

*Welcome to the*



**ConnecToledo**

**DOWNTOWN UPDATE**

This presentation is property of ConnecToledo. It is meant to be shared in entirety; do not lift portions.



# **ConnecToledo Downtown Development Corporation with support from the Downtown Toledo Improvement District (DTID)**

**ConnecToledo was  
re-energized in  
2017.**

**DTID was established in 2006 and  
has entered its fourth assessment  
cycle from 2021 – 2025.**

# OUR MISSION

## PRIVATE-PUBLIC PARTNERSHIPS

Coordinating private-public partnerships that enable faster project delivery with more efficient use of resources.

## INVESTMENT OPPORTUNITY

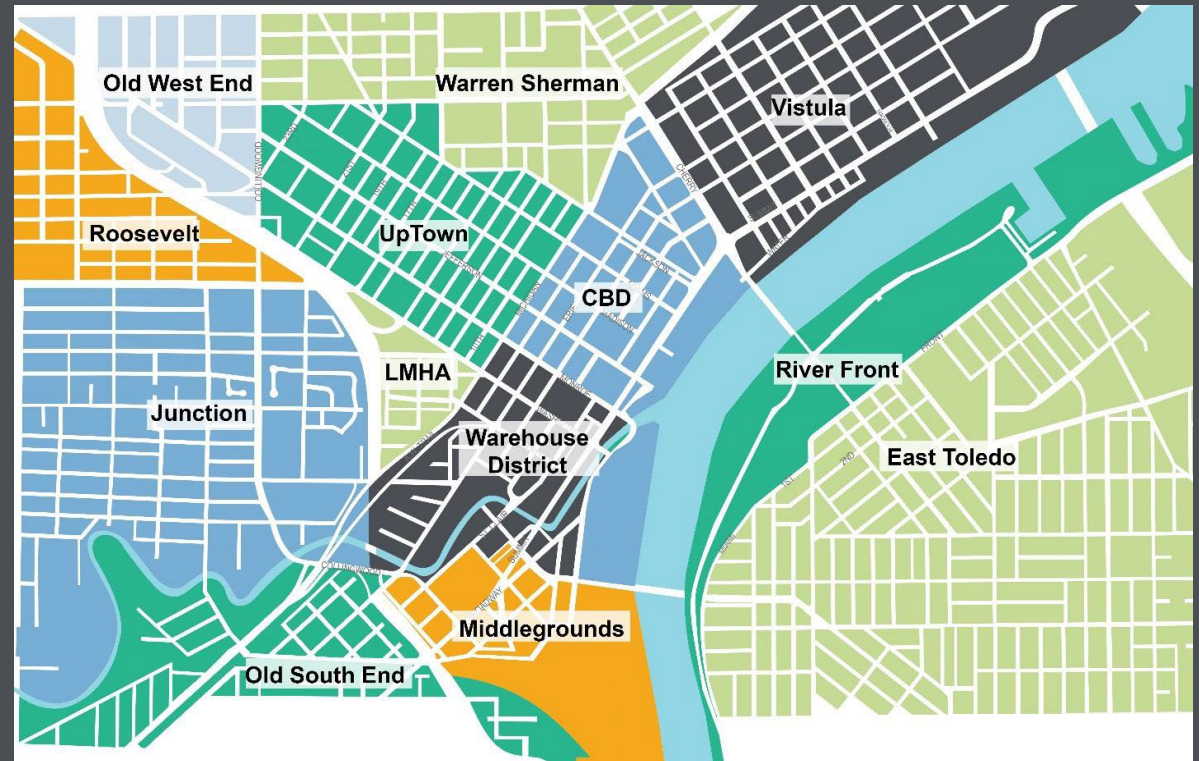
Providing affordable opportunities for redevelopment or new construction.

