeping the district socially connected, vibrant and strong. In 2021, residential redevelopment or new development added

- 107 redeveloped apartments at 159 S. Main
- 232 renovated units for seniors at the Mayflower
- 236 market-rate apartments in progress at The Standard (formerly known as 22 Exchange)
- 139 market-rate residences in progress at Canal Place
- 24 residences in the Lofts at the Everett

In June, DAP held a Downtown Residential Open House and drew approximately 100 people to tour living spaces at The Bowery, 159 S. Main, 401 Lofts, Canal Square Lofts, North-side Lofts and Townhomes and The Standard.

With more than \$156M invested in residential development since 2018, an occupancy rate of 90% and new units in the pipeline, we look forward to additional residents and resident-focused programming in the new year.

RESIDENTIAL PROPERTY VISITS . . . . .	18
RESIDENTIAL WELCOME PACKETS DISTRIBUTED . . . . .	500
RESIDENTIAL UNITS IN PIPELINE . . . . .	339
UNITS OPENED IN 2021 . . . . .	121
UNITS RENOVATED . . . . .	499
2021 RESIDENTIAL OCCUPANCY . . . . .	90%



# CREATING A VIBRANT DOWNTOWN

## Programming Downtown

Placemaking through programming plays a vital role in DAP's portfolio of economic development efforts. DAP adds programming to public spaces and assists others in bringing excellent programming to downtown to create a vibrant and valuable downtown for all.



## Summer Programs

DAP programmed Cascade Plaza, Main St. at Lock 3 and the Northside Green, providing downtown programming six days per week, all summer long. Programs included fitness classes such as yoga, line dancing and Zumba; and recreational activities such as skate nights, recess and music

### PROGRAMMING FOR DIVERSITY, EQUITY & INCLUSION

FITNESS INSTRUCTORS: POC ..... 25%

ARTISTS/TALENT: POC ..... 40%

TOTAL CONTRACTORS: POC ..... 37%

TOTAL CONTRACTS ..... 400



## Sakura / Japanese Cherry Blossom Celebration

Our first Sakura Celebration brought over 1,000 people downtown to enjoy the blooming cherry trees along the Towpath Trail from Lock 3 to Ohio & Erie Canal Park. DAP worked with the Japanese Association of Northeast Ohio (JANO), Knight Foundation, Akron Civic Commons, Alpha Phi Alpha Homes, the city of Akron and the Ohio & Erie Canalway Coalition to create the event. DAP staff and volunteers placed 1,500 luminaries, along with creative lighting and wind chimes along the towpath to enjoy the once-a-year occasion.

## Band

DAP deployed Knight funds to support the Curated Storefront installation of Ian Brill's programmatic light artwork, **Band**, as well as a celebration of **Band** on April 23. The event had a great turnout and featured a live stream of DJing inside the installation, fire pits, games and local food and beverages.

from buskers that drew over 3,500 people to downtown. 2021 brought the debut of our DAP Try-cycles to public spaces and events with games and activities to enjoy.

## Juneteenth

DAP was honored to work with the community to bring Juneteenth celebrations downtown, accompanying West Akron's Juneteenth Festival, founded in 1998 by Elder Gerald R. Carter.

DAP contracted local Black musicians to perform in downtown restaurants and sing gospel music on Cascade Plaza, where the evening ended with roller skating. Summit County Historical Society hosted a family picnic, panel discussion and performance of Reva Golden's play, "The Life of John Brown." The North Hill Community Development Corporation contributed additional programming, making the 2021 celebration four neighborhoods strong.

# CREATING A VIBRANT DOWNTOWN

## Smells Like Snow Coffee Festival

Cascade Plaza was the site of a new celebration in November: The *Gilmore Girls*-inspired Smells Like Snow Coffee Festival. The festival drew approximately 1,200 visitors.

### SMELLS LIKE SNOW COFFEE FEST: BUSINESSES FEATURED

LOCAL BUSINESSES .....	18
DOWNTOWN BUSINESSES.....	8
COFFEE MAKERS.....	7
MINORITY-OWNED BUSINESSES.....	8



## Akron Pride Festival

In 2021, the Akron Pride Festival was hosted downtown for the first time. DAP was pleased to support the festival's larger footprint, which drew 30,000 people, by sponsoring fireworks, beverage sales and mini dance parties featuring hip hop dancers from Illstyle Rockers—all made possible with Knight Foundation support.

