



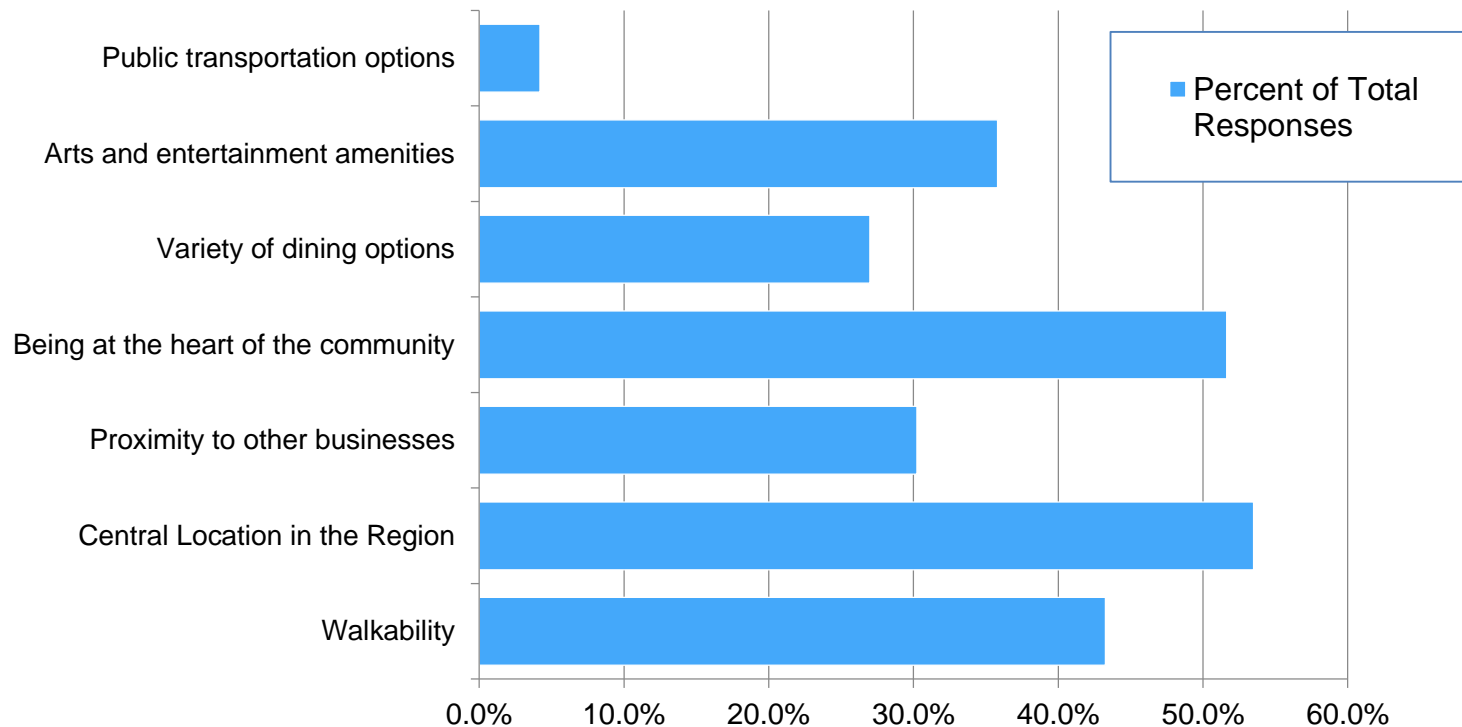
DOWNTOWN DAYTON
PARTNERSHIP

ANNUAL BUSINESS SURVEY RESULTS



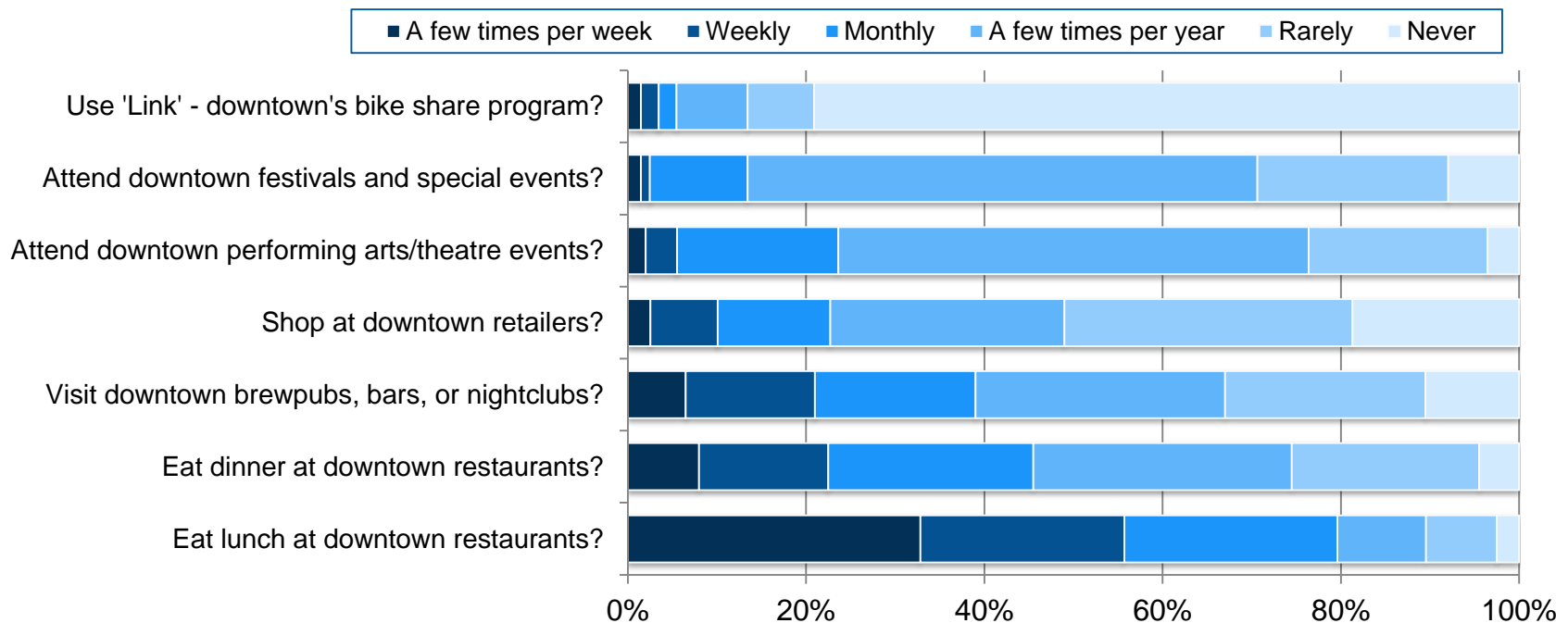
ANNUAL BUSINESS SURVEY RESULTS

