

WELCOME TO THE

# DOWNTOWN TOLEDO IMPROVEMENT DISTRICT ANNUAL MEETING 2020



**November 18, 2020**

Conducted by **ConnecToledo, Downtown Development Corporation** to the property owners, businesses, and members of the public.

# DTID Board for 2021

- **Jim Kniep, Chair, Large**
  - The Manhattan Group
- **Dean Ball, Vice-Chair, Large**
  - STS Management
- **Bruce Rumpf, Treasurer, At-Large**
  - Jobs1USA
- **Matt Lewandowski, Secretary, Small**
  - Lewandowski Engineers
- **Ed Beczynski, Small**
  - The Blarney/Focaccia's
- **Dave Dennis, At-Large**
  - ProMedica
- **Danny Dymarkowski, Small**
  - Dymarkowski Development
- **Mary Jo Gilliland, At-Large**
  - SSOE
- **Brad Lagusch, Small**
  - Toledo Bar Association
- **Jake Lindke, Small**
  - Prater Development
- **Bill Long, Large**
  - Owens Corning
- **Yvette Mayzes, Large**
  - One SeaGate
- **David Munger, Small**
  - Munger & Munger
- **Matt Rubin, At-Large**
  - Crane Development
- **Tracy Sallah, Large**
  - Louisville Title
- **Tina Skeldon-Wozniak, Pete Gerken**
  - Lucas County Commissioners
- **Matt Cherry**
  - Toledo City Council
- **Karen Poore**
  - City of Toledo Administration

# STAFF

## Supports the activities of both DTID and ConneCToledo, Downtown Development Corporation

- Paul Toth, President
- Cindy Kerr, Vice President
- Mike Rheams, Ambassador  
Operations Manager
- Hannah Dearth, Marketing  
Coordinator
- Mac Driscoll, Planner
- Betsy Ujvagi, Office Manager

# CONNECTOLEDO Board

- **Sharon Speyer, Chair**
  - **Huntington Bank**
- **Bob LaClair, Vice-Chair**
  - **5/3<sup>rd</sup> Bank**
- **Tom Manahan, Treasurer**
  - **Lathrop**
- **Gene Abercrombie, Secretary**
  - **Eastman Smith**
- **Randy Oostra, Past-Chair**
  - **ProMedica**
- **Bob Baxter**
  - **Mercy Health**
- **Brian Chambers**
  - **Owens Corning**
- **Stephanie Cousino**
  - **PNC Bank**
- **Brian Crooks**
  - **First Hospitality Group**
- **Vince DiPofi**
  - **SSOE**
- **Marc Folk**
  - **The Arts Commission**
- **John Haudrich**
  - **O-I Glass**
- **Reed Hauptman**
  - **Shumaker**
- **Mike Hylant**
  - **Hylant**
- **Joel Jerger**
  - **First Federal Bank**
- **Jim Kniep**
  - **The Manhattan Group**
- **Jason Kucsma**
  - **Toledo-Lucas County Public Library**
- **Adam Levine**
  - **Toledo Museum of Art**
- **Matt Lewandowski**
  - **Lewandowski Engineers**
- **Ray Micham**
  - **The Collaborative**
- **Dr. Gregory Postel**
  - **The University of Toledo**
- **Joe Napoli**
  - **The Mud Hens/Walleye**
- **Harlan Reichle**
  - **Reichle Klein**
- **Bill Rudolph**
  - **Rudolph Libbe Inc.**
- **Sara Swisher**
  - **Toledo Regional Chamber of Commerce**
- **Rich Sweeney**
  - **Toledo Edison**
- **Dave Zenk**
  - **Metroparks Toledo**

# COMBINED STRENGTH OF DTID & CONNECTOLEDO

## SERVICE PLAN



PUBLIC SPACES & PLACEMAKING



SUPPLEMENTAL SECURITY & HOSPITALITY



EVENT MANAGEMENT



BUSINESS & RESIDENTIAL DEVELOPMENT



COMMUNICATIONS & MARKETING



MEMBER SERVICES



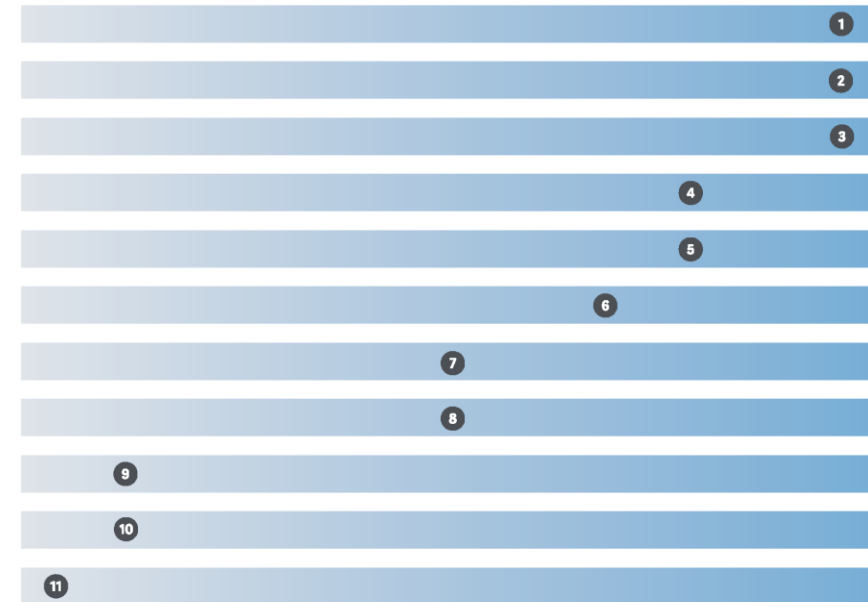
## DOWNTOWN TOLEDO MASTER PLAN PROGRESS

### POLICIES & STRATEGIES

- 1 MARINA DISTRICT PURCHASE
- 2 TRANSPORTATION PLAN/IMPLEMENTATION
- 3 PARKING STUDY/IMPLEMENTATION
- 4 CONVENTION CENTER
- 5 JEFFERSON AVENUE CYCLE TRACK
- 6 ADVANCE THE NAUTICAL MILE
- 7 BUSINESS DEVELOPMENT ASSESSMENT
- 8 STRATEGIC REDEVELOPMENT INFILL SITES
- 9 ESTABLISHING HOUSING INCENTIVES
- 10 INCUBATION & INNOVATION DISTRICT
- 11 PARKS MASTER PLAN

