

FIRST QUARTER 2020

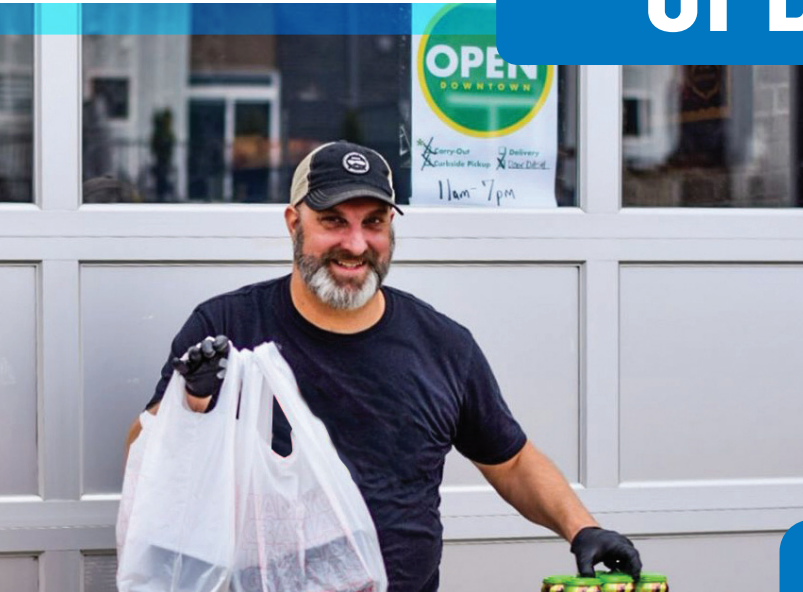
DOWNTOWN DAYTON

SPECIAL
IMPROVEMENT
DISTRICT

YOUR DOWNTOWN UPDATE



DowntownDayton.org



IN THIS TOGETHER DOWNTOWN COMES TOGETHER & ADAPTS LIKE NEVER BEFORE

So much has changed so quickly in recent weeks, impacting our world and our downtown in so many ways. The COVID-19 pandemic has been very difficult for our great collection of independent businesses who provide the products and services we all know and love, and **we want to thank you for all you've continued to do to support them during a very difficult time.** We encourage you to continue to do so in any way you can, as these businesses need you more than ever, and your support is very much appreciated.

Much of the work we're reporting on here happened before the economic impacts of COVID-19. Nevertheless, we want to share with you downtown's accomplishments through the first quarter of this year. 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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AS BUSINESSES ADAPT TO PANDEMIC, DDP PLANNING ADAPTS TO MEET NEEDS



The first quarter of this year has been an interesting one, to say the least. As we're all well aware by now, much of our normal way of life and our regular routine has been disrupted and changed by the novel coronavirus pandemic. In addition to the obvious health issues and terrible casualties caused by this virus, our downtown community, already reeling from the tragedies we faced in 2019, is dealing with the economic impact of the virus and the social distancing measures that come with it.

It is a challenging time, but so many of our downtown businesses and other amenities have shown resilience and creativity as they've adapted to the new reality. Each day we see businesses coming up with new ways to remain open in some way and offer their products and services, or provide virtual experiences to give us things to do with our time at home.

Our organization adapted, too, and went into action right away to support the community. This quarter, we kicked off the "OPEN* Downtown" campaign to highlight and promote the ways downtown Dayton remains "OPEN*" for business, while giving resources to the community to help them find these offerings. Our website provides three components to OPEN*:

OPEN* Restaurants that are offering carry-out, curbside pickup, or other services
OPEN* Retail & Service businesses with online sales and resources or in-person essential services
OPEN* Things to Do, including virtual experiences, online events, and other ways to stay busy

Additionally, we developed and distributed posters featuring the OPEN* logo, so that businesses can display the posters in their windows and make it easy for customers to spot which are OPEN* at a distance. We also made the logo available to be used in businesses' social media profile pictures and other uses. The OPEN* campaign appears to be well received, as the traffic to our website more than tripled due to visits to those pages, and we've received considerable feedback from downtown businesses that the campaign is helping. So far, **more than 180 businesses** are listed on OPEN*.

Visit DowntownDayton.org/OPEN to find these resources.

We also created a webpage that lists resources for business owners and employees themselves. This page includes links and information regarding unemployment and financial resources, technology options and training, the virus itself and how to respond to it, and other business resources. You can find that page at DowntownDayton.org/response-resources. Our staff also has made numerous calls and other outreach to businesses and property owners to assist them through coronavirus issues and advocate on their behalf.

If you own or operate a downtown business, please keep us informed of changes to your offerings to customers or any incorrect information on our pages. You can reach us at info@downtowndayton.org.

Small businesses are the heart of our community, and we can all contribute to their success -- as well as the livelihoods of employees in the service industry -- during this difficult time. We continue to look for ways the DDP can assist our businesses and the community at large. Please share this information with your employees and other contacts in any way you can. In the meantime, stay safe, be smart, and take care of each other as we get through this crisis together.



BUSINESS SERVICES

SITE SEEKER ACTIVITY INDICATES CONTINUED DEMAND FOR DOWNTOWN OFFICE SPACE

The DDP's **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.

During the first quarter of 2020, **10 searches** were implemented. **13 site tours** were conducted this quarter, showing downtown buildings to prospects. Though the number of site

searches has declined somewhat in recent weeks due to the pandemic, interest in downtown space remains high and search requests continue.

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.

	Q1
SITE SEARCHES	10
SITE TOURS	13
SEARCHES LANDED	7

WELCOME DOWNTOWN, NEW BUSINESSES & ORGANIZATIONS

Prior to the economic impacts of the COVID-19 shutdowns, commercial activity in downtown Dayton was off to a fast start in 2020. Several new businesses have opened or prepared to open downtown during the first few months of 2020. Those businesses include:

- **Kaney, Inc.** – technology company (130 W. Second)
- **Eos AI Science** – technology company (temporarily at 239 Wayne)
- **Flyboys Deli** – restaurant (230 E. Monument)
- **Kia Cake & Company** – bakery (15 E. First)
- **Connect E-Sports** – virtual gaming café (The Wheelhouse building)
- **The Little Gem Social Club** – coffee shop & gathering spot (132 E. Third)
- **Winan's** – chocolate and coffee shop (216 N. Patterson)
- **NaAsiaha Simon & Associates** – public relations & marketing firm (400 E. Fifth)



WINAN'S



KIA CAKE & COMPANY

ADDITIONAL DOWNTOWN INVESTMENT

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. Highlights from the first quarter include:



- Renovations continued at the **Dayton Arcade** and leasing activities began for the UD/TEC Innovation Hub; additionally, the Hub announced a major partnership with PNC Bank
- **Sinclair College** announced it would lease 2,500 square feet with the new innovation hub at the Arcade, and launch The Sinclair Entrepreneur Center.
- Construction continued at the **Fire Blocks**, with the new apartments tracking for a Q2 opening.
- The **Dayton Dragons** unveiled the newly branded Day Air Ballpark in partnership with Day Air Credit Union.



- **Link Dayton Bike Share** announced a major program upgrade, including adding 100 e-bikes to the system and an expanded station network.
- **Cincinnati Bell** and the **Oregon District Business Association** announced a new partnership to add smart technologies to the area around Fifth Street, including fiber installation, free public WiFi, and new security cameras.
- **The Century Bar** opened its new location at 18 S. Jefferson St. in early February.
- Investment momentum continued for downtown's office towers, including **Stratacache Tower**, the **130 Building**,



- and extensive lobby improvements at **Talbott Tower**.
- **Fifth Third Center** was purchased by RLR Investments, LLC.

Despite the changes and restrictions brought on by the COVID-19 pandemic, downtown's major development projects, including such initiatives as The Arcade, the Fireblocks District, Crawford Hoying projects, and the Oregon East development, continue to move forward.

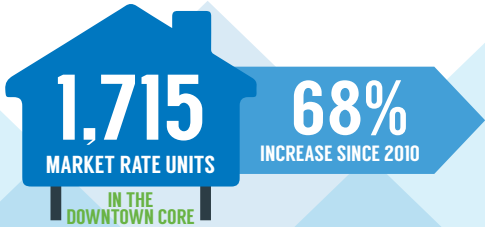
HOUSING

DOWNTOWN HOUSING CONTINUES TO GROW IN POPULARITY, NUMBER OF UNITS

The demand for living in downtown Dayton is higher than it has ever been. Both here in our city and nationwide, compact, walkable urban areas are the places people increasingly want to call home. More and more people are moving downtown every day, and downtown continues to see a surge in housing development projects to keep up with the demand.

There are now **1,715 market-rate housing units** in our urban core – a **68% increase** since 2010, with another **255 in the pipeline**. Visit DowntownDayton.org for directories of housing options for rent or purchase in downtown Dayton.

255 DOWNTOWN HOUSING UNITS IN THE PIPELINE



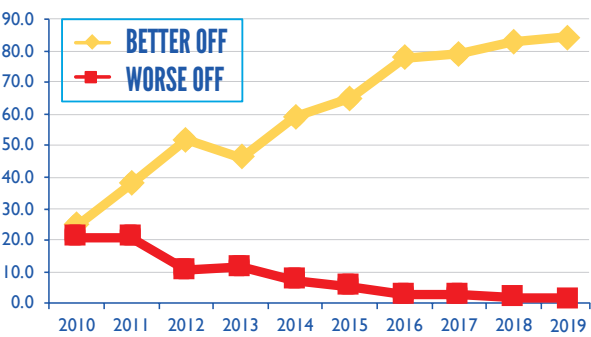
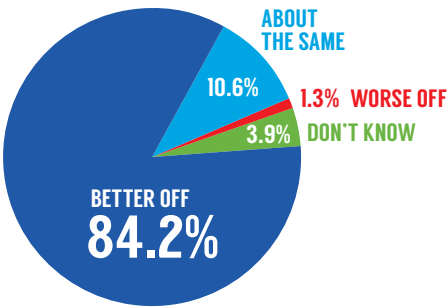
ADVOCACY

ANNUAL BUSINESS SURVEY RESULTS SHOW CONTINUED POSITIVE TRENDS DOWNTOWN

Each year, the Downtown Dayton Partnership conducts a survey of downtown businesses to gauge their satisfaction with DDP services, address challenges, gather business data, and track trends. Almost all of this year's survey was conducted prior to the COVID-19 crisis, but below is a bit of what we heard from this year's survey:



COMPARED TO THREE YEARS AGO, DO YOU FEEL DOWNTOWN DAYTON IS:



LOOK FOR MORE RESULTS FROM THIS SURVEY IN OTHER SECTIONS OF THE REPORT.

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. Much of the recent program activity has been focused on assisting downtown businesses most affected by the economic impacts of COVID-19. The DDP's goal in 2020 is to visit **125 businesses**, with 20 of those being Leadership Network visits. Activity during the first quarter is shown here:

	Q1
R&E VISITS	55
LEADERSHIP NETWORK VISITS	3
PROPERTY OWNER VISITS	31

AMENITIES & EVENTS

PANDEMIC BRINGS CHANGES TO DOWNTOWN'S SIGNATURE EVENTS

The coronavirus pandemic has impacted our lives in many ways. Among the aspects of our normal routines affected by the virus are the events, festivals, and other programs and gatherings we all enjoy attending. Most of us are, by now, very familiar with fun plans we were looking forward to being postponed, rescheduled, or canceled completely as we practice social distancing and other measures designed to mitigate the spread of the virus.

Typically at this time of year, we are well underway with planning some of the signature summertime events our downtown is known for. In fact, much of that planning already had begun during the first quarter of 2020, before the pandemic brought us to the current state of life. We want to update you on the status of some of our programs originally planned for this summer:



The **Downtown Housing Tour**, previously scheduled for May 16, will not occur on that date. Assuming it is possible, it is our plan to reschedule the tour for later in 2020, and we will be in touch with the new date as soon as it is confirmed. In the meantime, watch for information about a **Virtual Housing Tour** we're planning for May, as a fun way to showcase the great living options downtown Dayton has to offer.

Additionally, **The Great Dayton Adventure Race** that was planned for June 13 will be postponed as well. We are looking at either rescheduling that event for later in the year, or creating a virtual event, or both.

Free lunchtime entertainment from our **The Square Is Where** program will not kick off at the beginning of May as usual. We will continue to monitor the situation and resume our weekday Courthouse Square entertainment when it is safe to do so.

Our monthly **First Friday** events have converted to virtual experiences beginning in April, and likely will continue that way until it is safe to resume them in person. April and May's Virtual First Fridays were fun, with many of downtown's galleries and businesses providing ways to enjoy their offerings online.