What do you like best about doing business downtown? (pick top one or two)



ANNUAL BUSINESS SURVEY RESULTS

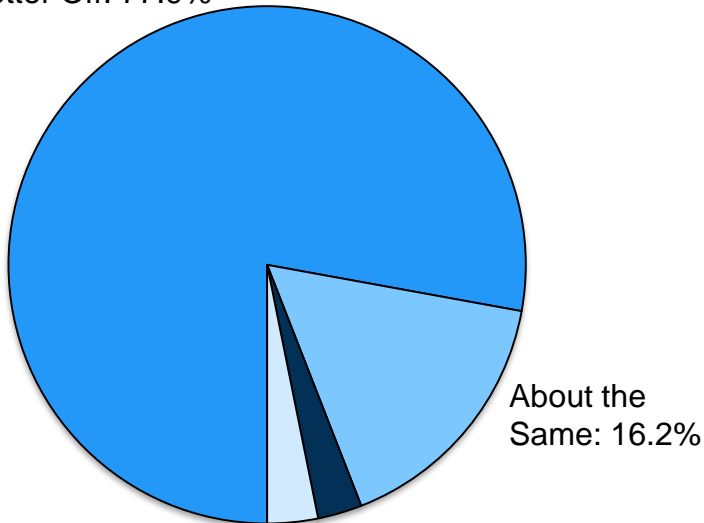
How frequently do you personally... ?



