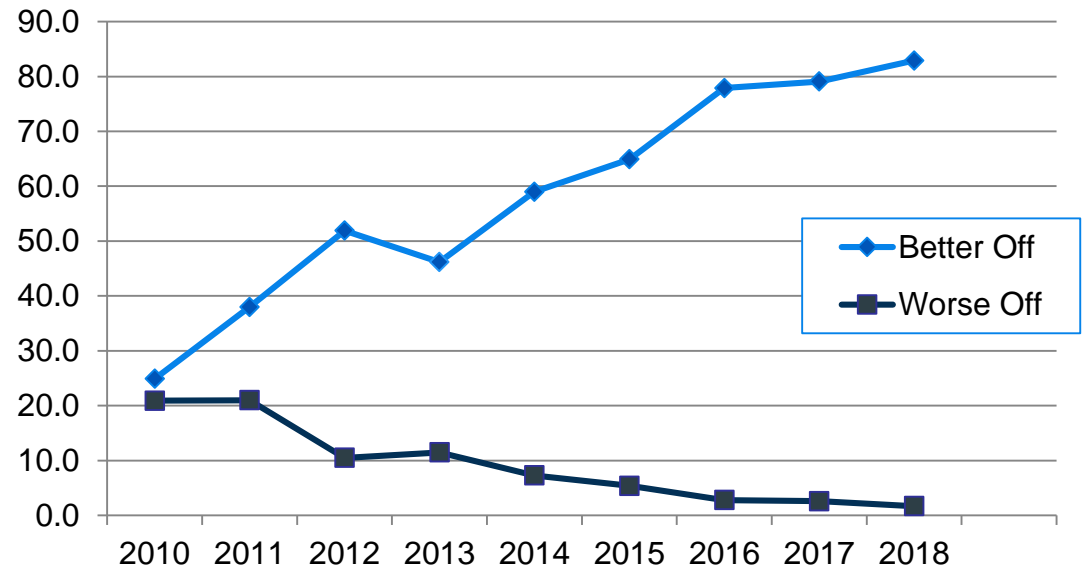
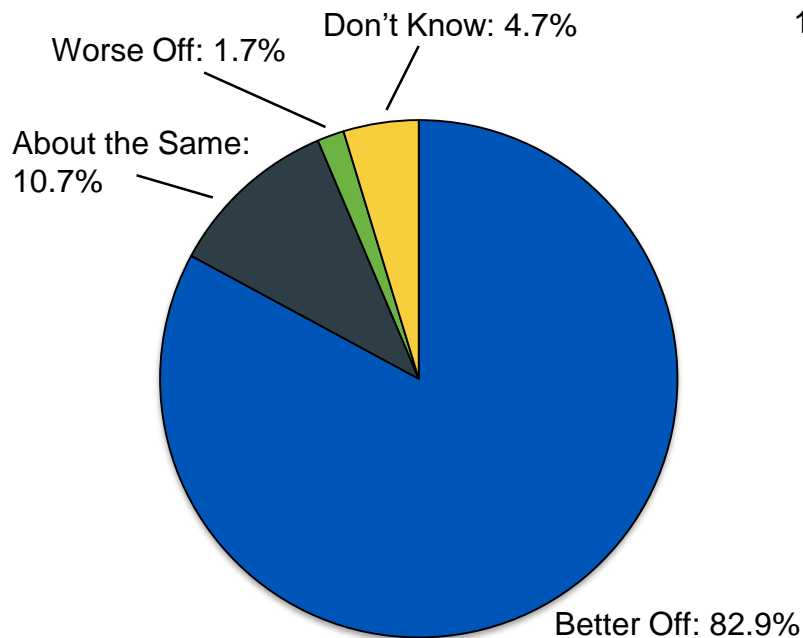


2018 SURVEY RESULTS



SURVEY RESULTS

Compared to three years ago, do you feel downtown Dayton is:



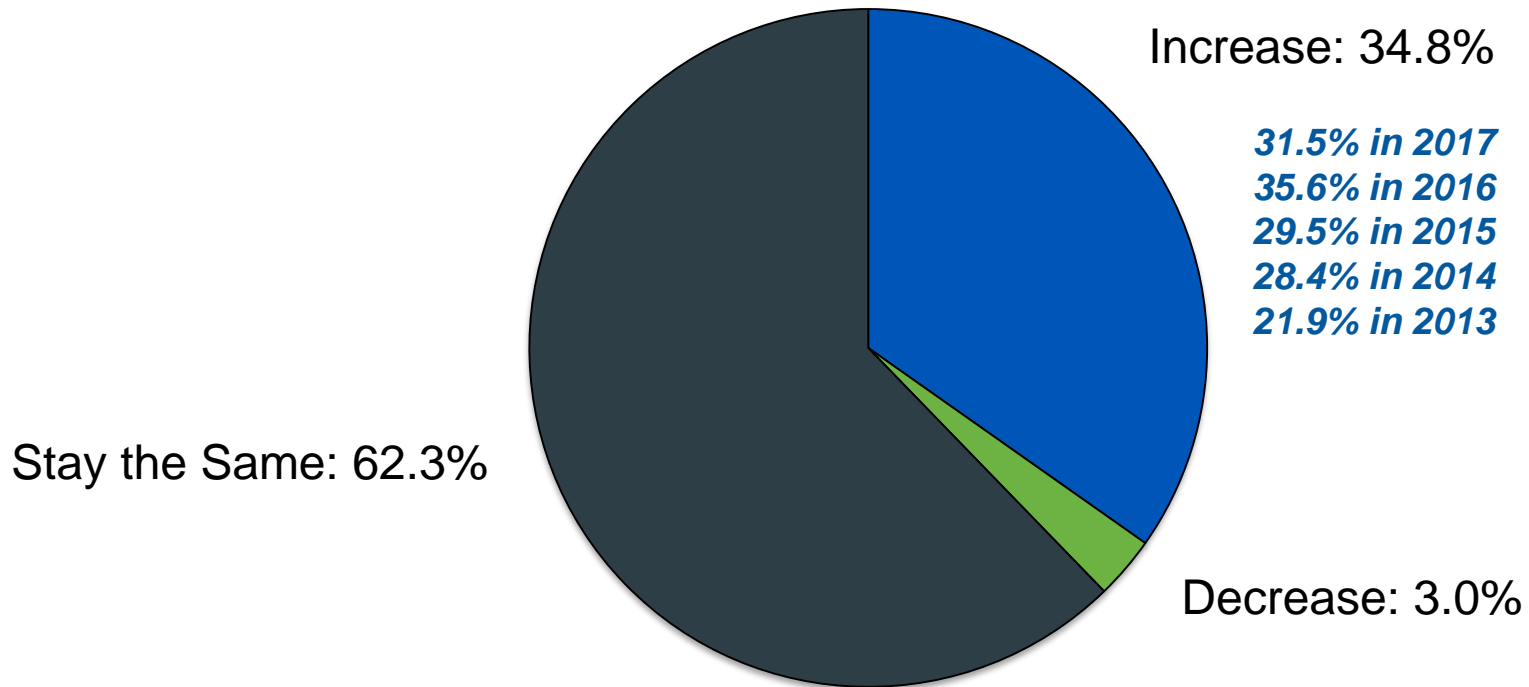
	Better Off	About the Same	Worse Off	Don't Know
2018	82.9%	10.7%	1.7%	4.7%
2017	79.1%	13.1%	2.6%	5.2%
2016	77.9%	16.2%	2.8%	3.2%
2015	64.9%	24.7%	5.4%	5.0%
2014	59.0%	30.9%	7.3%	2.8%
2013	46.2%	36.2%	11.5%	6.1%
2012	51.9%	32.1%	10.5%	5.5%
2011	38.0%	35.3%	21.0%	5.7%
2010	24.9%	47.4%	20.9%	6.8%

SURVEY RESULTS

Do you personally...	Yes	No
Enjoy working downtown?	96%	4%
Feel safe downtown?	97%	3%
Know about the efforts of the Greater Downtown Dayton Plan?	79%	21%
Feel that downtown is headed in a positive direction due to the Greater Downtown Dayton Plan efforts?	98%	2%

