



**BEACHWOOD CITY COUNCIL  
ECONOMIC DEVELOPMENT COMMITTEE  
MEETING MINUTES MONDAY, JULY 15, 2024, 6:00 PM  
at BEACHWOOD CITY HALL, CONFERENCE ROOM A,  
25325 Fairmount Boulevard, Beachwood, Ohio 44122**

Called to order at 6:00 PM by Council President Alec Isaacson

Roll Call

**Present** – Alec Isaacson, Jillian DeLong, Danielle Shoykhet, Josh Mintz

**Absent** – None

**Others Present** – Mayor Justin Berns, Catherine Bieterman, Larry Heiser, Todd Hunt,  
Ben Lombardi, George Smerigan, June E. Taylor, Tina Turick

1. Mayor's Report

None.

2. Economic Development Update

Ms. Shoykhet introduced this item and turned the discussion over to Ms. Bieterman.

Ms. Bieterman gave an Economic Development update and presented the Economic Development Action Plan. A copy of that presentation is attached hereto for the official record.

The Committee was then permitted to ask questions.

After the update, Ms. Shoykhet asked if there were any further questions and there were none.

3. Any other matters coming before the Committee of the Whole

None.

**Adjournment**

**Motion to Adjourn** - Moved by: D. Shoykhet, Seconded by A. Isaacson

Yes: 4

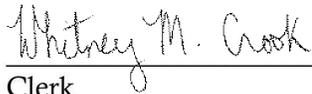
No: 0

Abstain: 0

Not Voting: 0

**MOTION ADOPTED**

Adjourn to the next Regular City Council Meeting at 6:40 PM



Clerk



Mayor

**Council Members: Alec Isaacson – Council President  
Danielle Shoykhet – Council Vice-President  
Jillian DeLong, Joshua Mintz,  
Ali B. Stern, Eric Synenberg, June E. Taylor  
Clerk of Council: Whitney M. Crook, MMC**

\*\*\*\*\*

**Pursuant to Ordinance Number 2020-78 Council has determined that the Video Recording of the meetings shall stand as the official Minutes of its Body, its Committees, and those of the Planning and Zoning Commission.**

**A written synopsis of all agenda items and votes shall also be promptly prepared and kept**



CITY OF  
*Beachwood*  
WHERE BUSINESS IS BOOMING!

# Economic Development Action Plan Objectives

## Economic Development

- Retention and Expansion of Existing Businesses
- Branding and Attraction of New Business
- Regionalism
- Re-Development (Commerce Park)
- Entrepreneurship
- Incentives



# Economic Development Marketing

- Enhancing the Beachwood Image and Sense of Place
- Branding and Image Strategy
- Marketing Targeted Site Opportunities



# Targeted Marketing

## Specific Site Opportunities

- Manufacturing
- Retail
- Office

# Beachwood

## Premier Retail & Dining

### Prestigious & Desirable Site Locations!

Featuring a vibrant retail and restaurant scene, Beachwood attracts **more than 100,000 visitors daily**. A location known for high visibility and prestige, Beachwood offers unparalleled access off I-271. Elevate your business; make Beachwood your home, and let your story of **growth and success** begin!

**City of Beachwood, Office of Economic Development**  
Catherine Bieterman, Director, 216.292.1915



QR

*CITY OF*  
**Beachwood**

## 23550 COMMERCE PARK DRIVE Beachwood, Ohio

Featuring world-class healthcare and a destination retail hub, Beachwood attracts more than **100,000 visitors daily**. Beachwood is **consistently growing with unique companies** focused on innovation, commercialization, technology, research and development.

### PROPERTY HIGHLIGHTS

- Up to 20' Ceiling Height
- Central Courtyard Space
- Convenient Interstate Access
- Chagrin Blvd. Amenities
- 8 Docks & New Roof
- Min. Divisible 31,000 SF

**115,000 SF**  
**OFFICE, TECH, R&D**

For details, contact Beachwood's Office of Economic Development:  
Catherine Bieterman, Economic Development Director, 216.292.1915

# Targeted Marketing Landing Pages

## CITY OF Beachwood

Premier Retail & Dining

**Prestigious & Desirable Site Locations!**





Featuring a vibrant retail and restaurant scene, Beachwood attracts **more than 100,000 visitors daily**. A location known for high visibility and prestige, Beachwood offers unparalleled access off I-271. Elevate your business; make Beachwood your home, and let your story of **growth and success** begin!