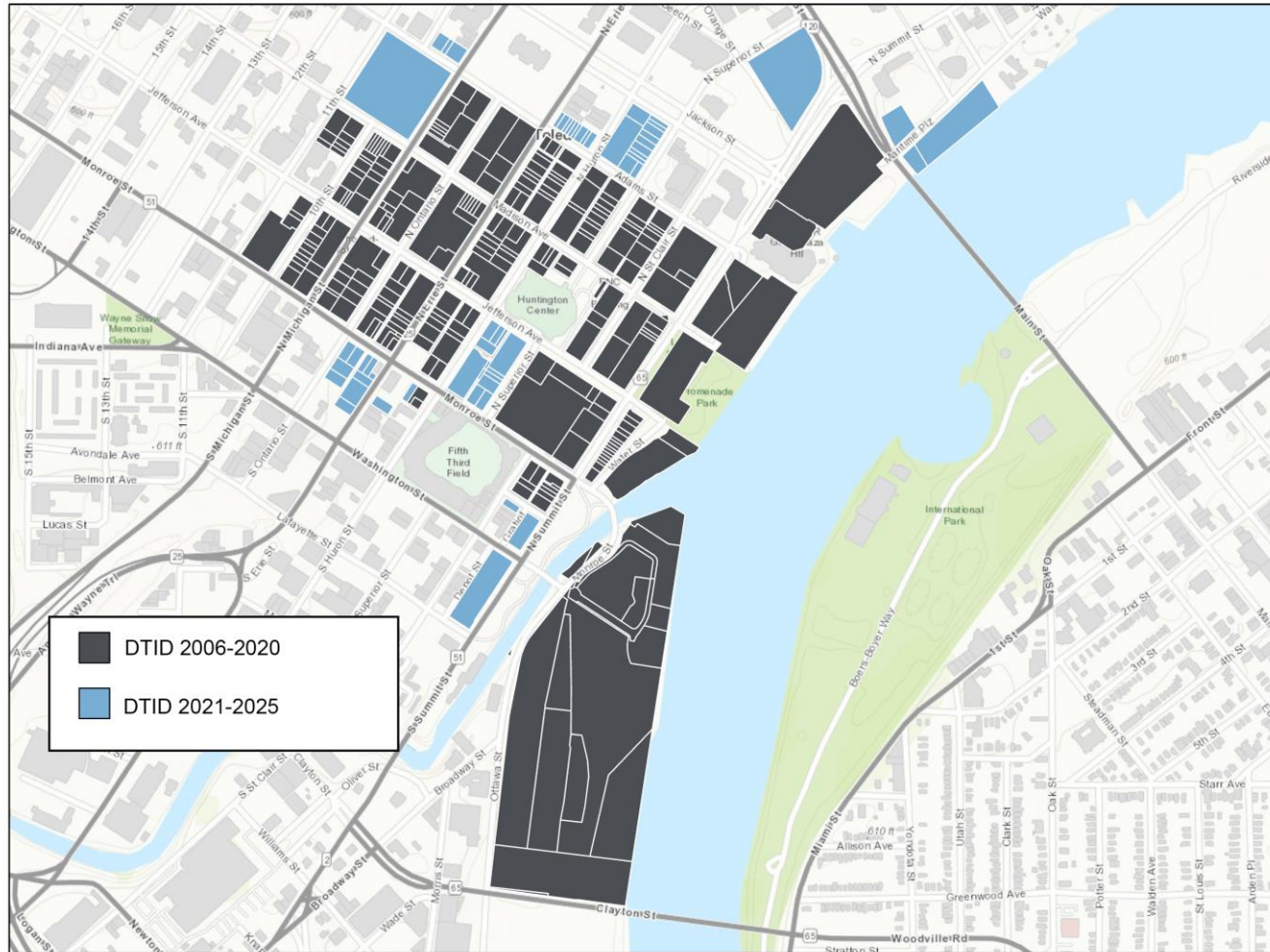
### PLANNING

### IMPLEMENTATION



Both boards desire to deliver value and exceptional service for the assessed property owners. As investors in downtown, all want a thriving city center that is a desired place to live, work & play, positively impacts the region and attracts redevelopment & new businesses.

# RENEWAL & EXPANSION



The special improvement district was successfully renewed and expanded its boundaries. It will provide enhanced services representing 40 blocks and 400 parcels.



# OVERVIEW OF SERVICES, PROJECTS AND PLANNING ACTIVITIES FOR 2020 AND 2021

Presentation contains links for more information. Click on the graphics to read more.



# AMBASSADORS – a constant presence even during COVID

## HOSPITALITY

A visible presence 7 days a week prepared to answer questions, provide directions, perform escorts, have an umbrella ready, give a jump start, and always with a smile.



## CLEANLINESS

Deliver services that make the District cleaner, visually appealing and environmentally maintained through the most technologically effective methods available.



## SAFETY

Assist in the intervention & prevention of crime, reduce aggressive panhandling/vagrancy, trained in CPR, and team with Toledo Police as requested.





# MARKETING - assisting restaurants

## OUTDOOR DINING

Closed streets to expand safe dining



## DEDICATED CURBSIDE PICKUP SPOTS

Worked with City to get designated pick-up spots for takeout in front of restaurants



Meal specials for what would have been Mud Hens Opening Day



## FAUXPENING DAY



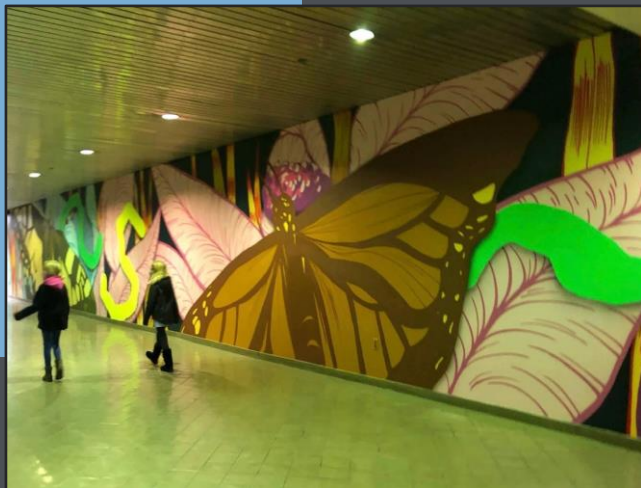
Incentivized patronage of restaurants with winners receiving a free t-shirt

## TAKEOUT CHALLENGE

# MARKETING – desired environments

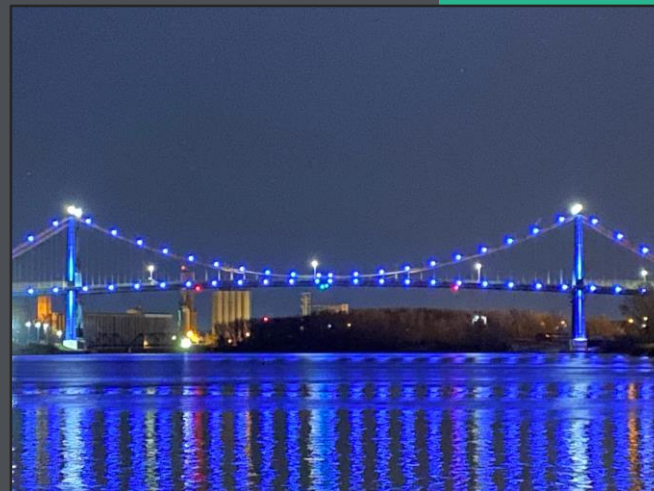
## THE ARTS

Participated on Arts Commission selection committee for new murals & Momentum



## LIGHT IT BLUE

Coordinated turning downtown blue honoring front-line workers globally



Assisted in design of park and held the first events in early fall



**LUNCH @ LEVIS/LEVIS SQUARE**



Expanded the perimeter of DORA to more of CBD, Warehouse, east bank of river & Vistula

