

**DEPARTMENT OF ECONOMIC DEVELOPMENT**

**SUMMARY FOR THE LEGISLATIVE FILE**

**ORDINANCE NO:** \_\_\_\_\_

**Project Type:** Financial Assistance  
**Project Name:** FRONT Exhibition 2022  
**Grantee:** FRONT Exhibition Company, or Designee  
**Project Manager:** Briana Butler  
**Ward/Councilperson:** Citywide  
**City Assistance:** UDAG Grant - \$300,000

**Project Summary and Discussion:**

FRONT has requested that the City provide \$300,000 to support project management, professional expenses and marketing costs for the 2022 FRONT Exhibition. The grant agreement and funds will assist with cost between January 1, 2021 and December 31, 2022.

**Background:**

In 2018, the inaugural FRONT Exhibition was held throughout the city of Cleveland, with 28 indoor and outdoor exhibits at both major tourist centers and in neighborhood locations. The event was a critical and economic success. FRONT measured over 227,000 visits at sites that they were capable of measuring. With the average visitor visiting 2.5 sites, an estimated 90,000 unique visitors were attracted to Cleveland, 35% from outside of the region (est. 31,500). Some sites reported year-on-year attendance increases from 4-5 times per year, with most sites showing an increase of 20+%. Estimated economic impact on the region was \$31,000,000.

With the success in 2018, FRONT has begun fundraising for its follow-on triennial exhibition for 2022. FRONT believes that the 2022 Exhibition is critical to establishing the event as a long-term triennial cultural institution. Their long-term goal is to increase attendance to 200,000 unique visitors and drive over \$50,000,000 in economic impact. The event was supposed to occur in 2021, but was postponed due the pandemic. This event, scheduled to take place July 16 – October 2, 2022, has a \$2.53 million budget