

# Service Plan

January 1, 2021 – December 31, 2025

The Downtown Toledo Improvement District, Inc. (DTID) represents the property owners within a specific geographic area of downtown Toledo, each of whom pay a special assessment to collectively fund the District. DTID collaborates with other downtown organizations, such as the City of Toledo and Lucas County, to enhance downtown so it is an exciting, livable and economically healthy place for businesses, residents and visitors.

The Service Plan is a five-year framework for creating a welcoming, creative, safe, clean and economically healthy environment that will benefit downtown property owners, businesses and other constituents. DTID intends to deliver the following services, as determined from time to time by the Board of Directors:



**PUBLIC SPACES & PLACEMAKING**



**EVENT MANAGEMENT**



**COMMUNICATIONS & MARKETING**



**SUPPLEMENTAL SECURITY & HOSPITALITY**



**BUSINESS & RESIDENTAL DEVELOPMENT**



**MEMBER SERVICES**

## FAQ

### What is a special improvement district?

A special improvement district (SID) is a designated zone within which services are provided above and beyond the level offered by the local government. Through this mechanism, property owners decide what kind and what level of downtown management services they need and then they exert direct control over the delivery of those services.

### Do SIDs exist elsewhere in Ohio?

Yes, all the major downtowns have a SID or a combination of SIDs. You will find them in Akron, Bowling Green, Cincinnati, Cleveland, Columbus, Dayton, and Findlay.

### Why does downtown Toledo need coordinated management and marketing services?

Suburban properties, including office parks and shopping malls, are developed, managed, and marketed by a single ownership group or management company. By contrast, ownership of downtown buildings and land is divided among 170 individuals and companies located in 11 different states with no coordinated management to advocate for their interests, provide common services, or promote downtown as a destination. DTID works to meet the expectation that owners have for a vibrant, diverse, safe, and economically successful district.

### How does a property owner pay the assessment?

Assessments are collected by the Lucas County Auditor's Office. Notification that your assessment is due appears as part of your semi-annual property tax.

The assessment is a fixed amount over the five-year period. There will not be an increase during that period.

Once the owners, representing 60% of the front footage in the District, sign the petition to renew the Service Plan and Budget, then everyone in the District receives an assessment for their required portion.

### How is the assessment calculated?

By state statute, the special improvement district assessment must be apportioned equitably among all property owners within the service delivery area. Seventy-five percent of the cost is based upon the assessed value of your land and building, and 25% according to its front footage. Front footage, as defined by Ohio Revised Code 1710, is all real property located in the District that abuts upon any street, alley, public road, place, boulevard, parkway, park entrance, easement, or other existing public improvement within the District. The formula equally distributes the burden among large and small property owners.

### How long has DTID been in existence?

The property owners in downtown have historically voted for DTID in the following assessment cycles: 2006-2010, 2011-2015, 2016-2020.

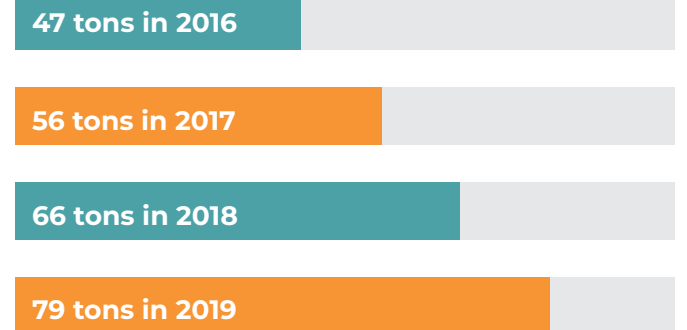
## Public Spaces & Placemaking

Goal: Deliver services that make the District cleaner, visually appealing and environmentally maintained through the most technologically effective methods available. Cleaning services are delivered by the ambassadors who provide a highly visible street presence throughout the District seven days a week.

