

Ohio Success: ProMedica Case Study

ProMedica Revitalizes Toledo's Downtown Riverfront

What used to be an abandoned, century-old steam plant in downtown Toledo is now a state-of-the-art office space for ProMedica, a nonprofit health care organization serving northwest Ohio and southeast Michigan. In August 2017, nearly two years after announcing a major consolidation and revitalization project, ProMedica began moving nearly 1,000 employees into its new headquarters on Toledo's downtown riverfront.

COMPANY PROFILE

Established in 1986, ProMedica is a 13-hospital system based in Toledo with an expansive network that includes more than 2,300 physicians and 17,000 employees. With 332 sites treating 4.7 million patients annually, ProMedica offers a full range of diagnostic, medical and surgical specialties in areas such as emergency medicine and trauma, behavioral health, heart and vascular care, oncology, orthopedics, neurology, and women and children's services.

BUSINESS NEED

With 17 administrative offices spread throughout the region, ProMedica began looking for ways to consolidate all of its offices into one central location. Hospital executives wanted to maximize efficiencies for their operations while also providing a positive work environment for their employees. The search focused on both Ohio and Michigan, where ProMedica hospitals and health care sites are based.

OHIO SOLUTIONS

In keeping with the company mission of serving its community, ProMedica recognized a unique opportunity to transform Toledo's downtown while also meeting its corporate objectives. ProMedica committed \$60 million to revitalize an abandoned steam plant, constructed in 1896, to renovate a former KeyBank building and to reinvigorate Promenade Park along the riverfront.

JobsOhio, Regional Growth Partnership (RGP), the City of Toledo and the Toledo-Lucas County Port Authority collaborated to secure federal, state and local support in the forms of tax credits and low-interest loans and grants to support historic preservation, new development and job creation. ProMedica has also committed to maximize future opportunities for local companies that will spur additional economic development.

"Our move to downtown will help ProMedica be more connected, efficient and effective as an organization," says ProMedica President and CEO Randy Oostra. "At the same time, we hope to serve as a catalyst in the ongoing revitalization of downtown Toledo."

According to RGP, many credit ProMedica's decision to move its corporate headquarters downtown as a major catalyst for further development. A conservative analysis recently estimated that approximately \$337 million has been invested in downtown Toledo in just the past couple of years.

PROJECT STATS

- **Location:** Toledo
- **Total capital investment:** \$60 million
- **Jobs retained:** 900+
- **Collaborators:** JobsOhio, City of Toledo, Regional Growth Partnership and Toledo-Lucas County Port Authority

"As an anchor institution, we have a responsibility to reinvest in our communities and we're happy to play a role in the revitalization of downtown Toledo. Additionally, the new ProMedica Headquarters has transformed our workplace culture. Our administrative employees – the employees that support our caregivers – are more efficient and the open office environment has been great for team building."

Randy Oostra,
president and CEO

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