## Zips Programming

DAP fostered new events to strengthen our relationships with students at The University of Akron. DAP partnered with University K-Pop fans in a K-Pop skate night that drew over 250 people and with ZPN to create Fall in Love With Downtown on Cascade Plaza with the help of Knight Foundation.

## Akron Marathon

Downtown was honored to welcome back the Start and Finish lines of the Akron Marathon this year. DAP provided Marathon support as a liaison to businesses and residential properties as well as by staffing information tents on race day.





# INVESTING IN PUBLIC SPACE

## Parklets, Wayfinding and Great Spaces

DAP invested Knight funds to update benches and furniture in the Parklet on North High St., and to complete the furniture of the outdoor seating areas in the Northside Green. DAP partnered with Akronym Brewing to equip their biergarten, which opened in Commerce Park.

The temporary summer patio permit program was renewed by the city, and DAP assisted businesses through the process of applying. DAP provided bistro tables for businesses with the permit again in 2021.



As more residents began calling downtown Akron home, so did more dogs. To accommodate our growing canine population, DAP invested in five new dog-waste stations to supply bags and a container for disposal to public spaces downtown.

In July, with the help of 80 volunteers from Goodyear, DAP was able to refresh the paint on the Love the Wall mural, which bookends both sides of the street on S. Broadway between Rosa Parks Dr. and Selle Dr. The mural is over 1,000 total feet long and 10 feet tall at its highest point.

Working with Guide Studio, the new downtown heads-up directional wayfinding maps for pedestrian kiosks throughout the neighborhood and along the towpath were updated. Towpath inserts were printed and installed. The Main St. pedestrian wayfinding will be installed in 2022.

DAP contracted Groundswell Design Group to create space-enhancing furniture (moveable swings, chess tables and other items) for Cascade Plaza. Design was ongoing through the end of 2021, with plans to install in spring 2022.



# STRATEGIC LEADERSHIP & ENGAGEMENT

DAP represents and advocates for downtown across a number of local and regional partnerships designed to drive equity, economic growth and placemaking.

## Elevate Greater Akron

Elevate Greater Akron (EGA) is an economic development plan for the Greater Akron area is designed to create a transformative, high functioning and collaborative economic development system for Greater Akron. DAP serves the partnership as a member of the Steering Committee, Economic Development Working Group, Refocus on Downtown, SPARK! Akron, Opportunity Akron and New BRE teams of Elevate 2.0.

EGA's work is based on an equitable approach that is both necessary and fundamental to building long-term, sustainable economic development in Akron. The program partners intentionally strive to expand access to opportunities for the benefit of all residents, with the belief that when the greater community succeeds, the entire region succeeds.

Visit [elevategreaterakron.org](https://elevategreaterakron.org) for more on Elevate Greater Akron.

## Reimagining the Civic Commons

Reimagining the Civic Commons demonstrates that transformative public spaces can connect people of all backgrounds, cultivate trust and create more resilient communities. DAP continued to participate in this national, multi-year initiative funded by the Rockefeller, Kresge, Knight and JPB foundations. This year, primary Civic Commons developments in planning and programming helped strengthen the connection between downtown and Summit Lake. Notable downtown projects include planning for the renovation of Lock 3, the Sakura/Cherry Blossom Festival in April, and bimonthly guided bike rides from Lock 3 to the Summit Lake Farmers' Market.

Phase I of the Lock 3 Olin Plan rehabilitation is scheduled to break ground in fall of 2022 and be completed by Summer of 2023. Fundraising for the project is ongoing.

## Board Engagement

Consensus and strategy are imperative to successful community building. DAP routinely engages board members



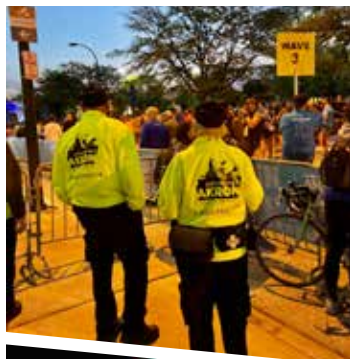
and stakeholders in the design, planning and implementation of our work. Established and ad hoc committees met in 2021 to guide business development, marketing, COVID-19 grant making, DORA, board nominations, residential services, beautification, finance, programming and governance.

