

Cleveland[®]

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ILLUMINATE Lighting
Experience

2023



Vision

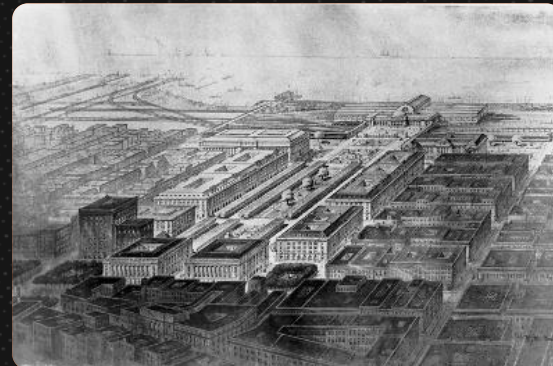
CREATE AN ILLUMINATED EXPERIENCE IN DOWNTOWN CLEVELAND THAT CAN BE REPLICATED & SCALED IN NEARBY DISTRICTS & NEIGHBORHOODS BEYOND DOWNTOWN, TO RECONNECT US THROUGH LIGHT AFTER DARK - ENHANCING SAFETY, WALKABILITY, CONNECTIVITY, VISITATION, AND ECONOMIC ACTIVITY.

Objectives

- Extend the hours that customers utilize Downtown Cleveland
- Leverage assets and investments in property and experiences
- Improve connectivity beyond Downtown
- Inspire investment in property and infrastructure
- Encourage increased visitation locally, regionally, and nationally
- Increase safety & perception

Initial Priority Locations

- **Public Square:** Cleveland's Public Square marks the center of the city and, as part of the original 1796 plan, was always intended to serve as a common area and meeting place.
- **Euclid Avenue Connection:** Lighting investments can help connect Downtown visitors between districts. Euclid Avenue from Public Square to Playhouse Square has the potential for immediate impact.
- **The Malls:** Part of the 1903 Group Plan, The Mall originally included seven public buildings constituting one of the earliest and most complete civic center plans for a major city outside of Washington, DC.





Benefits

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Safety & Perceptions

- A University of Chicago Urban Labs study found that crime was reduced by as much as 36% with increased street lighting.
- The Center for Court Innovation found an 11.2% reduction in violent crime due to lighting.

Visitation

- A \$7.8 million investment in lighting Indianapolis's Monument Circle resulted in an expected 100K additional visitors during the holidays.
- MGM Resorts re-imagined the pedestrian experience by installing 16 illuminated shade structures just off the Las Vegas Strip resulting in an 8% increase in food sales and 2% direct increase in revenues in the park