## 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.



# OUR WORK IS RECOGNIZED



**International  
Downtown Association**

Award of Excellence for  
the Downtown Toledo  
Master Plan

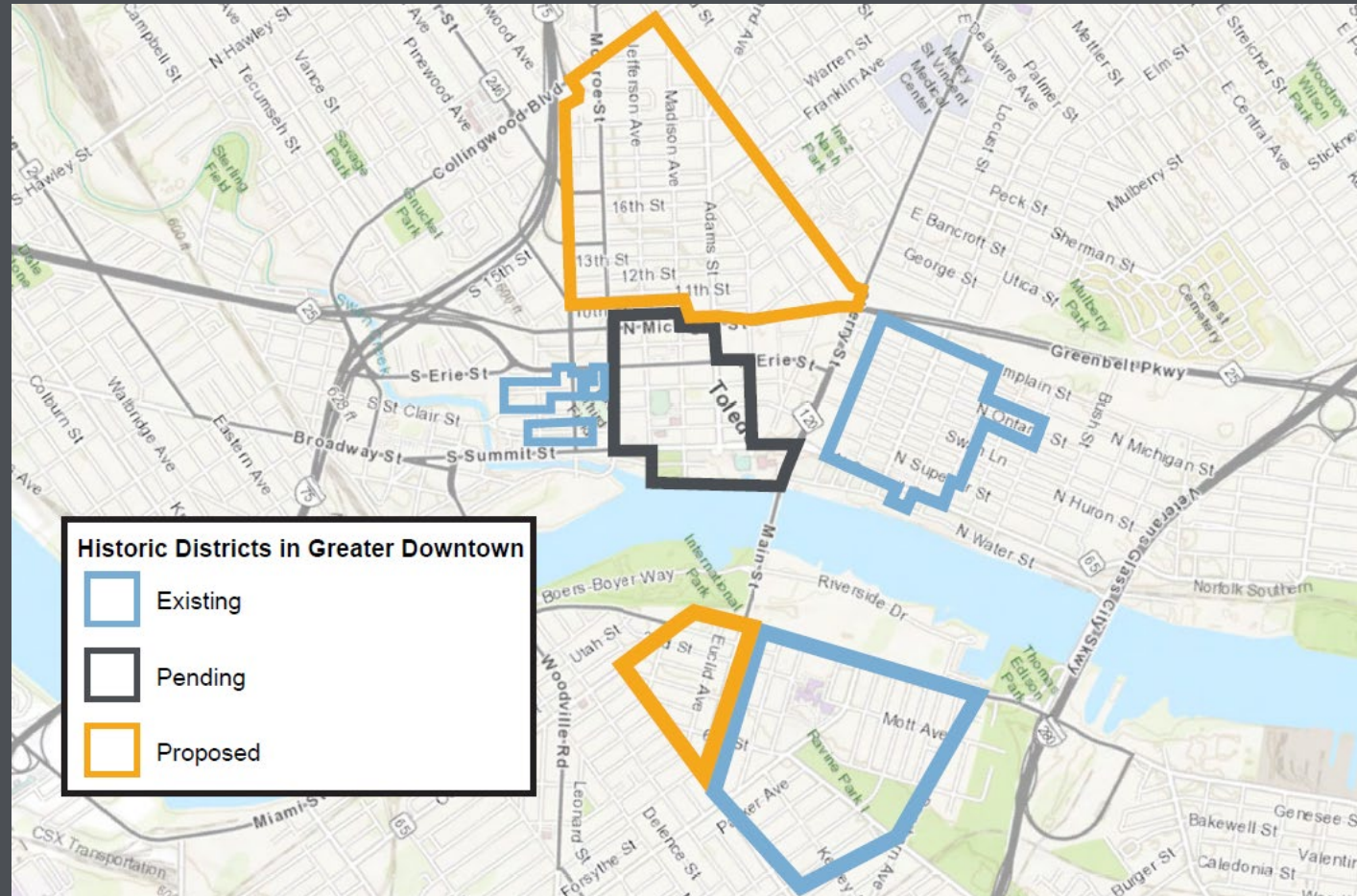
# CONNECTOLEDO ACTIVITIES



# NORFOLK SOUTHERN SALE TO METROPARKS

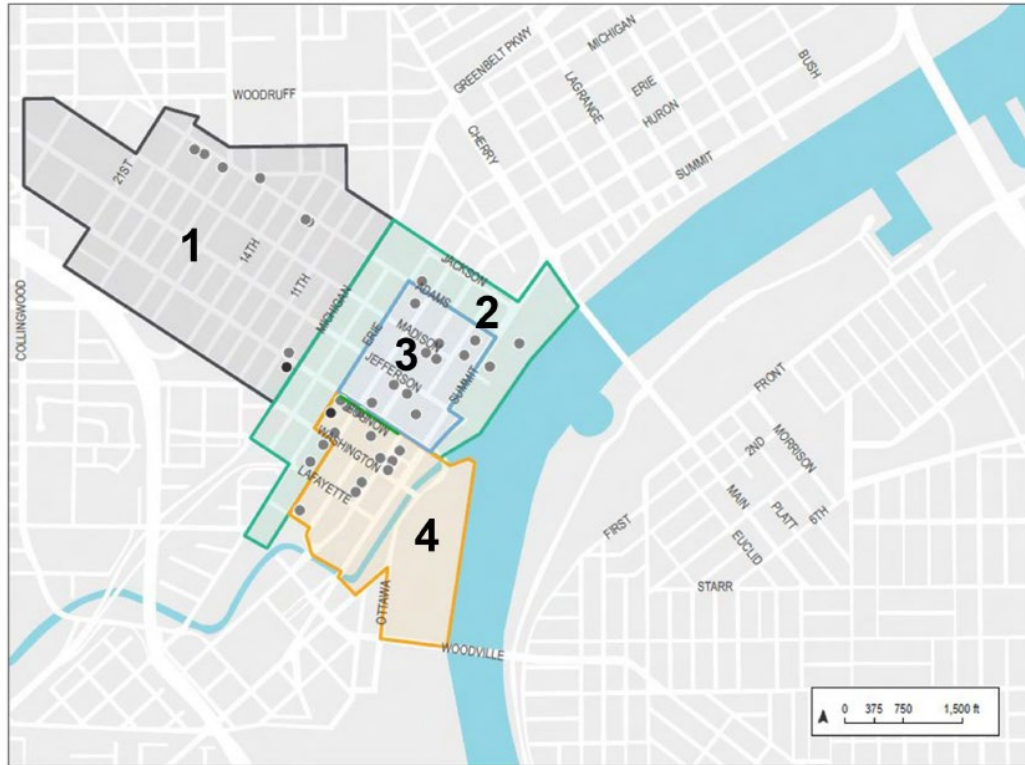


# HISTORIC DISTRICTS

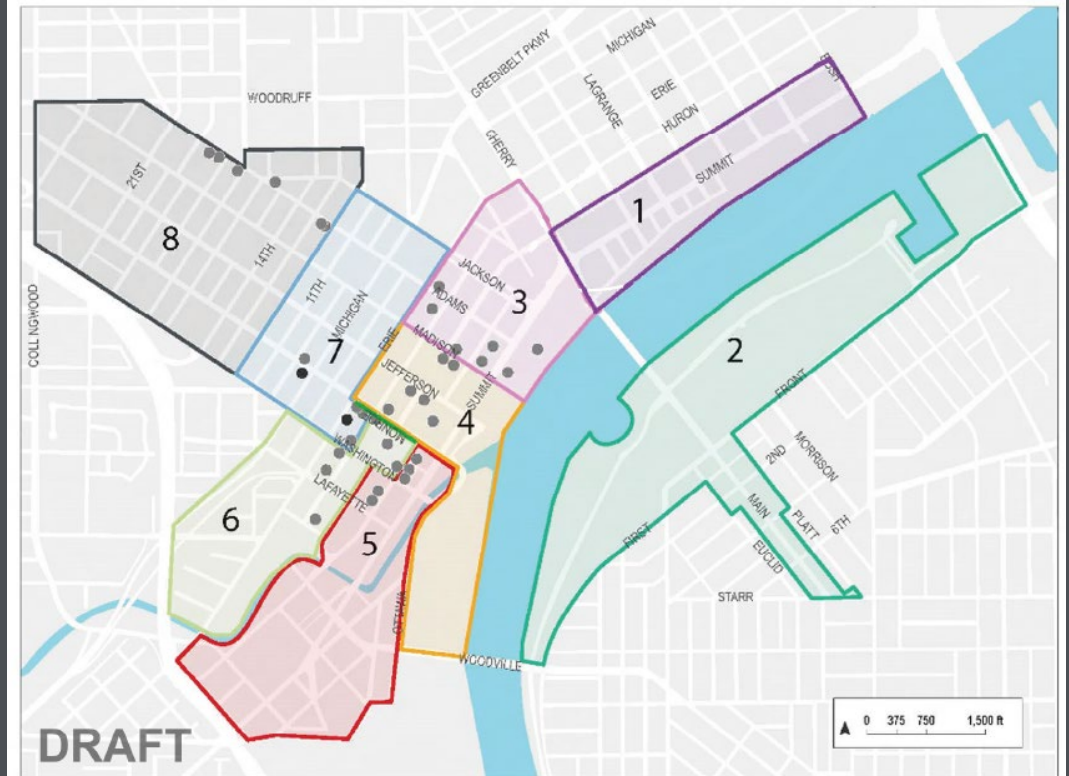


# COMMUNITY ENTERTAINMENT DISTRICTS

Existing CEDs Map



Proposed Community Entertainment Districts



# RESIDENTIAL DEMAND STUDY

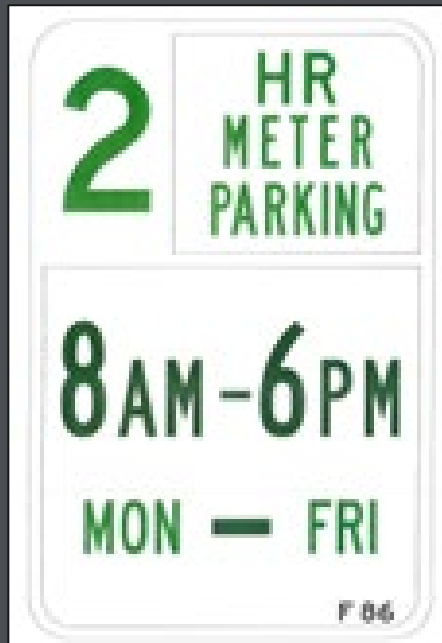


Walking Distance from Madison/Huron (Four Corners)

# PARKING

## PARKING ENFORCEMENT

Began January 2021



## PARKING KIOSKS

Summit St & Erie St



## PARKING LOT IMPROVEMENTS

Delayed start due to  
COVID, Begin in 2022



# AMBASSADORS – Always Ready for You

## HOSPITALITY

A visible presence 7 days a week.

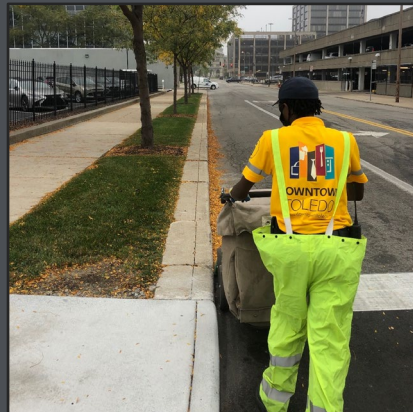
- 900 event hours
- 350 business contacts
- 25,000 hospitality assists



## CLEANLINESS

Cleanliness using environmentally friendly techniques.

- 240,000 lbs. of trash removed
- 200 power washing hours
- 500 graffiti tags neutralized



## SAFETY

Alert to crime and safety concerns.

- 40 calls to 911
- 75 property condition reports
- 25 motorist assists



# IMPROVING DOWNTOWN'S ENVIRONMENT

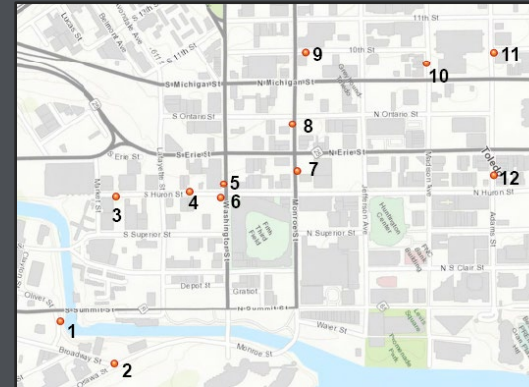
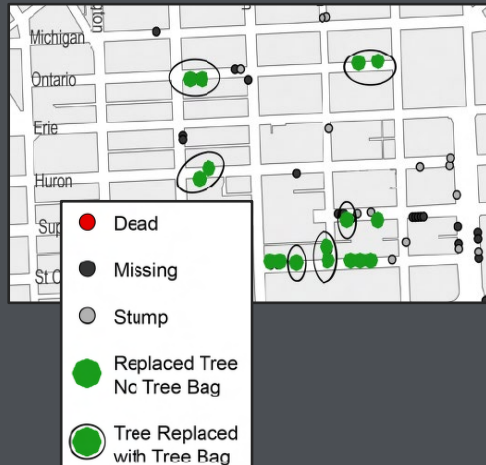


## PLANTERS

- 60 Self-watering planters installed & maintained for 2 seasons
- 20 Levis Square planters
- Landscaping on Summit St & Levis Square Park

## 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

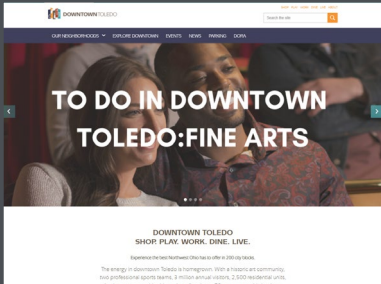
- Installed additional refuse cans in DORA service area

## PUBLIC ART

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

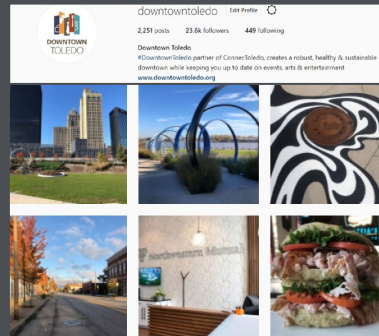


# MARKETING & COMMUNICATIONS



## 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

- 30 emails sent
- 31% Open Rate, above desired 20% rate



## MEDIA

- 29 interviews given



## TEAR-OFFS

- New in 2021
- Available now upon request

# EVENT & EVENT SUPPORT

## LUNCH AT LEVIS

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



## LEVIS UNDER THE LIGHTS

- New in 2021
- Pop-ups happening on warm nights &/or other significant downtown activities



## DORA MANAGEMENT



## COFFEE CONNECTIONS

- New in 2021
- Quarterly conversations open to all downtown stakeholders



## OUTDOOR DINING GUIDELINES

- Guidelines developed with City & restaurants

## EVENT SUPPORT

- Toledo Jeep Fest
- Solheim Cup
- Practically a Golf Tournament
- Alist Selfie Experience
- NMGL Mini-golf
- Friday night concerts
- Family Movie Nights
- Restaurant/retail openings & specials
- etc.

# REDEVELOPMENT ACTIVITIES



# Welcome Restaurants Opened In 2021

Don Juan Express & Cantina



Garden at Focaccia's



HotBox Bistro expansion



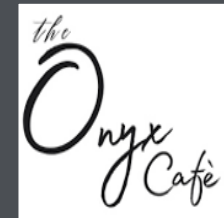
Earnest Brew Works



Grindhrrs



The Onyx Café



Earth



Hannon's Block



The Switchboard



Firefly



HEAVY Beer Company



The Brick Bar



# Coming Restaurants

Bobcat Bonnie's



Coop's



Poco Piatti – Glass City Metropark



City View Event Center



Lucille's Jazz Lounge



Quenched & Tempered



# Welcome Retailers Opened In 2021

Art on Market Shoppes



Copper Bowl



Forevermore Bridal



Groomed Gallery



Midwest Kids



OUCH! Massage Therapy



Wonderland Studio Toledo



# Celebrating the Arts

Glass City River Wall,  
the nation's largest  
mural



Two new  
murals along  
the riverfront



The Art's  
Commission  
sponsored  
utility box  
wraps on  
Jefferson  
Avenue

# Return of Significant Events

## Toledo Jeep Fest

- 60-70,000 in attendance
- 1,300 Jeep parade
- \$4.5M+ economic activity



## Momentum

- 80 artists, 103 performers
- 54 art works created
- Amount invest in artists: \$123,000

