

FIRST QUARTER 2019



YOUR DOWNTOWN UPDATE



DowntownDayton.org



A STRONG START TO 2019! BIG PROJECTS AND CONTINUED MOMENTUM HIGHLIGHT THE YEAR'S FIRST FEW MONTHS

2019 is already shaping up to be a busy year full of great progress for our downtown. We're pleased to share this report, a summary of work completed during the first quarter of 2019 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.

P. 2
ARCADE
& FIRE BLOCKS
MILESTONES

P. 3
DOWNTOWN
BUSINESS
NEWS

P. 5
DOWNTOWN
HOUSING
UPDATE

P. 6
BUSINESS
SURVEY
RESULTS

P. 8
A CLEAN
& SAFE
DOWNTOWN

STRATEGIC PLANNING

SIGNIFICANT PROJECTS MAKING SIGNIFICANT PROGRESS

Two of downtown's most anticipated and largest-scale projects recently have taken some major steps forward.

In what has been dubbed "the most complicated project" in rehab history, **The Dayton Arcade** has reached some incredibly important milestones in the past few months.

Anchor tenants The University of Dayton and The Entrepreneurs Center signed 10-year leases at the Arcade, committing to their joint venture to create The Arcade Innovation Hub, bringing hundreds of UD students, staff, and faculty to the redevelopment project, along with comprehensive entrepreneurial support services and working space for local startups.

Additionally, developers for the Arcade recently completed their financial closure for the first phase of the project. Dayton City Commissioners voted on a variety of legislation, property tax incentives, and energy improvements to prepare for the \$90 million financial closing. Included in the financing is \$10 million of support from the City of Dayton, along with new market tax credits, federal and state historic tax credits, low income housing tax credits, Property Assessed Clean Energy financing, and private equity.

In addition to the Arcade Innovation Hub, the first phase of redevelopment will include 116 units of affordable and market-rate housing targeted to the region's arts and creative community. Demolition and construction work already has begun.

Nearby, major construction activities are underway in the first phase of the **Fire Blocks** development, which totals about \$24 million in investment for new housing, first floor commercial, and loft-style office space.

New loft apartments are taking shape in the Huffman and Elks buildings, while the first phase of the project also includes transforming the 124 office building and the former Dayton Power and Light building. Work has also begun on the new location for The Century Bar, as it plans a short move from its current location in the Elks building to the DP&L building at 18-20 S. Jefferson St. Officials from The Windsor Companies development team have announced that several businesses, including a new downtown restaurant, will be part of this important downtown project.



THE ARCADE ROTUNDA RENDERING



APARTMENT RENDERING FROM THE FIRE BLOCKS

BUSINESS SERVICES



MANN POWER CAFE

WELCOME DOWNTOWN, NEW BUSINESSES & ORGANIZATIONS

Several new businesses have opened or prepared to open downtown during the first few months of 2019, bringing new jobs, as well as new amenities, downtown. Welcome...

Grace Lane Boutique
women's clothing store (133 E. Fourth)

Beck + Call
women and children's clothing, accessories, etc. (504 E. Fifth)

Wellness Studio Dayton
massage, acupuncture, and wellness coaching (114 N. St. Clair)

Mitt Master
boxing gym (116 W. First)

Mann Power Café
juice bar and café (117 S. Main)

Now and Zen
DIY studio (37 S. St. Clair)

LORE Culture LLC
consulting services and storytelling workshops (116 W. Fifth)

Jimmy John's
sandwich shop (220 N. Main)

Berry Network
completed move-in of 100 employees to new downtown location (6 N. Main)

NEW ACTIVATED SPACES PROGRAM WELCOMES ITS FIRST TENANTS

After successfully launching 26 shops, filling more than 25,000 square feet of previously vacant space, and creating 43 jobs under the Pop-Up Shop program, **Activated Spaces** rolled out a new program, supporting three startup companies under **Activated Office**.

This new program focuses on activating empty office space and providing entrepreneurs an opportunity to test out downtown as their business address. Liberty Tower (120 W. Second St.) recently renovated outdated, traditional office space on the eighth floor to host the following three businesses in a non-traditional, open, collaborative environment:

- **Gemini Studios**
photography/videography business
- **Upsourced Accounting**
full-service accounting firm
- **Physis Films**
produces and manages feature films and TV programs

Activated Office tenants received a short-term lease option for downtown office space, a small stipend to help offset startup costs, and a below market lease rate. In addition, each business was offered 10 hours of free legal services from Pickrel, Schaeffer & Ebeling and 15 hours of free marketing support from either Catapult Creative or Creative Fuse.



activatedspaces.org
powered by the Greater Downtown Dayton Plan



BUSINESS SERVICES

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 2019 is to conduct at least 50 site searches. During the first quarter, **16 searches** were implemented

for prospects, indicating that interest in downtown space continues to be high. **25 site tours** were conducted this quarter, showing downtown buildings to prospects.

