

historic



warehouse
DISTRICT



WHAT'S NEW IN THE NEIGHBORHOOD

August 2011 – SUMMARY



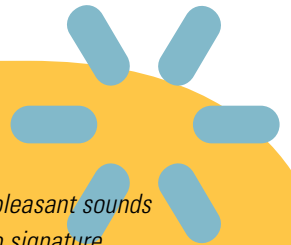
HWD Summer Street Festival: one gorgeous day

*Thousands of residents, suburbanites, friends of our neighborhood and folks who'd never been here before crowded West 6th street Sunday, August 7, for the 7th Annual Historic Warehouse District Street Festival. **More.***



'Date Nite in the District': works for me!

*Inside, soft music, gentle amber light from exquisite chandeliers, and the pleasant sounds of diners conversing happily mingled with the clink of ice cubes falling into signature, sapphire water glasses. And it all swirled around me as candlelight shimmered from two eye-catching holders atop our white-linen-draped table. **More.***



For investigator Monday, HWD living makes dollars and sense

*Their savings calculations make the financial payoff clear. But for investigative journalist Carl Monday and his wife Sandy, life in the Warehouse District has other big rewards. **More.***



Newly-launched Flack Steel is proud to call the Warehouse District home

*"...there's a community here filled with talented people, nice hotels, terrific places to eat and fun entertainment options. Everything that makes the Warehouse District great is why we want to be here." **More.***

– Jeremy Flack

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WAREHOUSE DISTRICT



WHAT'S NEW IN THE NEIGHBORHOOD

August 2011

Don't miss these events in the Historic Warehouse District & Historic Gateway Neighborhoods!

12th Annual Playhouse Square District Block Party & Tour Fri., Sept. 9 5 pm – 9 pm Star Plaza

Event plans include a walking tour of the neighborhood and appearances by "Alan Freed" and "Milton Krantz" enactors from the Take a Hike program, an inside tour of the newly reconfigured Allen Theatre, signature food dishes, live entertainment, a Dance Showcase, cash bar and more.

Tickets are \$25 each.

www.playhousesquare.org

For more information, go to our website at www.warehouse-district.org.



HWD Summer Street Festival: one gorgeous day



Thousands of residents, suburbanites, friends of our neighborhood and folks who'd never been here before crowded West 6th street Sunday, August 7, for the 7th Annual Historic Warehouse District Street Festival.

In perfect weather from noon to 8 p.m., people of all ages and cultures – and their pets – enjoyed free admission to a variety of entertainment, fine food, "Cleveland's Cutest Dog Contest & Fashion Show," and much more. *Continued next page.*

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**Cleveland Play House
Open House
Monday, Sept. 12
4:30 pm – 8 pm
Allen Theatre at
Playhouse Square**

Come over and feel at home in the Cleveland Play House's new home, with food, drink specials, and prizes! For details, see:

<http://www.clevelandplayhouse.com/events/cph-open-house>.

**Sparx City Hop
Saturday, Sept. 10
11 am – 9 pm**

Enjoy all Cleveland has to offer during this annual event as free trolley tours transport patrons to core Cleveland districts including Downtown, the Historic Warehouse District, the Historic Gateway Neighborhood, Ohio City, Tremont, the Campus District, MidTown, AsiaTown and the St. Clair/Superior District. While in each district, patrons can explore historic buildings, view works by our city's talented artists, dine at one of many restaurants, shop at unique retail stores and take in the sights and sounds of street-side entertainment.

www.downtownclevelandalliance.com

Summer Street Festival Continued.

Marcia Mandell, event planner for the District, said the Street Festival is a unique event designed to show diverse groups of people what this corner of downtown Cleveland is really like. "The Festival provides a snapshot of this neighborhood as a great place to live, work, play, dine and do business," she said.

Local bands on two opposing, well-spaced stages offered an eclectic mix of jazz, blues, samba, rock, pop and more throughout the afternoon and evening. Between those venues, guests feasted on reasonably priced cuisine from the District's top restaurants, an art show, street performers, a "Family Chalk Play" area and other activities for children, as well as a residential open house in some of Cleveland's coolest apartments, lofts, and condos.

There was also a walking tour back in time to learn some surprising facts about the District's beginnings, with historical figures who came alive to recount our unique history.

Local media including The Plain Dealer, WKYC TV3, and WTAM were on hand and gave enthusiastic coverage in their evening and next-day editions.

Mandell says besides showing off what's great here, the Street Festival's impact on the District is tangible in many ways. "Apartments have been rented, local artists make new sales, restaurants and clubs get to meet their patrons in a different environment and make new friends," she said.

