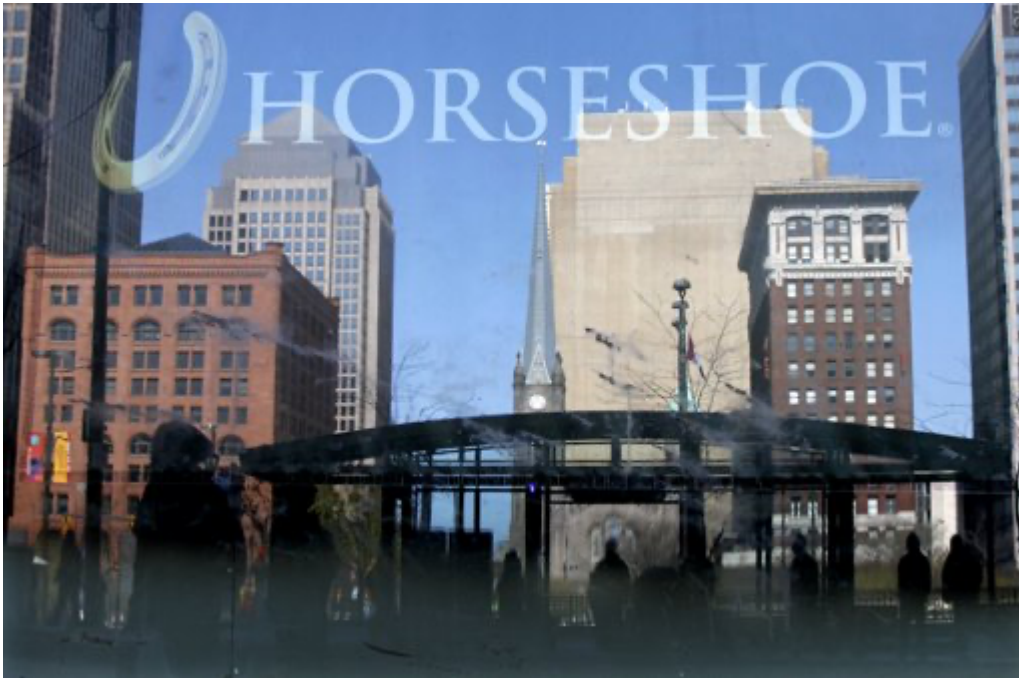


03.27.12 ap.org (Associated Press)

## Tourism campaign taps into Ohio's first casino

**Boosters betting Ohio's first casino, other new attractions, will bring visitors to Cleveland**

**AP** Associated Press *By Thomas j. Sheeran, Associated Press*



People are seen reflected in the window of the new Horseshoe Casino which is being built in Cleveland on Tuesday, March 27, 2012. Tourism boosters hoping to maximize \$2 billion in new attractions, including Ohio's first casino, and existing attractions, like the Rock and Roll Hall of Fame and Museum and the Great Lakes Science Center, kicked off a five-year campaign Tuesday to spruce up Cleveland and make it more visitor-friendly. (AP Photo/Amy Sancetta)

CLEVELAND (AP) -- Tourism boosters hoping to maximize \$2 billion in new attractions, including Ohio's first casino, kicked off a five-year campaign Tuesday to spruce up Cleveland and make it more visitor-friendly.

"This is a pivotal time in our community," said Len Komoroski, president of the NBA Cleveland Cavaliers and chairman of the Positively Cleveland travel-tourism agency.

Agency leaders outlined a series of initiatives, including making it easier for visitors to navigate the city and adding trolley service linking the casino to hotels and lakefront attractions.

David Gilbert, president of Positively Cleveland, said making the mid-May opening of the Horseshoe casino a positive experience is a priority.

Signs directing visitors to the casino will be installed by the opening date, Gilbert told travel planners from the region's tourism industry.

Plans also were outlined for improving the look of downtown park spaces, including the casino's front door on Public Square.

"We're trying to make it as accommodating as possible," said Tony Coyne, chair of the Cleveland City Planning Commission.

Tour planners will promote cruise-style all-in-one package deals including air fare, hotels and attractions. The casino has signed off on the idea and will encourage visitors at area attractions like the Rock and Roll Hall of Fame and Museum to sample the casino.

The casino has said it will try to parlay interest in city attractions and won't have Las Vegas-style shows of its own.

"We have a lot of national tourist attractions we'll be able to draw from," Marcus Glover, casino general manager, said earlier during a construction tour of the casino.

The first phase of the \$350 million casino will open in the renovated Higbee department store. Toledo's casino opens several weeks later, with those in Cincinnati and Columbus to follow.

Other new attractions highlighted by the tourism agency in Cleveland include a convention center and medical trade show exhibition hall, both under construction near the casino, a \$350 million Cleveland Museum of Art renovation and expansion project under way, a recently opened aquarium and four hotel projects, most within walking distance of the casino and scheduled to open by next year.

The convention center will replace an aging convention facility at the same location, the medical trade show exhibition hall is being built where an office building and parking deck once stood, and the aquarium is located in a renovated 19th century streetcar powerhouse.