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.

	Q1
SITE SEEKERS	16
SITE TOURS	25

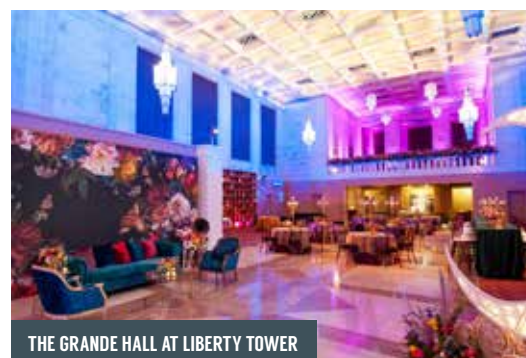
BUSINESSES, ORGANIZATIONS REINVEST IN DOWNTOWN

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

Highlights from the first quarter include:

- **CareSource** completed construction on the newest addition to its downtown campus, opening the Pamela Morris Center at the corner of First and Jefferson streets.
- **YWCA Dayton** completed the first phase of its \$17 million renovation project.
- The 23-story **Liberty Tower** continued upgrades to its lobby to transform the former bank into an art deco-inspired event venue, The Grande Hall.
- **Stratacache** purchased the Kettering Tower and the Courthouse Plaza SW building. Preliminary plans call for \$30 million to be invested in the properties and for Stratacache to relocate its headquarters to downtown's core.
- Windsor Companies purchased the **Grant Deneau Tower** and plans a mixed-use development for the property.

- **Sinclair College** began work on a \$4.5 million project to improve connections between campus and downtown Dayton, including upgrades to sidewalks and pedestrian areas, traffic calming tactics, and additional green space.
- A new group acquired **Talbot Tower** and is in early stages of significant updates to the building's mechanical systems, common areas, and tenant spaces.
- **The Century Bar** began work on its new location in a space at 18-20 S. Jefferson St., just down the block from the current bar, where it will expand its size and offerings to three floors and 9,000 SF.
- The **Dayton Area Chamber of Commerce** announced it will relocate to first-floor space at 8 N. Main St., occupying 8,000 SF.
- **The Collaboratory**, a local nonprofit that champions community initiatives, relocated to the first floor of Talbot Tower.



THE GRANDE HALL AT LIBERTY TOWER



CARESOURCE'S PAMELA MORRIS CENTER



100+
NEW DOWNTOWN
BUSINESSES SINCE 2016



140+
STARTUPS SINCE 2010

HOUSING

DOWNTOWN HOUSING CONTINUES TO GROW IN POPULARITY, NUMBER OF UNITS

The demand for living in downtown Dayton is higher than it has ever been. Both here in our city and nationwide, compact, walkable urban areas are the places people increasingly want to call home. There are now 1,585 housing units in our urban core, with another 336 in the pipeline to help keep up with the demand. Some of the latest housing projects we've been tracking include:

- **Monument Walk** – Construction was underway during the first quarter on this Charles Simms development, as new units were built to combine some of the best features of the other Monument Walk units with those of another Simms project, City View.
- **Fire Blocks** – Phase One construction continued, including the redevelopment of the Huffman and Elks buildings into 92 units of market-rate housing.
- **The Arcade** – Demolition and construction work began on the first phase of this key project, which includes 116 units of affordable and market-rate housing targeted to the region's arts and creative community.
- **Riverfront Grande** – The new owner of the former Newcom Manor apartments continued extensive renovations during the first quarter.

Despite all of the new housing construction, downtown continues to have the region's **highest apartment occupancy at 97.5%**.



