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MIDSTORY PARTNERS WITH TOLEDO DESIGN COLLECTIVE ON ONGOING GARFIELD NEIGHBORHOOD COMMUNITY PLAN

Midstory is pleased to announce a collaboration with the Toledo Design Collective, East Toledo Family Center and One Voice for East Toledo on a community plan for the Garfield neighborhood in East Toledo, specifically for the creation of authentic multimedia with a view toward the long-term development of the Garfield/East Toledo region.

TOLEDO, OHIO (March 8, 2021) – Beginning in August of 2020, Midstory has partnered with the Toledo Design Collective (TDC) on the Garfield Community Plan. Funding provided by the TDC supports Midstory’s role as a storytelling media partner in a yearlong planning and engagement effort to envision future development in the Garfield neighborhood of East Toledo. Collaborating with multiple area stakeholders, including East Toledo institutions, businesses and residents, Midstory is producing a five-part video series that captures the ambition, voices and perspectives of the planning effort, featuring historical, contextual and timely calls-to-action with a view to support the development of the area in a long-term capacity. Anticipated release is throughout the spring/summer of 2021 across digital platforms (@midstory, @garfieldguides).

The media series aims to broadcast the planning effort toward increased community engagement & education, including setting the scene for new contextual forces on the riverfront that compel the Garfield planning efforts within the community and among existing residents. The neighborhood is uniquely positioned alongside the incoming Metropark and the ongoing Marina Lofts development to experience transformational changes and renewed investment. Midstory brings an on-the-ground, educational voice that tells a balanced narrative within the multiplicity of moving pieces and interests, which is driven by its belief and mission in multimedia storytelling and interdisciplinary research to build momentum and value in our region, and especially in East Toledo neighborhoods like Garfield.

About Midstory: Midstory is a 501(c)(3) non-profit thinkhub that progresses the narrative of the Midwest by incubating bright, diverse and interdisciplinary thinkers to exchange ideas and envision the future of our region through multimedia storytelling and solutions-oriented research. As an educational media organization, we inform, interpret and inspire in and for the Midwest and believe that our region’s challenges can be our greatest asset to drive renewed interest and human capital into post-industrial cities. Learn more at www.midstory.org.



Toledo Design Collective
URBAN PLANNING & DESIGN

About the Toledo Design Collective: The Toledo Design Collective is a non-profit planning and design organization that works on neighborhood master plans in some of the most distressed neighborhoods in Toledo. They operate under the belief that “strategic and thoughtful urban planning and design has the power to reshape individual lives, neighborhoods, and the greater city of Toledo. Great design should be a right of everyone, not a privilege of few. The staff and volunteer-based team partners with community groups, neighborhood organizations, and the City of Toledo to advocate for urban planning and careful design.”

Other partners:

