DOWNTOWN DAYTON

KEY STATS & TRENDS

GREATER DOWNTOWN DAYTON PLAN
YOUR CITY. YOUR PLAN.

DAYTON

DOWNTOWN DAYTON PARTNERSHIP

rta
it's time to ride

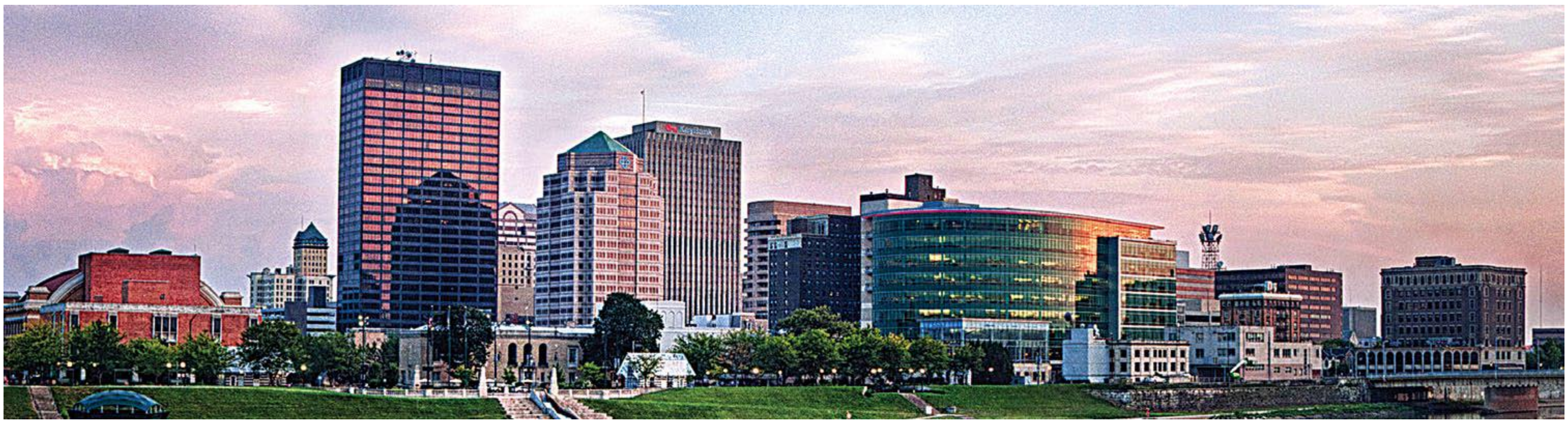
FIVE RIVERS METROPARKS

CITYWIDE
MOVING DAYTON FORWARD

Ohio
MONTGOMERY COUNTY

DOWNTOWN TRENDS

THE COMMUNITY IS INVESTING IN DOWNTOWN



PUBLIC & PRIVATE INVESTMENTS SINCE 2010

$1.5 BILLION COMPLETED

$420 MILLION IN THE PIPELINE

$1.920 BILLION TOTAL

INVESTMENT AREAS

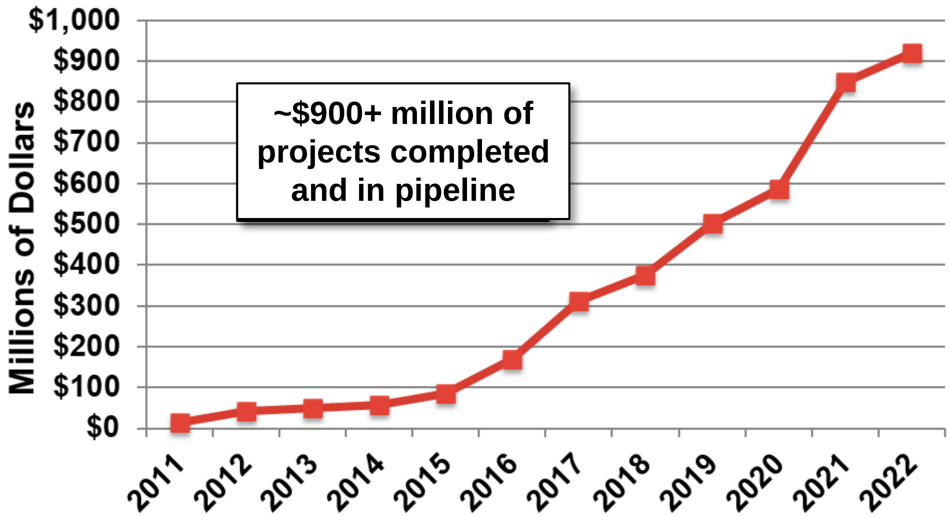
GEOGRAPHIC DISTRIBUTION ACROSS THE GREATER DOWNTOWN