ANNUAL BUSINESS SURVEY RESULTS

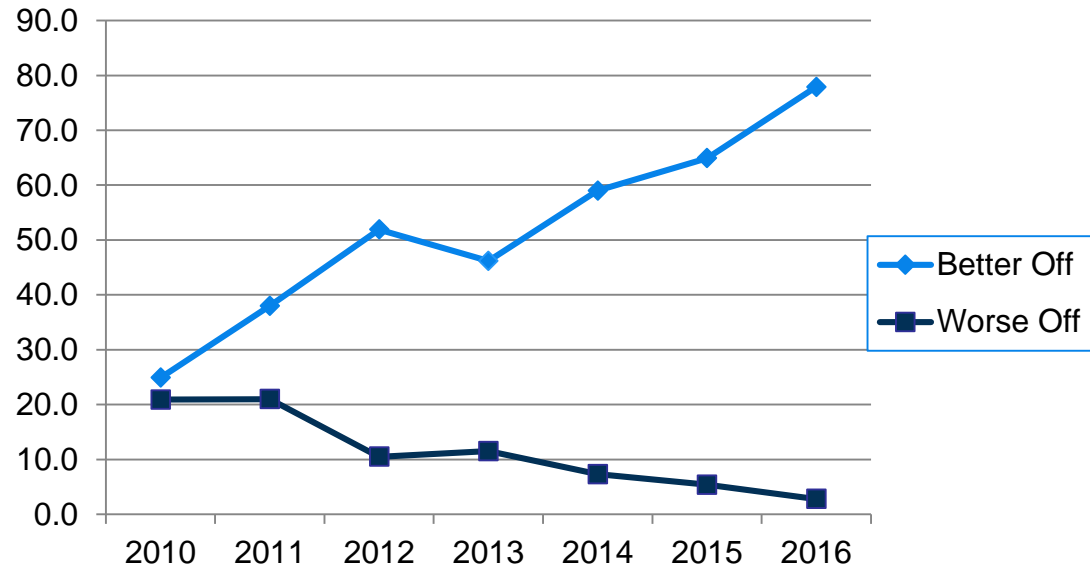
**Compared to three
years ago,
do you feel
downtown Dayton is:**

Better Off: 77.9%



Worse Off: 2.8%

Don't Know: 3.2%



	Better Off	About the Same	Worse Off	Don't Know
2016	77.9%	16.2%	2.8%	3.2%
2015	64.9%	24.7%	5.4%	5.0%
2014	59.0%	30.9%	7.3%	2.8%
2013	46.2%	36.2%	11.5%	6.1%
2012	51.9%	32.1%	10.5%	5.5%
2011	38.0%	35.3%	21.0%	5.7%
2010	24.9%	47.4%	20.9%	6.8%



