A GREAT TIME TO BE DOWNTOWN!
ACTIVITY & PROGRESS HEAT UP AS WE HIT MID-YEAR

We’re pleased to share this report, a summary of work completed during the second 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.
**Business Services**

**REINVESTING 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.

**OTHER HIGHLIGHTS FROM THE SECOND QUARTER INCLUDE:**

- Construction completed and employees moved in at CareSource’s new 200,000+ square foot Pamela Morris Center.
- New owners of the 120 Building have been making significant upgrades to the building, including a renovated conference and training room, a shared office concept on the 10th floor, a recreation room, building façade improvements, and new branding for the building.
- Bar Granada completed renovations for its revamped restaurant and reopened at 5 W. Monument Ave.
- Environmental law office Van Kley & Walker relocated to new offices on the 17th floor of Liberty Tower.
- Sinclair College continued work on a $4.5 million project to improve the 17th floor of Liberty Tower. Enhancements to the Fourth and Fifth street corridors will include upgrades to sidewalks and pedestrian areas, traffic calming tactics, and additional green space. Sinclair’s total investment in its downtown campus over the past 10 years now totals more than $100 million.

**DOWNTOWN OFFICE SPACE CONTINUES TO BE IN HIGH DEMAND**

The Site Seeker program is a free, confidential service that helps prospective tenants identify suitable downtown office 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 second quarter, 15 searches were implemented for prospects – the year-to-date total of 31 completed searches is a strong indicator of continued high interest in downtown space. 30 site tours were conducted this quarter (56 YTD), showing 14 downtown buildings (17 YTD) to prospects. Businesses looking to expand or relocate to a downtown facility that would like to utilize the Site Seeker service should contact the DDP at (937) 224-1518.

<table>
<thead>
<tr>
<th>Q2</th>
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<tr>
<td>SITE SEEKERS</td>
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<tr>
<td>SITE TOURS</td>
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<td>BUILDINGS SHOWN</td>
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<tr>
<td>NEW BUSINESSES</td>
<td>9</td>
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**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 SECOND QUARTER:**

<table>
<thead>
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<th>R&amp;E VISITS</th>
<th>Q2</th>
<th>YTD 2019</th>
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<tbody>
<tr>
<td>LEADERSHIP NETWORK VISITS</td>
<td>39</td>
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<tr>
<td>PROPERTY OWNER VISITS</td>
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**DOWNTOWN STRONG**

Our hearts go out to the family and friends of the victims and survivors of the August 4 tragedy. The Dayton Foundation has established The Dayton Oregon District Tragedy Fund to address financial needs of victims and their families – please consider donating at daytonfoundation.org if you are able. We also encourage our downtown community to make an extra effort to patronize Oregon District businesses. Those employees and small business owners depend on our dollars for their livelihood. We will not let this single incident define us. We will reclaim our favorite places and support our fellow downtown businesses as we move forward as a community. We are #DaytonStrong!
Strategic Planning

High Ridership Results in Larger Buses, More Stops for The Flyer
Since its launch last November, ridership on downtown’s free circulator shuttle, The Flyer, has more than doubled, with the buses now transporting more than 1,700 riders daily from its more than 30 stops along the route. As a result, and in anticipation of even greater numbers when UD students and staff return this fall, the Greater Dayton RTA recently put larger, 40-foot buses into service for The Flyer and adjusted its route to add four more stops. For more information, visit iederta.org/TheFlyer.

Levitt Pavilion Off to a Great Start in Second Year
After a phenomenal debut season welcoming more than 25,000 fans to 33 free concerts last year, Levitt Pavilion Dayton kicked off its second year (and first full season) on May 30. By the end of the second quarter, the outdoor music venue already had welcomed nearly 17,000 people in just its first 16 of 50+ 2019 shows. Those numbers are slated to keep climbing as the Levitt season continues through September with an exciting and diverse lineup. For a full schedule of free shows and events, visit levittdayton.org.

Urban Art Intersections Program Brightens Downtown with More Murals
The latest Urban Art Intersections mural, designed by Amy Deal, was installed recently at 44 N. Jefferson St. (location of The Stage Door). Inspired by Paul Laurence Dunbar’s poem, “The Dove,” the public art celebrates Dayton’s inclusive and welcoming spirit. Thanks to Urban Art Intersection partners The Contemporary, K12 Gallery & TEJAS, and the Downtown Dayton Partnership, as well as an in-kind contribution by Vandalia Rental.

Public art has been popping up all over downtown, and now there’s a new way for you to easily find it! The Downtown Dayton Partnership has created a new self-guided tour map of downtown art that you can use on your phone with the Avenza app. Find more information at downtowndayton.org.

Real Change Challenge Kicks Off Third Year of Campaign for a Better Way to Give
The annual Real Change Challenge collected books, craft supplies, educational games, and monetary donations this quarter to help make Hopewell’s newly remodeled Child Life Center feel more like home for kids in need. Designed to help curb panhandling and better connect individuals with much-needed social services, Real Change Dayton reminds 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. 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.

Work Underway for Downtown Wayfinding System
Downtown has long needed a comprehensive signage and wayfinding system, but has no area for one has been in the works throughout the early part of this year. Several downtown partner organizations formed a committee for this initiative, and have been working with a consultant to develop and implement a wayfinding master plan. The draft plan was finalized and approved in the first quarter of 2019, and discussions have been underway regarding potential grants and funding partners for the project.

