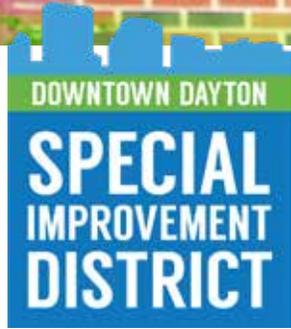


SECOND QUARTER 2019



# YOUR DOWNTOWN UPDATE



[DowntownDayton.org](http://DowntownDayton.org)



## 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](mailto:gudorf@downtowndayton.org).

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# 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.



THE FIRE BLOCKS RENDERING

The Ohio Development Services Agency awarded **The Windsor Companies** \$200,000 in tax credits to redevelop the Dayton Power & Light Building at 18 S. Jefferson St., and \$451,000 for the Graphic Arts Building at 221-223 S. Ludlow St.

Nationally renowned whiskey purveyor, **The Century Bar**, is more than doubling its size in its move to the Dayton Power & Light Building. The \$1.6 million renovation already underway will retain the historic, ornate carved bar, and add separate cocktail and wine lounges. The project is slated to wrap up later this year. **The Graphic Arts Building** will be redeveloped into 20 housing units.

Major construction activities continued in the second quarter on 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. Several new first floor tenants committed to spaces in Q2.



THE ARCADE RENDERING

**The Dayton Arcade** team closed on approximately \$95 million in financing for redevelopment of approximately 380,000 SF of the Arcade block, which includes the iconic rotunda, 110 units of housing, and the innovation hub that will be jointly operated by the University of Dayton and The Entrepreneurs Center. Major construction activities have begun, aiming toward completion in 2020.

Developers recently announced Apex Commercial Group as the leasing agent for the Arcade, and The University of Dayton announced it will relocate and grow its Institute of Applied Creativity for Transformation (IACT) at the Arcade.

### OTHER HIGHLIGHTS FROM THE SECOND QUARTER INCLUDE:

- Construction completed and employees moved in at **CareSource's** new 200,000+ square foot Pamela Morris Center.



THE 130 BUILDING

- New owners of the **130 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 connections between campus and downtown Dayton. 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.

	Q2	YTD 2019
SITE SEEKERS	15	31
SITE TOURS	30	56
BUILDINGS SHOWN	14	17
NEW BUSINESSES	9	13

# WELCOME DOWNTOWN, NEW BUSINESSES AND ORGANIZATIONS

Several new businesses opened or prepared to open downtown during the second quarter of 2019. Those businesses include:

### OPEN NOW

- **The White House Event Center** – multi-purpose event venue (101 E. Second)
- **Coffee Hub** – café inside Dayton Metro Library (215 E. Third)
- **Now and Zen** – DIY studio (37 S. St. Clair)
- **Beck + Call** – women and children's clothing, accessories, etc. (504 E. Fifth)
- **Mitt Master** – boxing gym (116 W. First)
- **Mann Power Café** – juice bar and café (117 S. Main)
- **Wellness Studio Dayton** – massage, acupuncture, and wellness coaching (114 N. St. Clair)
- **Jimmy John's** – sandwich shop (220 N. Main)
- **Hunt Brothers Pizza & Genuine Broaster Chicken** – grab-n-go from Stop-n-Save Foods (36 W. Third)

### COMING SOON

- **Salt Block Biscuit Company** – bakery (115 E. Third)
- **Winan's Coffee & Chocolates** – chocolate, coffee, and wine (221 N. Patterson)
- **Paradox** – upscale restaurant (Third and Jefferson)
- **Two Social** – game bar for adults (123 E. Third)
- **Flyer Enterprises Bistro** – student-run restaurant in The Dayton Arcade (15 W. Fourth)



MITT MASTER BOXING GYM



NOW AND ZEN

# 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:

	Q2	YTD 2019
R&E VISITS	39	86
LEADERSHIP NETWORK VISITS	6	10
PROPERTY OWNER VISITS	12	32



## DAYTON 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](http://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 [iriderta.org/TheFlyer](http://iriderta.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 concerts, visit [levittdayton.org](http://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](http://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 Homefull'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](http://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**, and plans for one have 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.

