



# UpTown Association

Annual Meeting  
Manhattan's Restaurant  
February 24, 2009

*Keynote Speaker: Jonathan Augustine, President, AZG Research*

## CHEERLEADERS WITH A MISSION



THE BLADE/ANDY MORRISON

Toledo lawyer J.P. Smith and UpTown's new executive director, Julie Champa, are eager to tout the attractions of the district between the Old West End and downtown Toledo.

# UpTown thirsts to market the area as a 'destination'

**By JC REINDL**  
BLADE STAFF WRITER

J.P. Smith has been president of the UpTown Association for eight years, but the former Toledo police officer has been walking the beat since the late 1970s.

"For six years, the UpTown

**'It's a matter of changing perception and creating an atmosphere where people can really feel they can be comfortable and come down here.'**

Tim Willford, Ottawa Tavern manager



# UpTown Association

Strategic Planning Session Results  
Mercy College  
January 30, 2009

# Environmental Assessment (Consensus Rank Order of Importance)

1. Funding
2. Perception
3. Membership
4. Homeless
5. Government Funding & Support



# Funding

- ▶ Funding
- ▶ \$\$\$
- ▶ Replacement for NIP
- ▶ Fund Raising for UpTown
- ▶ Lack of Funding
- ▶ Lack of Businesses
- ▶ Unfinished Projects & Unfulfilled Promises



# Perceptions

- ▶ Negative Perception
- ▶ Perception of Crime etc.
- ▶ Public Perception
- ▶ Perception of Safety
- ▶ Educate Public
- ▶ Quality of Life Crime (No enforcement)
- ▶ Lack of Visibility
- ▶ Parking
- ▶ Beautification
- ▶ Shape of District Buildings



# Membership

- ▶ Membership
- ▶ Energy
- ▶ Stagnant Membership or Lack of Interest
- ▶ None of us can do UpTown full time
- ▶ Lack of Involvement by UpTown Constituency
- ▶ Lack of Extra Time for Entrepreneurial Board Members



# Homeless

- ▶ Homeless
- ▶ Visibility of Homeless
- ▶ Large Social Service Population
- ▶ Pan Handling
- ▶ Cherry Street Mission Expansion (They are doing well)
- ▶ High Resident Turnover Rate (No roots)
- ▶ Lack of Residential Development



# City Funding

- ▶ Lack of City Funding and Attention
- ▶ Lack of Access to Capital (1301 Project)
- ▶ Government Support
- ▶ Toledo Economy
- ▶ Service Delivery



# How to Address Funding (Consensus Rank Order of Importance)

1. Grants and Sponsorships
2. Membership
3. Community Collaboration
4. Events and Sponsorships
5. Development



# Grants & Funding

- ▶ Grants
- ▶ Grants
- ▶ Grants
- ▶ Grants
- ▶ CDC Funding & Private Donations
- ▶ Actively Go After \$50,000 CBDG dollars
- ▶ NIP CDBG Funds
- ▶ Fund Raisers (Lottery Tickets)
- ▶ Web Site



# Membership

- ▶ Membership
- ▶ Increased Membership
- ▶ Membership Fees
- ▶ Increased Membership & Raising Fees & Increasing Services
- ▶ Adjust Membership Fees
- ▶ Offer Benefits to Members to Encourage Joining
- ▶ (Limited Market & Very Limited <\$5,000 potential)



# Community Collaboration

- ▶ Joint Programming with Other Organizations
- ▶ Advanced Cooperation Between Groups (i.e. V.O.A.)
- ▶ Partner with Green Groups



# Grants and Sponsorships

- ▶ Special Events
- ▶ Sponsor Events
- ▶ Corporate Sponsorships
- ▶ Get Larger UpTown Businesses to be Key Donors
- ▶ Government Funds
- ▶ Land Surcharge Projects (i.e. SID)



# Development

- ▶ Prepare Shovel Ready Land Sites
- ▶ Conceptualize Residential Projects



# Change Perceptions (Consensus Rank Order of Importance)

1. Media Relations
2. Collaborative Efforts
3. Programs & Services
4. District Activities



# Media Relations

- ▶ Sympathetic Media
- ▶ Free Ink (Newspapers)
- ▶ Media Celebration
- ▶ Public Relations (Good News Stories)
- ▶ Need Releases to Media



# Collaborative Efforts

- ▶ Meet with Cherry Street Ministries & St Paul's about solutions
- ▶ Meet with Social Service Agencies as Collective Organizations
- ▶ Partner with Social Service Organizations (Work Together on Public Relations)
- ▶ Partner with UpTown Schools and Parents
- ▶ Meet with Residents of Neighborhood
- ▶ Government Meetings



# Programs & Services

- ▶ Start Donation Program (Land, Flowers, etc., Collaboration with G/H's)
- ▶ Greenery
- ▶ Murals
- ▶ Go Door to Door: Talk about Façade & Painting Programs
- ▶ Create & Publish Standards
- ▶ Panhandling Education
- ▶ Ambassador Program
- ▶ Clean and Safe Programs



# District Activities

- ▶ Block Party
- ▶ Adams Street
- ▶ Public Relations Publicity of UpTown Businesses and Happenings
- ▶ Focus of Theatre & Arts
- ▶ Create Impression of Energetic Environment
- ▶ Arts & Entertainment District
- ▶ (Requires \$ and or Sponsorships)





# UpTown Association

2009 Tactics Session Results  
Mercy College  
February 20, 2009

# Funding Tactics 2009

1. Cover Directors Salary. \$30k.
2. Establish Fund Raising Goal of \$50k.
3. Stimulus Dollars. \$?.
  - Identify Stimulus Package Opportunities.
4. Itemized Budget.
5. Monthly Financials.
6. Record In-Kind Donations.
7. Submit Community Development Block Grant Application, Spring, 2009.  
\$50k.



# Funding Tactics 2009

8. Regular Events With Village on Adams for Fund Raising. \$1.5k/event.
9. Casino Trips with 50/50 Raffles. \$2k/event.
10. Hi Dollar Raffles. \$13k Net/raffle.
11. Block Party. \$6k/event.
12. UT/OSU Game Bus Trip. \$2k/event.
13. Annual Calendar, Pick A Number. \$19k.
14. User Fees. \$1k.
15. Street Banner Program. \$5k.
16. Cookie Dough Sale. \$1k.



# Perception Tactics 2009

1. Surveys from Membership.
2. Quantify Uptown Facts.
  - Number of Residents & Businesses.
3. Educated During Fund Raising Events.
4. Public Relations. Work with City Paper on Spotlighting UpTown.
5. Public Service Announcements.
6. Continue Spring Clean-up.
  - Adopt A Block Program.
7. Mixers Highlighting UpTown Businesses.



# Perception Tactics 2009

8. Paint Program.
9. Plant Flower Program.
10. Newsletters by Email.
11. Directional Signage.
12. Panhandler Card Program.



# Membership Tactics 2009

1. Greatly Increase Communication.
2. Demonstrate Value.
3. Executive Director Efforts.
4. Distinguish Hopes from Promises.
  - Deliver on Promises.
5. Lobby Efforts to Raze Buildings & Eye Sores.
6. Partnership with Developer to Renovate 1301 Adams.
7. “Sell” Memberships more Aggressively.



# Membership Tactics 2009

8. Expand UpTown Committees with non-board members.
9. Get Employees of UpTown Businesses Involved.



# Homeless Tactics 2009

1. Communicate with Members on how they can help homeless.
2. Educating Membership.
3. Communicate Accomplishments.
  - Plans for Cherry Street Mission.
4. Meet & Discuss Problems & Opportunities with all Social Service Agencies.
5. Ask Toledo Public Library for Assistance.
6. Increased Police Presence in UpTown.



# Collaborative Tactics 2009

1. School Resources.
  - 11 Schools in UpTown area.
2. Mercy College.
3. Owens Community College.
4. Establish Block Watch Program.



# Development Tactics 2009

1. Establish Board Committees for Oversight.
2. Identify Potential Development Companies.
3. Meet with Commercial Brokers.
4. Actively Seek Developers.
5. Conceptualize Commercial Use for Abandon Properties.
6. Toledo 20/20 Plan Inclusion of UpTown.
7. Publish List of Vacancies.
8. Identify Land Available From City Land Bank Program.



# Development Tactics 2009

9. Property Donation & Short Sales.
10. Facilitate For Profit Development.
11. Unused Commercial Properties.
12. Create Dirty Dozen List.



# Next Steps

- ▶ Get Additional Public Input through Survey.
- ▶ Finalize 2009 Strategic Plan.
- ▶ Get Board Approval of Identified Consensus Priorities & 2009 Strategic Plan.
- ▶ Additional Planning Session to Refine UpTown Mission Statement.
- ▶ Additional Planning Session to Develop Brand Positioning Statement which will be used in all UpTown Communications Efforts.



# UpTown Planning Session Services

- ▶ Donated as a public service by AZG Research a independent market consulting and research firm.

