



# DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT

**Downtown Dayton**  
Special Improvement District

# YOUR DOWNTOWN UPDATE



## THIRD QUARTER 2018

### DON'T BLINK! DOWNTOWN PROGRESS IS COMING AT US QUICKLY

It's hard to believe we're already approaching the end of 2018. This year has flown by quickly, and part of what has made the time go so fast is the fast pace of things happening around us. It seems like every week has been filled with exciting news, fun events, and new projects downtown, and the pace can be hard to keep up with!

Building on the success of the last few years before it, the first three quarters of 2018 have both continued and accelerated that momentum for our downtown. From new businesses to new amenities, great festivals and events to a growing density of downtown residents, the excitement has been building rapidly.

Time flies when you're having fun, and it has definitely been fun to see all the positive change downtown so far this year. Here are just a few of the trends we've seen lately:

- **Additional Amenities:** Downtown opened a new concert pavilion and a new hotel this quarter, while a new performing arts venue rapidly took shape for a fall debut. Getting to and from these amenities just got easier, too, as a new, free, circulating shuttle prepared to launch downtown.
- **Growing Investment:** New businesses are opening frequently downtown, while some longstanding businesses are expanding, reinventing themselves, and (literally) rising from the ashes of a recent fire!
- **Building a Downtown Neighborhood:** Hundreds of new housing units are being built to meet the high demand for downtown living.
- **So Much to Do:** We closed out a great summer full of incredible downtown events, and will soon kick off the holiday season on November 23.

This report is a summary of work completed during the third 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.

## NEW HOTEL OPENS DOWNTOWN AT WATER STREET

Construction wrapped up during the third quarter on downtown's first new hotel in decades. **The Fairfield Inn & Suites Dayton** welcomed its first guests in early October, and has been sold out or nearly sold out for its first few weeks.

Shaner Hotels management company operates the Fairfield Inn & Suites at 305 E. Monument Ave. and also co-owns the hotel with Crawford Hoying Development Partners and Woodard Development.

The 6-story Marriott property offers 98 rooms featuring a mini-refrigerator, microwave and smart TV. Amenities include a fitness center, on-site

laundry facilities, a business center and complimentary WiFi. There also are daily dining options available for guests, including complimentary breakfast, a lobby bar serving light fare and The



LOBBY: FAIRFIELD INN AND SUITES

Market, which has snacks, drinks and other items available for purchase. The hotel bar will be open to the public in the evening hours. To make a reservation, call (937) 331-9330 or visit [www.marriott.com](http://www.marriott.com).



GUEST ROOM: FAIRFIELD INN AND SUITES

## WELCOME DOWNTOWN, NEW BUSINESSES AND ORGANIZATIONS

In addition to downtown's new hotel, several other new businesses have opened or prepared to open downtown during the third quarter of 2018. Those businesses include:

- **Berry Network/Dex YP** and local **U.S. Census Bureau** staff will lease space at 6 N. Main St. Berry Network will occupy about 19,000 square feet, and the Census Bureau will take 7,000 SF.
- IT staffing services firm **Brooksource** selected 11 W. Monument Ave. to house up to 20 members of its growing team in Dayton.
- **Bar Granada**, located at 5 W. Monument Ave. in the former Wine Gallery location, is wrapping up construction and will open soon. The business will be a Spanish-style tapas bar with a deli where patrons can purchase Spanish products.
- The new **Van Buren Room** cocktail lounge is now open at Belle of Dayton distillery. The Prohibition-era speakeasy features cocktails based on the distillery's signature spirits and seats about 50.
- The newest purveyor added to the lineup at District Provisions (521 Wayne Ave.) prepared for its official launch. **Grist Provisions** will offer homemade breads, fresh pasta, and other goods in convenient take-away packaging.
- Activated Spaces Pop-Up Shop **Picture Perfect Paint Parties** opened in Talbott Tower at 123 N. Ludlow St. as part of the 13th phase of the program.
- CrossFit gym **CrossFit Involve** announced it would relocate to 150 S. Patterson Blvd. later this year. The space is adjacent to the Dayton Metro Library's administration office and underneath PrintPoint.
- **Lisse' Beauty Bar** opened a new, 2,500-square-foot full-service salon at 21 W. First St.
- **TRIAD Architects** closed on the acquisition of 18 W. Fifth St. The Columbus-based firm has extensive experience in adaptive reuse and is in the early stages of multi-million-dollar mixed-use development for the property in combination with 12 W. Fifth St.