## Legacy Cities

In 2021, DAP joined the Legacy Cities program (offered through the Lincoln Institute on Land Policy) with peer cities Dearborn, MI, and Trenton, NJ, to build equitable practices into the city of Akron's Rubber City Match program as it expanded into downtown. Working with representatives from the city of Akron Office of Inte-



# STRATEGIC LEADERSHIP & ENGAGEMENT



grated Development, Bounce and Akron Urban League, DAP learned new practices for implementing equitable practices across the scope of our services as well as new strategies for measuring success that we intend to implement in 2022.

## Downtown Operations Group

DAP is honored to attend the monthly Downtown Operations Group meetings convened by the city of Akron's Office of Integrated Development. During these meetings, representatives from city departments work together to address issues and determine downtown's best and most efficient path forward through shared information and collaboration.

## Metro RTA Transit Oriented Development Feasibility Study

Successful public transit is a critical part of an excellent, equitable downtown for all. As part of their efforts to draw opportunity to downtown Akron, METRO is partnering with the City of Akron and other community partners to study the potential for Transit-Oriented Development near areas of robust transit service in Akron. The overall goal in studying the market potential is to use access to transit as a way to create opportunity for quality living-wage jobs in Akron. DAP was thrilled to represent downtown on the committee of professionals assembled to guide this work throughout 2021.

## Downtown Programming

Through the pandemic, DAP convened downtown programming partners to share information and manage Covid-related challenges. As we emerge from the depth of the pandemic, the committee remains strong as a source of collaboration, information and inspiration as we develop excellent collaborative programming and events, and share the collective impact of downtown arts and culture with the local community, region and nation.

## Rubber City Match

DAP assisted the city of Akron in expanding the Rubber City Match program into downtown Akron. The program pairs new and expanding businesses with Akron's top real estate opportunities, providing funding and technical assistance along the way. In 2021, the program brought seven interested entrepreneurs into the downtown neighborhood, with three continuing to move forward in the program and another entrepreneur looking for downtown space as a result of site tours.

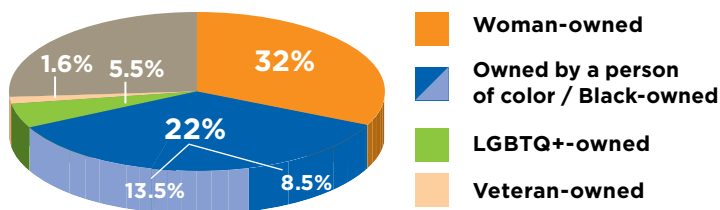
*Photos in this publication were created by Blaak Media, Garrick Black / Noir Creative, Payton Burkhammer, Tim Fitzwater, Talia Hodge, Jen Kidd, Cory Kistow, Josh Land / L Squared Photos, Joe Levack, LoveWhatIDo Photography, Chris Rutan, Shane Wynn, Gabe Wasylo Photography, Denzel D. Washington.*

# MEMBER SERVICES & SUPPORT

## COVID-19 Relief Efforts

### City of Akron Downtown Storefront Relief Grant

DAP assisted the city of Akron in administering the City of Akron Downtown Storefront Relief Grant, designed to support small business storefronts in their efforts to recover from the effects of the pandemic. In all, DAP assisted 60 downtown businesses in securing \$236,000 in grant funds.



## District Meetings

Through 2021, DAP hosted virtual quarterly district meetings to share information about downtown projects and events, facilitate solutions to challenges and provide networking opportunities for downtown businesses. Average attendance was 15 people per meeting.

## Downtown DORA

The DORA grew in popularity as businesses reopened and events resumed. In 2021, The Lockview, Barley House, Lock 3 and Baxter's Bar participated, with the largest DORA sales occurring during Lock 3 concerts and peaking during the Akron Pride Festival in August. The success of Pride prompted plans to consider expanding the DORA footprint in 2022.

## Main St. Transformation

The Main Street Corridor transformation, which entered Phase II at the close of 2020, is one of downtown Akron's most significant events in a generation. The investment creates a more walkable, bikeable and accessible

downtown with wide sidewalks for café seating, a protected cycletrack connector to the Towpath Trail, utility upgrades, new signals, permeable parking pavers, an enhanced tree canopy, improved street and pedestrian lighting, aesthetic lighting and a new State Street Bridge.

