



## CASE STUDY

# Cincinnati Center City Development Corporation (3CDC)

### OPPORTUNITY:

The Cincinnati Center City Development Corporation (“3CDC”) was formed in 2003 as a private, non-profit development company with significant public accountability in the redevelopment of Cincinnati’s urban core.

In spite of measureable progress against its stated mission and purpose, the staff and Board leadership felt the organization was experiencing more than acceptable levels of negative stakeholder and partner feedback and less than desirable media coverage of their projects.

The staff and Board leadership sought outside counsel to help the organization to address these issues.



### SOLUTION:

Vehr Communications was engaged to undertake a comprehensive review of 3CDC’s market position, including an assessment of its relationships with key stakeholders and community partners. This resulted in three recommendations for 3CDC to:

1. Commit resources and increase its internal communications capacity;
2. Develop a comprehensive corporate communications plan to inform and engage its partners and key stakeholders; and,
3. Develop “Product Line” communications programs specifically for each of its projects.



### RESULT:

3CDC was able to secure the services of one of Cincinnati’s leading strategic communications professionals in a newly created position of Vice President of Communications and Stakeholder Relations. Relationships with critical partners and stakeholders have improved dramatically according to 3CDC’s President. 3CDC reports that significantly less time is spent responding to negative media inquiries with more staff time focused on core projects.

