



Downtown Toledo
Improvement District, Inc.

2008 DTID Annual Report

March 1, 2009

DTID is a 501 (c) 3 special assessment district created by the property owners located within a defined 38-block area of Downtown Toledo to deliver value-added services such as maintenance, security, marketing and economic development above and beyond those provided by the city. DTID's goal is to attract new customers for its member businesses, thereby increasing sales, raising commercial and residential occupancy rates and enhancing property values. Nevertheless, DTID also recognizes that providing outreach to our citizens in need will significantly add to their quality of life and thereby improve the image of Downtown Toledo as well.

DTID 2008 Annual Report

Clean & Safe Program

Overall Progress -

The members of our Clean & Safe Team experienced another great year in 2008. We know you will agree that they have made a positive impact in the overall cleanliness and security of downtown Toledo. We are confident that our efforts have instilled a perception on the part of our stakeholders that downtown is definitely becoming a more wholesome and vibrant neighborhood.

The statistical year-end report for our Clean & Safe Team is enclosed. As you can see, the team members have made a large number of face-to-face pedestrian and property owner contacts on a daily basis to spread the word that downtown Toledo now truly has a proactive team "taking care of business."

The panhandlers who had been plying downtown with relative freedom for many years clearly understand that their presence will no longer be tolerated by us and the Toledo Police Department (TPD.) As we begin our fourth year, we can back up the claim that there are fewer panhandlers on the street and that those who remain are wary of our and TPD's presence. In 2006, the average number of our total monthly panhandling contacts was 41. In 2007, that number was 25 per month and, in 2008, this number was approximately 21. This represents a 49% reduction in average monthly panhandling encounters when 2008 is compared to base year 2006.

Of further significance is the team's removal of 36 tons of litter & debris from our sidewalks and alleys in 2008 YTD for a three-year total of 106 tons. This does not count the additional tonnage removed by city of Toledo employees manually from litter cans and with their street sweepers.

Due to a rash of graffiti applications by several perpetrators, we were forced to remove 604 such displays from private and public structures in 2008. While this situation remains a deep concern, arrests made by the Toledo Police Department during late summer reduced the frequency of these criminal damaging incidents significantly.

Power washing of sidewalks continued in earnest in 2008. We have now removed years of grime and chewing gum from virtually every square foot of sidewalk within our 38-block special improvement district and have returned to deal with the many "hot spots" several times during each year.

Recognizing that downtown is becoming recognized as a destination for entertainment and leisure activities and will become more so with the opening of the new arena, DTID has expanded its Clean & Safe Team's Security Patrol hours. Ambassadors now tour our district on foot, on bicycle and in our pickup truck typically from 7:00 a.m. to 11:00 p.m. This increase in service has been very well received by our clients. Almost to a person,

they have remarked to us that it seems we are always in view to give them a sense that we are proactively “looking out” for their safety.

Direct Involvement in Crime Solving & Arrests –

As the Clean & Safe Team members move throughout the district several times each day, they sometimes encounter crimes in progress or gain knowledge about crimes which have occurred in the past. Through our excellent relationship with the Toledo Police Department, we directly assisted in helping to solve several crimes in 2008 resulting in the arrests of the perpetrators and in helping to resolve other situations at the request of TPD. Some notable examples are shown below.

<u>Date</u>	<u>Crime / Situation</u>	<u>Disposition</u>
February	Aggressive panhandler assaulted Clean & Safe Team Operations Manager, Keith Frisinger, when Keith was instructing this person that panhandling is illegal in Toledo.	Police called and perpetrator arrested.
August	Panhandler “Christopher” became very uncooperative and argumentative.	Police called and perpetrator arrested.
October	Homeless person “Mike” refused to vacate the underground concourse near COSI several times during the month.	Police called and perpetrator arrested.
2008	Several incidents with school kids fighting during their morning and afternoon trips to and from school.	Police called several times, warnings issued and arrests made.
2008	70 Skateboarder encounters	Clean & Safe Team routinely approaches skateboarders to make them aware of ordinances. Police called twice to issue citations.
2008	237 Passive Panhandling incidents 19 Aggressive Panhandling incidents	Clean & Safe Team proactively makes perpetrators aware of ordinance. Most move on. Police still called several times in 2008 to make arrests.

Direct Involvement in Repair & Maintenance of Public and Private Sector Facilities and Infrastructure –

DTID management and the members of our Clean & Safe Team regularly travel throughout the district for the express purpose of identifying public and private infrastructure which is in dangerous condition or desperately in need of repair and maintenance. This information is sent by letter or e- mail to the property owners of record to request that the necessary repairs be made as soon as possible. Some examples of this proactive service are as follows:

- Multiple cases of street light and traffic and pedestrian signal outages reported to Toledo Edison and city of Toledo personnel respectively.

