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75 REASONS TO LOVE CLEVELAND PLUS DMO CELEBRATES DIAMOND ANNIVERSARY BY CELEBRATING REGION

CLEVELAND, OH –In 1934, FDR was the President of a country in the midst of the Great Depression. Charles B. Darrow showed his first rendition of the Monopoly board game to Parker Brothers. Cole Porter’s “I Get a Kick out of You” was a hit tune. And, on February 2, 1934, “The Cleveland Convention and Visitors’ Bureau” was incorporated to, among other things, “endeavor by every means to induce conventions, trade expositions and other groups to hold their meetings in Cleveland,” present Cleveland as a destination that “should be visited by tourists” and “secure favorable publicity” for the city. While both the times and the bureau’s name have changed, the destination marketing organization’s (DMO) mission remains relatively unaltered—to *promote Cleveland and its environs as an outstanding business meeting and tourism destination in order to grow the region’s economy.*

In honor of three quarters of a century spent advancing hospitality in Northeast Ohio, Positively Cleveland has compiled a list of 75 things to love about the region:

1. Our appreciation of the arts continues to grow. In 2007, the Akron Art Museum reopened to international acclaim after a \$37 million expansion and renovation. Now the Cleveland Museum of Art (CMA) is in the midst of a mega-expansion that will allow more of its mega-collection to be displayed. CMA is one of the top five museums of art in the nation, featuring free admission to the permanent collection.

2. We’re proud of our sell-outs. Voted MLB’s best ballpark by fans in a 2008 *Sports Illustrated* fan poll, Progressive Field had 455 consecutive sell-outs. This and the fact that most of the fans stayed for all seven innings of a recent home opener before it was called for SNOW proves that Tribe fans are the most loyal in baseball.

3. We’re always ready for some football. Once a year, gridiron greats gather to honor their own in the Ohio town that is the original home to the National Football League: Canton. The city that’s football crazy year-round throws the best ten-day pigskin party anywhere.

4. Approaching light speed...that’s how we roll. Not a rocket scientist? Don’t worry. You can still reach for the stratosphere on Cedar Point’s Top Thrill Dragster. The “Rocket Coaster” launches you from 0 to 120mph in just four seconds, climbing 420 feet.

5. Clevelanders love precious gems. That’s why we enjoy rest and relaxation in our “emerald necklace,” a network of 16 reservations across 22,000 acres that includes walking, bicycle and horse trails, parks, picnic areas and golf courses.

6. We haven’t been crowned champs yet, but we have a “King” leading the way. The 2008-09 Cleveland Cavaliers are on pace for their best-ever winning season and are still undefeated at home.

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7. There's something fishy here. You can skip the fishing trip to Canada because Lake Erie is known as the "Walleye Capital of the World." And, there's no need to head west, there's fly fishing for Steelhead Trout and Coho Salmon in the Rocky and Chagrin rivers.

8. We "hang 10" when it's 10 below. It's not a Hawaiian swell, but Lake Erie's winter waves and gusty winds get surfers' temperatures rising.

9. Cleveland rocks! Pigs flew at Pink Floyd's Stadium show in '94, Phish jammed Blossom in '00, Bono belted out U2's greatest hits at The Q in '01, MMW's jazz licks swirled the House of Blues in '05, and the Black Keys played a secret show at The Beachland's tavern in '08. Whether it's 80,000 people or 100 people, you can be sure Cleveland's rock venues are on the tour itinerary.

10. We love to spend time with friends in the dark. The Cleveland International Film Festival is a ten-day festival acknowledged by *Time* magazine as a "must-see" and by the Academy Awards as an automatic qualifier for shorts.

11. We're a great driving destination. Crawford Auto-Aviation Museum features the largest collection of cars that are 100 years old and older and muscle cars that go 100 mph without breaking a sweat.

12. Our galleries are big into foot traffic. Neighborhood art walks along Murray Hill, in Tremont and across the city are great ways to discover the talents of local artists. The Sparx in the City Gallery Hop every fall is the largest art walk in Ohio.

13. We're progressive. Oberlin, Ohio was a hotbed of the abolitionist movement and one of the most progressive communities around, giving women and African Americans admission to the college since before the Civil War.