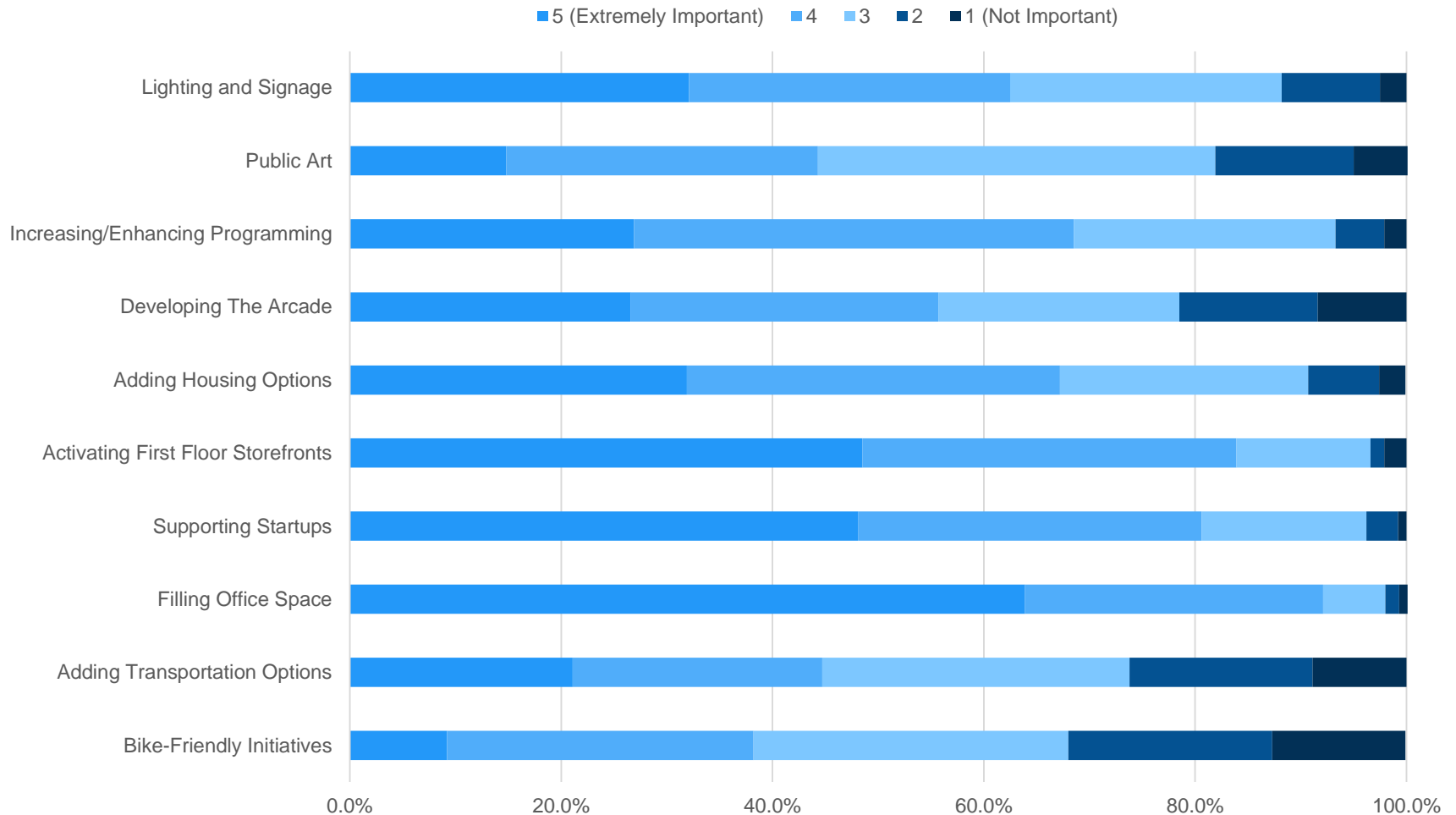
ANNUAL BUSINESS SURVEY RESULTS

Do you personally...	Yes	No
Enjoy working downtown?	96.8%	3.2%
Feel safe downtown?	93.5%	6.5%
Know about the efforts of the Greater Downtown Dayton Plan?	75.3%	24.7%
Feel that downtown is headed in a positive direction due to the Greater Downtown Dayton Plan efforts?	94.7%	5.3%