**Beachwood Place & La Place**  
Multiple site opportunities within one of Northeast Ohio's premier destination shopping centers.

[View Available Sites](#)



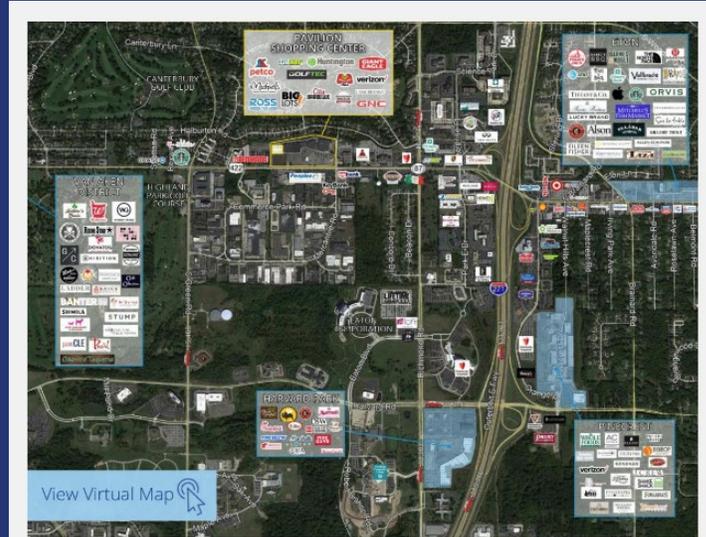
**The Beachwood Collective**  
Desirable location off I-271, Chagrin Blvd., with street visibility. Featuring restaurants, fitness center and destination retail shops.

[View Available Site](#)



**Pavilion Shopping Center**  
Anchor retail space available on Chagrin Blvd., with high traffic counts, centrally located between Eton and the Van Aken District.

[View Available Sites](#)



## Let's Stay Connected!

**Catherine Bieterman**  
 Economic Development Director  
 City of Beachwood  
 216-292-1915  
 Catherine.Bieterman@beachwoodohio.com  
[Connect on LinkedIn!](#)

Want to learn more? Fill out our contact form!

## CITY OF Beachwood

THE PLACE THAT WILL ELEVATE YOUR BUSINESS!

**Featured Property**



**23550 COMMERCE PARK DRIVE**  
Beachwood, Ohio

Featuring world-class healthcare and a destination retail hub, Beachwood attracts more than 100,000 visitors daily. Beachwood is consistently growing with unique companies focused on innovation, commercialization, technology, research and development.

**PROPERTY HIGHLIGHTS**

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For details, contact Beachwood's Office of Economic Development: Catherine Bieterman, Economic Development Director, 216.292.1915

**115,000 SF**  
OFFICE, TECH, R&D

Click to discover more highlights and photos for 23550 Commerce Park Drive or call Economic Development at 216-292-1915.



**AVAILABLE PROPERTIES**

Learn how the City of Beachwood can assist with site selection.

View Properties



**BUSINESS RESOURCES**

Business is booming! Learn about resources to elevate your business.

View Resources



**RECENT PROJECTS**

Home to nearly 2,500 companies. See some of our most recent projects.

View Projects

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# Marketing: Crafting Beachwood's Identity & Shaping Perception

Before

**Corporate Park Of Beachwood**  
Beachwood Ohio

LOCATION  
3355 & 3365 RICHMOND RD  
BEACHWOOD OH 44122

FOR MORE INFORMATION, CONTACT: 216-595-0780  
Bonnie Reinberg / [brein@firstrealtyofbeachwood.com](mailto:brein@firstrealtyofbeachwood.com) Jordan Bird / [jbird@firstrealtyofbeachwood.com](mailto:jbird@firstrealtyofbeachwood.com)

TRADE AREA DEMOGRAPHICS			
	POPULATION	AVG. HH INCOME	DAYTIME EMPLOYEES
1 Mile	4,564	\$130,433	21,272
3 Miles	61,245	\$121,401	100,599
5 Miles	213,381	\$84,495	163,017
5 Minutes	79,503	\$107,864	117,429