14. We still enjoy movies in the moonlight. Cleveland Plus was home to one of the first drive-in theaters with the debut of Akron's Starlight Auto Theater in 1937. A dozen or so drive-ins remain in the Cleveland Plus region today.

15. Umm, did we mention we were lakeside? And shallow Lake Erie, the fourth largest of the five Great Lakes and the eleventh largest globally, offers swimming, sailing, winter surfing opportunities and some of the best walleye fishing in the country.

16. We're born leaders. Don't believe us? Check out our Presidents at the James A. Garfield National Historic Site, the McKinley Museum and National Memorial, The Rutherford B. Hayes Presidential Center or the National First Ladies Library.

17. The trip to and from the airport is, well, rapid. We're one of the few cities with rapid transit that goes right into the airport terminal. The Red Line rapid-transit runs from Cleveland Hopkins Airport through Tower City in downtown Cleveland and on to University Circle and Windermere on the city's east side.

18. We can vacation in the islands without crossing state lines. Put-in-Bay, a tiny two-by-four-mile island off the coast of Sandusky is dotted with historic homes, the nation's third tallest monument, quaint restaurants, hotels and some of the best walleye and perch fishing.

19. We indulge our wild sides. Cleveland Metroparks Zoo is home to the largest collection of primate species in North America. But we also like the sister trio of Mexican wolves that recently moved in.

20. Our celebs still hang. Cleveland is the city Food Network celebrity chef Michael Symon calls home. But culinary fame hasn't gone to this guy's head. We still see him and hear his trademark laugh all the time at his two CLE bistros--Lola (East 4th Street) and Lolita (Tremont).

21. Even our cemeteries are exquisite. The interior of Wade Memorial Chapel in Lakeview Cemetery was designed by Louis Comfort Tiffany, including the focal point "The Flight of Souls," a leaded glass window done in the Favrite technique. (Famous residents of Lake View Cemetery include, J.D. Rockefeller, President James A. Garfield and Eliot Ness.)

22. We can tell Nancy Coyne we've seen all the Broadway blockbusters here. Ms. Coyne recently commented in the media that Cleveland tourists weren't necessary to Broadway's vitality. We're okay with that because we have PlayhouseSquare, the country's largest performing arts center outside New York City.

23. Our music is music to everyone's ears. The Cleveland Orchestra consistently ranks as one of the top ten orchestras in the world.

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24. Our “HealthLine” not only connects to our hospitals, but it is actually healthier for us and for the planet.

The RTA’s HealthLine vehicles are powered by hybrid technology resulting in 97% lower particulate emissions and 75% better fuel economy.

25. Our climate is “just grape” for wine. Cleveland Plus boasts more wineries per square mile than anywhere else in the state. While you’re savoring a favorite blend, discover award-winning ice wines, grown in our unique Northeast Ohio climate.

26. We’re all about “the Benjamins.” You can find the history and value of money at the Federal Reserve Bank of Cleveland Learning Center and Money Museum. Tour the historic, architectural wonder, one of 12 regional Reserve Banks in the United States.

27. We love our rocket scientists. The only NASA facility north of the Mason-Dixon Line, the NASA Glenn Research Center is Cleveland’s connection to outer space. Its free Visitors Center lets visitors learn about aeronautics, engineering, research design . . . and, oh, see what it’s like to be a pilot in the flight simulator cockpit!

28. We respect just putting around. With hundreds of public golf courses, single-digit handicappers and wannabe Tiger Woods will find a green to fit their skills in Cleveland Plus.

29. We love our neighbors. We can immerse ourselves in the Amish culture in both Geauga and Holmes counties. From shopping for handmade crafts and quilts to making our own cheese balls, we’ve come to admire this simple way of life.

30. We’re built to impress. Two homes built by renowned architect Frank Lloyd Wright are publicly accessible in the Cleveland Plus region. The Weltzheimer-Johnson House in Oberlin is open for tours on the 1st and 3rd Sunday of each month. The Louis Penfield House in Willoughby Hills is available to rent for a truly tranquil and intimate weekend getaway.

