



DOWNTOWN DAYTON

**SPECIAL
IMPROVEMENT
DISTRICT**

SID SERVICES PLAN
2021-2025



PROGRESS THROUGH PARTNERSHIP

FREQUENTLY ASKED QUESTIONS

What is a Special Improvement District?

Special Improvement Districts (SIDs) are formed to support downtown and neighborhood organizations through economic development, marketing and promotions support, strategic planning, and other efforts focused on revitalization. The Downtown Dayton SID was the first of its kind in Ohio. The Downtown Dayton SID contracts with the Downtown Dayton Partnership to provide services as outlined in the Services Plan.

In Ohio, SIDs are made possible by State Senate Bill 264 (O.R.C. Section 1710). This legislation states that such a district can be formed if the owners of at least 60 percent of the front footage of all the property within the district sign a petition to form the SID. SIDs are renewed by that same petition process.

What are the SID boundaries?

See map below. The SID boundaries are essentially defined as the Great Miami River on the north, 1-75 and the Great Miami River on the west, and U.S. 35 on the south. The eastern edge primarily

runs along properties fronting Patterson Boulevard. The SID also includes East Fifth Street and a portion of Wayne Avenue to encompass the Oregon District businesses.

Who controls the SID?

A seven-member elected Board of Trustees governs the SID. The City of Dayton appoints one board member, while one member is chosen by Montgomery County. The remaining five members are elected by fellow downtown property owners.

Who funds the SID?

Property owners within the SID boundaries pay an assessment as part of their property taxes to Montgomery County. The assessment amount is different for each property owner, and is calculated using the same weighted formula for all owners based on 25% of the property's front footage and 75% of the property's assessed value. Assessments are collected by the Montgomery County Auditor's Office. Notification of your assessment appears as part of your semi-annual property tax bill.

How much money does the SID generate?

The SID will generate approximately \$1.68 million per year. The specific breakdown by each year of the SID period is:

2021: \$1.60 million
 2022: \$1.64 million
 2023: \$1.68 million
 2024: \$1.72 million
 2025: \$1.77 million

What does the SID fund?

The SID funds a set of services, known as the SID Services Plan. The Services Plan for 2021-2025 is based on feedback from our downtown property owners that was generated through a survey and a series of meetings with the various owners. Each year, the Downtown Dayton Partnership prepares a detailed work plan with specific strategies for how the organization will administer the SID Services Plan and specific measurables for each strategy. No municipal services are replaced. SID dollars are used to enhance existing services or provide supplemental services.

Why is there a SID renewal?

The Downtown Dayton SID is renewed by a petitioning process every five years. The current SID period will expire on December 31, 2020. If renewed, the new SID will be effective immediately on January 1, 2021 and continue through December 31, 2025. During the renewal process property owners are voting to approve the new set of services as outlined in the SID Services Plan.

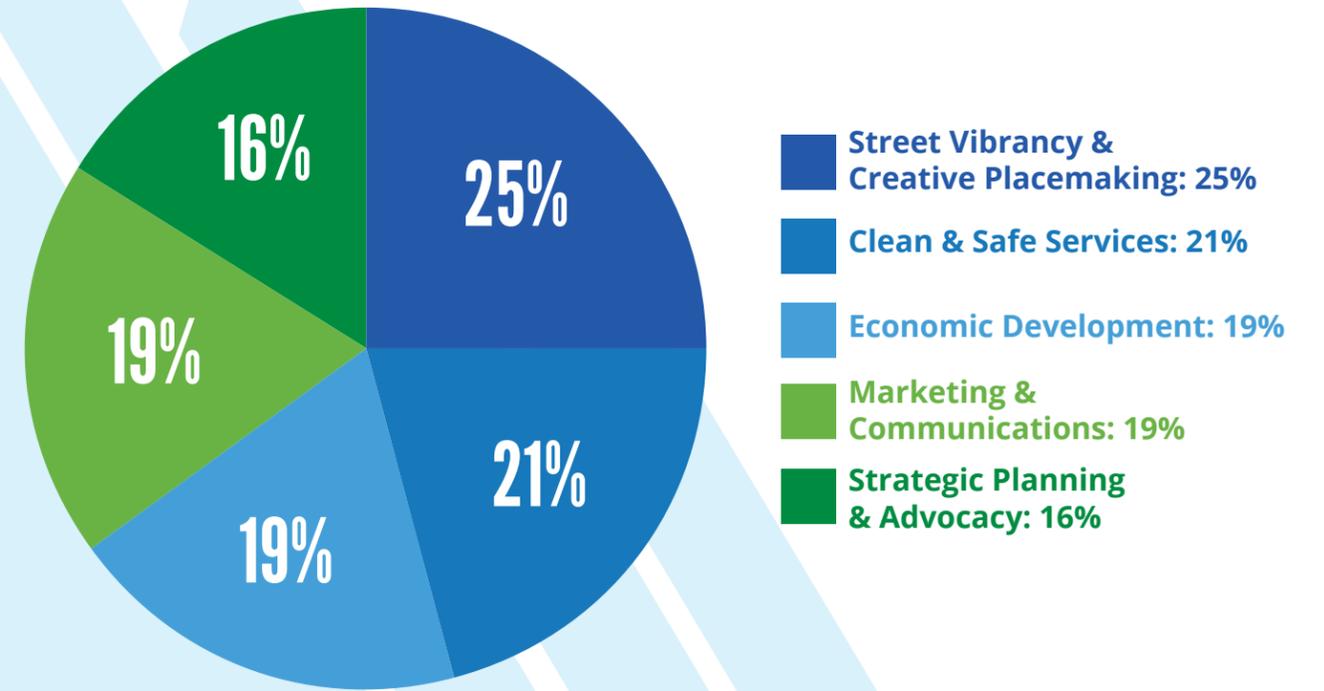
Why does downtown Dayton need a SID?

Suburban office parks are often developed, managed and marketed by a single ownership group or management company. In contrast, downtown Dayton properties are owned and managed by numerous companies, individuals, non-profits and government entities. The SID serves as a primary advocate for all downtown property owners, and greater progress can be made through collaboration. The SID works to reinforce economic enhancement by providing targeted services.



2021-2025 PROPOSED SID SERVICES PLAN BUDGET

This chart highlights how SID dollars are allocated annually for each focus area.



2021-2025 SID SERVICES PLAN

The Downtown Dayton Special Improvement District (SID) works to make downtown Dayton a better place to live, work and visit. The SID contracts with the Downtown Dayton Partnership to fund programs and initiatives, and the **2021-2025 SID Services Plan will focus on the following areas** →



STRATEGIC PLANNING & ADVOCACY

GOAL

Provide **leadership** and plan for downtown's future, be the primary **advocate** for property owners, and bring stakeholders together to **champion opportunities** and **address challenges**



STRATEGIES

Lead the development of and implementation for the **Greater Downtown Dayton Plan** recommendations that impact the SID

Serve as the **primary advocate and collective voice** of SID property owners

Serve as a **lead advocate for downtown priorities** to regional stakeholders

Monitor and proactively address **opportunities and challenges** facing individual SID property owners

Lead and advocate for strategies that continue to make downtown a neighborhood that everyone shares through intentional efforts that strive for **equity, affordability, and inclusion**



EVALUATION

- Progress on **key Greater Downtown Dayton Plan initiatives**
- Amount of **investments** made and planned
- Number of **property owners** assisted
- Participation in **partnerships and initiatives** that enhance downtown
- **Survey feedback** from property owners and other key constituents



MARKETING & COMMUNICATION

GOAL

Enhance downtown Dayton's image as our region's premier center for businesses, arts, entertainment and recreation, and a thriving residential neighborhood



STRATEGIES

Lead marketing efforts for downtown through a **multi-faceted strategy** and provide proactive **PR efforts** to encourage **media coverage**

