

*Welcome to the*



**Connect Toledo**

**DOWNTOWN UPDATE**

▶ Lance Woodworth

PRESIDENT & CEO, DESTINATION TOLEDO



destination  
**TOLEDO**



# ► The Pillars of Destination Toledo



**MARKETING**



**GROUP SALES**



**PARTNERSHIP**



**ADVOCACY**

We are a community asset responsible for promoting our community as an attractive travel destination and enhancing its public image as a dynamic place to live and work.

Our mission is to attract meeting, convention and tourism business to the region through strategic, long term marketing and sales efforts.

Through our knowledge of the destination, brand management, promotional programs and the resulting impacts of visits by people, our work strengthens the community's economic position and vitality which provides opportunity for all the people in the destination.

## ➤ Why we do what we do

In today's globalized, networked world, every community must compete for its share of the world's:

- Visibility
- Attention & Respect
- Tourists
- Consumers
- Talent
- Businesses
- Capital & Investments

Those communities who fail to compete will lose ground. They will be left behind.



# ► Travel & Tourism Economic Impact Lucas County

The tourism economy is an engine for economic growth, and often referred to as the first date of economic development.

**\$2.7<sub>B</sub>**

**DIRECT/INDIRECT COUNTY SALES**

**\$361<sub>M</sub>**

**IN TOTAL TAX REVENUE (\$76M in local  
tax revenue)**

**23.5<sub>K</sub>**

**TOURISM-RELATED JOBS**

*This equates to 1 out of 11  
jobs in Lucas County*

➤ the excitement is **BUILDING**



**\$67M Project**



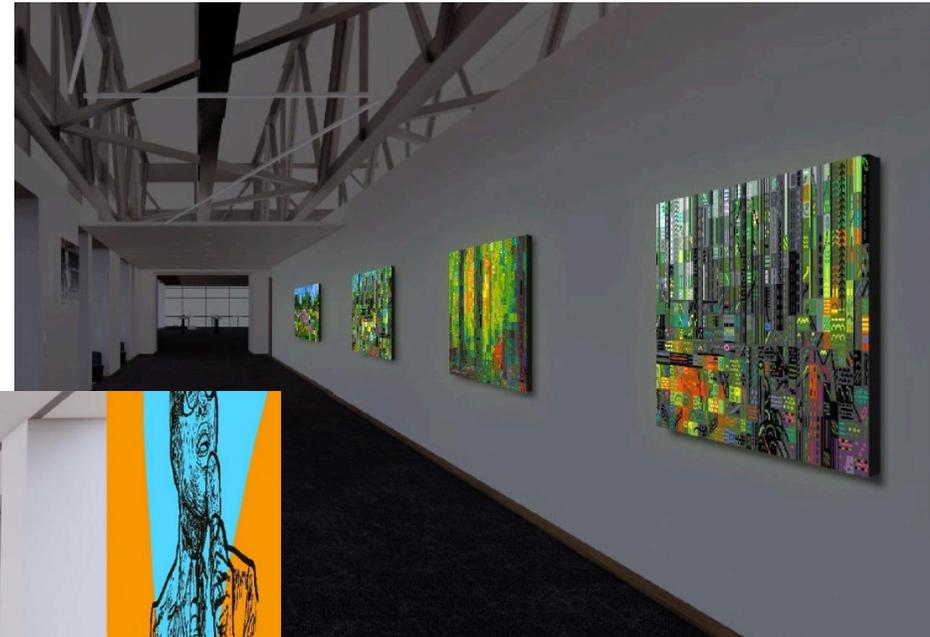
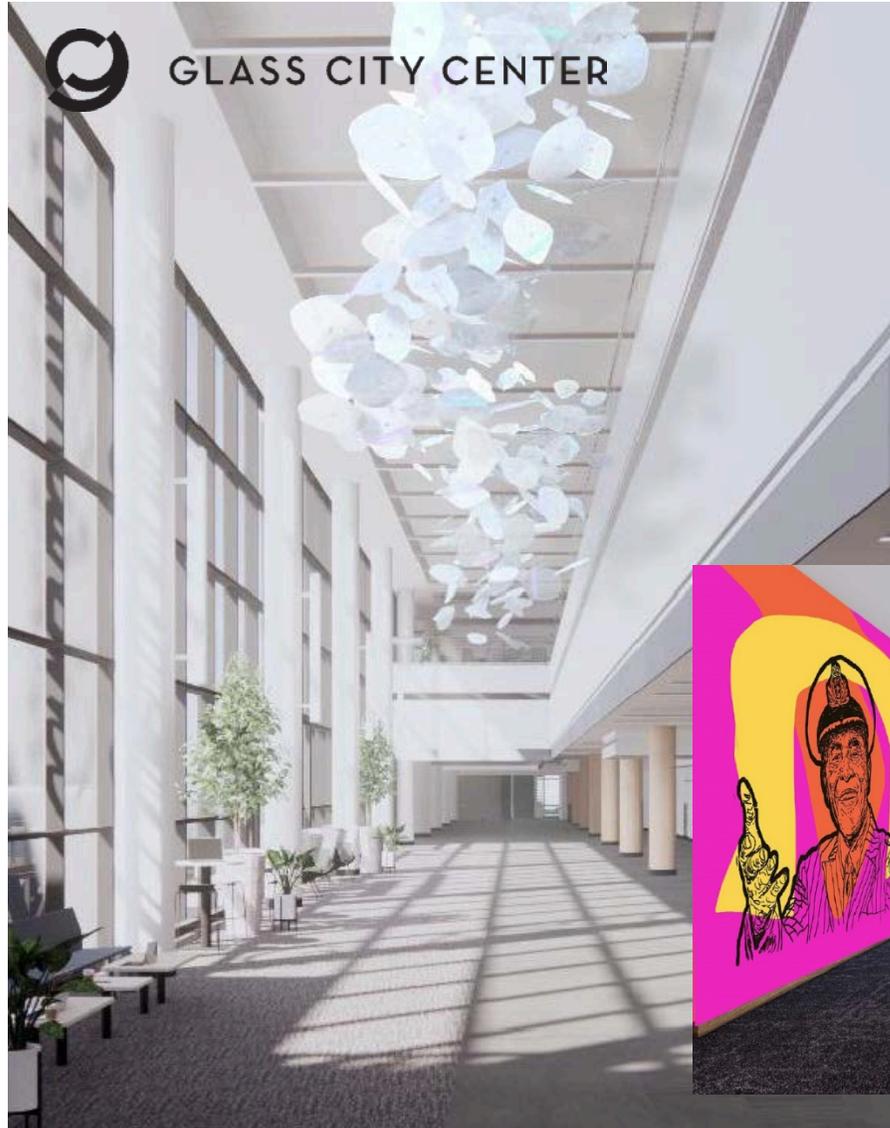
**GLASS  
CITY  
CENTER**

POWERED BY PROMEDICA



► the excitement is **BUILDING**

**\$1.5M in Original Artwork**



➤ the excitement is **BUILDING**



**\$76M Project**

**HILTONS AT  
Toledo Downtown**

**Hilton  
Garden Inn™**

**HOMEWOOD  
SUITES by Hilton™**



# ➤ Economic Impact of the Convention Center



*20 yr. net present value of economic activity related to the convention center would jump from \$400M to \$800M*

# ▶ *Bring it* **HOME**

advocate. engage. connect.



## advocate.

Set the stage for your groups to bring their meetings to the Toledo area.



## engage.

Invite others to become Bring it Home Ambassadors.



## connect.

Connect us with organizations in your network.





# ConnecToledo

**Downtown Toledo Development Corporation (DTDC)**

**In partnership with the**

**Downtown Toledo Improvement District (DTID)**

# OUR MISSION

## PRIVATE-PUBLIC PARTNERSHIPS

Bringing together public and private entities to maximize the leverage of resources to impact change in the community.

## EVENTS AND ATTRACTIONS

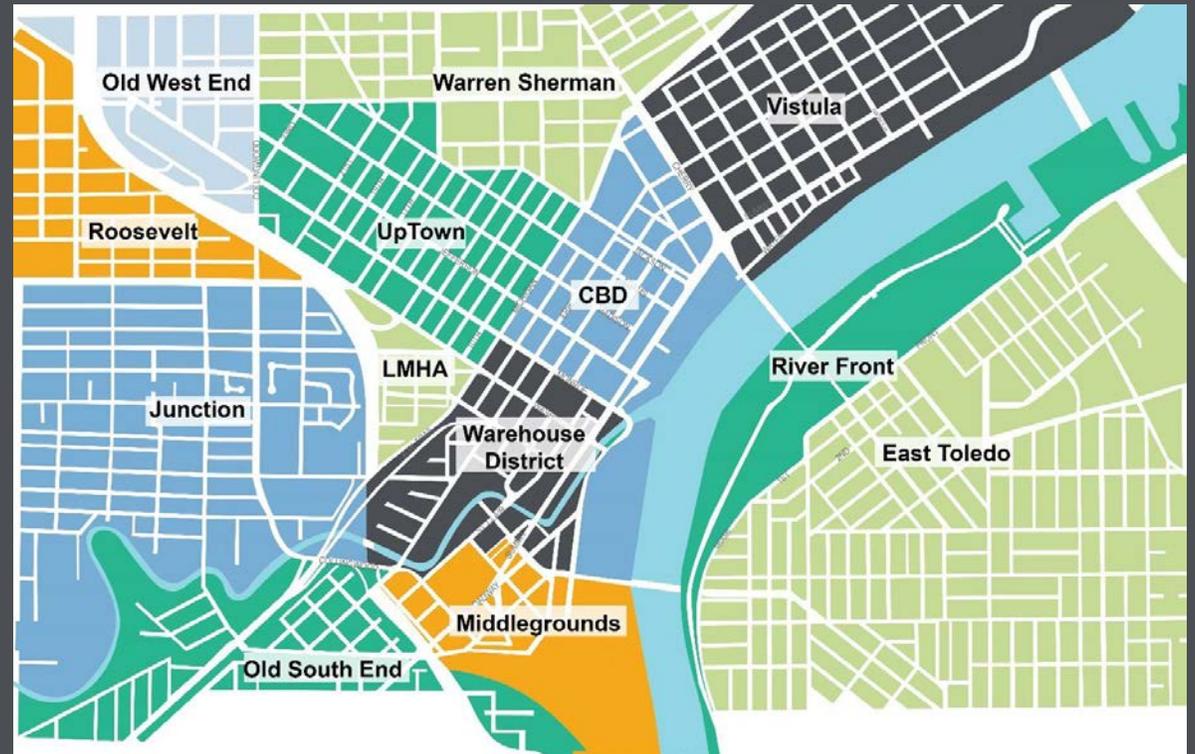
Supporting four season of activity and fun.

## ADVOCATES

Delivering expertise in public financing, private financing, construction, urban planning, placemaking, public space management and marketing so that we can easily connect you to the right resources.

## INVESTMENT SUPPORT

Providing support for the development community to access resources and leverage state and federal grants, loans, and tax credits.



# CONNECTOLEDO ACTIVITIES



# AMBASSADORS – Always Ready for You

## HOSPITALITY

A visible presence 7 days a week.

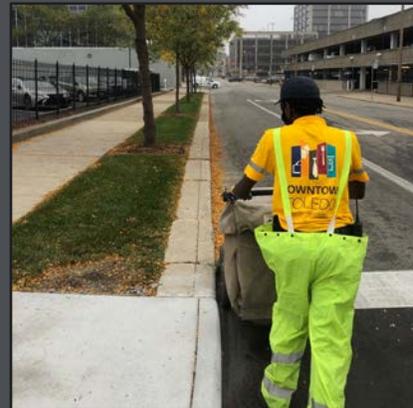
- 900 event hours
- 755 business contacts
- 26,000 hospitality assists



## CLEANLINESS

Cleanliness using environmentally friendly techniques.