For more information contact:  
Bonnie Reinberg  
[Threetimesbetter@aol.com](mailto:Threetimesbetter@aol.com)

First Real Estate Corporation of America  
3355 Richmond Road, Suite 231 A  
Beachwood Ohio 44122  
216-595-0780

After

**The Beachwood Collective**  
3355-3365 Richmond Road

Premiere Retail, Fitness & Dining Destination

**CITY OF Beachwood**

FIRST REAL ESTATE CORPORATION OF AMERICA  
3355 Richmond Rd, Suite 231 A  
Beachwood, Ohio 44122  
Property Contact: Jordan Bird  
Phone: 216-245-0996

**Prime Retail Business Location**  
La Place at Beachwood Place  
FOR LEASE

**CITY OF Beachwood**

CATHERINE BIETERMAN  
Economic Development Director  
City of Beachwood  
Office: 216-292-1915  
[catherine.bieterman@beachwoodohio.com](mailto:catherine.bieterman@beachwoodohio.com)

**PROPERTY HIGHLIGHTS**

- » 103,300 SF
- » Building Height: 14'-16'
- » Surface Parking: Over 400 Spaces
- » Year Built: 1980
- » Tenancy: Multi

Space available from  
**1,800 SF**

**CITY OF Beachwood**

FIRST REAL ESTATE CORPORATION OF AMERICA  
3355 Richmond Rd, Suite 231 A  
Beachwood, Ohio 44122  
Property Contact: Jordan Bird  
Phone: 216-245-0996

**SITE #2 FLOOR PLAN**  
3,803 SF plus Patio

La Place at Beachwood Place

**CITY OF Beachwood**

CATHERINE BIETERMAN  
Economic Development Director  
City of Beachwood  
Office: 216-292-1915  
[catherine.bieterman@beachwoodohio.com](mailto:catherine.bieterman@beachwoodohio.com)

# Beachwood Site Inventories

City of Beachwood PROPERTY SEARCH EXPLORE COMMUNITIES

All Filters  
New Search

City of Beachwood  
Property Results  
40 total Properties (Save All)

Sort By: [icon]

[PDF] [Excel] [Print] [Share]

**Updated**



Office

**25550 Chagrin Blvd**  
Address: 25550 Chagrin Blvd  
City: Beachwood  
County: Cuyahoga County  
Zip Code: 44122  
Min Size: 1,537 sqft  
Max Size: 19,683 sqft

[View Details](#)

Compare

**Updated**



Office

**Science Park Building**  
Address: 25825 Science Park Dr  
City: Beachwood  
County: Cuyahoga County  
Zip Code: 44122  
Min Size: 21,883 sqft  
Max Size: 21,883 sqft

[View Details](#)

Compare

[Map]

City of Beachwood PROPERTY SEARCH EXPLORE COMMUNITIES

Property Report Occupation Data Demographics Labor Force Consumer Expenditure

**Science Park Building**

Beachwood, Ohio 44122  
[View City Profile](#)

[PDF] [Print] [Share] [Documents]

[360° Virtual Tour] [Map View] [Street View] [3D Rotation]



**Property Details**

**Street Address:** 25825 Science Park Dr ([Get Directions](#))

**City:** Beachwood ([View City Profile](#))

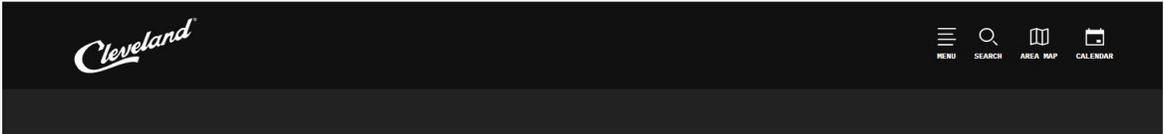
**County:** Cuyahoga County ([View County Profile](#))

**Zip Code:** 44122

**Latitude/Longitude:** 41.4713, -81.4940

[Map]

