

DOWNTOWN SERVICES PLAN AND BUDGET

FIVE-YEAR TERM

January 1, 2011 Through December 31, 2015

The District intends to deliver the following services as determined from time to time by the District's Board of Directors during the term of this Plan:

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;
- Graffiti removal from fixtures in the public 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, the 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 RECRUITMENT & RETENTION SERVICES

Downtown is a dynamic office market with a wide range of businesses that are changing and growing. The District shall endeavor to recruit office tenants and retain all economically viable businesses; for example:

- Participate with regional marketing partners to generate national and international leads;

- Promote the benefits of locating downtown to generate local leads;
- Present downtown as a prime location for business associations;
- Communicate downtowns' attributes and growth to tenants, brokers, property owners and others; and
- 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 retention.

BUSINESS DEVELOPMENT SERVICES

Downtown is stronger because of its unique and diverse mix of businesses. The District shall endeavor to increase the diversity of businesses and serve as a resource for information about and for all businesses; for example;

- Increase the visibility of downtown opportunities for businesses within the region through advertising, promotions and networking;
- Maintain effective communication with businesses to identify opportunities, challenges and concerns;
- Update listings and identify financial and technical assistance from local providers; and
- Assist all businesses to succeed in downtown.

RESIDENTIAL DEVELOPMENT SERVICES

Downtown offers an exciting urban lifestyle in a diverse residential neighborhood. The District shall seek to identify sources of residential funding and endeavor to streamline the residential permitting process; for example;

- Work with property owners to assess residential feasibility;
- Educate consumers about downtown housing opportunities;
- Identify funding to support urban housing opportunities;
- Advocate for local, state, and federal legislation that provides more financing tools for urban housing;
- Actively explore TIF districts, property tax abatements and bond issues to encourage and support market rate housing; and
- Work with the city to create a true "one-stop shop" development approval process.

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-charging 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 shall be staffed with a professional administrator and staff to implement and oversee the DTID Services Plan.

BUDGET

The cost of the DTID Services Plan will be \$670,000 per year. The Board of Directors will be given discretion regarding how to best allocate funds among the services to be provided. The Board of Directors will produce an annual report for Members of the District, describing how funds have been distributed and services provided.

ASSESSMENTS

The special assessments for the services shall be levied on the properties in the District under the following formula:

- 75% of the amount of the assessment against each property shall be based on the ratio of the assessed value of that property, as determined by the Lucas County Auditor for tax year 2009, to the aggregate assessed value of all properties in the District against which assessments for the services are levied as so determined and
- 25% of the amount of the assessment against each property shall be based on the ratio of the front footage of that property to the aggregate front footage of all properties in the District against which assessments for the services are levied;

which has been determined to be in proportion to the special benefits that are estimated to result from the services and consistent with the requirements of Section 1710.06(C)(1) of the Revised Code.

The assessments for the services shall be levied for a period of five years and shall be collected in each of the years from 2011 through 2015.