



# DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT

Downtown Dayton  
Special Improvement District

# YOUR DOWNTOWN UPDATE



## FIRST QUARTER 2018

### 2018 ALREADY FULL OF REASONS TO BE DOWNTOWN

Downtown Dayton has been moving in the right direction for a while now, but that momentum seems to be speeding up lately. The good news has been more and more frequent, and 2018 seems off to a fantastic start. Big things are happening in our center city, and all you have to do is take a look around you to find more and more reasons to be downtown.

We're not the only ones who've noticed. Our annual survey of downtown businesses found that **96%** of respondents feel that downtown is headed in a positive direction, and the percentage of people who feel downtown is better off now than it was three years ago has more than tripled since 2010.

The first quarter of this year has been full of great examples of big things happening downtown. Here are just a few of the trends we've noticed:

- **More Businesses Are Locating Downtown:** DDP Site Seeker activity continues to be strong, interest in downtown space is high, and larger employers like Taylor Communications and RSM are relocating their offices to downtown.
- **More Amenities Are on the Way:** On the heels of last year's big additions like River Run and a new Main Library, downtown will see more exciting projects in 2018 with things like a new Arts Annex, additional bike lanes, the debut of the Levitt Pavilion, and new partners beginning work on the Dayton Arcade project.
- **Housing Remains Hot:** Hundreds of housing units are being built to meet the demand for living downtown, and new projects are selling out quickly.
- **New Marketing for a New Downtown:** We're freshening our website and creating new marketing pieces to keep up with all the great changes happening downtown.

This report is a summary of work completed during the first quarter of 2018 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*  
**Buddy LaChance, Chair, Board of Directors**  
Downtown Dayton Special Improvement District

*Sandy Gudorf*  
**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 AND ORGANIZATIONS

Several new businesses have opened or prepared to open downtown during the first quarter of 2018. Those businesses include:

- Synergy Building Systems began major renovations on 6 S. Patterson Blvd. to support the relocation of accounting firm **RSM** and its 84 employees from Moraine to downtown Dayton.
- **Troll Pub at the Wheelhouse** completed renovations and opened the 6,500-SF restaurant and bar in March at the Wheelhouse Lofts.
- Popular restaurant **Olive Mediterranean Grill** announced plans to relocate downtown and occupy 5,000 SF at 36 W. Third St.
- In early March, the newest eatery and carry-out purveyor at **District Provisions** was unveiled at an open house. The artisan food and drink “shopping plaza” includes Crafted



RENDERING: RSM RENOVATIONS AT 6 S. PATTERSON

- & Cured, Glasz Bleu Oven, and Jack Lukey's Oyster Saloon and Caviar Bar. The new Latin-inspired business also will focus on take-out options with some dine-in opportunities.
- **Westchester Publishing Services**, headquartered in Danbury, Conn., relocated its Dayton-based K-12 Publishing Division to a 3,000-SF second-floor office space in the Oregon District at 411 E. Fifth St.
- **Speakeasy Yoga** opened its second downtown location at the Wheelhouse Lofts on Wayne Avenue this quarter.
- JP Flats filled vacant first-floor space with the announcement that new tenants **White House Events LLC** and **A+ Cleaners** will occupy a combined 4,000 SF at 100 N. Jefferson St.
- **The Funk Music Hall of Fame & Exhibition Center** opened downtown at 113 E. Third St., featuring clothing, instruments, records, and other items gleaned from iconic funk bands.



TROLL PUB AT THE WHEELHOUSE

## BUSINESSES & ORGANIZATIONS INVEST IN DOWNTOWN

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

**The Victoria Theatre Association** finalized plans for a 12,000-SF **Arts Annex** on the first floor of Courthouse Crossings. The \$1.5 million project will create a new, flexible performance space that will host classes and educational arts programs, as well as provide a 200-250-seat performance venue for growing arts groups. The project is

scheduled for completion in late 2018.

Construction started for a \$17 million renovation at **YWCA Dayton's** 104-year-old building at 141 W. Third St.

Digital experience firm **Mitosis** is expanding from its 2,000-SF space in the Walker Building to a 6,000-SF space in the same building at 14 W. First St.

**AAA Miami Valley** has recommitted to downtown Dayton, relocating its office to 11 W. Monument Ave. The 4,300-SF space will house up to 11 administrative office personnel and the regional training center.

## SITE SEEKER ACTIVITY SHOWS DEMAND FOR DOWNTOWN OFFICE 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 2018 is to conduct at least 50 site searches. During the first quarter, **18 searches** were implemented for prospects, indicating that interest in downtown space continues to be high. **35 building tours** were conducted this quarter, showing 23 buildings.

A **new marketing campaign** was launched this quarter to help raise awareness of the DDP's Site Seeker program and other services for businesses. Read more about this campaign in the Marketing & Communications section of this report.

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.

**Upward Brand Interactions** announced it will grow its workforce to 70 with the acquisition of Miami Township brand design firm Graphica. The Graphica employees will join the Upward team this spring.



RENDERING: VTA ARTS ANNEX

Several downtown restaurants expanded or re-opened this quarter. **Wheat Penny Oven & Bar** announced a \$140,000 project to expand its kitchen by 1,200 SF and add brunch hours. **Table 33** announced it would begin serving Sunday brunch and is moving toward a spring grand opening for its satellite location inside the new Main Library. **Third Perk Coffeehouse & Wine Bar** also added Sunday brunch hours, and **Boston Stoker's** downtown location re-opened after a late 2017 renovation.

**Spice Paradise**, 16 Brown St., welcomed patrons back to the shop this quarter after being displaced by a fire in the building earlier this year.

Downtown salon and Activated Spaces Pop-Up Shop graduate **Beaute Box** relocated from its first home on Fifth Street to its new address at 20 W. Monument Ave. A new beauty business, **Only Virgin Hair**, also launched inside the shop.



SPICE PARADISE REOPENS FOR BUSINESS

## 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.

### DP&L SUMMER IN THE CITY RETURNS IN MAY



DP&L SUMMER IN THE CITY

During the first quarter, planning was in high gear for the 2018 edition of the **DP&L Summer in the City**. Again this year, the fun will kick off in May and run through September, highlighting community events and downtown amenities.

The DP&L Summer in the City serves as a focal point for festivals, concerts, art galleries, sporting events, fitness programs, charity races, museum programs, dining specials, musical performances, and anything else that draws visitors to the center city. It includes such DDP and community partner programming as First Fridays, The Square Is Where, popular downtown festivals, and the following signature events targeting specific aspects of downtown life:

- **May 5** – The **Downtown Housing Tour** invited prospective homeowners and real estate lovers to visit some of the hottest addresses in the city.

- **June 1** – **The Great Dayton Adventure Race** has participants race against the clock to find clues throughout downtown, while the Oregon District hosts plenty of adventurous fun.
- **August 3** – **Art in the City** will celebrate downtown's rich arts community with live presentations from some of Dayton's best performing arts groups and kick off a juried art exhibition that places local artists' work in downtown businesses.
- Free lunchtime entertainment on Courthouse Square through **The Square Is Where** programming returns on weekdays from **May through September**.

Popular festivals returning to the downtown events lineup this year include the City of Dayton's **Summer Music Series**, featuring the Dayton Jazz, Blues, and Reggae festivals, the **Dayton Celtic Festival**, the **Lights in Flight Festival & Fireworks Show**, **Festival on the Hill**, the **Dayton Pride Parade & Festival**, the **Dayton Germanfest Picnic**, **AleFest**, **District Day**, several cultural festivals, and many more.

For more info about the 2017 DP&L Summer in the City, visit **downtowndayton.org** or pick up an Events & Activities Guide at downtown businesses and events. Summer in the City is a program of the **Downtown Dayton Partnership**, presented by **DP&L**, with major sponsor **Dayton.com** and supporting sponsors **Vectren** and the **Ohio Arts Council**.

### LEVITT PAVILION PREPARES FOR SUMMER DEBUT

Construction was well underway this quarter on the new **Levitt Pavilion Dayton**, a state-of-the-art music venue in downtown Dayton.

Levitt announced its full 2018 concert lineup at an event on May 10, and plans to kick off its inaugural season with special entertainment **August 9-12**.

Featuring 30+ concerts in 2018 and **more than 50 free shows each year** thereafter, music will include a wide variety of genres, including jazz, funk, rock, folk, country, world, and family programming. Evening shows will begin at 7 p.m. and Sunday programs will start at 3 p.m.

For more information on this new downtown amenity, including a complete concert lineup, visit **levittdayton.org**.



LEVITT PAVILION DAYTON CONSTRUCTION SITE

# STRATEGIC PLANNING

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

## DOWNTOWN'S CORE CONTINUES TO STRENGTHEN THROUGH GREATER DOWNTOWN PLAN EFFORTS

The DDP works with its partners to strategically look at short- and long-term development opportunities for downtown. That work is centered on coordinating and implementing the **Greater Downtown Dayton Plan**, a comprehensive economic development blueprint for the future of our downtown.

In the first quarter of 2018, the DDP and its community partners released the latest update for the Greater Downtown Dayton Plan: a **2017 Progress at a Glance** report. The report detailed stats and benchmarks achieved toward Plan goals, and outlined **more than \$1.55 billion dollars of investment**

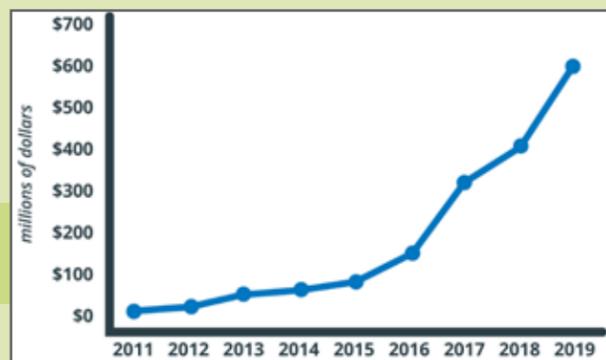


GREATER DOWNTOWN DAYTON PLAN PROGRESS REPORT

**downtown** and several positive trends that have both encouraged that investment and spurred from it. While the Plan includes projects throughout the Greater Downtown area, it is focused on creating a strong urban core. As such, much of the investment from the plan has been in the Central Business District, with more than **\$600 million** in projects completed and in the pipeline to date since the launch of the Plan.

In the DDP's annual survey of downtown businesses conducted this quarter, **72%** of respondents said they were aware of the efforts of the Greater Downtown Dayton Plan, and **96%** felt that downtown is headed in a positive direction due to the Plan's efforts. To read more about the Greater Downtown Dayton Plan and download the 2017 Progress at a Glance report, visit [plan.downtown-dayton.org](http://plan.downtown-dayton.org).

### CUMULATIVE INVESTMENT IN THE CENTRAL BUSINESS DISTRICT SINCE 2010



**\$600+ million of projects completed and in the pipeline**

## ARCADE PROJECT NETS TWO NEW DEVELOPERS, ADDITIONAL FUNDING

The **Dayton Arcade** development project received \$1 million this quarter from the State of Ohio toward the Innovation Hub, which will be operated jointly by The Entrepreneurs Center and the University of Dayton.

The project also took a major step forward in March with the announcement of Cincinnati-based **Model Group** and St. Louis-based **McCormack Baron Salazar** as partners on the project. The two will join lead developer Cross Street Partners.

Model Group is a development, construction, and management company that specializes in urban revitalization and has been active in Cincinnati's Over-the-Rhine neighborhood, among others, for many years. McCormack Baron Salazar (MBS) is one of the nation's leading for-profit developers and managers of economically integrated urban neighborhoods. Their partnership

with Cross Street constitutes an Arcade team with tens of millions of square feet of development experience and an impressive resume in **urban revitalization and historic restoration**.

When complete, the Arcade will feature a diverse mix of uses, including artist housing and workspaces, flexible office space for startups, classrooms and academic programs for local students, community event spaces, and several retail and restaurant amenities. Construction will begin later this year.



RENDERING: DAYTON ARCADE

## BIKE LANE CONSTRUCTION TO INCREASE CONNECTIONS

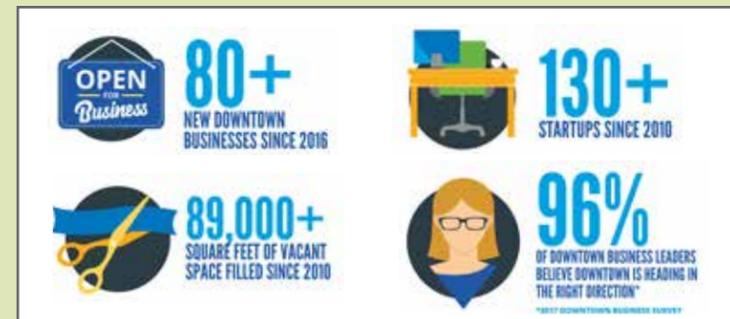
The City of Dayton began six new projects this quarter to add **1.2 miles of new downtown bike lanes**.

The initiative includes new cycling infrastructure on Monument Avenue, Jefferson Street, Wayne Avenue, and Fourth Street.

The projects will close existing gaps between different destinations and add bike lanes, ramps and connectors that will enhance the existing bicycling infrastructure.

To learn more about Dayton's cycling initiatives, download the 2025 Bicycle Action Plan at [daytonohio.gov](http://daytonohio.gov).

### BY THE NUMBERS



# 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.

## ANNUAL BUSINESS SURVEY RESULTS SHOW CONTINUED POSITIVE TRENDS DOWNTOWN

Each year, the Downtown Dayton Partnership conducts a survey of downtown businesses to gauge their satisfaction with DDP services, address challenges, gather business data and track trends. Below is a summary of findings from this year's survey.

- **94% believe the DDP did an excellent or good job** in 2017 (5.3% "fair," 0.6% "poor").
- **96.1%** enjoy working downtown and **97.6%** feel safe downtown.
- Respondents ranked downtown's **"central location in the region," "walkability,"** and **"arts and entertainment amenities"** and their feeling of **"being at the heart of the community"** among what they like best about doing business downtown.
- Filling office space, supporting startups, activating storefronts, improving wayfinding, and beautifying right of ways were ranked as some of the more **important downtown initiatives**.

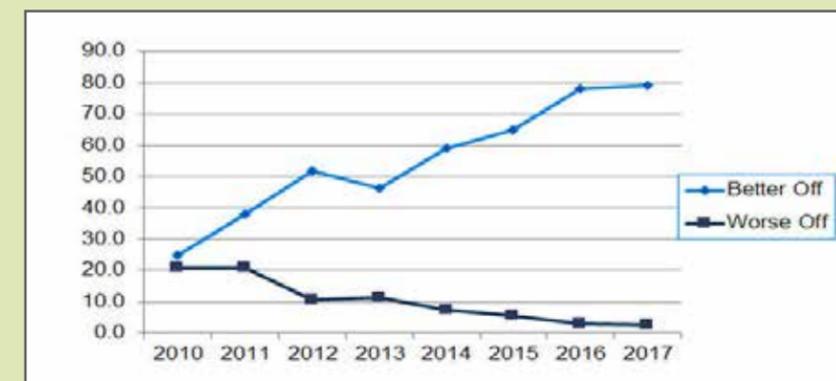
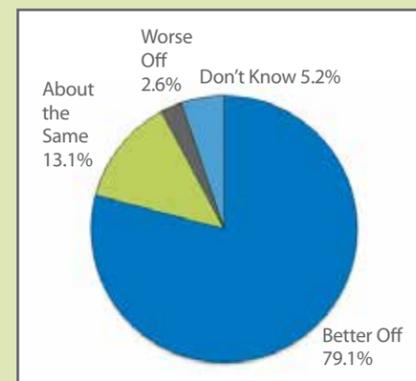
Look for more results from this survey in other sections of this report.

## RETENTION AND EXPANSION FIRST 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 2018 is to visit **125 businesses**, with 25 of those being Leadership Network visits. Activity during the first quarter:

	FIRST QUARTER 2018
R&E visits	36
# of jobs represented	866
Square feet represented	477,394
Property owner visits	11
Leadership Network visits	2

### SURVEY RESULTS: COMPARED TO THREE YEARS AGO. DO YOU FEEL DOWNTOWN DAYTON IS:



# 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.

## DOWNTOWN CONTINUES TO ADD MORE HOUSING UNITS

The demand for the urban lifestyle is as high as it's ever been. More and more people are moving downtown every day, and downtown continues to see a **surge in housing development** projects to keep up with the demand.

One of downtown's most recent housing developments, the \$4.2 million **City View** project from Charles Simms Development, already has sold all of its townhomes before many of them were even built. Several of the new downtown residents moved into their units on Patterson Boulevard this quarter.

A few blocks away, Simms' **Monument Walk** development continued

construction on the next phase of those four-story, high-end condos as the first owners moved into their new homes.

Elsewhere, new tenants continued moving into the new **Wheelhouse Lofts** development at 210 Wayne Avenue, and plans moved forward for more than 120 housing units for artists and creative professionals at the **Dayton Arcade** as part of its extensive redevelopment plan.

Housing development is a key component of the Greater Downtown Dayton Plan. **460 new housing units** currently are in the pipeline with 84 of those currently under construction.



CITY VIEW



WHEELHOUSE LOFTS



MONUMENT WALK

### 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:

460

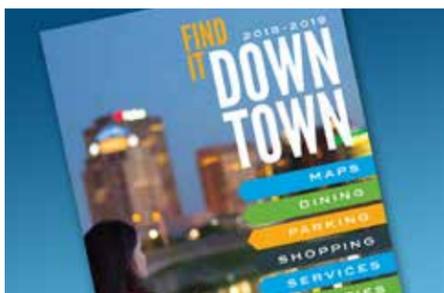
NUMBER OF NEW DOWNTOWN HOUSING UNITS CURRENTLY UNDER CONSTRUCTION:

84

# 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.

## CONSUMER GUIDE HELPS MARKET DOWNTOWN BUSINESSES



'FIND IT DOWNTOWN' GUIDE

The DDP produces a wide variety of publications to help promote downtown businesses, events, and amenities, and to attract investment downtown. One of the most popular pieces is "**Find It Downtown**," the annual consumer's guide to the services, retail, parking, dining, attractions, and arts & entertainment in downtown Dayton. While this guide also exists in electronic format on the DDP website, the printed version still proves to be a handy

resource for downtown workers and visitors alike. 30,000 copies of the guide were produced in the first quarter, and distributed in early May – The DDP delivers a copy for every downtown worker and resident, and provides a supply for visitors to pick up in such key downtown locations as hotels, news boxes, the library and the convention center. To request copies of the printed Find It Downtown guide, call 937-224-1518.

## NEW DOWNTOWN WEBSITE LAUNCHES, INTRODUCES STRATEGIC MARKETING EFFORTS

Downtown Dayton has experienced significant positive change in recent years, with a lot of forward momentum and more reasons than ever to be downtown.

Recently, the Downtown Dayton Partnership launched a **new website for a new downtown** - a site designed not only to be more intuitive and user-friendly, but also to better reflect that positive momentum we're seeing downtown.

With the new **downtowndayton.org**, you'll still find all the same great tools and resources, downtown news, event information, and other services you've enjoyed for years, but in a new format that we think you'll find more exciting and easier to use. You'll also find some new features to help you find what you're looking for and keep you in the know about downtown happenings and progress. Highlights of the new website include:



NEW DOWNTOWN DAYTON PARTNERSHIP WEBSITE

- More intuitive navigation, including main site portals for "Doing Business," "Things to Do," and "Downtown Living"
- Frequently updated news and stories about downtown's progress
- Many ways to get connected, including email subscriptions, social media, etc.
- Improved calendar of downtown events
- Downtown images, videos, and testimonials from real people who live, work, and play downtown
- Online search tools for dining, nightlife, shopping, services, parking, and more
- A wealth of services both for existing downtown businesses and for business or entrepreneurs looking to locate here

The new website helps introduce a new **strategic marketing effort** designed to give DDP publications and marketing materials a unified look and consistent message that better represents the "new downtown" and continuously emphasizes all the great reasons to "**Be Downtown.**" This creative framework was integrated into many of the DDP's materials in the first quarter of 2018. Watch for more of these marketing efforts throughout the year.

Visit **downtowndayton.org** to view the new website. If you have questions or want to know where to find something on the site, send us a message by clicking "**Contact Us**," or call (937) 224-1518.



MARKETING EFFORT CREATIVE FRAMEWORK

## BUSINESS MARKETING CAMPAIGN HIGHLIGHTS THE ADVANTAGES OF BEING DOWNTOWN



BE WHERE THE TOP TALENT IS. BE IN AN ENVIRONMENT THAT SPARKS CREATIVITY. BE DOWNTOWN.

BUSINESS MARKETING CAMPAIGN PIECE

A new marketing campaign launched this quarter seeks to promote the value proposition for locating a business downtown and increase awareness of the Downtown Dayton Partnership's free and confidential Site Seeker program.

The campaign uses the tagline "**This is our office park**" to highlight some of the unique advantages of a downtown business address, and includes comprehensive outreach through a variety of advertising outlets, including the *Dayton Business Journal*, area roadway billboards, a video series, print collateral, social media, and more.

This business marketing campaign is expected to be the first in a series of similar efforts designed to attract potential new businesses and showcase some of downtown's competitive advantages.



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From festivals to visual and performing arts events, live music to recreational activities, unique shopping to independent restaurants and breweries and so much more, the summer is packed with great things to do downtown. Visit [downtowndayton.org](http://downtowndayton.org) to download the 2018 DP&L Summer in the City Events & Activities Guide.

# 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.

## AMBASSADOR STATS

The DDP oversees the **Downtown Dayton Ambassador Program**. A summary of the Ambassadors' work in the first quarter of 2018 is below:

ACTIVITY	FIRST QUARTER 2018
Hospitality assistance	902
Safety escorts	63
Property owner/bldg. mgr. contacts	338
Panhandling incidents addressed	545
Requests for police assistance	27
Trash collected (lbs.)	39,260
Graffiti removed	177

Each year, the Downtown Dayton Partnership conducts a survey of downtown businesses. Below are some of the results from this year's survey.

### ANNUAL BUSINESS SURVEY RESULTS:

- 97.6%** feel safe downtown.
- 83.0%** think the downtown Ambassadors make downtown cleaner. (16.1% answered "Don't Know," Less than 1% said "no.")
- 58.5%** think the Ambassadors make downtown safer. (33% answered "Don't Know," Less than 9% said "no.")
- 81.9%** think the Ambassadors have a positive effect on downtown. (17% answered "Don't Know," Only 1% said "no.")

## Downtown Dayton Special Improvement District Board of Directors

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Dan Meixner, Chaminade Julianne Catholic High School