- 204,000 lbs. of trash removed
- 172 power washing hours
- 528 graffiti tags removed
- 42,000 lbs. of DORA trash removed
- 1,110 bags of leaves – 27,500 lbs.



## SAFETY

Alert to crime and safety concerns.

- 26 calls to 911 – Police/Fire/EMS
- 71 property condition reports
- 24 motorist assists

# IMPROVING DOWNTOWN'S ENVIRONMENT

## CHAMPIONED TREE CANOPY

- Documented current status of trees, tree wells & species through maps used by City of Toledo. Twenty-five tree replaced



## ADDITIONAL REFUSE CANS

- Installed additional refuse cans in DORA service area

## PUBLIC ART

- Sponsored, along with City of Toledo, window clings. Project championed by The Arts Commission



## PLANTERS

- 60 Self-watering planters installed in 2021 – 28 additional planters installed in 2022
- 20 Levis Square planters
- Landscaping on Summit St & Levis Square Park



# EVENT & EVENT SUPPORT

## LUNCH AT LEVIS

- Since 2006, work week's most popular event
- June – September
- "This is why I love working in downtown."



## COFFEE CONNECTIONS

- Quarterly conversations open to all downtown stakeholders



## EVENT SUPPORT

- Toledo Jeep Fest
- Mud Hens Games
- Walleye Games
- Friday night concerts
- Festivals
- Momentum Event
- Family Movie Nights
- Restaurant/retail openings & specials
- etc.

## DORA MANAGEMENT



## OUTDOOR DINING GUIDELINES

- Guidelines developed with City & restaurants

# MARKETING & COMMUNICATIONS



## WEBSITE

- 200k page views
- Interactive maps
- Up-to-date events calendar



## SOCIAL REACH

- Facebook
- Twitter
- Instagram
- Total reach: 7.5M impressions



## ADVERTISING

- Ohio Tourism
- Toledo Visitor's Guide
- Local publications & billboards



## EMAIL BLASTS

- 28 emails sent
- 35% Open Rate, above desired 20% rate

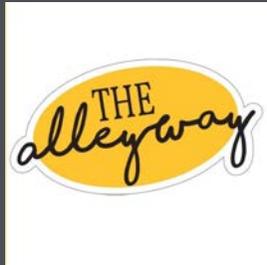


## TEAR-OFFS

- Newly printed in Nov 2022
- Available now upon request

# Welcome New Restaurants In 2022

Alleyway



Quenched & Tempered Taproom



Hannon's Garage Bar



SAME Café – Main Library



Napa Kitchen



Lucille's Jazz Lounge



Coop's



Kato Ramen



Wild Side Brewing



Poco Piatti - Hensville

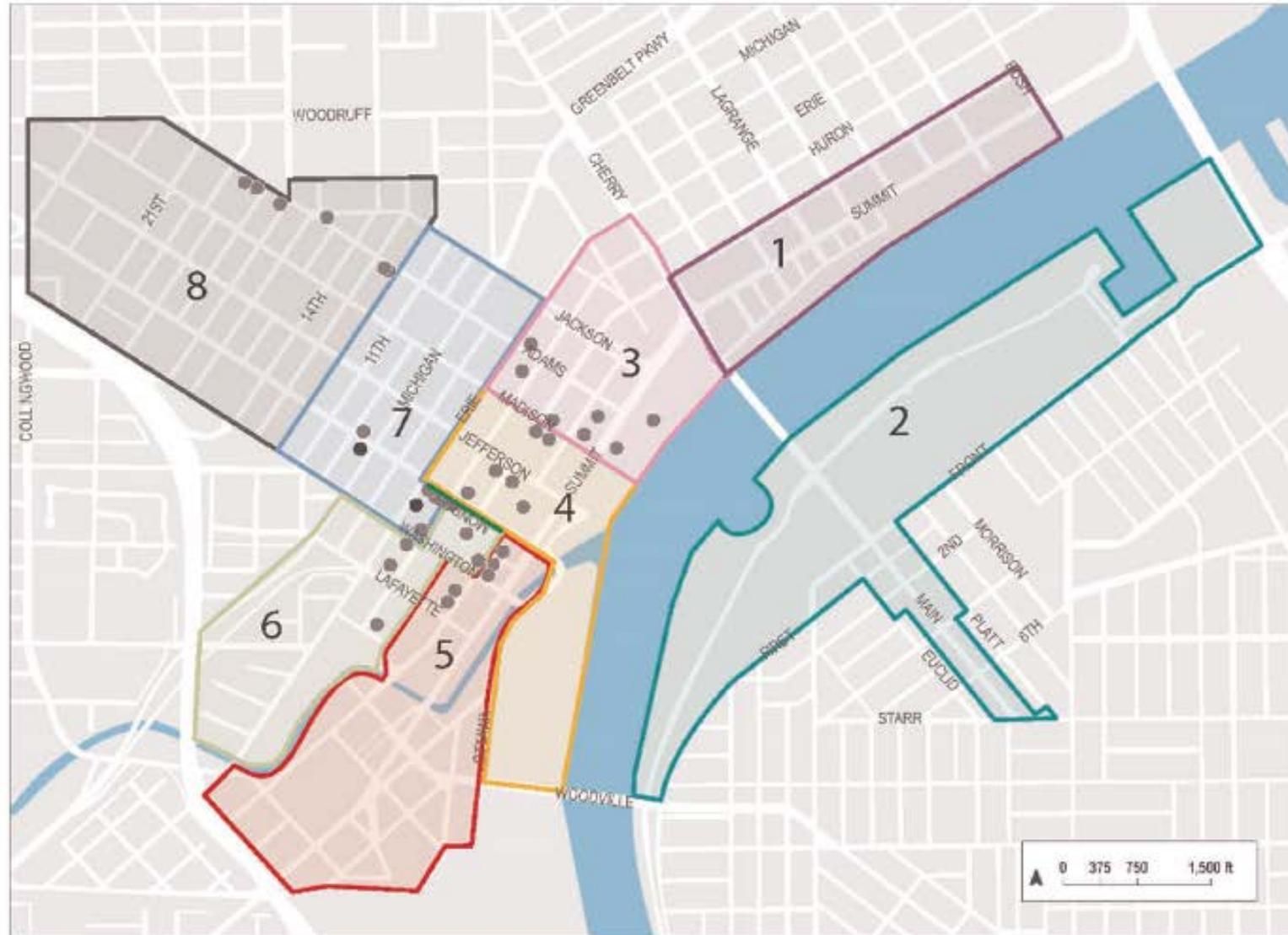




# 2022 INITIATIVES

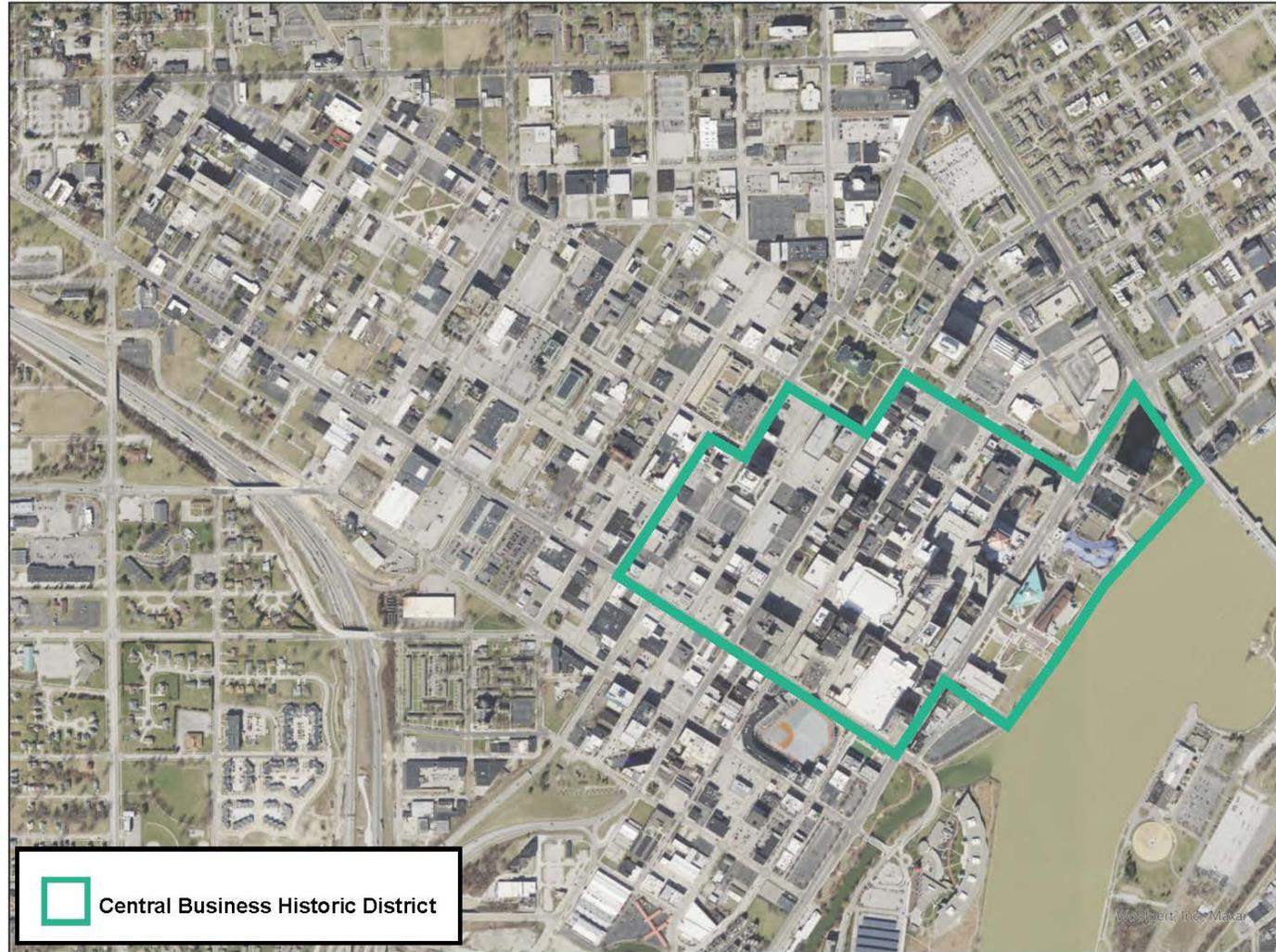


# COMMUNITY ENTERTAINMENT DISTRICTS



CED
1-Lowertown
2-Eastern
3-Northern
4-Central Business
5-Middlegrounds
6-Warehouse
7-Midtown
8-Uptown