**EXPANDED DORA**



# COMMUNICATIONS

## News

New and Noteworthy

Downtown Toledo is alive with an atmosphere of growth as businesses continue to open, our professional sports teams have award-winning atmospheres, new residents walk our sidewalks and our artistic communities bring cultural celebrations. This is where you can keep in-touch and up-to-date with it all. Check back in regularly for all the latest goings on in our city's center.



Let a Downtown Restaurants make your Thanksgiving Dinner

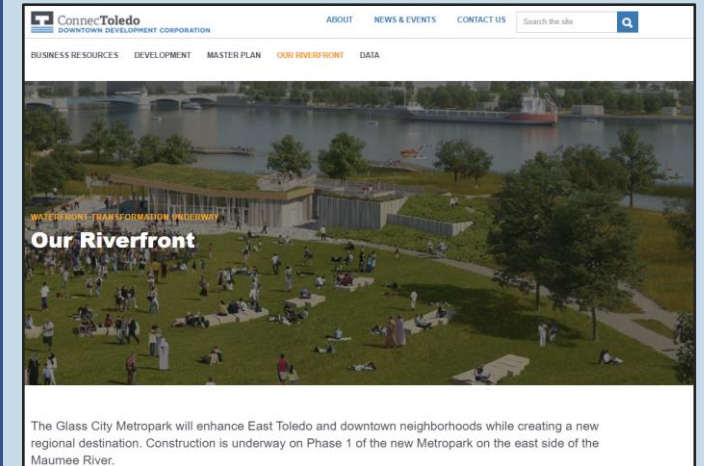
After the year we've had, we think you deserve to take it easy this Thanksgiving - and luckily so do our restaurants! This year several of your downtown favorites are offering decadent Thanksgiving dinners to go. Say "goodbye" to prepping, cooking and cleaning, and order your Thanksgiving meal today.

## WEB ARTICLES

- Wrote and shared 24 articles such as:
  - COVID-19 assistance
  - Restaurant opening status
  - Safe events
  - Holiday celebrations

## MAPS FOR ROAD CLOSURES

- Created maps used by City of Toledo and media for road closures and constructions



## CONNECTOLEDO WEBSITE

- Updated the ConnectToledo website
- New site includes helpful information for developers and various neighborhood plans

# SOCIAL – the voice of downtown

Downtown Toledo  
Published by Cindy Kerr (7) · July 4 · 🌐

Our condolences to Officer Anthony Dia and his family.

**TOLEDO**  
OFC. ANTHONY DIA

EOW 7/4/2020  
**POLICE**

55,310 People Reached  
33 Comments 447 Shares

1,105 Like	272 On Post	833 On Shares
155 Love	37 On Post	118 On Shares
3 Haha	1 On Post	2 On Shares
5 Wow	0 On Post	5 On Shares
1,662 Sad	391 On Post	1,271 On Shares
16 Angry	5 On Post	11 On Shares
202 Comments	43 On Post	159 On Shares
459 Shares	447 On Post	12 On Shares

3,016 Post Clicks

521 Photo Views	1 Link Clicks	2,494 Other Clicks
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NEGATIVE FEEDBACK

9 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

## FACEBOOK

- 26,000 followers
- Reach up to 6.2M annually
- Focused on news and events

## TWITTER

- 13,300 followers
- Reach up to 4.3M annually
- Fun; Instantaneous; 7 days/week

**Top Tweet** earned 13.1K impressions

Some throwback shots to when One SeaGate was being constructed 🥰

[pic.twitter.com/Shr7KgD2hC](https://pic.twitter.com/Shr7KgD2hC)



👤 5 🔄 22 ❤️ 150

All ▾ 30 days ▾ Impressions ▾

11.9K	9,319	8,630
8,421	8,291	6,721
6,715	6,616	6,505

## INSTAGRAM

- 20,200 followers
- Reach up to 2.4M annually
- Saw substantial increase during COVID as people desired photos and their associated relief

# ADVERTISING/VIDEOS – planning for 2021



## REGIONAL MAGAZINES

Promoting downtown Toledo to the state of Ohio & the Midwest

## PRINT MEDIA

Traditional forms of print media that can be used by a variety of audiences such as events, real estate agents and businesses.