573
HOUSING UNITS
COMPLETED
SINCE 2010

97.5%
REGION'S HIGHEST
APARTMENT
OCCUPANCY RATE



ADVOCACY

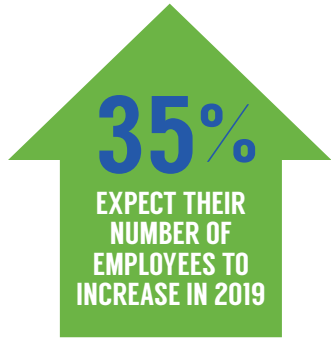
RETENTION & EXPANSION UPDATE

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 2019 is to visit **125 businesses**, with 20 of those being Leadership Network visits. Activity during the first quarter:

	Q1
R&E VISITS	34
LEADERSHIP NETWORK VISITS	3
PROPERTY OWNER VISITS	14

ADVOCACY

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 some of the findings from this year's survey:

- **83%** believe downtown is better off now than it was three years ago; another 11% believe things are about the same. These numbers continue the trend of a dramatic and steady increase in positive responses since 2010, when only 25% thought downtown was better off.

- **93%** believe the DDP did an excellent or good job in 2018 (4% "fair," 0% "poor," 3% "don't know").

being at the heart of the community high among what they like best about doing business downtown.

- Respondents ranked downtown's central/strategic location in the region, walkability, ease of networking, energy and authenticity, and their feeling of

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

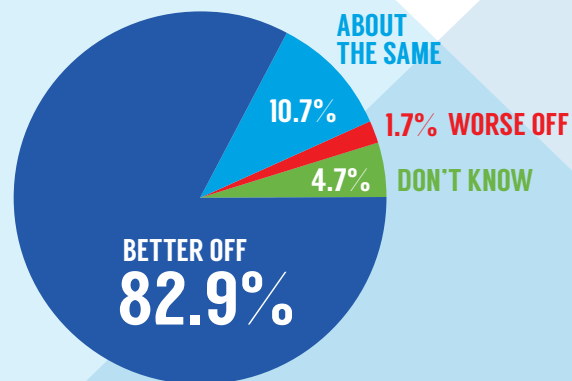
- **96%** enjoy working downtown and **97%** feel safe downtown.

- **98%** feel downtown is headed in the right direction.

- **35%** expect their number of employees to increase in 2019; 62% expect staffing to stay the same (only 3% expect to decrease employees).



COMPARED TO THREE YEARS AGO, DO YOU FEEL DOWNTOWN DAYTON IS:



AMENITIES & EVENTS



LEVITT PAVILION DAYTON KICKS OFF ITS FIRST FULL SEASON OF 50+ FREE CONCERTS ON MAY 30!

SEE THE LINEUP AT LEVITTDAYTON.ORG

2019 SIGNATURE EVENTS:

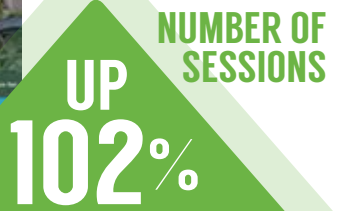
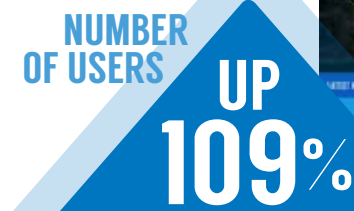
- Downtown Housing Tour - May 11
- The Great Dayton Adventure Race - June 1
- Art in the City - August 2
- The Square Is Where - May-September

Details at DowntownDayton.org

DP&L
SUMMER
IN THE CITY RETURNS

MARKETING & COMMUNICATIONS

The DDP's newly redesigned website launched in April of 2018. Thanks to its new, more user-friendly design, enhanced content, and better search results, the number of users and the number of sessions those users spent visiting the site both have doubled in the first quarter of 2019, compared to the same period in 2018. To find what you're looking for about downtown Dayton, visit DowntownDayton.org.



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 TO DOWNLOAD THE 2019 DP&L SUMMER IN THE CITY EVENTS & ACTIVITIES GUIDE.



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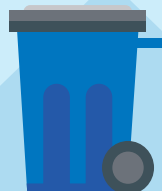
CLEAN & SAFE

ANNUAL BUSINESS SURVEY RESULTS – CLEAN & SAFE

97%
FEEL SAFE
DOWNTOWN



90%
THINK THE DOWNTOWN
AMBASSADORS MAKE
DOWNTOWN CLEANER.
*(9% ANSWERED "DON'T KNOW."
LESS THAN 1% SAID "NO.")*



65%
THINK THE AMBASSADORS
MAKE DOWNTOWN SAFER.
*(31% ANSWERED "DON'T KNOW."
LESS THAN 5% SAID "NO.")*

90%
THINK THE AMBASSADORS
HAVE A POSITIVE EFFECT
ON DOWNTOWN.
*(10% ANSWERED "DON'T KNOW."
0% SAID "NO.")*



DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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