Sponsors for this popular summer event include the Downtown Cleveland Alliance, Cuyahoga County Arts & Culture, Councilman Joe Cimperman, Dave's Markets, Greater Cleveland RTA, Bar Louie, The Barley House, Dollar Bank, Landmark Management, Superior Beverage, Tenable Event Services, The Plain Dealer, WKYC TV-3, and more.

For more information on this or next year's Festival, call the Historic Warehouse District office at (216) 344-3937, or visit www.warehousedistrict.org.

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For investigator Monday, HWD living makes dollars and sense



*Time saved not commuting from the suburbs by car? **Two hundred seven thousand, four hundred minutes.** Gas savings? **Twenty-four thousand dollars.** Not having to buy a second car? **Fifty-thousand dollars.** Savings on taxes? **Sixty-thousand dollars. Total to date? **One-hundred thirty-four thousand dollars...and 188 days!*****

No, these figures aren't the beginning of a MasterCard commercial. They're part of what makes iconic investigative journalist Carl Monday and his wife, Sandy, call living in Cleveland's Historic Warehouse District "priceless."

Many of us have seen Carl Monday on local television news, where for more than 25 years he's been a fearless, corruption-exposing investigative journalist. But fewer may know the Emmy-award-winning broadcaster and his wife of 37 years as our HWD neighbors.

The Mondays, who've just paid off the mortgage on their W. 10th Street condominium, have lived in the District 13 years. True pioneers in their choice to live here, "We were the first couple in three decades to buy new construction in this part of town," Carl said.

The two say they're thrilled to be part of the District. But they admit their start here was less than ideal: Initial construction on their Kirkham Place condo turned into a disaster when shoddy work and eventual bankruptcy by the contractor halted construction midway through the project. A second builder had to start fresh, but it cost the Mondays an extra 18-month wait to move in.

In 1998, however, they did.

Why hadn't they walked away? "We were sure this was the place for us," Carl said. It was a commitment fueled partly by Carl's investigative instincts, and partly by the couple's love for their city. Carl hails from the Fleet Avenue area of Cleveland, and Sandy from North Olmstead.

"Anyway, it was exciting down here," Sandy recalled. "The Flats and everything were booming. People were flocking here in the summer. And we're baseball fans. We could walk to the new Jacobs (now Progressive) Field, where we had season tickets. Or to the Gund (now Quicken Loans) Arena. We just love sports."

"It was the right place at the right time," Carl added. "It felt good to be part of a growing neighborhood in Cleveland." *Continued next page.*

For investigator Monday, HWD living makes dollars and sense *continued.*

A short walk

Easy access to the rest of the city was a big selling point for the Mondays in choosing to make the District their home.

"We walk," said Carl. "We spend a lot of time in the Warehouse District, of course, but we can easily walk to other downtown neighborhoods. We can stroll up to East 4th, for example, have a couple of drinks and not have to worry about driving home."

Sandy walks to work each day as assistant director of safety at a downtown engineering company. And Carl, a featured reporter at 19 Action News, says he's cherished his pedestrian commute throughout his Cleveland career.

Proof of this devotion? The couple's 14-year-old Volkswagen has fewer than 50,000 miles.

'Keeps us young'

That, and Carl's other savings calculations, make clear the financial rewards of a home in the District. But the Mondays— Carl, 60, and Sandy, 57— say living here has another big plus.

"Being in this neighborhood has kept us young," Carl said. "Sometimes when you see all the young people here it makes you feel old; but the other side of that coin is, it keeps us in touch with the younger crowd and trends."

And that, the couple says, nurtures a healthy interaction among age groups. "Just the other day at The Map Room," Sandy said, "we were surrounded by people, probably in their early 20s, enjoying their Saturday night, as we were ours. A couple of days later we ran into them at Johnny's, and we had a good conversation, danced together and had a great time. So I'm comfortable living here as one of the 'elders.'"

Cleveland has always been home

Though the Mondays have lived in this neighborhood since 1998, Carl has always called Cleveland home. He graduated from Garfield Heights High School, and received his baccalaureate degree from Kent State University in 1973.

He says his heart was always set on working in the public eye, but not necessarily as a journalist. In high school he played bass guitar in several bands and worked as sports editor for the school newspaper. He says his intention was to work in the recording industry. But his experiences at Kent State changed all that.

"The Kent State shootings happened in my freshman year, and that turned things around for me," Carl said. "Suddenly there was more to life than rock-and-roll. Everything took on a more serious tone."

