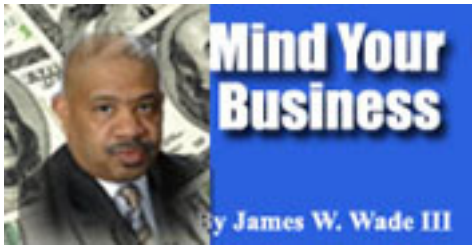

Cleveland is on the move, find out what the buzz is all about.

Well, after all this time, Cleveland opened the doors of the Horseshoe casino to thousands of people this week. With four public entrances and street-level doors at Public Square as well as Prospect Avenue, it will provide several access points for pedestrians, motorists and public transportation passengers.

Collection Auto Group has partnered with the Horseshoe Casino inCleveland. The North Olmstead,Ohiobased auto dealership will become the casino's first major corporate partner, featuring the naming of the casino's dedicated parking structure as the 'Collection Auto Group Centre.'

The announcement was made by Horseshoe Cleveland General Manager Marcus Glover and Collection Auto Group President Bernie Moreno. Specific terms of the partnership were not released but the relationship will extend into the next decade.

This is a very important partnership for Horseshoe Casino and downtown. With their legendary brands and service, Collection Auto Group perfectly reflects the commitment to operate a full-service, world-class gaming entertainment facility. The Collection Auto Group Centre will truly be the gateway to fun, excitement, and world-class service for millions of guests. It will also help provide a classy, easy entry point for the casino, but also for the many surrounding businesses and entertainment destinations.

The fully-integrated partnership will include a diverse array of marketing and branding elements, including Horseshoe Casino promotional, digital/social and LED signage assets. These elements will position Collection Auto Group Centre as the "front door" to the Horseshoe Cleveland experience for the expected five million additional annual visits to downtownCleveland.

Collection Auto Group Centre will also play an important role in The Gateway District, as the continued focus to create connectivity, accessibility and ease of flow continues to grow among the neighborhoods numerous assets and attractions.

HorseshoeClevelandalso opened its gift shop, a 1,900 sq. ft. retail space located at the base of the casino's dedicated parking structure. Custom Horseshoe logo apparel and themed memorabilia, along with Cleveland-area beers, wines and sundries are available for purchase.

A second Horseshoe-themed gift kiosk will be located on the buffet level of the casino. Total Rewards credits may also be redeemed at both Horseshoe Cleveland retail locations.

And even though I do not frequent casinos, I will be at the buffet located in the lower level.

What I do like is the energy Dan Gilbert has brought to this city. No matter the problems, he has provided jobs to our kids, friends and relatives who were unemployed.

One of the good facts I like… 94 percent of the people hired came from Cleveland and not from other cities.

In case you have not heard, Rock Gaming LLC and Caesars Entertainment Corporation developed the $350 million casino inside the Historic Higbee Building in downtown Cleveland. It is expected to attract five million visits to downtown annually, adding to the city's impressive sports, entertainment, music and cultural attractions.

The full-service gaming destination will employ nearly 1,600 people and will feature 2,100 slot machines, 63 table games, and a World Series of Poker room, along with lounges, a buffet restaurant and a three-outlet local food court.

During construction, the development created another 2,000 jobs as well.

So maybe I am not doing the math correct, but 3,600 people got jobs due to this venture. Jobs are always needed in this economy crisis. They went to great lengths to preserve and highlight the historic character of the 81-year old former Higbee's Department Store as it prepared to breathe new life into the mostly vacant structure that is beloved by locals and recognized nationally.

The famous Higbee display windows, affectionately known by Clevelanders for their elaborate holiday window displays in the 50's, 60's and 70's, and cherished for their starring role in the 1983 holiday classic comedy film, *A Christmas Story*, have been threaded into the street-level layout of Horseshoe Cleveland.

Full-length windows were also exposed and draped with translucent gold sheers to provide pedestrians a feel for the gaming action while preserving privacy for guests. Inside, the draped windows provide guests natural light and glimpses of the city after dark.

While I toured the inside, I notice original railings and grand vestibules have also been restored throughout the casino. I even recognize the original floor-to-ceiling columns on the main gaming floor. Each massive column is bound at the top by original floral plasterwork and each base has been wrapped in warm mahogany wood accented with brass trim.

I love the unique brass handrails throughout the casino and the distinctive procession of massive chandeliers that will have you taking a deep breath. The city of Cleveland is undergoing a dramatic transformation, the likes of which America hasn't seen in a long time, since the rebirth of New York City in the early 1990s.

Currently there is over $6 billion in new developments taking place in the core city, with more on the way. Companies are moving in or back to Cleveland.

The city's downtown has more residents than any other downtown in Ohio. If you're here and paying attention, you know something big is taking place in Cleveland.

Now, I have not even shared with you about the impact of the Medical Mart will have on the city. It will bring a new Convention Center to the city. A new state of the art convention center has the potential to have more conventions coming to Cleveland. Can you say mo money mo money for the city!

While on Public Square for the Horseshoe Casino opening you could feel the excitement.

Cleveland I am proud of what you are doing and we will rebound to regain the title of the Best Location in the Nation.

Follow James W. Wade III on Twitter @ JimmyWadeIII