- Several requests made to private property owners to repair dangerous conditions and/or better maintain their buildings, landscaping and sidewalks.
- Many telephone calls and emails sent to city officials on behalf of DTID property owners to request that city personnel resolve repair, maintenance and property issues relating to city-owned property which negatively impact our stakeholders' businesses.

Direct Involvement in Improving the Quality of Life of Our Citizens –

The members of our Clean & Safe Team materially affect the quality of life of many of the residents of our district. In fact, we include the results of this proactive outreach program in our statistics. We are pleased to report that we have received many letters of thanks and commendation from those whom we've helped which have been placed in the personnel files of our employees.

We spent significant time with 40 different people in situations which necessitated assistance from our local shelters and social services agencies. Some of these "case studies" are as follows:

<u>Date</u>	<u>Outreach Assistance</u>	<u>Results</u>
January	We came in contact with "Tony" and "Scott" sleeping on benches in Promenade Park. They were informed about shelters and locations where they could get a bed and free meals. They wanted to return home, but had no money for bus tickets.	They were referred to St. Paul's Community Center. St. Paul's staff helped them get in contact with family members who wired money to them so they could take a bus home.
February	"Karen" was observed at the Shell Station asking for food. After talking with her for a few minutes, we found out that she had been "kicked out" of her boyfriend's house.	We placed a call to the Sparrow's Nest and transported her to that shelter.
April	"Dan," a gentleman who could neither talk nor hear, was observed at the Greyhound Bus Station in need of help getting to Fremont, Ohio. He works for the Salvation Army in Chicago and was traveling home.	We contacted the local Salvation Army Center who assisted him to travel to Fremont.
2008	During the past year, we received several requests for bi-lingual translation services.	This service was ably performed by our two employees of Hispanic descent.

Promoting the Services Offered by DTID's Clean & Safe Team –

DTID printed a "program card" this summer to ensure that all of our property owners, business owners, their employees and customers are aware of the many value-added services we provide. One is enclosed with this report. It has been designed to fit nicely

in a purse or above a sun visor so that it is “always at the ready” if one needs to contact an ambassador or the DTID administrative staff.

Testimonials -

The following testimonials which recite the value our Clean & Safe Team provides to our community was taken from the Convention & Visitors Bureau’s “dotoledo.org” web site or received directly from stakeholders.

“I visited Toledo last weekend for a wedding. I was extremely impressed with the cleanliness of the downtown area. I couldn’t get over how clean the streets and sidewalks were. I live in Columbus, Indiana, an All-American City. We pride ourselves on our beautiful architecture and take great pride as well in how well our town appears to visitors. Toledo is one up on us in that regard. Congratulations for your city putting its best foot forward!”

Joseph B. Gill

“I just wanted to take a minute to drop a line to thank you all at DTID for the many services that you provide and to tell you the impact you have had on my small business. I have been operating the Sandpiper in Promenade Park at the end of Jefferson Street for 16 years. Every year we have had life jackets stolen off the boat when we are not there – 4 or 5 to 10 per year – every year – at a cost of about \$40 each - \$160 to \$400 per year! 2008!!!!!! No losses! I cannot but think that the presence of your people has been partly responsible for this happy state of affairs. And I cannot thank you enough!

Have a Happy New Year! And thanks again!”

Mary Dalby

“I just wanted to send a note to let you know how thankful I am that your “ambassadors” were on duty last night, January 13, 2009. My car wouldn’t start after work around 5 pm. The parking garage where I park at Jefferson and Erie did not have a set of jumper cables on hand. The garage attendant suggested I check with your men, who were fortunately in their truck on Ontario near the parking garage exit. Not only did they quickly get my car started with their jumper cables, but they were very friendly and polite. Until yesterday, I had only seen the “team” of workers around the downtown area, but was not aware of their purpose. I now know and appreciate why they are present in the downtown district. Thank you for providing such a valuable service.”

Julie Cousino

In summary, downtown Toledo is now certainly cleaner and is perceived by many to be a good deal safer due to the great work of DTID’s Clean & Safe Team!

