

Examples of the NBA All-Star Weekend's Reach into Cleveland's Neighborhoods

The process to fulfill the community's contractual obligations to the NBA - including significant fundraising, venue and hotel procurement, event logistics, marketing, and safety - is the responsibility of a Local Organizing Committee (LOC) led by Greater Cleveland Sports Commission, the Cleveland Cavaliers and City of Cleveland with support by Destination Cleveland, Downtown Cleveland Alliance and other organizations.

From its earliest planning, the LOC had a goal to develop programs and initiatives to maximize the impact and legacy of All-Star Weekend, particularly within Cleveland's neighborhoods and with businesses owned by under-represented communities. Significant time and resources beyond the LOC's obligations to the NBA were spent to utilize All-Star Weekend as a community building platform and do more in this area than any past host city.

Social Impact Initiatives

Below are examples of community impact programs and initiatives developed by the LOC or held by others in partnership with the LOC that will affect residents in Cleveland's neighborhoods.

- **Power of Sport Summit presented by KeyBank and FirstEnergy:** Free event showcasing local & national organizations (visit the [schedule for Power of Sport](#) for details) that are addressing topics related to adaptive sports, gender equity, LGBTQIA+ athlete advocacy, racial equity & more. Celebrates diversity, equity & inclusion by demonstrating the power of sport as a catalyst for change
 - Feb. 18-19 at Cleveland Metropolitan Conference Center
 - Includes athlete appearances, panel discussions, film screenings, performances, workshops, exhibits, and demonstrations appropriate for all ages.
- **Boys & Girls Clubs of Northeast Ohio Career Readiness Program:** Multi-week youth program teaches essential skills, gives exposure to careers not typically associated with pro sports and provides role models who work in the sports industry
- **Discover Your Happy, presented locally by Kaulig Giving:** 6-week mental health program for 100 7th 12th graders enrolled in Ohio Guidestone programs
 - Launched Jan. 10 and will culminate on Feb. 26
- **Saving Our Daughters – Cleveland Connection, presented by The MetroHealth System and Cleveland Cavaliers:** A youth empowerment program focused on healthy habits, mental health, and self-esteem, guided by Keke Palmer's personal experience, with support from youth mental health experts from The MetroHealth System.
 - Engages 225 6th – 12th grade girls from Cleveland
 - 20 days of programming led by MetroHealth's diverse mental health staff
 - Includes a presentation and meet & greet with nationally acclaimed singer and actress Keke Palmer

Engaging Businesses in All-Star Weekend

The Cleveland Cavaliers, Greater Cleveland Sports Commission, and Destination Cleveland have actively reached out to community businesses – with a focus on those that are owned by members of diverse backgrounds – since Spring 2021 when local ASG planning began in earnest. Examples of engagement with community businesses includes:

- **NBA Rewards App:** Collaboratively launched with Destination Cleveland to hospitality businesses, this app will be the NBA's primary portal for information, ticketing and engagement with consumers during the NBA All-Star Game. Consumers will be given prizes to patron the participating businesses.
 - 191 Cuyahoga County businesses accepted

- 58% of the applying businesses in City of Cleveland; 42% are in Cuyahoga County suburbs
- +70% are at least 51% owned, operated, or controlled by one or more members of a diverse category:
 - 49% Minority-owned (Black, Hispanic, Native American, Asian American, Arab American)
 - 49% Women-owned; 5% LGBTQ-owned; 4% Veteran-owned
 - 28% MBE, EDGE, WBE or VBE certified

• **Media Hospitality:** In partnership with the NBA's media operations team, Destination Cleveland is providing visiting journalists with several opportunities to experience the culinary talents of Cleveland residents. Through both a "Cleveland Pantry," which will be part of the media hospitality lounge, and gift boxes provided to top tier journalists, Destination Cleveland is highlighting several small local businesses – many of which are owned by women or under-represented communities. Examples include:

- Crosby's Corn - popcorn company located on E. 105th St. in the Glenville Enterprise Center
- Cleveland Chocolate Co. – located in Tremont's Fairmount Creamery Building
- Guardian Cold Brew – based at E. 28th & Euclid Ave.
- Anna in the Raw (juices and snacks) – shop is downtown; production is outside of downtown
- Nooma – located in Euclid
- Backattack Snacks – located on W. 161st St.
- Fear's Confections – located in Lakewood
- Luna Bakery – located in Cleveland Heights
- City Hippie Granola – located in Lakewood

Additionally, at the NBA Crossover media preview on Thursday, Feb. 17, Destination Cleveland is presenting 6 area restaurants for media to enjoy a Taste of Cleveland. Restaurants being featured are:

- Saucisson – Slavic Village neighborhood
- Twisted Taino – formerly of the Sauce the City Food Hall, now located in Parma
- Brewnuts – Detroit Shoreway neighborhood
- Zanzibar – Shaker Square neighborhood, Downtown, Euclid
- Rudy's Strudel – located in Polish Village in Parma
- Ninja City – located in Detroit Shoreway neighborhood

The above just scratches the surface of neighborhood impact. While most of the weekend's official activities are downtown, there are private parties being held throughout the City and a handful of official events outside of downtown including The Block at Gordon Green in Detroit Shoreway, which is an event sponsored by Ruffles and Mountain Dew – 2 NBA partners.