

TOLEDO DESIGN COLLECTIVE PRESENTS

# park (ing) day

SATURDAY  
SEPT. 20



Toledo Design Collective  
URBAN PLANNING & DESIGN



ConnectToledo  
DOWNTOWN DEVELOPMENT CORPORATION



## 2024 PARK(ing) Day Sponsors



Paved Paradise



Meter Readers



Parking Attendant



ConnectToledo

DOWNTOWN  
DEVELOPMENT  
CORPORATION



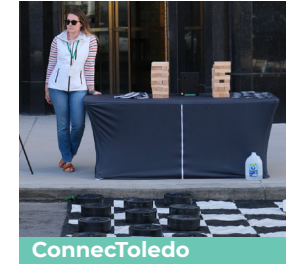
Commercial Parking



## 2024 PARK(ing) Day Participants



City of Toledo



ConnectToledo



Maumee Valley Habitat for  
Humanity / ReStore



I-475 Neighbors Coalition



Toledo Lucas County  
Public Library



Madhouse



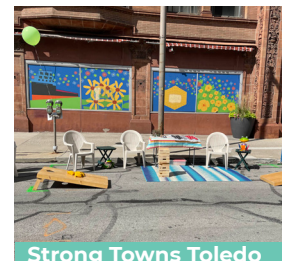
MADE



Mannik & Smith Group



Metroparks Toledo /  
EDGE



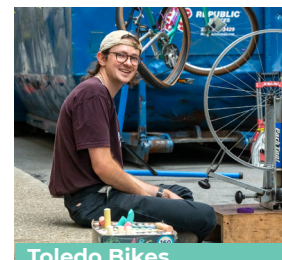
Strong Towns Toledo



TARTA



The Collaborative



Toledo Bikes



Toledo GROWS



Toledo Tango Club



2024 jury members

## 2024 PARK(ing) Day Statistics







## Why PARK(ing) Day?

Recent studies have shown **nearly half of on and off street parking goes unused during a weekday afternoon.**

This raises the question: **What are other ways that we can use these underused spaces?**

Reflecting on Toledo's vibrant past, before the decline of manufacturing and urban renewal, our downtown was alive with streetcars, department stores, theaters and more. **We can we reclaim and transform underused spaces to revive that dynamic atmosphere.**

During PARK(ing) Day, we transform parking spaces into vibrant hubs of activity, showcasing the diversity and energy of city life. This event is part of a global movement advocating for safer, greener, and more equitable streets. Come explore, engage, and be inspired by the possibilities of urban design!



2024 TDC PARK(ing) Day installation

For more information or any questions, please contact Jesse Heider-Ayling at [Jheider@toledodesigncollective.org](mailto:Jheider@toledodesigncollective.org).

## PARK(ing) Day Sponsorship Levels

### \$10,000 PAVED PARADISE

- Presenting sponsor
- Logo on flyer
- Logo on poster
- Social media promotion
- Mention in Press Release
- 1 spot on our Judge's panel
- Reserved parklet space and sign for recognition
- 10 tickets to our 2025 Annual Reception
- 10 tickets to the Parking Day Preview Party

### \$7,500 PLATINUM PARKING

- Logo on flyer
- Logo on poster
- Social media promotion
- Mention in Press Release
- 1 spot on our Judge's panel
- Reserved parklet space and sign for recognition
- 8 tickets to our 2025 Annual Reception
- 8 tickets to the Parking Day Preview Party

### \$5,000 PARKING ATTENDANT

- Logo on flyer
- Logo on poster
- Social media promotion
- 6 tickets to our 2025 Annual Reception
- 6 tickets to the Parking Day Preview Party

### \$2,500 METER READER

- Logo on flyer
- Logo on poster
- 4 tickets to our 2025 Annual Reception
- 4 tickets to the Parking Day Preview Party

### \$500 COMMERCIAL PARKING

- Designated parklet
- 2 tickets to our 2025 Annual Reception
- 2 tickets to the Parking Day Preview Party

PARK(ing) Day is focused on creating spaces for people with fun activities or interactive spaces. Whether your parklet contains games, yoga, greenery, or a safe comfortable space to relax.

Please keep in mind to attempt to have a barrier in the parklet. Examples are planters, cones, mesh fencing, metal barrier, orange safety fence, and panels.

Rules for the event:

#### **No commercial or advertising.**

parklets cannot look like a tradeshow booth or have logos plastered everywhere.

#### **No overflow.**

You will have a designated amount of space. Please, ensure that your activities and items do not overflow outside of the perimeters.

#### **Parklets cannot be left unattended.**

Please ensure that you have your space staffed at all times by at least one party. If you need a volunteer to watch over your space, please let us know ahead of time.

#### **No prohibited items.**

Prohibited items include banners, balloons, flashing lights, canopies



# PARK(ing) Day Form

Organization/Business

Address of Organization/Business

Phone Number

Email

Contact Name

Contact Email

Second Contact

Second Contact Email

Design Concept

8ft.

20ft.

List all materials you will be using for your parklet

Signature

Date



**GET INVLOVED!**

## Participate

Want to design a parklet? whether you're an artist, business, organization, or community organizer, we welcome you to participate in PARK(ing) Day!

**Register here!**



## Volunteer

Want to lend a helping hand to make this event a success? We'll have plenty of volunteer opportunities available on Sept. 20!

**Sign up today!**



## Learn More

What is Parking Day? Learn more about the global movement and activism.

**Scan to see partnership opportunities**



**We look  
forward to  
seeing you on  
PARK(ing) Day!**



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