



DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT

Downtown Dayton
Special Improvement District

YOUR DOWNTOWN UPDATE



SECOND QUARTER 2018

A NEW LOOK AND FEEL: BIG CHANGES FOR DOWNTOWN IN EARLY 2018

Things have been feeling different downtown for a while now. The positive momentum and exciting trends for our center city have been making news for several years, but lately we're seeing the pace pick up and attitudes change as there is seemingly something new added to downtown's landscape every day.

The first half of this year is a prime example of that new momentum. Building on some major successes from 2017, the past six months have been punctuated by major news, exciting projects, significant investment, and a host of new things popping up all over downtown to add to all the great reasons to be here.

Here are just a few of the trends we've noticed in the second quarter and throughout the first half of 2018:

- **New Amenities:** Downtown already has so many great amenities, and added more last year with the opening of a new Main Library and RiverScape River Run. But already this year, we've seen several new additions, including construction finishing on Levitt Pavilion Dayton, work well underway on the PNC Arts Annex and the new Fairfield Inn & Suites, and new murals adding life to city streets.
- **New Housing:** Hundreds of new housing units are being built to meet the demand for living downtown, and new projects are selling out quickly.
- **New Businesses & Buildings:** Interest in downtown commercial space is high, and downtown welcomed new businesses like RSM, while CareSource continued construction on its new Pamela Morris Center.
- **New Plans for the Future:** A new developer is moving the Fire Blocks project forward and a 25-year master plan for downtown's riverfront built excitement for our future.

This report is a summary of work completed during the second 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

Sandra K. 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



RIBBON CUTTING FOR RSM

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

- Accounting firm **RSM** moved into its new, 14,000-square-foot space at 6 S. Patterson Blvd. and relocated more than 80 employees from Moraine to downtown Dayton. Local developer Synergy & Mills Development completed the renovations on the building. The downtown community welcomed RSM with a ribbon cutting ceremony, and the Downtown Dayton Partnership provided welcome packets for RSM's employees.

- N-ovation Technology Group** signed a lease to move downtown. The technology company opened in the shared office on the 22nd floor of KeyBank Tower, but plans to move to a new, 2,000-square-foot space on the second floor of the tower later this year.
- Olive Mediterranean Grill** completed its relocation to downtown by renovating its new, 5,000-square-foot space at 36 W. Third St. The restaurant welcomed large crowds at its soft opening in July and is now open for business.
- The Activated Spaces Pop-Up Shop program announced that **Picture Perfect Paint Parties** would open in Talbott Tower at 123 N. Ludlow St. as part of the 13th phase of the program. The business offers painting parties for all ages, along with such services as corporate workshops, art therapy, and paint-and-sip events. To date, the Activated Spaces program has launched 26 shops (17 of which continued past their pop-up phase), filling more than 25,000 square feet of previously vacant space and creating 43 jobs.

DEMAND FOR DOWNTOWN SPACE CONTINUES TO BE HIGH

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 second quarter, **21 searches** were implemented for prospects – the year-to-date total of 39 completed searches is a strong indicator of continued high interest in downtown space. **21 site tours** were conducted this quarter (56 YTD), showing 15 buildings (32 YTD).

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.

FIRE BLOCKS DEVELOPMENT MOVES FORWARD WITH NEW DEVELOPER

The **Fire Blocks** development took a major step forward this quarter with the emergence of Columbus-based commercial and residential contractor **Windsor Companies** as the lead developer for the project.

The Fire Blocks is a 10-acre, multi-building district bounded by Jefferson, St. Clair, Second, and Fourth streets. The re-development of this area is planned to be completed in stages. Construction for the \$24 million first phase will soon begin and continue through next year.

When complete, the development will activate more than 130,000 square

feet of currently vacant space at the Huffman and Elks buildings through new apartments and first floor restaurant and retail amenities. Subsequent phases will renovate the 124 E. Third St. commercial

building and the DP&L building at 20 S. Jefferson St.

Windsor has planned a launch party event to announce more details for the Fire Blocks project, scheduled for August 24. For more information on the party, the Fire Blocks District, or Windsor Companies, visit fireblocksdistrict.com.



