



CITY OF CLEVELAND
Mayor Justin M. Bibb

Transforming Cleveland's Development Processes with a Unified Technology System

February 2025



Diagnosing the Problem

Our team's ability to grow our economy is limited by outdated systems.



The Integrated Development Cluster is responsible for growing our city, increasing property values, and revitalizing neighborhoods, but **we are operating with spreadsheets, Word documents, and disconnected systems.**



As a result, **our development processes are inefficient, uncoordinated, and difficult to track externally.** Projects that should take weeks drag on for months or years, disrupting momentum and investment.



After extensive evaluation, **Salesforce is the only technology that meets our needs and integrates with existing city systems.**



The Cost of Inaction

Current fragmentation has resulted in several challenges:

- Backlogged transactions
- Delayed projects
- Unclear processes that frustrate staff and stakeholders

Lack of a master list of businesses, making it harder to:

- Retain businesses in the city
- Expand local businesses
- Create more jobs



The Vision.

A single integrated system to comprehensively track and manage economic and community development projects internally and externally.



Salesforce as a City Tool:

Salesforce would provide the ability to track:



**Grants, Loans,
and Incentives**



**Business Growth,
Retention, and
Expansion**



**Land Bank
Transactions**



**Real Estate
Development
Projects**

PLUS, full integration with Accela for all permitting, design review, and planning commission so that projects can be comprehensively tracked – inside City Hall, at City Council, and with the public – **from initial discussions to incentive closing to ribbon cutting.**





Budget and Workforce



\$1.5 Million in 2025



+2 FTE in 2025, +1 FTE in 2026