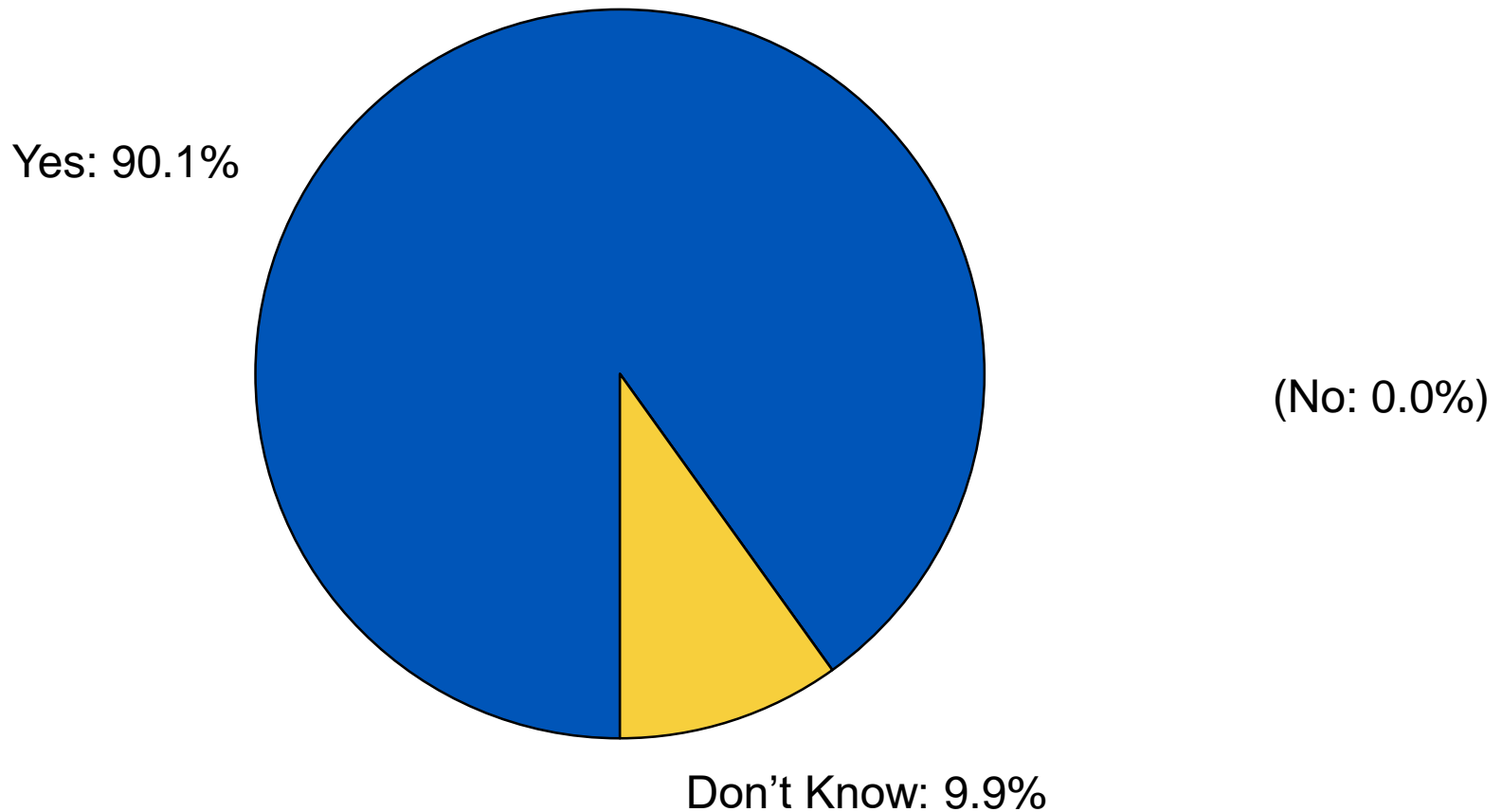
SURVEY RESULTS

In 2019, do you expect your number of downtown employees to:



SURVEY RESULTS

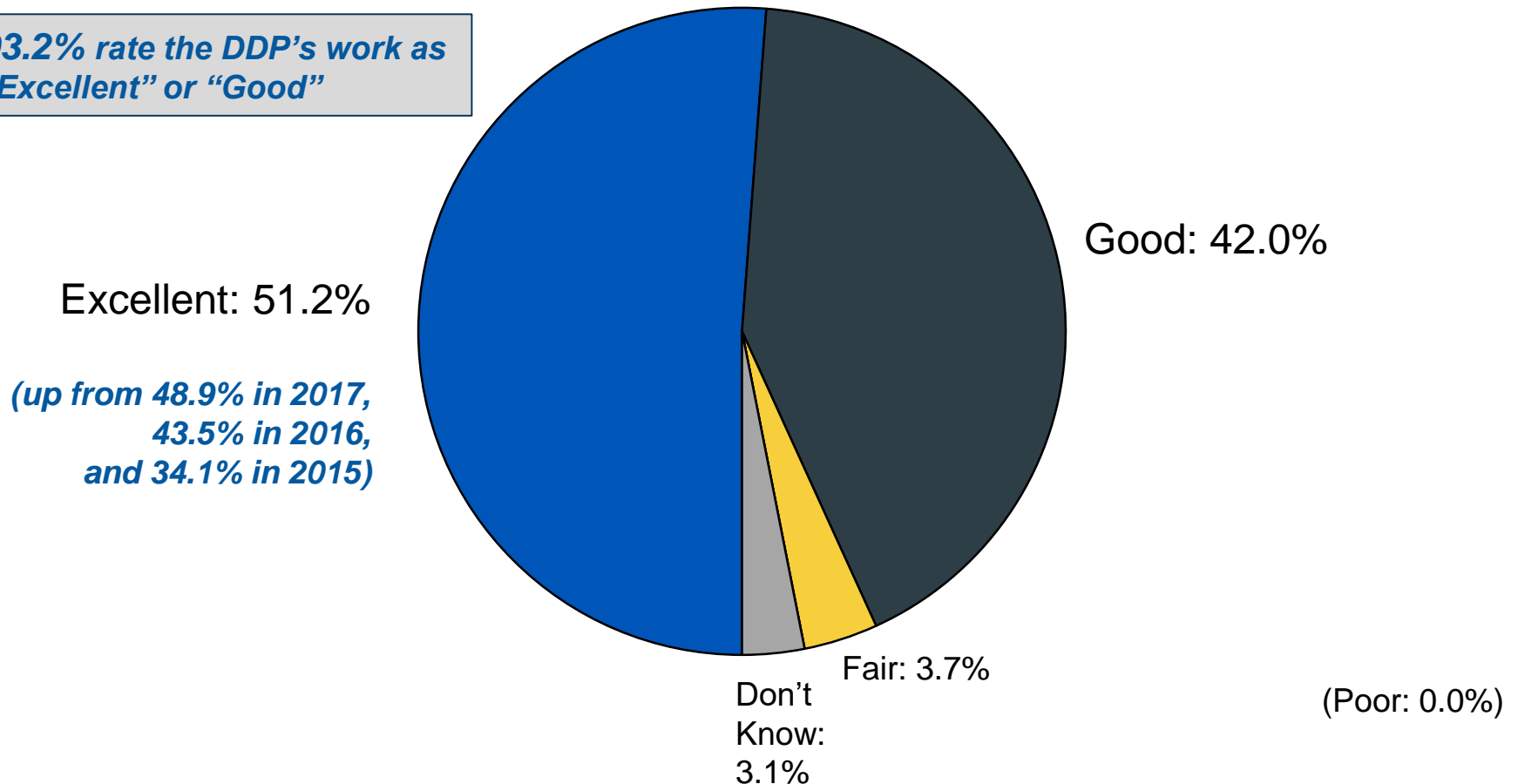
Overall, do you feel the Ambassadors have had a positive effect on downtown?



SURVEY RESULTS

Overall, how would you rate the job the DDP did in 2018?

