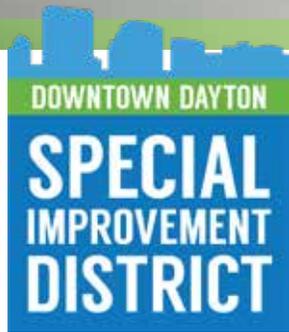


YEAR END 2019



YOUR DOWNTOWN UPDATE



DowntownDayton.org



MOVING FORWARD TOGETHER

DOWNTOWN SHOWED WHAT IT WAS MADE OF IN 2019

We're pleased to share this year-end report, a summary of work completed during the fourth quarter and throughout 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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EVENTS BRING PEOPLE DOWNTOWN

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MARKETING EFFORTS INCREASE AWARENESS

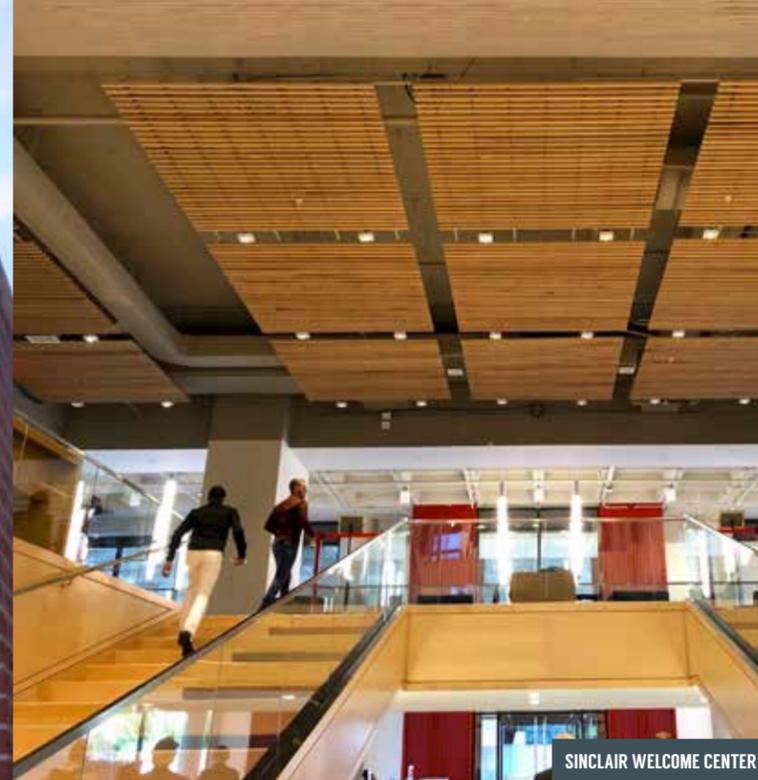
STRATEGIC PLANNING



DAYTON OFFICE TOWERS



FIRE BLOCKS DISTRICT



SINCLAIR WELCOME CENTER



URBAN ART INTERSECTION MURAL

2019 HEADLINES HIGHLIGHT

DOWNTOWN'S POSITIVE MOMENTUM

The past year was full of big news for downtown Dayton, as the city's forward progress continued rapidly on a variety of exciting fronts. From major investments to large-scale projects, new amenities to new developments, and big plans taking shape for downtown's future, here are some highlights from 2019:

NEW LIFE FOR OFFICE TOWERS –

2019 was a great year for investment in downtown's commercial office towers. Early in the year, Stratacache purchased the Kettering tower and began making improvements to the newly renamed **Stratacache Tower** that continued throughout the year. **Courthouse Plaza SW** also was recently purchased by Stratacache's Chris Reigel. The new owner of **130 W. Second St.** completed its first round of upgrades, adding a coworking space (Daywork 130) and a recreation facility (Rec 130). **Talbot Tower's** new ownership made extensive improvements to that building's lobby, while **Liberty Tower** renovated its lobby to create the new event space, The Grande Hall at Liberty Tower. The Windsor Companies announced plans for a \$30 million mixed use project to transform the **Grant-Deneau Tower** at 40 W. Fourth St., Dayton Arcade Partners LLC purchased **The Kuhn's Building**, and, in early 2020, **Fifth Third Center** was acquired by RLR Investments LLC. Last spring, downtown's newest office tower opened its doors as **CareSource's** new Pamela Morris Center welcomed employees.

NEW TRANSPORTATION OPTIONS –

Late 2018 saw the debut of **The Flyer**, Greater Dayton RTA's new circulator shuttle bus that provides free, fast connections between downtown hotspots. The Flyer has been so popular that, in 2019, RTA adjusted the route to add four more stops and put larger, 40-foot buses into service to meet demand. In August, San Francisco-based e-scooter company **SPIN** deployed just over 100 scooters in the downtown area, and within just a few months opted to double that number to 200 scooters due to heavy usage.

THE ARCADE & FIRE BLOCKS –

Work was in full swing throughout 2019 on two of downtown's most anticipated projects. Construction kicked into high gear on the **Dayton Arcade's** \$90 million+ first phase, which includes the iconic rotunda, 110 units of housing, and The Hub, an innovation space to be jointly operated by the University of Dayton and The Entrepreneurs Center. The Arcade project's first phase is targeted for completion in late 2020 or early 2021. Major construction activities also continued in the

first phase of the **Fire Blocks** development, including construction on the Dayton Power and Light Building that now houses the expanded Century Bar. The Fire Blocks project includes new housing, first floor commercial, and loft-style office space. Several new tenants committed to the Fire Blocks in 2019, including new restaurant concept Paradox.

SINCLAIR COLLEGE –

Downtown's Sinclair College had a big year as it checked off more items in its long term master plan. An expansion and remodel of Sinclair's Building 10 gave the campus a new center for administrative and student services. Newly renamed the James McSwiney Welcome Center, the 91,000-square-foot building underwent a \$15.3 million renovation to create a campus gateway. Sinclair also continued work on a \$4.5 million project to enhance the Fourth and Fifth street corridors with 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 \$200 million.

OREGON EAST –

Downtown's **Oregon East** district continued to grow, building on the success of The Wheelhouse apartments and retail spaces. Work is underway on a \$120 million, 730,000-SF development plan that will include a parking garage and a hotel, along with residential units, office space, and dining and entertainment options. Weyland Ventures announced plans for 153 new apartments at the corner of Fourth and Wayne called The 503.

THE CANAL DISTRICT –

Nearby at the intersection of Third and Patterson, Wenzler Capital Group announced it will invest in a cluster of buildings to create what it calls **The Canal District**.

LEVITT PAVILION –

Downtown's new performing arts venue completed its second season and first full season in 2019, welcoming 58,422 people to its lawn for a full summer lineup of 53 free events. Levitt officials estimate that \$5.4 million of programming was provided for the community, and that Levitt had a \$1.5 million economic impact on downtown.

PLACEMAKING AND STREET VIBRANCY –

Downtown streetscapes continued to get brighter in 2019 with the addition of more murals through the Urban Art Intersections program. Plans also were in the works throughout 2019 for a comprehensive signage and wayfinding system for downtown, and Cincinnati Bell and the Oregon District Business Association partnered to bring free public WiFi to the Oregon District.

**PUBLIC & PRIVATE
SECTOR INVESTMENTS
IN DOWNTOWN PROJECTS SINCE 2010**



\$1.383 BILLION OF COMPLETED PROJECTS
\$426.1 MILLION OF PROJECTS IN THE PIPELINE

BUSINESS SERVICES



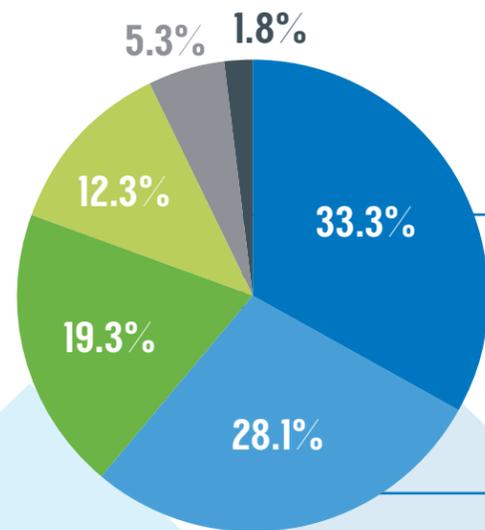
2019 SHOWS CONTINUED DEMAND FOR DOWNTOWN SPACE

2019 was another busy year for the DDP's **Site Seeker program**. The Site Seeker service helps prospective tenants identify suitable downtown space and connects them with leasing agents and property managers and owners as part of the DDP's efforts to fill underused and vacant office space.

