The Downtown Cleveland Alliance (DCA) has tapped business development veteran Michael W. Deemer as director of its new business center, the focus of DCA's initiative to draw more business to Downtown Cleveland.

Michael Deemer joins DCA from the Ohio Governor's Office

CLEVELAND – The Downtown Cleveland Alliance (DCA) has tapped business development veteran Michael W. Deemer as director of its new business center, the focus of DCA's initiative to draw more business to Downtown Cleveland.

"Michael is exactly what downtown needs for this role. He brings years of experience in

development and comes to us from the Governor's Office where he was integral to helping drive the state's economic policy," said Joseph Marinucci, DCA president and CEO.

"Now is an important time as more than $2 billion in development is underway in Cleveland. Momentum is building like the city hasn't seen in years. Michael and the business center are key components in DCA's $1 million annual business attraction and marketing program, which will foster even greater vibrancy in the city center."

In his new role as DCA's director of business development and legal services, Deemer will serve as the lead point person for the business center, which will proactively help companies of all sizes and industries understand the advantages of a downtown Cleveland address.

Businesses will be able to rely on Deemer and his team to be their contact to navigate site selection, government approvals and available incentives, as well as provide market research and key connections to the business community and legal services.

"We are very excited to have Michael on board," said Bill West, chairman of the Downtown Cleveland Improvement Corporation. "His energy and experience are exactly what we need in leading our efforts to fill the empty office and retail space that is Downtown. He is a sharp guy who understands exactly what companies are looking for when it comes to relocating their businesses.

The new business center is being supported by a full-scale marketing program, including advertising, interactive, outdoor, public relations and events to build buzz surrounding benefits of a downtown address. The campaign features businesses such as Calfee, The Greenhouse Tavern, Thommen Medical, Yellowcake Designs, Chinato, Rosetta and Aztek.

Deemer joins DCA from the Ohio Governor's Office where as executive economic development policy advisor, he advised the governor, senior staff and cabinet directors on policy and legal matters related to the governor's economic policy agenda, including the implementation of the Department of Development's strategic plan and $1.8 billion biennial budget.

He also oversaw the execution of the governor's economic development policy agenda with key constituents resulting in Ohio having the fifth fastest growing economy and sixth best business climate in the country, as well as nine consecutive months of declining unemployment.

For more information on DCA's business center, moving your business downtown or to talk to Deemer and his team, visit www.downtowncleveland.com or call (216) 736-7799.