**93.2% rate the DDP's work as
"Excellent" or "Good"**



SURVEY RESULTS

Job Trends: Geographic Tracking Area



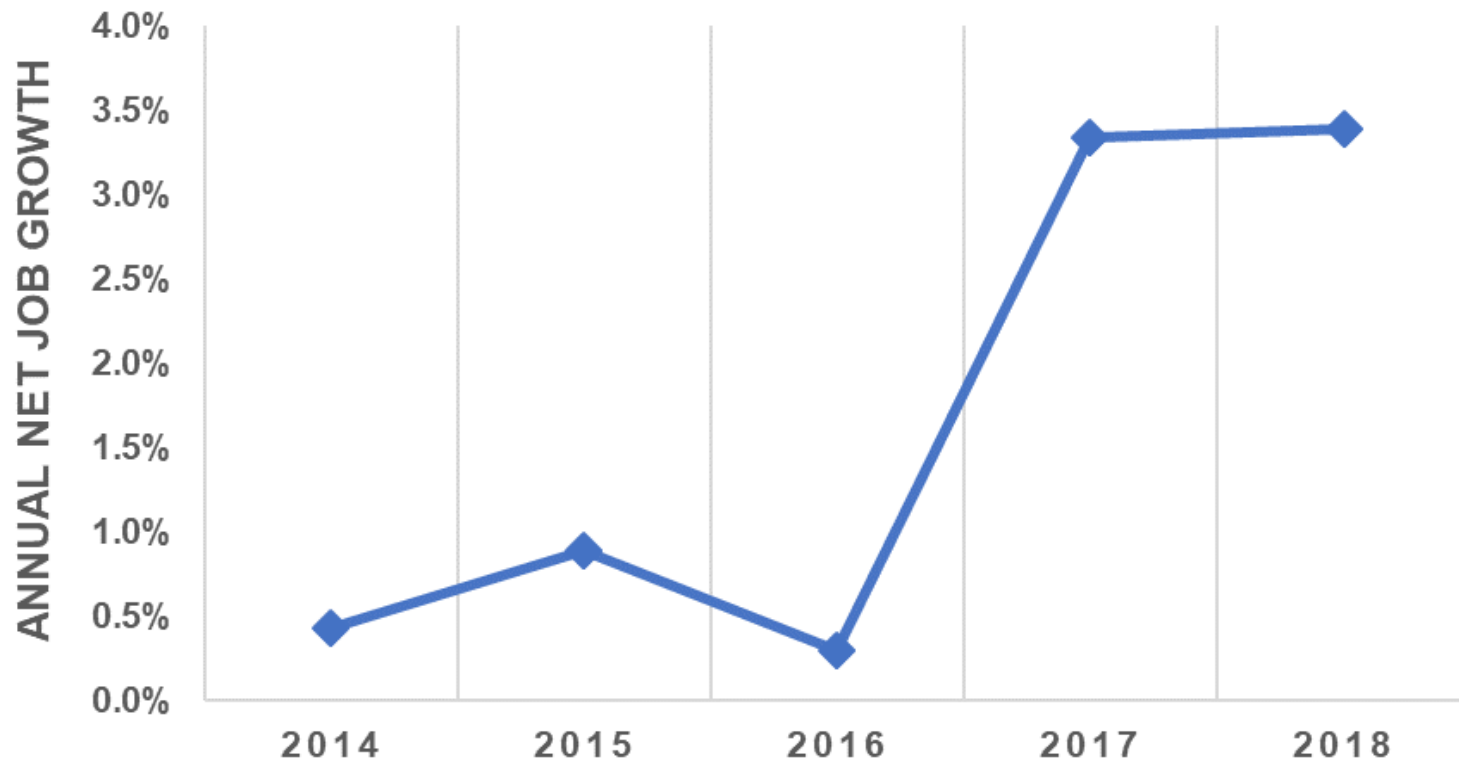
SURVEY RESULTS

2018 Job Losses & Gains

	2013	2014	2015	2016	2017	2018
Added at existing businesses	357	524	600	631	467	847
Created by new businesses	288	244	280	314	652	251
TOTAL GAIN	645	768	880	945	1,119	1,098
Eliminated at existing businesses	377	305	360	459	256	227
Losses due to closure/departure	604	379	346	427	202	178
TOTAL LOSS	981	684	706	886	458	405
NET GAIN OR LOSS	-336	84	174	59	661	693
TOTAL JOBS	19,462	19,546	19,720	19,779	20,440	21,133

SURVEY RESULTS

Downtown Job Trends – Annual Net



SURVEY RESULTS

2018 Job Losses & Gains by Industry Sector

	Existing Businesses	New Businesses	Closed Businesses	Total Net
Professional Services	5	81	-39	47
Creative Services / Tech	302	62	-77	287
Non-Profit	32	0	0	32
Government	15	0	0	15
Restaurant / Retail	-7	108	-50	51
Health Care	296	0	-12	284
Industrial	0	0	0	0
Education	-23	0	0	-23
TOTAL	620	251	-178	693

SURVEY RESULTS

What is **downtown's competitive advantage** for you and / or what do you like best about doing business downtown?

