



CINCINNATI CENTER CITY  
DEVELOPMENT CORPORATION



3CDC is a non-profit, real estate development and finance organization focused on strategically revitalizing Cincinnati's downtown urban core in partnership with the City of Cincinnati and the Cincinnati corporate community. Our work is specifically focused on the Central Business District and in Over-the-Rhine.





**LIBERTY STREET**

**ZIEGLER PARK**

**MEMORIAL HALL**

**WASHINGTON PARK**

**CENTRAL PARKWAY**

**FOUNTAIN SQUARE**





CREATE / MANAGE  
GREAT CIVIC SPACES



CREATE  
HIGH-DENSITY  
MIXED-USE  
DEVELOPMENT



PRESERVE HISTORIC  
STRUCTURES AND  
IMPROVE  
STREETSCAPES



CREATE DIVERSE,  
MIXED-INCOME  
NEIGHBORHOODS  
SUPPORTED BY LOCAL  
BUSINESSES

# **CIVIC SPACES & EVENT MANAGEMENT**

## **Fountain Square :**

- Reopened in October 2006 following \$48MM renovation
- 2018 Recap:
  - ✓ 437 3CDC Events
  - ✓ 116 Third-Party Rentals
  - ✓ 117 Ice Rink days of operation



## **Washington Park:**

- Reopened in July 2012 following \$48MM renovation
- 2018 Recap:
  - ✓ 317 3CDC Events
  - ✓ 83 Third-Party Rentals
  - ✓ 201 Porch days of operation





## Memorial Hall:

- Reopened in November 2016 following \$11MM renovation
- 2018 Recap:
  - ✓ 94 3CDC events
  - ✓ 164 curated partnership events
  - ✓ 83 Third-Party Rentals



## Ziegler Park:

- Reopened in July 2017 following \$32MM renovation
- 2018 Recap:
  - ✓ 171 3CDC events
  - ✓ 140 pool days
  - ✓ 25 Third-Party Rentals







# WASHINGTON PARK





# WASHINGTON PARK

## BEFORE





# WASHINGTON PARK AFTER





# WASHINGTON PARK









**Strategic Goals:**

- Create an active, safe, and welcoming civic space
  - ✓ Maintain a balance of neighborhood vs regional functionality
- Establish Park to become economic catalyst for the neighborhood
  - ✓ Increase parkers in garage
  - ✓ Increase traffic to commercial tenants
  - ✓ Increase interest to buy condos

**Tactics:**

- Include features into design that are naturally active
  - ✓ Playground
  - ✓ Dog Park
  - ✓ Water Feature
- Identify key dates and times to focus on to develop programming calendar
- Engage community stakeholders in development of programming
  - ✓ Identify strong community organizations for potential partnerships
- Create diverse line up of events to bring all types of park goers

























CINCINNATI CENTER CITY  
DEVELOPMENT CORPORATION



















## The Porch

- A bar with regular operating hours from early Spring to late Fall
- Tables, seating, and games like Connect 4, ping pong, and life-size chess available
- Utilized for trivia nights, wine tasting, dog-themed events and small performances









# Washington Park Enhancements







## Project Summary:

- Install permanent roof structure over existing deck
- Design matches other structures within the park
- Increase current bar size and beverage options

## Project Cost:

- Project Cost of \$500K
- Secure funding through 3CDC, Private Donation and City Contribution

## Timeline:

- Demo underway
- Complete May 24



### Programming:

- ✓ Easter Egg Hunt
- ✓ Reds Opening Day Parade
- ✓ Yappy Hour (Thurs)
- ✓ Furry Friends
- ✓ Kickball Leagues (Mon & Thurs)
- ✓ Workout on the Green (Tues & Wed)
- ✓ Summer Cinema (Wed)
- ✓ Bandstand Bluegrass (Thurs)
- ✓ Friday Flow)
- ✓ Weekend Workout (Sat)
- ✓ OTR Performs (Sun)
- ✓ Kids Pop-Up Play





### Programming:

- ✓ Workout on the Green (Tues & Wed)
- ✓ Yappy Hour (Wed)
- ✓ Friday Fright Nights
- ✓ Weekend Workout (Sat)
- ✓ Pop Up Play
- ✓ Fall Fest Weekend
- ✓ Santa's Workshop (Sat)





## Play Worker Program

Play Workers are scheduled in the playground during peak times to help facilitate play by:

- ✓ Encouraging safe, supervised recreation
- ✓ Providing first aid
- ✓ Distributing free play equipment
- ✓ Developing important social skills (taking turns, sharing, waiting in line, etc.)





## Third Party Events

- ✓ Closing the Health Gap
- ✓ Asian Food Fest
- ✓ Go OTR 5K
- ✓ Dodgeball
- ✓ City Flea
- ✓ OTR Community Festival
- ✓ Taste of OTR
- ✓ Light Up OTR
- ✓ Weddings





### BLINK Cincinnati:

- A light and art event that features large-scale architectural projection mapping, light-based sculptures and installations, brand-new murals and interactive art. BLINK spans 20-city blocks in Downtown Cincinnati.





## WASHINGTONPARK

[Browse Events](#)
[What's Nearby](#)
[Directions](#)

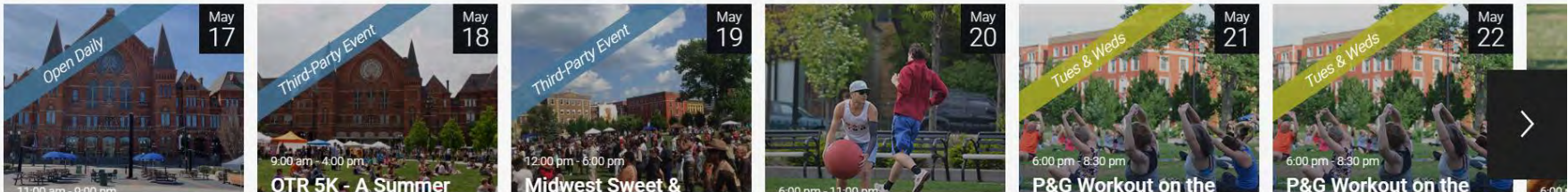
PROGRAMMED BY  
**3CDC**

# Spring has Sprung!

Join us for activities in the park daily.



## Upcoming Events

[SEE ALL EVENTS](#)


- Grass roots marketing efforts
- Website is very event focused
- A section focused on the neighborhood to enhance park goers experience



## Lessons Learned:

### Space Design:

- Heavy use of landscaped areas will have a negative effect on upkeep
- Incorporate an area dedicated for private events and that can be covered

### Events/Sponsorship:

- Don't be afraid to experiment!
- Be patient, let the event mature before you move on
- Partnerships make for successful events
- Program in bulk, series are a lot easier to market and sell
- Sell multi-year contracts





# THANK YOU

