



## MERCHANDISE MART PROPERTIES, INC.

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March 17, 2009

Commissioner Peter Lawson Jones, President  
Commissioner Jimmy Dimora, Vice-President  
Commissioner Timothy F. Hagan  
Board of County Commissioners  
1219 Ontario Street, 4<sup>th</sup> Floor  
Cleveland, Ohio 44113

Dear Commissioners Jones, Dimora and Hagan:

I wanted to take the opportunity to confirm our whole-hearted endorsement of the existing Mall and Public Auditorium as the site for the new Cleveland Medical Mart, tradeshow facility and conference center.

We think the existing Mall and Public Auditorium gives us the best opportunity to create a successful economic engine which will use Cleveland's proven leadership in the medical field to catapult the City into a leadership role in the tradeshow industry, which will ultimately allow the City to harness the power of the hospitality industry to drive rebirth in the City.

We think the existing Mall and Public Auditorium location is the best in the City because it has room for all of the elements of the program, it offers simple construction, it meets our budget, it has faster speed-to-market and is connected to the downtown core.

This is the site which we recommend, it is the site with which our construction manager is comfortable, it is the site favored by the County's consultant, Conventional Wisdom, and it is the site upon which we want to focus and with which we want to develop.

### The Mall Site Is Large Enough To Hold A Medical Mart, A Tradeshow Facility And A Conference Center

The Mall site is the only site in the downtown core that is physically large enough to hold the three major elements of the project. The total "footprint" of the Mall site is approximately 12 acres or over 525,000 square feet. The tradeshow hall itself requires 270,000 square feet for the hall proper, and about 150,000 feet for support on the same level. There is no other site in the downtown core that allows for this much square footage on a single level. In this critical aspect, the Mall site is the only choice.

Managers of:

The Merchandise Mart 350 West Mart Center Market Square Furniture Plaza Hamilton Market  
Plaza Suites The National Furniture Mart L A Mart® 7W New York™ Architects & Designers Building  
Boston Design Center The Washington Design Center Federal Center Southwest

#### The Mall Site Offers Simple Construction

The Mall site offers simple construction in all aspects. The reconstruction of the roof of the tradeshow hall will utilize construction techniques that are common in every major city in America. The renovation of the public auditorium represents the kind of adaptive reuse which is happening all over the country as well.

#### The Mall Site Offers An Affordable Option

The Mall site offers an affordable option. We can build all of the major elements of the program within the existing budget at the Mall site.

#### The Mall Site Offers Speed-To-Market

We believe we can be up and running, we can be operating a conference facility with a small tradeshow hall in public auditorium within 13 months of the start of construction. This gives us a great competitive advantage versus other cities which may seek to host a medical mart. We will have first-mover advantage, and the medical market place will come to Cleveland first.

#### The Mall Site Offers Tremendous Connectivity

We believe that we can quickly connect the new tradeshow facility to the hotel community via the existing tunnel system, creating an ideal connectivity for conventioners who want to be close to their hotels.

#### The Mall Offers A View Of The Lake

The new glass curtain wall on the north end of the convention center will give it a view of the lake and one of the most spectacular views from any convention center in the United States. The natural light will provide a tremendous ambiance for any show.

#### The Mall Site Offers Economic Impact

The Mall site is not walled-off from the rest of the City by pre-existing developments. Therefore, as tradeshows start to improve the Cleveland hospitality industry, new restaurants, hotels and entertainment areas can be developed close to the convention center. This will help to jump-start the Cleveland economy.

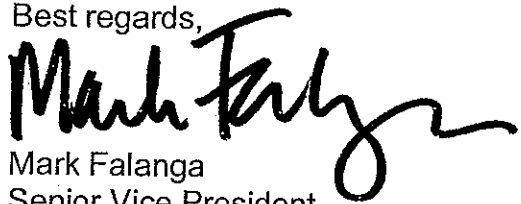
#### Transformative Impact

The reconstruction of the Mall and renovation of Public Auditorium will have a transformative impact on downtown Cleveland. It offers a unique opportunity that all other sites reviewed and discussed do not.

Recent presentations and press releases from Forest City have misrepresented and inaccurately reflected key elements of the proposed Mall plan. This has been done to deflect serious and untenable issues with their own site. Our recommended plan for the Mall site will ensure the integrity of the Burnham plan, includes an appropriate and historically sensitive restoration of Public Auditorium, and incorporates the necessary requirements to provide Cleveland a state of the art and highly competitive facility.

We endorse the Mall site, and encourage the Commissioners to select the Mall site for the exciting new Cleveland Medical Mart, tradeshow facility and conference center.

Best regards,

A handwritten signature in black ink, appearing to read "Mark Falanga". The signature is written in a cursive, flowing style with a long, sweeping tail that extends to the right.

Mark Falanga  
Senior Vice President