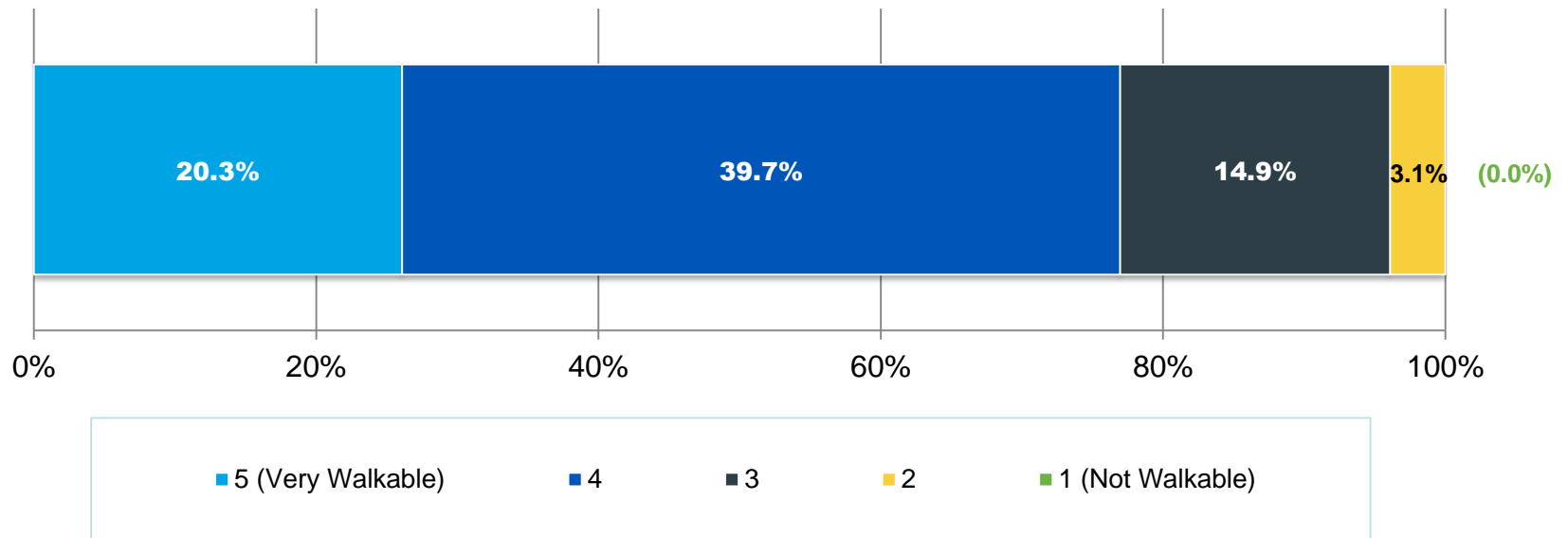
- **Central / strategic location**
- Heart of the community
- History / legacy (this is our home)
- Walkability / proximity to amenities
- Ease of networking
- Energy / vibe / authenticity
- Part of downtown's rebirth

What **challenges**, if any, do you have doing business downtown?

- **Parking**
- **None...**
- Incivility issues
- Perceptions of safety
- Desire for more lunch options