YOUR CITY. GREATER DOWNTOWN DAYTON PLAN YOUR PLAN.

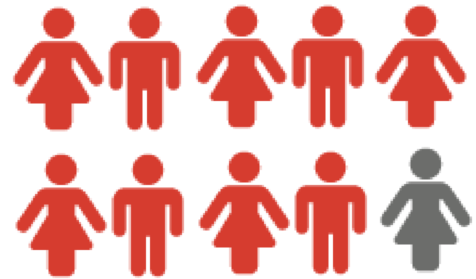
DOWNTOWN CORE

ACCELERATING INVESTMENT

(Cumulative Investment: Downtown Core Since 2010)

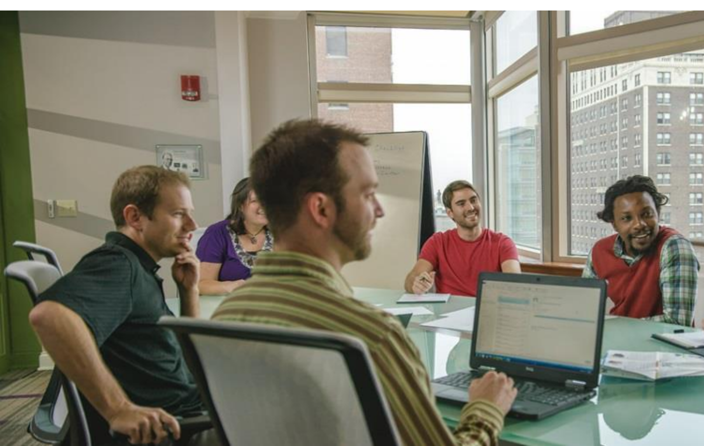


HEADING IN THE RIGHT DIRECTION



9 out of 10 downtown business leaders believe downtown is heading in the right direction because of the Greater Downtown Dayton Plan

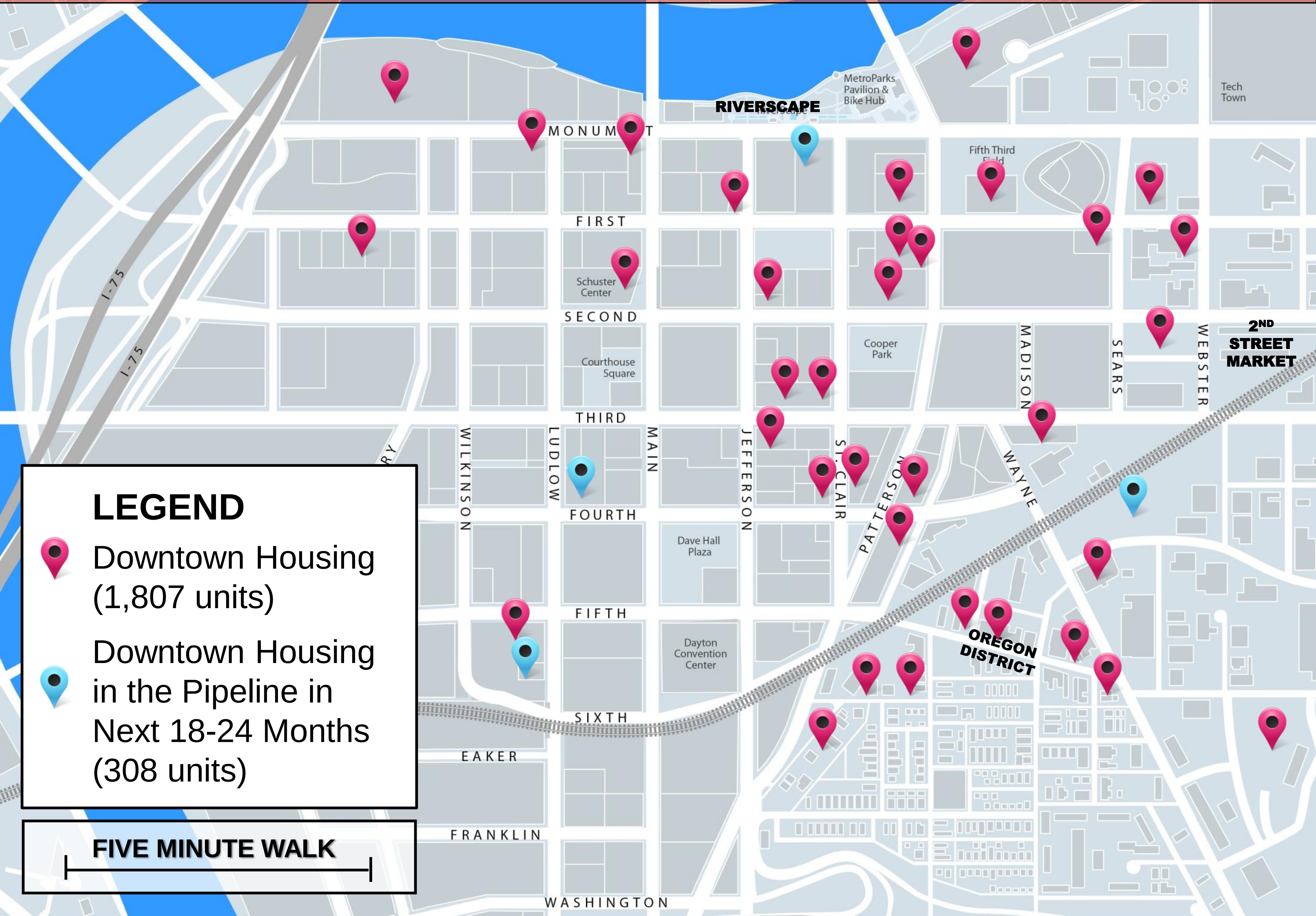
- 2019 DDP Business Survey
Opinions of more than 450 business leaders