# HISTORIC DISTRICTS



# HISTORIC DISTRICTS



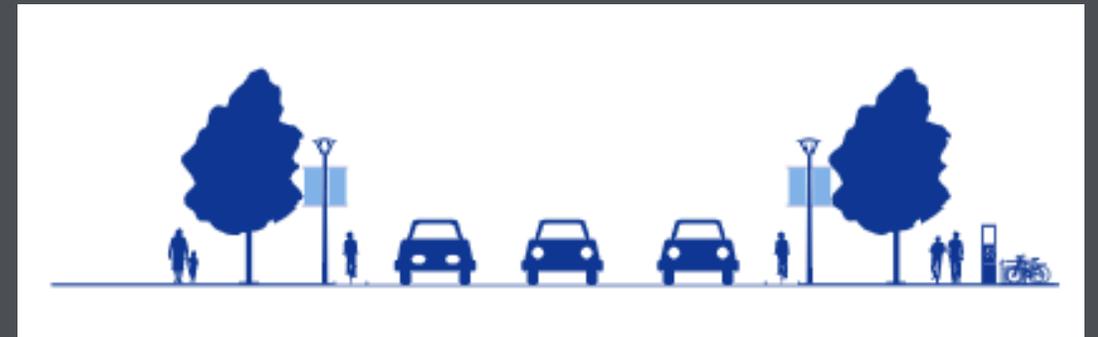
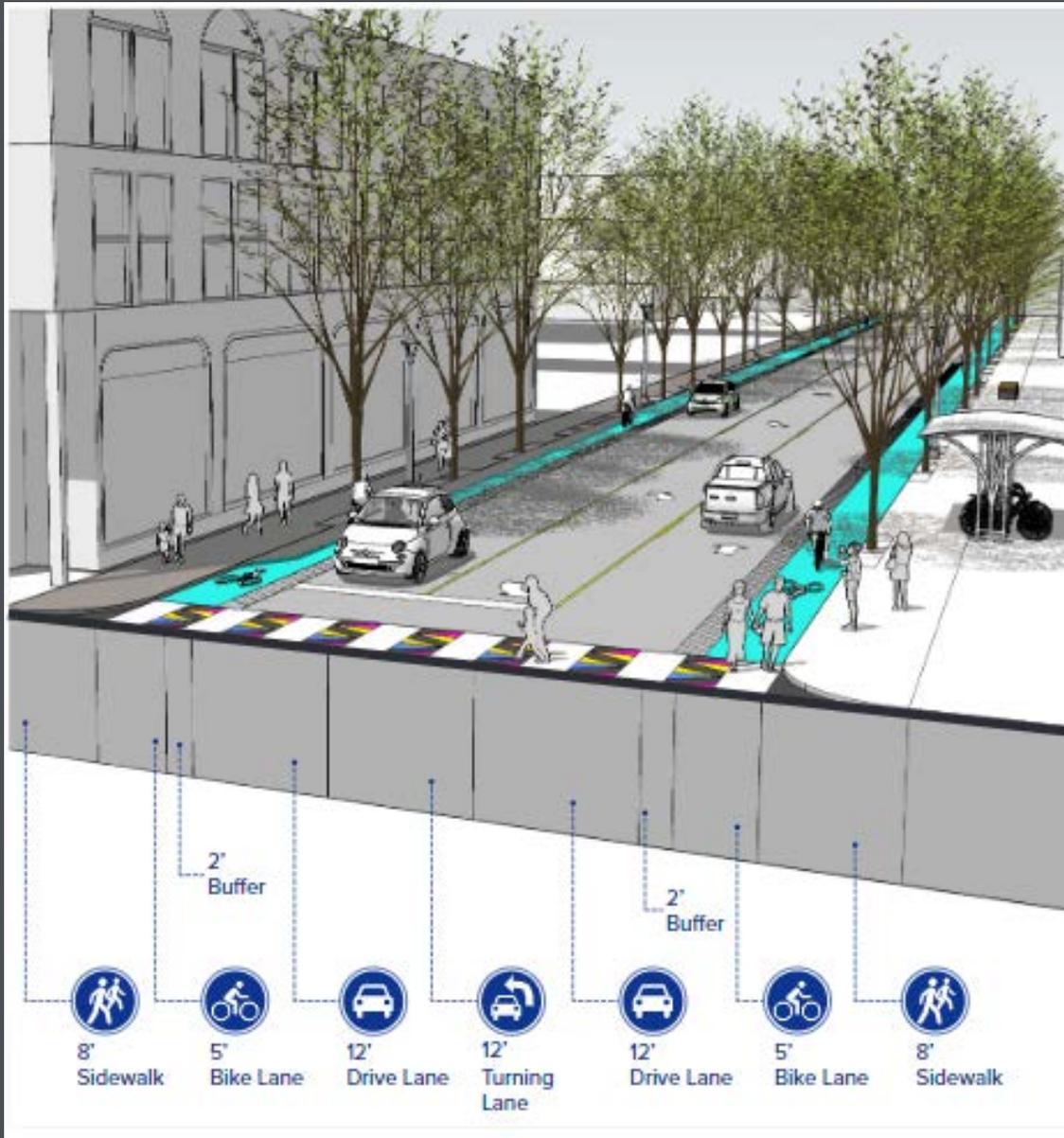
# HISTORIC DISTRICTS



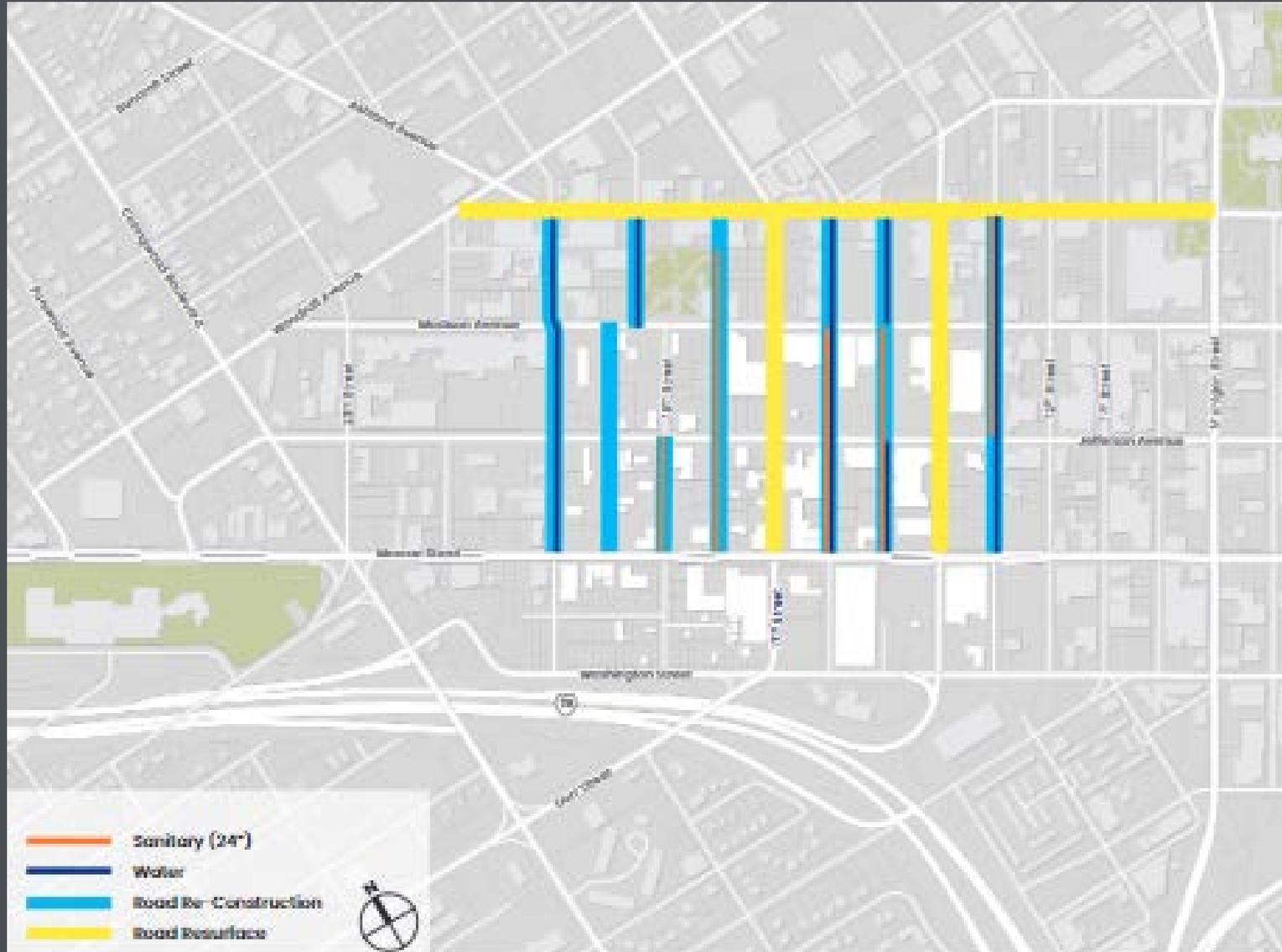
# Planning - Uptown



# Planning - Uptown



# Planning - Uptown



# Planning - Uptown



## Connecting Toledo Neighborhoods to Opportunity

From Redlining to Green Streets

RAISE Grant Application

April 11, 2022

# Planning – Warehouse/Middlegrounds



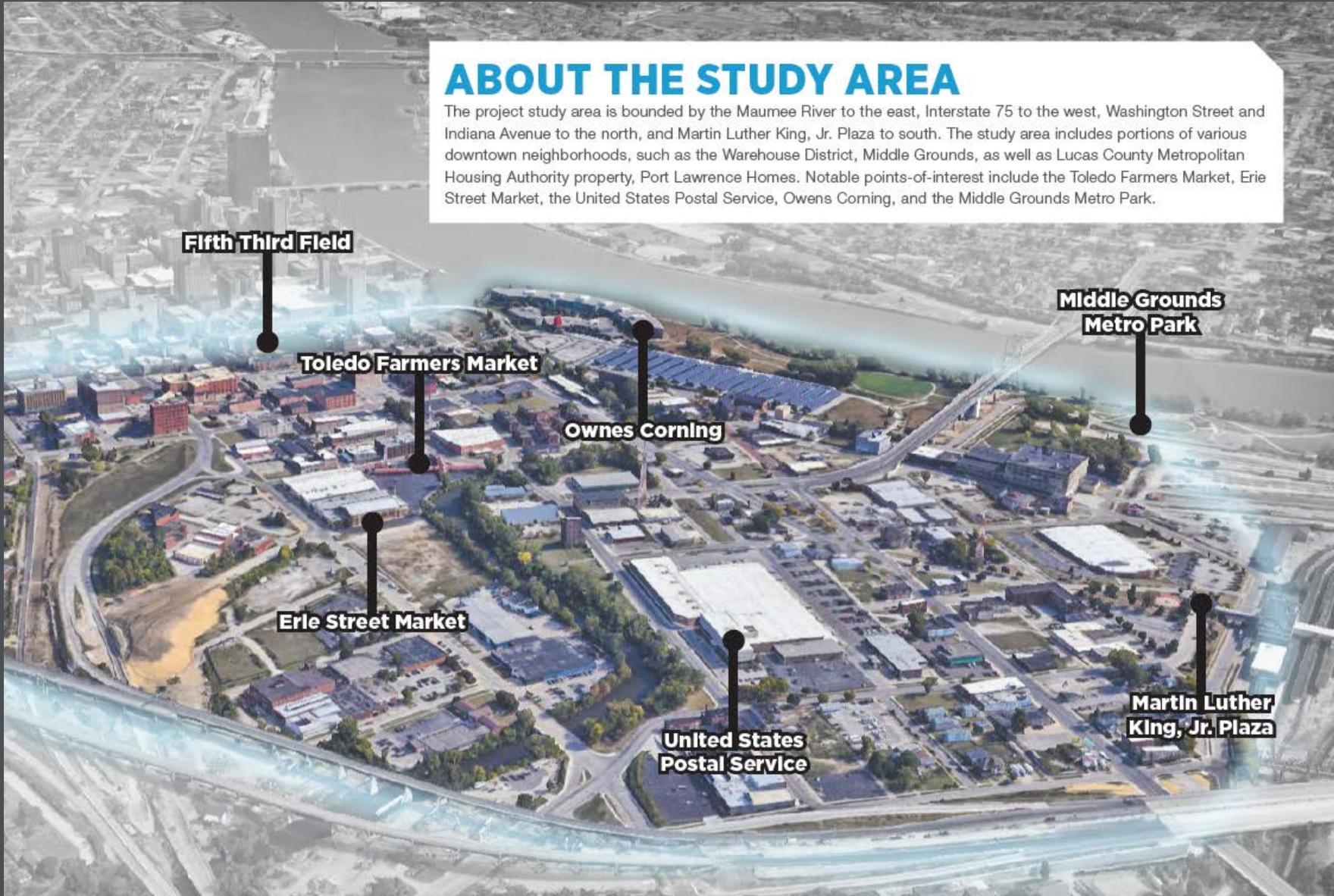
Partnership between:

ConnecToledo  
City of Toledo

Warehouse District Association  
Middlegrounds District Association

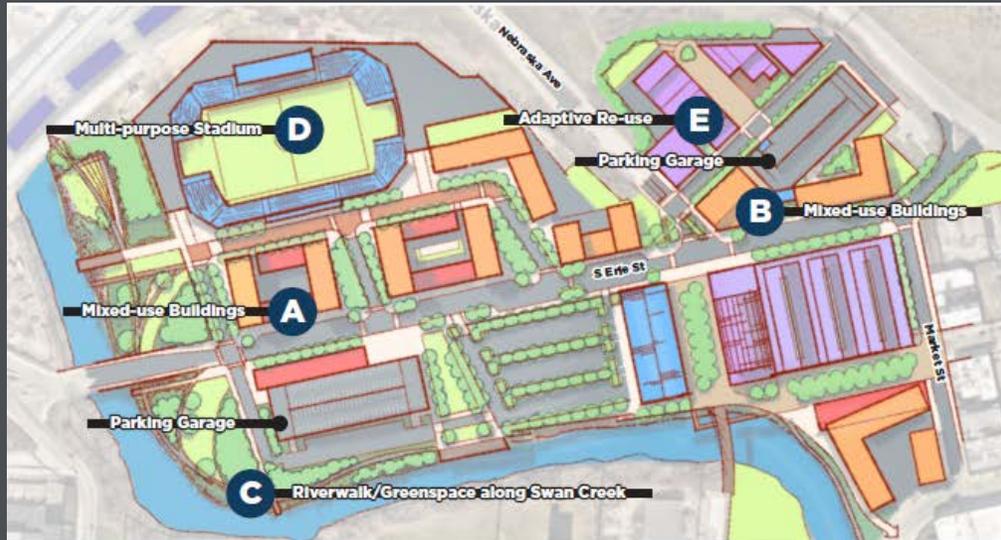
Metroparks Toledo  
Lucas County Metropolitan Housing

# Planning – Warehouse/Middlegrounds



# Planning – Warehouse/Middlegrounds

## Priority Projects: Erie Street Entertainment District



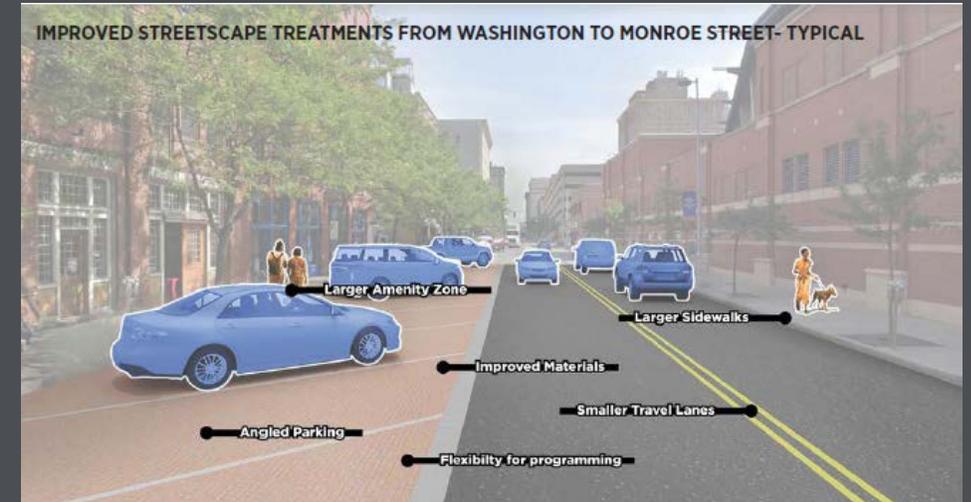
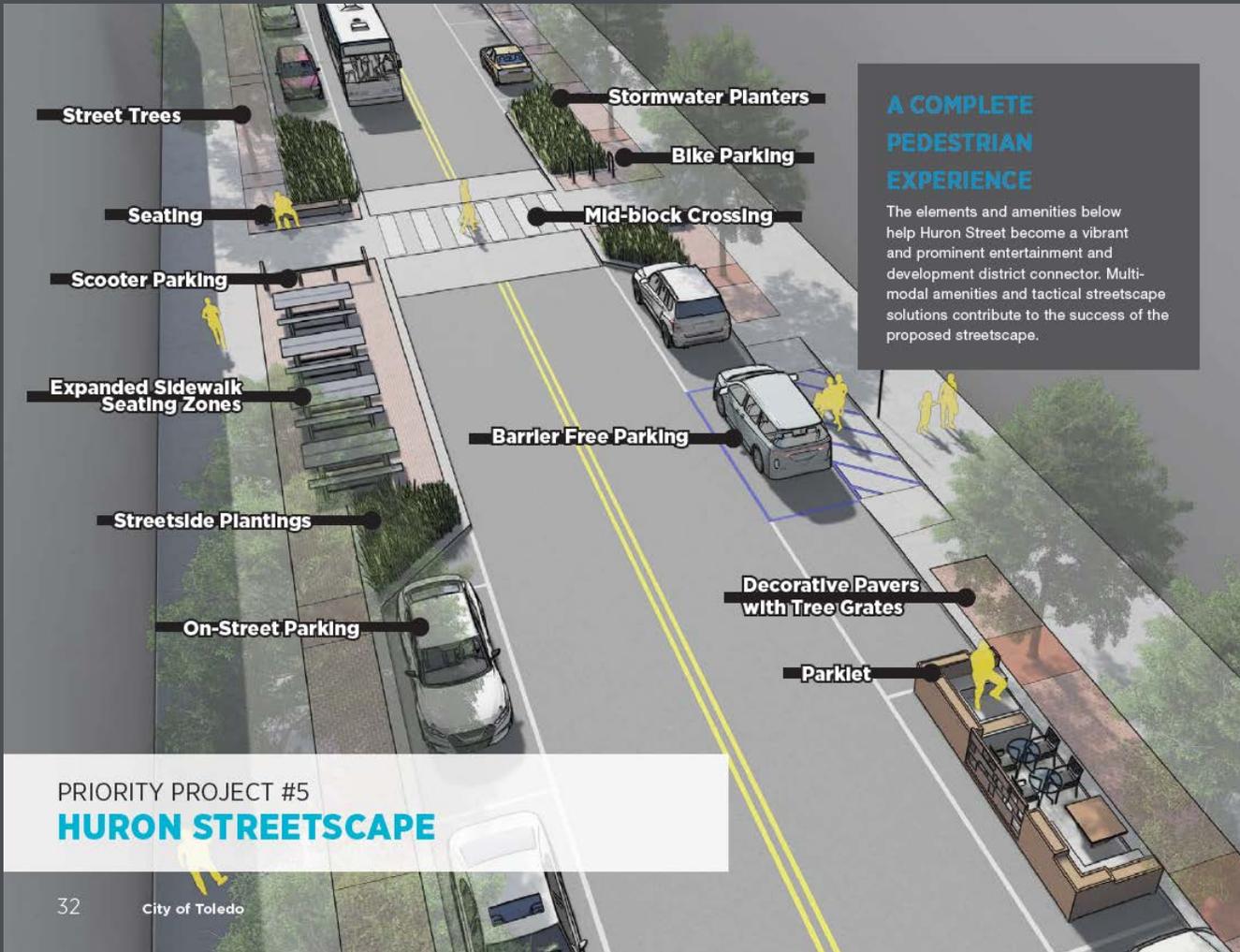
### DISTRICT CONCEPT B

Concept B contemplates a more intensive use of the Erie Street Entertainment District. Both schemes hold space for a potential sports arena abutting I-75, but Concept B includes a larger stadium, parking decks, and more density in mixed-use and commercial development. By angling the soccer stadium off the true north axis, the stadium has more seating capacity.



