



Parental Involvement Program (PIP)

Frequently Asked Questions

1. Why is this policy necessary? What's driving this change?

Tower City Center's new Parental Involvement Program (PIP) is designed to enhance the shopping experience for all of our patrons. This effort is in line with the national trend toward creating a family-friendly atmosphere for shopping, dining and entertainment.

We have coordinated our efforts with, and utilized input from, various groups, including youths themselves, police, RTA officials, school administrators and community leaders. This policy has been developed based on customer, merchant and office employee feedback on the need for more specific youth visitor guidelines.

Surveys show many youths understand the need for such rules and believe they are useful.

2. How will you be able to determine if someone is a parent or legal guardian?

Tower City security personnel have been specially trained to implement the new program. Visitors to the mall may be asked for photo identification, which could include a valid driver's license or other state-issued ID, school, employer or military ID.

3. Do parents have to stay with their kids at all times?

Yes, youths must remain with a parent or legal guardian at all times during their visit to Tower City Center. One parent or legal guardian may escort up to four youths, and at least one of the youths must be the child of the parent or guardian. Parents or legal guardians are responsible for the actions of the escorted youths.

4. How did you decide on the schedule for when the program is in effect? What is the policy outside the effective hours?

The parameters were based on our experience at Tower City Center and research of other retail centers across the country that have implemented similar programs. The overwhelming conclusion was that these programs work best from mid-afternoon through closing.

230 West Huron Road
Cleveland, OH 44113
Phone: 216.623.4750
FAX: 216.736.7640



5. Are there any exceptions? For example, what about school trips, sporting events, concerts, Public Square events, holidays?

There are no exceptions. The program will be effective November 1, 2007, and enforced during the holiday shopping season.

School groups are welcome as always, and the school should notify the Tower City Center Management Office in advance and ensure that groups are accompanied by an appropriate number of chaperones.

6. How does this new program affect the food court and cinema specifically?

Visitors under the age of 18 are not permitted to visit the food court or shop after 2:30 p.m. without a parent or legal guardian. Youths will have access to and from Tower City Cinemas. Tickets will go on sale one-half hour before each show begins. After purchasing their tickets, youths will need to remain in the theater lobby. Unescorted youths exiting the theaters after 2:30 p.m. will have to exit the property immediately.

7. How may teens get to and from the RTA station?

Nothing has changed in this regard. Youths under the age of 18 will continue to be able to use Tower City to access their RTA connections.

8. What are the potential punishments?

Individuals in violation of the program (or any other posted mall policies, including the existing Code of Conduct) must leave the mall or face expulsion, banning, arrest and/or prosecution for criminal trespass.

9. Once the teens are removed from the Tower City premises, what will happen to them?

Violators will be asked to leave Tower City Center. Those who wish to arrange for transportation can wait in a designated area within Tower City.



10. Are there any new rules or restrictions affecting people over 21 years of age? That is, are they allowed to just hang out at the mall?

The Parental Involvement Program is focused on youths under the age of 18. Our Code of Conduct remains in place and applies to everyone – it does not allow loitering, loud and boisterous behavior, obscene or offensive language, running, vandalizing property, smoking, firearms, etc.

Tower City Center Mission Statement:

Our mission continues to be to provide a pleasant shopping environment for all of our patrons, including families, business shoppers, employees and youths. We have a strong Code of Conduct in place that is prominently posted and fairly enforced. We are always working to maintain and enhance the unique downtown shopping experience provided by Tower City Center, and we will continue to do so.

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