

HEADS UP

SOMER'S DINER OPENS

Somer's Diner, 4002 Prospect Ave., formerly Ruthie & Moe's Diner, is open for business. Hours are Monday-Friday, 6 A.M. to 3 P.M. The diner closed in 2006, but several former employees are returning to serve you. We encourage you to stop by and support this longtime MidTown institution.

MEMBERSHIP

For information on becoming a member of MidTown Cleveland, Inc., contact Diane Dunleavy at 216.391.5080, ext. 101, or go to www.midtowncleveland.org/join.asp.

IN THIS ISSUE

- MidTown Cleveland, Inc.'s 2007 Fundraising
- MidTown Businesses Receive Local and National Awards
- Spotlight on AsiaTown: Asia Plaza
- 25th Anniversary & Euclid Block Party
- Design Review Committee Features Architectural Support
- Storefront Renovation Program
- Staff Directory

BAKER ELECTRIC BUILDING REDEVELOPMENT REFLECTS INNOVATIVE ROOTS



The Baker Electric Building, 7100 Euclid Ave., originally a showroom for electric cars sold to area aristocrats, has been renovated to combine elements of the building's history with modern, environmentally-friendly amenities.

Built In 1910, the Baker Electric Motor Car Building, 7100 Euclid Ave. was once a showroom for cutting-edge electric cars purchased by those who inhabited the prestigious area surrounding Millionaire's Row. Almost a century later, Cumberland Development, LLC, is transforming the space to reflect its history of innovation by turning the Baker Electric Building into lab and office space for medical start-ups and technology companies.

Having been a showroom for both electric and gasoline-powered cars, a manufacturing plant and later a printing facility, the Baker Electric Building has changed tremendously over its 97-year lifetime, as has Euclid Avenue.

"I liked the building architecturally five years ago, but the area was not ready," said Developer Dick Pace of Cumberland Development. "Now, with the emergence of the Euclid Corridor Transportation Project, the Cleveland Clinic expanding and spin-offs from the Cleveland Clinic and Case Western Reserve University, the area is primed for development."

Cumberland purchased the building in 2006 with partners Joe Lopez, president of New Era Builders, Inc., and Ariel Ventures, LLC. Together, the group has been renovating the interior and exterior of the building, with new spaces being completed as new tenants sign leases.

Besides restoring the building to its original woodwork, foyer tile and exposed high ceilings, Cumberland has incorporated

environmentally-friendly amenities, including a geothermal heating system. Free wireless Internet will also be available to cater to those waiting for buses along Euclid Avenue.

"Upper Euclid is probably one of the least developed sections of MidTown and that's why it was a good place to invest. The prices had not skyrocketed," Pace said. "This will not always be true, the prices will go up."

Current tenants in the space include Volcano Corporation of California and Bunge Biphor, Ltd. of New York. Volcano, a medical technology company, makes cameras for heart surgeons. Bunge Biphor conducts paint research and is currently developing a pigment to be used in white paint. Pace's company has also moved into the building.

iNetwork Advisors, Inc., a Pittsburgh-based venture capital firm and Diagnostic Hybrids, Inc. of Athens, Ohio, a developer and manufacturer of tissue cell cultures, antibody kits and biological reagents used in medical laboratories, also have leases to open offices in the Baker Electric Building.

Continued on page 2

BAKER ELECTRIC BUILDING con't.

Pace hopes to have all of the space rented by 2008 to coincide with the expected completion of the Euclid Corridor Transportation Project.

He said he is confident that by bringing Euclid Avenue back to its pioneering roots the area will resurge. "This will become a vibrant community, a true mixed-use district," he said.

MIDTOWN BUSINESSES RECEIVE LOCAL AND NATIONAL AWARDS

Orbital Research: Inc. Magazine's Inc. 5000 List recognizing the fastest growing private companies in the United States, Small Business Technology Council's Tibbetts Award and the Leading Edge Award given to companies that create the most value for themselves and the region.

Applied Industrial Technologies: InformationWeek 500 List honoring leading information technology companies in the United States, ranking 21 out of 500 companies.

Applied Industrial Technologies, HP Manufacturing Co., Inc. and Vocon.: Named 2007 NorthCoast 99 winners by the Employers Resource Council. Other MidTown Cleveland, Inc. supporters to receive recognition: AmTrust Bank, Baker & Hostetler, LLP, Cleveland Clinic, Eaton Corporation and Huntington Bank.

SPOTLIGHT ON ASIATOWN: ASIA PLAZA

Asia Plaza, 2999 Payne Ave., began with only a grocery store, a gift shop and a restaurant, but the retail center is growing by 45,000 square feet to accommodate a new grocery store and additional retail space.

The current plaza has been a major success, with 10 retail shops on the first floor and office space above.

Park to Shop, a large, Asian grocery store that will carry a wide selection of Korean and Japanese products, is scheduled to

open in mid-December. Asia Plaza plans to add another eight small retail stores that include another restaurant, a jeweler and a women's clothing shop. Renovations are expected to be completed by the spring of 2008.

"The old grocery store was cramped and antiquated," said Steve Hom, developer of the Asia Plaza. "My family saw a great opportunity to build a new, larger, modern-style Asian grocery store."

Fifteen years ago, Steve Hom's parents, William and Donna,

MIDTOWN CLEVELAND, INC.'S 2007 FUNDRAISING INITIATIVES

As of November 16, 2007, MidTown Cleveland, Inc. has raised \$599,243 toward its goal of \$741,000 for 2007, leaving a shortfall of \$141,757. Our organization prides itself on remaining stakeholder-funded and continuing the remarkable progress we have made in MidTown.

If you have not already joined MidTown Cleveland, Inc., please consider doing so.

