

**BEACON.** A LIGHT OR OTHER VISIBLE OBJECT SET IN A HIGH OR PROMINENT POSITION AS A SIGNAL OR GUIDE, ESPECIALLY NEAR WATER

THE NAME: **INSPIRED BY CLEVELAND – PAST, PRESENT & FUTURE**

From the first electric traffic light and the lighthouses that line Lake Erie's shores, to the world's largest outdoor chandelier and the spotlights that shine on the home of Rock and Roll, Cleveland radiates with its rich history and esteemed community of arts and culture.

Euclid Avenue is experiencing an exciting renaissance – millennials now rule the once “Millionaires Row” and streets are lined with internationally-acclaimed

performance art venues, diverse dining options, innovative start-ups, an enhanced transportation system as well as luxury hotels and residential options.

The Beacon pays tribute to Cleveland's brilliant past and bright future. As the name suggests, the newly constructed building will instantly become a landmark itself, guiding the way for continued discovery, innovation and growth.