6 N. MAIN STREET BUILDING



VAN BUREN ROOM



PICTURE PERFECT PAINT PARTIES

## 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 third quarter include:

**Sinclair College** continues to expand its campus and make improvements to the "gateway" to downtown Dayton. Overall, the college expects to invest \$80 million into projects over the next five years. The \$31.5 million Health Sciences Center opened last fall, and the new \$13 million Student Services Center is slated

to finish by next summer. With the start of the fall semester, Sinclair introduced new degree and certificate programs targeting specific job-related needs for the Dayton community. A new short-term certificate allows students to earn Federal Aviation Association credentials and ratings to become a professional pilot, as well as becoming an important step toward a potential bachelor's degree in aviation science. The college also added a new associate's degree for healthcare simulation technology and an associate degree in public health.



RENDERING: PNC ARTS ANNEX

Construction continued on the **Victoria Theatre Association's** new 12,000-square-foot **PNC Arts Annex**, which will launch in November on the first floor of Courthouse Crossings. This new space will host classes and educational arts programs, as well as provide a 200-250-seat performance venue.

After a New Year's Eve fire forced the temporary closure of **Salar Restaurant and Lounge**, the local eatery reopened in late September at its Oregon District home at 400 E. Fifth St.

The **Dayton Racquet Club** announced it would rebrand itself as the **Dayton Club** to better convey the nature of the membership-based organization and its amenities.

The **Dayton Firefighters Federal Credit Union** announced it will merge with another local financial institution, St. Helen Federal Credit Union.

**Puff Apothecary** announced it would expand offerings at the shop at 37 S. St. Clair St. to include salon services.



RENDERING: SINCLAIR'S NEW STUDENT SERVICES CENTER

## STRONG INTEREST CONTINUES FOR 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 2018 is to conduct at least 50 site searches. During the third quarter, **27 searches** were implemented for prospects – the year-to-date total of 50 completed searches is a strong indicator of continued high interest in downtown space. **19 site tours** were conducted this quarter (75 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.



SALAR RESTAURANT AND LOUNGE

## 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 2018 is to visit **125 businesses**, with 25 of those being Leadership Network visits. Activity during the third quarter:

	THIRD QUARTER 2018	YEAR TO DATE 2018
R&E visits	27	93
# of jobs represented	3,064	7,399
Square feet represented	563,592	1,283,958
Property owner visits	9	29
Leadership Network visits	5	14



# STRATEGIC PLANNING

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

## ARCADE PROJECT & INVESTMENT FUND RECEIVE FUNDING

The **Dayton Arcade** took another important step toward the end goal for the project when the Ohio Housing Finance Agency approved about \$22.5 million in Low Income Housing Tax Credits, plus a \$4 million low-interest housing development loan.

Developers Cross Street Partners and McCormack Baron Salazar have nearly completed financing. Funding sources include state and federal Historic Tax Credits, New Market Tax Credits, Low Income Housing Tax Credits, a \$500,000 Economic Development/Government Equity agreement for the Arcade Innovation Hub from Montgomery County, and a \$10 million City of Dayton loan. Construction is set to begin on the

first phase of the Arcade project in the fourth quarter of this year.

Meanwhile, the new **Downtown Dayton Investment Fund** (DDIF) was awarded a \$450,000 grant from the Dayton Power & Light Company. Launched last fall through joint efforts between the Dayton Business Committee, CityWide Development, and the Downtown Dayton Partnership, the DDIF raised about \$3.5 million to attract prospective businesses and entrepreneurs by improving office assets in the urban core, and increasing the number of jobs by stimulating the downtown office market. DP&L's grant for the fund will assist business owners with energy programs and infrastructure.



RENDERING: DAYTON ARCADE PROJECT



DP&L PRESENTS GRANT TO DOWNTOWN INVESTMENT FUND

## DDP RECOGNIZED LOCALLY, REGIONALLY

The Downtown Dayton Partnership recently received recognition for its staff and individual employees.