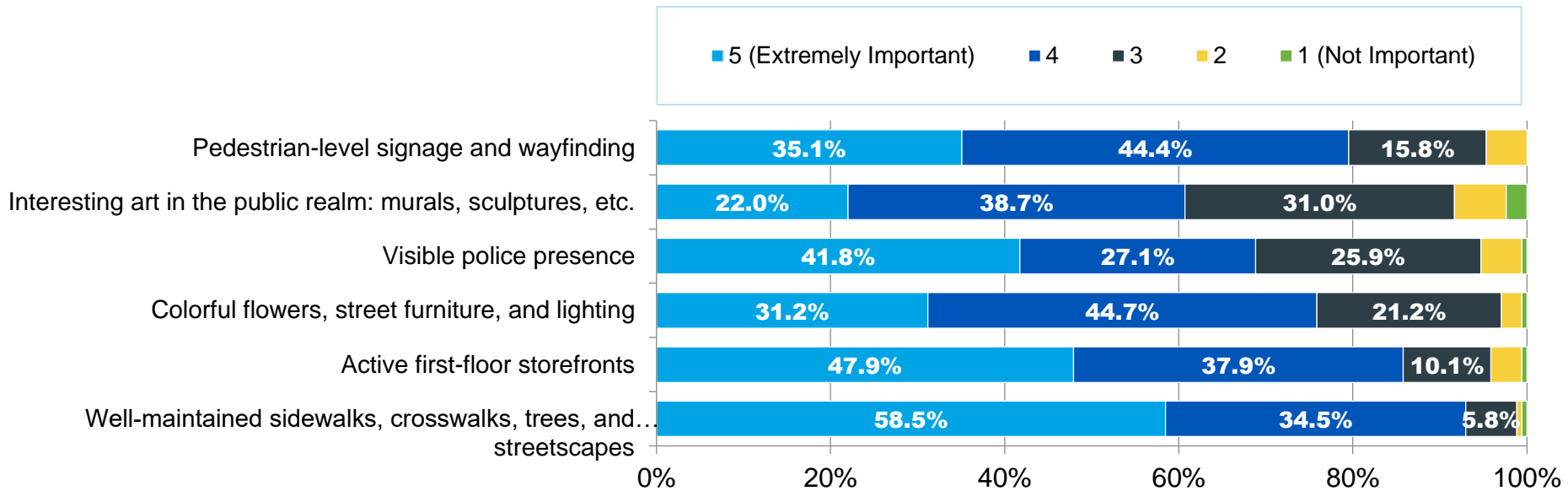
SURVEY RESULTS

How would you rate the walkability of downtown Dayton?



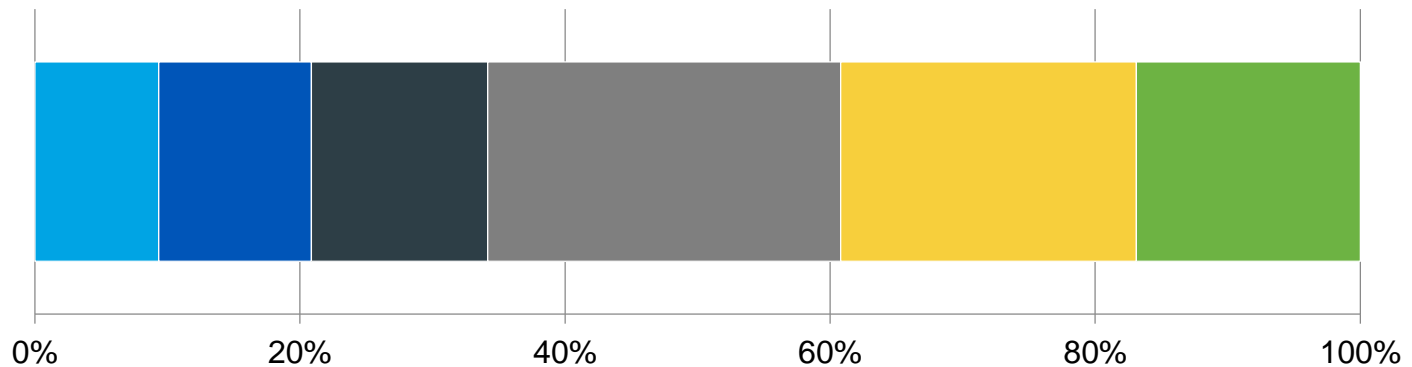
SURVEY RESULTS

How would you rate the importance of the following items relative to their impact on downtown's walkability?



SURVEY RESULTS

**How often do you personally visit Courthouse Square
(during noontime, May-September)
for events, programs, food trucks, etc.?**



■ A few times per week

■ Weekly

■ Monthly

■ A few times per year

■ Rarely

■ Never

SURVEY RESULTS

Please rate the importance of the following items relative to their impact on Courthouse Square as a downtown amenity:

