

YEAR END 2018

YOUR DOWNTOWN UPDATE



DowntownDayton.org

ONE OF THE BEST YEARS YET!
2018 FULL OF ENORMOUS PROGRESS FOR OUR DOWNTOWN

2018 was a great year for our downtown! We're pleased to share this year-end report, a summary of work completed during the fourth quarter and throughout 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, contact Sandy Gudorf at 937-224-1518, ext. 224, or at gudorf@downtowndayton.org.

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STRATEGIC PLANNING



LEVITT PAVILION



FAIRFIELD INN & SUITES



THE ARCADE



THE FLYER



PNC ARTS ANNEX



TRANSPORTATION CENTER MURAL

MAJOR DEVELOPMENTS HIGHLIGHT

A YEAR OF MAJOR PROGRESS

2018 was a strong year for our downtown in many ways, but some of the most apparent examples of last year's progress came in the form of a number of large-scale projects coming to fruition or taking major steps toward completion. It was a year that saw the addition of several new downtown amenities, some long-awaited projects getting underway, and big plans taking shape for downtown's future. Here are some highlights from a big year for big downtown projects:

Levitt Pavilion – Downtown's new, state-of-the-art music venue opened in August and packed 33 free concerts into its inaugural season while 25,780 fans packed the Levitt lawn. The new pavilion was the seventh of its kind to open in the nation, and officials estimate it provided more than \$2.2 million worth of free music and programming to the community in its first year. Watch for the 2019 concert lineup of more than 50 shows at levittdayton.org.

PNC Arts Annex – Another new downtown performing arts venue opened in November on the first floor of Courthouse Crossings. The Victoria Theatre Association's newest space hosts classes and educational arts programs, and features studio space as well as a 200-250-seat black box theater.

The Flyer – Also debuting in November, the Greater Dayton RTA's new circulator shuttle bus service provides free, fast connections for thousands of workers and students. The "green fleet" hybrid buses

run on a continuous loop between the University of Dayton area and downtown's RiverScape MetroPark with dozens of stops in between, offering easy access to offices, dining, entertainment, parks, hotels, parking, and more in 10 minutes or less. For a route map, schedules, and more information, visit iriderta.org/TheFlyer.

Fairfield Inn & Suites – Downtown's first new hotel in decades welcomed its first guests in early October. The 6-story Marriott property offers 98 rooms, a fitness center, business center, on-site laundry, dining options, and more. Shaner Hotels operates the new hotel at 305 E. Monument Ave. and co-owns the hotel with Crawford Hoying Development Partners and Woodard Development.

The Arcade – Work is now underway on what is possibly downtown's most eagerly-awaited project, the Dayton Arcade. Construction fencing went up in November and scaffolding was recently erected in the iconic rotunda to begin

remediation of lead and other work on that structure. The project financing is in place for the ~\$90 million first phase and the development team is working toward a close in the first quarter of 2019. Earlier this year, the project took a major step forward with the announcement of McCormack Baron Salazar and Model Group joining lead developer Cross Street Partners.

Fire Blocks – Construction got underway this past year on the first phase of activation for this critical part of downtown. When complete, the Huffman and Elks buildings will offer approximately 90 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. Earlier this year, Windsor Companies was announced as the lead developer for this 10-acre, multi-building district.

CareSource – One of downtown's largest employers made incredible progress on its new downtown office tower in 2018, and announced that it would be named the Pamela Morris Center. The new building has quickly taken shape at the corner of First and Jefferson streets, and will hold 800 employees when completed in the spring of 2019.

Riverfront Master Plan – Much work was done in 2018 on this plan to lay out a vision and guiding framework for our riverfront areas over the next 20+ years. Five Rivers MetroParks, the City of Dayton, the Miami Conservancy District, the Downtown Dayton Partnership, Montgomery County, Greater Dayton RTA, and MVRPC worked together to develop the plan with significant input from the public and other stakeholders over the past year. The 4,000-acre study area included 10 focal parks and 26 adjacent neighborhoods. Read more about the plan at daytonriverfrontplan.org.