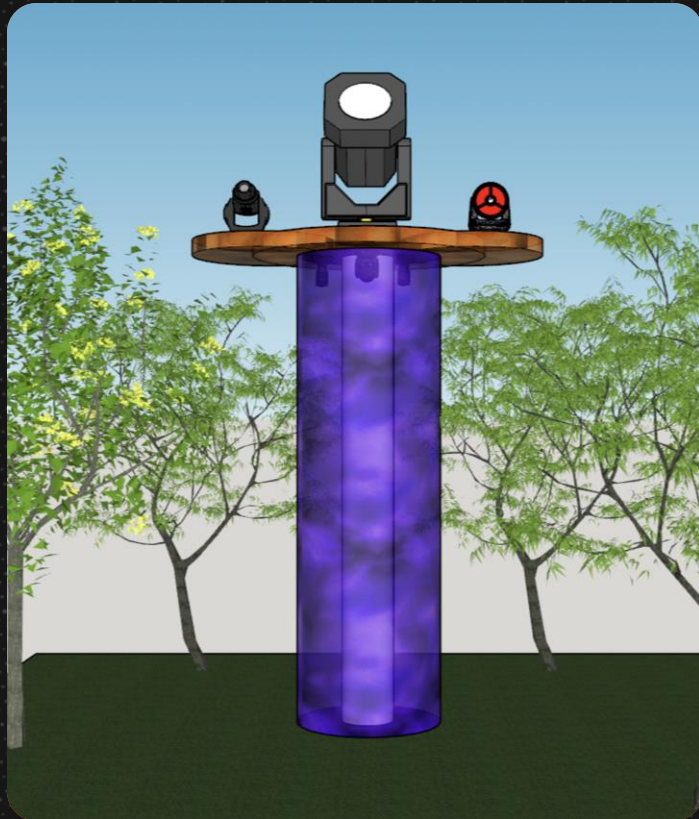


Applications

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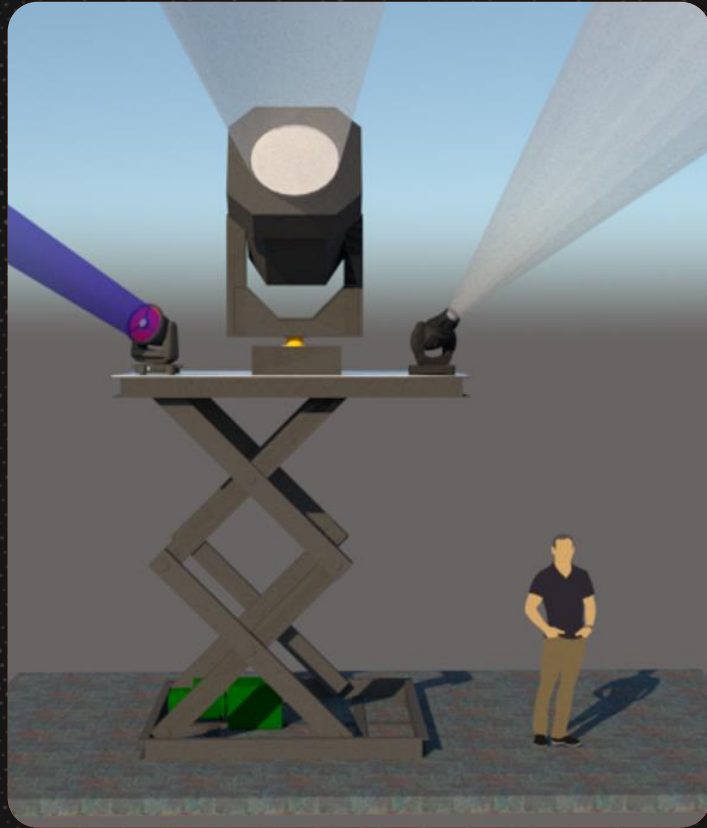
Public Square

- Square onto Building Facades = Backdrop
- Eight Lighting Placements bring Color, Light, Motion and Patterns to Public Square

