

Building Leadership 2005 - 2006

Mission

The Downtown Akron Partnership's mission is to promote and build a vibrant and valuable downtown.

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ANNUAL REPORT 2005 - 2006



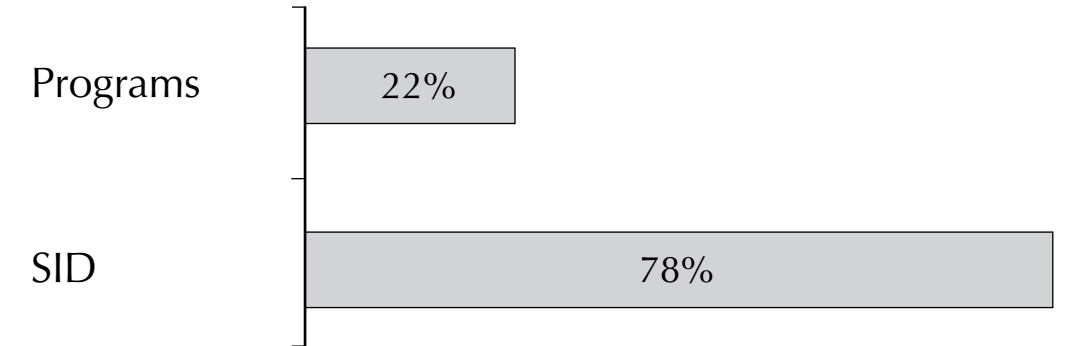
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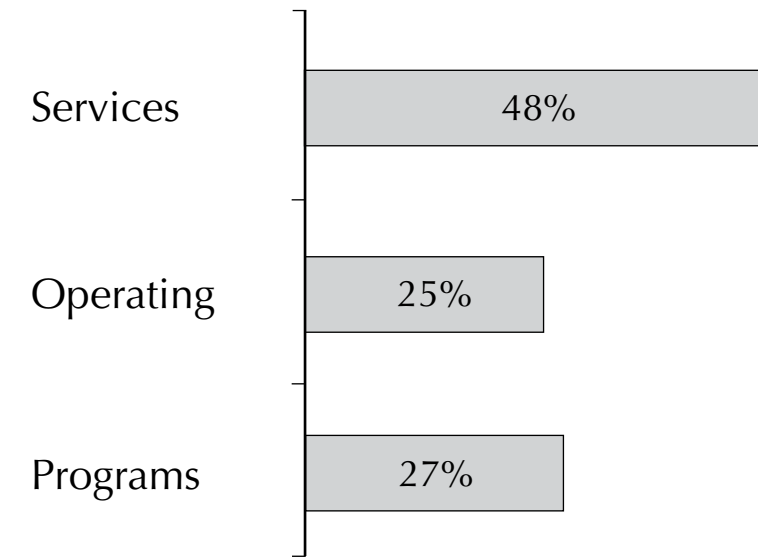
Financials

Downtown Akron Partnership, Inc. Fiscal Year 2005-2006

Income



Expenses





BROTT MARDIS & CO.

Certified Public Accountants

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tel: 330-762-5022 fax: 330-762-2727 www.brott-mardis.com

INDEPENDENT AUDITOR'S REPORT

Board of Trustees
Downtown Akron Partnership, Inc.
Akron, Ohio

We have audited the accompanying statements of financial position of Downtown Akron Partnership, Inc. as of June 30, 2006 and 2005, and the related statements of activities, functional expenses and cash flows for the years then ended. These financial statements are the responsibility of management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Downtown Akron Partnership, Inc. as of June 30, 2006 and 2005, and the changes in net assets and cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Brott Mardis & Co.

August 9, 2006

A LETTER FROM THE CHAIRMAN

Downtown Akron Partnership, Inc.



We have just marked our first anniversary under the direction of Downtown Akron Partnership's new President, Kimberlee McKee. After a period of smooth leadership transition, we witnessed the Partnership undertake many impressive new initiatives and continue the strong programs that have been expected from the DAP's stakeholders. These initiatives and programs are described in the Annual Report in greater detail. We are confident you will be impressed.