# Destination Cleveland



## PLACES TO STAY IN CLEVELAND

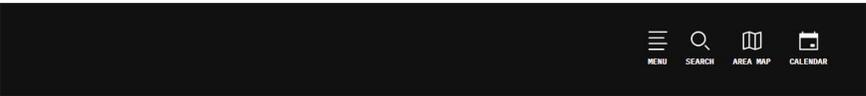
Hit the hay here



Kids in The Land: Hotels



Where to Stay: Beachwood



Build Me Up: Huntington Convention Center in CLE Upgrades



Where to Stay: Beachwood



# Economic Development Mid-Year Review

## Business Expansion, Retention and Attraction

- Supporting Regional Collaboration with Key Partners
- Attraction (7 New Office, 5 Commercial, 3 Health Service Office/Medical Facilities, 7 Retail/Restaurant)
- 25 Business Retained

## Emerging Cluster Industries

- Focusing on companies growing in key emerging cluster industries Manufacturing, Research & Development, Technology and Innovation

## National and Global Headquarters

- Roundtable Discussion with Foreign Representatives and Delegates

## Current Projects

- 2 Retention, 11 Attraction Projects, 3 Expansions

# Beachwood's One-Stop Business Resource Center



Beachwood  
**ONE-STOP  
BUSINESS**  
RESOURCE CENTER  
Supporting Business Growth & Expansion

Providing Support For:

- Market Research, Data / Industry Statistics & Support to Identify New Customers
- Financial Assistance and Incentives
- Regional Alliances, Advocacy and Building Networks
- International Business Engagement
- Minority & Women's Business Resources
- Business Advisory Services
- Business Jump-Start and Acceleration Programs, Courses and Workshops
- Workforce Development Partnerships and Solutions



# Research and Engagement Projects

Chamber of Commerce - Community Outreach to Support Entrepreneurship Development

Global Business Development - Roundtable Discussion with Collaborative Chambers of Commerce

Innovation - Interns working to support initiatives for the Innovation Committee

One-on-One Business Support - Market Support Projects

History of Beachwood's Businesses - Building a story board on the history of Beachwood's companies and the amazing products they have introduced

Retail Branding - Branding that supports destination retail and dining in Beachwood