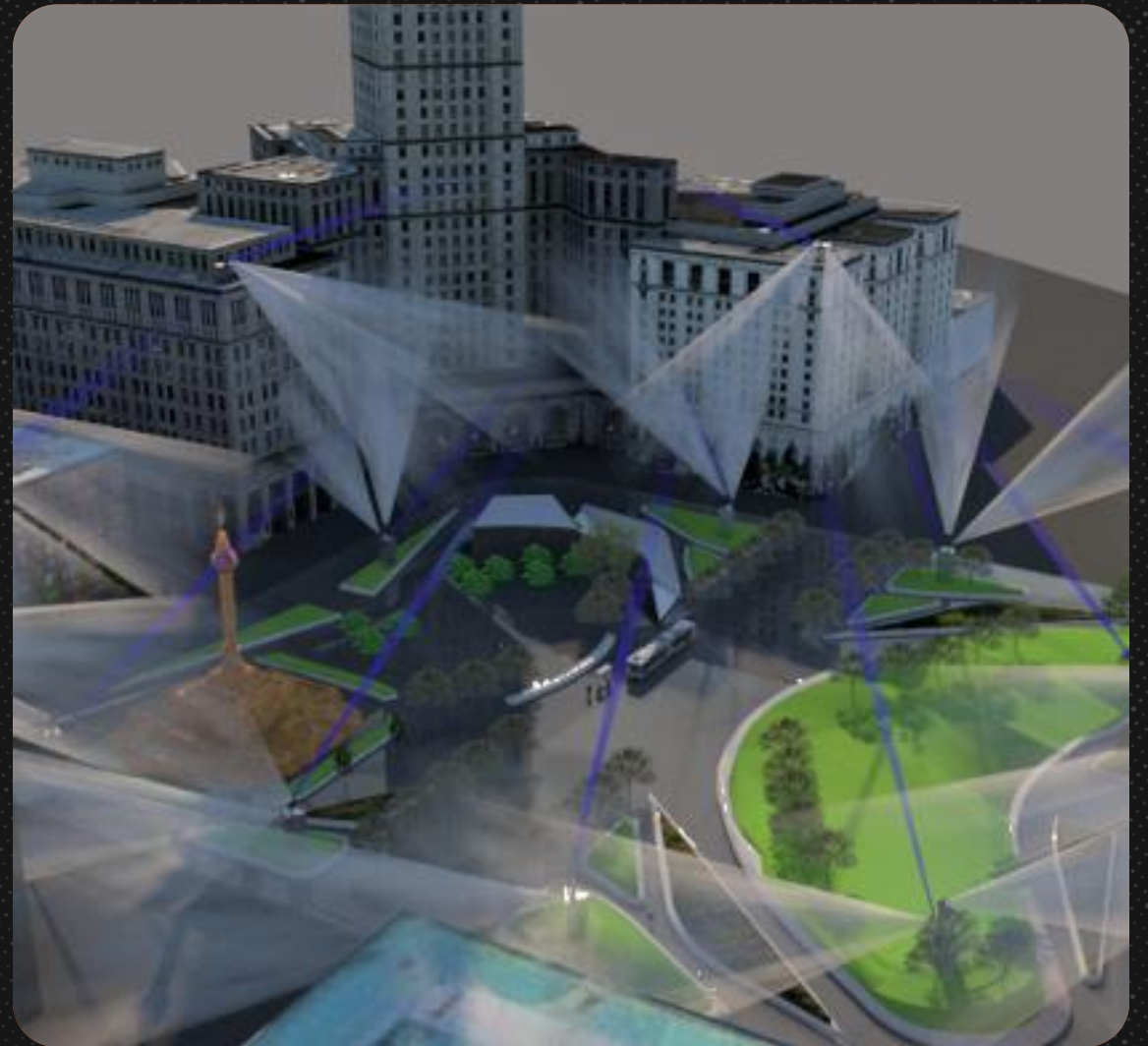


Public Square

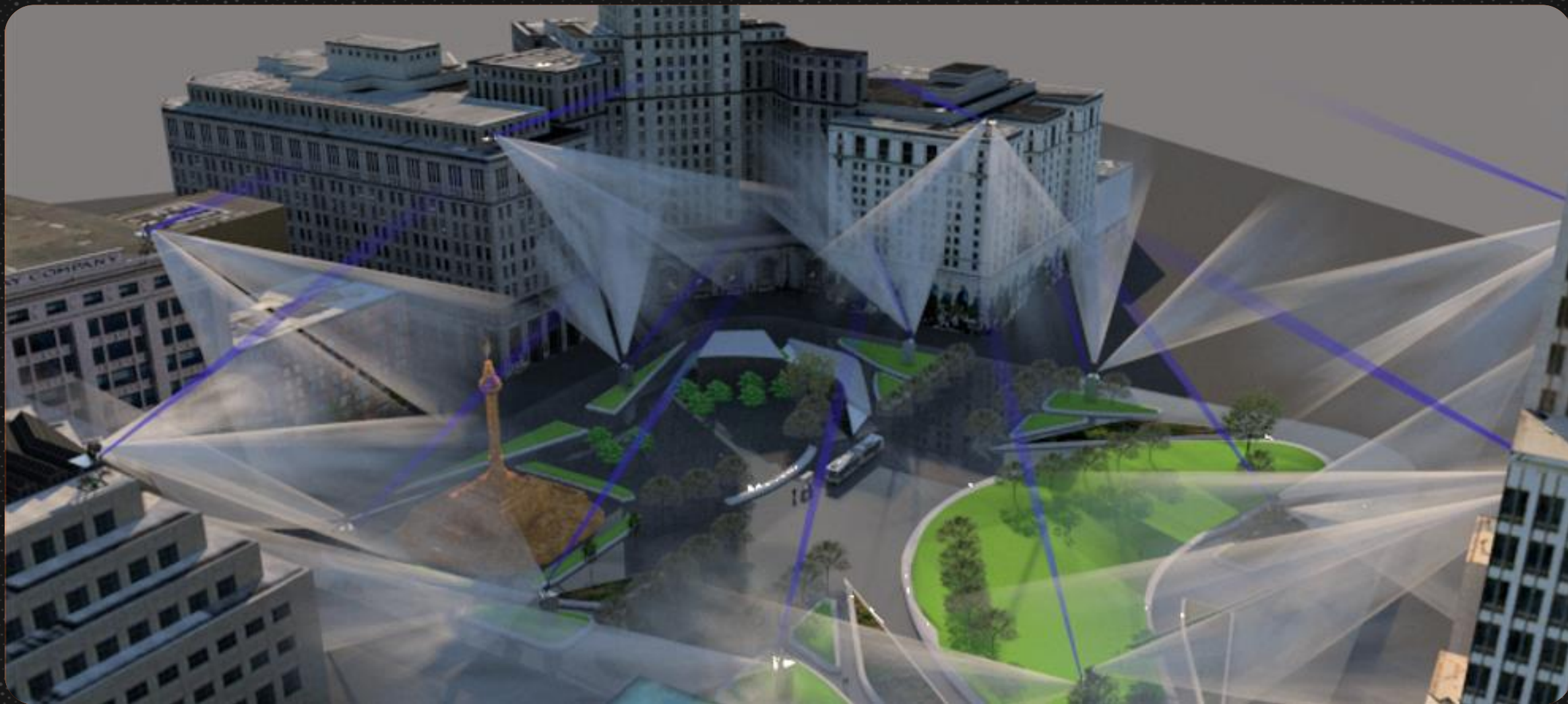
- Buildings onto Public Square = Stage



Public Square



Public Square



Public Square

Eight Lighting Placements – Square onto Building facades

Six Lighting Placements – Buildings onto Square

- 4k Wash Light
- Beast Spot
- VL3600 Projector

Estimated Equipment Cost	\$1.8M
Estimated Infrastructure Cost	\$300k
Estimated Installation Cost	\$700k
Estimated Hard Cost	\$2.8M