The DDP completed **59 site searches** for prospects in 2019 (12 in Q4) – outpacing the annual goal of 50 searches. **92 site tours** were conducted in 2019, showing downtown buildings to prospects.

The Site Seeker program is a **free, confidential service**. 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, or visit DowntownDayton.org.

	Q4	YTD 2019
SITE SEEKERS	12	59
SITE TOURS	17	92
SEARCHES LANDED	4	17



SITE SEEKERS BY BUSINESS TYPE

- Restaurant / Retail
- Professional Services
- Creative Services / Tech
- Non-Profit
- Developer
- Other

WELCOME DOWNTOWN, NEW BUSINESSES & ORGANIZATIONS

Downtown's business community continues to grow, bringing new jobs and amenities downtown. This past year, **more than 40 new businesses** opened or committed to downtown.



WINAN'S



SPACE THREE

FOURTH QUARTER NEW BUSINESS NEWS:

- **Winan's** – chocolate and coffee shop (216 N. Patterson)
- **Jackson Hewitt** – tax services (144 E. Third)
- **Imperial Marketing Services** – marketing firm (118 W. First)
- **Space Three** – fitness studio in the St. Clair Lofts (39 S. St. Clair)
- **Hyre Personal Wealth Advisors** – financial planning firm (111 W. First)
- **Grist** – restaurant and provisions (111 E. Third)
- **Thrive Mortgage** – mortgage banker (14 W. First)

HIGHLIGHTS FROM THE REST OF 2019:

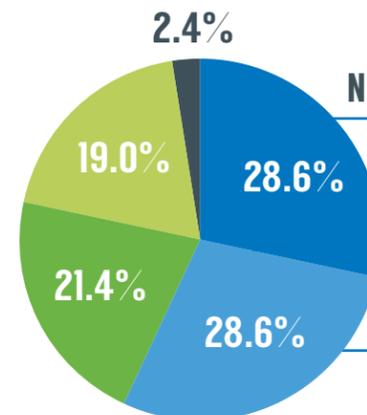


GRACE LANE BOUTIQUE



WELLNESS STUDIO

- Beck + Call
- Berry Network
- Boujee Bee Boutique
- Coffee Hub
- Comfort Keepers
- D&B Paint Specialists
- Gemini Studios
- Grace Lane Boutique
- Jimmy John's
- Larson, Lyons, and Al-Hamdani
- LORE Culture
- Luster Tan
- Mann Power Café
- Mike's Vintage Toys
- Mitt Master
- Now and Zen
- The One Eleven
- Paradox
- Physis Films
- Reza's Downtown
- Salt Block Biscuit Company
- Strawberry Fields
- Techknowvate
- Two Social
- Upsourced Accounting
- US Census Bureau
- Wellness Studio Dayton
- White Anvil Tattoo
- The White House Event Center



NEW BUSINESSES BY TYPE

- Restaurant
- Retail
- Professional Services
- Creative Services / Tech
- Non-profit / Gov't



40+
NEW BUSINESSES OPENED OR COMMITTED TO DOWNTOWN IN 2019



78.4%
FIRST FLOOR OCCUPANCY ACROSS DOWNTOWN



DAYTON AREA CHAMBER OF COMMERCE

ADVOCACY

RETENTION & EXPANSION UPDATE

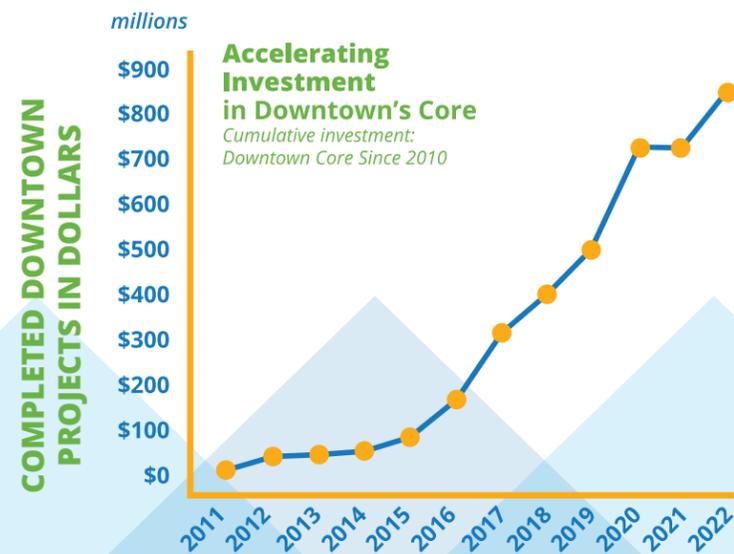
Retention and expansion efforts are a critical part of the DDP's proactive approach to growing the number of jobs downtown, as well as identifying and addressing any issues existing businesses may have. The DDP's goal in 2019 was to visit **125 businesses**, with 20 of those being Leadership Network visits. Activity during the fourth quarter and all of 2019 is shown here:

	Q4	YTD 2019
R&E VISITS	22	131
LEADERSHIP NETWORK VISITS	7	21
PROPERTY OWNER VISITS	11	50

ADDITIONAL INVESTMENT DOWNTOWN

In 2019, several downtown organizations and businesses reinvested in downtown through renewed leases, renovations, expansion projects, building purchases, and other initiatives. Growing businesses contribute to job growth and, in many cases, transform and upgrade previously vacant or underused spaces. Some highlights from the fourth quarter and recent months include:

- The **Dayton Area Chamber of Commerce** moved into its newly renovated offices at 8 N. Main St.
- Nonprofit arts organization **Culture Works** announced that it will relocate to the Dayton Arcade.
- **Belle of Dayton Distillery** began construction on a new outdoor patio for its Van Buren Room cocktail bar.
- **The Century Bar** toasted its final days at 10 S. Jefferson and began major construction efforts on its new location next door, opening to the public in February.
- The downtown **McDonald's** location underwent significant renovations to give the restaurant a new, more modern look and enhanced functionality.
- Cycling advocacy organization **Bike Miami Valley** moved into new offices at Daywork 130 (130 W. Second St.)
- The **Dayton Arcade** was awarded \$2.75 million in state historic tax credits for the project's second phase, a nearly \$27.6 million rehab of the Third Street/North Arcade, including residential apartments and a kitchen incubator.
- Work began on Montgomery County's \$16 million **Third Street Bridge** rebuilding project.



COLLABORATIVE INITIATIVES SUPPORT STARTUPS, SHOW OFF PROGRESS



DOWNTOWN DEVELOPMENT TOUR

Entrepreneurship is finding a home in downtown Dayton, and several 2019 events and programs helped support that growing startup ecosystem. In the second half of the year, the popular Fourth Friday Coworking sessions were transitioned to a new **"LaunchPad"** brand. These events encourage collaboration and expose entrepreneurs to industry experts and tips for getting ideas off the ground. A total of six coworking events were held in 2019 in collaboration with downtown startup partners.

Additional support programs included a holiday event and startup market for entrepreneurs, and six Startup Grind speaker series events. 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.

EXTRA EFFORTS OFFERED TO HELP DOWNTOWN RECOVER FROM TRAGEDY



GEM CITY SHINE

So many of our downtown business owners, residents, and visitors are still dealing with the aftermath of the August 4 tragedy. Our hearts continue to be with the family and friends of the victims and survivors of that terrible event, and we are so proud of how strong this community has shown itself to be.

We hope that events like the **Oregon District vigil** and the **Gem City Shine** helped the community reclaim its streets and start to feel some sense of normalcy again. We know that, in addition to all the ways the tragedy affected all of us mentally and emotionally, the reality is that many of our Oregon District and

other downtown businesses have also experienced a financial strain as a result. In December, the DDP planned an extra **"Shop Strong Saturday"** event to try to help drive extra holiday shopping and celebrating to those businesses. Other extra promotional and marketing support also was part of last year's work, and will continue to be in 2020, as we know that recovery can be a long process.

We're so inspired by how this city has stuck together and been there for each other, and we invite everyone to make an extra effort to support the Oregon District and other downtown small businesses this year. We are **#DaytonStrong!**

HOUSING



INCREASED DEMAND FOR DOWNTOWN LIVING MET WITH INCREASED HOUSING DEVELOPMENT

FIRE BLOCKS HOUSING

97.4%
AVERAGE APARTMENT
OCCUPANCY (AS OF OCT 2019)



Nationwide, living in city centers is more popular than ever, as compact, walkable urban areas increasingly are the places people want to call home. That trend is true here in Dayton, as well, as more and more people are moving downtown and keeping developers busy creating more housing to meet the demand for the urban lifestyle. In fact, late last year, Realtor.com named Dayton one of the 20 Top Hot Housing Markets in the nation.

2019 saw several projects adding hundreds of new housing units to our downtown as

we grow closer to the goal of creating an urban neighborhood with 18-hour-a-day vibrancy. Here are a few of the housing projects we've been tracking lately:

- Weyland Ventures and Gosiger announced plans for **The 503**, a development of 153 apartments at the corner of Fourth Street and Wayne Avenue, across from Weyland's previous projects, Troll Pub and The Wheelhouse. The apartments are targeted for a mid-2021 opening.
- The Windsor Companies plans to transform the **Grant-Deneau Tower** at 40 W. Fourth St. into a mixed-use project that includes luxury apartments.
- Windsor also was 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 92 housing units in Windsor's **Fire Blocks** development.

- The **Dayton Arcade** team continued construction on the \$90 million first phase of the project, which includes 100 units of housing.
- Extensive renovations were underway at the **JP Flats** apartment complex, under new ownership by Lindy Communities, which also owns the St. Clair Lofts and The View at Dayton Towers.
- The new owner of the former Newcom Manor apartments completed extensive renovations on the newly renamed **Riverfront Grande**.
- Charles Simms Development's **Monument Walk** project is nearly sold out, with just two units remaining for purchase.

DOWNTOWN HOUSING DEVELOPMENT

367 HOUSING
UNITS IN
THE PIPELINE



214 OF THOSE ARE
CURRENTLY UNDER
CONSTRUCTION

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

DOWNTOWN HOUSING TOUR

As part of the DP&L Summer in the City events lineup, the Downtown Dayton Partnership hosted a Downtown Housing Tour on May 11 to highlight the center city's many urban living options. The event was very well attended and received much positive feedback both from attendees and from downtown's residential properties.



AMENITIES & EVENTS

SPECIAL EVENTS BRING PEOPLE DOWNTOWN, SHOWCASE BUSINESSES & AMENITIES

Downtown's signature events not only provide something fun to do while adding to the city's vibrancy – they're also a fantastic way to draw more people downtown, highlight the amenities the center city has to offer, and increase traffic at and awareness of downtown's unique collection of businesses.



The 2019 Dayton Holiday Festival kicked off downtown on Friday, November 29, with the **Grande Illumination** (presented by DP&L) and the **Dayton Children's Parade Spectacular in Lights** (presented by White Allen). This year's traditional tree lighting and other festive fun brought tens of thousands downtown to welcome the holiday season.



Activities continued throughout December, with such family favorites as the Tike's Shoppe, Pizza with Santa at Uno's, the Virginia Kettering Train Display, Wintergarden Wonderland at the Schuster Center, a Family Movie Series at The Neon, the Whimsical Windows contest, and more. The Dayton Holiday Festival was sponsored by DP&L and presented by the Downtown Dayton Partnership, the City of Dayton, Montgomery County, White Allen, WHIO-TV, and the Mrs. Virginia W. Kettering Dayton Holiday Festival Fund.



A huge thank you goes out to the Dayton community and all of the amazing volunteers and donors who helped repair, rebuild, and redecorate all of the damaged parade floats in time for this year's Dayton Holiday Festival!

The floats were vandalized earlier in the year and in need of some serious TLC, but that couldn't stop the holiday spirit, hard work, and generosity of people who stepped up and got the floats in better shape than they've ever been. It was so great to see them all shining during the Dayton Children's Parade Spectacular in Lights!

OTHER SIGNATURE EVENTS FOR 2019 INCLUDED:

• **DP&L Summer in the City** series:

Downtown Housing Tour (May 11) – hundreds of attendees explored downtown residential options

The Great Dayton Adventure Race (June 1) – 68 teams and 211 racers in a downtown scavenger hunt, followed by a street party in the Oregon District

Art in the City (August 2) – celebration of downtown's visual and performing arts – juried art show with pop-up exhibits in businesses, artisan market, parties on patios, more than 500 artists throughout downtown

• **The Square Is Where** (May-September) – free lunchtime entertainment weekdays on Courthouse Square – performers, themed days, games and activities, food vendors, and more, presented by Montgomery County and the Downtown Dayton Partnership

• **Downtown Festivals** – From cultural festivals like the Dayton Celtic Festival, GermanFest Picnic, Hispanic Heritage Festival and A World A'Fair to music and entertainment festivals like Jazz/Blues/Funk/Reggae Festivals, AleFest, District Day, and Hauntfest, there was always something fun going on downtown in 2019!

• **Levitt Pavilion Dayton** – The first full season for this new downtown amenity brought 53 free concerts and events to more than 58,000 fans in the heart of downtown.

For the most up-to-date listing of downtown events, be sure to visit the calendar at DowntownDayton.org.

327 BUSINESSES ENGAGED IN PROGRAMS & EVENTS YTD (130 IN Q4)

(Summer In The City events, The Square Is Where, Dayton Holiday Festival, Shop Strong Saturday, First Fridays, etc.)



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 statistics on just some of those methods from the fourth quarter and all of 2019:

WEBSITE TRAFFIC	2018	2019	INCREASE
USERS	77,253	116,992	52%
SESSIONS	100,340	154,421	54%
PAGE VIEWS	183,875	254,882	39%

EMAIL NEWSLETTERS SENT	Q4	YTD 2019
FAST FACTS	6	19
E-VENTS	13	52
OTHER TARGETED E-BLASTS	32	130
TOTAL	51	201

FACEBOOK: 14,222 PAGE LIKES 2.97 POSTS PER DAY
 TWITTER: 7,234 FOLLOWERS 2.97 POSTS PER DAY
 INSTAGRAM: 5,740 FOLLOWERS 1.90 POSTS PER WEEK

SAMPLE MARKETING & COMMUNICATION EFFORTS FROM 2019

- Aggressive promotion of signature downtown events
- Supporting other downtown events through a variety of means
- Creation and distribution of more than 200 e-mail blasts promoting downtown events, downtown news and progress, and other information
- Business marketing publications and materials for commercial brokers, business prospects, and others
- Frequent social media posts to a wide audience on a variety of platforms
- Publication and distribution of 30,000 "Find It Downtown" consumer guides
- Maintaining and promoting an online calendar of downtown events
- Public relations efforts and working with local media
- Assisting new and existing businesses with marketing help, grand opening ceremonies, and more

50,000+ SUMMER IN THE CITY CALENDARS DISTRIBUTED

85,000 PRINTED HOLIDAY CALENDARS CREATED AND DISTRIBUTED

30,000 CONSUMER GUIDES DISTRIBUTED



For a list of ways you can stay up to date on downtown news and receive DDP communications, visit DowntownDayton.org and click on "subscribe" under "contact us."



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THE ARTS SEASON IS IN FULL SWING DURING THE WINTER MONTHS!

Visit DowntownDayton.org for a calendar of events taking place in your center city.

CLEAN & SAFE

AMBASSADORS KEEP DOWNTOWN CLEAN & SAFE

The DDP oversees the **Downtown Dayton Ambassador Program**. A summary of the Ambassadors' work in the fourth quarter and all of 2019:

	Q4	YTD 2019
HOSPITALITY ASSISTANCE	211	1,357
SAFETY ESCORTS	17	62
PROPERTY OWNER/BLDG. MGR. CONTACTS	73	213
PANHANDLING INCIDENTS ADDRESSED	113	269
REQUESTS FOR POLICE ASSISTANCE	14	59
TRASH COLLECTED (LBS.)	74,068	205,839
GRAFFITI REMOVED	140	607



DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Chair: Ryan Powell, LPI Properties, Inc.

Vice-Chair: Gary Gottschlich, Gottschlich & Portune LLP

Mark Heitkamp, CareSource

Anne Pfeiffer, Big Brothers Big Sisters of the Greater Miami Valley

Shelley Dickstein, City Manager, City of Dayton

Carolyn Rice, Treasurer, Montgomery County

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