## VIDEOS

In cooperation with ConnecToledo, videos showcasing downtown lifestyle, opportunities and riverfront



# EVENTS – planning for 2021



## LEVIS SQUARE ACTIVATION

- Planning for more events such as night markets, mini-concerts and exercise

## SOLHEIM CUP & OTHER

- Preparing downtown for Solheim visitors
- Coordination of other signature events/5Ks/parades



## MOVIE NIGHTS AT PROMENADE

- Collaborate with ProMedica on the planning and execution of Family & Cult Movie Nights at Promenade Park

# BUSINESS ASSISTANCE & ADVOCACY

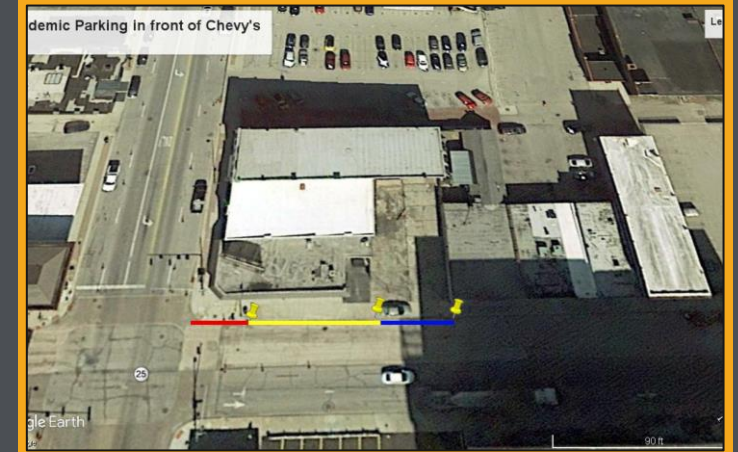


## POSTER PANEL LEGISLATION

- Worked with property owners, Arts Commission and Toledo Design Collective to lobby against an outside advertising agency installing large-scale advertisement posters on downtown buildings

## COVID-19 RESOURCE ASSISTANCE

- In cooperation with City & the Small Business Administration, guided businesses to resources on PPP, EIDL, EMRG and unemployment



## PARKING SOLUTIONS

- Worked with City to create temporary street parking in front of Chevy's Place to encourage patronage



# AMENITIES & INFRASTRUCTURE

New to the DTID budget are funds allocated for amenities and infrastructure. The board and staff will work with the City of Toledo Administration and property owners on selecting projects that make an impact. The below are examples.

## BEAUTIFICATION

- Flowerpots
- Flower program
- Assisting in Summit St maintenance
- Banners
- Decorative lighting
- Doggie bags



## TRANSPORTATION

- Bike racks
- Pavement striping for parking and bike sharrows



## INFRASTRUCTURE

- Parklettes
- Sidewalks
- Light poles



## SAFETY

- Safety cameras



# PLANNING & PROJECTS

## OUTDOOR DINING GUIDELINES

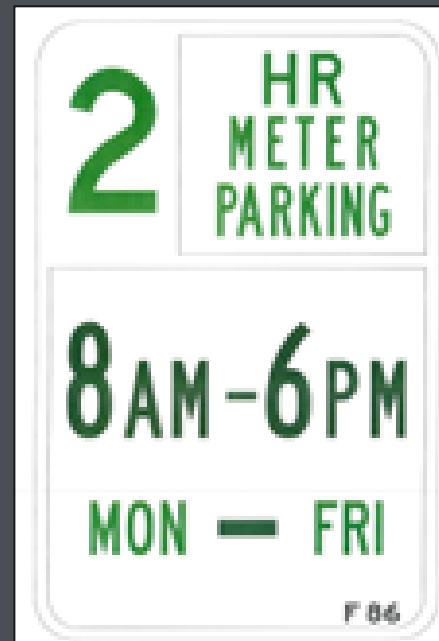
- Work with Toledo Plan Commission, Administration and restaurants on behalf of restaurant owners to create appropriate outdoor dining guidelines. Anticipated completion in Spring 2021. Parklettes concept explored in 2020, desire to complete in 2021.

## ON-STREET PARKING CHANGES

- Communicating changes voted on by Toledo City Council in 2019.
- Changes effective January 4, 2021
- Will continue working with ParkSmart & City to communicate throughout 2021.

## SUMMIT STREET

- Worked with the City of Toledo and ProMedica on the design and financing of the Summit St changes. To be completed by July/2021.
- Committed to landscaping assistance and maintenance in the future.





