

**T**he Consortium is committed to transforming Uptown into a dynamic, safe and amenity rich urban district for residents, employees, students and visitors. The Consortium expands the notion of 'economic inclusion' to the broader category of community. The Consortium is committed to leveraging its resources to enhance Uptown's human and social capital.

## 7.1 Healthcare

Uptown is the region's leader in the healthcare industry. University Hospital, Children's Hospital, the Health Alliance and TriHealth offer a myriad of programs and services to Uptown's residents to improve access and quality of care. The Consortium will coordinate these institutions to provide an accessible public directory of Member health screenings, diagnostic testing and community healthcare related activities.

## 7.2 Education

Healthy communities are comprised of diverse households, including families with children. Uptown's neighborhood schools, with some exceptions, struggle to meet the needs of its students. University of Cincinnati's President, Dr. Nancy Zimpher, has committed her School of Education to partner with the Cincinnati Public Schools to establish centers of educational excellence within Uptown. The University, supported by the Consortium will soon begin planning discussions with school and community officials and residents to outline a process to begin this work.

## 7.3 Community Outreach

The Consortium must engage all Uptown's stakeholders. Since 2003, Members of the Consortium, then known as the Steering Committee, have sought community input and ideas through interviews, small group meetings and large community forums. As the Consortium moves from the conceptual planning to development stage, it is increasingly important that it maintain a regular forum by which to community with and to hear from the Uptown community.

## 7.4 Marketing Uptown

To effectively attract new businesses and residents and to support existing ones, the Consortium will develop a communications strategy that tells the Uptown "story." Institutions of higher education and healthcare, diverse neighborhoods, eclectic retail experiences, open space and a dynamic urban sense of place - this story must communicate Uptown's assets and opportunities. The Consortium will develop a website to effectively communicate with members of the Uptown community and beyond the progress of the Strategic Opportunity Plan.

## 7.5 Institutional Planning and Cooperation

In addition to Uptown's neighborhoods and residents, an obvious strength is the sheer influence and power of the Member institutions of the Consortium. Each of the institutions must deliver and meet their respective missions. The Consortium is the means by which these seemingly independent missions are leveraged and directed to the neighborhoods of Uptown.

There are several areas of collaboration that will require additional study and analysis. They include: transportation and transit alternatives, parking development, life science and technology and public safety.

Each Institution has committed to initiate a development planning process by the end of 2004. The Consortium will work to assist the Members to meet its community-building and serving mission.