Administration, Marketing, Special Event and Economic Development Activities

Direct Involvement in Improving the Vitality, Competitiveness and Culture of Downtown Toledo –

The board and management of DTID actively seek to improve the business climate and culture of downtown Toledo by promoting, producing and operating many programs, activities and some special events. We also serve as a resource for many other downtown organizations in our joint effort to revitalize downtown Toledo. Some examples are as follows:

- Many meetings have been held with new downtown property owners to make sure that they have been exposed to DTID's mission, goals and objectives. They now have direct contact information for the executive director so that they can share information regarding criminal activity or to offer suggestions, comments and concerns to him and the board.
- The executive director and chairman have continued to work closely with the UpTown Association to assist them to implement a creative plan to clean up and better market their neighborhood.
- In 2007, the executive director and DTID's vice-chairman collaborated with the Lucas County Sheriff's Department to get more LCSD personnel deployed in the UpTown area to help reduce incidents of panhandling, loitering and criminal damaging near several Lucas County-owned facilities. That initiative continues to provide benefits to the residents and businesses in this greater downtown neighborhood.
- DTID organized and promoted the Lunch at Levis Square Concert Series again in 2008 to give downtown office and arena construction workers an opportunity to enjoy great music during their lunch hour. These functions were attended by an average of 172 happy folks on 14 consecutive Thursdays from May 29th through August 28th.
- With the demise of CitiFest, the executive director consulted with the city and several private sector entities to assist them to plan several special events in our downtown.
- We printed a "Lucas County Downtown Arena Workers' Goods & Services Booklet" this spring. We felt that the hundreds of workers on the arena site would appreciate having one source of information about the goods and services offered by our local businesses. We have heard that they do patronize these establishments on a regular basis which was, of course, our intent.
- During a meeting with representatives of Northwest's Ohio three largest commercial realty firms in 2006, a major complaint expressed was that

the city's temporary $\frac{3}{4}\%$ income tax remains a big disincentive to entrepreneurs wishing to locate within the city of Toledo.

DTID presented a proposal to the mayor to use a portion of a firm's total payroll income tax revenues to the city to fund a grant to that firm of up to 40% of the growth of these revenues for each year in which the firm experiences growth above agreed upon benchmarks.

The Toledo Expansion Incentive Program (TEI) is now in place to provide a real incentive to investors who are contemplating locating or expanding their businesses in Toledo and, particularly, in downtown. The use of this incentive played a large role in the city being able to retain HCR Manor Care Corporation in downtown and is expected to be used for this purpose equally effectively many times in the future.

- The executive director met with several prospects, developers and owners of major downtown structures in the effort to determine how DTID could assist them to locate their businesses in downtown or to entice other prospects to relocate to downtown.
- The executive director serves on the county's Arena Partners Committee to give the arena design and construction teams input and feedback regarding design, logistical and neighborhood matters related to the construction of this wonderful new facility.
- DTID's Clean & Safe Team Manager, Keith Frisinger, was appointed to the Toledo-Lucas County Homelessness Board of Directors. He is also the Co-Chairman of the Homeless Prevention Committee. DTID truly believes that helping folks to improve their "station in life" will also translate into a downtown which is safer for pedestrians.
- DTID's Clean & Safe Team continued to offer its Emergency Vehicle Assistance Program whereby downtown stakeholders who cannot start their cars or have flat tires may receive "battery jumps," tire inflation or spare tire changing services performed by our ambassadors. Fifteen individuals took advantage of this service in 2008 which allowed them to quickly and safely "get on their way home."
- In 2007, the executive director convened a meeting of the principal stakeholders served by the overhead and underground concourse to try to resolve many ongoing problems such as poor maintenance and repair, perceived security issues and inadequate way-finding signage. These meetings continued throughout 2008 with many of these problems having been resolved so that this asset is becoming a more viable pedestrian transportation option.
- With the support of the city of Toledo's Transportation Division, DTID and others are converting all the streets in downtown back to two-way traffic with the exception of Erie and 11th Streets inbound and Michigan

and 14th Streets outbound. This should slow traffic to improve safety and retail sales and make navigating throughout downtown much easier.

- The chairman, treasurer and executive director attended the state's day-long "Revitalizing Ohio's Core Communities" conference in Columbus in September. Over 1,200 community leaders attended this gathering which was facilitated by the Brookings Institution.

One of the key recommendations shared during this conference was that revitalizing our downtowns should be a central focus of the state's economic development efforts which, when accomplished, should fuel all of Ohio's resurgence. Obviously, hearing this was good news to the "downtown Toledo contingent."

- The executive director has facilitated many meetings among TARTA, Toledo Police, other city administrators and the managers of the Riverfront Apartments to creatively address problems related to unruly high school and charter school students who have used TARTA's Promenade Station near the corner of Jefferson Avenue and N. Summit Street for many years.

Since TARTA has now closed this station to students and moved them to Four SeaGate Station, the incidents of fighting, intimidation of other passengers, littering, graffiti application and other unacceptable behavior perpetrated by students at this stop has been reduced.

- The boards and management of DTID, Downtown Toledo Parking Authority, CitiFest (still viable at that time) and the Toledo Design Center collaborated in the creation of the Greater Downtown Business Partnership in early 2007. GDBP's mission is "to promote good communication among, coordinate the common interests of, and serve as a unified voice for the private business community in matters which affect greater downtown."