# HOUSING



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 lineup, the tour featured a mix of apartment/rental options and options 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.



## DOWNTOWN APARTMENT BUILDING GETTING UPDATED. SEVERAL OTHER PROJECTS UNDERWAY

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.

Looking for downtown dwellings? Visit [downtowndayton.org](http://downtowndayton.org) to find directories of condo and apartment options.



# AMENITIES & EVENTS



## SIGNATURE EVENTS HIGHLIGHT DP&L SUMMER IN THE CITY



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.

- Free lunchtime entertainment on Courthouse Square through **The Square Is Where** programming returned in May and continues on weekdays **through September**.

Great summer programming is still going on! Visit [DowntownDayton.org](http://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.

**120** BUSINESSES ENGAGED IN PROGRAMS & EVENTS YTD (72 IN Q2)  
(SUMMER IN THE CITY EVENTS, THE SQUARE IS WHERE, ETC.)

### DOWNTOWN HOUSING TOUR

**9** LOCATIONS  
**100<sup>S</sup>** OF ATTENDEES

### THE GREAT DAYTON ADVENTURE RACE

**68** TEAMS PARTICIPATING  
**211** RACERS PARTICIPATING

### ART IN THE CITY

POP-UP EXHIBITS IN **15** DOWNTOWN BUSINESSES  
**500+** LOCAL ARTISTS & ORGANIZATIONS PARTICIPATING

# MARKETING & COMMUNICATIONS

## STRATEGIC MARKETING EFFORTS MAKE FOR A BUSY SECOND QUARTER

The Downtown Dayton Partnership uses a wide variety of tools to get the word out about downtown progress, events, and other news, and to effectively communicate downtown's value propositions as a great place to live, work, and play. Here are a few quick updates and statistics on just some of those methods from the second quarter of this year.

- 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.



**30,000**  
FIND IT DOWNTOWN  
CONSUMER GUIDES  
CREATED & DISTRIBUTED

- 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.

EMAIL NEWSLETTERS SENT	Q2	YTD 2019
FAST FACTS	4	7
E-VENTS	13	26
OTHER TARGETED E-BLASTS	41	57
<b>NEW EMAIL SUBSCRIBERS ENROLLED</b>	<b>591</b>	<b>1,238</b>

**FACEBOOK:**  
**12,870** PAGE LIKES  
**3.8** POSTS PER DAY

**TWITTER:**  
**6,625** FOLLOWERS  
**2.1** POSTS PER DAY

**INSTAGRAM:**  
**5,047** FOLLOWERS  
**3.2** POSTS PER WEEK

WEBSITE TRAFFIC	Q1&2 2018	Q1&2 2019	INCREASE
USERS	30,686	46,112	50%
SESSIONS	40,508	59,020	47%
PAGE VIEWS	79,283	105,400	33%

**50,000+**  
SUMMER IN THE CITY EVENT  
CALENDARS DISTRIBUTED

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](http://DOWNTOWNDAYTON.ORG) TO VIEW THE ONLINE EVENTS CALENDAR OR DOWNLOAD THE 2019 DP&L SUMMER IN THE CITY EVENTS & ACTIVITIES GUIDE.



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# 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:

	Q2	YTD 2019
<b>HOSPITALITY ASSISTANCE</b>	323	908
<b>SAFETY ESCORTS</b>	19	28
<b>PROPERTY OWNER/BLDG. MGR. CONTACTS</b>	57	80
<b>PANHANDLING INCIDENTS ADDRESSED</b>	56	101
<b>REQUESTS FOR POLICE ASSISTANCE</b>	18	31
<b>TRASH COLLECTED (LBS.)</b>	43,131	107,114
<b>GRAFFITI REMOVED</b>	173	389

## 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](http://downtowndayton.org).



## DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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