

FREE
Concert Series
every Friday night
at Promenade
Park!

May 30th – August 29th



Economic Development based Activation Efforts

Big Picture Goals:

1. Promote Living Downtown Toledo
2. Fill the Bars, Restaurants and Retail businesses with customers
3. Fill downtown Toledo buildings with tenants



Local programming = more local economic impact

Local bands + local media + local businesses

- Financial investment in local bands, sound, stage and other vendors keeps the economic impact local
- Partnering with local media and local businesses to cross promote activation efforts creates a measurable return on investment
- Collaborating with downtown organizations like the Metroparks, Mud Hens, Huntington Center, Destination Toledo and more exponentially amplifies all efforts to promote downtown living, working and visiting.



Event cross promotion is critical for attendance!

Social Media, Radio, Digital Ads and PR

- Cross promotion of events downtown is already happening with the Downtown Toledo and Destination Toledo social pages and more – that will continue and will include Party in the Park.
- Event targeted social media content and paid digital ads will enhance the attendance and awareness of the activation efforts, benefiting all businesses and organizations downtown.
- By adding some exciting “extras” to the concerts like confetti, glow night, Hot Air Balloon Glow and the Drone Show, we will also enhance the perception of safety, fun and family friendly events downtown.





CONCERT SCHEDULE

Friday, May 30th - **Zack Attack Band** opener: Trip-lettes

Friday, June 6th - **Beef Carvers** opener: The 25s

Friday, June 13th - **The Grape Smugglers & Hot Air Balloon Glow** (8-10p) Opener: Miser Vossen

Friday, June 20th - **Distant Cousinz** (Juneteenth Celebration) opener: Wall Music

Friday, June 27th - **North of Nashville** opener: J.T. Hayden

*Friday, July 4th – **City of Toledo Fireworks**

Friday, July 11th - **Arctic Clam** Opener: Nikki D and the Sisters of Thunder

Friday, July 18th - **The Day Drinkers** opener: Funk Factory

Friday, July 25th - **The Skittlebots** (Christmas in July) opener: Daisy Chain

*Friday, August 1 - Jeep Fest Activities

Friday, August 8th - **Greggie and the Jets** - Elton John Tribute Band opener: Venyx

*Friday, August 15th - Toledo Pride Activities

*Friday, August 22nd – 90's R&B Jam – **Dj Lyte N Rod; Wall Music and Friends** Hosted by Big Trice

Friday, August 29th - **The Ultimate Garth Brooks Tribute Band & Drone Show** Opener: Ashley Martin Band (8-10p + Drone show at 10p) – Thank You Toledo Appreciation Show!

*supported, but not programmed by ConneCToledo.