ANNUAL BUSINESS SURVEY RESULTS

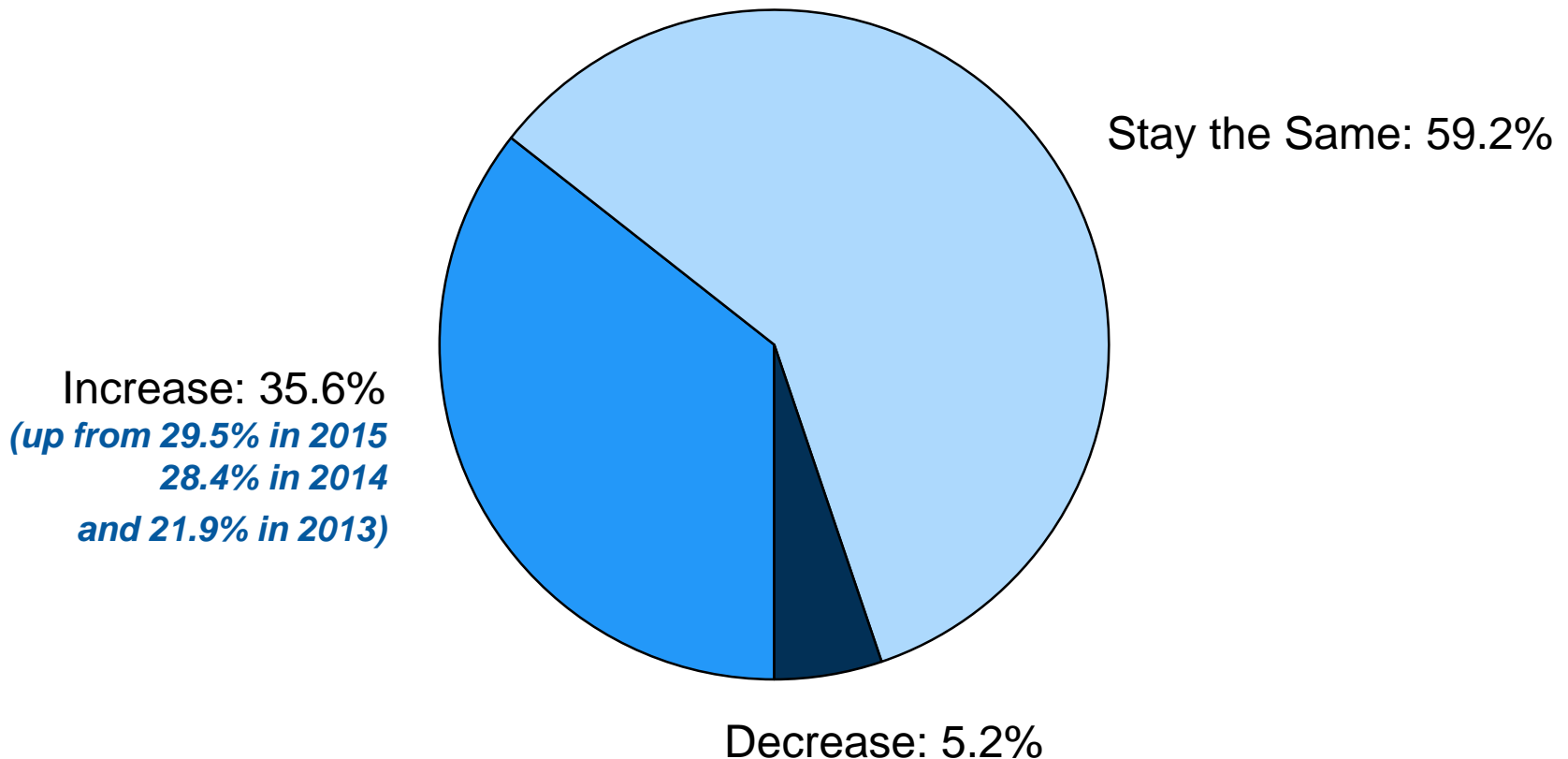
How important are these Greater Downtown Dayton Plan initiatives?





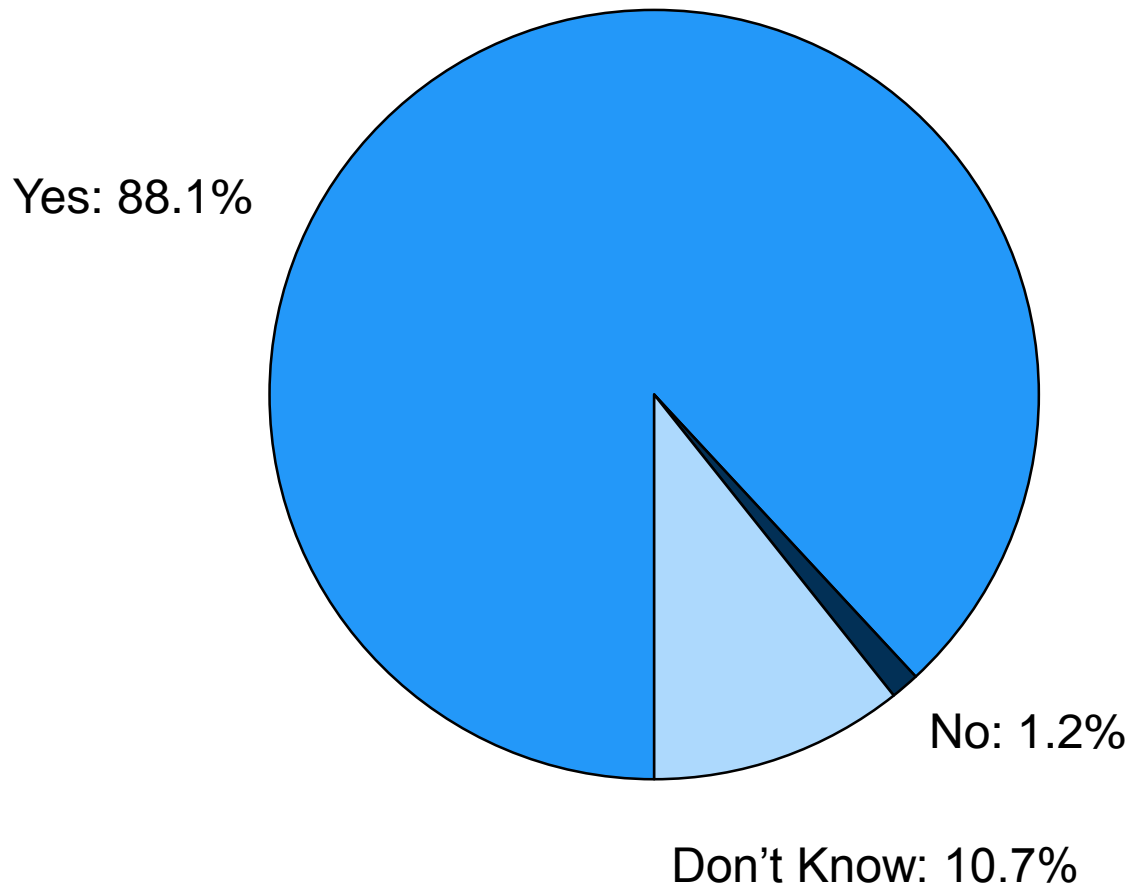
ANNUAL BUSINESS SURVEY RESULTS

In 2017, do you expect your number of downtown employees to:



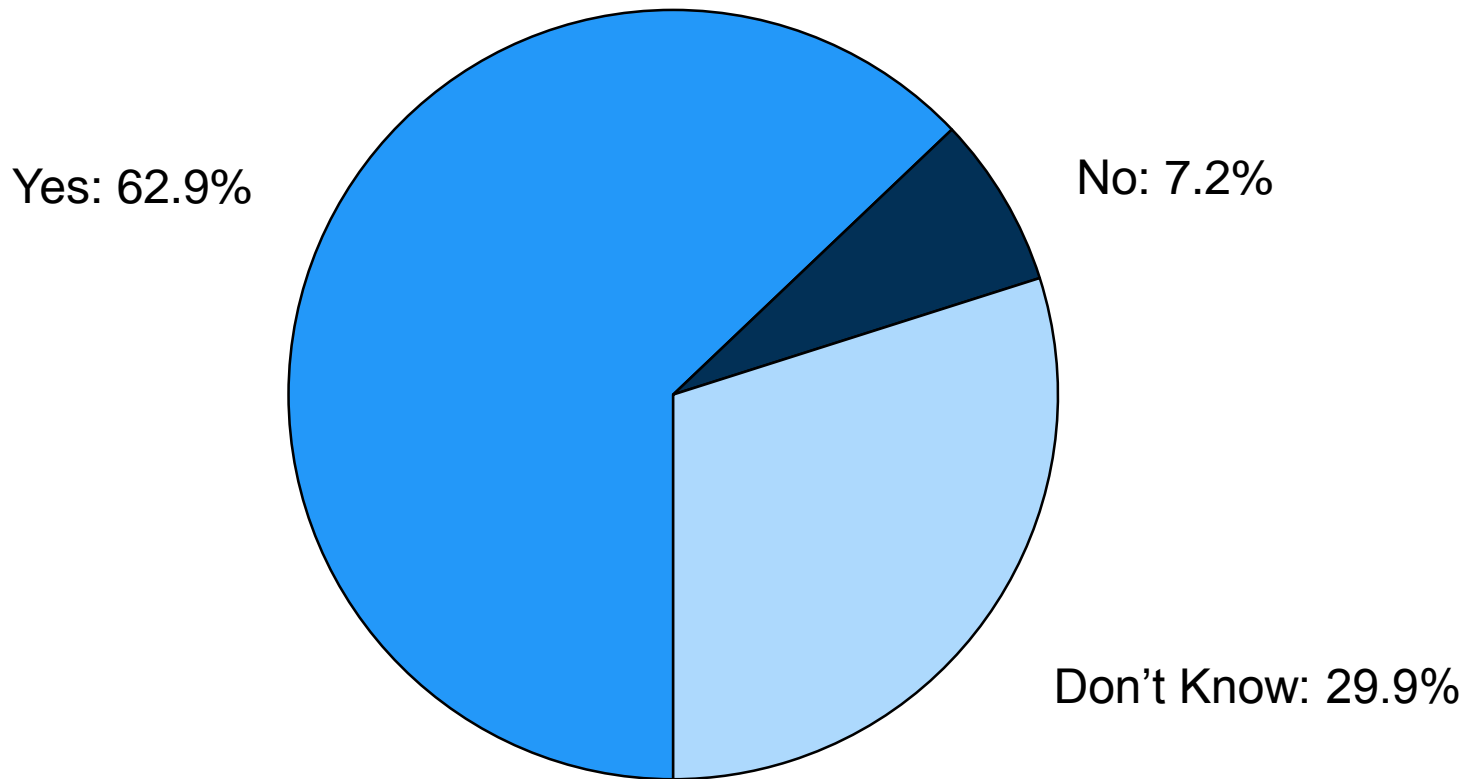
ANNUAL BUSINESS SURVEY RESULTS

Do you believe the Ambassadors have made downtown cleaner?



ANNUAL BUSINESS SURVEY RESULTS

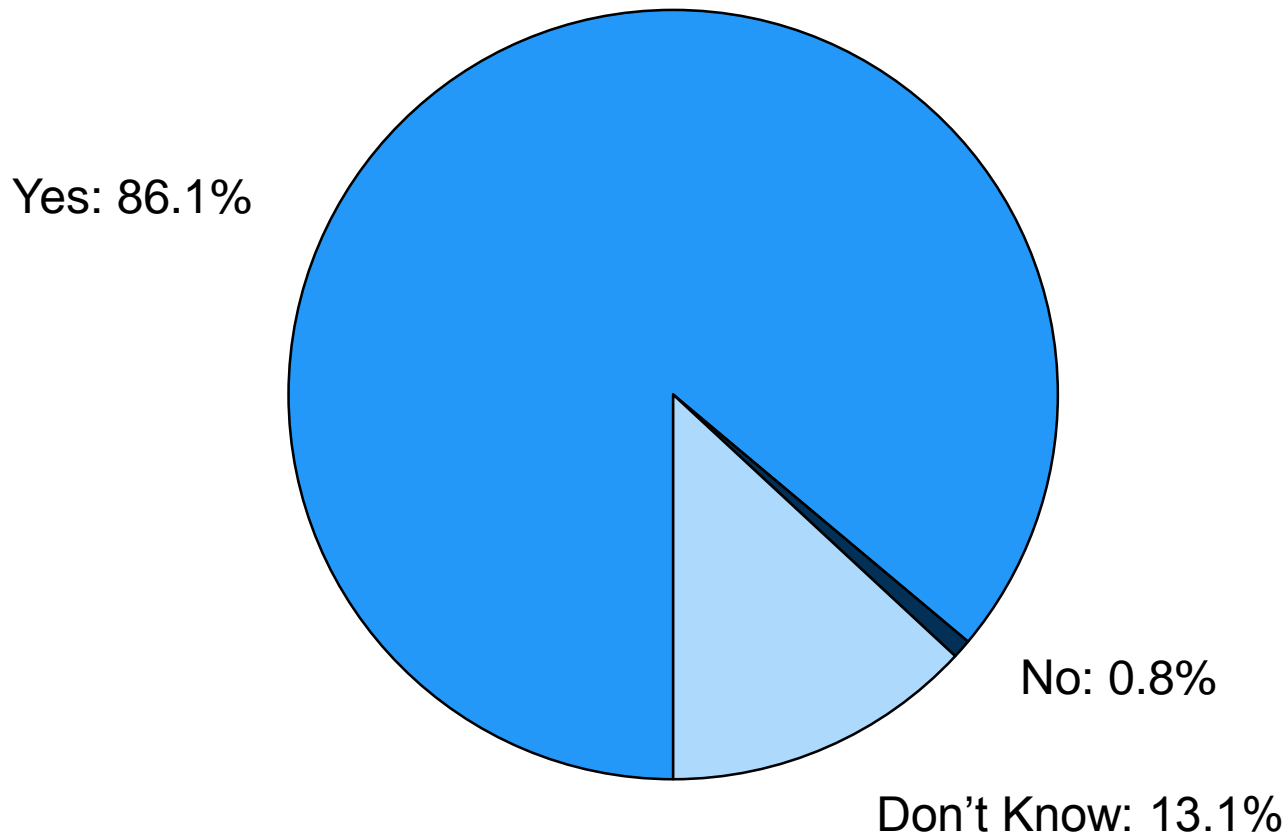
Do you believe the Ambassadors have made downtown safer?