Many of downtown's festivals and signature events are changing as well. Such downtown favorites as the Dayton Celtic Festival, A World A'Fair, and the Dayton Jazz Festival, among others, have announced they will not take place in 2020. We are updating our website with information as these announcements are made. Our performing and visual arts groups, too, which are such a vibrant and important part of our community, have been hit hard by the canceling of shows and closing of venues.

Like you, we are disappointed to have to postpone or cancel some of our favorite events and gatherings. However, the health and safety of our community, our entertainers, our businesses and workers, our event participants and attendees, sponsors, and staff are paramount. We are all in this together and must do what we can to help contain the virus, and we encourage everyone to follow the guidelines and protocols put forth by public health and governmental officials.

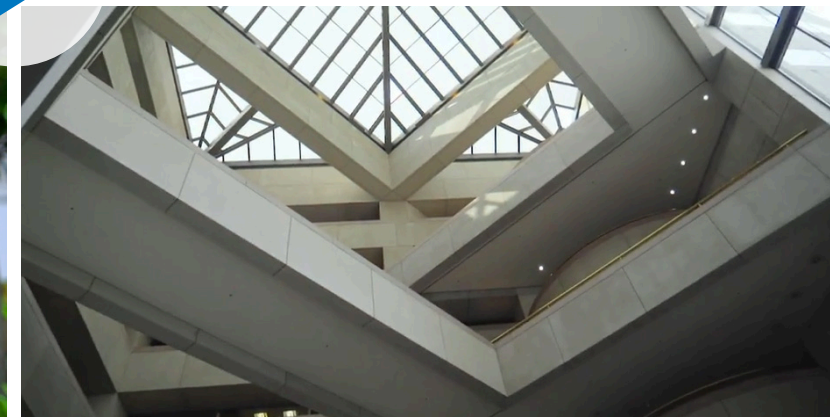
Our events and social gatherings are a huge part of what makes our downtown special, and we look forward to seeing all of you as soon as possible. We will announce exact dates, plans, and other details as soon as they are confirmed.

MARKETING & COMMUNICATIONS

ELEVATE



DEREK STERN
PRESIDENT, OLYMBEC



NEW CAMPAIGN SHOWCASES DOWNTOWN OFFICE TOWERS

During the first quarter, we kicked off a special video series called **Elevate**, which highlights how downtown Dayton building owners and companies are transforming buildings into modern workspaces that inspire creativity and collaboration. As development news in downtown Dayton continues to make headlines, companies from startups to corporations can get a look at the kinds of spaces available for new or expanded work spaces.

New videos will be released gradually, opening the elevator doors to let anyone interested get a look inside, and to help promote the DDP's Site Seeker resources. The first two videos in the series highlighted the 130 building and the 111 building. For more information, and to see the videos as they are released, visit DowntownDayton.org/elevate.

OPEN* CAMPAIGN BRINGS NEW VISITORS TO DDP WEBSITE

From posters and print advertising to social media posts and promotional videos, we've been working to get the word out about the timely resources provided by our OPEN* Downtown campaign. All that marketing has translated to traffic, as our website has been experiencing anywhere from **two to four times** the normal number of visitors and views over the past few weeks, with the OPEN* pages accounting for the majority of traffic. More than 75% of those visitors have been **new users**, increasing the exposure of the DDP's resources to new audiences. Social media traffic and engagement is up as well, as the resources continue to be shared with others looking for information on which businesses are still OPEN* and offering services.



We're living in unprecedented times, but
we know we will get through this,
just as we've gotten through tough times
before. We will emerge stronger.
We will gather again.

**AND WE'LL SEE
YOU SOON IN
DOWNTOWN DAYTON.**



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CLEAN & SAFE

ANNUAL BUSINESS SURVEY RESULTS – CLEAN & SAFE

96%
FEEL SAFE
DOWNTOWN



85%

THINK THE DOWNTOWN
AMBASSADORS MAKE
DOWNTOWN CLEANER.

(14% ANSWERED "DON'T KNOW."
LESS THAN 1% SAID "NO.")

84%

THINK THE AMBASSADORS
HAVE A POSITIVE EFFECT
ON DOWNTOWN.

(16% ANSWERED "DON'T KNOW."
LESS THAN 1% SAID "NO.")

Despite the current pandemic situation, the Downtown Dayton Ambassadors continue to work on your behalf. They are taking all the necessary precautions for safety, including social distancing and other measures, as they work to keep our downtown clean and safe.

DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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