In addition to helping efficiently guide visitors to downtown amenities, parking, and key districts, an effective wayfinding system also will help with placemaking efforts and creating identities for each unique downtown district. Additional work is ongoing – watch for more updates in future reports.

Downtown Living Options Showcase
Downtown Dayton Partnership hosted the Downtown Housing Tour on May 11. One of the signature components of the DP&L Summer in the City Linear, the tour featured a mix of apartment/rental options and homes for purchase in a variety of styles and price points, along with a sneak peek at some new downtown housing projects under construction. New to this year’s tour were a panel discussion with downtown residents, an exhibit showcasing recent downtown development and progress, and supplemental guided walking and bike tours. The event was very well attended, with 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 DP&L, WHIO-TV, and Vectren, with support from the Greater Dayton RTA.

Looking for downtown dwellings? Visit downtowndayton.org to find directories of condo and apartment options.

Downtown Apartment Building Getting Updated. Several Other Projects Underway
One of downtown’s most popular events returned this quarter as the Downtown Dayton Partnership hosted the Downtown Housing Tour on May 11. One of the signature components of the DP&L Summer in the City Linear, the tour featured a mix of apartment/rental options and homes for purchase in a variety of styles and price points, along with a sneak peek at some new downtown housing projects under construction. New to this year’s tour were a panel discussion with downtown residents, an exhibit showcasing recent downtown development and progress, and supplemental guided walking and bike tours. The event was very well attended, with 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.

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Under new ownership, the JP Flats apartment complex is already undergoing an extensive renovation. Pennsylvania-based Lindy Communities, which also owns the St. Clair Lofts and The View at Dayton Towers, purchased the 7-story building at Second and Jefferson streets for $1.39 million. The 49 units are slated to receive new appliances and cabinets, updated flooring, quartz countertops, and modern color schemes.

Elsewhere, Windsor Companies were awarded state historic tax credits for the restoration of the Graphic Arts Building (221 S. Ludlow) into 20 housing units, and major construction activities continued on housing in Windsor’s Fire Blocks development. Construction also has begun on the Dayton Arcade project’s first phase, which includes 110 units of housing, and Simms Development’s Monument Walk project sold all but the last two of its luxury townhomes.
The 2019-2020 edition of the popular consumer guide, Find It Downtown, was created, printed, and distributed to each downtown employee, as well as to such key locations as hotels, libraries, the Convention Center, airport, and retailers.

The strategic marketing campaign, “Be Downtown.” continued to be implemented via a wide variety of marketing materials, including several projects aimed at promoting the downtown office market. One such effort involved work to create a new video series to help downtown’s office buildings generate market interest while also capturing some great stories about why employers and employees love doing business downtown.

The DP&L Summer in the City series of popular summer events was promoted through e-blasts, aggressive social media campaigns, traditional print and electronic advertising, posters and other print collateral, and many other means, including printing and distributing more than 50,000 event calendars.

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. This year’s signature events from the second quarter and early third quarter have included:

- May 11 – The Downtown Housing Tour invited prospective homeowners and real estate lovers to visit some of the hottest addresses in the city.
- June 1 – The Great Dayton Adventure Race introduced participants to downtown businesses and amenities by having them race to find clues throughout the city, followed by an after party in the Oregon District.
- August 2 – Art in the City celebrated downtown’s rich arts community with live presentations from some of Dayton’s best performing arts groups and kicked off a juried art exhibition that placed local artists’ work in downtown businesses. Great summer programming is still going on! Visit DowntownDayton.org or pick up an Events & Activities Guide at downtown businesses. Summer in the City is a program of the Downtown Dayton Partnership, presented by DP&L, with major sponsor WHIO-TV and supporting sponsors Vectren and the Ohio Arts Council.
- Free lunchtime entertainment on Courthouse Square through The Square Is Where programming returned in May and continues on weekdays through September.

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The 2019 DP&L Summer in the City continues through September! Don’t miss AleFest (Aug. 24), Dayton Reggae Festival (Sept. 1), Dayton Greek Festival (Sept. 6-8), Hispanic Heritage Festival (Sept. 14), Taste of Oregon (Sept. 15), and Oktoberfest (Sept. 27-29).

VISIT DOWNTOWNDAYTON.ORG TO VIEW THE ONLINE EVENTS CALENDAR OR DOWNLOAD THE 2019 DP&L SUMMER IN THE CITY EVENTS & ACTIVITIES GUIDE.

CLEAN & SAFE

AMBASSADORS KEEP DOWNTOWN CLEAN & SAFE

The DDP oversees the Downtown Dayton Ambassador Program. A summary of the Ambassadors’ work in the second quarter of 2019 is below:

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<td>Safety Escorts</td>
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<td>Property Owner/BDG. MGR. Contacts</td>
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<td>Panhandling Incidents Addressed</td>
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<td>Requests for Police Assistance</td>
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<tr>
<td>Trash Collected (LBS.)</td>
<td>43,131</td>
<td>107,114</td>
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<tr>
<td>Graffiti Removed</td>
<td>173</td>
<td>389</td>
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FIRST BLOOM PROGRAM BRIGHTENS DOWNTOWN STREETS

Downtown is full of foliage this summer, thanks to volunteers from the Downtown Dayton Partnership and Wegerzyn Gardens MetroPark, who filled more than 100 planters throughout downtown this May as part of the First Bloom program. The First Bloom beautification program 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.

DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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