ANNUAL BUSINESS SURVEY RESULTS

Overall, do you feel the Ambassadors have had a positive effect on downtown?

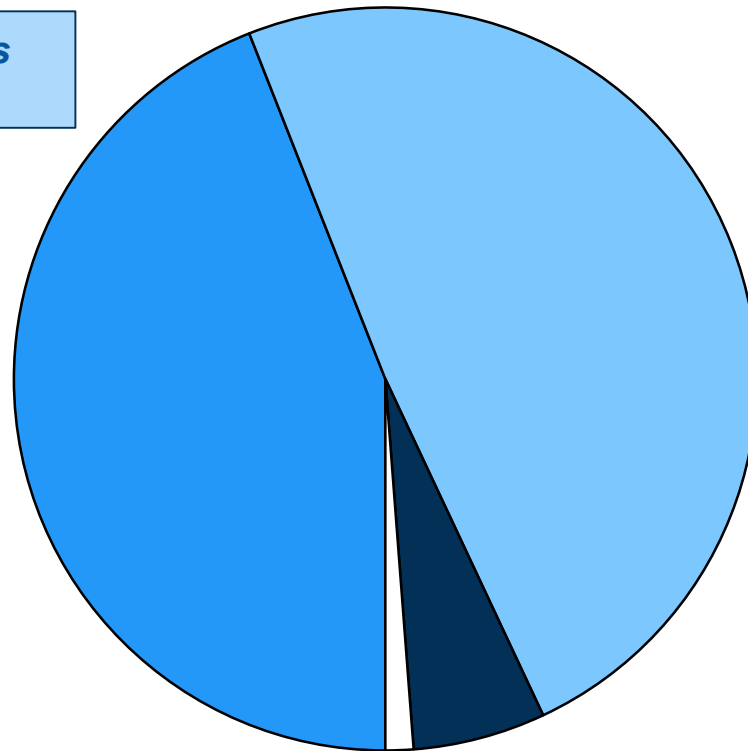


ANNUAL BUSINESS SURVEY RESULTS

Overall, how would you rate the job the DDP did in 2016?

**92% rate the DDP's work as
"Excellent" or "Good"**

Excellent: 43.5%
(up from 34.1% in 2015)



Good: 48.4%

Fair: 5.7%

Poor: 1.2%



ANNUAL BUSINESS SURVEY RESULTS

2016 Job Losses & Gains

	2012	2013	2014	2015	2016
Added at existing businesses	797	357	524	600	631
Created by new businesses	202	288	244	280	314
TOTAL GAIN	999	645	768	880	945
Eliminated at existing businesses	555	377	305	360	459
Losses due to closure/departure	591	604	379	346	427
TOTAL LOSS	1,146	981	684	706	886
NET GAIN OR LOSS	-147	-336	84	174	59
TOTAL JOBS	20,774	20,438	20,522	20,696	20,755



ANNUAL BUSINESS SURVEY RESULTS

2016 Job Losses & Gains by Industry Sector

	Existing Businesses	New Businesses	Closed Businesses	Total Net
Professional Services	-37	68	-101	-70
Creative Services / Tech	14	51	-85	-20
Non-Profit	11	16	-1	26
Government	-105	0	0	-105
Restaurant / Retail	25	140	-76	89
Health Care	367	0	-3	364
Industrial	0	0	-73	-73
Education	-103	39	-88	-152
TOTAL	172	314	-427	59