Showcase downtown's **diverse amenity, entertainment, and event offerings** to potential consumers and investors

Distinguish the downtown office market through marketing strategies that promote the **value proposition** for **doing business downtown**

Market downtown as a **vibrant neighborhood**, showcase **housing** options, and promote the unique **urban lifestyle** residents enjoy

Support businesses through **grand opening events, PR support, and promotion services**

Provide **communications** to property owners, the business community, and stakeholders on key topics that affect them, including **updates on projects** and other **matters impacting downtown**



EVALUATION

- Number of **publications and communications** produced
- Tracked **media coverage**
- Analytics for **website and social media**
- Residential **occupancy rate**
- Number of businesses assisted with **marketing support**



ECONOMIC DEVELOPMENT

GOAL

Stimulate economic activity in downtown's core through the development of under-utilized properties and growing the downtown employer base



STRATEGIES

Facilitate and serve as a resource for **mixed-use developments** that activate **under-utilized properties**

Administer the **Site Seeker program** and other commercial real estate services for businesses looking for location or growth options downtown

Assist **entrepreneurs** and provide **programs / supportive services** that strengthen downtown as the hub of region's **startup ecosystem**

Administer an **employer visitation program** and act as an advocate to proactively address issues that impact the downtown business environment

Serve as a key connector for **property owners** and downtown **businesses** to link them with **economic development resources**

Serve as the clearinghouse for **data and analyses** that track the **economic health** of downtown

EVALUATION

- Number of **mixed use development projects** completed and underway and **investment** generated

- Market trends in **housing**, commercial **office**, net new **business activity**, and downtown **employment**

- Number of **Site Seekers** conducted, **building tours**, and **landed commercial prospects**

- Market trends in the number of downtown **startup / innovation** economy companies and **jobs created**

- Engagement of **entrepreneurs** through participation in downtown events and startup support programs and services

- Number of **employer visits** conducted



STREET VIBRANCY & CREATIVE PLACEMAKING

GOAL

Activate downtown's **public realm** through targeted programs, beautification projects, and special activities / events that drive street-level vibrancy, improve walkability, and reinforce the center city's **unique sense of place**



STRATEGIES

Coordinate **activities & events** that support economic growth, showcase existing businesses and organizations, and enhance the downtown experience

Implement strategies that **activate first floor storefronts** through new retail, restaurants, and other amenities

Lead and advocate for projects and policies that improve the quality of **urban design** across downtown, including efforts that improve **walkability**, add **mobility** options, and connect key **downtown corridors**

Beautify and energize streetscapes with **public art**, **flowers**, **murals**, and other elements of **creative placemaking**

Lead a **signage and wayfinding program** that will make it easier for patrons to understand and experience the center city

EVALUATION

- Number of **events / activities** and overall **attendance**

- Number of first floor **Site Seekers** conducted, **building tours**, and **landed commercial prospects**

- Market trends in downtown **first floor occupancy** and net **business growth**

- Investment in downtown **transportation** and **streetscape** projects

- Number of **creative placemaking** and **beautification** projects completed

- Completion and management of a downtown **signage and wayfinding** program



CLEAN & SAFE

GOAL

Maintain a downtown environment that is **clean, safe, and welcoming**



STRATEGIES

Manage the Downtown Dayton **Ambassador program**, which provides supplemental clean and safe services and extra eyes and ears for the Dayton Police

Monitor and address **social/urban environment issues** that impact property owners and visitors

Develop strategies for key issues that impact **perceptions of downtown**

EVALUATION

- Statistics on Downtown Ambassador **services delivered**
- Number of positive **perception stories** by media
- Statistics from Dayton Police on **downtown safety**
- Feedback on downtown **perception survey**



For more information:

Downtown Dayton Special Improvement District
10 W. Second St., Suite 611, Dayton, OH 45402
tel (937) 224-1518 fax (937) 224-3602