Urban Art Intersections – Downtown's streetscapes got a lot brighter this past year through this public art program that selects murals to be painted on downtown buildings. One of the most recent additions through the program was a large, music-themed mural painted on the Transportation Center near the new Levitt Pavilion. A call for entries for the next round of murals went out in late 2018 – watch for more public art coming soon!

PUBLIC & PRIVATE SECTOR INVESTMENTS IN DOWNTOWN PROJECTS SINCE 2010



DOWNTOWN PROPERTY PURCHASES



KETTERING TOWER

KETTERING TOWER PURCHASED FOR STRATACACHE HQ

Downtown has seen a surge in major property purchases in recent months, and 2019 looks set to continue that trend, based on the latest news about our tallest and perhaps most well-known building.

Dayton business Stratacache recently announced it has purchased the Kettering Tower and will make it the company's headquarters within the next 18 to 24 months.

OTHER PURCHASES

The Kettering Tower is the latest in a recent streak of key downtown property purchases. Some of those purchases from the past few months and all of 2018 include:

Courthouse Plaza building (10 N. Ludlow St.) - also purchased for nearly \$1.7 million by Stratacache Inc. founder and chief executive Chris Reigel

Talbott Tower - 14-story office building purchased by Javad Adinehzadeh and Talbott Tower Holdings with plans to renovate and add new tenants

Kuhn's Building - purchased by Dayton Arcade Partners LLC for \$1.28 million

Grant-Denaean Tower (40 W. Fourth) - acquired by Fire Blocks development team The Windsor Companies with plans to create modernized offices, residential, retail, and possibly hotel uses. First phase includes updating and activating the parking garage

The Barclay Building - purchased by Lawyers Development Corp. and First Hospitality Group with plans to convert the building into a branded boutique hotel

Dayton Towers - 206-unit apartment building purchased by Lindy Communities for \$13.5 million with plans to invest \$3 million in updates and rename the property The View at Dayton Towers

Riverfront Grande - The former Newcom Manor apartments were purchased, renovated, and renamed

The Landing apartments - 166-unit complex acquired by Crawford Hoying and Woodard Development

18 W. Fifth St. - purchased by TRIAD Architects, who plan to invest millions in the block to add retail, restaurants, offices, and/or housing

130 W. Second St. - purchased by Brian Lash for \$2.8 million

Biltmore Towers - acquired by Related Companies



TALBOTT TOWER



THE BARCLAY BUILDING

BUSINESS SERVICES

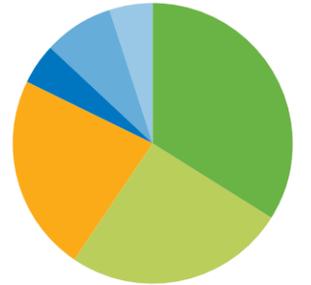
DOWNTOWN SPACE IN DEMAND THROUGHOUT 2018

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.

2018 was another busy year for the Site Seeker service. The DDP completed **62 site searches** for prospects (12 in Q4) – outpacing the annual goal of 50 searches, indicating that interest in downtown space continues to be high. **138 site tours** were conducted in 2018, showing downtown buildings to prospects.

	Q4	YTD 2018
SITE SEARCHES	12	62
SITE TOURS	27	138

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.



2018 SITE SEEKERS BY BUSINESS TYPE

- 33.9% Restaurants & Retail
- 25.8% Professional Services
- 22.6% Creative Services/Tech
- 4.8% Non-Profit
- 8.1% Developer
- 4.8% Other

WELCOME DOWNTOWN, NEW BUSINESSES AND ORGANIZATIONS

Downtown's business community continues to grow, bringing new jobs, as well as new amenities, downtown. This past year, **32 new businesses opened** or committed downtown.

FOURTH QUARTER NEW BUSINESS NEWS:

- **Bar Granada** – Spanish-style tapas bar (5 W. Monument)
- **Fairfield Inn & Suites** – new 98-room hotel (305 E. Monument)
- **Comfort Keepers** – home health services, opening first quarter 2019 (111 W. First St.)
- **CrossFit Involve** – gym (150 S. Patterson)
- **Phebe's Café** – restaurant, formerly Ohio Coffee Company (1 S. Main)
- **Jimmy John's** – restaurant, opening first quarter 2019 (216 N. Main)

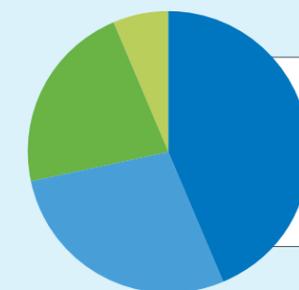


BAR GRANADA

- **Van Buren Room** – speakeasy cocktail lounge (122 Van Buren)
- **Berry Network/DexYP** – marketing/advertising, locating in February (6 N. Main)
- **US Census Bureau** – local staff moving this summer (6 N. Main)

HIGHLIGHTS FROM THE REST OF 2018:

- **RSM** – accounting firm (6 S. Patterson)
- **Troll Pub at the Wheelhouse** – restaurant (216 Wayne)
- **Olive Mediterranean Grill** – restaurant (36 W. Third)
- **Speakeasy Yoga** – yoga studio (204 Wayne)
- **Picture Perfect Paint Parties** – Pop-Up Shop (123 N. Ludlow)
- **Lissé Beaute Bar** – salon (21 W. First)
- **A+ Cleaners** – dry cleaning (100 N. Jefferson)
- **Funk Music Hall of Fame** – exhibition center (113 E. Third)
- **N-ovation Technology Group** – tech company (10 W. Second)



2018 NEW BUSINESSES BY TYPE

- 43.8% Restaurant / Retail
- 28% Creative Services / Tech
- 21.9% Professional Services
- 6.3% Non-Profit

DOWNTOWN COMMERCIAL OCCUPANCY



BUSINESSES, ORGANIZATIONS INVEST IN DOWNTOWN



FIDELITY MEDICAL BUILDING

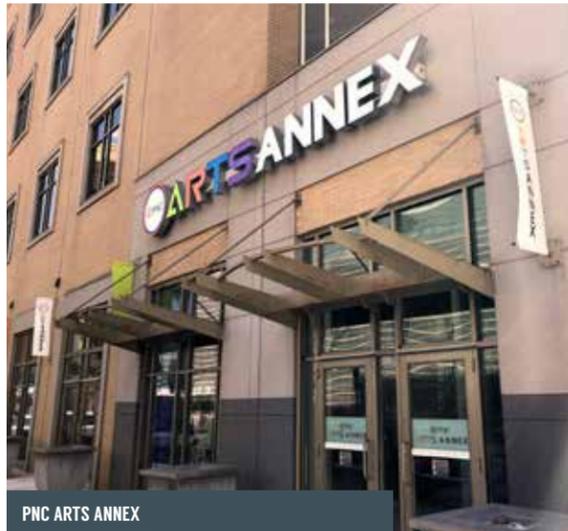
Growing businesses contribute to job growth and, in many cases, transform and upgrade previously vacant or underused spaces. In 2018, several downtown organizations and businesses reinvested in downtown through renewed leases, renovations, expansion projects, building purchases, and other initiatives.

HIGHLIGHTS FROM THE FOURTH QUARTER:

- **Sinclair College** announced its Board of Trustees approved a \$4.5 million project that will improve the connection between the school's campus and downtown Dayton. The enhancements to the Fourth and Fifth street corridors will include upgrades to sidewalks and pedestrian areas, traffic calming tactics, and additional green space.
- The Ohio Historic Tax Credit program awarded **The Fidelity Medical Building** (211 S. Main St.) \$4.4 million in state historic tax credits. Fidelity Development Group says the 126,000-square-foot building will be transformed into 94 market-rate residential units, with retail space on the first floor. The entire project is estimated at \$22 million.
- Nonprofit organization **The Collaboratory** recommitted to downtown with a new first-floor home at Talbott Tower.