Congratulations to **Tina McKenna-Gilley**, operations manager for the Downtown Ambassadors, who was given the Local Impact Award for the Great Lakes Region at the annual Block by Block conference.

Last month, the International Downtown Association awarded the DDP an **Award of Excellence** at its Downtown Achievement Awards in San Antonio.

Locally, the Dayton Business Journal named DDP President **Sandy Gudorf** to its Bizwomen Power 50 List, and the entire organization was nominated as a finalist for the DBJ's **Nonprofit of the Year** award.

## DOWNTOWN MURAL PROGRAM RECEIVES GRANT, COMPLETES LATEST MURAL, PLANS MORE

During the third quarter, the **Urban Art Intersections** mural program accepted applications for the third round of installations. The design selection committee will make its decisions in the fourth quarter, with the goal of starting on one or two additional downtown murals by the end of the year.

Earlier in the quarter, the mural was completed on the Transportation Center, and grant funding was secured for the project from U.S. Bank.

Urban Arts Intersections serves as an arts-based civic engagement process that promotes downtown Dayton and is intended to engage audiences of all ages,

## FIRE BLOCKS PROJECTS GET UNDERWAY



RENDERING: HUFFMAN BUILDING AT FIRE BLOCKS

The Fire Blocks development team began construction this past quarter on the first phase of activation for this critical part of downtown.

When complete, the Huffman and Elks buildings will offer 92 units of market-rate housing and 20,000+ square feet of retail and restaurant spaces. Also included in this phase is the renovation of the 124 E. Third commercial building, which will feature 60,000+ square feet of non-traditional office space.

In August, the project held a sneak peek event, offering the public a look inside the 124 E. Third building and a presentation of future plans for the mixed-use district.

supported by the Downtown Dayton Partnership and The Contemporary Dayton (formerly the Dayton Visual Arts Center).



TRANSPORTATION CENTER MURAL

## NEW SHUTTLE, "THE FLYER," READY TO TAKE THE STREETS

The Greater Dayton RTA's newest service will provide free, fast connections for thousands of workers and students between downtown Dayton and the University of Dayton campus with the launch of **The Flyer** shuttle service.

The Flyer provides easy access to offices, local dining, nightlife, entertainment, parks, hotels, parking, and all that downtown Dayton has to offer in 10 minutes or less. Three "green fleet" hybrid buses run on a continuous loop to provide quick service, and each vehicle is trackable through RTA's real time products, including the free Transit app available for download in the App Store or Google Play.



THE FLYER

RTA spent the past several months getting The Flyer ready to roll, and has planned a public launch party on Courthouse Square for Friday, November 9, beginning at 10 a.m. After the Nov. 9 launch, The Flyer

buses will run **Monday through Friday from 6 a.m. to 11 p.m. and Saturdays from 4 p.m. to midnight**. For more information about The Flyer, visit [iriderta.org/TheFlyer](http://iriderta.org/TheFlyer).

# 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.

## MULTIPLE MARKETING EFFORTS HIGHLIGHT ADVANTAGES OF DOING BUSINESS DOWNTOWN

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

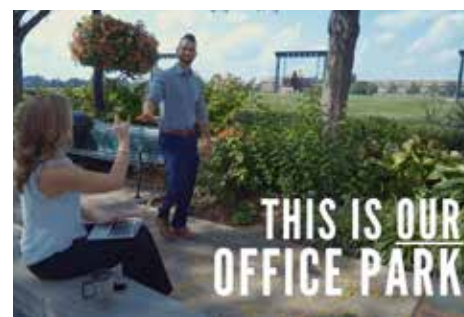
The campaign uses a set of similar taglines, such as "This is our office park," "This is our conference room," and "This is our commute," to highlight some of the unique advantages of a downtown business address. It includes comprehensive outreach through a variety of advertising outlets, including the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

A first round of the campaign generated nearly 600,000 impressions and increased daily traffic to the business pages of the Downtown Dayton Partnership website by 158%, while a second round of the campaign has already increased that daily traffic by 390%.