FIRE BLOCKS DISTRICT



RENDERING: HUFFMAN BUILDING

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 second quarter include:

Construction on the **Victoria Theatre Association's** new **PNC Arts Annex** is well underway. The new, 12,000-square-foot flexible performance space, located in Courthouse Crossings at the corner of Second and Ludlow in the former Elder-Beerman space, will house a 250-seat theater and classroom studios. Additional space in the lobby area and backstage can also be used for classes or facility rentals. The Victoria Theatre Association has raised more than sufficient funds for the \$1.5 million renovation, and reported they are already booking educational programs and other reservations into 2019. The project is expected to be completed later this fall.

Dayton Montgomery Port Authority Board of Trustees voted to support the downtown **Dayton Arcade** development project. The board will create four limited

liability companies that each own one of the Arcade's component parcels. This action will save an estimated \$1 million in sales taxes on materials used to improve the Arcade, according to Jerry Brunswick, executive director of the Port Authority. The Arcade took a significant step forward in Q2 with the City of Dayton and the developer team formalizing their public/private partnership to advance the \$100+ million project. Construction is expected to start in the third quarter.

There is a new owner of **130 W. Second St.** Brian Lash, former chairman and CEO of Texas-based Target Logistics Management LLC, purchased the property for \$2.8 million and plans to renovate both the interior and exterior of the building. New features proposed include co-working spaces, a fitness center, banquet hall, and additional meeting room spaces.

CareSource announced that its new building currently under construction will be named after the company's recently retired CEO. **Pamela Morris Center**, at the corner of First Street and Jefferson Street, will hold 800 employees when complete in the spring of 2019.



FAIRFIELD INN AND SUITES



BILTMORE TOWERS

New York-based affordable housing real estate firm Related Companies announced it is acquiring 7,837 housing units from Apartment Investment and Management Co., including downtown's **Biltmore Towers** at 210 N. Main St. The new ownership intends to maintain the affordable housing products in the portfolio. Biltmore Towers currently offers apartments for seniors on a fixed income. A \$15 million construction project continued this quarter for the new **Fairfield Inn and Suites** (98 total rooms) at Water Street. The hotel is expected to open in the fall.

Weyland Ventures will take on the \$18.2 million renovation of a historic downtown building, thanks, in part, to historic tax credits. The Ohio Development Services Agency announced it awarded \$1.8 million in tax credits to support the project at **15 McDonough St.**, the former home of Dayton Motor Car. Weyland Ventures, one of the companies behind the successful transformation of the former Hughes Supply building at 210 Wayne Ave. into a mixed-use space, said they plan to convert the 80,000-square-foot Dayton Motor Car building into office space. Robotics and tech firm **Gosiger Industries** indicated its plans to expand into the space near its current headquarters following the renovation.



RENDERING: PNC ARTS ANNEX



CARESOURCE'S PAMELA MORRIS CENTER

RETENTION AND EXPANSION SECOND 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 second quarter:

	SECOND QUARTER 2018	YEAR TO DATE 2018
R&E visits	31	67
# of jobs represented	3,497	4,381
Square feet represented	245,905	736,017
Property owner visits	8	20
Leadership Network visits	7	9

STRATEGIC PLANNING

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

OREGON DISTRICT GARAGE GETS NEW LOOK, \$1 RATE

Several updates have refreshed a downtown parking garage. The **Oregon District Garage** (formerly known as the Transportation Center Garage) has switched its rate structure, reducing the fee to just **\$1 after 6 p.m.** New banners and lighting also enhance the experience, along with an interactive mural currently being applied along Jefferson Street.

The music-themed mural will have interactive features with a “selfie wall” and elements of the design spilling onto the sidewalk. The Dayton Visual Arts Center and the Downtown Dayton Partnership assembled the selection committee; K12 Gallery & TEJAS is painting the mural.

The location of the Oregon District Garage makes it the perfect parking area

for people visiting the Oregon District and/or the new Levitt Pavilion. The garage has plenty of available parking with 1,416 spaces. Additional aesthetic and safety updates are planned for this garage in the near future to further improve the user experience.

While the Oregon District Garage’s new \$1 rate assists nightly visitors to the district’s entertainment businesses, another garage has discounted its rate for special events. The **Main Street Garage** at Main and Monument offers a special \$3 rate during festivals and other signature events at RiverScape MetroPark and nearby areas. Look for this rate to be offered at such upcoming events as the Dayton Reggae Festival on September 2.



NEW MURAL BEING PAINTED ON OREGON DISTRICT GARAGE



OREGON DISTRICT PARKING GARAGE

MORE MURALS ADD INTEREST TO DOWNTOWN STREETS



RAILWAY OVERPASS MURAL

The new Oregon District Garage mural isn’t the only public art increasing vibrancy downtown.

A new, 21-panel mural celebrating Dayton’s role in the funk music movement is being added to a railway overpass near the Oregon District. Youth in the HAALO program, a program created through K12 Gallery & TEJAS and the Montgomery County Juvenile Court, are helping to paint the mural.

Meanwhile, the **Urban Arts Intersections** initiative currently is accepting entries for the next round of downtown murals through that program. Murals are expected to be selected in the third quarter and applied to a variety of downtown buildings.

REAL CHANGE CHALLENGE KICKS OFF SECOND YEAR OF CAMPAIGN FOR A BETTER WAY TO GIVE

The **Real Change Dayton** public information campaign celebrated its first anniversary this quarter by issuing the first ever “Real Change Challenge.”

Real Change Dayton is designed to help curb panhandling and better connect individuals with much-needed social services by reminding downtown residents, workers, and guests that there’s “a better way to give” - by supporting the many nonprofits and social agencies in the greater Dayton community that provide long-term, sustainable change for those in need of assistance. Real Change Dayton offers alternative donation methods for those who wish to help but prefer not to give money directly to an individual.

To kick off the second year of Real Change Dayton, partner organizations decided to issue the **Real Change Challenge** and selected St. Vincent de Paul as the inaugural year’s beneficiary. Barrels located throughout downtown served as collection sites for a donation drive, collecting new packages of adult-sized underwear. Monetary donations also were collected for St. Vincent.

Visit **RealChangeDayton.org** to learn more about the program, or donate by texting “**RealChange**” to **71777** or by depositing coins into one of the bright orange Real Change Dayton meters throughout downtown.



REAL CHANGE DAYTON

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.

HOUSING TOUR SHOWCASES DOWNTOWN LIVING OPTIONS

A popular downtown event returned this quarter as one of the signature components of the DP&L Summer in the City lineup. On May 5, the Downtown Dayton Partnership hosted a **Downtown Housing Tour** to highlight the center city's variety of urban living options. The tour featured a mix of apartment/rental options and options for purchase in a variety of styles and price points, along with a sneak peek at some new downtown housing projects under construction. One such under-construction site was a major draw, as the Dayton Arcade opened its doors to long lines of curious visitors.

This year's event was **very well attended**, with crowds throughout downtown, lines at many tour stops, and most locations reporting several hundred visitors from a wide variety of backgrounds, zip codes, interest levels and age groups. Free shuttles provided by the Greater Dayton RTA took participants to each of the tour stops, while others saw the tour by bike or on foot, getting a real taste of the fun and convenience of downtown living.

The annual housing tour is an important strategy toward the goal of introducing new people to the urban lifestyle and continuing downtown's success in

increasing its residential density. It was sponsored by Vectren, DP&L, Greater Dayton RTA, and the Dayton City Paper.



DOWNTOWN HOUSING TOUR

BY THE NUMBERS:

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

1,571

NUMBER OF ADDITIONAL DOWNTOWN HOUSING UNITS IN THE PIPELINE:

518

NUMBER OF NEW DOWNTOWN HOUSING UNITS CURRENTLY UNDER CONSTRUCTION:

142

AVERAGE DOWNTOWN DAYTON NEW HOME SALE:

\$195 PER SQUARE FOOT

AVERAGE DOWNTOWN APARTMENT RENTAL RATES:

\$1.00-\$1.70 PER SQUARE FOOT

NEW DOWNTOWN HOUSING DEVELOPMENTS TAKING SHAPE

The **surge in housing development** projects has been huge in recent months, with more and more people moving downtown and demand for the urban lifestyle on the rise. This quarter saw that surge continue, as several housing projects made major progress.

