



Briefing Regarding DTID's Renewal

The Downtown Toledo Improvement District (the "District") is a 501 (c) (3) special assessment district created by downtown property owners to provide benefits within a defined 38-block area. All private property owners within the area are members of the District. Since 2006, DTID has furnished high value services such as maintenance, security, marketing and economic development on behalf of our members.

The original term of the District is five years ending on December 31, 2010. The District's Board of Directors ("Board") is proposing to renew the District for another five-year term. The renewal must be approved by 60% of the downtown property owners. The formula for DTID's assessment revenue is based 25% upon front footage and 75% upon the tax valuation of each parcel. The Board has proposed that the same formula continue in effect for the renewal period.

Specific Services Provided

Our Clean & Safe Program is working to create the perception that downtown Toledo is wholesome and safe. Ultimately, our intent is to make our downtown a cleaner, safer and more inviting place for people to want to visit, work, live and invest. This will attract new customers for members' businesses, thereby increasing their sales, raising commercial and residential occupancy rates and enhancing property values.

Clean & Safe Team Highlights

Over the past 4 years, our Clean & Safe Team has:

- Provided ambassadorial services for the general public, including giving general information, directions and assistance, and offering hospitality.
- Removed approximately 146 tons of litter and debris from public rights of way.
- Eradicated 2,018 displays of graffiti from structures, poles and signs.
- Reduced panhandling encounters at year-end 2008 by approximately 49% from base year 2006.
- Participated directly with TPD in the solution of crimes against persons and property and in the arrests of many of the perpetrators.
- Driven over 9,600 miles on our extended Security Patrols in the evenings and on weekends during the past 2 years alone.

Marketing and Special Event Highlights

Early last year, the Board recognized the need to increase the District's marketing efforts and hired Elizabeth Murawski to begin focused marketing work on behalf of the members. Elizabeth came on board in the 4th quarter of 2009 and is charged with initiation of marketing efforts, through collateral,

cooperative advertising and web-based promotion. The Board looks forward to seeing the fruits of this work as the year progresses. Over the past four years, the District has:

- Organized and promoted the Lunch at Levis Square Concert Series.
- Worked with downtown stakeholders and City officials in the preparation and execution of special events in the downtown.
- Published the Downtown Toledo Business, Restaurant and Shopping Guide which is available to visitors and potential visitors to the downtown and which promotes member businesses.

Economic Development Highlights

Beyond the success of DTID in clean and safe services, a great amount of effort was spent in laying the groundwork for economic development. With the significant leadership of the District, the Greater Downtown Business Partnership (“GDBP”) was reformulated in early 2007. GDBP includes representatives of the District, the Downtown Toledo Parking Authority and the Toledo Design Center. GDBP is engaged at all governmental levels and is in meaningful discussions relative to creating the structure for a revitalized downtown. The relatively small investment that DTID has made toward the operation of GDBP has also leveraged countless hours of volunteer work by many committed individuals in our community - this is a return on investment many fold.

The District in partnership with GDBP has:

- Presented to the Mayor and worked with City administration to have adopted the Toledo Expansion Incentive Program (TEI), and economic development incentive program which allows for a portion of a firm’s actual payroll income tax obligation to be channeled back to the firm to assist in the expansion or retention of jobs. The use of this incentive played a large role in the city being able to retain HCR ManorCare Corporation in downtown and is expected to be used for this purpose in the future.
- Converted virtually all of the streets in downtown back to two-way traffic.
- Prevailed upon TARTA to agree to abandon its downtown bus loop once funding is available for them to construct a single “near-downtown” transit center.
- Created a vision for a revitalized downtown.
- Created communication tools and made countless presentations to interest groups and stakeholders to get alignment around a revitalized downtown.
- Created a structure for a Downtown Development Corp.
- Has met on at least two occasions with ODOD including the Director of Development for the State of Ohio and has developed an ongoing dialog around development assistance for our downtown.
- Has built close alliances with County Commissioners, Regional ODOD, and service personnel with the City, and has communicated regularly with Congresswoman Kaptur’s offices about economic development matters.
- Secured a grant of \$1.5MM for renewal of streets in downtown and assisted in getting those improvements designed and constructed in an acceptable manner.
- Has begun work toward developing a long term funding mechanism to support economic development for downtown.
- Studied the Brookings Institute’s 12 Steps to Revitalization and mapped Toledo’s progress against the plan - this has been very useful with State economic development officials who have adopted Brookings tenets.
- Communicated development objectives broadly to the community.
- Worked in concert with Destination Toledo on regional and specifically downtown branding initiatives.
- Organized committees to work on financing, marketing and infrastructure improvements.
- Set a vision for a downtown marketing and events function.
- Leveraged the involvement of stakeholders outside of the District in efforts to improve the core of downtown.

- Worked with Leadership Toledo to benchmark successes in other downtowns and developed recommendations for Toledo downtown development.
- Successfully petitioned Toledo City Council for the creation of a downtown entertainment district.
- Conducted a broad based survey of constituents to identify the attributes and deterrents of growth and is working to make the indicated changes to improve the development climate in downtown.

Conclusion

We are encouraged by the partnerships that have been structured between downtown interest groups and between private and public sectors during the initial term of the District. While the achievements of the District have been numerous and an excellent foundation has been laid for even greater accomplishments ahead, the resulting effect of our work has not yet borne the full fruit of its labor. The general state of the economy has been a huge barrier to the agenda; however, we are making progress and are excited about the opportunity to forge a strong alliance with the new City administration as well as all of the stakeholders in downtown.

We will be meeting individually with property owners in the District over the next several weeks to discuss how the District benefits you, your employees, tenants and customers and how the District can best serve your business interests. When we visit, please be prepared to sign the petition to renew the District so that excellent, cost-effective services can continue for another five years. In the meantime, if you have questions regarding the renewal of the District, please give us a call.

Contact Information

William A. Thomas, Executive Director
Beth Frisinger, Administrative Assistant
Elizabeth H.P. Murawski, Marketing Specialist
Phone: 419-249-5494
Fax: 419-249-5289
300 Madison Avenue
Suite 1510
Toledo, Ohio 43604

billthomas@dttd.com
bethfrisinger@dttd.com
elizabeth.murawski@dttd.com