Over the past year DAP's staff and board members have been working to develop a strategic plan that will guide DAP in the years to come. The plan will serve as a guide for achieving that which is deemed important to the success of DAP's mission. It was truly inspiring to see the level of excitement that board members demonstrated in the process of identifying key components to be included in the plan. Without a doubt the strategic plan is the product of the collective wisdom of people that want Downtown Akron to reach new heights.

As we continue into 2007, the challenge is to build upon what has been done and to lay new groundwork and enthusiasm for the continuing success of Downtown Akron. We will look for help to reach our goals and further our objectives. Your participation is both needed and welcomed in those endeavors. Join where and when you can to improve Downtown Akron.

We would like to thank our board, the City of Akron, the County of Summit, the downtown property and business owners, as well as business and civic leaders for their past support of DAP. Rest assured that the staff of DAP will work hard to keep your continued support.

Sincerely,

Brian J. Moore, Chairman

Physical Environment

Goal

Downtown Akron Partnership will ensure a vibrant and appealing downtown, paying significant attention to gateways, signage and overall appearance.

Achievements

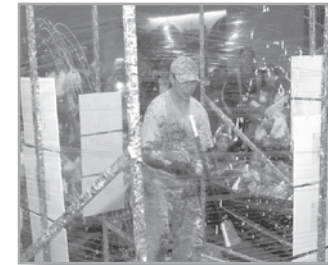
The Operation Neat Streets crew continues to canvass the 42-block SID district, removing litter, cleaning sidewalks and assisting visitors. Easily recognizable by their bright yellow shirts, this crew is extremely knowledgeable about the ins and outs of downtown. In the past year, more than 1,200 people were helped with questions and 30,000 gallons of debris was removed from the sidewalks.

This year a new green machine sidewalk sweeper was purchased by the partnership, with one noticeable change...it's silver. This new machine provides increased capacity, strength and speed in cleaning litter along our sidewalks.

DAP took an active role on the downtown signage committee, which produced destination signs to main downtown attractions. Phase II of this program will continue in 2007, to begin creation of a downtown wayfinding system.

Six additional planters were added to the downtown streets this year, bringing the total to 40 planters within the SID district. Two plantings brought colorful foliage for six months of the year.

DAP also furnishes umbrellas at Cascade Plaza for outdoor dining and continues to partner with Keep Akron Beautiful to provide downtown florascapes.



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NewsChannel5 WEWS

Official Soft Drink

Coca Cola



FIRST NIGHT® Akron

First Night Akron continues to be Northeast Ohio's largest family-friendly, alcohol-free New Year's Eve celebration of the arts. In 2006, the celebration introduced *Jack*, a real life replica of the jester character featured on the admission button. The artwork, designed by artist Jon C. Lund of Hudson, Ohio, was the driving force behind the year's theme, "Surprises will pop up with every turn."

The 11th annual First Night Akron brought more than 17,000 people to downtown Akron to enjoy New Year's Eve in a safe, clean and family-friendly environment. More than 80 artists and performing groups filled 20 downtown sites, showcasing music, dance, theater, and interactive and visual arts. As favorite performers from the past returned, new and engaging artists and activities made their debut.

The Northside District was brought into the First Night footprint for the first time, the Akron Symphony returned to First Night with a performance at the Akron Civic Theatre, past First Night button artist Mark Soppeland created *The Enchanted Forest* at the Main Library, and First Night's Canal Dragon made an appearance at Lock 2.

First Night admission remains affordable at \$10 a button, with children under 10 receiving free admission. Through the Community Outreach program, First Night distributes more than 1500 admission buttons to low income, elderly and handicapped residents of Northeast Ohio.

Generous support from First Night's founding partners, the City of Akron and Akron Beacon Journal, as well as local businesses, corporations and foundations allow Downtown Akron Partnership to produce First Night each year.



Marketing & Promotions

Goal

Downtown Akron Partnership will create and implement a quality marketing and promotion plan, highlighting downtown's entertainment, recreation, business and development efforts.