New **Fire Blocks** developer Windsor Companies already will soon begin construction on Phase One of the project, which includes redeveloping the Huffman and Elks buildings into residential housing units ranging from studios to one- and two-bedroom apartments.

The \$4.2 million **City View** project from Charles Simms Development decided to sell its model after having already sold all of the other townhomes at the site.

Several new residents have moved into City View, as well as Simms' other ongoing project at **Monument Walk**, where new units continued to be built this quarter.

Elsewhere, the new **Wheelhouse Lofts** continued welcoming new tenants at 210 Wayne Avenue, plans moved forward for more than 120 housing units for artists and creative professionals at the **Dayton Arcade**, and predevelopment work continued for the housing projects at **Centre City** and **34 N. Main St.**

Housing development is a key component of the Greater Downtown Dayton Plan efforts to create downtown density and an 18-hour-a-day active center city. **518 new housing units** currently are in the pipeline with 142 of those currently under construction.



RENDERING: ELKS BUILDING APARTMENT AT THE FIRE BLOCKS



CITY VIEW

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.

FIRST BLOOM EFFORTS BRIGHTEN DOWNTOWN STREETS

Downtown has been full of foliage this summer, as volunteers from the Downtown Dayton Partnership and Wegerzyn Gardens MetroPark filled **110 planters** throughout downtown this May as part of the **First Bloom** program. Additional pots were planted by business owners.

First Bloom is a beautification program designed to enhance our streetscapes with colorful flower planters. The

program, started in 2004, is a partnership between Wegerzyn, the Downtown Dayton Partnership, and the City of Dayton. Participating property and business owners help maintain and water the planters.

If you are a downtown business or property owner interested in planters for your property, please call Colleen Turner at (937) 224-1518 or find more information at downtowndayton.org.



FIRST BLOOM PLANTER



DOWNTOWN DAYTON AMBASSADORS

AMBASSADORS KEEP DOWNTOWN CLEAN AND SAFE

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

ACTIVITY	SECOND QUARTER 2018	YEAR TO DATE 2018
Hospitality assistance	2,026	2,928
Safety escorts	42	105
Property owner/bldg. mgr. contacts	199	537
Panhandling incidents addressed	352	897
Requests for police assistance	41	68
Trash collected (lbs.)	32,835	72,095
Graffiti removed	200	377
Power washing (gallons)	4,173	4,173

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.

RIVERFRONT MASTER PLAN FINALIZED, PRESENTED TO COMMUNITY



RIVERSCAPE RIVER RUN

A year of studies and public input sessions culminated in June with the presentation of a 25-year master plan for Dayton's riverfront downtown and in surrounding parks and areas.

The **Dayton Riverfront Plan** and the 10 subsequent park site plans address specific goals the community and Plan creators wish to achieve, including leveraging the rivers to catalyze economic development, providing programs and experiences for everyone with equitable distribution, supporting

health and wellness, improving river access, promoting the rivers' ecological health, developing vibrant gathering places, and connecting Dayton's communities.

The Plan includes a wide variety of visions for downtown's riverfront, including RiverScape MetroPark and such nearby parks as Island MetroPark, Deeds Point, Sunrise and Sunset Parks.

For more details about the Dayton Riverfront Master Plan, visit daytonriverfrontplan.org.

LEVITT PAVILION DAYTON DEBUTS ITS INAUGURAL SEASON

Downtown's newest amenity has arrived, and along with it, a whole lot of free music. Construction continued at a fast pace during the second quarter to finish the new **Levitt Pavilion Dayton** in time for its opening weekend, August 9-12.

The new pavilion at 134 S. Main St. in the space previously known as Dave Hall Plaza is a state-of-the-art music venue, the seventh of its kind to open in the nation through the Mortimer & Mimi Levitt Foundation.

Levitt announced its full 2018 concert lineup at an event on May 10. Its first

year features 34 free concerts, with **more than 50 shows each year** thereafter. The free concerts take place each summer **Thursday, Friday, and Saturday at 7 p.m., with Sunday programs starting at 3 p.m.** Music includes a wide variety of genres, including jazz, funk, rock, folk, country, world, and family programming.