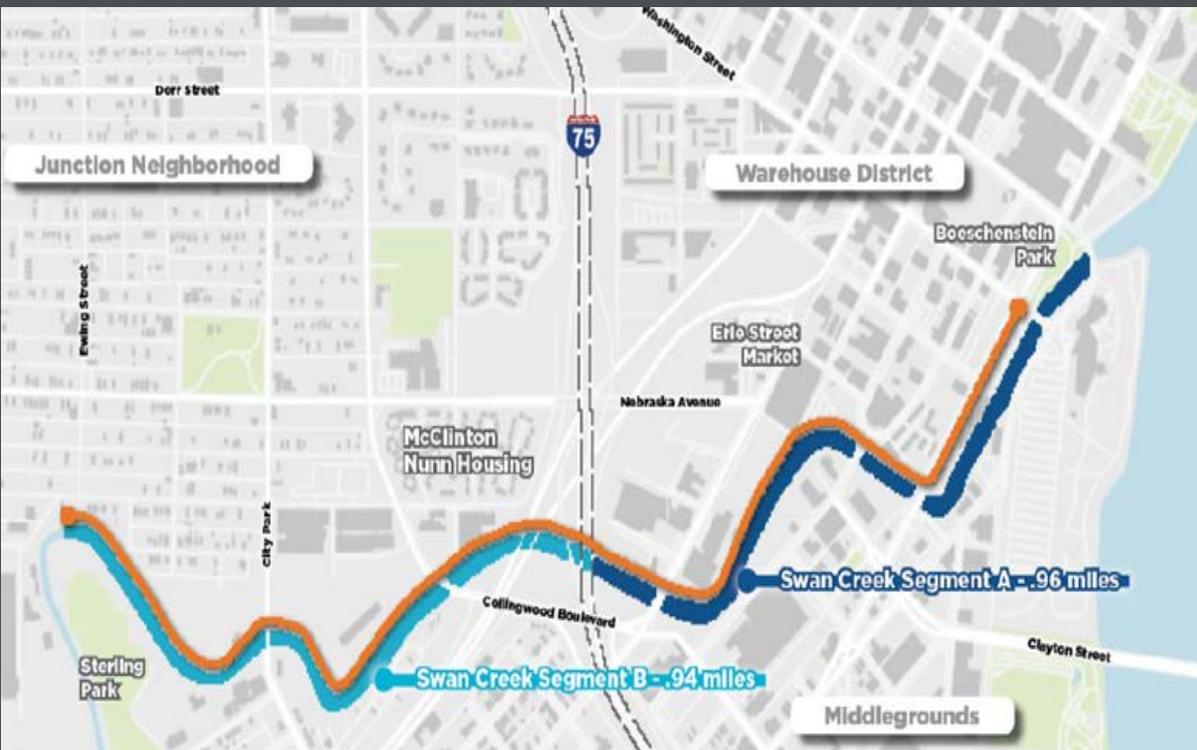
# Planning – Warehouse/Midlegrounds

## Priority Projects: Huron Streetscape Improvements



# Planning – Warehouse/Middlegounds

## Priority Projects: Swan Creek Greenway



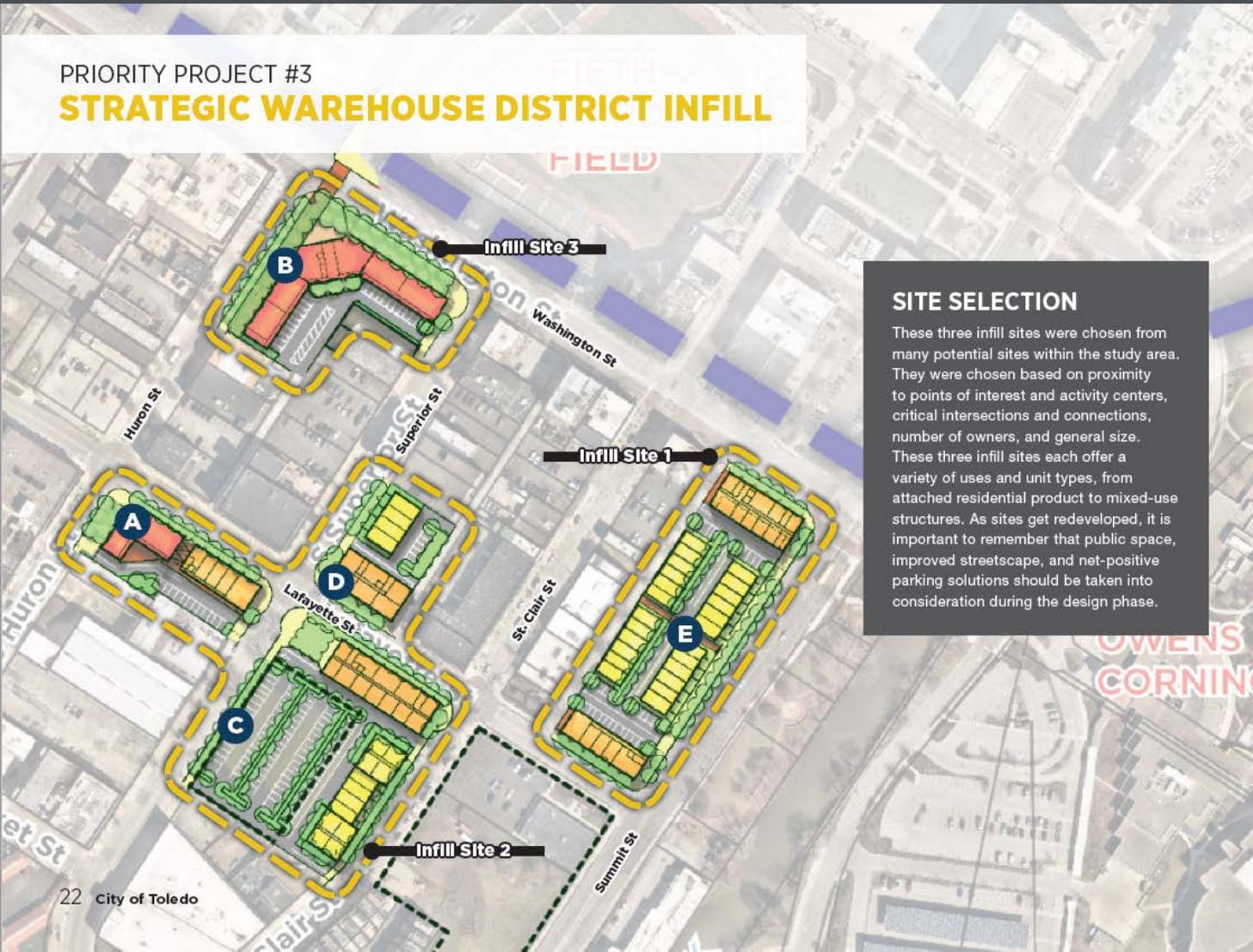
Reconnecting Communities Grant

# Planning – Warehouse/Midlegrounds

## Priority Projects: Strategic Warehouse District Infill

PRIORITY PROJECT #3

### STRATEGIC WAREHOUSE DISTRICT INFILL



#### SITE SELECTION

These three infill sites were chosen from many potential sites within the study area. They were chosen based on proximity to points of interest and activity centers, critical intersections and connections, number of owners, and general size. These three infill sites each offer a variety of uses and unit types, from attached residential product to mixed-use structures. As sites get redeveloped, it is important to remember that public space, improved streetscape, and net-positive parking solutions should be taken into consideration during the design phase.



# Planning – Warehouse/Middlegrounds

## Priority Projects: Middlegrounds Greenway



# Planning – Warehouse/Midlegrounds





# 2022 REDEVELOPMENT ACTIVITIES



# Fort Industry Square



**N SUMMIT STREET | COMMERCIAL**  
32,282 SQ FT



**WATER STREET | COMMERCIAL**  
29,920 SQ FT



**SECOND FLOOR | COMMERCIAL**  
10,095 SQ FT



**RESIDENTIAL RENTAL UNITS**  
85,214 SQ FT



**RESIDENTIAL ENTRY + BOH**  
2,546 SQ FT



100 - 152 N SUMMIT STREET  
TOLEDO | OHIO | 43604

[WWW.FORTINDUSTRYSQUARE.COM](http://WWW.FORTINDUSTRYSQUARE.COM)

# Fort Industry Square



85 Residential Market Rate Luxury Apartments  
600 Sq Ft – 1,200 Sq Ft | Studio | 1 Bedroom | 2 Bedrooms

# Lofts on Jefferson



# Glass City Center



Monroe Street Facade



Monroe Street Looking East



Monroe Street Looking West

# Glass City Center



**Monroe St Stair Tower  
Entry**



**Pre-function Area**

# Glass City Center



**Ballroom Under Construction**



**Pocket Park Under Construction**



**Ballroom**



**Pocket Park**

# Glass City Center



**N. Summit Street  
Pocket Park Entrance**



**Jefferson Avenue Cafe**

# Hiltons & NAPA Kitchen + Bar



HILTONS AT  
*Toledo Downtown*  
Hilton Garden Inn    HOMEWOOD  
   SUITES by Hilton™

NAPA  
kitchen + bar



# 2023 PLANNED REDEVELOPMENT



# PRIORITY ACTION ITEMS

## Catalytic Projects

Implementation of these six Catalytic Projects should happen concurrently with efforts to enact the Policies and Strategies necessary to support them. These projects seek to build on the existing momentum in downtown as well as take advantage of new, exciting opportunities.

The first three revolve around the riverfront. With investment occurring at Promenade Park, this energy should be extended along the entire downtown riverfront with a new Riverfront Promenade. Similarly, on the west side of the riverfront, investment in park space and potential redevelopment should happen on the Marina District site. Doing these two projects will set the stage for a fully realized Nautical Mile that connects the Anthony Wayne Bridge to the I-280 Bridge with a continuous ribbon of green space, trails and accessible riverfront. These riverfront projects will not only add to the amount of parkland in downtown, but will help to catalyze additional redevelopment that extracts the maximum economic value out of the tremendous asset that is the Maumee River.

Upon completion of a Downtown Economic Plan, an Innovation Center should be created that helps to add both jobs and new companies to downtown Toledo. Finally, with the TARTA Bus Loop removed, it will also be possible to reinvest in Summit Street and Jefferson Avenue, making them more attractive downtown streets that carry multiple modes of transportation and make them more inviting for all downtown users.

- 1 Complete the **Riverfront Promenade** from Monroe Street to Cherry Street



- 2 Advance the **Nautical Mile concept** (Anthony Wayne Bridge to I-280 Bridge)



- 3 Acquire **Marina District** site and develop Strategic Plan (underway)



- 4 Establish an **incubation and innovation center** downtown



- 5 Start with **Summit Street**



- 6 Implement **Bike Plan**, starting with **Jefferson Avenue cycletrack** and connection to UT





# INNOVATION DISTRICT

Place-based strategy for health acceleration

Vision: Improve health, transform healthcare, spark innovation and spur economic development



## WHAT IS IT?



### Social Determinants of Health

- Ebeid Center
- Innovative Interventions
- Place-based Investments
- Community Partnerships



### Healthy Aging

- Longevity Institute
- Award Winning Behavioral Health Company
- Healthy Aging products and Services
- Senior Billing Company
- Natural Wellness Shops



### Talent Development

- UT Programs
- Job Training
- Talent Pipeline - Tech
- - Healthcare



### Manufacturing

- Aquabiliti
- Stemedica
- Regional Manufacturing
- UT College of Engineering
- UT Launch Pad Incubator

## GOALS:

- JOB CREATION
- TALENT DEVELOPMENT
- DOWNTOWN REVITALIZATION

### Consumer Product Development

- |                                    |                               |
|------------------------------------|-------------------------------|
| • National Membership Subscription | • Socially Determined         |
| • Telehealth                       | • ForeverFit                  |
| • MyNavigator                      | • Hospital at Home            |
| • SDOH Employer                    | • B&J Medical                 |
| • Kumanu                           | • Lung Health Research Center |

## INNOVATIVE INTERACTIONS



### UT Research and Development



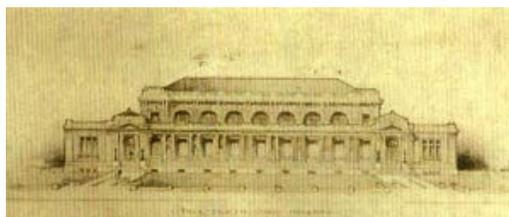
### Diverse Revenue

- Jobs Ohio
- Philanthropy
- Consulting
- Commercialization
- Research Funding



### Micro Business Incubator Space Tech Hub

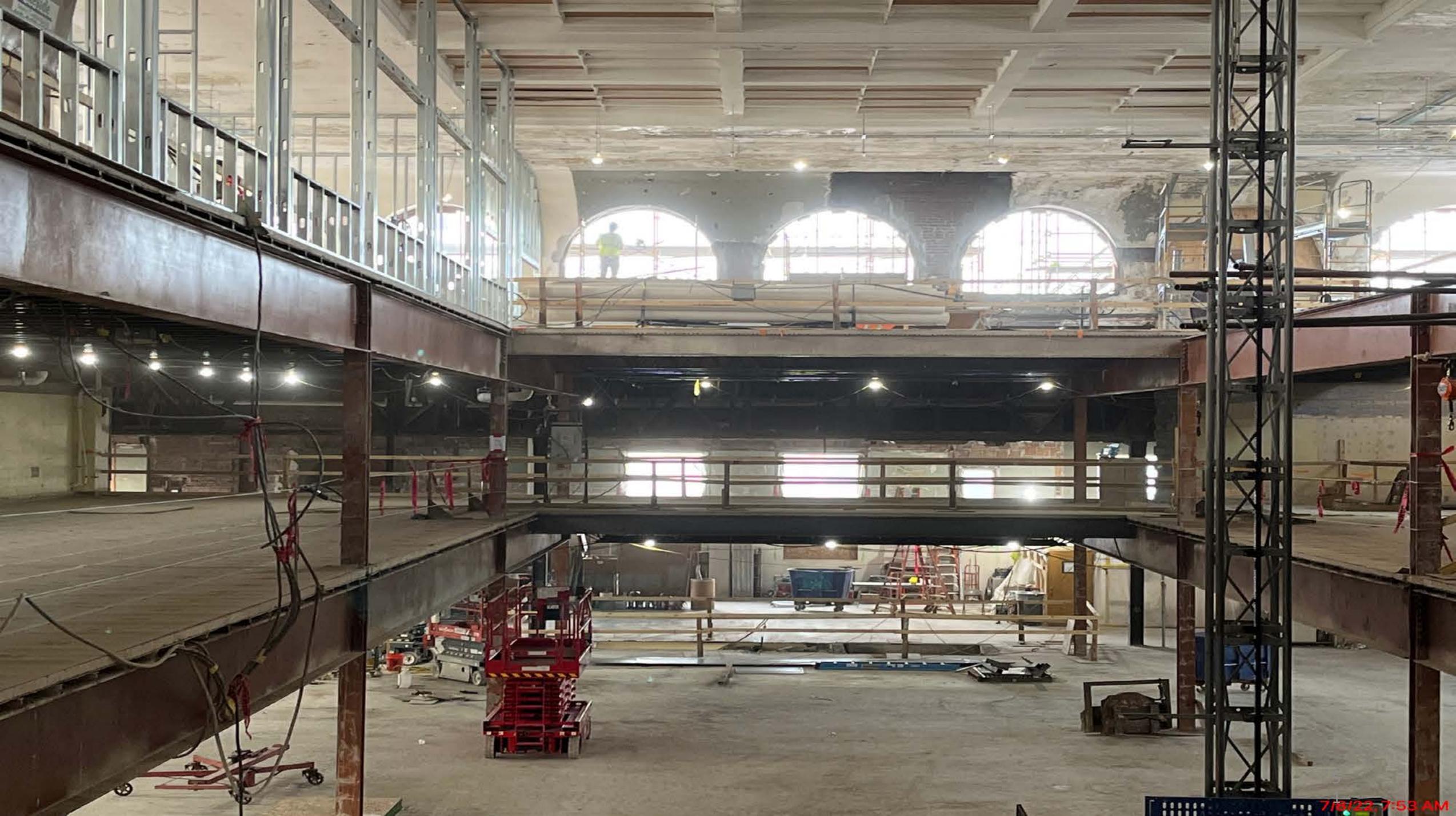
## THE JEFFERSON CENTER



 **PROMEDICA** | Your Health. Our Mission.









INDUSTRIES



PROMEDI









RAL POST



PROMEDICA  
INNOVATIONS



WHAT BITWISE  
DOES AND  
whom it serves |

**WE TEACH EXCLUDED PEOPLE  
IN UNDERESTIMATED PLACES  
THE SKILLS THEY NEED TO  
ENJOY OPPORTUNITIES IN  
TECH. WHILE WE'RE DOING  
THAT, WE TRY TO BE THE LEFT  
TACKLE TO THEIR RIGHT-  
ARMED QUARTERBACK IN  
KNOCKING DOWN NON-  
TECHNICAL PROBLEMS.  
DON'T HAVE A CAR? HERE'S A  
RIDE. NEED CASH? WE'LL PAY  
YOU TO LEARN. LOOKING FOR  
SOMEONE TO WATCH THE  
KIDS? WE KNOW JUST THE  
TEAM. UNTIL OUR QB GETS  
THE PASS OFF, FOR AS LONG  
AS IT TAKES.**

## Workforce



We offer training and development, while removing the barriers to entry caused by poverty and bias.

## Tech Consulting



These grads develop world-class software and business solutions.

## Real Estate



Workforce and Tech Consulting cause other tech companies to co-locate with us in Bitwise-owned real estate.

SPECIFICALLY DESIGNED FOR UNDERDOG CITIES

# Workforce

Programs and job creation in Toledo during our first 3 years after launch:

Year	Self-Evaluation	Pre-Apprenticeship	Apprentice	TechJobs	Halo	Total Jobs
1	250	125	62.5	100	430	530
2	750	375	187.5	300	1,290	1,590
3	1,000	500	250	400	1,720	2,120
Total	2,000	1,000	500	800	3,440	4,240

Our expectation is that these outcomes will not only lead to thousands of quality jobs, but also have a material positive impact on regional GDP.



CENTRAL POST





**Amy Haschak**  
Director, Toledo Operations



**Ray Leach**  
Chief Executive Officer

# UNLOCKING ENTREPRENEURSHIP

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## TRANSFORMING COMMUNITIES



# OUR MISSION

To unlock the full potential of entrepreneurship to transform entire communities.



# WE HELP

entrepreneurs grow,  
researchers commercialize  
and corporations innovate.

**TECH STARTUPS**

**SMALL BUSINESSES**

**CORPORATE PARTNERS**

**RESEARCH INSTITUTIONS**

# Ohio Third Frontier | Entrepreneurial Service Providers



# Business Growth Collaborative | Northwest Ohio



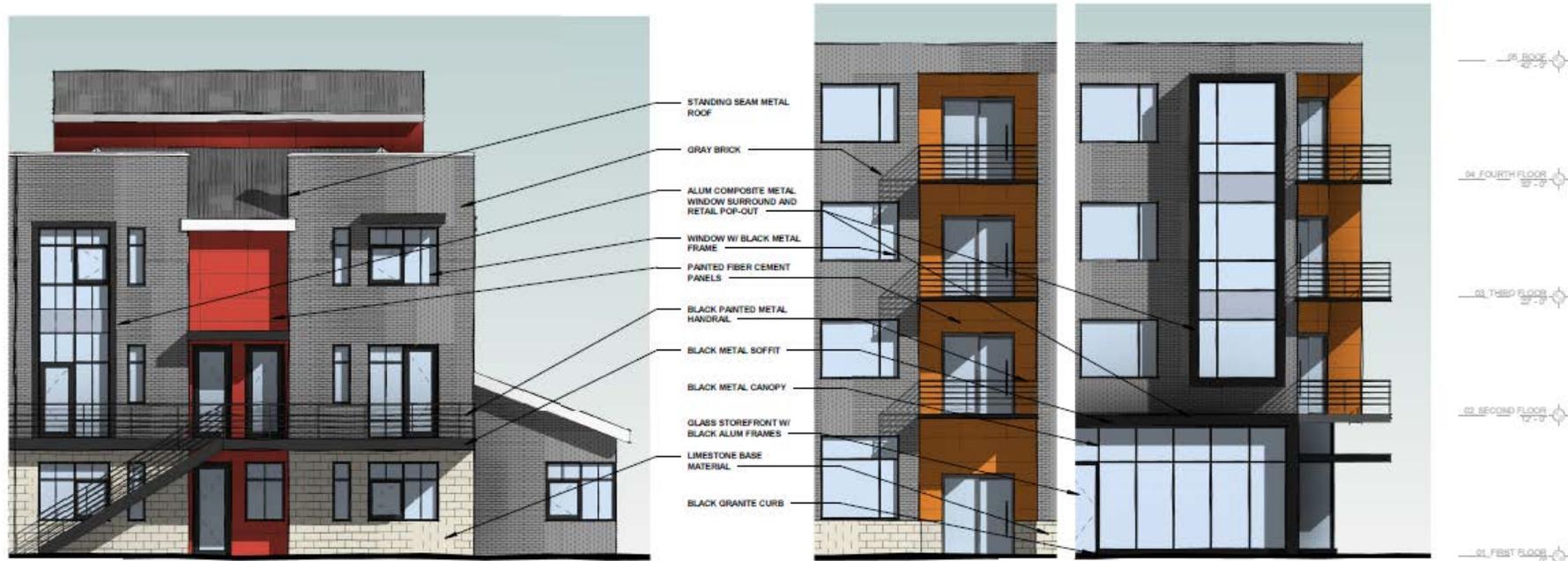
# TIMELINE FOR RENOVATIONS

- Construction substantially complete 2Q2023
- Tenant space available June 2023
- ProMedica and Bitwise to move in June 2023

# Uptown Housing Project



# Uptown Housing Project



#### TOWNHOUSE MATERIAL PERCENTAGES

GRAY BRICK - 4,268 SF (56%)  
 LIMESTONE - 550 SF (6%)  
 GLASS - 1,514 SF (18%)  
 FIBER CEMENT PANEL - 1,474 SF (17%)  
 ALUMINUM COMPOSITE METAL - 240 SF (3%)  
 TOTAL EXTERIOR WALL - 8,586 SF

#### ENLARGED TOWNHOUSE BUILDING



FIBER CEMENT PANEL COLORS FROM MURAL ON THE PROMEDICA EBEID INSTITUTE



GRAY BRICK AND FENESTRATION MATERIAL INSPIRATION

#### ENLARGED APARTMENT BUILDING



BALCONY/ HANDRAIL



CANOPY

#### APARTMENT MATERIAL PERCENTAGES

GRAY BRICK - 16,170 SF (30%)  
 LIMESTONE - 1,670 SF (5%)  
 GLASS - 10,588 (20%)  
 FIBER CEMENT PANEL - 5,121 SF (20%)  
 ALUMINUM COMPOSITE METAL - 4,436 SF (11%)  
 TOTAL FACADE MATERIAL - 41,205 SF



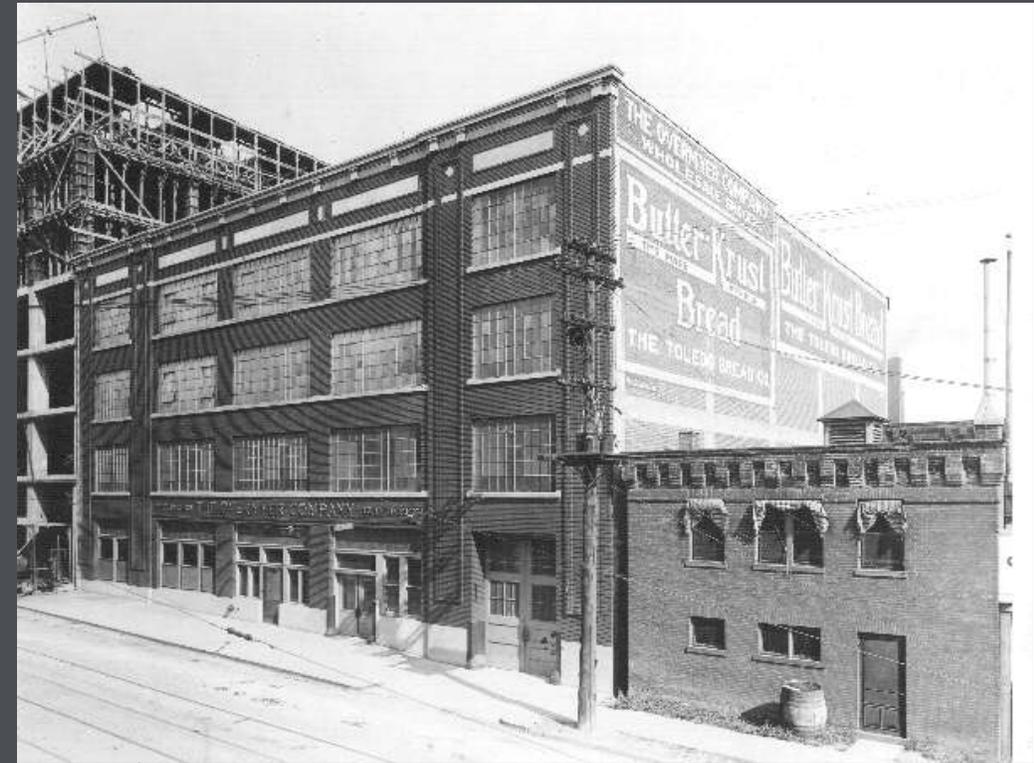
# Uptown - TSA Expansion Project



# Uptown – Uptown Urban Village



# Warehouse District – Commerce Paper



Formally the Commerce Paper building, Overmyer Lofts historic redevelopment is planned to begin in Summer 2022, consisting of commercial space available for lease + 75 residential market rate apartments.

