

SECOND QUARTER 2020

DOWNTOWN DAYTON

SPECIAL
IMPROVEMENT
DISTRICT

YOUR DOWNTOWN UPDATE



DowntownDayton.org

ADAPTING & MOVING FORWARD

RELIEF EFFORTS, FLEXIBILITY, &
CONTINUED PROGRESS DOWNTOWN

So much of what we consider normal has changed, and it's been tough on all of us. In downtown Dayton, the 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 typically report on here has been impacted by COVID-19, **but we've still been very busy launching many new programs to support our small businesses.** Progress still continues in our downtown, and we want to share with you some of the center city's accomplishments through the second quarter of this year, along with some of the new initiatives enacted to **provide relief to our businesses.** 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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RELIEF EFFORTS

As we're all well aware, the first half of 2020 has been a difficult one, with much of our typical way of life disrupted and drastically changed by the COVID-19 pandemic. In addition to the health issues and terrible casualties caused by this virus, our downtown community also is facing some very significant economic impacts of the pandemic, as well as the social distancing and other precautionary measures that come with it.

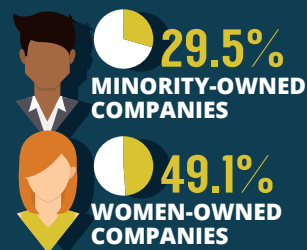
We've been inspired by the resilience and flexibility of so many of our downtown businesses and amenities as they've adapted to the new reality and found new ways to remain open and continue to provide their products and services despite unprecedented challenges. **The Downtown Dayton Partnership has also tried to adapt and find new ways to support our businesses and our downtown community. As part of a \$225,000 relief package, we introduced a series of relief efforts during the second quarter designed to assist our locally-owned, consumer small businesses during these difficult times.** Here is an update on those programs:

RE-OPEN DOWNTOWN DAYTON GRANT PROGRAM



GRANT RANGE PER RECIPIENT
\$1,000-\$10,000

119
GRANTS AWARDED,
\$717,000
IN FUNDING



Made possible through a \$500,000 contribution from CareSource, this new, local fund provided small grants to help cover operating expenses and provide bridge/gap assistance to downtown's locally-owned consumer businesses. Grants ranged from \$1,000 to \$10,000. In total, 119 grants were awarded, representing \$717,000 in funding. The average grant award was \$6,025. Minority-owned companies made up 29.5% of the awards, while 49.1% went to women-owned companies.

We thank CareSource for their leadership and generous financial support. In addition, the Downtown Dayton Partnership invested \$200,000 in the fund. The fund was administered by the DDP and the Dayton Area Chamber of Commerce Education and Public Improvement Foundation, and we also thank the Chamber and CityWide Development Corp. for their assistance with this program.

DOWNTOWN DAYTON GIFT CARD BONUS BUY



900+
HOUSEHOLDS
PURCHASED
2,300
GIFT CARDS

FUNNELED
\$90,000+
TO
60+
SMALL
BUSINESSES

For this initiative, the DDP set up an online ordering system allowing customers to purchase a \$25 gift card to a participating business, and receive an additional \$15 gift card to another downtown business which the DDP provided by investing \$25,000 in the program.

The program was an overwhelming success, selling out in just a few hours, and prompting us to do a second round a week later. All told, more than 900 households purchased a total of nearly 2,300 gift cards through the Bonus Buy program, and we were able to funnel more than \$90,000 to the 60+ downtown small businesses. Round Two was made possible by a generous donation from Charles Simms Development, with additional support from Dayton's The Rubi Girls and other smaller donors.

COMPLIMENTARY PROFESSIONAL SERVICES



**RESTAURANT
CONSULTATION**

**HELPED BUSINESSES
PIVOT TO BETTER
FACILITATE ONLINE SALES**



**LEGAL &
ACCOUNTING AID**

**HELPED BUSINESSES
NAVIGATE SBA LOAN FUNDS**

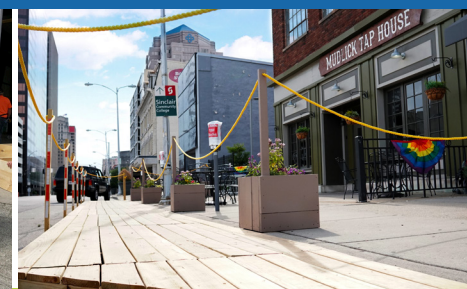


**DIGITAL
EXPERIENCES**

**WEBINARS,
VIDEO TUTORIALS,
& MORE**

The DDP worked with several organizations to support the unique needs of downtown's consumer-driven workforce. A local restaurant consultant helped almost 30 downtown eateries and retailers pivot to better facilitate online sales. Downtown legal and accounting professionals are also partnered with to help businesses navigate SBA loan funds to maximize benefits and help with other aspects as they work their way toward a responsible restart. We would like to thank all the consultants, law offices, accounting firms, and other educational providers who have donated a portion of their time to assist our small business community.

POP-UP PATIO PILOT PROGRAM



The Downtown Dayton Partnership worked with the City of Dayton to establish new guidelines for restaurants, bars, coffee shops, and other food and beverage small businesses to expand their outdoor dining areas. The Pop-Up Patio pilot program provides explicit guidelines and directions to increase capacity for outdoor seating, which has become critical during this pandemic when indoor dining capacity has been significantly reduced.

Thanks to the contributions from Miller Valentine Group, Cross Street Partners, and Requarth Lumber, the DDP was able to offer eligible small businesses a Pop-Up Patio starter kit at no cost to the business. These starter kits consist of planters and stanchions that can be used to demarcate new outdoor seating options. Approximately 15 downtown businesses took advantage of the starter kits.

OPEN* DOWNTOWN PROGRAM



FEATURING

RESTAURANTS & BARS
RETAIL & SERVICE BUSINESSES
THINGS TO DO

**INCLUDES
220+ BUSINESSES**

We also continue to maintain our OPEN* Downtown online resources that we began in March. Lists of downtown restaurants and bars, retail and service businesses, and things to do are kept up to date with the latest ways these businesses have adapted to remain OPEN* in some fashion during the COVID-19 crisis. More than 220 businesses are listed in these resources, and they continue to be heavily visited through our website. Visit DowntownDayton.org/open.

We are confident these relief programs have provided some much needed assistance to our vital first floor businesses as they face this pandemic crisis. Please do not hesitate to contact DDP President Sandy Gudorf at gudorf@downtowndayton.org or 937-224-1518, ext. 224, if you have any questions, or would like more information on any of the programs listed above. Thank you, as always - but especially now - for your support of downtown Dayton.

DOWNTOWN PROJECT UPDATES

The pandemic may have put a lot of our plans on hold this year, but, in the case of many of downtown's major development projects, progress hasn't slowed much at all. Several of the center city's most anticipated initiatives continued working toward completion during the second quarter, while other exciting news was announced. Here's a taste of some of that work still moving forward:



SALT BLOCK BISCUIT COMPANY



THE MONUMENT



NEW LINK E-BIKE

The developers of **The Dayton Arcade** have continued work on this downtown icon, and still target the end of 2020 for some of the project's major milestones. Cross Street Partners kept things moving this past quarter on The Hub Powered by PNC, the partnership between The Entrepreneurs Center and the University of Dayton to create an innovation hub within the Arcade, where Sinclair College recently announced it would also lease space for the Sinclair Entrepreneur Center. Despite supply chain issues and other project impacts from the pandemic, Cross Street still hopes to finish The Hub and some of the first-floor retail area by year's end.

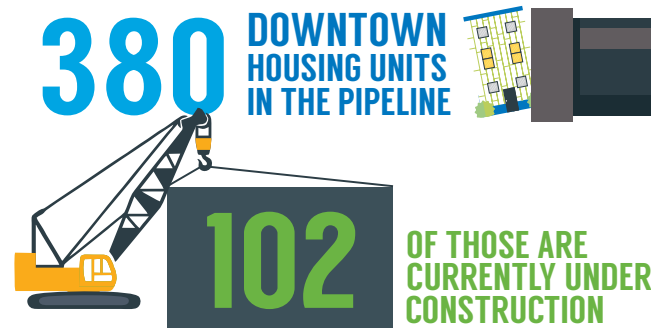
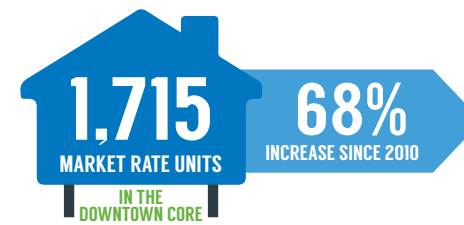
Meanwhile, McCormack Baron Salazar continued work on the Arcade's 110 new apartment units, **The Art Lofts at the Dayton Arcade**. The residential portion of the project is set to include a business center, fitness center, and other amenities, and be targeted to artists and creatives.

Construction continued during the second quarter on the **Fire Blocks** project, with the first tenants beginning to move into the Huffman building and work nearing completion at the Elks building. Work also continued on first-floor retail space, where it was recently announced that the Salt Block Biscuit Company and a new game concept called Two Social would take up residence later this year.

The area near the Fire Blocks is getting a refreshed look, as work began recently on a significant reconstruction project for **Jefferson Street**. This \$2 million project will redevelop Jefferson between Fourth and Second streets and include new sidewalks, street trees, planting beds, and a protected bike lane.

Development company Crawford Hoying announced it will demolish the former Wright State University Kettering Center building on Monument Avenue across from RiverScape MetroPark and create a 125-unit apartment complex called **"The Monument."** The project also will feature first-floor retail space and a parking garage, and is slated for completion in 2022. Crawford Hoying also announced a nearby project to create **"Madison on First"** - a mixed-use office, retail and restaurant redevelopment across from Day Air Ballpark. Brackett Builders, a Troy-based construction company who has worked with Crawford Hoying and Woodard Development on several downtown Dayton projects, announced its plans to move its headquarters downtown to Madison on First.

• **Link**, downtown Dayton's bike share program, officially re-launched with Drop Mobility, a software that runs completely off of an app to control the check-out process of the green bikes and the 100 new e-bikes (or electric-assist bikes) that are a part of the system. Users can purchase one time passes or memberships through the Link Dayton app to access bikes at different locations in the downtown Dayton area. Link bikes must be returned and locked to a bike rack (or other fixed object) in the designated hubs outlined in the app. Link originally launched in 2015 and, since then, more than 18,500 users have taken more than 140,000 trips.



• Downtown's **office towers** continued to make major investments and improvements, including lobby upgrades, new murals, remodeled office spaces, new amenities, new owners, and more at such buildings as Stratacache Tower, the 130 Building, Talbott Tower, and Fifth Third Center. A special DDP video series called **Elevate** highlights how downtown Dayton building owners and companies are transforming buildings into modern workspaces that inspire creativity and collaboration. For more information, and to see the videos as they are released, visit DowntownDayton.org/elevate.

• Downtown **housing** continues to grow in popularity and the number of units, as 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 380 in the pipeline (102 already under construction). Visit DowntownDayton.org for directories of housing options for rent or purchase in downtown Dayton.

BUSINESS NEWS

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. Despite the pandemic, downtown's business community continues to grow, and several new businesses have opened or prepared to open downtown during the second quarter of 2020. Those businesses include:

FOUR ACRES PHOTOGRAPHY
photography studio (116 N. Jefferson)

VIDIA'S CLOSET
ladies' fashion boutique (27 S. St. Clair)

VIRTUAL ASSISTANCE PROFESSIONAL SERVICES (V.A.P.S.)
virtual services contractor (Daywork 130 at 130 W. Second)

GULZAR'S
Indian cuisine restaurant (219 N. Patterson)

BABA LOVE ORGANICS
all-natural skincare (116 W. Fifth)

INFINITE MANAGEMENT SOLUTIONS
business management consulting agency (4 S. Main)

BRACKETT BUILDERS
construction company (424 E. First)

FLANAGAN, LIEBERMAN, HOFFMAN, AND SWAIM
law office (moved to 10 N. Ludlow)

NEW PROGRAM HELPS PREPARE FIRST-FLOOR BUSINESSES TO LAUNCH & GROW



Downtown Dayton's first floor businesses – boutiques, shops, cafes, yoga studios, restaurants, pubs, and more – are the lifeblood of our downtown community. These entrepreneurs create the amenities, connections, and experiences that make our downtown a vibrant place to live, work, and play.

In recent weeks, the Downtown Dayton Partnership, in collaboration with small business partners, kicked off the new **Downtown Dayton Retail Lab**. The Retail Lab is an intensive 12-week experience for business owners aiming to launch or grow their first-floor business in downtown Dayton. The initiative invites business owners to advance their first floor concept through an intensive series of workshops, pitch events, and pop-up opportunities. Each program element connects participants to new mentors, experts, ideas, capital, and resources that will help the businesses thrive and grow in downtown Dayton.

This summer, the first cohort of 5 or 10 businesses will be selected for the Retail Lab. Applications were received in early July, and the program is slated to begin in August. For more information on the program, visit DowntownDayton.org/retail-lab.

SITE SEEKER ACTIVITY

Many new downtown businesses find their ideal office space using the DDP’s **Site Seeker** program. This free 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 second quarter of 2020, **15 searches** were implemented. Though the number of site searches has declined somewhat in recent months 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.

