



GROW CLE

Attracting & Retaining Cleveland's Population

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1. Aspiration Statement

- Cleveland is the fastest growing city in the Midwest. The MSA is outpacing the national average, and the city's urban core population has topped 500,000. The entrepreneurial spirit of Cleveland is creating a robust regional economy and attracting new investment from across the globe while leveraging the local expertise in healthcare, professional services and manufacturing. Our city is a magnet for all newcomers including immigrants and refugees of all ages and the community embraces its multicultural neighbors. The vibrant City of Cleveland is an impressive destination where residents live, work, play and thrive. From toddlers and college grads to families and retirees, the citizenry holds immense pride for its internationally recognized and respected hometown.

2. Action Plan

- Based on the data collected by the working group, GROW CLE is focusing on the following target demographics in and outside of Cleveland:
- College Students
- Young Professionals
- Retirees & Expatriates

3. The Change We Want to See in the Data

Today's Data

- Cleveland's population has historically declined year after year since the 1950's (24% in just the last 30 years)
- College students surveyed expressed a sense of isolation/disconnect from other parts of the city outside their campuses
- Young professionals surveyed expressed the city as very friendly, but hard to make friends in
- Retirees and expatriates surveyed expressed a desire for better age-friendly and walkable communities

2030 after Action Plan

- Cleveland's population has seen an increase in population year after year since the 2020's
- Cleveland has adopted a **closed-feedback system perspective that fosters intergenerational-growth** between college students, young professionals, retirees, expatriates, and all other residents of Cleveland

4. The Change We Want to See in the Lived Experience

Today's Lived Experience

- Cleveland has a transient/temporary resident population that is steadily declining
- Large demographic groups are isolated and unengaged with the city as a whole
- City life is uninviting for large demographic groups and seek to fill those voids in outer suburbs, or outside of Cleveland completely

2030 after Action Plan

- Cleveland has a growing population of permanent residents across multiple generations
- Residents feel connected, supported, and empowered to grow in place, creating a legacy of personal investment/enrichment for themselves and the city

5. How Our Action Plan Leads to the Change

Lived Experience

- We believe this action plan will improve the data point and the lived experience of Greater Clevelanders because investing in the attraction and retention of the city's population is an investment to every single resident currently living in/ will live in the city of Cleveland.

Economic Growth

YES or NO	Plan will influence
YES	Workforce – The attraction, growth or retention of a skilled workforce.
YES	Infrastructure – Investments or improvements in things needed for commerce such as roads, machines, factories and airports.
YES	Natural Resources – The amount and availability of natural resources like water, electricity and fuel.
YES	Technology – Improvements or investments in technology and innovation.

6. Updates, Reflections, Help Needed

Highlights

The groups research has been very eye-opening, allowing the group to further focus on what efforts can be most impactful in our work together.

Reflections

Setting boundaries to the scope of work allows for clear momentum forward

Help Needed/Next Steps

Funding needed for initiatives. Alignment of organizations who's work touches these outcomes.