



DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT



THIRD QUARTER 2017

YOUR DOWNTOWN UPDATE



DOWNTOWN SUCCESSES ATTRACT MORE DOWNTOWN INVESTMENT

“Downtown is the place to be.” We’ve been saying that for years as we’ve seen positive momentum build for our center city and we tried to spread the news about all the exciting progress. It’s one thing for us to say it – after all, it’s our job to promote downtown – but it’s entirely another thing for the rest of the community to see it, say it, embrace it, and act on it. That’s what we’re seeing now: From businesses to residents to event planners and beyond, everyone seems to agree – Downtown is the place to be.

It may seem obvious to say, but success and progress really do beget more success and progress. Downtown has been on a roll lately with exciting projects, developments, new amenities, and more, and these things tend to feed on each other. Each new addition or positive change is just one more reason that people want to be here and invest in downtown. Here are just a few of the major trends we’ve seen this past quarter:

- **Businesses Want to Be Here:** Taylor Communications will relocate its headquarters and 600+ employees downtown this fall; Site Seeker activity shows continued strong interest in downtown office space; and grand openings are happening every week for new restaurants, tech and marketing businesses, and many other organizations.
- **Events & Amenities Want to Be Here:** Large-scale festivals have found new homes downtown, existing downtown events continue their success, and major new amenities are on their way.
- **Residents Want to Be Here:** Downtown housing is being built like never before to keep up with the enormous demand for living in our city.
- **Major Investments Are Being Made Here:** Such downtown mainstays as CareSource, Sinclair, Chaminade Julienne, the YWCA, and Dayton Metro Library have reinvested with multi-million-dollar projects; businesses are investing in new funding tools to support new business; and downtown investment tops \$1.3 billion.

This report is a summary of work completed during the third quarter of 2017 to implement the Downtown Dayton Special Improvement District work plan. Thank you for your continued support of downtown Dayton. For additional information or answers to your questions, please contact Sandy Gudorf at 937-224-1518, ext. 224 or at gudorf@downtowndayton.org.

Buddy LaChance, Chair, Board of Directors
Downtown Dayton Special Improvement District

Sandy Gudorf, President
Downtown Dayton Partnership



BUSINESS SERVICES

The Downtown Dayton Partnership provides targeted services that positively impact the downtown business environment while working with partners, property owners and businesses to promote job growth.

WELCOME DOWNTOWN. NEW BUSINESSES & ORGANIZATIONS

Several new businesses have opened or prepared to open downtown so far this year. During the third quarter, those new businesses included:

- **Taylor Communications** (formerly Standard Register) is leasing more than 100,000 square feet of space on eight floors at 111 W. First St., and plans to move its headquarters and more than 600 employees downtown this fall. The Downtown Dayton Partnership has put together welcome packets for each of the new employees, and is introducing the new workers to downtown businesses and amenities through lunch-n-learn sessions and other planned orientations.
- Three creative services firms opened downtown within the span of a month: **Noir Marketing & PR** and **Jetpack** both opened offices at 14 W. Fourth St. in the Walker Building, while **FAR Marketing Inc.** opened at Ludlow Place.
- Downtown added several new places to eat and drink this quarter. **Mudlick Tap House** opened a 9,000-square-foot restaurant and bar at 135 E. Second St, completing its move to downtown Dayton from Germantown, and **Hannah's** opened in a 3,000-square-foot space on the first floor of Talbott Tower and quickly expanded its offerings to include lunch fare. **Lock 27** brewery and restaurant opened its new location next to Fifth Third Field,



WELLSPACE DAYTON GRAND OPENING

- occupying about 12,000 square feet in the first floor of the Delco Lofts. Earlier in the quarter, **Canal Street Arcade & Deli** opened its new 3,000-square-foot location at 308 E. First St., offering popular deli sandwiches, a full bar, and classic arcade-style games, and **416 Diner** opened at 416 E. Fifth St. in the Oregon District.
- **WellSpace Dayton**, a new health and wellness studio, opened in the Bindery Building at 116 N. Jefferson St.
- A new art gallery held its grand opening in September. The **Edward A. Dixon Gallery** is located at 12 S. Ludlow St.
- New music retailer **Skeleton Dust Records** announced plans to open on the first floor of Oriel Studios apartments at 133 E. Third St., and later held a mid-October grand opening.
- **CT Consultants**, specializing in professional engineering, architectural, and planning services, opened a new 3,000-square-foot office on the fifth floor of the Barclay Building, located at 137 N. Main St.
- Sales and marketing company **Acadia Lead Management Services** leased 5,000 square feet at 130 W. Second St. to relocate downtown from Kettering.



RIBBON CUTTING AT NOIR MARKETING AND PR

SITE SEEKER ACTIVITY REFLECTS STRONG INTEREST IN DOWNTOWN SPACE

The **Site Seeker program** is a critical component in the DDP's efforts to fill underused and vacant office space. It helps prospective tenants identify suitable downtown space and connects them with leasing agents and property managers and owners.

The DDP's goal for 2017 is to conduct at least 35 site searches. During the third quarter, **15 searches** were implemented for prospects, bringing the year-to-date total of completed searches to **46** – an indication that interest in downtown space continues to be strong. **36 building tours** were conducted this quarter, showing 23 buildings to interested prospects. So far in 2017, **14** site searches have resulted in prospects selecting a downtown location.

The Site Seeker program is a **free, confidential service** that matches businesses and their desired features and amenities with downtown properties that most closely meet those needs. Businesses looking to expand or relocate to a downtown facility that would like to utilize this service should contact the DDP at 937-224-1518.

BY THE NUMBERS:

FIRST FLOOR OCCUPANCY

89,000+

SQUARE FEET OF PREVIOUSLY VACANT FIRST FLOOR SPACE FILLED SINCE 2010

76.3%

CURRENT FIRST FLOOR OCCUPANCY ACROSS DOWNTOWN

21%

INCREASE IN FIRST FLOOR OCCUPANCY ACROSS DOWNTOWN SINCE 2010

24 POP-UP SHOPS HAVE FILLED MORE THAN 21,000 SF. CREATED 41 JOBS

70+ START-UP BUSINESSES LAUNCHED IN FIRST FLOOR SPACE

BUSINESSES & ORGANIZATIONS INVEST IN DOWNTOWN

Several downtown organizations and businesses recently have invested in downtown with renovations, expansion projects, lease renewals, building purchases, and other initiatives. Highlights from the third quarter include:

CareSource began construction on its new six-story, 205,000-square-foot office tower located on the 100 block of E. First St. The new building will house 800 employees and is slated to open in 2019.

YWCA Dayton successfully secured \$13 million in financing from low income housing tax credits, federal funds, the Kettering Foundation, and support from the City of Dayton and Montgomery County to support upgrades to its security and services, and convert its 65 single-occupancy rooms to efficiency apartments for clients.

Sinclair College opened its \$31 million Ned J. Sifferlen Health Sciences Center. The new space is home to 53 degree and certificate programs. The project added approximately 59,000 square feet and will consolidate health programs from as many as ten buildings on campus to one central space.

Chaminade Julienne Catholic High School began \$2.5 million in renovations to its Building 3, which will include improvements to classrooms and corridors, and replace roof and mechanical systems.



NEW CARESOURCE OFFICE TOWER CONSTRUCTION

The **Dayton Metro Library** completed \$60 million in renovations to its Main Library branch downtown and opened to the public on August 5.

Construction began on a \$15 million project for the new six-story, 98-room **Fairfield Inn and Suites** hotel at the Water Street development.

Louisville-based Weyland Ventures completed \$9 million in renovations at 210 Wayne Ave. for the **Wheelhouse Lofts** project, including 40 market rate apartments and the new Troll Pub at the Wheelhouse.

Speakeasy Yoga announced plans to open a second downtown location at the Wheelhouse Lofts.

Heart Mercantile announced plans to open a new location at 438 E. Fifth Street in the Oregon District, down the street from its original location at 504 E. Fifth St. The new, larger location has additional,

much needed space for storage and offices. Heart plans to keep the original store open as well.

Building owner **Olymbec** continued renovations of 132,000 square feet of office space at 111 W. First St. to support the relocation of more than 600 employees from Taylor Communications. Recently, Olymbec also purchased the 7-story building at 6 N. Main St., the former home of PNC Bank.

Dayton Frozen Solutions (DFS), formerly known as Terminal Cold Storage, celebrated 75 years with a ribbon-cutting ceremony and open house. Under its new name and ownership, DFS will add a spinoff company, **DFS Supply**.



HEART MERCANTILE'S NEW LOCATION

STRATEGIC PLANNING

Implementing a collaborative, comprehensive strategic plan that is beneficial to property owners, businesses, residents and visitors helps to attract downtown investment.

NEW FUNDING TOOL TO HELP STIMULATE DOWNTOWN OFFICE DEVELOPMENT

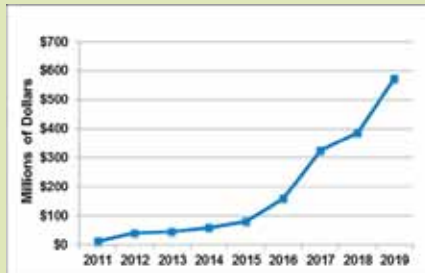
The Dayton Business Committee, the Downtown Dayton Partnership, and CityWide Development Corporation recently announced the launch of the **Downtown Dayton Investment Fund**. The fund will serve as a new financial tool that will help stimulate development of commercial office buildings in downtown Dayton.

The fund will provide targeted financial support to stimulate strategic investments, improve office assets to meet the needs of prospective businesses and entrepreneurs, and grow jobs downtown by stimulating the urban office market. More information about the fund, parameters, and the application can be found at www.citywidedev.com or by calling 937-913-2565.



BY THE NUMBERS:

CUMULATIVE INVESTMENT IN THE CENTRAL BUSINESS DISTRICT:



INVESTMENTS IN GREATER DOWNTOWN SINCE THE LAUNCH OF THE GREATER DOWNTOWN DAYTON PLAN IN 2010 HAVE TOPPED \$1.3 BILLION.*

*DOES NOT INCLUDE \$415.3 MILLION IN 175 INVESTMENTS

PUBLIC AND PRIVATE SECTOR INVESTMENTS IN GREATER DOWNTOWN PROJECTS SINCE 2010

Projects completed	\$932.6 MILLION
Projects under development	\$427.9 MILLION
Total	\$1.36 BILLION



MURAL ON THE TRANSPORTATION CENTER GARAGE

URBAN ART INTERSECTIONS: FIRST FIVE MURALS COMPLETED

Five new downtown murals have been painted on downtown buildings as part of the **Urban Art Intersections (UAI)** project. Created by the DDP in partnership with K12 Gallery & TEJAS and the Dayton Visual Arts Center, the initiative seeks to use public art as a way to connect local artists with the community and engage downtown Dayton residents, workers, and visitors with their city in a unique way, while enlivening downtown's streetscapes.

For the first phase, five small mural designs were selected from numerous submissions to be applied to downtown



MURAL ON THIRD STREET AT THE BARREL HOUSE

buildings. UAI is made possible with support from a grant from the Ohio Arts Council. UAI partners hope to secure funding to continue the project, adding more murals in the next phase.

In addition, the City of Dayton is funding one more mural design for the Transportation Center parking garage across from the future Levitt Pavilion site. The artist call for entries was due in October, and the design selection committee plans to select the winner and, weather permitting, have the mural painted in November.



MURAL IN THE OREGON DISTRICT



MURAL ON JEFFERSON STREET



MURAL ON JEFFERSON STREET



DOWNTOWN DEVELOPMENT TOUR

TOURS SHOW OFF DOWNTOWN TO KEY AUDIENCES

With all of the development and progress in our center city these days, downtown virtually sells itself to those in the know about all the positive changes. But there are still many people who may not be fully up to date on all the momentum, so an important strategy is introducing some key players to the new downtown. Recently, the DDP and its partners hosted **two targeted tours** to show off downtown's progress.

September 27-29, the DDP, along with the City of Dayton, Montgomery County, and the Dayton Development Coalition, hosted a group of industry-specific **site selectors**. The group went on walking and biking tours of downtown's most recent and exciting development projects, attended dinners and performing arts events, and were shown assets and projects representative of downtown's innovation and progress.

On October 5, the DDP partnered with NAIOP and the Dayton Area Board of Realtors to host a downtown development tour for more than 80 **real estate professionals** from both the residential and commercial markets. The tour stopped at key downtown developments, including the Dayton Arcade project, the new downtown headquarters for Taylor Communications, and new downtown living options at the Wheelhouse and Delco Lofts. It also featured talks from CareSource representatives about their new downtown office building, a happy hour at the new Lock 27 bar and restaurant, and other highlights designed to make these real estate professionals more aware of all that is happening downtown and more apt to suggest downtown when working with clients seeking residential or commercial locations.

CLEAN AND SAFE

The DDP, with the City of Dayton, develops and implements a coordinated public spaces management program to maintain and enhance downtown Dayton as a clean, safe and welcoming environment.

AMBASSADORS KEEP DOWNTOWN CLEAN AND SAFE

The DDP oversees the **Downtown Dayton Ambassador Program**. A summary of the Ambassadors' work in the third quarter of 2017 is below:

ACTIVITY	THIRD QUARTER 2017	YEAR TO DATE 2017
Hospitality assistance	2,208	5,666
Safety escorts	56	173
Property owner/bldg. mgr. contacts	205	703
Panhandling incidents addressed	424	1,512
Requests for police assistance	39	114
Trash collected (lbs.)	41,850	117,570
Graffiti removed	157	501
Power washing (gallons)	17,900	22,527



DOWNTOWN DAYTON AMBASSADORS

ADVOCACY

The DDP serves as a collective voice and primary advocate for downtown and its property owners, and brings stakeholders together to address challenges and opportunities for our center city.

"START DOWNTOWN" LAUNCHES NEW SEED FUND TO SUPPORT LOCAL BUSINESSES

During the third quarter, the NCIC Capital Fund and the Downtown Dayton Partnership announced the creation of the **Kiva Dayton Seed Fund**. Kiva loans provide a crowd-funding platform for new businesses. Kiva loans are small – no loan is greater than \$10,000 – and offer zero percent interest. The Kiva Dayton Seed Fund will commit the first 20 percent of each Kiva loan to support local businesses and their fundraising goals.

Launched earlier this year, **Kiva Dayton** is a collaborative effort between several startup ecosystem partners to utilize the international platform of Kiva as a lending outlet for local small businesses and startups.

To date this year, the Kiva Dayton program has seen three loans successfully funded. Greater access to capital is critical to continuing the growing momentum in the Dayton startup community. Anyone interested in contributing to the seed fund or wishing to apply for Kiva funds can contact Scott Murphy at murphy@downtowndayton.org.

Meanwhile, other downtown Business Development initiatives continued their success as three successful **"Pop-Up Coworking"** events were held in the third quarter (7 YTD), and the first **Business Connections Breakfast** was held in July, with a second in the works for later this year.

RETENTION AND EXPANSION THIRD QUARTER UPDATE

Retention and expansion efforts are a critical part of the DDP's proactive approach to growing the number of jobs downtown, as well as identifying and addressing any issues existing businesses may have. The DDP's goal in 2017 is to visit **150 businesses**, with 25 of those being Leadership Network visits. Activity during the third quarter:

	THIRD QUARTER 2017	YEAR TO DATE 2017
R&E visits	48	119
# of jobs represented	1,016	2,095
Square feet represented	312,915	1,072,432
Property owner visits	11	25
Leadership Network visits	5	17



HOUSING

The DDP works with partners to sustain and grow the residential development critical to establishing the critical mass of residents necessary to support key amenities and retailers.

NEW HOUSING RACES TO MEET DEMAND

More people are moving downtown than ever before, and with the demand for the urban lifestyle on the rise, downtown continues to see a **surge in housing development** projects to keep up with that demand.

Charles Simms Development's newest project, the \$4.2 million **City View**, made major progress this quarter as the first set of townhomes rose quickly along



CITY VIEW

Patterson Boulevard, and the foundations were poured for the second set. This project has been very successful, with most of the units already sold before they were built. Meanwhile, a few blocks away, another Simms development, **Monument Walk**, saw residents move in and construction begin on the next phase of that project.

Louisville-based Weyland Ventures completed \$9 million in renovations this quarter at the new **Wheelhouse Lofts** at 210 Wayne Ave., where 40 market rate, loft-style apartments took shape in the mixed-use building.

Elsewhere, several other housing projects are underway downtown. The City of Dayton has selected Coon Restoration and Sealants, Inc., as the developer for **34 N. Main Street**. Coon plans to transform the building into a mix-use project that would include market-rate housing. Predevelopment

BY THE NUMBERS:

NUMBER OF MARKET RATE HOUSING UNITS IN THE CORE OF DOWNTOWN:

1,517

NUMBER OF ADDITIONAL DOWNTOWN HOUSING UNITS IN THE PIPELINE:

448

work continued on the \$4.5 million adaptive re-use project in the **Fire Blocks District** that includes more than 80 apartment units, and plans for the **Dayton Arcade** project include more than 120 housing units for artists and creative professionals.

FINAL TWO "SUMMER IN THE CITY" EVENTS CLOSE OUT A SUCCESSFUL YEAR OF PROGRAMMING

The third quarter featured the final two signature events in the 2017 **DP&L Summer in the City** lineup, rounding out a great summer of fun downtown activities and programming.

On August 4, **Art in the City** celebrated downtown's rich collection of visual and performing arts and kicked off a two-week juried art show that placed mini pop-up art exhibits in 25 businesses throughout downtown. In addition to the art show, the event featured a six-block Art Walk on Jefferson, a fun Party on the Patio component, and plenty of Art Around Town, as more than 100 artists of all kinds did their thing throughout the city. Art in the City was sponsored by DP&L, Premier Health, Dayton.com, and the Ohio Arts Council.

Originally scheduled for July 7 but rescheduled due to inclement weather, the popular **Great Dayton Adventure Race** returned on August 18. This scavenger-hunt style race had 94 teams



ART IN THE CITY



DP&L SUMMER IN THE CITY

searching around downtown, hunting for clues and becoming more familiar with downtown businesses and amenities in the process. The Great Dayton Adventure Race's sponsors and partners included DP&L, Bud Light, Key-Ads, iHeart Radio, and Topo Adventure Sports.

These final two signature events, along with the Downtown Housing Tour on May 20, helped anchor a very successful season of downtown events. In addition to its signature events, DP&L Summer in the City included a wide variety of summer fun, from festivals and concerts to art galleries, sporting events, theatre performances, and everything else that draws visitors to the center city. Summer in the City is a program of the **Downtown Dayton Partnership**, presented by DP&L, with major sponsor **Dayton.com** and support from **Heidelberg Distributing**, **Vectren**, and the **Ohio Arts Council**.

MAJOR EVENTS FIND NEW HOMES DOWNTOWN

Downtown is home to many of the area's most popular festivals and events, and this year has seen some popular festivals find new locations in the center city.

A new addition to the downtown festivals lineup, the **Dayton Germanfest Picnic** welcomed visitors to its new home at RiverScape MetroPark August 11-13. Also relocating to RiverScape this year from its former location of Dave Hall Plaza was the City of Dayton's summer music series, featuring the **Dayton Jazz, Blues, and Reggae Festivals**, which enjoyed their most successful season in years.

Organizers of **AleFest** and **AleFeast** announced that the Dayton Convention Center would be the new home for Dayton's largest beer festival and its companion event. AleFest debuted at the Convention Center in August, while the next AleFeast is scheduled for February.



DAYTON GERMANFEST PICNIC

AMENITIES AND EVENTS

The DDP markets and promotes Dayton's center city through key events and programs, and creates a framework that further elevates downtown's amenity and event options while spurring development.

LEVITT PAVILION SECURES FUNDING, HIRES DIRECTOR, OFFERS PREVIEW

The third quarter was full of milestones for the new **Levitt Pavilion Dayton**. In early August, the Friends of Levitt Pavilion Dayton announced it reached its \$5 million capital campaign goal to build the state-of-the-art music venue in downtown Dayton. A \$100,000 signature grant from the Dayton Power and Light Foundation pushed fundraising efforts over the threshold.

Later that month, the public was treated to a special sneak peek of the Levitt experience, as a **ceremonial ground breaking** for the project was held August 17, followed by a **free preview concert**

featuring critically acclaimed 8-piece band The Suffers at Dave Hall Plaza, the pavilion's future home.

Later in the quarter, the Levitt board of



THE SUFFERS AT LEVITT PREVIEW CONCERT

trustees announced they had **named an executive director**. Lisa Wagner, who has previously been with the Victoria Theatre Association for the past 14 years, will lead the team responsible for bringing at least **50 free programs a year** to the future Levitt Pavilion. Construction of the venue is slated to begin soon. When completed in 2018, it will become the **eighth signature Levitt Pavilion nationwide**. Levitt Pavilion Dayton community concerts will feature local, regional, national, and international musicians, with an emphasis on creative and diverse programming.

"THE SQUARE IS WHERE" WRAPS UP ANOTHER SUMMER ON COURTHOUSE SQUARE

The 2017 season of "**The Square Is Where**," downtown's **free lunchtime entertainment** program on Courthouse Square, wrapped up at the end of September after entertaining **thousands of downtown employees and visitors** during the summer months.

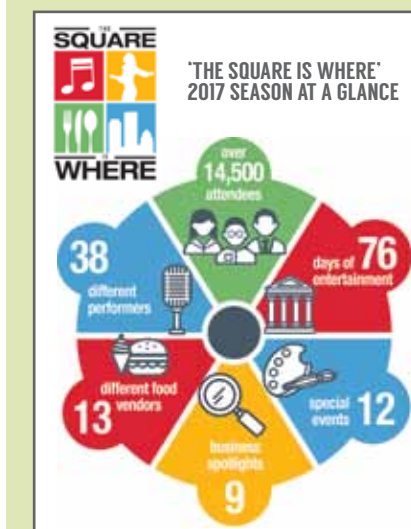
TSIW was a popular attraction again this year – local businesses participated in such challenges as Trivia Tuesdays (sponsored by Business Furniture), Downtown Walking Wednesdays, cornhole tournaments, and the annual Art-Off competition, and attendees enjoyed the variety of musical performers, dancers, artists, and other live entertainment each weekday.

A great lineup of **special themed days and weeks**, as well as the

"Business Spotlight" program, provided opportunities to showcase downtown businesses and organizations. Most weeks ended with the popular "Fridays Rock!" series (presented by PNC), and the TSIW program included plenty of **food vendors, games, and other activities**.

The program continues to grow in popularity, offering downtown workers and others a fun midday break from the office while **creating a vibrant scene on the Square** each weekday. The Square Is Where supports Greater Downtown Dayton Plan efforts to activate and program Courthouse Square and other public spaces downtown. It is a program of the **Downtown Dayton Partnership** and **Montgomery County**, with support from the **Ohio Arts Council**.

BY THE NUMBERS:





10 W. Second St., Suite 611
Dayton, Ohio 45402
(937) 224-1518

www.downtowndayton.org

@DowntownDayton

twitter.com/DowntownDayton

facebook.com/DowntownDayton

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The holiday season kicks off downtown with the **Grande Illumination**, presented by DP&L, and the **Dayton Children's Parade Spectacular in Lights** the evening of Friday, November 24. Visit downtowndayton.org for more information about this and other holiday events that continue throughout December.

MARKETING AND COMMUNICATIONS

Marketing downtown as a positive place to live, work and play is critical to future development, as it positions downtown in a positive light and improves public perceptions about our center city.

With so much going on downtown, it can be hard to keep up.

Fortunately, the Downtown Dayton Partnership provides several ways to **stay up to date on downtown news**, letting you choose the topics that matter to you most and the formats you find most convenient.

For a listing of downtown events, find our handy **calendar of events** at downtowndayton.org, or on your smartphone at mobile.downtowndayton.org.

Get news delivered to you by email by visiting bit.ly/ddpsubscribe, where you can sign up for updates on downtown initiatives, upcoming events, summer entertainment schedules for Courthouse Square and much more.

You can also follow Downtown Dayton on a wide variety of **social media** channels:



Facebook.com
[/DowntownDayton](https://Facebook.com/DowntownDayton)
[/TheSquaresWhere](https://Facebook.com/TheSquaresWhere)



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