Achievements

DAP launched a new, improved Web site this year, www.downtownakron.com. This enhanced site is a one-stop for information about downtown businesses, recreational activities, parking and more. Since its launch in June, traffic has more than doubled. The comprehensive, searchable downtown directory offers a business snapshot on all businesses, including hours of operation, convenient places to park and contact information. Phase II of this project begins in January, with an improved database of rental, lease and sale property downtown, as well as increased business resources.

Through the Do Downtown marketing program, e-mail blasts are sent once or twice monthly to more than 8,500 individuals. These e-mail updates bring information about downtown, as well as reminders of events, promotions and other happenings.

Publications and newsletters are also distributed throughout and beyond downtown. A revised restaurant guide, *Spotlight on Downtown* and *Downtown Partners* newsletter were introduced. A new, bi-annual newsletter, *Downtown Update* was introduced in November.

DAP continues to host or partner with other successful events downtown, including Road Runner Akron Marathon & Team Relays, Tuba Summer, Lunchtime Concert Series, Kids Fun Run, Holidayfest and the Healthy Steps program. Informational, lunchtime walks were held monthly from June – September, featuring destinations such as the Art Museum, Main Library, Northside Lofts and the Summit County Museum on Church and Main.

Annual property owner and business owner surveys were again distributed. Analysis of these surveys assists the partnership in making short-term as well as long-range plans for the evolution of downtown.



Safety & Parking

Goal

Downtown Akron Partnership will elevate the feeling of safety within downtown as well as continue to ensure downtown parking options are efficient and effective.

Achievements

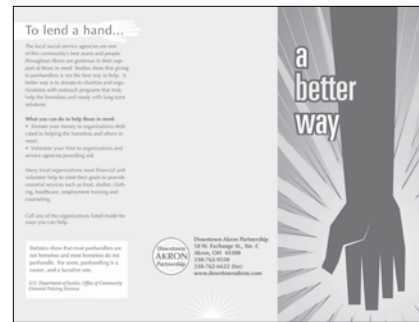
DAP focuses on safety with the Operation Neat Streets ambassadors keeping an eye on crime and assisting when needed. Dap also provides for enhanced security in the entertainment district.

Periodical Main Street Block Watch meetings are co-sponsored by DAP, focusing on issues such as panhandling and identify theft.

To keep constituents informed, a new e-mail alert system has been created. Traffic advisories, breaking news and crime watch reports are sent out to business and property owners.

As new panhandling legislation was introduced to the City of Akron, DAP provided educational materials to businesses and visitors. This information includes ways to assist panhandlers without giving cash as lists places those in need can turn to for help.

DAP continues to work with the City of Akron on parking issues and maintenance. The partnership also works to make sure displaced parkers are properly notified and that businesses are abreast of parking changes in their area. Enhanced parking resources can be found on the web.



Other DAP Highlights

Holiday Spirit

DAP brought holiday decorations back to the storefronts! In 2006, the former O'Neil's and Polsky Department stores featured animated, holiday displays, adding to the excitement of Holidayfest in Downtown. DAP also partnered with the first-ever Vertical Parade of Homes, featuring Northside Lofts, as well as sponsored the fireworks celebration at the annual downtown tree lighting.

Strategic Planning

The board of trustees and executive committee of DAP looked at long-term goals and initiatives to guide planning as the partnership moves forward.

Business Memberships

In 2006, DAP began the process of a business membership program, allowing businesses who are not currently members to become part of the Downtown Akron Partnership.

Advocacy & Partnerships

To fulfill its mission, DAP must always foster good relations with its partners and create new partnerships with downtown stakeholders. DAP continues to advocate for the business community to local government, as well as provide information to the public.

Business Retention & Recruitment

DAP continues to work with business owners to assist in solving problems, marketing and promotions and trouble shooting emerging issues and needs.

As downtown continues to thrive, Downtown Akron Partnership continues to advocate for its constituents. Providing a clean, safe business center with desirable entertainment, arts and cultural districts is extremely important. The partnership looks forward to continuing this progress in the future.