INVESTMENT AREAS

GEOGRAPHIC DISTRIBUTION ACROSS THE DOWNTOWN CORE

DOWNTOWN HOUSING



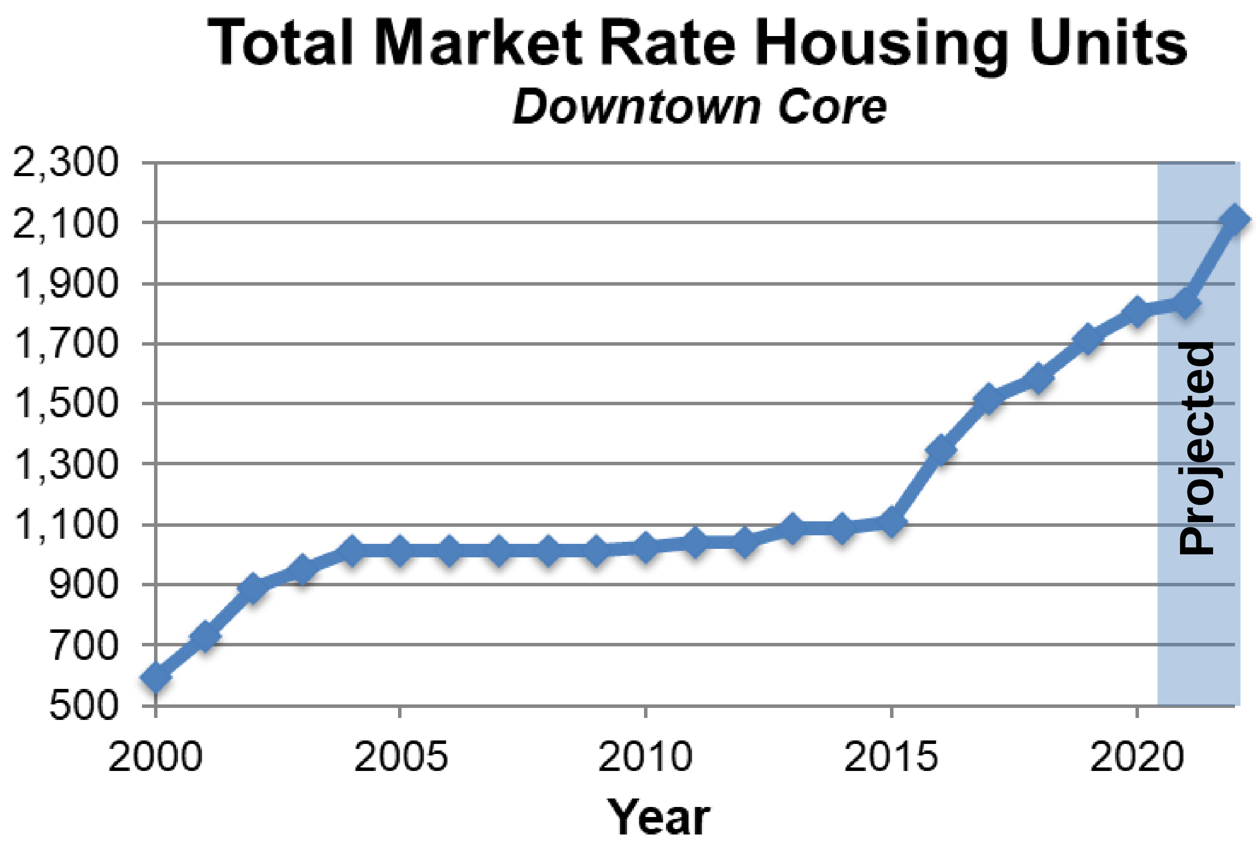
LEGEND

- Downtown Housing (1,807 units)
- Downtown Housing in the Pipeline in Next 18-24 Months (308 units)

FIVE MINUTE WALK

HOUSING UNITS

Year	Units
2000	595
2001	731
2002	890
2003	954
2004	1014
2005	1014
2006	1014
2007	1014
2008	1014
2009	1014
2010	1023
2011	1041
2012	1041
2013	1089
2014	1089
2015	1107
2016	1346
2017	1519
2018	1587
2019	1715
2020	1807
2021	1837
2022	2115