### OBJECTIVES ARE:

- Clean and power wash sidewalks, benches, trash containers and other fixtures in the pedestrian right of way
- Remove weeds, litter, animal waste and cigarette butts, sweep sidewalks, pick up leaves, detailed cleaning of pedestrian right of way
- Remove graffiti from fixtures in the public right of way and from pedestrian level building facades that front upon public streets and alleys with property owners' approval
- Perform supplemental snow, ice, leaf and construction debris removal in areas that are not the responsibility of the property owners or governmental workers, for example, crosswalks at corners, street curbs and storm sewer openings and grates
- Assist the City of Toledo, as requested, to help in the maintenance of the City of Toledo parks
- Inspect and report to public and private entities, the failure to timely deliver services or maintain property including the city, private property owners, private trash collectors and other services providers
- Through public/private partnerships, coordinate and leverage streetscape improvements to make traveling to and within Downtown more inviting for pedestrians, bicyclists, boaters, and motorists through creative placemaking
- Proactively work with the City on built-environment issues including sidewalks, planters, bike racks, street trees and grates, etc. as well as the purchase and installation of liter receptacles and other streetscape additions
- Support public realm improvements and public art in cooperation with the City and The Arts Commission

Our ambassadors  
have removed  
**248 tons of trash**



# Supplemental Security & Hospitality

Goal: Provide services that make the District a safer and friendlier place.

## Incident

**Incident ID**  
500459

**Incident Type**  
Homeless

**Date / Time**  
Aug 23, 2019 06:02 PM EDT

**Business Location**  
Seagate Convention Centre

## Homeless

### Summary

Homeless male middle 50 possibly early 60's, wearing blue jeans and blue jean jacket, white shoes, and a baseball hat, was sleeping on bench outside of the Seagate Center. Intersections of Monroe Street and St Clair Street. I asked him if he was ok and he did not respond. He did move his arm and he was breathing slowly. Called 911 and waited for further instructions. Toledo fire department showed up immediately and tended to the man.

### Narrative

Homeless, possibly sick or hurt

### Responses:

Fire: Number 5



Ambassadors assist with umbrella escorts and also provide water in unseasonably hot weather

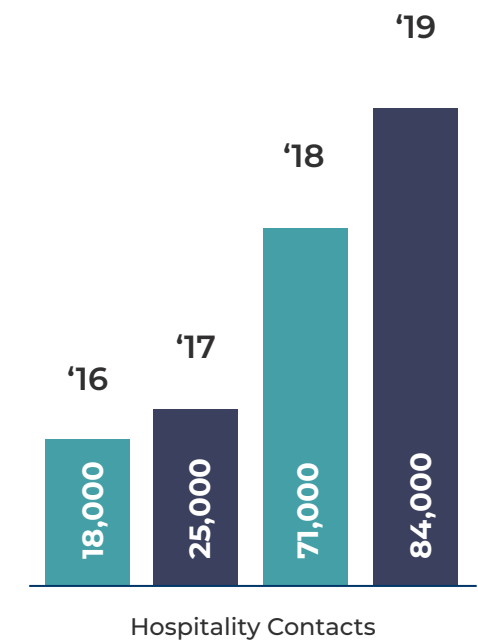


## OBJECTIVES ARE:

- Provide ambassador service for the general public including giving general information, directions and assistance, maps and offering hospitality
- Maintain a visible presence before, during and after downtown events such as parades, fireworks, concerts, athletic competitions, 5Ks, festivals, etc.
- Facilitate partnerships among retailers, restaurants, property owners, Toledo Police Departments and Toledo Edison to enhance and optimize storefronts, lighting and maintenance
- Assist in the intervention and prevention of crime, maintain efforts to reduce aggressive panhandling, and vagrancy by teaming with the Toledo Police Department
- Give umbrella or after-hours personal safety escorts as requested
- Jumpstart or change flat vehicle tires as practical
- Be knowledgeable on interacting with the homeless about social service safety-net programs
- Be readily available when needed and always with a smile

## AMBASSADORS ARE TRAINED IN:

- CPR
- Social Services availability
- Weather emergencies
- Evaluating dangerous situations
- Trip hazards
- Reporting using Engage Toledo
- Motorist assistance





## Communications & Marketing

Goal: Maintain and enhance the image and awareness of downtown to influence and increase its usage as a vibrant hub of regional activity where people invest, shop, play, work, dine and live.