	Q2	YTD
SITE SEARCHES	15	24
SEARCHES LANDED	4	8

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 second quarter is shown here:

	Q2	YTD
R&E VISITS	7	62
LEADERSHIP NETWORK VISITS	1	4

THE DOWNTOWN ENVIRONMENT

If you’ve been taking more downtown walks lately or been out and about supporting our downtown businesses, you’ve probably noticed downtown’s streets looking as clean and fresh as usual. Our downtown Ambassadors have continued their work keeping the city clean and safe with a reduced crew and while following all the necessary pandemic protocols. Additionally, some other beautification efforts were underway in the second quarter to add a little much-needed cheer to the downtown neighborhood:



• The latest public art installation as part of the **Urban Art Intersections** project was completed, featuring a 75-foot tall colorful display designed and painted by Dayton artist Atalie Gagnet. The design, inspired by the geometric repetition of mandalas, plays upon the linear surroundings of the Transportation Center Garage and Convention Center. Urban Art Intersections projects are funded by the Downtown Dayton Partnership and created in collaboration with The Contemporary Dayton. This mural was funded in part by a City of Dayton Neighborhood mini-grant.



• Downtown is full of foliage this summer, thanks to volunteers who filled dozens of planters throughout downtown this quarter as part of the **First Bloom** program. Funding from the Keep Montgomery County Beautiful grant helped fund additional flowers. 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.

• A summary of the Ambassadors’ work in the second quarter of 2020 is below:

	Q2	YTD
HOSPITALITY ASSISTANCE	81	691
SAFETY ESCORTS	22	43
PROPERTY OWNER/BLDG. MGR. CONTACTS	39	82
PANHANDLING INCIDENTS ADDRESSED	54	170
REQUESTS FOR POLICE ASSISTANCE	7	21
TRASH COLLECTED (LBS)	20,812	77,342
GRAFFITI REMOVED	224	407

DOWNTOWN EVENTS

Among the aspects of our normal routines affected by the pandemic are the events, festivals, and other programs and gatherings we all enjoy attending. While some of our favorite events have had to cancel, many others have found ways to offer online versions this year, and the DDP’s signature events have been no exception.



Beginning in April, our monthly First Friday events became **“Virtual First Fridays,”** featuring live performances, art exhibits, educational experiences, and more online through Facebook and other portals. While experiencing downtown’s art and amenities from home may not have exactly the same feel, artists, business owners, and attendees all seemed to enjoy the new format, especially the ability to continue access content over a longer period of time. Our most recent First Fridays have remained virtual for the most part, with some additional in-person entertainment provided at a distance for those diners and others patronizing downtown businesses on those evenings.



In May, the first signature event of our DP&L Summer in the City programming for 2020 was a **Virtual Housing Tour**. Moving this event online had the added bonus of being able to feature videos of housing options, 360-degree photo tours, a live downtown residents panel discussion online, fun games for prizes, and other unique opportunities. Additionally, several downtown businesses created how-to videos for such things as home remodeling,

selection of house plants, and how to lower your energy bills, and downtown residents provided behind-the-scenes video tours of their homes. The Virtual Housing Tour remains on our website at DowntownDayton.org, and continues to be one of our most visited webpages. The tour was sponsored by DP&L; Thrive Mortgage; Dayton.com; and Vectren, a CenterPoint Energy Company.



Our second virtual summer event, **Downtown Dayton Summer Bingo**, debuted on July 3 and runs through the end of July. Players complete “challenges” that will have them exploring downtown Dayton dining, arts, culture, shopping and entertainment. The challenges include opportunities to explore in-person following social-distancing guidelines, or tasks that can be completed online from home. If a player completes five challenges in a row on the game card to make a “bingo,” they are entered into drawings to win prizes. Downtown Dayton Summer Bingo is sponsored by DP&L and Dayton.com. Find more information and download a bingo card at DowntownDayton.org/bingo.

VIRTUAL ART IN THE CITY
SATURDAY, AUGUST 8

Mark your calendar now for the next event – **Virtual Art in the City**, beginning August 8 at noon at DowntownDayton.org. Enjoy downtown’s visual and performing arts scene from your home with art demos, music, performances, behind the scenes videos with Dayton artists, interactive activities, a juried art show, live streams, and more. Virtual Art in the City is sponsored by DP&L and Dayton.com, with support from the Ohio Arts Council.



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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Welcome Summer **WITH DOWNTOWN'S
OPEN* BUSINESSES!**

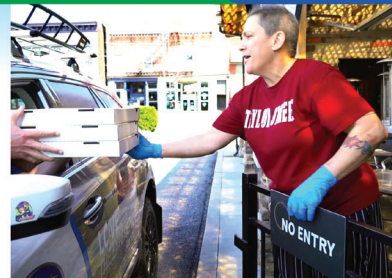


OPEN*
DOWNTOWN

- ✓ patio dining and drinking,
& social-distanced dining inside
- ✓ reopened locally-owned
retail shops
- ✓ things to do -
virtually or in person

Find a list of OPEN* businesses and other places to explore at

DowntownDayton.org/OPEN



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