## Solheim Cup

- 20,000 in attendance downtown
- Fans from 50 states
- 9M+ people consumed LPGA media content



## Winterfest

- 18 days of on-ice activities
- Professional, amateur, college, high school & youth games
- Toledo Hockey Hall of Fame 2021 class inducted

# Middlegrounds & Warehouse



**LMHA Transition  
Housing**  
Residential  
\$11 million

**Toledo Federation of  
Teachers**  
Commercial

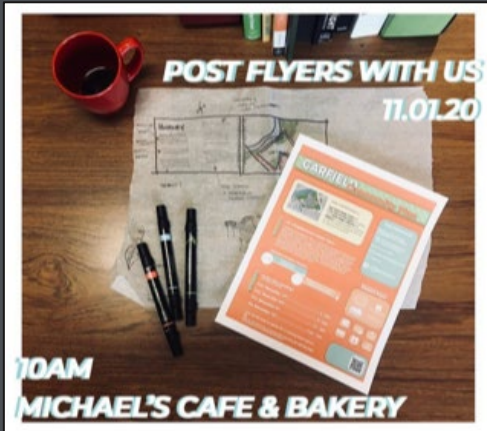


**Hotel Royal**  
Residential/Retail  
\$1.3 million

**Red Line Circuit  
Training**  
Commercial



# East Side



## Garfield Neighborhood Plan

## Front Street Redesign



# East Side

100 Block Main Street



Masonic Temple



Wendy's Rebuild



# Central District



**Discovery Theater**  
Entertainment  
\$12 million



**Pythian Castle**  
Commercial



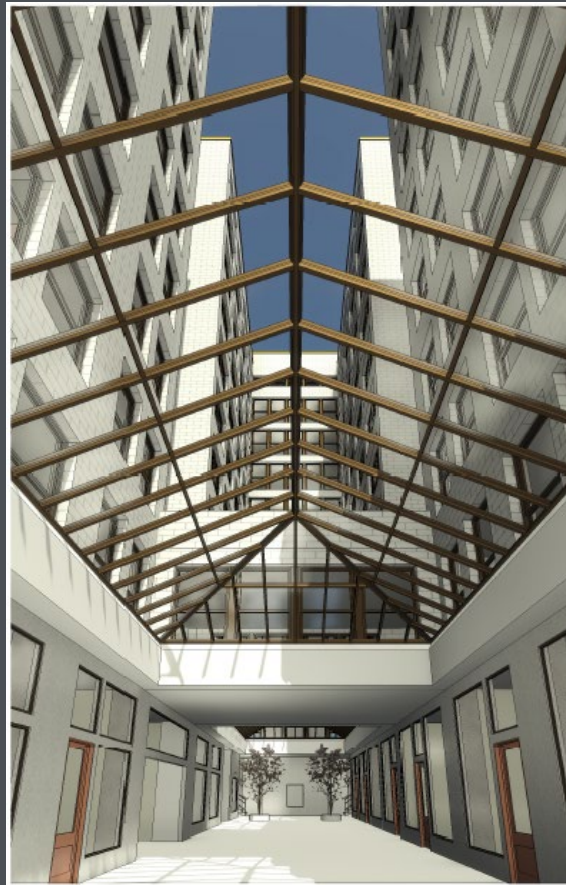
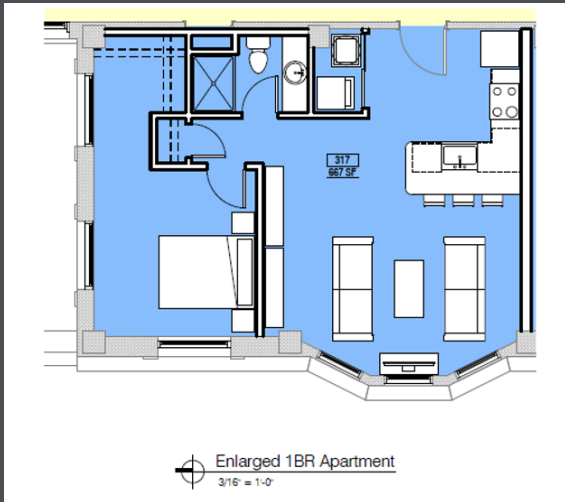
**Lofts on Jefferson**  
Residential/Retail



**Greyhound – City of Toledo Engineering**  
Commercial

# Central District – Four Corners

**Nicholas Building,  
Spitzer Building,  
Nasby Building**  
Retail, Commercial,  
Residential



# Central District – Hiltons

\$64.5M





# Central District

Kevin Prater

Prater Development Ltd.

Standart Lofts

The Berdan

Fort Industry Square

Nasby

Overmyer Lofts

# Central District – Fort Industry

\$59M



**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)

# Central District – Fort Industry



85 Residential Market Rate Luxury Apartments  
600 Sq Ft – 1,200 Sq Ft | Studio | 1 Bedroom | 2 Bedrooms  
Market Delivery | Q2 2022