Throughout 2021, S. Main St. was open both north and southbound between Bartges and Mill St. Phase II, between Mill St. and Market St. reopened to traffic in August, with construction to the curbs, sidewalks, planters and light poles nearing completion.

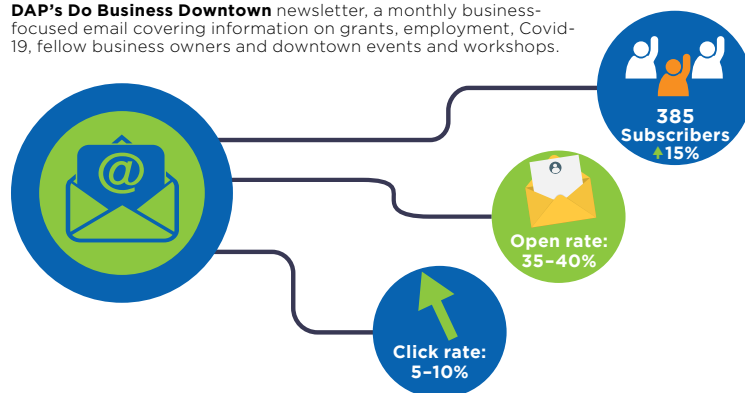
Work on Main St. between Market and Perkins began in October 2021, with northbound traffic reopening before the end of the year. Installation of downtown wayfinding signage began in early 2022.

DAP is proud to have contributed to the project with immediate, short and long-term initiatives including:

- Facilitation of connections between city engineers, construction teams and downtown businesses
- Attendance at weekly Main St. meetings to communicate district needs
- Traffic closure information and closure planning assistance to businesses
- Temporary signage design/creation

## Do Business Downtown

DAP's **Do Business Downtown** newsletter, a monthly business-focused email covering information on grants, employment, Covid-19, fellow business owners and downtown events and workshops.







## Promoting Downtown

DAP works with members to celebrate downtown as a valuable place. Through strategic marketing and management of downtown resources, DAP promotes the district as the premier place to live, work and play in the center of our city.

In the fall of 2021, DAP contracted Evolve Marketing to create an overarching campaign to promote downtown, with the goals of increasing attendance to downtown events, stimulating increased revenue at downtown businesses and raising awareness of downtown as a destination for all people to enjoy.



DAP worked with Evolve to develop a series of digital ads the company ran from November 23 through the end of 2021 and into 2022. The campaign on behalf of DAP began with promotion of the downtown WinterBlast Kickoff weekend and grew

to include holiday activities, affordable things to do in downtown, and a holiday shopping guide. Plans for 2022 include new guides for fine dining, Black History Month and others.

The Evolve ads featured the message: “We Made the Plans. You Make the Memories.” Each led to a series of Evolve-created downtown guides on the DAP website: <https://www.downtownakron.com/guides>. The ads were placed on Google, Facebook, TikTok and Snapchat.

As an additional part of the campaign, DAP developed the Downtown Holiday Hop. Holiday Hop cards were available at participating businesses and also downloadable from the website. Customers making at least one purchase at six downtown businesses returned their

cards for a chance to win a \$200 gift card to the downtown business of their choosing.

At the close of 2021, the Evolve campaign ads increased traffic of users to the DAP website (where businesses and downtown events are promoted) by 148% over the previous year. Page views during the run of the ads increased by 327% over 2020. DAP plans a fuller dashboard of results when the campaign concludes in spring 2022.

DAP worked with Baker Media Group to create the 2021 downtown Look Book, a departure from the downtown guides of the past into a primarily pictorial 16-page book. DAP worked with 12 local photographers to present downtown as a place for all people. Three of the photographers were Black entrepreneurs, and three were female. The guide was a supplement to the August 2021 Akron Life magazine, and 4,000 additional copies were distributed to hotels, rest stops and other places where tourist information is provided. DAP also distributed copies at Northside Marketplace and in welcome packets.

Additional advertising and promotion throughout the year included eight print ads reaching a readership of 401,500.



### DOWNTOWNAKRON.COM

UNIQUE USERS . . . . . 237,310 **↑60%**

FACEBOOK LIKES (DAP) . . . 7,934 **↑21%**

TWITTER FOLLOWERS . . . . . 9,388 **↑1%**

INSTAGRAM FOLLOWERS . . . 6,191 **↑19%**

LINKEDIN FOLLOWERS . . . 1,609 **↑18%**

### CONSTANT CONTACT

EMAIL NEWS SUBSCRIBERS. 16,949 **↑2%**

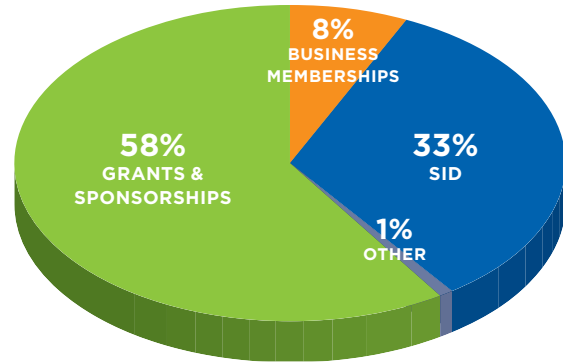
AKRONSTOCK.COM PHOTOS . . . 3,300+

# FINANCIALS

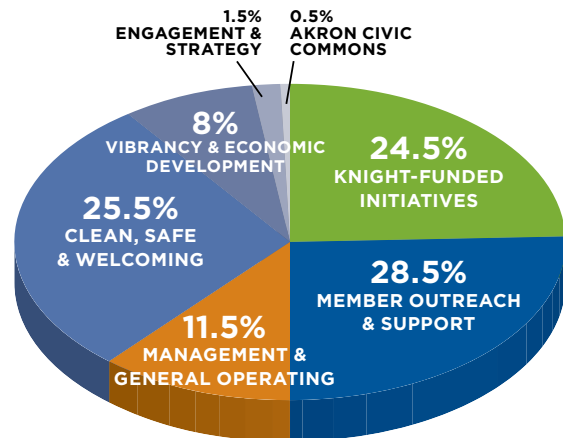


## Downtown Akron Partnership, Inc. Fiscal Year 2020-2021

### INCOME



### EXPENSES



In addition to funding from downtown business and property owners, Downtown Akron Partnership receives support from the following philanthropic organizations.





# FISCAL RESPONSIBILITY



DAP strives to maximize each SID dollar for the greatest impact to the district. Last year's SID revenue of \$831,010 provided 33% of our \$2,520,922 combined operating revenue (includes \$266,117 restricted grant income earned in FY 2019-2020). Participation in the DASID by the city of Akron and county of Summit helped drive the collective impact of the organization.

Our ongoing partnership with METRO RTA provided an additional 6% of operating revenue for services to the Robert J. Pfaff Intermodal Transit Center and support for our Ambassador team services throughout the district. Business memberships with partners like The University of Akron, GOJO Industries and Canal Place allowed us to strengthen the safety of the corridor by providing contracted services to University properties and just outside our SID border.

DAP also has valued business memberships with Akron-Summit County Public Library and the John S. Knight Center. Our financial stability invites philanthropic support to improve services, programs and spaces downtown.

General operating support was generously provided by GAR Foundation and Akron Community Foundation, allowing us to use our discretion to respond to the changing needs of the SID. In 2020-21, DAP used \$266,117 from restricted grants received in FY 2019-20, primarily from Knight Foundation. DAP's grant from Knight Foundation allows DAP to continue robust programming, investments in public space, DAP capacity building and collective action in the district. The 2020-21 grant revenue also includes CARES Act funding received from the city of Akron which was used to deploy the City of Akron Downtown Storefront Relief Grant Program.

The use of revenue earned in a prior year resulted in a positive change in net assets of \$53,004. DAP's cash and cash equivalents year-end position better reflect the organization's financial position which remains strong, stable and fiscally responsible.

Non-SID funding sources: Akron Civic Commons., Akron Community Foundation, Burton D. Morgan Foundation, Corbin Foundation, GAR Foundation, Knight Foundation, Peg's Foundation and Ohio Arts Council.

Information presented reflects our 2020-2021 fiscal year.

\*DAP conducts an annual independent audit of the organization which, in conjunction with the engagement of a finance committee of the Board of Directors, helps to ensure the excellent fiscal stewardship of the organization. This year, the audit was performed by CLA. We are happy to report that CLA provided an unmodified opinion with no management issues cited in the audit. The independent auditor's report is available for review at [downtownakron.com/audit](https://downtownakron.com/audit).





## DOWNTOWN AKRON PARTNERSHIP

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