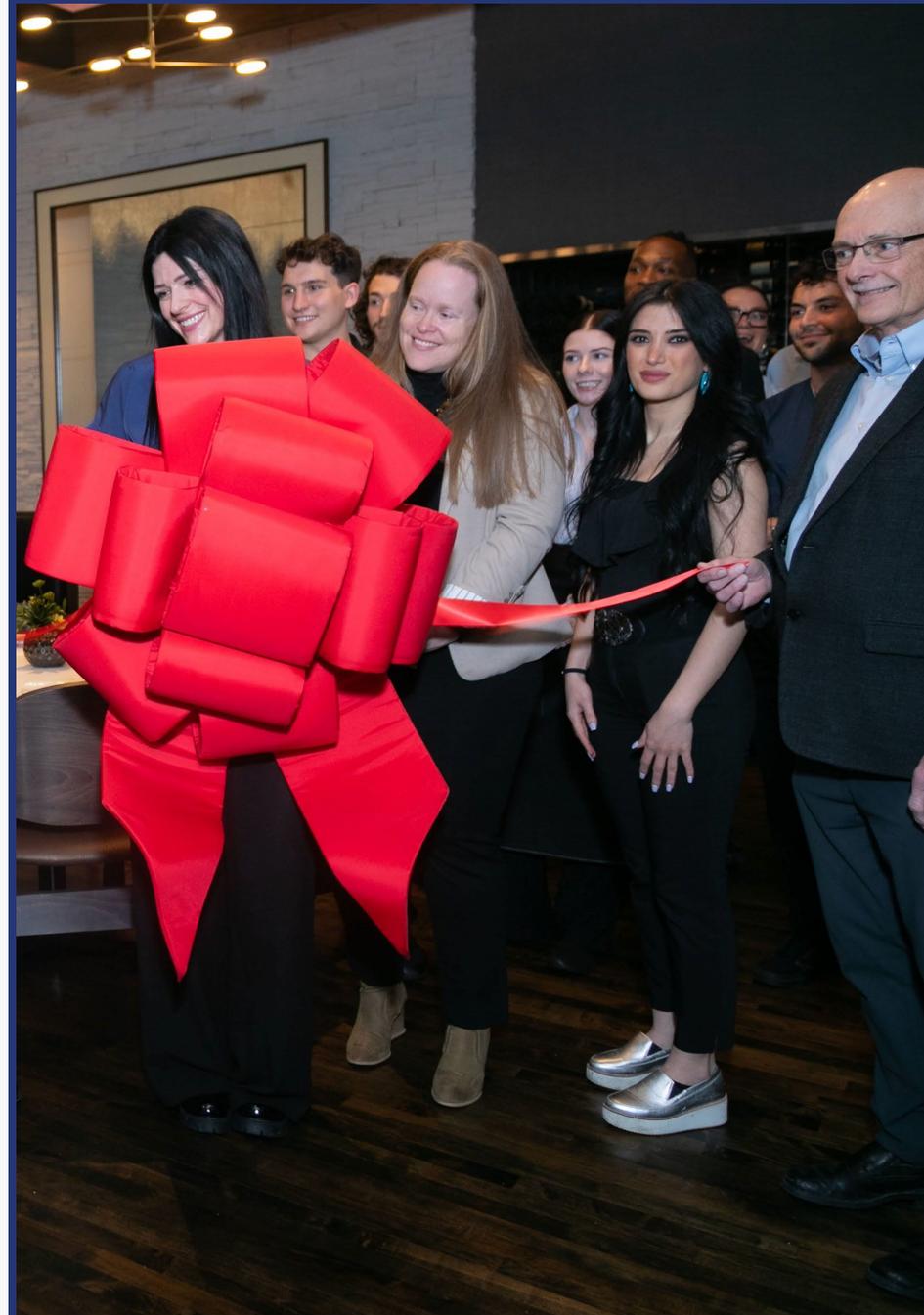
# Community Improvement Corporation

## Revolving Loan Committee:

- Started Meeting in May
- Setting Structure for Loan Review
- Discussion on Leveraging Financing