# Central District – Fort Industry

## USES

RETAIL | OFFICE | MEDICAL

## N SUMMIT STREET

1,250 SQ FT - 32,282 SQ FT

## CONTIGUOUS N SUMMIT/WATER STREET

SPACE OPTIONS AVAILABLE

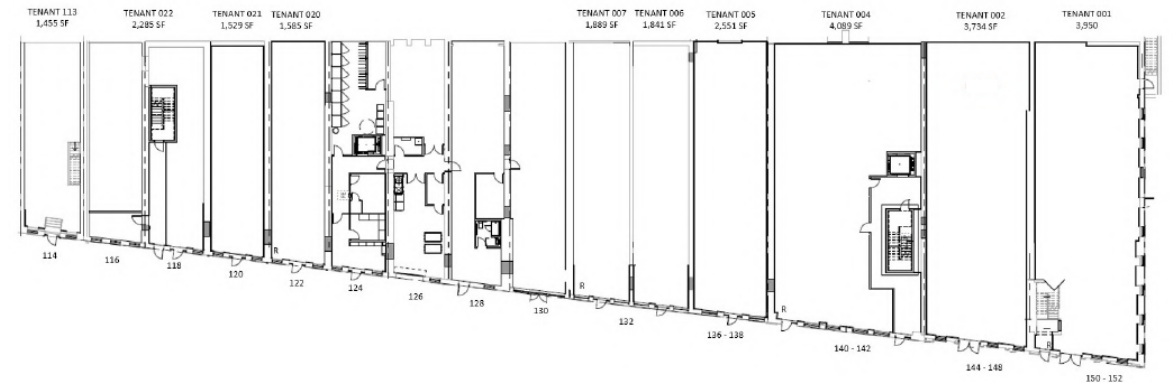
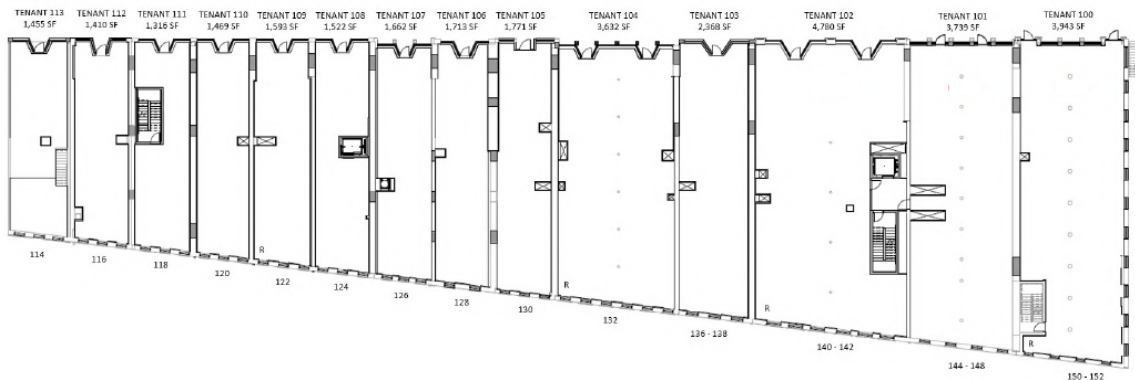
## WATER STREET

1,350 SQ FT - 29,920 SQ FT



## N SUMMIT STREET

## WATER STREET



# Central District – Fort Industry



Northwestern Mutual  
14,000 Sq Ft | Office  
Occupied October 1, 2021

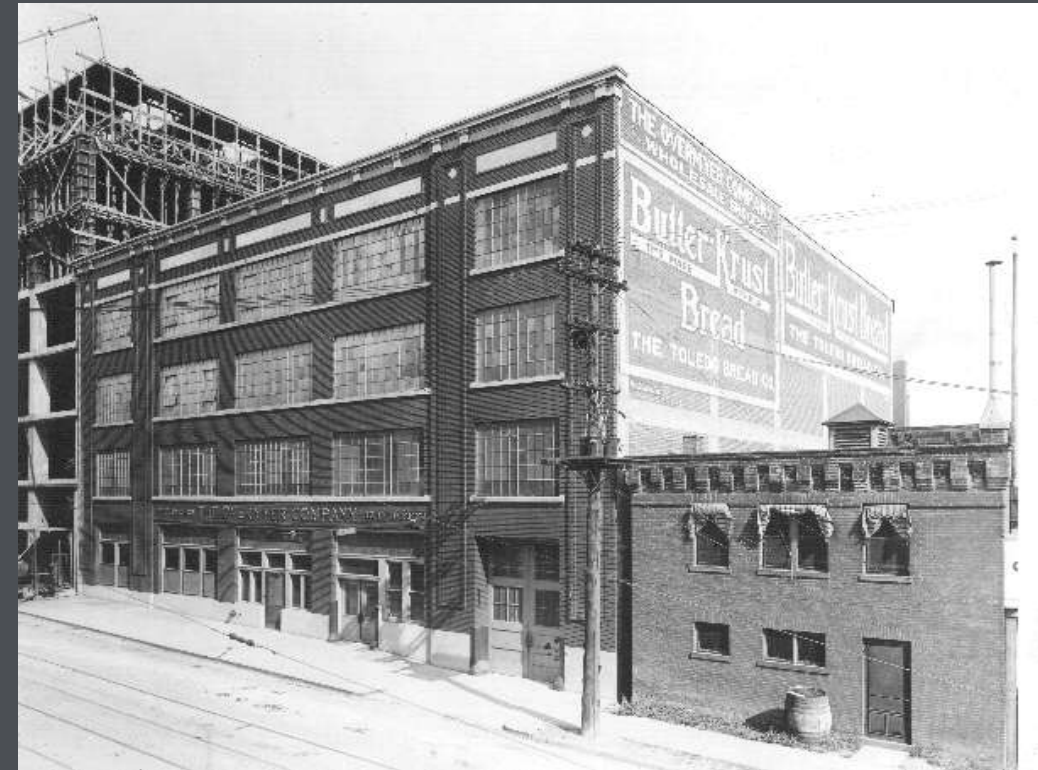
Bobcat Bonnies & Keystone Arcade  
Buildout Ongoing with Plans to be Open by Year End



# Central District – Nasby



# Warehouse District – Overmyer Lofts



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.

Est Market Delivery | Summer 2023



# Central District

Julia Randles

Randles Company &  
Crane Development

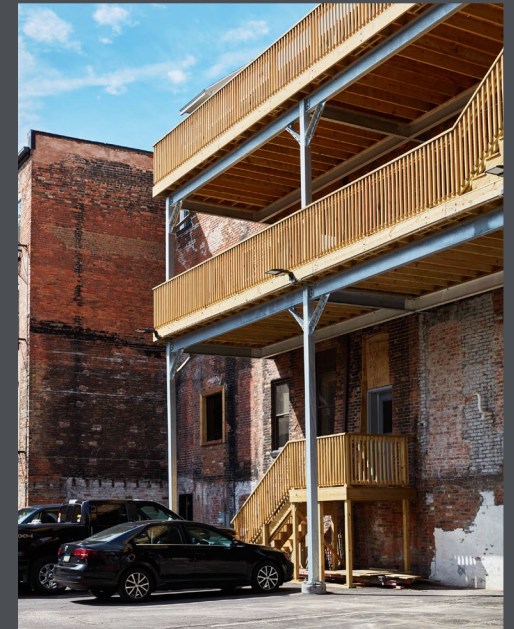
Library Square  
Landers Brothers Building  
620 Adams  
614 Adams

# Central District – Library Square

## Residential



- Six (6) 2-bed, 2-bath units
- Exposed brick, modern finishes
- Outdoor decks
- Assigned parking
- Fully leased
- Exceeded rent projections by 7%



# Central District – Library Square

## Retail



- Fully leased
- Beat initial goal of 50% occupied by end of 2021



FOREVERMORE  
*bridal*



# Central District – Library Square

## Overnight



- Library Square Suites
- Four (4) studio apartments
- Fully furnished
- Corporate housing
- Short-term stay

# Central District – Crane Development

## Future



- 620 Adams Street
- Landers Brothers Building at 10<sup>th</sup> and Jackson
- Continue to bring private equity and Opportunity Zone investments into downtown





# Central District

Tina Skeldon Wozniak

Commissioner, Lucas County

Downtown core investments:

Convention Center

Hiltons at Toledo Downtown

Huntington Center

5/3rd Field

701 Adams

Lucas County Courthouse

# Central District – Convention Center

\$59M



Monroe Street Facade



Monroe Street Looking East



Monroe Street Looking West

# Central District – Convention Center



Monroe St Stair Tower  
Entry



Pre-function Area



# Central District – Convention Center

Ballroom



Pocket Park



Ballroom Under Construction



Pocket Park Onto Jefferson

# Central District – Convention Center



**N. Summit Street  
Pocket Park Entrance**



**Jefferson Avenue Cafe**

# Uptown



**Jefferson Center**  
Commercial  
\$30M



**Village on the Green**  
Residential

**Toledo School for the Arts**

Education  
\$6.8M





# Uptown District

Andrew Newby

1301 Adams

Toledo Spirits  
HEAVY Beer Company  
1301 Adams  
Avatar, LLC  
Historic Vistula Foundation



# Uptown

**HEAVY**  
B E E R C O M P A N Y

A brewery that promotes adventure and active lifestyle while empowering our communities to live better.





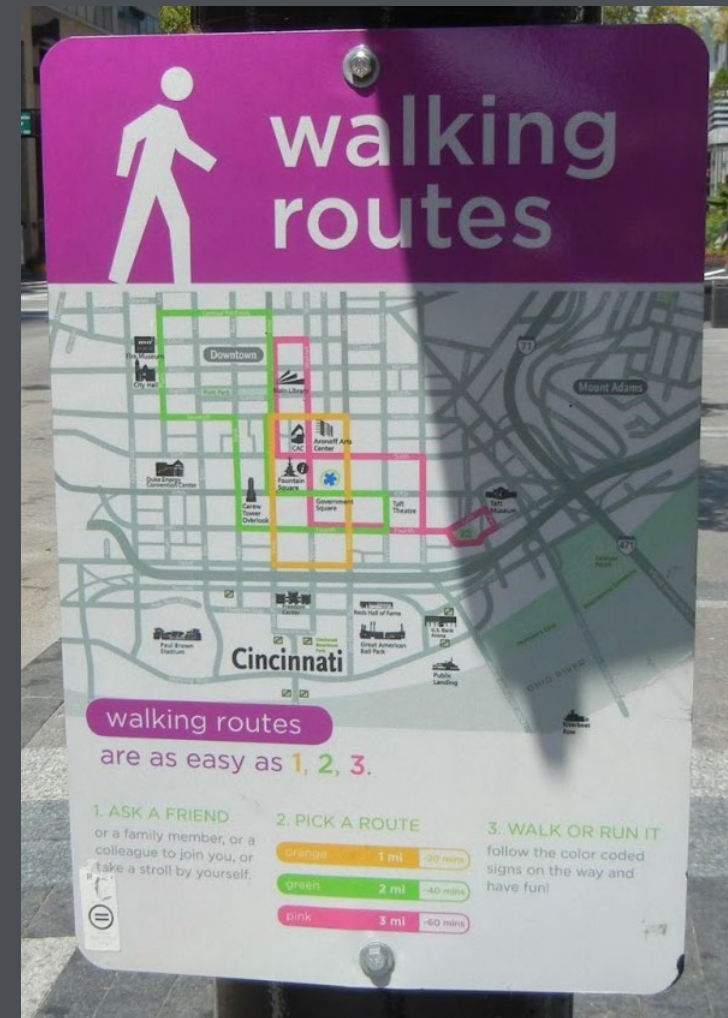
# Uptown – HEAVY Beer Company

Inspiring programming and activations within  
downtown Toledo

- Uptown Loop
- Urban Village
- Adams Street Galley

# Uptown Loop

- Defined walking paths through and around Uptown dubbed the **Uptown Loop**.
- Grant provided by Arts Commission to create wayfinding signage with matching dollars from HEAVY Beer Co.
- Signage defining these walking paths to support and inspire walkability around our neighborhoods.
- A best-practice model



# Uptown – Uptown Urban Village





# Uptown – Uptown Urban Village

Inspire neighborhood economic development by creating a vibrant and diverse environment that brings the community together.

- **Brewery and Pub** located on the first floor; the HEAVY brewpub will be an open format to create a more visceral connection with our patrons.
- **Food Hall** will be the public side of the Adams St Galley operations offering 4 or 5 mini-restaurants.
- **Beer Garden** will resemble a traditional biergarten style with street access.
- **Gaming** will be large format, group games in the spirit of yard games and carnivals.
- **Event Center** will provide a unique space in Downtown Toledo for mid-sized concerts and events.
- **Rooftop** will be an out of the way hideout for us to provide a mind-blowing experience.
- **Retail** opportunities including barber shop, coffee shop, and locavore market.



# Uptown – Adams Street Galley

**Build a food accelerator to assist women and under-served peoples grow food businesses.**

- Promote **Diversity and Inclusion** in Entrepreneurism
- Teach **food and nutrition strategies** that impact our communities
- Reduce **food deserts and swamps** by supporting neighborhoods

# Vistula



- Elevated market & deli
- Micro-coffeehouse / spirits bar
- Deli-style sandwiches