The statewide referendum which approved casino gambling in 2009 was fueled in part by the promise of jobs. In Cleveland, there were 17,100 jobless people and an unemployment rate of 10.3 percent last month, higher than Ohio's 8.5 percent and the 8 percent rate in Cuyahoga County, which includes Cleveland.

Tourism is a \$5.9 billion industry and the fourth largest employer in Cuyahoga County, according to Positively Cleveland.

03.28.12 ap.org (Associated Press)

## Tourism campaign taps into Ohio's first casino



CLEVELAND (AP) - Tourism boosters have kicked off a five-year campaign to spruce up Cleveland and make it more visitor-friendly as they seek to maximize \$2 billion in new attractions, including Ohio's first casino, a new convention center and an adjacent showcase for innovations in health care.

Leaders of the Positively Cleveland travel-tourism agency outlined a series of initiatives on Tuesday. They include making it easier for visitors to navigate the city and adding trolley service linking the casino to hotels and lakefront attractions.

Agency president David Gilbert said making the mid-May opening of the Horseshoe casino a positive experience is a priority. He told travel planners from the region's tourism industry that signs directing visitors to the casino will be installed by the opening date.

Copyright Associated Press, Copyright 2012 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Articles with this headline also appeared in the following outlets on 03.27.12 and 03.28.12

Outlet:

14news WFTE	CBS8.com
760kfmb.com	CBSnews.com
9and10news	Charter.net
ABC.go.com	Chronicle.com
ABC-7.com	Court.us
ABC3340.com	Dailychiefunion.com
ABC6.com	Daily Journal
ABC6onyourside.com	Defiance Crescent News
ABC12 WJRT	Deseretnews.com
ABC27 WHTM	Dispatch.com
ABCnews.com	Elpasoonline.com
ABCnews4.com	Features.rr.com
Artsvtopics.com	Federalnewsradio.com
Artsy-latino.com	Finance.yahoo.com
Atlanta Journal Constitution	Fox5vegas.com
Austin American-Statesman	Fox19
Basketball-Fanatic.com	Fox28
Bellinghamherald.com	Fox44now.com
Bloomberg Business Week	GA-blog
Buffalonews.com	Hometownstations.com
CBS3springfield.com	HuffingtonPost.com

i46.com

Indiatimes.com

IslandPacket.com

Journal-News

JustLuxe.com

KAIT8.com

KATV

KAUZ

KCBD

KCTV

KFDA

KGWN

KHQ

KIFY.com

KLKNtv

KLTV

KMPH

KNDU – TV

KNOE – TV

KOB

KOTAtv.com

KPLCtv.com

KSFY.com

KSL

KSRO

KSTP

KSWO

KTEN

KTVN

KTRE

KTUL.com

KUSI

KUTV.com

KWES.com

KWQC

KWWL

Kxnet.com

KXXV.com

KY-blog

LancasterOnline

Lasvegastopics.com

Legalnews.com

Linkstip.com

Live5news.com

Madison.com

Mansfield News Journal

Money.msn.com

Montananewsreports.com

Myfox32.com

Myfoxal.com

Mymotherlode.com

Mynorthwest.com

Myolympian.com

Mysanantonio.com

NBC4i.com

NBC17

Nebraska TV

News10

Newschannel5

Newschannel6now.com KAUZ – TV

Newsnet5.com

Newsón6

Newsday

Newsvine

NOCO5.com

NOLA.com

Ohionewsfeed.com

Ohio News Network

OKbreakingnews.com

Omaha.com

Onenewspage.com

Palmbeachpost.com

Pechanga.net

Press News

Pressofatlanticcity.com

Republic, The

Review Seeker

Salon.com

San Antonio Express-News

Sandiegojack.com FM

Seattle Post Intelligencer

Seattle Times

SRNnews.com

Sun News

SWXrightnow.com

Telegram.com

Timesonline.com

Timesunion.com

Topix.com

Topnewsstory.org

Tri-cityherald.com

Tripbytrip

Tucsonnews.com

UTSanDiego

VCStar.com

WAFF.com

WAOW.com

Washingtonpost.com

WBAY

WBOC

WBTB.com

WCAX

WCBD – TV

WCHS – TV

WDAM.com

WDRB

WDTN

WFLX

WFMJ

WGEM

WHBF

WHEC.com

WHIZnews.com

WJBF

WJTV

WKOW.com

WLBT.com

WLIO – TV

WLNS

WLOX.com

WMDT

WNCT

WNEH

WNEM – TV

WOI-TV.com

WONK – TV

WorldNews.com

WPFO

WQOW

WRCBtv

WREX

WRIC

WRNCtv.com

WSAV

WSET

WSFA

WSHV

WSYX

WTOC – TV

WWA.com

WTOL – TV

WXIX – TV

WTOP

WXNT

WTRF – TV

WXOW

WTTE – TV

Yahoo.com

WTVRH

Zykington Blog

WUPW – TV

WVIR