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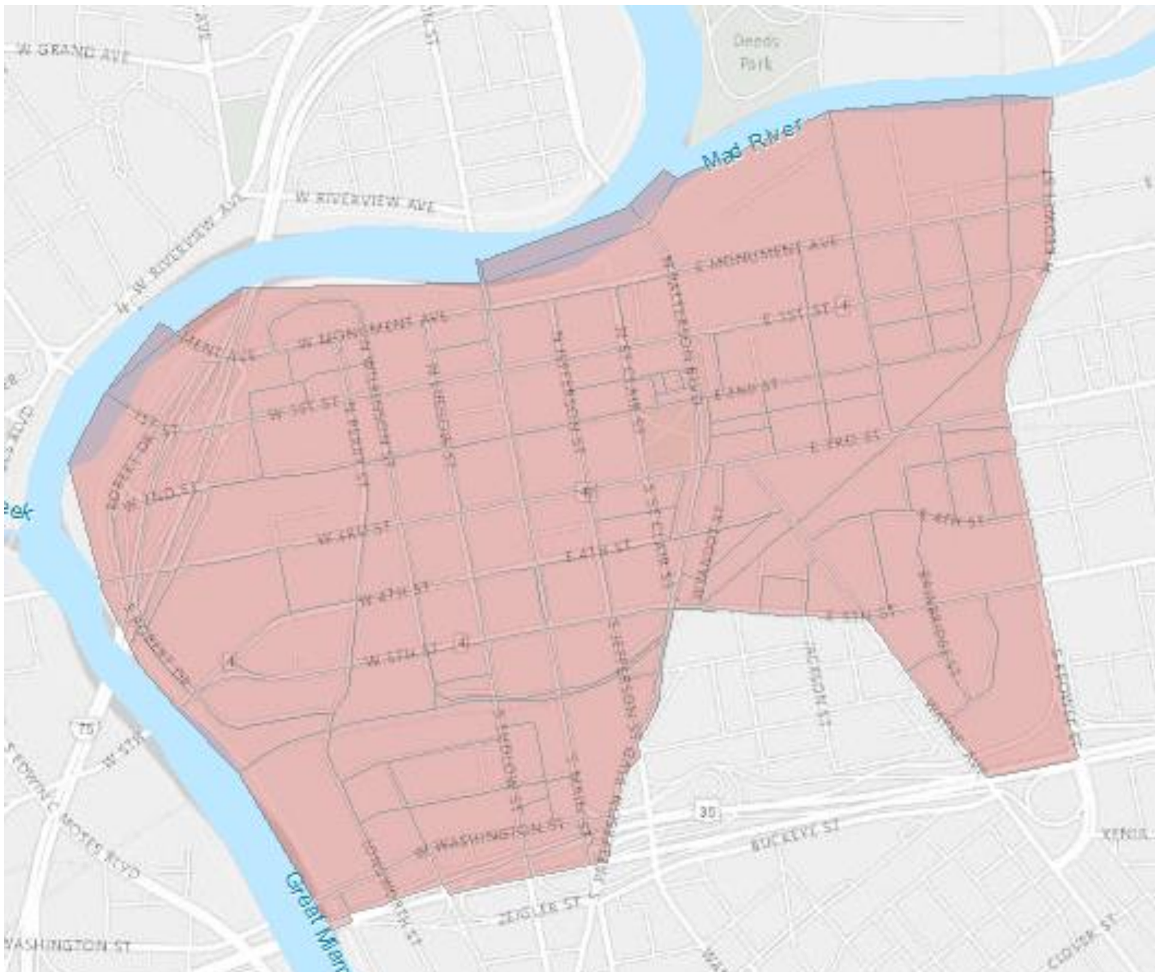
POPULATION