- Private members club
- Earth
- Lucille's Jazz Club



# Vistula

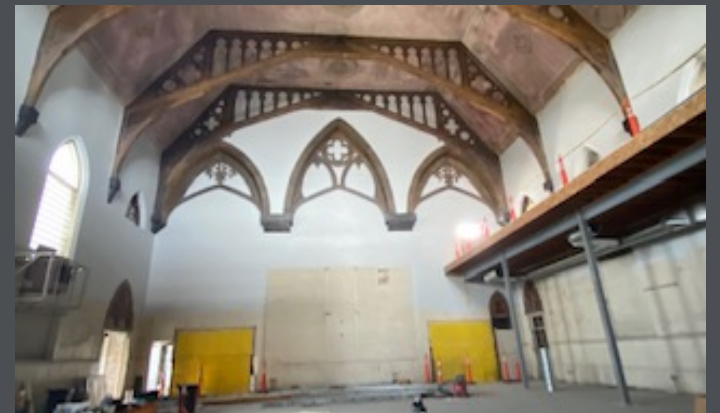


## Wonder Toledo

- Residential
- \$7.5M

## Lowertown Commons

- Commercial
- \$11.9M





# Riverfront

Scott Carpenter

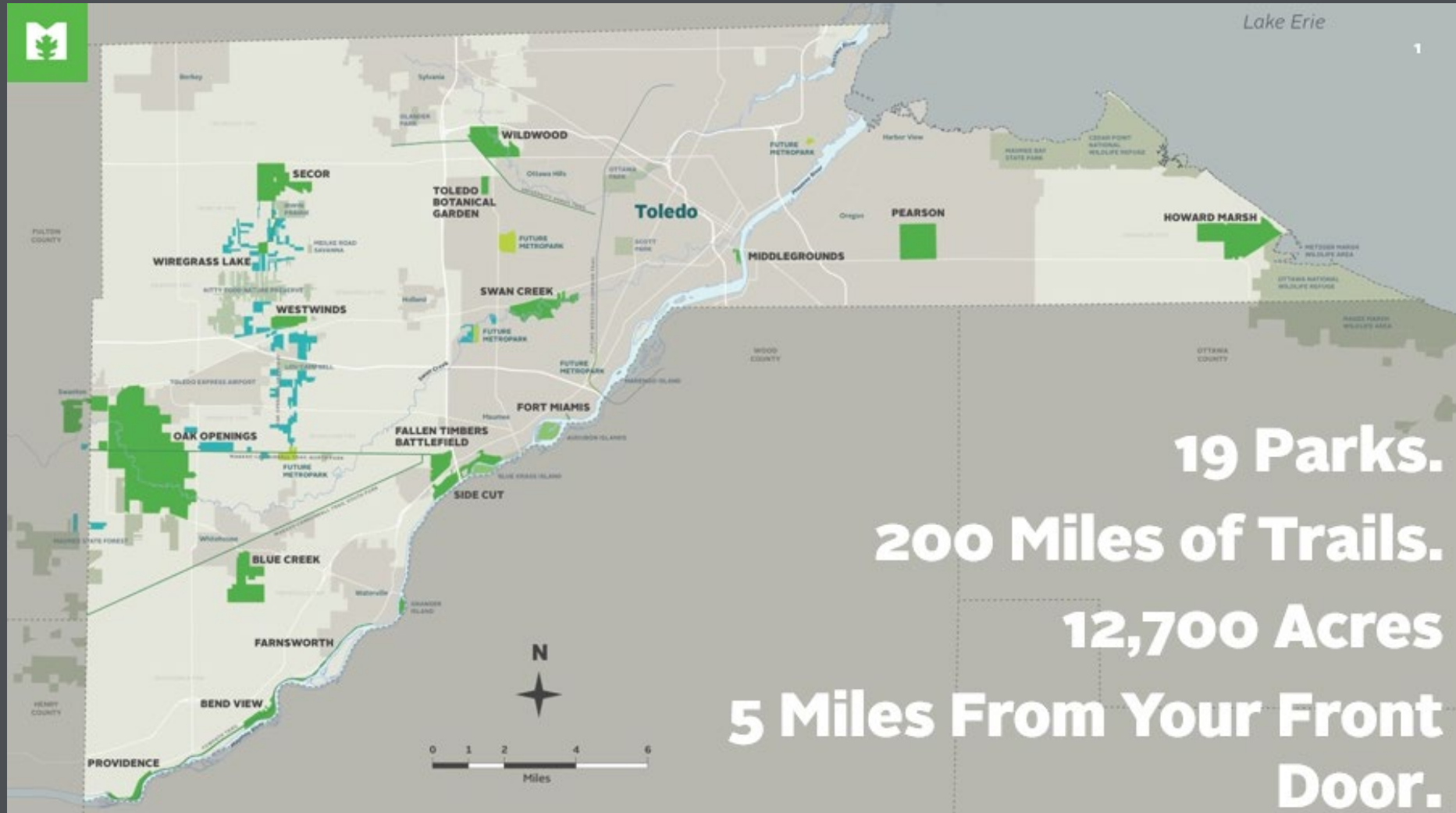
Metroparks Toledo

Middlegrounds Metroparks

Glass City Metropark

Glass City Riverwalk

# Riverfront – Metroparks Toledo



# Riverfront – Metroparks Toledo



# Riverfront – Metroparks Toledo



A system of multi-use trails that **connects 6 neighborhoods** on both sides of the Maumee.

More than **300 acres of greenspace** and recreational parkland.

A transformed riverfront providing **equitable access to clean, safe, natural** experiences.

A waterfront that **protects our environment** restoring natural areas, creating wetlands and planting thousands of trees.

An **economic impact of \$700 Million** by generating private construction, investment and increased property values

# Riverfront – Metroparks Toledo



# Riverfront – Metroparks Toledo



# Riverfront – Metroparks Toledo



# Riverfront – Metroparks Toledo



# Riverfront – Metroparks Toledo



# Riverfront – Metroparks Toledo



# Riverfront – Metroparks Toledo



## PHASE 2 AMENITIES

### Discovery Play

*Nature-based Play. An essential tool.*

- \* Attracts people of all ages
- \* Builds physical & mental wellness
- \* Encourages risk-taking and learning
- \* Builds an appreciation of our natural world



# Riverfront – Metroparks Toledo





# City of Toledo

Brandon Sehlhorst

Director of Economic  
Development

# City of Toledo Vibrancy Initiative



The Vibrancy Initiative is designed to enhance the city's vitality by supporting revitalization efforts that will create jobs, reduce blight, and preserve and improve structures in our community.

For more information, visit [toledo.oh.gov/vibrancy-initiative](https://toledo.oh.gov/vibrancy-initiative)

## Vibrancy Initiative



# City of Toledo Vibrancy Initiative

## Community Reinvestment Area

The program provides property tax abatement for new construction or for the rehabilitation of residential, commercial or industrial structures within pre-designated areas.

## Facade Improvement Grant

The program provides a matching grant of \$10,000 to \$40,000 to reimburse eligible expenses associated with a comprehensive facade improvement. Building owners are required to provide a 50% match and must either occupy the space as a business owner or actively market the space for lease.

## White Box Grant



The program provides a matching grant of \$25,000 to \$50,000 for first-floor, interior renovation expenses. Building owners are required to provide a 33% match and must either occupy the space as a business owner or actively market the space for lease.