Still in college and majoring in broadcast communications, he began working at WHK and WMMS radio stations in Cleveland. He then moved on to WERE, also in Cleveland, where he met Sandy in 1973. After graduating, Carl married Sandy in 1974 and accepted a job in Wichita, Kansas. The couple stayed there one year before deciding they needed to be home. WERE radio invited Carl back, and that began his more than 25 year news career in Cleveland.

Over the years Carl has received offers to work in larger media markets, but he and Sandy have always chosen to remain here, close to their families.

Sandy jokes, though, that she always thought they'd do more traveling. "Carl said, marry me and you'll see the world. Since then I've seen Wichita, Kansas, and Cleveland, Ohio."

But both say Cleveland, and especially the Warehouse District, offer plenty of excitement. Carl, a member of the HWD Development Corporation Board of Directors, says the neighborhood is on the cusp of a bright future.

"The District has challenges that must be met," he said. "But just think: We're perfectly placed between the Med-mart and Convention Center, the Casino, and the Flats East Bank projects. We have the history. We have the resident population. We have access to the Cuyahoga River, to Lake Erie, to the highways, and we have room for expansion. No other downtown neighborhood can make all these claims.

"We just need to continue to grow and evolve, and make this the safest, cleanest, most innovative neighborhood in northeast Ohio."

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"We're baseball fans. We could walk to the new Jacobs (now Progressive) Field, where we had season tickets."

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Left to right -
Chas Moscaino,
Michelle Tomsik,
Dan Mullaney



Several restaurant owners created a night each week – Fridays throughout that summer – to highlight the variety of cuisines offered in the District’s 14 distinct restaurants and promote the neighborhood as a foodie haven.

‘Date Nite in the District’: works for me!

by Imani Capri

Rain fell softly from a midnight-blue June sky as couples and friends scurried to huddle under sheltering umbrellas. My view out the window from The Blue Point Grille seemed surreal, a romantic scene from a Hollywood movie.

Inside, soft music, gentle amber light from exquisite chandeliers, and the pleasant sounds of diners conversing happily mingled with the clink of ice cubes falling into signature, sapphire water glasses. And it all swirled around me as candlelight shimmered from two eye-catching holders atop our white-linen-draped table.

A 30-minute drive from Twinsburg to West 6th and St. Clair had transported me, and the special man in my life, to an ambiance of elegance, romance, and fine food – enticed by a promotion known as *Date Nite in the District*. Continued next page.



August 2011

'Date Nite in the District': works for me! *Continued.*

As the new writer for the HWD newsletter, I'd been assigned to report on an experience being served up this summer by several Historic Warehouse District restaurateurs, partly to lure out-of-towners like me. I'd looked forward to what *Date Nite* might offer, and as a seafood lover had chosen to center my experience on what is often called Cleveland's premier seafood restaurant.

I wasn't disappointed. Beautifully served, the Spicy Seafood Chowder, Lobster Bolognese, Vanilla Bean Ice Cream with fresh berries, and Angove "Nine Vines" 2010 Moscato were an unmitigated delight, especially at the special price of \$59 for two.

I was, in fact, sold. *Date Nite in the District*, at least the Blue Point Grille version, had given me a vivid new appreciation of the Warehouse District as a fine dining destination.

Why Date Nite?

And really, that's the point. Back in 2008, several restaurant owners conspired to create a night each week – Fridays throughout that summer – to highlight the variety of cuisines offered in the District's 14 distinct restaurants and promote the neighborhood as a foodie haven. Each agreed to create fixed-price, multi-course menus for couples at several price points, with valet parking discounts added at some.

George Schindler is president of Hospitality Restaurants, which owns and operates The Blue Point Grille and three other area restaurants. He says the combination clicked.

"Fridays were a great night to encourage people to come out and eat, walk around the District and explore downtown a bit more in the summer," Schindler said.

Though the initial launch of *Date Nite* was well received and indeed drew people from the suburbs, *Date Nite* did not begin again until this summer due to the owners' desire to better organize and promote the event.

Summer isn't over, but *Date Nite's* impact in the District is already being felt. Managers at the Blue Point Grille say *Date Nite* easily draws 100 more couples to their restaurant each Friday night. Rick Cassara, owner of John Q's Steakhouse, says *Date Nite* also supports a movement among District stakeholders to portray the truth about their neighborhood.

"We want to increase the frequency of visits downtown," Cassara said. "We want people to know they don't have to wait for a game or theater event to come in. They can come for the food and the atmosphere. Really, Cleveland has so many neighborhoods with different cultures, each with great food and great entertainment, more people need come here and see."

