

THIRD QUARTER 2019

YOUR DOWNTOWN UPDATE



DowntownDayton.org



THE GEM CITY SHINES

DOWNTOWN SHOWS ITS STRENGTH IN A VARIETY OF WAYS

We're pleased to share this report, a summary of work completed during the third 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.

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BUSINESS SERVICES

BUSINESSES, ORGANIZATIONS INVEST 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 renovations, expansion projects, building purchases, renewed leases, and other initiatives.



SINCLAIR'S WELCOME CENTER



MCDONALD'S



THE DAYTON WOMAN'S CLUB

- **Sinclair College** finished the \$15.3 million expansion and remodel of its Building 10, opening the newly renamed James McSwiney Welcome Center. The 91,000-square-foot building creates a new campus gateway and gives the college a new center for administrative and student services, streamlining processes so that students can now access multiple services in one location instead of at separate offices. Sinclair also continued work this quarter on a \$4.5 million project to improve connections between campus and downtown Dayton through enhancements to the Fourth and Fifth street corridors. Sinclair's total investment in its downtown campus over the past 10 years now totals more than \$100 million.

- Major construction activities continued in the first phase of the **Fire Blocks** development; including the start of construction on the Dayton Power and Light Building (18 S. Jefferson), which will hold the expanded Century Bar.

- **The Dayton Arcade** team continued construction on the project's \$90+ million first phase, targeted for completion in late 2020. The project also secured more tenants, as arts organization **Culture**

- **Works** announced that it will relocate to The Arcade, along with The Entrepreneurs Center's coworking group, **Nucleus**. The innovation center that will house these tenants also announced its new brand and name, "The Hub at The Arcade," this quarter.

- **Crawford Hoying** and **Woodard Development** continued work on its expanding portfolio of downtown properties. The developers behind such projects as the Water Street apartments, 205 E. First St., and Fairfield Inn & Suites hotel also have been working on renovations at The Landing residential complex. In addition, Crawford Hoying and Woodard recently purchased the Mendelson's building in the greater downtown.

- The downtown **McDonald's** location underwent significant renovations to give the restaurant a new, more modern look and enhanced functionality, including double drive-thrus, digital menu boards, and touch screen kiosks.

- Downtown law firm **Bruns, Connell, Vollmar, & Armstrong LLC** plans to move into 3,500 square feet on the 20th floor of StrataCache Tower.

- **The Windsor Companies** announced plans to transform the 22-story Grant-Deneau Tower (40 W. Fourth St.) into a \$30 million mixed-use project that includes a hotel, luxury apartments, and office space.

- **Weyland Ventures** continued its expansion of the Oregon East neighborhood with the announcement that it plans to build 153 new apartments called "The 503" at the corner of Fourth and Wayne, near Weyland's Wheelhouse Lofts development. Weyland also began renovations this quarter on the Dayton Motor Car Building in the greater downtown.

- **Lindy Communities** began renovations on the JP Flats apartment building. Lindy also recently purchased the St. Clair Lofts and the Dayton Towers complex in the greater downtown.

- **Belle of Dayton Distillery** began construction on a new outdoor patio for its **Van Buren Room** cocktail bar.

- **The Dayton Woman's Club** was honored with historical designation and a new Ohio Historical Marker for its downtown headquarters, the Dayton Steel/Darst Mansion.

STRONG INTEREST CONTINUES FOR DOWNTOWN SPACE

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 third quarter, **16 searches** were implemented for prospects – the year-to-date total of 47 completed searches is a strong indicator of continued high interest in downtown space. **29 site tours** were conducted this quarter (75 YTD), showing 17 downtown buildings (32 YTD) to prospects.

	Q3	YTD 2019
SITE SEEKERS	16	47
SITE TOURS	29	75
BUILDINGS SHOWN	17	32
SEARCHES LANDED	5	13

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.

WELCOME DOWNTOWN, NEW BUSINESSES & ORGANIZATIONS



MIKE'S VINTAGE TOYS

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

- **Hyre Personal Wealth Advisors** – financial planning firm (111 W. First)
- **Thrive Mortgage** – mortgage banker (14 W. First)
- **Mike's Vintage Toys** – collectibles shop in the Oregon District (508 E. Fifth)
- **Space Three** – fitness studio in the St. Clair Lofts (39 S. St. Clair)
- **Techknowvate** – creative services firm (11 W. Monument)
- **Larson, Lyons, and Al-Hamdani** – law firm (120 W. Second)

	Q3	YTD 2019
NEW BUSINESSES	6	19

MARKETING & COMMUNICATIONS

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. Much of that communication is done electronically, as more and more people are getting downtown information via our email newsletters, social media platforms, and website. Here are a few quick and statistics on just some of those methods from the third quarter of this year.

WEBSITE TRAFFIC	Q1-3 2018	Q1-3 2019	INCREASE
USERS	50,026	95,621	91%
SESSIONS	66,731	125,321	88%
PAGE VIEWS	127,911	207,754	62%

EMAIL NEWSLETTERS SENT	Q3	YTD 2019
FAST FACTS	5	12
E-VENTS	13	39
OTHER TARGETED E-BLASTS	42	99
NEW EMAIL SUBSCRIBERS ENROLLED	375	1,613

FACEBOOK: 13,893 PAGE LIKES, 2.7 POSTS PER DAY
TWITTER: 7,036 FOLLOWERS, 3.0 POSTS PER DAY
INSTAGRAM: 5,465 FOLLOWERS, 3.7 POSTS PER WEEK



To keep up to date with the latest information on downtown progress, news, and events, subscribe to our e-newsletters at downtowndayton.org/subscribe, and follow us on social media @DowntownDayton.

ADVOCACY



DOWNTOWN DEVELOPMENT TOUR

ECONOMIC DEVELOPMENT EVENTS ENCOURAGE COLLABORATION, SHOWCASE DOWNTOWN PROGRESS

When we think of downtown events, most of us probably picture the many festivals, arts events, housing tours, and other happenings that attract people downtown, expose them to downtown businesses and amenities, and provide fun things to do. But events can also be used to attract new businesses downtown and support those who already are here.

One such economic development event is the recurring Fourth Friday Coworking sessions, which were transitioned to a new **“Launch Dayton”** brand this quarter. These events have supported downtown’s growing startup community and creative ecosystem by encouraging collaboration and exposing entrepreneurs to industry experts with tips for getting ideas off the ground. The first Launch Dayton event was held in Q3 for a total of six coworking events held thus far this year in collaboration with downtown startup partners.

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 90 regional residential and commercial brokers and highlighted many of downtown’s impressive projects and developments.



GEM CITY SHINE

DAYTON STRONG – THE GEM CITY SHINES IN THE WAKE OF TRAGEDY

Despite all the positive momentum and great news for our center city, we’d be remiss if we didn’t acknowledge this fact: It was, in many ways, a difficult summer for our community.

Our hearts continue to be with the family and friends of the victims and survivors of the August 4 tragedy, and we know that so many of our downtown business owners, residents, and visitors are still dealing with the aftermath of that terrible event. Many times, tragedies like these reveal what a community is made of, and if there’s one positive thing to come from all the sadness, it’s the fact that the world got to see just how strong Dayton truly is.

The amount of genuine love, help, concern, strength, generosity, grit, and determination shown by so many people has been staggering, and has made us all even more proud to be part of downtown Dayton. We at the Downtown Dayton Partnership witnessed so much of the best of our city, from our interactions with business owners to our involvement in planning events like the Oregon District vigil and the Gem City Shine. We’ve been blown away by the way this city has stuck together and been there for each other, and we thank you all for everything you’ve done. Dave Chappelle said, “Don’t forget what this place is about.” You didn’t. And we won’t. We are **#DaytonStrong!**

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 third quarter: ➔

	Q3	YTD 2019
R&E VISITS	16	102
LEADERSHIP NETWORK VISITS	3	13
PROPERTY OWNER VISITS	7	39

STRATEGIC PLANNING



SCOOTERS HIT DOWNTOWN STREETS, MORE ADDED DUE TO HIGH USAGE

San Francisco-based e-scooter company **Spin** has doubled the number of scooters in its Dayton fleet just a few weeks after they debuted here, citing high usage. Spin deployed just over 100 scooters in the downtown Dayton area on August 21, and recently decided to expand that number to 200. Dayton Spin customers have ridden the scooters more than 11,000 times since the late August launch. On average, more than 90 new riders per day have tried the scooters, and the average distance ridden is roughly two miles per trip. Spin scooters are dockless and can be left anywhere outside the pedestrian zone on sidewalks. Spin has contracted with the Greater Dayton RTA to collect, re-charge, and position the scooters in tidy groups throughout the downtown area. Users download the Spin app on their phones to unlock and pay for use of the scooters. In Dayton, regulations prevent scooters from exceeding 15 mph and from being ridden on sidewalks.

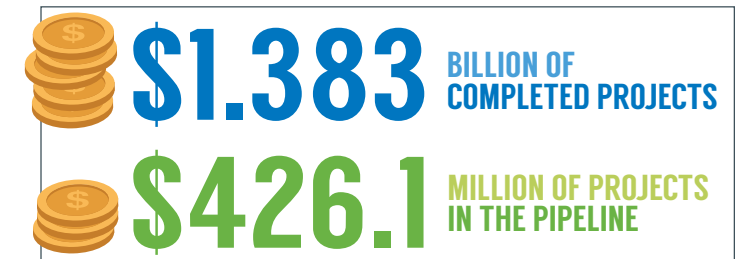
CINCINNATI BELL DONATES FREE WIFI TO OREGON DISTRICT

The **Oregon District Business Association** and **Cincinnati Bell** are partnering to bring free public WiFi to the Oregon District through the implementation of a “Smart City solution.” Cincinnati Bell is donating the service to the district, including the installation of fiber for WiFi service along Fifth Street between Patterson Boulevard and Wayne Avenue, plus analytics software to support area businesses. The Smart City solution also will enhance safety initiatives by installing security cameras throughout the Oregon District, including parking lots and alleys. Installation of the new Smart City services is expected to be completed in two or three months.

ENTERTAINMENT DISTRICT PLANNED FOR PROPERTIES ALONG PATTERSON AND THIRD

Kettering-based Wenzler Capital Group LLC recently announced it will invest in a cluster of buildings adjacent to several existing downtown entertainment spots, creating better connections through commercial and residential offerings. **The Canal District** will incorporate five buildings located at the intersection of East Third and Patterson Streets. Two existing businesses, White Lotus and the Barrel House, will remain part of this future development. Three vacant properties will be renovated and transformed into mixed-use spaces. Plans call for restaurant and bar tenants on the first floors, and office tenants on upper floors.

PUBLIC & PRIVATE SECTOR INVESTMENTS IN DOWNTOWN PROJECTS SINCE 2010



AMENITIES & EVENTS

THIRD QUARTER WRAPS UP ANOTHER SUCCESSFUL SUMMER OF DOWNTOWN EVENTS

Downtown is always full of so many fun things to do, and that's never more true than during the summer months. The third quarter of this year brought to a close the series of **DP&L Summer in the City** signature events with August's **Art in the City** celebration of downtown's rich visual and performing arts community. Art in the City featured more than 500 local artists and arts groups, performance demonstrations, interactive art, patio parties, and much more,

including a juried art exhibition that placed local artists' work in downtown businesses.

On Courthouse Square, the 2019 season of the popular "**The Square Is Where**" free lunchtime entertainment continued through September, welcoming more than 15,000 downtown employees and visitors each weekday during the summer. The Square Is Where featured live music and other entertainers, along with Trivia Tuesdays,

Walking Wednesdays, cornhole tournaments, business spotlights, and more, plus food vendors, games, and other activities.

In total, the Downtown Dayton Partnership has engaged **197 businesses** in its downtown programs and events thus far in 2019. Visit the online events calendar at downtowndayton.org to keep up with fun things to do downtown throughout the year.

197 BUSINESSES ENGAGED IN PROGRAMS AND EVENTS YTD (77 IN Q3)
(SUMMER IN THE CITY EVENTS, THE SQUARE IS WHERE, ETC.)

The end of September brought the close of **Levitt Pavilion Dayton's** second season (and first full season) of free concerts. After a successful debut in 2018 with a shortened season of 33 concerts, Levitt returned in 2019 with a full summer lineup of **53 events** for the community. According to Levitt's statistics, the popular downtown amenity hosted **58,422 people** on its lawn for the official concert schedule, and a total site attendance of nearly **73,000**, including utilization of the facility by other community groups. Levitt officials estimate that **\$5.4 million of programming** was provided for the community, based on 2019 average ticket prices from pollstar.com, and that Levitt had a **\$1.5 million economic impact** downtown, based on 1/3 of the audience spending \$60 in a six-block radius. Levitt Pavilion also helps draw people downtown, as evidenced by the **109 unique zip codes** represented among attendees this season. Watch for announcements of the 2020 concert schedule early next year at levittdayton.org.

LEVITT PAVILION PACKS THE LAWN DURING ITS SECOND SEASON



HOUSING

NEW APARTMENTS PLANNED AT FOURTH & WAYNE

Weyland Ventures, developers of downtown's Wheelhouse Lofts and Troll Pub, have announced plans for another housing development nearby. The firm's plans include 153 new apartments at the corner of Fourth Street and Wayne Avenue, across from the Wheelhouse. The four-story project in Oregon East is slated to be named **The 503**, and include studio, one-, and two-bedroom, loft-style apartments with exposed concrete floors and 10-foot ceilings, along with one level of secured parking. Weyland is targeting mid-2021 for the apartments to open.

Other downtown housing news this quarter included **The Windsor Companies** plans to transform the **Grant-Deneau Tower** at 40 W. Fourth St. into a mixed-use project that includes luxury apartments, and continued renovation work on the **JP Flats** apartment complex by Lindy Communities. Construction also continued on housing as part of the **Fire Blocks** project, and Simms Development's **Monument Walk** development is nearly sold out.



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

97.4% AVERAGE APARTMENT OCCUPANCY (AS OF OCT 2019)  **\$1.40** AVERAGE COST PER SQUARE FOOT PER MONTH

367 HOUSING UNITS IN THE PIPELINE 



214 OF THOSE ARE CURRENTLY UNDER CONSTRUCTION

\$174/SF 2018 SALES AVERAGE  **\$227/SF** 2019 SALES AVERAGE 



November 29
 Courthouse Square
 4-9 p.m.



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the grande illumination
 tree lighting

dayton children's parade
 spectacular in lights

Download a calendar of other downtown holiday events at

DaytonHolidayFestival.org



CLEAN & SAFE

AMBASSADORS KEEP DOWNTOWN CLEAN & SAFE

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

	Q3	YTD 2019
HOSPITALITY ASSISTANCE	238	1,146
SAFETY ESCORTS	17	45
PROPERTY OWNER/BLDG. MGR. CONTACTS	60	140
PANHANDLING INCIDENTS ADDRESSED	55	156
REQUESTS FOR POLICE ASSISTANCE	14	45
TRASH COLLECTED (LBS.)	24,657	131,771
GRAFFITI REMOVED	78	467

DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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