HIGHLIGHTS FROM THE REST OF 2018:

- **YWCA Dayton** – started a \$17 million renovation
- **Victoria Theatre Association** – opened its new PNC Arts Annex
- **Mitosis** – expanded to a new 6,000-SF space
- **AAA Miami Valley** – relocated to 11 W. Monument
- **Upward Brand Interactions** – acquired brand design firm Graphica and grew its downtown workforce
- **Beaute Box** – relocated to 20 W. Monument and launched a new beauty business
- **Salar Restaurant & Lounge** – made extensive repairs following fire damage and re-opened in September

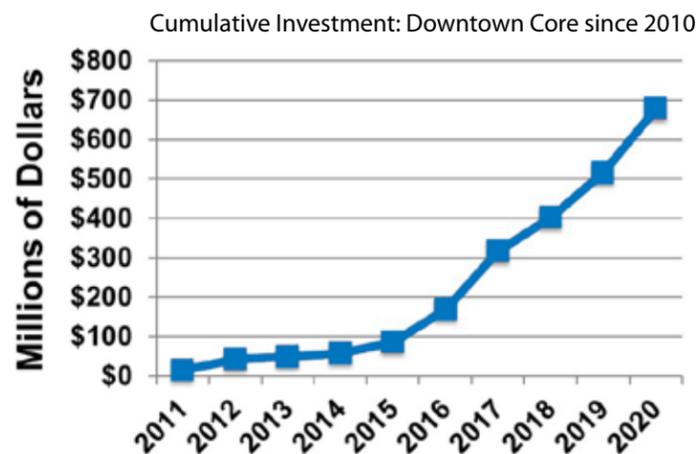


PNC ARTS ANNEX



SALAR RESTAURANT & LOUNGE

ACCELERATING INVESTMENT IN DOWNTOWN'S CORE:



ADVOCACY

RETENTION & EXPANSION 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 was to visit **125 businesses**, with 25 of those being Leadership Network visits.

DDP staff also frequently visit with downtown property owners and speak to organizations about downtown progress. Activity during the fourth quarter and all of 2018 is shown to the right.

	Q4	YTD 2018
R&E VISITS	54	146
LEADERSHIP NETWORK VISITS	8	22
PROPERTY OWNER VISITS	12	41
SPEAKING ENGAGEMENTS	8	22



COWORKING

Photo: Audrey Ingram



DOWNTOWN DEVELOPMENT TOUR

EVENTS HELP ENCOURAGE COLLABORATION, SHOWCASE DOWNTOWN PROGRESS

Downtown festivals, housing tours, and arts happenings aren't the only events the DDP plans and supports – it's also important to use events to attract new businesses downtown and to support those who already are here.

One recurring event that meets those goals is **Fourth Friday Coworking**. These sessions support downtown's growing startup community and creative ecosystem by encouraging collaboration and exposing entrepreneurial spirits to industry experts with tips to help get their ideas off the ground. 11 coworking events were held in 2018 (2 in Q4) in collaboration with downtown startup partners. Each event averaged approximately 50-75 attendees.

In October, the DDP partnered with the Dayton Area Board of Realtors and commercial real estate development association NAIOP to host a **Downtown Development Tour**. The event was attended by more than 80 regional residential and commercial brokers and highlighted many of downtown's impressive projects and developments.

HOUSING



WHEELHOUSE LOFTS

HOUSING DEVELOPMENT RISES TO MEET DEMAND FOR DOWNTOWN LIVING

97.5%
REGION'S HIGHEST APARTMENT OCCUPANCY RATE

Living downtown is more popular than ever in our city and nationwide as compact, walkable urban areas increasingly are the places people want to call home. More and more people are moving to downtown Dayton, and the surge has kept developers busy as they work to meet the demand for the urban lifestyle.

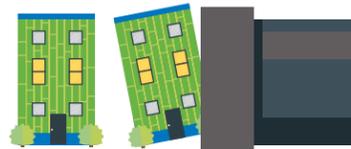
As we continue growing closer to the goal of creating an urban neighborhood with 18-hour-a-day vibrancy, 2018 saw several projects that will add hundreds of new housing units to our downtown.

- **Riverfront Grande** – former Newcom Manor apartments purchased for \$300,000 and renamed; new owner began \$800,000 in renovations
- **Charles Simms Development** – Monument Walk development began construction on the project's next phase, and the City View project sold out and saw residents move in
- **Wheelhouse Lofts** – welcomed new tenants throughout 2018

- **Fire Blocks** – development team began construction on phase one, including redevelopment of Huffman & Elks buildings into 92 units of market-rate housing
- **The Arcade** - \$22.5 million in Low Income Housing Tax Credits and \$4 million housing development loan approved for project, which includes 116 housing units for artists and creative professionals
- **The Landing** – Crawford Hoying acquired the 166-unit apartment complex

DOWNTOWN HOUSING DEVELOPMENT

502 HOUSING UNITS IN THE PIPELINE



220 OF THOSE ARE CURRENTLY UNDER CONSTRUCTION



DOWNTOWN HOUSING TOUR

As part of the DP&L Summer in the City events lineup, the Downtown Dayton Partnership hosted a **Downtown Housing Tour** on May 5 to highlight the center city's many urban living options. The event was very well attended and received much positive feedback both from attendees and from downtown's residential properties.

AMENITIES & EVENTS



DAYTON HOLIDAY FEST

SIGNATURE EVENTS DRAW CROWDS, HIGHLIGHT DOWNTOWN BUSINESSES & AMENITIES

In addition to creating an active, vibrant center city and giving its workers, visitors, and residents something fun to do, downtown events also are a great way to draw people downtown, showcase the amenities the city has to offer, and increase awareness of and traffic at downtown businesses.

The 2018 Dayton Holiday Festival, presented by DP&L, kicked off downtown with the **Grande Illumination** and the **Dayton Children's Parade Spectacular in Lights** on Friday, November 23. This year's traditional tree lighting and other fun brought tens of thousands downtown to welcome the holiday season. Activities continued throughout December, with such family favorites as the Tike's Shoppe,

Pizza with Santa at Uno's, the Virginia Kettering Train Display, Wintergarden Wonderland at the Schuster Center, a Family Movie Series at The Neon, the Whimsical Windows contest, and more. The Dayton Holiday Festival was sponsored by DP&L and presented by the Downtown Dayton Partnership, the City of Dayton, Montgomery County, and the Mrs. Virginia W. Kettering Dayton Holiday Festival Fund.

OTHER SIGNATURE EVENTS FOR 2018 INCLUDED:

- **DP&L Summer in the City series:**
 - **Downtown Housing Tour** (May 5) – downtown residential options showcased to hundreds of attendees
 - **The Great Dayton Adventure Race** (June 1) – 104 teams and 322 racers in a downtown scavenger hunt, plus other adventure-themed fun in Oregon District businesses
 - **Art in the City** (August 3) – celebration of downtown's visual and performing arts – juried art show with pop-up exhibits in businesses, artisan market, parties on patios, more than 400 artists throughout downtown
- **The Square Is Where** (May-September) – free lunchtime entertainment weekdays on Courthouse Square – performers, themed days, games, activities, food vendors, and more
- **Downtown Festivals** – From cultural festivals like the Dayton Celtic Festival, GermanFest Picnic, Hispanic Heritage Festival, and A World A'Fair to music and entertainment festivals like Jazz/Blues/Reggae Festivals, AleFest, District Day, and Hauntfest, there was always something fun going on downtown in 2018!
- **Levitt Pavilion Dayton** – This new downtown amenity's inaugural season brought 33 free concerts to great music-loving crowds in the heart of downtown.



HOUSING TOUR



ADVENTURE RACE



ART IN THE CITY

ADVENTURE RACE
104 TEAMS PARTICIPATING
322 RACERS PARTICIPATING

ART IN THE CITY
POP-UP EXHIBITS IN 17 DOWNTOWN BUSINESSES
100+ LOCAL ARTISTS & ORGANIZATIONS PARTICIPATING

For the most up-to-date listing of downtown events, be sure to visit the calendar at DowntownDayton.org.

MARKETING & COMMUNICATIONS

MANY MARKETING EFFORTS COMMUNICATE DOWNTOWN SUCCESSES, ADVANTAGES

Communicating downtown's value propositions; promoting its events, businesses and amenities; and spreading news of its forward momentum are essential to its future success and take a variety of forms.