That message seemed not lost on the fellow diners surrounding me on my own *Date Nite*. This comment by Chas Moscaino, 30, from Strongsville, was typical:

"I live in the 'burbs, but the Warehouse District is a magnet for me. I have lots of friends here. It's a good, social place and feels like a big happy family."

"Date Nite in The District" will continue through September. Have you and your date tried it yet? I know some restaurant owners who'll be awfully glad to see you — I.C.

To learn more about participating restaurants, their menus, price options and other partner discounts, please visit www.datenitefriday.com.

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WOW

August 2011

Newly-launched Flack Steel is proud to call the Warehouse District home



Building on the past to create something new isn't just central to the Warehouse District's colorful history; it's the driving force, today, behind Jeremy Flack's decision to open a new steel company here.

Smartly dressed in a chocolate brown blazer, crisp blue-and-white shirt and khaki pants, Flack sits confidently at the conference table in Flack Steel's offices at 425 W. Lakeside, and explains why there's nowhere but the Warehouse District he'd rather call home, for his business or himself.

"The Warehouse District is a hip, vibrant neighborhood in a historically significant setting," Flack said, "and we're a fresh new company in a traditional industry. So being here helps communicate who we are. This building and the business we're in date back to the 1800s, but renovation and new thinking have brought them both up to date. There are just a lot of connections."

Holder of an MBA from Cleveland State University and a BS in finance from Miami University, Flack, 41, launched his company in May, 2010. It's a "steel service center" – a distribution business that buys and sells steel throughout North America. It has 14 employees at its headquarters and three more who handle sales in Atlanta, Georgia, Knoxville, Tennessee and Ohio.

"What we do here in Cleveland," Flack said, "is orchestrate the movement of products we buy from all the domestic steel mills in the United States as well as countries like India, Brazil, China, Taiwan, Russia, Korea, Japan and Mexico. We also manage the supply chain for customers who are original equipment manufacturers making branded products from the steel we provide." *Continued next page.*

"...there's a community here filled with talented people, nice hotels, terrific places to eat and fun entertainment options. Everything that makes the Warehouse District great is why we want to be here."

– Jeremy Flack

Newly-launched Flack Steel is proud to call the Warehouse District home *Continued.*

Although still a “small fish in a big pond,” Flack’s company is growing steadily, he says. In June alone, the company shipped 12,000 tons of steel. Revenue in this, its first full year of operations, is projected at \$150 million – up from \$0 last year.

The Springfield, Ohio, native says he “stumbled into” the steel business via an extended family member, but adds that he always wanted to be in business for himself:

“I wanted my own company – to determine my own destiny and have the freedom to build whatever I could without artificial restraint. I like steel because it’s a relationship business – a social business. You need personal relationships to succeed. And it’s global, so even here in my small office in Cleveland, we’re in contact with the world.”

Setting up shop in Cleveland was deliberate, he said: “Despite everything, this is still a steel town. The city manufactures steel, and steel history runs deep. Being here, we felt, centered us; having that Cleveland address still means something out in the world, in our marketplace.”

Flack, who is single, has an apartment in the same building as his office. He’d been a long-time patron of HWD restaurants and other amenities before deciding to build his company here.

“Location, location, location – that’s what I tell other business owners looking for reasons to invest in the Warehouse District,” Flack said. “It’s easy to attract people to work here; many of my out-of-town customers and vendors love the neighborhood; and there’s a community here, filled with talented people, nice hotels terrific places to eat and fun entertainment options. Everything that makes the Warehouse District great is why we want to be here.”

Belief in Cleveland

But apart from the District itself, he said just being in a *city* – especially this city – makes business sense. “Seventy some years ago, cheap gas fueled suburban growth. But those days are gone. Everything is becoming more local, and I believe the same will occur with the way people live. Cities are coming back.”

Flack now puts his mouth where his money is, encouraging potential tenants and business owners to strongly consider locating here. And, he says, the time is now.

“Looking short-term, it’s inexpensive to lease downtown,” Flack said. “I couldn’t have gotten 13-foot ceilings, exposed wood and brick, and a view of Lake Erie for my office if I were in the suburbs, nor at such an attractive price. And looking long-term, it’s a great investment, because the value will increase over time.”

Flack also says he intends Flack Steel to have a role in changing perceptions about Cleveland, making his company an example of how businesses can successfully invest in the city and surrounding region.

“This is a great city,” Flack said. “We’re hiring people from Cleveland. We’re growing from Cleveland. All of our original computer systems, web development, legal services and accounting are done here. I’ll only accept the best of the best service providers... and here I get unbelievable service.”

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WHAT'S NEW

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