Pursuant to its mission to be the "spokespersons" for the greater downtown business community, GDBP was approached by the Lucas County Commissioners to facilitate an effort to help coordinate private redevelopment around its new downtown arena. Since the county is making a \$105 Million investment in downtown Toledo, we believe that the community has a one-time opportunity to leverage redevelopment in an approximate one to two-block radius of this new facility. This concept has become known as the "Arena Neighborhood Development Initiative" (ANDI.)

GDBP has accepted this challenge and has created a conceptual vision which is intended to spawn the creation of a mutually-beneficial, coordinated and sustainable redevelopment plan for the area surrounding the arena. It is our belief that the "urban trifecta" created by the confluence of the new arena, Fifth Third Field and SeaGate

Convention Centre will allow us to begin to create a year 'round destination for entertainment, cultural and leisure activities in downtown Toledo.

GDBP has introduced the ANDI "vision concept" to the commissioners, the city and many other key downtown stakeholders, all of whom have enthusiastically endorsed it. These leaders have requested that additional meetings should occur to create a development plan which is supported by the entire neighborhood before it is "rolled-out" to the community at large. This process will continue in 2009 with the goal that the creation of the ANDI private-sector redevelopment plan keeps pace with the construction of the arena itself.

- DTID, the city of Toledo, Toledo Edison, the Whitehouse Christmas Tree Farm and many property owners within the district again teamed-up to turn downtown into a "holiday wonderland" by decorating Levis Square and many street light poles, and by placing festive holiday displays on private and public property throughout downtown.

To reward businesses for their efforts in this regard, DTID sponsored its annual Holiday Decorating Contest and awarded prizes donated by local business owners for the top three displays in each of the small, medium and large building categories.

2008 YTD Financial Performance and 2009 Budget

Two financial statements are enclosed with this report. The first is the 2008 audited financial statements. The second is the 2008 year-end actual versus the 2009 revised budget. Your perusal of both will support the following information. On the "revenue side," we fell short of our expectations in "District Assessments" in 2008 from a cash perspective primarily because we did not receive some \$92K in assessments from one of our larger property owners for years 2007 and 2008. We set up an accounts receivable for this amount in 2008 and will receive this past due amount in 2009. Therefore, we actually exceeded our 2008 budgeted revenues on an accrual basis when we "factor-in" this \$92K accounts receivable.

Also on the "revenue side," our "Interest Earnings" fell far short of budget as I am sure yours did because of the economic challenges we faced as a nation. We have lowered our expectations in this regard in our 2009 budget.

On the "expense side," we expended roughly \$3K more in "Computer Expense" than budgeted to pay the balance due for the design of our new website. While it remains a "work in process," our website is now online at www.downtowntoledoimprovementdistrict.com.

We passed-through to GDBP \$25K of the \$50K granted to us by Lucas County in 2007 under "Recruitment & Retention" as seed money to assist GDBP to undertake the Arena Neighborhood Development Initiative plus another \$3,000 to support its ongoing efforts to create programs to better market downtown.

In summary, we experienced an operating surplus of approximately \$39,000 in 2008 on an accrual basis. This gives us a three-year total positive carry-forward of approximately \$174,215 to be used to expand the hours, duties and visibility of our Clean & Safe Team and to enhance our and GDBP's efforts to better market downtown Toledo.

Enclosed as well is a 2009 Revised Budget (2008 Final YE to 2009 Approved Budget Comparison-Revised) showing sources and uses of all funds anticipated to be collected and expended over the course of 2009. As always, we continue to budget our revenues conservatively in that we anticipate that we will only collect 95% of our "District Assessments." Further, we are again not counting on any city and county financial support in 2009.

You will also note that we anticipate having an operating deficit at year-end 2009 which we will address by using a portion of our overall operating surplus from years 2006 through 2008.

Thank you. With your continued support, DTID expects to provide another excellent year of cost-effective services to the property owners and other stakeholders within our 38-block special improvement district.

Contact Information

Thomas S. Crothers, Executive Director
Beth Frisinger, Administrative Assistant
Phone: 419-249-5494
Fax: 419-249-5289
300 Madison Avenue
Suite 1510
Toledo, Ohio 43604

Tom Crothers
tomcrothers@dtid.com

Beth Frisinger
bethfrisinger@dtid.com

Block by Block (Clean & Safe Team)
Keith Frisinger, Operations Manager
Phone: 419-254-0770
Fax: 419-254-0770
Cell: 419-467-9392
332 N. Michigan Street
Toledo, Ohio 43604

Keith Frisinger
kfrisinger@block-by-block.com

Clean & Safe Team On-Street Services:
Cell: (419) 467-9451