# PLANNING & PROJECTS

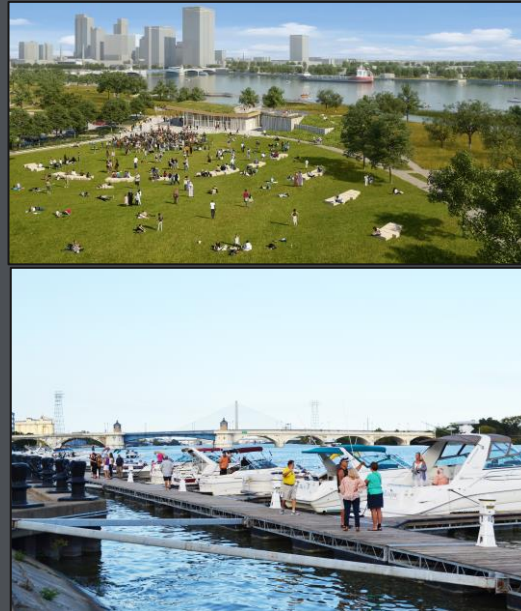
## DATA COLLECTION

- Begun in 2020 with reporting targeted for Winter 2021 are data points for:
  - Trees
  - Amenities
  - Lights
  - Assessments



## RIVERFRONT

- Member of core team that submitted the BUILD grant
- Constant communication and planning with City and Metroparks on the Glass City Riverwalk and riverfront amenities



## REZONING

- Collaborated with Plan Commission and Toledo Warehouse District on recommended rezoning of Warehouse District in 2020.
- Working with Plan Commission and Vistula Foundation on recommended rezoning of Vistula for 2021.

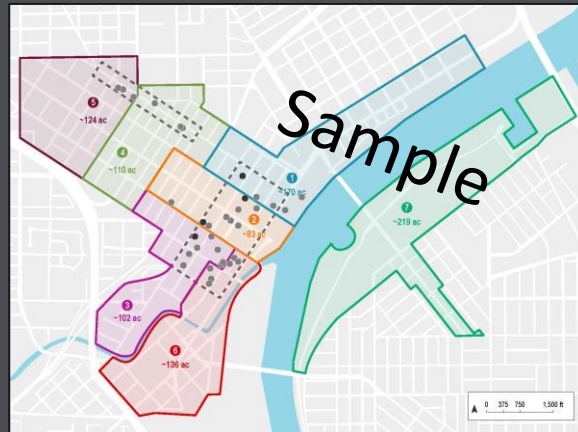


# PLANNING & PROJECTS



## CEDs

- Community Entertainment Districts
- Expand from current 4 to 6 in order to increase amount of available liquor licenses
- Anticipate approved by mid-2021



## FOUR CORNERS

- Working with Land Bank, City and Port Authority on the stabilization and future use plan for the four corners including marketing plan for interested redevelopers.
- (Spitzer, Nicholas, Nasby, Huntington)



## GARFIELD NEIGHBORHOOD

- Supporting the Toledo Design Collective and other community partners on the plan for the Garfield neighborhood





# PLANNING & PROJECTS

## HISTORIC DISTRICT

- Expanding the Madison Avenue Historic District to be more comprehensive of the core
- Application completed in Winter/2021



## INNOVATION DISTRICT

- Coordinate State future approved Innovation Districts throughout downtown including the Main Branch of the TLCPL



## RESIDENTIAL DEMAND

- Conduct residential demand study that reviews rent/buy and market rate/workforce/low income
- Complete in Winter/2021



# PLANNING & PROJECTS

## SWAN CREEK


- Develop high level remediation and redevelopment plan in partnership with OEPA, USEPA, Metroparks, Lucas County Engineer, & Plan Commission for Swan Creek between I-75 and Maumee River



## PARKING LOT IMPROVEMENTS

- Completed surveys of impacted parking lots in 2020
- Work with parking lot owners on implementation in 2021. It was originally targeted for a 2020 start but COVID delayed