31. We light up the night. Travel the *Lake Erie Coastal Ohio Trail*, part of the America’s National byways, to get a glimpse of these maritime landmarks. Several lighthouses are open seasonally to explore—Fairport Harbor, Marblehead and South Bass Island.

32. Green is our color. Holden Arboretum has 3,500 acres including almost 10,000 different types of plants and a 20-acre lily pond.

33. There’s “snow” much going on here. We spend the winter months tubing down football fields of snow or tackling the 240-foot vertical drop at Boston Mills/Brandywine, skating on Wade Oval and whizzing down the 1,000 foot refrigerated public ice chutes at The Chalet in Mill Stream Reservation.

34. We’ll leave a leg lamp on for you. You can pay homage to the cult classic holiday film about a young boy’s desperate attempts to get the gift of his dreams at the one-and-only A Christmas Story House and Museum (where much of the movie was shot back in the mid-80s).

35. It gives you butterflies. The Cleveland Botanical Garden’s glasshouse does, that is. Home to hundreds of plants animals and colorful winged friends, this University Circle staple was the first of its kind in an American City. But the kicker? An 18,000 square foot conservatory, divided into two ecosystems replicating the Madagascar desert and the Costa Rica rainforests.

36. It’s summer all year round. You can enjoy summer fun 365 days a year in Sandusky. It’s now home to the nation’s largest indoor waterpark at 173,000 square feet (Kalahari Resort), a Caribbean-themed funhouse with a 1,000-gallon tipping bucket (Castaway Bay) and an exceedingly family-friendly four-story tree house waterfort (Great Wolf Lodge).

37. The bridges of Ashtabula County. Check out 17 scenic covered bridges in Ashtabula County, including the 228-foot Harpersfield Bridge built in 1868 and listed on the National Register of Historic Places.

38. Get into the glacial grooves. Located on Kelleys Island’s north side, the glacial grooves are “the finest example of glacial scouring/scoring in North America.” The very cool protected site is worth the trip and shows the markings caused by a heavy glacial wall. (Try a Kelley’s Island Brewery Beer while you’re there. Owner Patti Johnson is the island’s biggest cheerleader.)

39. We have them eating out of our hands. In January and February, you can hand-feed chickadees and other wild birds at the Brecksville Reservation in the Cleveland Metroparks. How cool is that?

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40. One market in which it is always worth investing. Cleveland's West Side Market was recently ranked as one of "10 Great Public Spaces in America." Its collection of handmade pastas, crusty breads, spicy falafel sandwiches and fresh fruits and veggies make for a singular Cleveland culinary experience.

41. Spending time in the 'hood. From the antiques shops of Larchmere Boulevard to the decadent pastries of Little Italy or the hipster hangout eateries and pubs of Tremont, Cleveland's neighborhoods reflect the character and culture of its residents.

42. There's always a party somewhere. And they range from ethnic celebrations to music and "green" festivals—more festivals in any given summer weekend than any one person could possibly attend.

43. We're in touch with our heritage. From the Maltz Museum of Jewish Heritage to Karamu House (one of the first-established African American theaters), Cleveland celebrates its history, its heritage and its diversity.

44. We have a 500-acre playground. Be it the Cleveland Museum of Natural History, the Cinematheque, the Cleveland Institute of Music, the Western Reserve Historical Society or the Cleveland Play House, you need to spend more than a day to fully explore the arts, culture and entertainment of University Circle.

45. We say it, "stan hee-wit." Forget keeping up with the Jones's, try matching the grandeur of the Seiberling's 64,500 square-foot, 65-room mansion on 70 acres of garden landscape. Now a public museum, this Akron treasure's gate house is where the founders of Alcoholics Anonymous first met.

46. We're edgy. If you thought the Midwest played it safe, think again. We have our share of cutting edge arts including Ingenuity Festival of Arts & Technology, the Museum of Contemporary Art (MOCA), The Bang and the Clatter Theater, Cleveland Public Theatre, SPACES art gallery, Cleveland International Film Festival and more.

47. We make art with 60,000 friends. The annual Parade the Circle festival in University Circle features an arts parade of colorful handmade floats and costumes—without an advertisement or a motorized monstrosity to be found. After the steel drums and stiltwalkers do their thing, everyone creates his or her own artwork, grabs a swatch of grass to hear bands or mingles with the 59,999 other people who are enjoying the eclectic day-long celebration.