# Summit Street & Jefferson Cycle Track



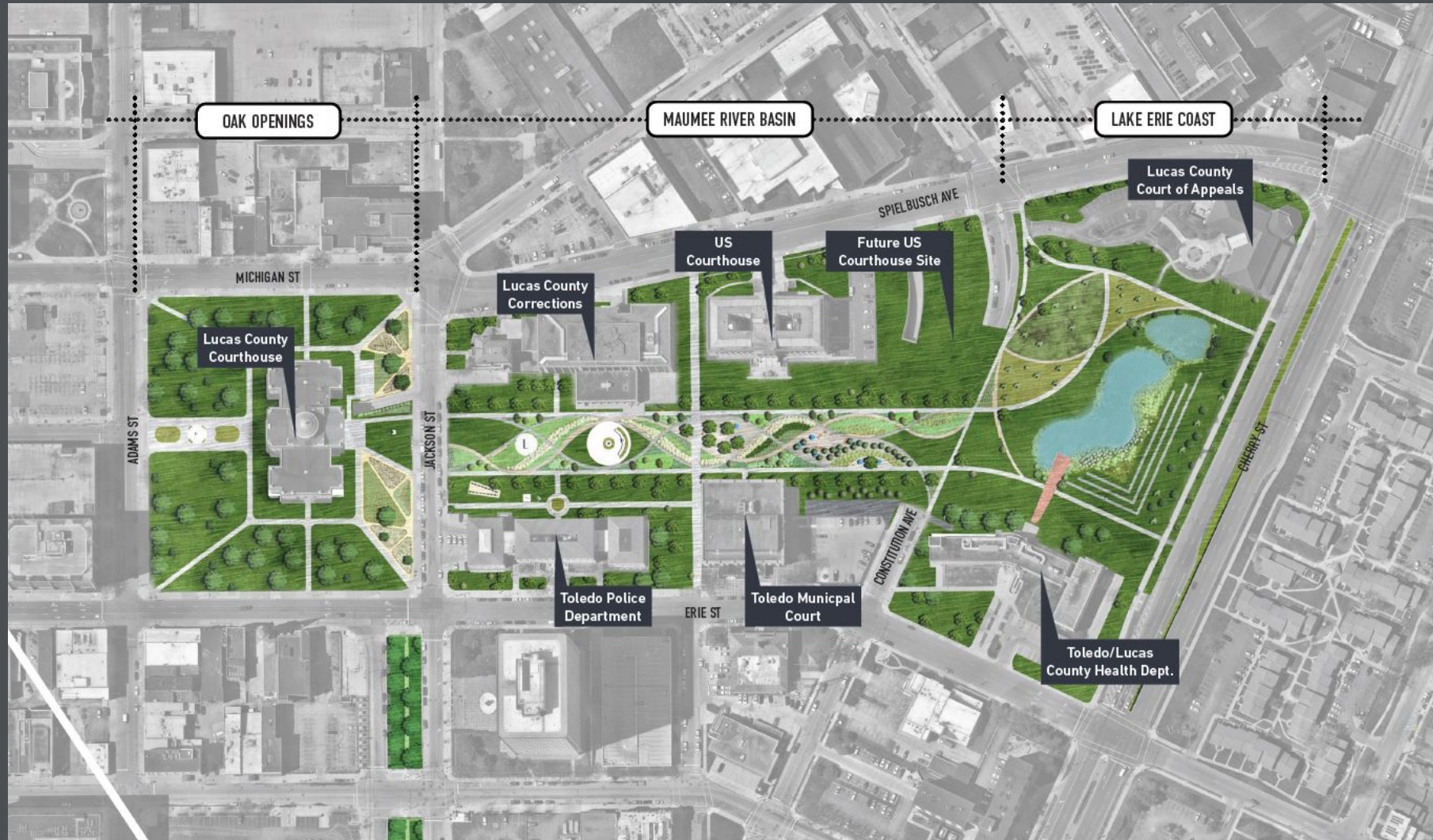
# Levis Square Park Phase III



# Civic Center Mall Master Plan



# Civic Center Mall Master Plan



# Civic Center Mall Master Plan





# Future Focused

1. Doubling the number of residents living in downtown over the next 10 years.
2. The doubling of residents will encourage the attraction of retail and amenities. Focused efforts should be on the development of women and minority owned businesses.
3. Prioritize a list of capital improvements which consider aesthetic and sustainable public realm and design standards.
4. Develop a 10-acre Downtown Redevelopment District/Innovation District focused on our region's core strengths of robotics, automation, and advanced manufacturing. The Jefferson Center serves as the anchor.
5. Tell our story.
6. Become an activated downtown 7 days a week, 4 seasons of the year, with growing amenities.
7. Lift up the surrounding neighborhoods.



March 9<sup>th</sup>

**Rustbelt Coffee, 7:30 -9:00**

June 15<sup>th</sup>

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

September 14<sup>th</sup>

December 14<sup>th</sup>



# 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: 26,000  
5-10 minutes: 150,000  
10-15 minutes: 315,000



\$600M+ million in public / private dollars invested since 2016



Workforce has risen to 27,000 with growth rate of 7% since 2015



Total Employees\*  
0-5 minutes: 37,000  
5-10 minutes: 75,000  
10-15 minutes: 185,000



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



3 million people visit downtown each year



\$2,550,000  
Total spent on food away from home



\$3,780,000  
Total spent on food at home

# CONNECTOLEDO BOARD

- Sharon Speyer, Huntington Bank, Chair
- Tom Manahan, Lathrop, Vice-Chair
- Jason Kucsma, Toledo Lucas County Public Library, Treasurer
- Gene Abercrombie, Eastman & Smith, Secretary
- Randy Oostra, ProMedica, Past-Chair
- Meg Adams, Toledo Edison
- Bob Baxter, Mercy Health
- Brian Chambers, Owens Corning
- Stephanie Cousino
- Andy Dale, Hylant
- Vince DiPofi, SSOE, Inc
- Marc Folk, The Arts Commission
- Alex Gerken, 5/3<sup>rd</sup> Bank
- Mike Hart, Hart
- John Haudrich, O-I Glass
- Reed Hauptman, Shumaker
- Ben Heywood, Marshall Melhorn
- Roy Hodge, JumpStart
- James Hoffman, KeyBank
- Joel Jerger, Premier Bank
- Sheena Kiefer, Hiltons at Toledo Downtown
- Jim Kniep, The Manhattan Group
- Adam Levine, Toledo Museum of Art
- Matt Lewandowski, Lewandowski Engineers
- Will Lucas, Creadio
- Rita Mansour, Mansour Wealth Management
- Ray Micham, The Collaborative, Inc
- Diane Miller, The University of Toledo
- Joe Napoli, Toledo Mud Hens/Walleye
- Harlan Reichle, Reichle Klein Group
- Bill Rudolph, Rudolph Libbe Group
- Barry Shaner, Directions Credit Union
- Sara Swisher, Toledo Regional Chamber of Commerce
- Joaquin Cintron Vega, Lucas Metropolitan Housing
- Dave Zenk, Metroparks Toledo

# DTID Board

- **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**
  - Foundation Steel/Firefly
- **Brad Lagusch, Small**
  - Toledo Bar Association
- **Jake Lindke, At-Large**
  - Buildtech Ltd
- **Bill Long, Large**
  - Owens Corning
- **Yvette Mayzes, Large**
  - One SeaGate
- **David Munger, Small**
  - Munger Munger & Associates
- **Matt Rubin, At-Large**
  - Crane Development
- **Tracy Sallah, Large**
  - Louisville Title
- **Bob Siebenaller, At-Large**
  - SSOE, Inc.
- **Tina Skeldon-Wozniak, Pete Gerken**
  - Lucas County Commissioners
- **Vanice Williams**
  - Toledo City Council
- **Karen Poore**
  - City of Toledo Administration



# STAFF

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