In addition to this business marketing campaign, two editions of the "Downtown Market News" publication targeting commercial brokers were sent in the third quarter, as well as invitations to such special downtown events as a lunch-n-learn session on leasing office space and a downtown development tour for brokers.

### BY THE NUMBERS:

**600,000** IMPRESSIONS  
**4.9X** TRAFFIC TO WEBSITE: SECOND ROUND OF CAMPAIGN  
**2.6X** TRAFFIC TO WEBSITE: FIRST ROUND OF CAMPAIGN



MARKETING CAMPAIGN VIDEO



MARKETING CAMPAIGN BILLBOARD



# 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.

## 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:

236

## PROGRESS CONTINUES ON SEVERAL NEW DOWNTOWN HOUSING DEVELOPMENTS

With downtown living becoming more popular than ever, new downtown housing projects are underway to meet the growing demand. Several of those projects made significant progress during the third quarter.

The **Fire Blocks** development team began construction on Phase One of this large project, which includes redeveloping the Huffman and Elks buildings into 92 units of market-rate housing, ranging from studios to one- and two-bedroom apartments, along with retail and restaurant spaces.

The Ohio Housing Finance Agency approved approximately \$22.5 million in Low Income Housing Tax Credits, plus a \$4 million low-interest housing development loan for the **Dayton Arcade** project. Construction on the first phase of the Arcade project, with 116 housing

units for artists and creative professionals, is expected to begin later this year.

Elsewhere, Charles Simms Development continued construction of new units at its **Monument Walk** development this quarter, the new **Wheelhouse Lofts** continued welcoming new tenants at 210 Wayne Avenue, and predevelopment work continued for the housing projects at **Centre City** and **34 N. Main St.**



RENDERING: HUFFMAN LOFTS AT THE FIRE BLOCKS

## FINAL 2018 "SUMMER IN THE CITY" EVENT CLOSES OUT A GREAT YEAR OF PROGRAMMING



ART IN THE CITY INTERACTIVE ART

The third quarter featured the final signature event in the 2018 **DP&L Summer in the City** lineup, rounding out a great summer of fun downtown activities and programming.

On August 3, **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 businesses throughout downtown. 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 is sponsored by DP&L, Dayton.com, the Jack W. & Sally D. Eichelberger Foundation, and the Ohio Arts Council, with additional support from WYSO.

This final signature event, along with the Downtown Housing Tour on May 5 and the Great Dayton Adventure Race on June 1, helped anchor a very successful season of downtown events. Summer in the City



ART IN THE CITY DANCE STAGE

is presented by the Downtown Dayton Partnership and sponsored by DP&L and Dayton.com, with supporting sponsors Vectren and the Ohio Arts Council.

DP&L Presents  
**DAYTON HOLIDAY FESTIVAL**  
November 23  
Courthouse Square  
4-9 p.m.

featuring  
**the grande illumination**  
tree lighting at 7:45 p.m.  
.....  
**dayton children's parade**  
spectacular in lights  
immediately following the tree lighting  
.....  
For more information, including a calendar of other downtown holiday events, visit  
[DaytonHolidayFestival.org](http://DaytonHolidayFestival.org)

## LEVITT PAVILION DAYTON PACKS THE LAWN IN ITS INAUGURAL SEASON

Downtown's newest amenity made its debut in the third quarter, and packed **33 free concerts** into less than two months.

The new **Levitt Pavilion Dayton** held its opening weekend August 9-12 to great crowds, and those crowds never dissipated throughout the inaugural season. Total attendance for the 2018 partial schedule (future years will include at least 50 free concerts) was 25,780, with single shows drawing as many as 3,000+

concertgoers. Levitt officials estimate (based on Pollstar's 2017 average concert ticket costs) that Levitt Pavilion Dayton provided more than \$2.2 million worth of free music and programming to the Dayton community in its first year.

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.

Music includes a wide variety of genres, including jazz, funk, rock, folk, country, world, and family programming. In 2018, Levitt hosted 12 local/regional acts and 26 national/international performers.

Officials already are working on the lineup for the 2019 season of free summer concerts. Watch for announcements and get more information at [levittdayton.org](http://levittdayton.org).



