

US Digital Partners to move offices to Sawyer Point Building downtown



US Digital Partners will move its downtown headquarters office to the Sawyer Point Building, drawn by the allure of private offices for its fully in-office workforce.

By [Brian Planalp](#) – Staff reporter, Cincinnati Business Courier
Jun 7, 2024

A growing digital marketing agency is moving offices in downtown Cincinnati.

US Digital Partners, a firm of 26 employees currently located in space at 311 Elm St., will move into 10,000 square feet on the top floor of the four-story Sawyer Point Building at 720 E. Pete Rose Way.

The firm signed the lease in May. It will move in spring 2025 after renovation work on the new office is complete. Construction will begin this summer.

David Brecount, CEO and Co-Founder of US Digital Partners, declined to disclose the buildout cost but said it will mostly be borne by the building's owner as tenant improvements.

Founded in 2001, US Digital Partners specializes in clients with around \$10 million to \$60 million in billings who are looking for branding, messaging, website design, custom applications, video production and online advertising with follow-through to drive traffic and track conversions.

"We grow with them over time," Brecount said. "Our average client has been with us for more than five years. Some have been with us for over 20."

The firm has resided in the 311 Elm building since 2012. Brecount praised the building, which is expected to remain commercial office space, but said he wanted a more efficient layout and modern amenities. The one thing he didn't want was to move out of the urban core.

"We're definitely committed to the city and what's going on downtown," he said.

[John Schenk](#), associate with CBRE, represented U.S. Digital Partners in the lease. John Eckert, senior vice president with CBRE, represented the landlord.

"The newly designed space and amenities of the Sawyer Point location will support USDP's team-first culture and help drive the next phase of company growth, locally and nationally," Schenk told the *Courier*.

The building is 60% occupied. Eckert said there's strong interest from more prospective tenants.

Owner Colonial Life and Accident Insurance Company is investing millions into improvements, including a renovated atrium lobby, a new fitness center with lockers and showers, a renovated 260-person conference center, an expansive new rooftop terrace and the installation of EV charging stations, according to Eckert.

"It's a great building. There's a workout facility, and you're right on the river where you can go ride your bike or play pickleball," Brecount told the *Courier*. "It just lends itself to more of a team-friendly environment, and we think that'll benefit us."

The team at US Digital Partners is getting larger all the time. Brecount added two employees the first week of June.

"We've been very successful. We're taking on new clients every month, and we even have a bit of a waiting list for some services," he said. "We're putting everything in place

for new growth. We have job postings out there. I expect we'll see 10% to 20% growth over the next year."

The new space could fit upward of 40 people, Brecount said, and there's more space to expand into should the firm continue its growth path. It also offers more room for private offices, which the firm prefers over open-concept layouts.

"I'm a little anti-open-floor plan," Brecount said. "People can't concentrate in those environments. It's important to have room for creativity and collaboration, but people need to be able to close the door of their office to crank away and get things down. So we'll have a couple dozen private offices in the new space."

US Digital Partners is also fully in-office.

"We look to attract people who are interested in being together," Brecount said. "We did Covid successfully. We went fully remote. But we knew we were better together, so as soon as we could get back together, collaborating, we did it."