Euclid Ave

Eight Lighting Placements
Square onto Building Facades

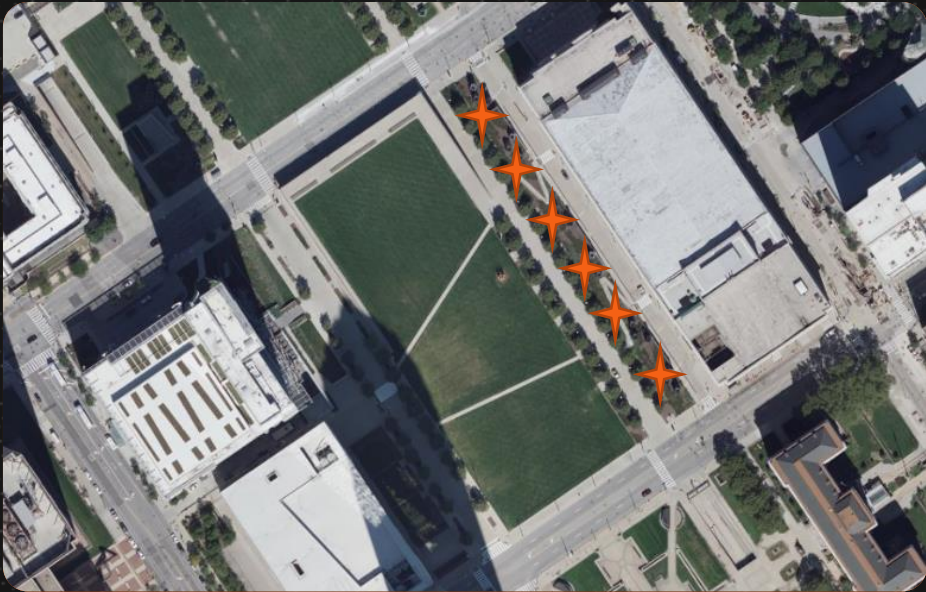
- VL3600 color-wash
- Gobo Projector

Estimated Equipment Cost	\$150k
Estimated Installation Cost	\$100k
Estimated Hard Cost	\$250k



The Malls

- Utilize façade of Public Auditorium for Convention Center and Mall Activations
- Six Lighting Placements



The Malls

Six Lighting Placements onto Public Auditorium

- 4k Wash Light
- Beast Spot
- VL3600 Projector

Estimated Equipment Cost	\$900k
Estimated Infrastructure Cost	\$250k
Estimated Installation Cost	\$250k
Estimated Hard Cost	\$1.4M

Budget

Project Components	Estimated Cost	Timing
Public Square - Equipment	\$1,800,000	
Public Square - Installation	\$700,000	
Public Square - Infrastructure	\$300,000	
Public Square - Maintenance & Programming	\$400,000	Before Spring 2024
Euclid Avenue - Infill Equipment	\$150,000	
Euclid Avenue - Infill Installation	\$100,000	Before Spring 2024
Euclid Avenue - Architectural Lighting	\$500,000	Before Spring 2024
The Malls - Equipment	\$900,000	
The Malls - Infrastructure	\$250,000	
The Malls - Installation	\$250,000	
The Malls - Maintenance & Programming	\$250,000	Before Spring 2024
Illuminated / Interactive Street Furniture	\$400,000	Before Spring 2024
Neighborhood Connections / Demonstrations	\$250,000	After Spring 2024
Contingency	\$750,000	
Total	\$7,000,000	

Funding Sources	
Destination Cleveland	\$3,250,000
<i>City of Cleveland</i>	<i>\$1,000,000</i>
<i>Cuyahoga County</i>	
<i>Foundations</i>	
<i>Corporate</i>	
<i>Property Owners</i>	
<i>CAC</i>	
Total	\$4,250,000

DC Funds

Project Components	Estimated Cost	DC Funds
Public Square - Equipment	\$1,800,000	\$2,000,000 (Board-allocated capital reserve)
Public Square - Installation	\$700,000	
Public Square - Infrastructure	\$300,000	
Public Square - Maintenance & Programming	\$400,000	
Euclid Avenue - Infill Equipment	\$150,000	\$250,000
Euclid Avenue - Infill Installation	\$100,000	
Euclid Avenue - Architectural Lighting	\$500,000	\$500,000 (subsidy fund)
The Malls - Equipment	\$900,000	
The Malls - Infrastructure	\$250,000	
The Malls - Installation	\$250,000	
The Malls - Maintenance & Programming	\$250,000	
Illuminated / Interactive Street Furniture	\$400,000	\$250,000
Neighborhood Connections / Demonstrations	\$250,000	\$250,000
Contingency	\$750,000	
Total	\$7,000,000	\$3,250,000

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THANK YOU!