## Innovation Committee:

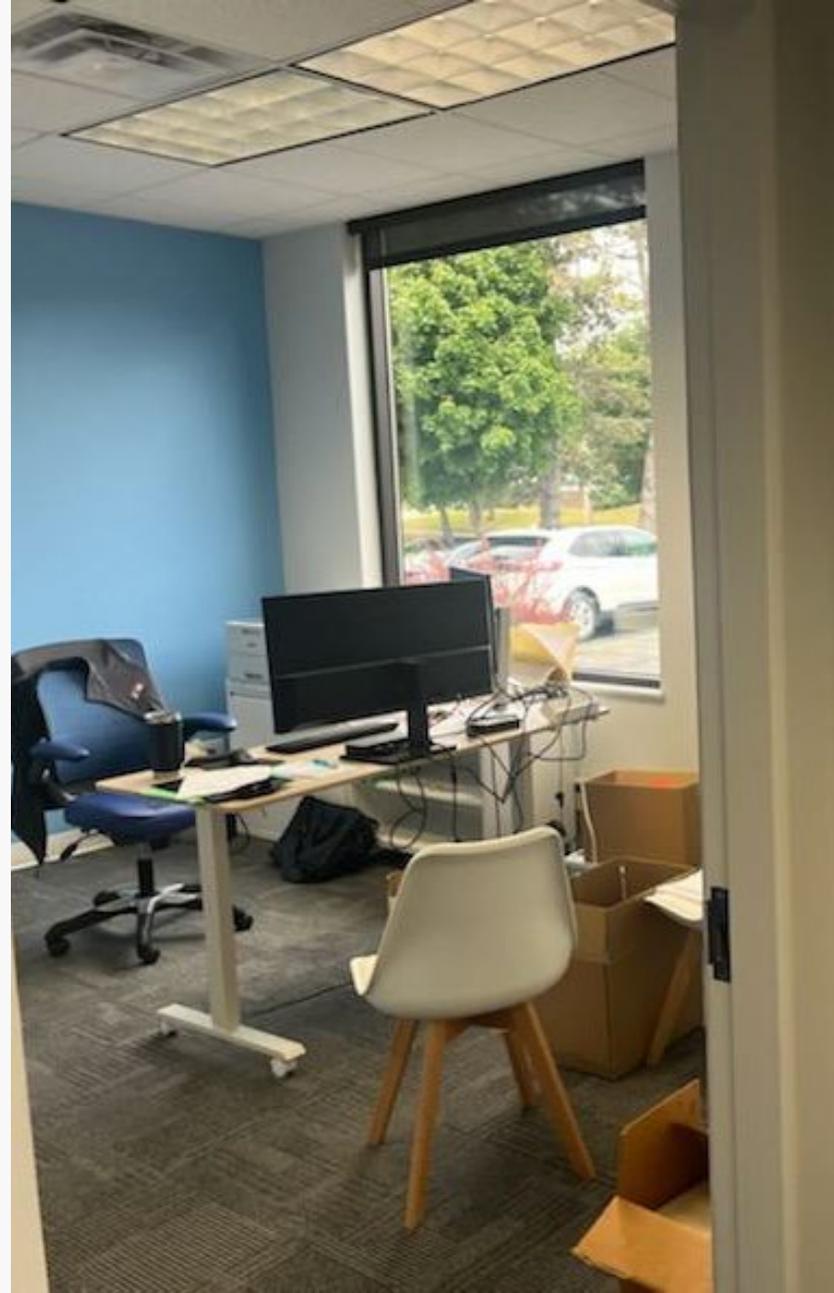
- Started Meeting in May
- Preliminary discussions on objectives and working to narrow those objectives