### OBJECTIVES ARE:

- Implement an integrated marketing program including public relations, cross promotions, media relations, marketing and other tools that positions downtown Toledo as a premier business address, the region's cultural/entertainment/recreational destination and a thriving urban neighborhood
- Manage a comprehensive website and social media program that brands "Downtown Toledo" as an ideal location for businesses, a unique residential neighborhood, and the place to be for arts, entertainment, and recreation. This includes an up-to-date calendar that's comprehensive and informs the public and City of Toledo staff
- Produce a mix of publications and materials that promote downtown Toledo
- Be a resource for new businesses and assist with promotional opportunities that help them gain exposure with the community and local media including openings and other events
- Deploy media releases, engage in media relations activities and be available to media to discuss downtown events and activities
- Coordinate with other Toledo entities on communication of events and activities

**79,615**

Website calendar visits from  
January 1, 2019, to present

**#2** city in the state with  
Facebook page likes

Additional public relations  
and advertising activities

### 2019 Social Media Impressions

Twitter	4,375,000
Facebook	6,300,000
Instagram	1,173,000

## Event Management

Goal: Create a framework that further elevates downtown's event options for diverse audiences.

### OBJECTIVES ARE:

- Support events that bring diverse audiences into multiple spaces
- Coordinate with the City and event coordinators on the scheduling and impact of events within downtown and its stakeholders
- Be available to event coordinators for the ideation and implementation of their events
- Host Lunch At Levis and other downtown events that are exciting and professionally managed



## Business & Residential Development

Goal: Provide targeted business services that directly benefit DTID members and current and potential businesses and residents.

### OBJECTIVES ARE:

- Develop and implement, through a collaborative effort with ConneCToledo and economic development partners, an effective strategy to increase occupancy of commercial and residential properties
- Ensure that downtown is a vital part of the region's overall economic development strategy
- Provide direct assistance to owners, brokers, leasing agents and building managers to help improve occupancy levels
- Link downtown property owners, businesses and residents to municipal resources and other economic development tools/agencies that can provide assistance and insights
- Advocate for local, state, and federal legislation that provide more financing tools for urban housing and building redevelopment
- Raise awareness about downtown's diverse business and living options among targeted populations
- Keep an inventory of available product

## Member Services

Goal: Furnish services and information management designed to increase appreciation for the downtown, strengthen the cohesiveness of the District, and improve communication among members of the District, governmental agencies and other key stakeholders.



**173  
PROPERTY OWNERS**



**517  
PARCELS**



**\$320,000,000  
TOTAL VALUE OF LAND  
& BUILDINGS**



**62% OWNERS  
FROM TOLEDO**



**14% OHIO OWNERS,  
NOT IN TOLEDO**



**24% NOT OHIO OWNERS  
(REPRESENT 10  
DIFFERENT STATES)**

### OBJECTIVES ARE:

- Identify priorities and serve as the overall convener and facilitator for initiatives in the SID
- Serve as a resource and information facilitator
- Identify proactive solutions to challenges that impact SID property owners and other key audiences
- Attend Toledo City Council and Toledo-Lucas County Plan Commissions meetings, if appropriate, when issues are being discussed relating to downtown and its stakeholders
- Speak on behalf of downtown businesses and property owners at public forums, meetings and conferences
- Advocate for the enforcement of building codes and other city regulations that impact downtown
- Provide other assistance, as needed, in response to requests by members