48. We eat well. In September 2008, SustainLane ranked Cleveland as a leading city in local food and agriculture, noting, "Clevelanders should have ample opportunity to eat right, with 225 community gardens and 25 for-profit farms within the city limits... and more on the way, thanks to a new zoning classification for the Urban Garden District." And we have great independently owned restaurants that share a commitment to their community and a passion for excellence in food and service. The Cleveland Independents group works together to use more locally grown, fresh produce in their restaurants.

49. A breath of fresh air. Indoor performances are great (and weatherproof), but summertime shows under the stars are in order. In Cleveland Plus, you have plenty of outdoor opportunities. See Michael Stanley at the Time Warner Cable Amphitheater at Tower City, watch a classic play at Cain Park or picnic with the Cleveland Orchestra at Blossom Music Center.

50. Whatever the weather, Clevelanders are attractive. And it's not only our natural good looks; we have the shops to go along with it. From the luxurious Legacy Village outfitted with the hippest stores and restaurants to the low cost brand name merchandise in one of the local outlets and to the vintage stores with retro-wear, we find our style... in style.

51. We've made the burning river a good thing. The fire that ignited the Cuyahoga River 40 years ago also kindled the Clean Water Act and the Great Lakes Water Quality Agreement. Today the Cuyahoga is one of 14 American Heritage Rivers. And burning river is just the name of one of Great Lakes Brewing Company's best beers, a hopped American Pale Ale.

52. Our beer says something about us. Great Lakes Brewing Company in Cleveland was Ohio's first microbrewery. The brewery is an eco-friendly business that explores alternative fuels, recycling, vermicomposting, organic gardening and energy efficiency. A Cleveland favorite, the pub in Ohio City operates a "fatty wagon" run on fryer grease offering safe, \$1 rides to and from big games at Progressive Field (and, occasionally, Quicken Loans Arena). They name many of their beers in honor of Cleveland history: Eliot Ness, Commodore Perry, Holy Moses (after Moses Cleaveland), etc.

+ more

53. The heart of rock and roll is still beating in Cleveland. What can we say? There's a reason the Rock and Roll Hall of Fame and Museum is located in Cleveland and you can feel the beat in everything that happens here.

54. Huge tracts of land. Just minutes from downtown Cleveland is the entrance to Ohio's only national park . . . Cuyahoga Valley. The 22-mile Towpath Trail is a favorite among joggers and bikers, but more sedentary types can enjoy the view from the window of a vintage car on the Cuyahoga Valley Scenic Railroad.

55. We still listen to records. Well, some of us do. Enough to support great music shops like Music Saves, My Mind's Eye, Phonographic Arts, Bent Crayon and Record Revolution.

56. We're sweet. Ohio is the fourth largest producer of maple syrup. Of the 100,000 gallons of syrup we produce annually, roughly 25% of it comes from Geauga County--a great place to see maple sugaring in action and to sample the tasty results during the Geauga County Maple Festival or the Northeast Ohio March Maple Madness Driving Tour. (We also love Hale Farm's Maple Sugaring Days, Cleveland Metroparks "History of Maple Sugaring" and Lake Farmpark Maple Sugaring Weekend.)

57. You can take the urban dweller out of the country, but you can't take the country out of the urban dweller. Escaping the city is simple since the park systems, rural Amish farms and Lake Erie are never more than a stone's throw away. Head to Lake Metroparks Farmpark for cheese, honey and ice cream making lessons, herding demonstrations and a chance to milk a cow.

58. We do things big. Quick, what's bright red, 48 feet long, 28 feet tall and "free?" It's the landmark, world's largest office stamp designed by artist Claes Oldenburg and on display right here in Cleveland.

59. We like to have Big Fun. Need a whoopee cushion, a GI Joe, a Daisy Duke lunchbox or an Atari? We have a place for that and it's called Big Fun. Steve Presser's treasure trove of crazy collectibles, vintage toys and other silly stuff is a Cleveland favorite.