If you have already financially supported MidTown Cleveland, Inc. in 2007, we thank you and urge you to consider an additional end-of-year contribution.

For more information on how you can support MidTown Cleveland, Inc., contact Diane Dunleavy at 216-391-5080, ext. 101, or via email, ddunleavy@midtowncleveland.org.



Park to Shop, an Asian grocery store, is the most recent addition to the Asia Plaza. The grocery store is scheduled to open in mid-December.

saw that the Asian community needed support in bringing Asian-culture businesses to the city of Cleveland. With only one Asian restaurant located close to the city, the family began by opening a large, authentic Chinese restaurant in MidTown.

Already the owners of two other Chinese restaurants, King Wah in Rocky River and Ho Wah in Beachwood, the Hom family purchased Asia Plaza and opened the now popular Li Wah restaurant.

"We felt a sense of community duty to invest in the AsiaTown area, to give back to the Asian community," Steve Hom said. "Most other big cities have a Chinatown and my parents thought it was important to help the effort here in Cleveland."

With tourists visiting Asia Plaza from Columbus, Pittsburgh, Toledo, Detroit and Buffalo, the Hom's felt that renovations were necessary as a way to continue to draw people to AsiaTown.

"Cleveland's AsiaTown is something unique to the state of Ohio and we want to bring people to Cleveland to experience it, to spend money, to stay overnight," Steve Hom said, "We want to build upon this in the future."

MIDTOWN CLEVELAND, INC.'S 25TH ANNIVERSARY CELEBRATION AND EUCLID BLOCK PARTY A HUGE SUCCESS



Cleveland Mayor Frank Jackson presents Jim Haviland, Executive Director of MidTown Cleveland, Inc. with an award honoring MidTown Cleveland, Inc.'s 25 years of service. Mayor Jackson, Ward 5 Councilwoman Phyllis Cleveland, Cuyahoga County Commissioner Peter Lawson Jones and former MidTown Cleveland, Inc. Executive Directors, Margaret Murphy and Christopher Johnson, all spoke in honor of MidTown Cleveland, Inc.'s quarter-century of advocacy for the neighborhood. Photo provided by: City of Cleveland Photographic Bureau.



Guests begin to board the new RTA Silver Line transit vehicles for tours through the completed section of the Euclid Corridor given by Joseph Calabrese, CEO and general manager of RTA.



Nearly 400 MidTown supporters came to MidTown Cleveland, Inc.'s block party at the Agora Theater on Thursday, September 27 to honor both the history and future of the MidTown neighborhood. Partygoers, including MidTown Cleveland, Inc.'s staff, enjoy the evening's festivities.

DESIGN REVIEW COMMITTEE FEATURES ARCHITECTURAL EXPERT

Architect Matthew Wolf specializes in technically demanding renovations, a specialty that has served the MidTown Cleveland, Inc. Design Review Committee well because of the age and variety of properties in MidTown.

As a partner at Wolf Maison Architecture & Design, Wolf has designed a move for a 120-year-old log cabin from a failing bluff and recently completed renovations for a 10,000 square-foot mansion built in 1912.

"I joined the committee because I believe that borrowing from MidTown's history while also adapting to the present and future of the neighborhood will not only rejuvenate the community, but contribute to its preservation," Wolf said.

MidTown Cleveland, Inc.'s Design Review Committee provides technical assistance for property improvement projects in the MidTown neighborhood. The committee is an agent for the City of Cleveland Planning Commission

concerning new construction, building expansion, roofing, window replacement, signage, fencing, parking improvements, demolition, and landscape improvements.

For more information about MidTown Cleveland, Inc.'s Design Review Committee, please contact Jeff Pesler, 216-391-5080, ext. 108, or jpesler@midtowncleveland.org. For information regarding Wolf Maison Architecture & Design, please visit their web site at www.wolfmaison.com.

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STOREFRONT RENOVATION PROGRAM

MidTown Cleveland, Inc. has partnered with the City of Cleveland Department of Community Development to help neighborhood businesses revitalize their spaces through the Storefront Renovation Program.

The goal of the Storefront Renovation Program is to visually and economically improve Cleveland's neighborhoods. The Laborer's Local 860 (Laborers International Union of North America), 3334 Prospect Ave.,

and A to Z Furniture, 1867 E. 55th St., have successfully completed the program.

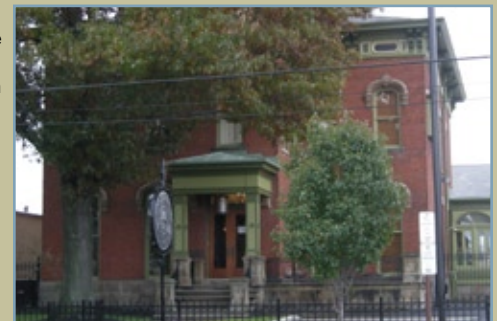
Both projects received the full Storefront Renovation Program rebate of \$28,000 for assistance with the building updates.

For more information on how MidTown Cleveland, Inc. can assist your organization, please contact Jeff Pesler at 216-391-5080, ext. 108, or via email, jpesler@midtowncleveland.org.



Joe Golan, owner of A to Z Furniture (left) and his team have renovated and expanded their home furnishing store. Renovations include a complete overhaul of the east and north facades, as well as the construction of additional store space. New windows, lighting and signage were also part of the project.

Laborer's Local 860 (right), led by Business Representative Dennis Arian, renovated the historic Southworth Mansion in the Prospect Avenue Historic District for use as the local headquarters for the Laborer's union. The carriage house has been converted into training space.



THE MISSION OF MIDTOWN CLEVELAND, INC.

MidTown Cleveland is driven by us, the area's stakeholders, and serves stakeholders individually and collectively by promoting security and growth, advocating for our interests and guiding urban development.

www.midtowncleveland.org