Levitt Pavilion welcomes lawn chairs, blankets, and snacks/picnics, and is BYOB (no glass containers allowed).

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



LEVITT PAVILION DAYTON

SIGNATURE EVENTS HIGHLIGHT SUMMER IN THE CITY



DP&L SUMMER IN THE CITY

Summertime is a great time to be downtown. From cultural festivals to live music series, sporting events to fitness programs, outdoor dining to brewery tours, there's always something fun happening when you spend your summer in the city. All that fun is highlighted each year by a few signature events as part of the **DP&L Summer in the City** programming.

On May 5, the first of those signature events for the 2018 season was held as the **Downtown Housing Tour** invited prospective homeowners, renters, and real estate lovers to visit some of the hottest addresses in the city. The event, sponsored by Vectren, DP&L, Greater Dayton RTA, and the Dayton City Paper, gave attendees a taste of downtown living at several rental and purchase options, along with sneak previews of some future housing options under construction. Hundreds of people attended this year's housing tour, which received much positive feedback from both the attendees and the housing representatives.

June 1 saw the return of the popular **Great Dayton Adventure Race**, which featured 104 teams and 322 racers searching around downtown scavenger-hunt-style, looking for clues and becoming more familiar with downtown businesses and amenities in the process. Meanwhile, several businesses in the Oregon District hosted adventure-themed fun at their locations. This successful event was sponsored by DP&L, Heidelberg Distributing, Key-Ads, Dayton.com, and Channel 999.

Planning was in full force during the second quarter for August 3rd's **Art in the City** event - a celebration of downtown's rich collection of visual and performing arts and the kick-off a juried art show that placed mini pop-up art exhibits in downtown businesses. In addition to the art show, the event included a new Artisan Market, a fun Party on the Patio component with a new "big party" at 5th and Jefferson as a culminating feature, and plenty of Art Around Town, with **more than 400 artists** of all kinds doing their thing throughout the city. Art in the City



DOWNTOWN HOUSING TOUR

is sponsored by DP&L, Dayton.com, the Jack W. & Sally D. Eichelberger Foundation, and the Ohio Arts Council, with additional support from WYSO.

Another perennial downtown favorite returned on April 30, as free noontime entertainment enhanced lunchtime on Courthouse Square each weekday through **The Square Is Where** programming. The program offers downtown workers and others a fun break from the office Monday-Friday, May through September, featuring a variety of performers, themed days and weeks, games, activities, food vendors, and much more. The Square Is Where is a program of the Downtown Dayton Partnership and Montgomery County, with support from the Ohio Arts Council.

For more info about the 2018 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**.



THE GREAT DAYTON ADVENTURE RACE



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The 2018 DP&L Summer in the City continues through September! Don't miss the Germanfest Picnic (Aug. 10-12), AleFest (Aug. 25), District Day (Aug. 25), the Dayton Reggae Festival (Sept. 2), and much more! Visit downtowndayton.org for a comprehensive online calendar or to download a summer Events & Activities Guide.

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.

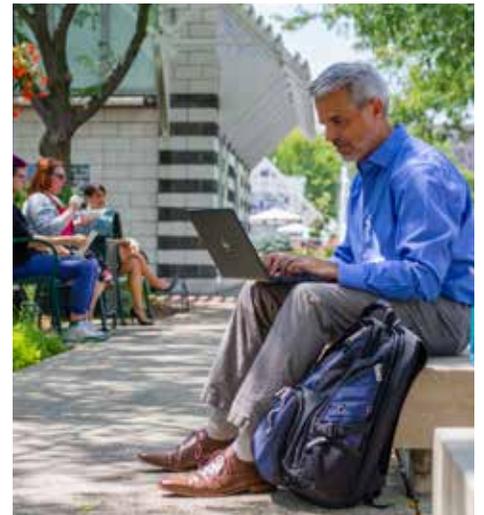
For a listing of downtown events, find our handy **calendar of events** at downtowndayton.org.

Also at downtowndayton.org, check out the **"News & Progress"** page for Fast Facts, press releases, downtown

coverage in the media, and info on downtown projects and progress.

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, including Facebook, Twitter, Instagram, YouTube, and Vimeo.



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