60. We rock, but we also polka. Grab the accordion; polka still thrives in Northeast Ohio, home to The National Cleveland-Style Polka Hall of Fame, 247PolkaHeaven.com and the Polka Polka Polka Television Show. And, each Thanksgiving weekend thousands of polka fans convene in Cleveland to partake in Tony Petkovsek's annual Thanksgiving Polka Festival.

61. We do new takes on old favorites. Like beef cheek pierogi at Michael Symon's Lola, a Lake Erie Monster grilled cheese with walleye at Melt Bar & Grilled or Irish Mac (mac n' cheese with corned beef and swiss) at Krazy Mac's Café in Elyria.

62. Be our guest. From the historic Bertram Inn in Aurora, Ohio to the state-of-the-art InterContinental at the Cleveland Clinic to the cozy Georgian Manor Inn . . . we have hotels, B&Bs, day spas and inns to suit any traveler.

63. It's all affordable AND accessible. The region's cost of living is almost four percent less than the national average. Plus, Cleveland Plus residents enjoy an average commute time of only 24 minutes (except on days like today).

64. We're all about protecting and partying. The Cleveland Grays Militia was organized in 1837 as the City Guard unit, and as it evolved through the years, it became the place to be, featuring a host of regular vaudeville shows. The drill hall stage was at one time the largest in Cleveland, predating PlayhouseSquare. The Armory stage was graced by regular performances of the Metropolitan Opera and the first Cleveland Auto Show debuted there in 1903. The Cleveland Orchestra presented its first concert there in 1918 and called the Armory its home before relocating to Severance Hall.

65. You saw them when... That's what you can say when they're called up to the pros and you've seen them at any one of our minor league sports arenas. Catch baseball action with Lake County Captains and Akron Aeros, and hockey with Lake Erie Monsters.

66. Great beat but it's hard to dance to. Enjoy a good polka? How about an hour of African drumming? Find it all – including the latest local and national emerging bands – on the eclectic programming on our college radio stations.

67. You go girl! The International Women's Air and Space Museum features a collection of memorabilia and historical artifacts that preserve the memory of women aviation pioneers. And it's free!

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68. Gotta' get on the water? But no boat? Try out an ore boat or a submarine. The USS Cod and the Wm. G. Mather are both docked at North Coast Harbor and open seasonally to explore.

69. Good golly, it's Lolly Discover where the narrowest building is downtown and what's down that side alley on a two-hour tour aboard Lolly the Trolley.

70. Year round thrills and chills. Ghostly Manor is rated one of the top ten haunted attractions in the US, so if you think haunted houses aren't just for Halloween anymore, you're in luck.

71. Need wax lips or PEZ dispensers? We have them all in one place. b.a. Sweetie Candy Company carries the largest variety of candy available anywhere, many of which are vintage brands no longer seen on store shelves. Their average inventory level is in excess of 300,000 pounds valued at more than a million dollars. They also operate one of the largest web businesses in America.

72. Can't miss this one. The Soldiers' and Sailors' Monument on Public Square is a 125-foot-tall monument commemorating the Civil War, topped with a statue of the "Goddess of Liberty" and featuring four bronze groupings at its base depicting Navy, Cavalry, Infantry and Artillery. In the base are tablets listing 9,000 Civil War veterans.

73. Public Square Landmark After two tragic fires, the current Old Stone Church was dedicated on October 19, 1884, with an imposing barrel-vaulted ceiling, four Louis C. Tiffany stained glass windows and a magnificent John La Farge triple window overlooking Public Square.

74. Do you dig subtitles? Cleveland boasts plenty of theaters to indulge you, including the Cedar Lee, Shaker Square, Cleveland Cinematheque, and the soon to be renovated Capitol Theater.

75. We're wired (and not just with caffeine). *Forbes* magazine ranked Cleveland 26th-most-wired city in the nation.

Oh! And there are the narrated island cruises, the family-owned sausage shops, the salt mines, the cultural gardens along MLK Drive, Slyman's legendary corned beef sandwiches and so many more. Saving it for the 100th anniversary.

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Positively Cleveland is accredited by Destination Marketing Association International (DMAI), meaning it meets or exceeds international standards of excellence.

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