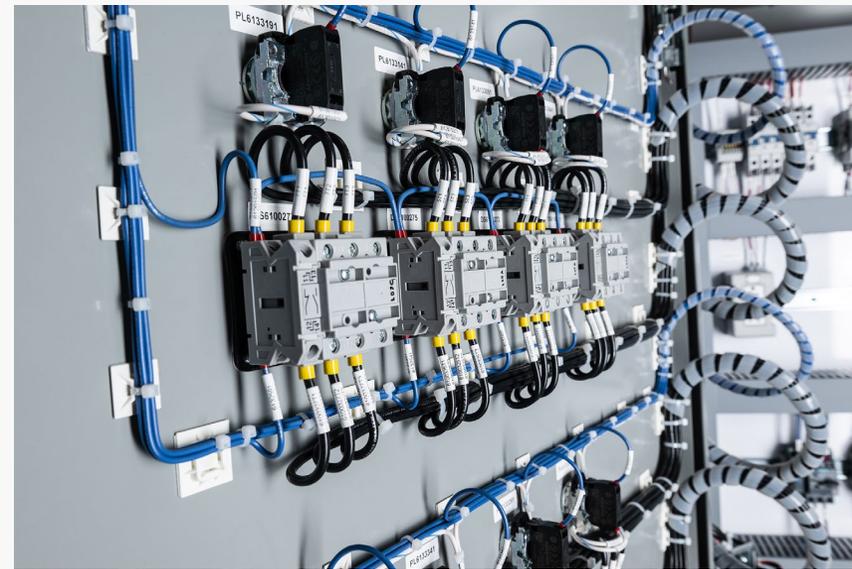
# Current Status on Projects





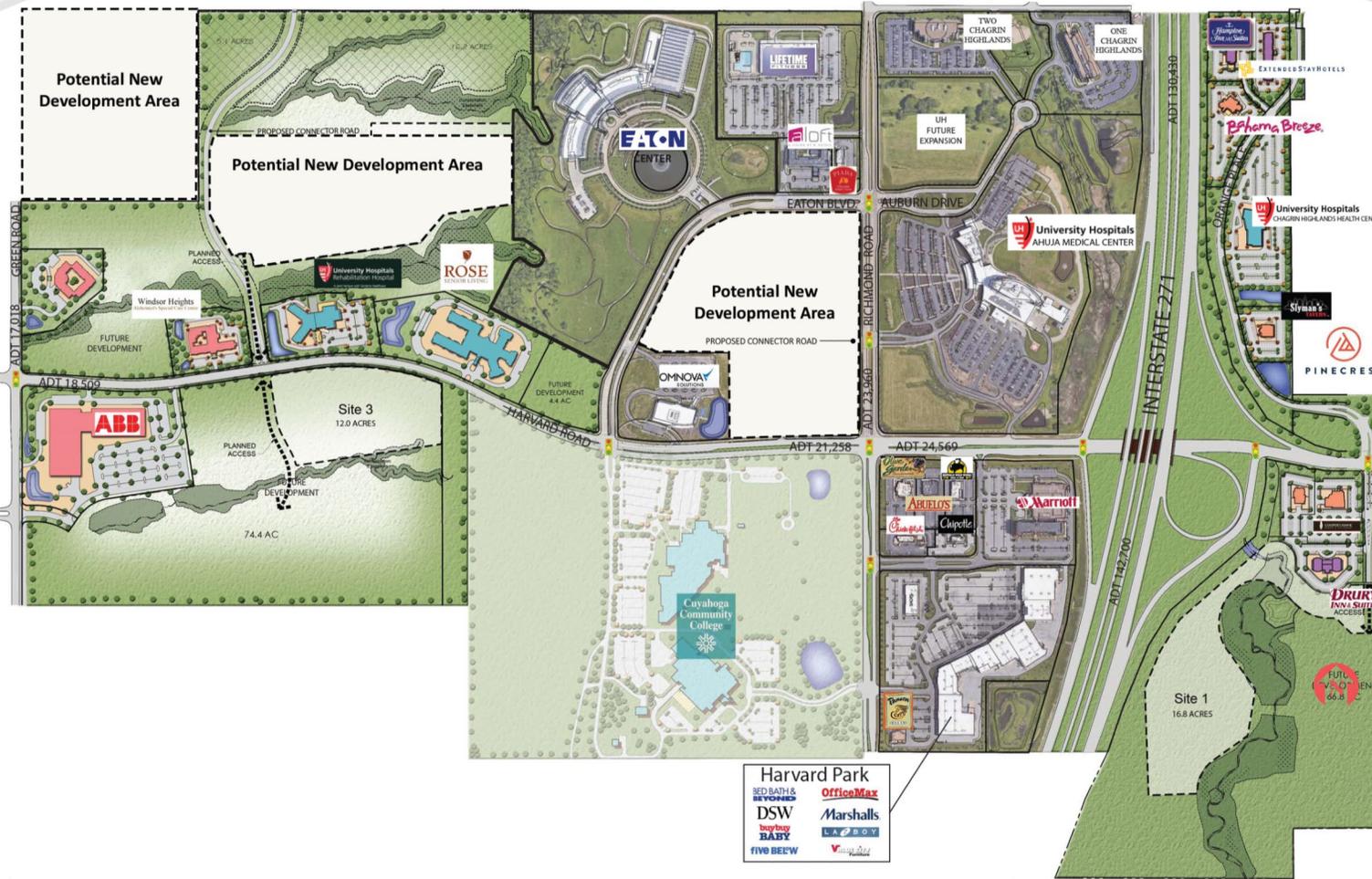








# Beachwood Harvard Road and Richmond Road Sites





# Beachwood Resources & Incentives

- Community Reinvestment Area Tax Abatement (CRA)
- Tax Increment Financing (TIF)
- Job Creation Tax Credit (JCTC)
- Occupancy Incentive
- Property Assessed Clean Energy (PACE)
- Savings Through Efficiency Program (STEP)
- Low Interest Loan Programs (RLF)
- Forgivable Loan Program for Emerging Industries and Commercial Revitalization

Each Program Supports Business Retention, Expansion and Attraction



# Recommendations For Consideration

- Tax Increment Financing
  - Beachwood Place/ Chagrin Blvd
- Targeted Site Data and Story Building
  - Commercial Site Development Opportunities
  - Marketing for Unique Site Opportunities
- Economic Development Action Plan







Presented by:

**Cathy Bieterman,  
Economic Development Director**

City of Beachwood  
25325 Fairmount Blvd.  
Beachwood, Ohio 44122

[Catherine.Bieterman@BeachwoodOhio.com](mailto:Catherine.Bieterman@BeachwoodOhio.com)  
Office: 216-292-1915



Mayor Justin Berns



Danielle Shoykhet  
Chair, Economic Development

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