

FOCUS 20/20: Your Theatre, Your Town 33rd Annual Conference and Theatre Tour Cleveland, Ohio July 15-18, 2009



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Historic Theatres: Catalysts for Community Redevelopment

Saturday, July 18, 2009

3:30 – 4:30 PM

Hanna Theatre, PlayhouseSquare

From Cleveland's downtown Theatre District, Playhouse Square, to the West Side, historic theatre renovation has sparked community revitalization. Powerful combinations of new businesses, housing, the arts and neighborhood beautification are infusing millions of dollars in economic development in Cleveland communities, creating cultural amenities attracting audiences throughout Northeastern Ohio and new jobs that attract educated, creative, young workers. Hear how they did it from a panel of community leaders.

SPEAKER BIOS

TOM EINHOUSE

Vice President of PlayhouseSquare Real Estate Services, Cleveland, OH

In 1980, when Tom Einhouse began a career at PlayhouseSquare, his initial efforts were concentrated on the restoration of the five historic theatres that comprise the now-eight performance spaces of PlayhouseSquare – the world's largest theater restoration project and the nation's largest performing arts center outside New York City.

In the early '90s, the Cleveland Theater District Development Corporation – renamed the PlayhouseSquare District Development Corporation (PDDC) – was formed and became the first Business Improvement District (BID) in Cleveland. Einhouse serves as the Executive Vice President of the PDDC, which is now folded into the downtown wide BID, and is active with the nominating, finance, marketing and services committee.

As Vice President of PlayhouseSquare Real Estate Services, Einhouse is involved in the redevelopment of PlayhouseSquare's million-square-foot commercial real estate portfolio. Current projects include the redevelopment of the Hanna Theatre (re-opened in September 2008); development of a District of Design real estate plan and retail master plan; redevelopment of the E14th streetscape and redevelopment of the 1305 and 1317 Euclid buildings.

Currently Board President of the Cleveland Restoration Society, Einhouse was appointed in 2007 by the Mayor to serve a six-year term on the Lakewood, OH Planning Commission, following six years of service on Lakewood's Zoning Board. He also serves on the board of Cleveland Public Arts, and is the former Board President of the League of Historic American Theatres, an organization of which he has been a member since 1988.

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JOSEPH A. MARINUCCI

President and CEO
Downtown Cleveland Alliance, Cleveland, OH

Joe Marinucci has over 29 years of community and economic development experience in both the public and private sectors. As President and CEO of Downtown Cleveland Alliance, Joe oversees numerous programs designed to spur investment in downtown Cleveland. Joe currently serves on the boards of Ingenuity Festival and the Cleveland Restoration Society, and has held several economic development positions with Cuyahoga County, the City of Cleveland, and the State of Ohio.

Prior to joining the Alliance, Joe led the real estate development effort of the PlayhouseSquare Foundation. Joe served as Board Chairman of the Gateway Economic Development Corporation, where he oversaw the operations of the Gateway Sports Complex.

On a national level, Joe served as past Chairman of the International Economic Development Council and as Treasurer for the National Council for Urban Economic Development.

GRETCHEN MOORE

Commercial Program Director
Westown Community Development Corporation, Cleveland, OH

Gretchen Moore is the Commercial Program Director for Westown Community Development Corporation in Ward 19 on Cleveland's West Side. The Westown neighborhood is home to nearly 400 businesses as well as the 1900-seat Variety Theatre. Since 2003, she has helped to bring over 30 new businesses to the Westown neighborhood. Gretchen is also the founder of the Friends of the Historic Variety Theatre and serves as the Project Manager for the Variety Theatre restoration. She has used the Variety Theatre restoration as an opportunity to attract new businesses to the Westown neighborhood through creative marketing, regulatory controls and partnerships with arts organizations.

JEFFREY M. RAMSEY

Executive Director
Detroit Shoreway Community Development Organization, Cleveland, OH

Jeff Ramsey began employment with Detroit Shoreway Community Development Organization (DSCDO) in 1987. He became the organization's real estate project manager in 1990, the assistant director in 1995, and the executive director in 2003. Jeff manages an organization of 31 full-time employees with an annual operating budget of \$3 million, real estate projects with annual budgets ranging from \$5 - 10 million, and rental income of \$1 million annually. From 1990 - 2004, the Detroit Shoreway neighborhood experienced the construction/rehabilitation of 596 housing units. From 2004 - 2007, over 300 housing units were completed - more than any neighborhood in the City of Cleveland. Over \$300 million investment is currently underway in the neighborhood. The Gordon Square Arts District and the EcoVillage are national models for urban revitalization. Jeff has previously served on the board of directors of Cleveland Public Theatre, the Cleveland Neighborhood Development Coalition, Parkworks, and the Living in Cleveland Center. He is certified by the National Development Council as an Economic Development Professional. Prior to beginning employment with Detroit Shoreway, Jeff was a realtor with Progressive Urban Real Estate.