

## **UpTown – The Positives**

- Enthusiasm of the people
- Number of available properties & buildings = opportunities
- Location of governmental services
- Main Library
- Diversity of Businesses and Institutions
- Size
- Access to transportation (expressways, street grids, bus routes, etc.)
- Artists and creative people
- History
- Architecture
- Preservation of buildings
- Arts and Entertainment District designation
- Proximity to downtown
- Toledo School for the Arts
- Large employers
- Mercy College
- Housing availability for students
- Proximity to Art Museum and the Old West End
- Proximity to Fifth Third Field and possible new arena site
- Free parking
- Adams Street food and drink venues
- Banking services
- Seagate grocery and Rite Aid on Cherry
- State store on Bancroft

## **UpTown – The Concerns**

- Security
- Homeless
- Neighborhood perception
- Soliciting / Prostitution
- Vacant buildings
- Lack of volunteerism
- Too many ideas – not enough follow-through
- Self-serving issues – not enough bigger picture vision
- Lack of a development plan
- Lack of execution
- Lack of identity
- Major players not participating in improving the community
- Government not recognizing efforts
- No follow through on design / commitments
- Number of social service agencies
- Lack of cohesiveness
- Fragmented approach
- Lack of staff that can devote time to following through
- Lack of funding / income
- Lack of consistent communications
- Need to have more press and media attention
- Need to meet regularly with constituents
- More frequent UpTown Association meetings
- Absentee ownership – not addressing nuisance, snow removal, etc.
- How to focus activities without alienating other parts of the district

## **UpTown – The Opportunities**

- Be more politically involved
- Make annual meeting more of a meet and greet – business marketing opportunity
- Quarterly networking get-together
- Have Dave update data base
- Call businesses to invite to meetings
- Create identity – lots of opportunity to “invent” UpTown
- Live / Work / Create Toledo
- Create an “atmosphere” – what can that mean to business owners? – what has happened in other cities when focusing on the arts?
- Mural - entranceways – branding
- Banner project – needs staffing
- UpTown logo – for everyone’s doors
- Publicize Reed Studios
- Seek more federal dollars
- State urban development program
- State historic tax credits
- Greater Downtown Business Partnership
- Form partnership for security
- One Day business opportunities seminar
- Planters on Adams - develop a plan
- Finish the development planning process
- Work with homeless shelters / schools to address issues, sexual predators, defecation
- Improved lighting
- Complete the two-way streets
- Board and committee restructuring

## **UpTown – One Year Priorities**

### **Branding:**

- Brochures Brent
- Static cling logos Brent
- Web site Dave
- Email “e-newsletter”
- Promotional brochure Brent

### **Murals:**

Ken

- Fund Raising
- Restructure committee
- Exhibit sample panels
- Site preparation

### **Beautification project:**

Marty

- Flower planters
- Neighborhood clean-ups

### **Lighting:**

Doug and Ken

- Identify location of lights that are out

### **Plan:**

Kathleen

- Develop development plan
- Organizational plan

### **Security:**

Marty and Kathleen

- Convene partners
- Identify solutions