# Warehouse District – Barber Ferris



# Middlegrounds – LMH Transition Housing



# Middlegrounds – Hotel Royal



# Vistula – Lowertown Commons



# Vistula – Summit Street Apartments



# East Toledo – 4<sup>th</sup> and Main Street



# East Toledo – Main Street – 1<sup>st</sup> – 2<sup>nd</sup>



# Central District – Landers Building

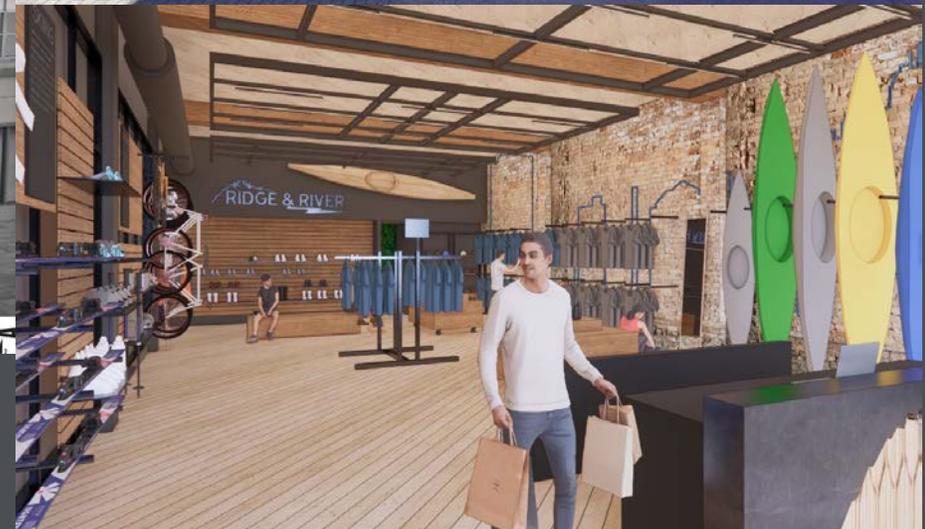


# Central District – Adams Street

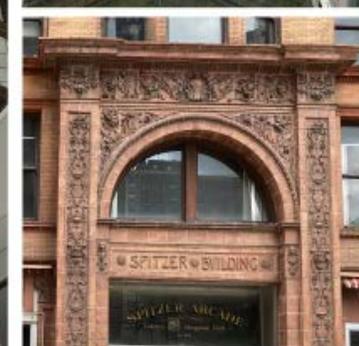


MACPHERSON ARCHITECTS INC / 2MA

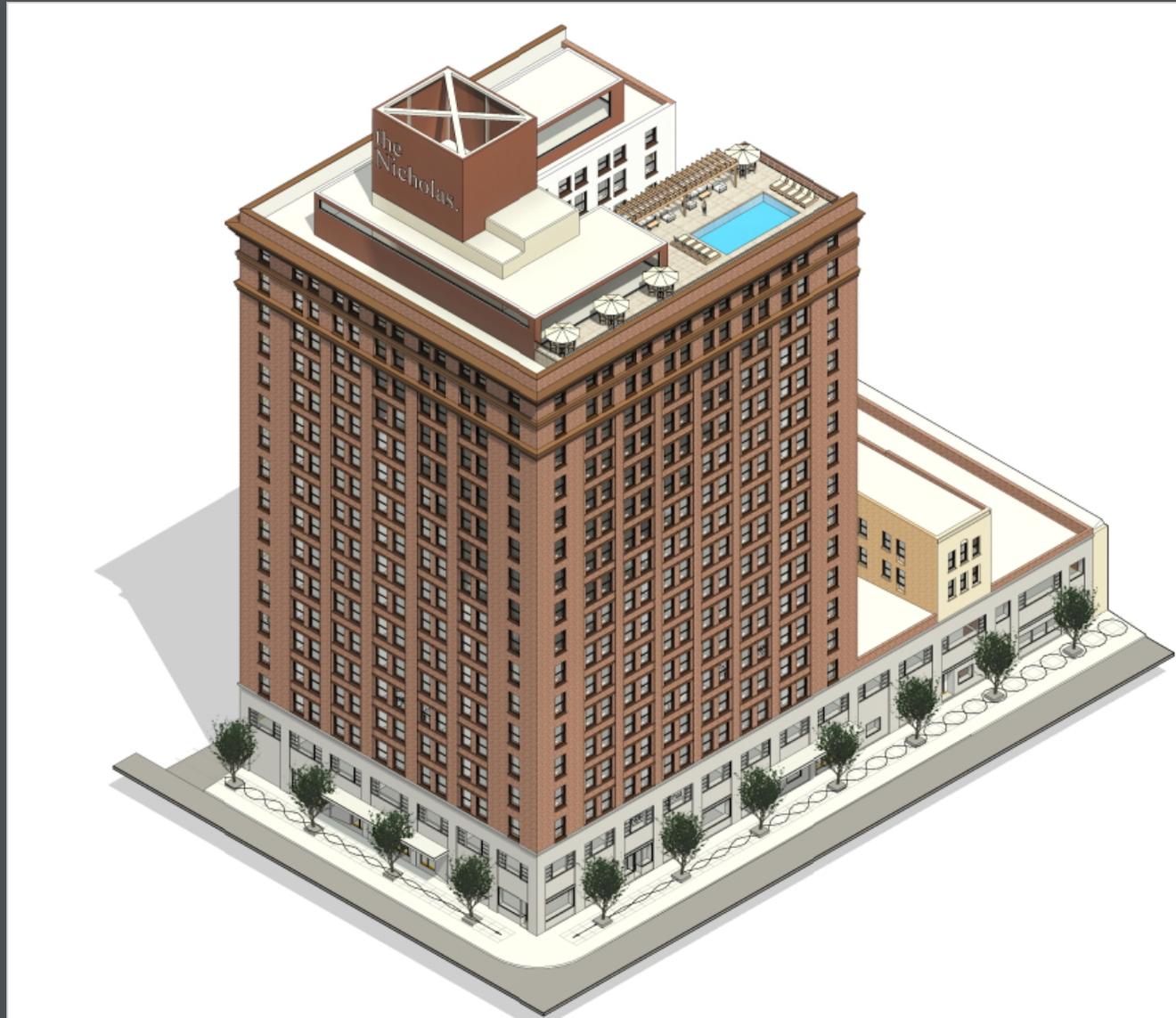
ADAMS STREET VISION



# Central District – Spitzer Building



# Central District – Nicholas Building



# Central District – LMH





For you. For us. Forever.

Glass City Metropark & Riverwalk





**REDISCOVER THE**  
**RIVERFRONT**

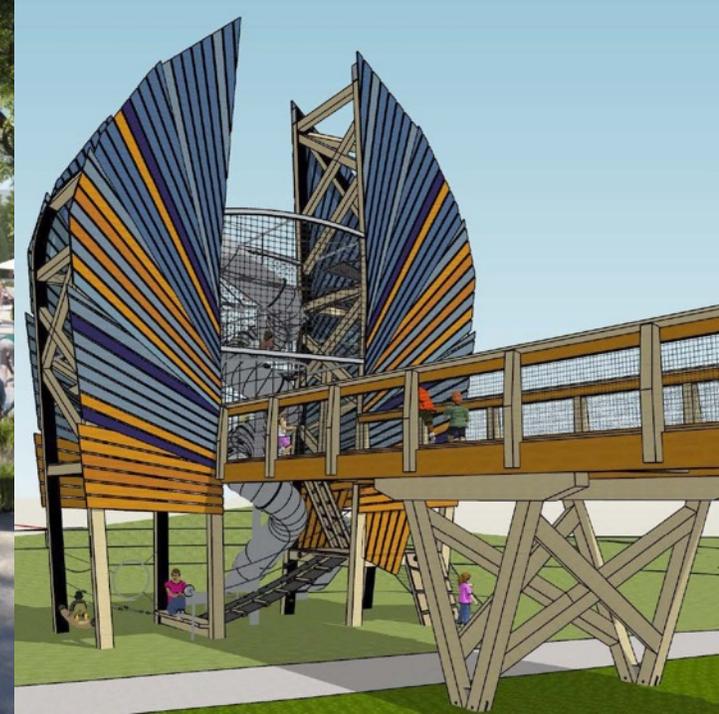


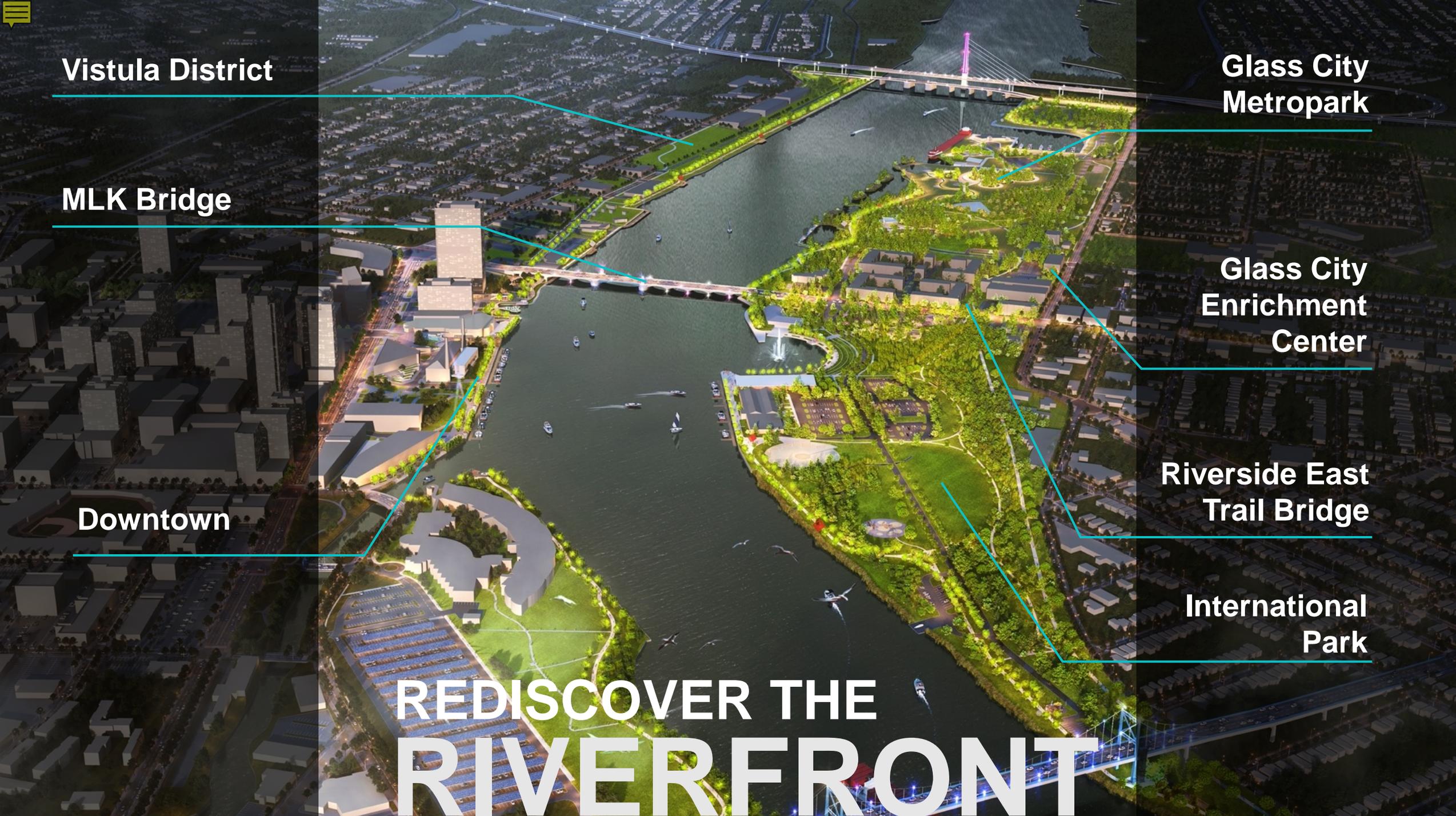


# Glass City Riverwalk

## Master Plan

“A bold vision of a completely rebuilt, accessible and activated riverfront that connects both sides of the river and creates new opportunities for downtown and neighborhood redevelopment and reinvestment. Through new park spaces, a network of connected and pedestrian-friendly streets, and focused infill development, Downtown Toledo can begin to knit its urban fabric back together.”