**OVERVIEW OF DOWNTOWN  
TOLEDO MASTER PLAN  
PROGRESS, CATELYTIC PROJECTS  
& STRATEGIC PROJECTS SINCE  
2016**





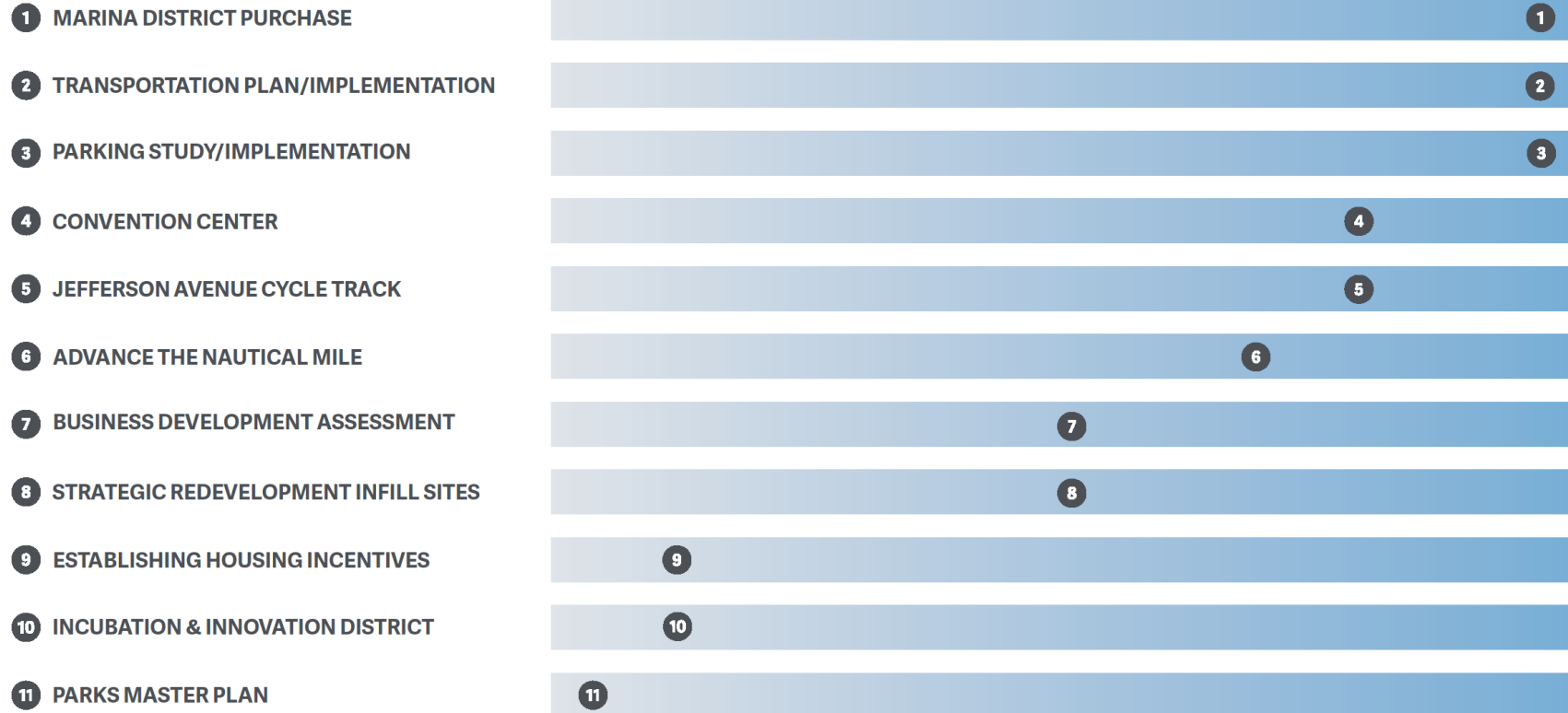
# DOWNTOWN TOLEDO

## MASTER PLAN PROGRESS

### POLICIES & STRATEGIES

### PLANNING

### IMPLEMENTATION



# CATALYTIC PROJECTS



**“Catalytic projects are public or private projects that are planned and designed to cause a corresponding and complementary, development reaction on surrounding properties.”**

**Downtown Toledo’s catalytic projects are moving forward, changing the landscape around them and bringing confidence for future investment.**

# CATALYTIC PROJECTS - Completed



ProMedica Steam Plant  
Corporate Headquarters  
Workforce  
\$75 million



Renaissance Toledo  
Downtown Hotel  
Hotel/Entertainment  
\$40 million





# CATALYTIC PROJECTS - Completed



Tower on the Maumee  
Residential/Commercial  
\$40 million



# CATALYTIC PROJECTS - Completed



Main Library Renovation  
Community Space  
\$12 million



Neighborhood Health Association  
Healthcare  
\$11 million





# CATALYTIC PROJECTS - Completed



Ebeid/Market on the Green  
Community Space/Grocery  
**\$4 million**



Cherry St Life Revitalization Center  
Community Services  
**\$3 million**



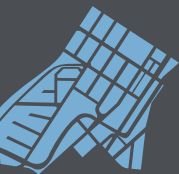
# CATALYTIC PROJECTS - Completed



Hensville  
Entertainment District  
\$20 million



The Berdan  
Residential  
\$35 million





# CATALYTIC PROJECTS - Completed



Middlegrounds Metropark  
Green space  
\$4 million



Owens Corning  
Interior renovations/  
solar field



# CATALYTIC PROJECTS – Current / Planned



Imagination Station's  
Key Bank Discovery Theater  
Educational Entertainment  
\$10 million



Summit St  
Reconstruction /  
Renovation  
\$10 million





# CATALYTIC PROJECTS – Current / Planned



Hilton Hotel / Glass City  
Convention Center /  
Ballroom  
\$80 million



Central Business District



# CATALYTIC PROJECTS – Current / Planned



Fort Industry Square  
Residential / Retail  
\$60 million



Four Corners  
Nasby / Spitzer / Nicholas  
Residential / Retail  
Conceptual stage