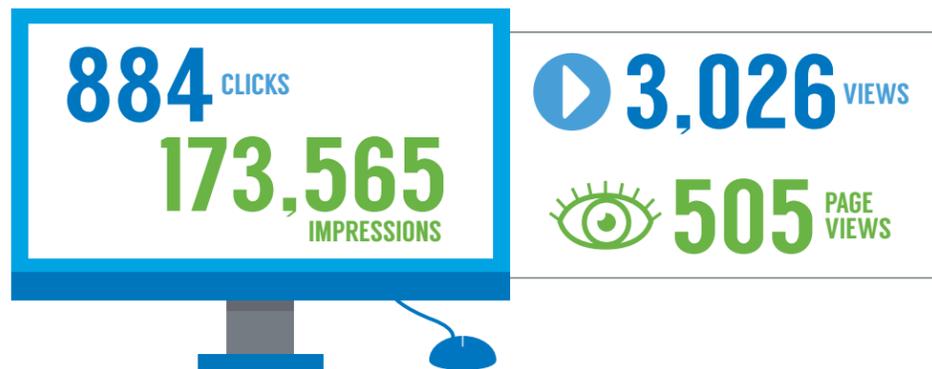
In 2018, downtown's marketing and communication efforts took on a new look and realigned to better represent today's center city and emphasize all the great reasons to "Be Downtown." This strategic marketing effort was applied to the DDP's many marketing and promotional tools throughout the year, giving materials a consistent look and message.

The first major piece in this strategy debuted early last spring, when the DDP 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 the positive momentum seen downtown in recent years. The new website has received considerable positive feedback, and traffic to the site since its launch is up more than 27% over the same time period in 2017 with the old website.

Another major focus of 2018 was the promotion of downtown's value proposition as a business address along with the DDP's many services for new and existing downtown businesses. **New marketing campaigns** used a set of similar taglines, such as "This is our office park," to highlight some of the unique advantages to doing business downtown. These campaigns generated thousands of visits to the Business Services pages of the DDP's website and hundreds of thousands of impressions on social media.



STATISTICS: FIRST BUSINESS MARKETING CAMPAIGN

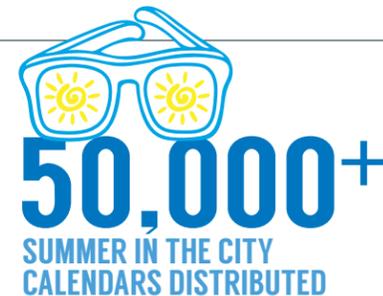


OTHER MARKETING & COMMUNICATIONS EFFORTS FROM 2018

- Aggressive promotion of signature downtown events
- Frequent social media posts to a wide audience on a variety of platforms
- Supporting other downtown events through a variety of means
- Publication and distribution of 30,000 "Find It Downtown" consumer guides
- Creation and distribution of more than 200 e-mail blasts promoting downtown events, downtown news and progress, and other information
- Maintaining and promoting an online calendar of downtown events
- Business marketing publications and materials for commercial brokers, business prospects, and others
- Public relations efforts and working with local media
- Assisting new and existing businesses with marketing help, grand opening ceremonies, and more

For a list of ways you can stay up to date on downtown news and receive DDP communications, visit DowntownDayton.org and click on "subscribe" under "contact us."

EMAIL NEWSLETTERS SENT	Q4	YTD 2018
FAST FACTS	4	16
E-VENTS	13	52
OTHER TARGETED E-BLASTS	31	149



THE ARTS SEASON IS IN FULL SWING DURING THE WINTER MONTHS!

Visit DowntownDayton.org for a calendar of events taking place in your center city.



10 W. Second St., Suite 611
Dayton, Ohio 45402
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CLEAN & SAFE

AMBASSADORS KEEP DOWNTOWN CLEAN & SAFE

	Q4	YTD 2018
HOSPITALITY ASSISTANCE	1,805	6,736
SAFETY ESCORTS	36	201
PROPERTY OWNER/BLDG. MGR. CONTACTS	151	934
PANHANDLING INCIDENTS ADDRESSED	454	1,696
REQUESTS FOR POLICE ASSISTANCE	24	132
TRASH COLLECTED (LBS.)	87,740	194,545
GRAFFITI REMOVED	77	623
POWER WASHING (GALLONS)	7,620	28,093

The DDP oversees the Downtown Dayton Ambassador Program. This is a summary of the Ambassadors' work in the fourth quarter and all of 2018.



DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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