Vistula District

MLK Bridge

Downtown

Glass City  
Metropark

Glass City  
Enrichment  
Center

Riverside East  
Trail Bridge

International  
Park

REDISCOVER THE  
RIVERFRONT

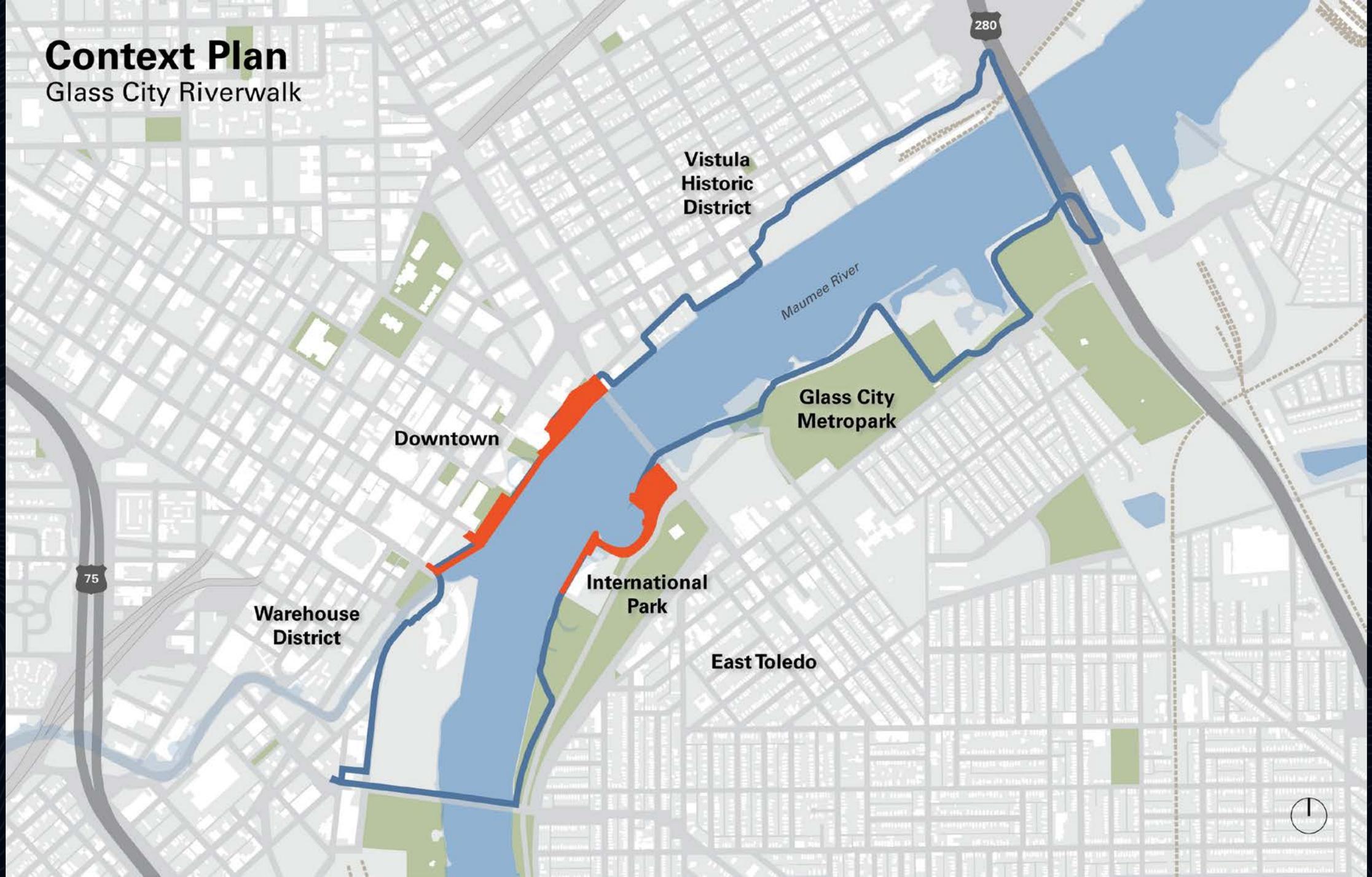


# GLASS CITY RIVERWALK



# Context Plan

## Glass City Riverwalk





# FORT INDUSTRY SQUARE



**Step Down to Water**  
Glass City Riverwalk



# THE SANDPIPER PIER



**Sandpiper Pier**  
Glass City Riverwalk



# PROMENADE PARK/ PROMEDICA



**Swings**  
Glass City Riverwalk



# PROMEDICA/ IMAGINATION STATION



**Planting & Seating**  
Glass City Riverwalk



# ONE SEAGATE



## The Steps

Glass City Riverwalk



# ONE SEAGATE



**The Oval**  
Glass City Riverwalk



# INTERNATIONAL PARK



**Pond**  
Glass City Riverwalk



# INTERNATIONAL PARK



**Path & Seating**  
Glass City Riverwalk



**Summer 2022**  
*Receive Schematic  
plans for  
International Park*

**Spring 2023**  
*Glass City Metropark  
Construction  
Completed*

**Spring 2023-2025**  
*Construction begins  
on Riverwalk*

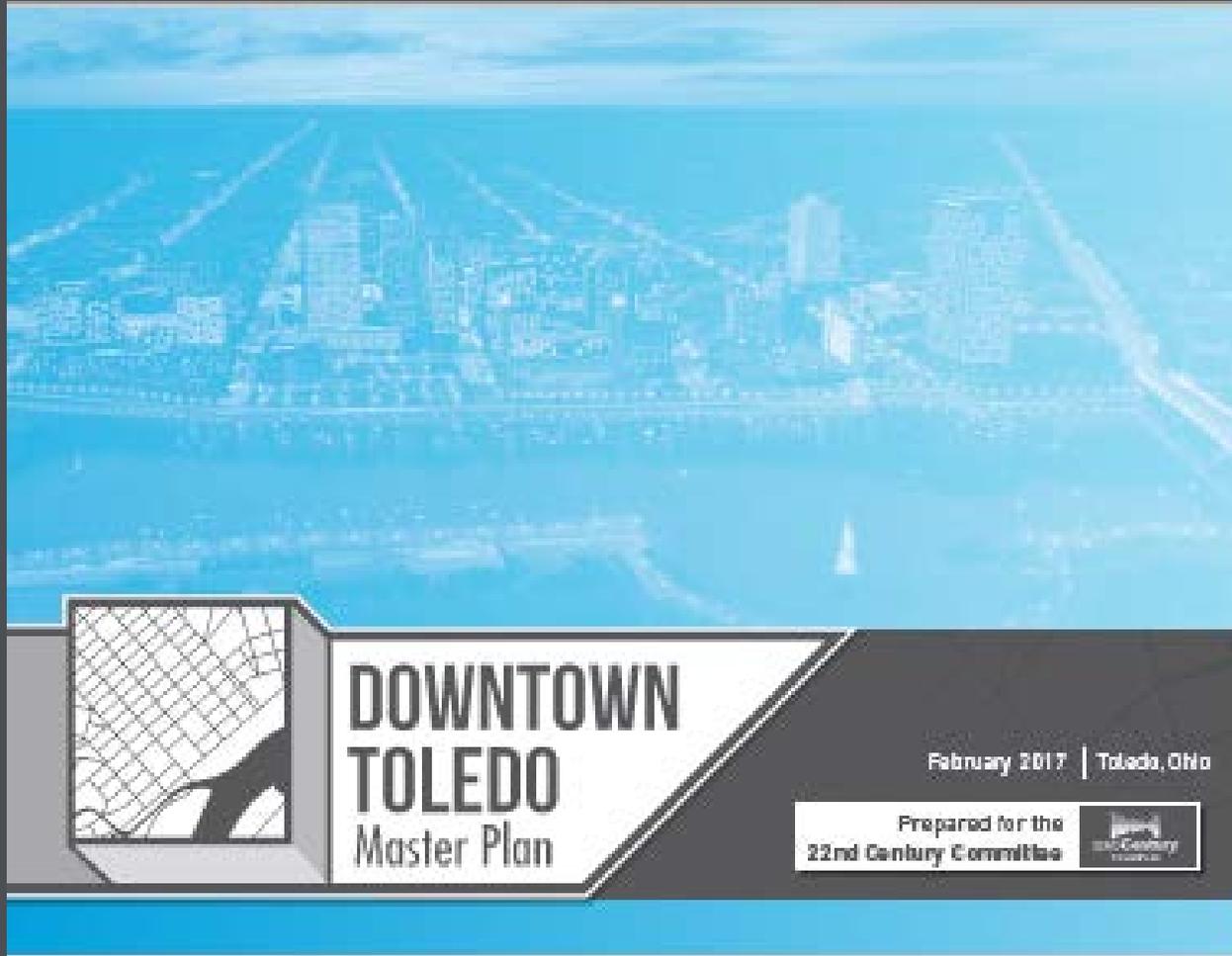
**Spring 2024**  
*Construction  
begins  
on Urban Camping*

**After Spring 2025**  
*Construction begins  
on International  
Park*

# Jefferson Cycle Track



# Downtown Master Plan Update



- MKSK will begin update/refresh of the 2017 Downtown Master Plan which will include:
  - Market Analysis Update;
  - Review/Incorporate Existing Plans;
    - Uptown Framework Plan – MKSK (in support of RAISE Grant) 2021;
    - Warehouse/Middlegrounds Strategic Development Plan OHM Advisors 2022;
    - Toledo Exploratory Assessment – Forward Toledo – Smithgroup 2020;
    - Downtown Visioning – The Collaborative 2021;
    - Civic Center Mall Plan – MKSK & Design Collective 2020/2021;
    - Commercial Corridor Assessment – Smithgroup 2020;
    - Toledo Comprehensive Housing Strategy – Enterprise Community Partners, Inc. 2021;
    - Downtown Transportation Study – Mannik & Smith 2020;
  - Community Engagement;
  - Develop List of Priority Projects;
- Anticipate 6-8 month timeframe;

# New to Downtown in 2023

Bobcat Bonnies & Keystone Arcade



GameFit HQ



Fiber + Strand



Erie Street Rocks





# Future Focused

1. **Doubling** the number of **residents** living in downtown over the next 10 years.
2. Prioritize and advocate for a list of capital improvements which support the **Master Plan** priorities.
3. Develop an **Innovation District** anchored on the **Jefferson Center** and focused on our region's core strengths.
4. **Tell our story** – Toledo/Northwest Ohio have a great story to tell. Through a collaboration with our community Partners we will develop and deliver that story.
5. Become **an activated downtown** 7 days a week, 4 seasons of the year, with growing amenities.
6. Lift up the **surrounding neighborhoods**.



Thank You!