# CATALYTIC PROJECTS – Current / Planned



Village on the Green  
Residential  
\$15 million

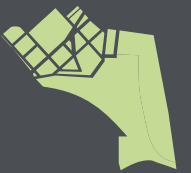




# CATALYTIC PROJECTS – Current / Planned



LMHA Transition Housing  
Residential  
\$11 million



Middlegrounds

# CATALYTIC PROJECTS – Current / Planned



Glass City Metropark Phase I & II  
Glass City Riverwalk  
\$200 million





# CATALYTIC PROJECTS – Current / Planned



Marina Lofts  
Residential / Entertainment  
\$32 million



International Park  
Green Space  
Planning phase



# CATALYTIC PROJECTS – Current / Planned



The Lofts at Wonder Bread  
Residential  
\$7.5 million



Gateway at Lowertown  
Entertainment / Workforce  
Development amount private





# STRATEGIC PROJECTS



Strategic projects are necessary to develop a block, bring activity to a specific area, improve a streetscape, update infrastructure or the like.

Downtown Toledo's strategic projects have shown no sign of slowing down. Private developers, community partners or local municipalities continue their investment making downtown a desired place to live, work and play.



# STRATEGIC PROJECTS near Tower on the Maumee



Levis Square Park



Balance Farms



Standard CrossFit



Promenade Park



Directions Credit Union



Hanson



# STRATEGIC PROJECTS – Summit Street



Riverfront murals



The Collaborative



One SeaSkate



Focaccia's



USI Insurance



OBE





# STRATEGIC PROJECTS - Jefferson/Madison/Adams



Hart, Inc.



Lofts on Adams



Lofts on Jefferson



Hylant Lobby



Pythian Castle



Library Square

Central Business District





# STRATEGIC PROJECTS - Uptown



Andrus Building



Madhouse expansion



Spengler Nathanson



# STRATEGIC PROJECTS in Warehouse District



Knight Properties



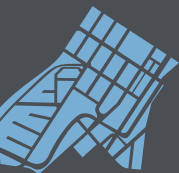
GioPro Properties



Firefly



The Summit Residences





# STRATEGIC PROJECTS in Warehouse District



Market Place Ninjas



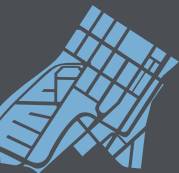
The Venues



Sunkist Building



Gateway Sculpture



Warehouse District



# STRATEGIC PROJECTS



Hotel Royal



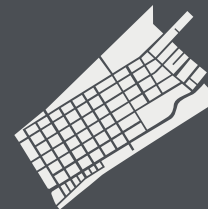
Toledo Spirits / Bellwether



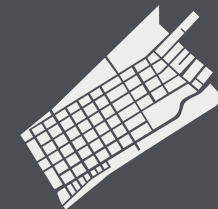
Rialto Jean Project



Middlegrounds



Vistula



Vistula

# STRATEGIC PROJECTS on the water



Veterans Glass City Skyway



Anthony Wayne Bridge



MLK Bridge



Glass City River Wall





# STRATEGIC PROJECTS throughout DT



Jefferson Cycle Track



LED Lighting



ToleGo Bike Share





# COFFEE CONNECTIONS

January 27<sup>th</sup>

**Rust Belt Coffee, 7:30 -9:00**

April 28<sup>th</sup>

**Open House format to meet  
and chat with board  
members and staff.**

July 28<sup>th</sup>

December 1<sup>st</sup>



The staff at ConneCToledo can meet with your office, church, stakeholder group, etc. to do a Lunch And Learn regarding this presentation. Please contact us at 419-249-5494 or [bujvagi@connectoledo.org](mailto:bujvagi@connectoledo.org).

# Appendix



# Downtown Statistics



Over 2,600 residential units are existing or under construction



3,700 residents in downtown proper with a growth rate of 12% since 2000



Total Residential Population\*  
0-5 minutes: 18,795  
5-10 minutes: 125,328  
10-15 minutes: 163,320



Workforce has risen to 25,500 with growth rate of 7% since 2015.



Total Residential Population\*  
0-5 minutes: 18,795  
5-10 minutes: 125,328  
10-15 minutes: 163,320



Total Employees\*  
0-5 minutes: 39,082  
5-10 minutes: 54,222  
10-15 minutes: 97,497



\$3,778,054  
Total spent on food at home



\$2,339,551  
Total spent on food away from home



3 million people visit downtown each year



Downtown Toledo contains 80% of the region's Class A office space



\$335 million in public / private dollars invested from 2016 - 2018