LEVITT PAVILION CROWD



LEVITT PAVILION DAYTON

# 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.

## "THE SQUARE IS WHERE" WRAPS UP ANOTHER SUCCESSFUL SUMMER



LUNCHTIME ENTERTAINMENT ON COURTHOUSE SQUARE

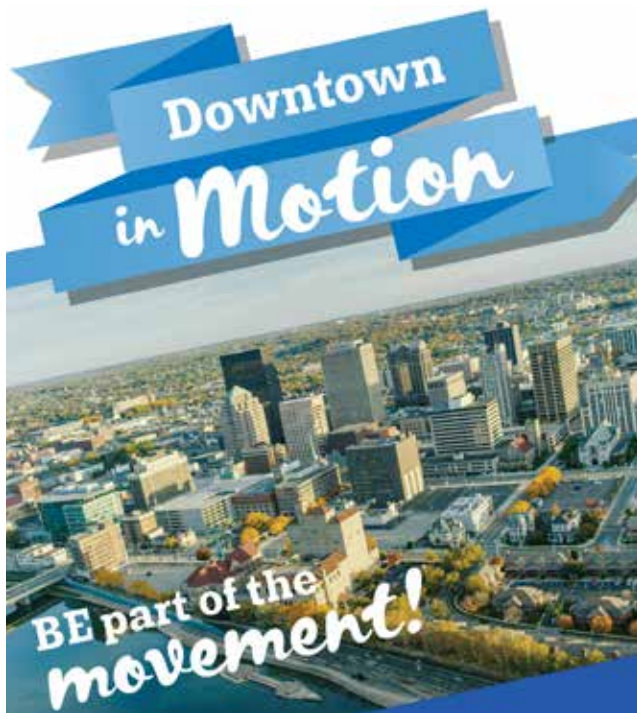
The 2018 season of "**The Square Is Where**," downtown's **free lunchtime entertainment** program on Courthouse Square, wrapped up at the end of September after entertaining more than 15,000 downtown employees and visitors during the summer months.

TSIW was a popular attraction again this year – local businesses participated in such challenges as Trivia Tuesdays, Downtown Walking Wednesdays, cornhole tournaments, and the annual Art-Off competition, and attendees enjoyed the variety of more than 40 different musical performers, dancers, artists, and other entertainment each weekday.

A great lineup of special themed days, as well as the "Business Spotlight" program, provided opportunities to showcase downtown businesses and organizations. As always, 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 is a program of the Downtown Dayton Partnership and Montgomery County, with support from the Ohio Arts Council.





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Dayton, OH  
Permit 1085

Join us for a **Downtown Update**  
and the **2018 SID Annual Meeting**

**Nov. 29, PNC Arts Annex** 46 N. Ludlow St., 3:30-6 p.m.

RSVP to [turner@downtowndayton.org](mailto:turner@downtowndayton.org) or 937-224-1518 by Nov. 23

## 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.



CONGRATULATIONS TO DOWNTOWN DAYTON AMBASSADORS OPERATIONS MANAGER TINA MCKENNA GILLEY FOR RECEIVING BLOCK-BY-BLOCK'S LOCAL IMPACT AWARD.

### 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 2018 is below:

ACTIVITY	THIRD QUARTER 2018	YEAR TO DATE 2018
Hospitality assistance	2,003	4,931
Safety escorts	60	165
Property owner/bldg. mgr. contacts	246	783
Panhandling incidents addressed	345	1,242
Requests for police assistance	40	108
Trash collected (lbs.)	34,710	106,805
Graffiti removed	169	546
Power washing (gallons)	16,300	20,473

## Downtown Dayton Special Improvement District Board of Directors

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**Vice-Chair:** Ryan Powell, LPI Properties, Inc.

**Secretary:** Gary Gottschlich, Gottschlich & Portune LLC

Jeffrey J. Mims, Jr., Commissioner, City of Dayton

Shelley Dickstein, City Manager, City of Dayton

Dan Foley, Montgomery County Commissioner

Maha Kashani, Resident, Sixth Street Lofts

Dan Meixner, Chaminade Julianne Catholic High School