

DTID SERVICES PLAN

The District intends to deliver the following services as determined from time to time by the District's board of trustees:

PUBLIC SPACE SERVICES

Deliver services that make the District cleaner and control litter on publicly-owned sidewalks and publicly-owned connecting pedestrian spaces, dedicated pedestrian alleys, and overhead & underground concourse interiors; for example:

- Washing and power washing of sidewalks and other pedestrian rights of way;
- Washing and power washing of benches, trash containers and other fixtures in pedestrian rights of way;
- Removal of weeds and cigarette butts; sidewalk sweeping; sweeping and washing of pedestrian rights of way as needed to remove organic materials;
- Graffiti removal from fixtures in pedestrian rights of way;
- Graffiti removal from the pedestrian level of building facades that front upon public streets and alleys with property owners' approval;
- Limited snow and ice removal in areas that are not the responsibility of property owners or governmental workers; for example, crosswalks at street curbs and storm sewer openings and grates;
- Inspect and report to public and private entities their failure to timely deliver services or maintain property including the city, private property owners, private trash collectors and other service providers; and
- Take the lead to enhance the street environment.

SUPPLEMENTAL SECURITY SERVICES

Provide services that make the District safer and improve perceptions of public safety; for example:

- Ambassadorial services for the general public, including giving general information, directions and assistance, and offering hospitality;
- Business Watch and Clean & Safe Team services to assist in the intervention and prevention of crime; efforts to reduce panhandling, public consumption of alcohol and

inebriates, and inappropriate behavior; communication and collaborative security services among street-level commercial tenants, parking attendants, bus drivers, security guards, Toledo Police Officers, etc.;

- Deployment of a uniformed presence to improve the perception of safety;
- When available, give after-office-hours personal safety escorts;
- Distribute crime prevention advice and literature; and broadcast crime advisories when appropriate; and
- Create a uniform reporting system through a central monitoring point.

PROMOTIONS AND MARKETING SERVICES

Create uniform promotional services to improve the image of the District, increase consumer traffic and generate interest in leasing commercial space; for example:

- Advertising, including co-operative ventures with retail, restaurant, entertainment, residential and other District attractions;
- Sponsored media campaigns;
- Directories of services, attractions and parking opportunities; public relations and earned media; promotional programs and events;
- Data collection and information management;
- Commercial marketing assistance, including awareness marketing that promotes the attributes of downtown; and
- Cooperative programs with property owners and real estate brokers featuring electronic and printed marketing materials.

OFFICE, RETAIL & RESIDENTIAL RECRUITMENT & RETENTION SERVICES

Downtown is a dynamic market with a wide range of businesses that are changing and growing. The District through the Greater Downtown Business Partnership shall assist in the recruitment of office, retail and residential tenants for example:

- Participate with regional marketing partners to generate national and international leads;
- Promote the benefits of locating downtown;
- Present downtown as a prime location for business associations;

- Communicate downtowns' attributes and growth to tenants, brokers, property owners and others;
- Maintain effective working relationships with city, county, state, chamber of commerce, BOMA, property owners, brokers and other stakeholders to obtain timely information and act proactively to foster business, retail and residential retention;
- Increase the visibility of downtown opportunities for businesses within the region through communication and networking identify opportunities, challenges and concerns;
- Assist in creating a favorable business climate in downtown;
- Educate consumers about downtown housing opportunities;
- Advocate for local, state, and federal legislation that provides more financing tools for business, building owners and urban housing developers; and
- Actively explore TIF districts.

MEMBER SERVICES

Furnish services and information management designed to increase appreciation for downtown, strengthen the cohesiveness of the District and improve communication among members of the District and governmental or quasi-governmental agencies; for example:

- Furnish access to data and information collected by the District;
- Provide members, their tenants and other stakeholders with value-added services such as: lock-out, battery jump starts and flat tire changing services, after-hours personal safety escort services, etc.;
- Maintain membership lists;
- Attend city council committee meetings and testify, 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 strict enforcement of building codes for abandoned and blighted structures; and
- Provide other assistance as needed in response to requests by members.

ADMINISTRATION

The District office is managed by professional staff to implement and oversee the DTID Services Plan.

BUDGET

The cost of the DTID Services Plan will be \$_____ per year. Board trustees will be given discretion regarding how to best allocate funds among the services to be provided. Board trustees will produce an annual report for members of the District, describing how funds have been distributed and services provided.