Estimated Growth from 2010



Year	Population
2010 Census	2,349
2019 EOY Estimate	3,387

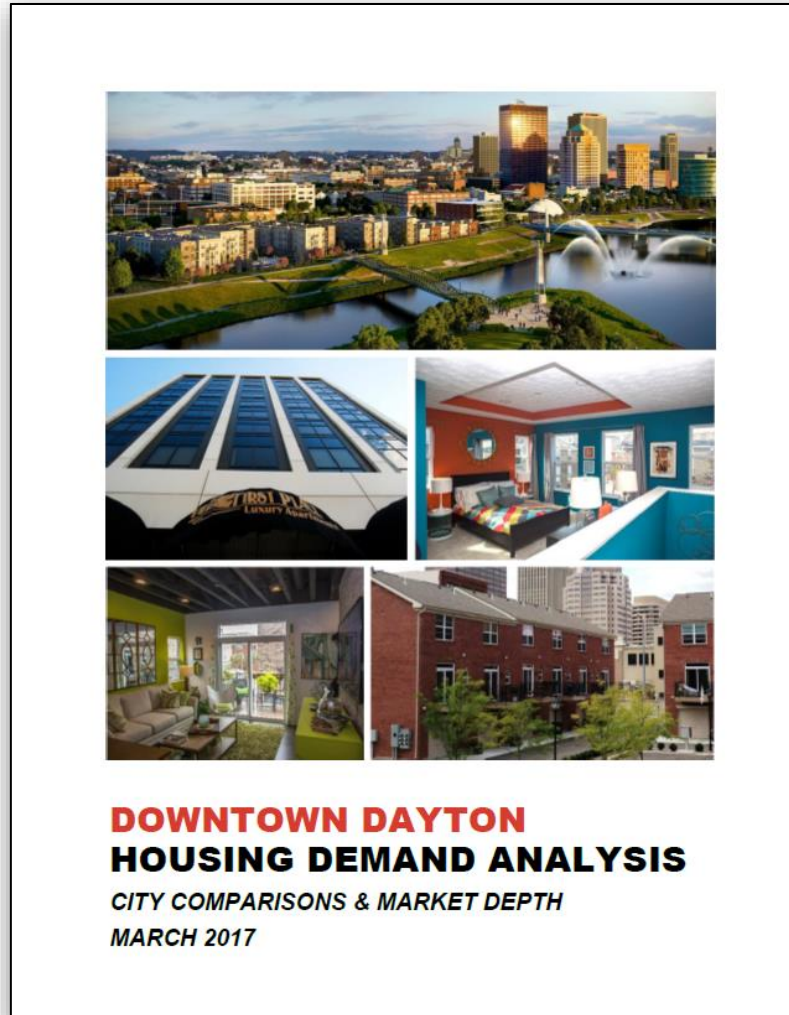
HOUSING MARKET DEPTH ANALYSIS

- Residential market depth analysis conducted in 2017 to assess demand for urban living
- Leverages national housing preference data and comparison to benchmark cities
- Study results supporting downtown development planning

Downtown market under-built by:

1350+ Apartment units

950+ Owner-occupied units



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DOWNTOWN DAYTON DEVELOPMENT

GROWING DOWNTOWN BUSINESSES

- Major Corporate Investments & Expansions
- Employers Moving Downtown
- Entrepreneurs Starting New Businesses

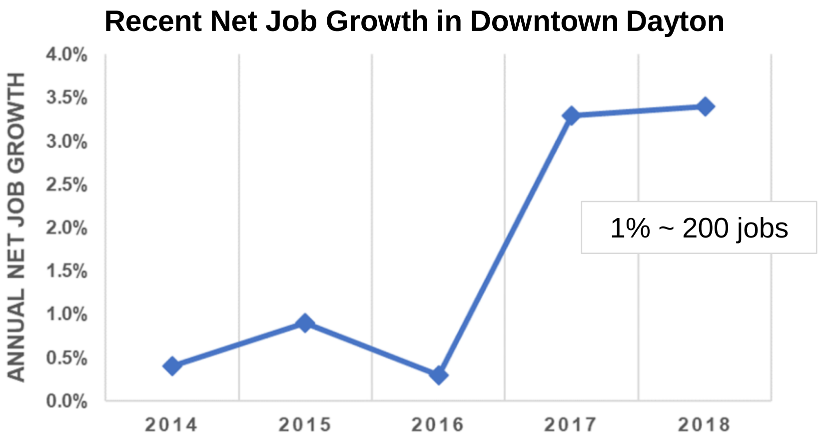
100+ NEW BUSINESSES
LOCATED DOWNTOWN SINCE 2017

150+ NEW START-UPS
LAUNCHED DOWNTOWN SINCE 2011

DOWNTOWN ECONOMY

CHANGING DOWNTOWN ECONOMY

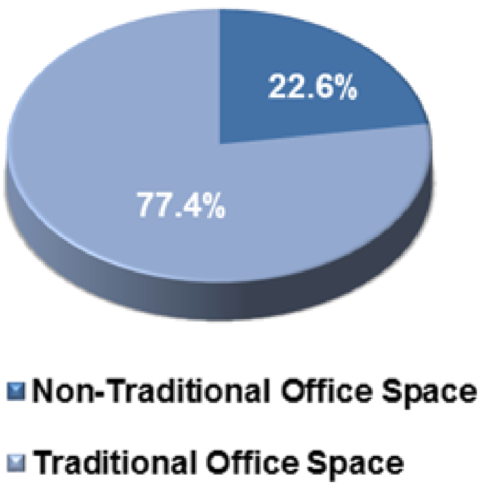
- Jobs in core increasing since 2014
- Downtown economy shifting to more startup activity, jobs in information technology, scientific and technical services, creative services, and health care
- Since 2017: 100+ new businesses, 389,000 SF of positive office space absorption, 1,200 new jobs



SOURCE: DDP ANNUAL SURVEY OF DOWNTOWN EMPLOYERS

COMMERCIAL SEARCH ACTIVITY

2019 SEARCH TRENDS



Site Seeker Categories	Percentage
Restaurants & Retail	31.5%
Professional Services	27.8%
Creative Services / Tech	20.4%
Non-Profit	13%
Developer	5.6%
Other	1.9%

GREATER DOWNTOWN DAYTON PLAN

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FIRST FLOOR BY THE NUMBERS

141,500
square feet

Vacant first floor space filled since 2010

26
Pop-up Shops

Filling over 21,000 SF of space and creating 41 jobs

31%
increase

Increase in first floor occupancy across downtown

70+
Start-ups since 2010

Start-up businesses launched on the first floor

FIRST FLOOR BY THE NUMBERS

First Floor Occupancy Analysis

Area	Occupied SF (2010)	Occupied SF (2019)	Total SF	Occupancy (2019)
CBD	287,054	**382,415** (+33.1%)	515,326	74.1%
E. Third Area	33,460	52,420 (+56.7%)	55,420	94.6%
Oregon District	137,430	164,663 (+19.8%)	177,938	92.5%
Total	**457,944**	**599,498** (+30.9%)	**747,084**	**78.4%**

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MARKET IMPACT

RESIDENTIAL

- New apartments averaging about $1.60 per SF per month; older units up +30-40% in rent since 2010
- Peak monthly rents of ~$1.70 - 2.00 / SF
- 2017 - 2020 sales +$200 per SF (up from around $100 per SF in 2011)

FIRST FLOOR

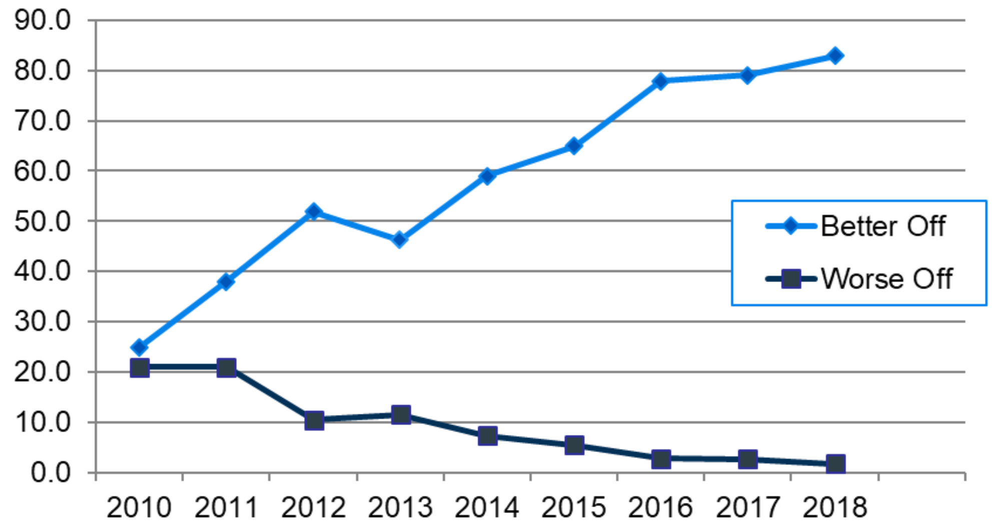
- Higher pedestrian areas: $12-16 per SF triple net
- Lower pedestrian areas: $10-12 per SF triple net
- Rents typically include warm vanilla box (and sometimes a TI allowance)
- Rents up ~$3-4 / SF in last few years

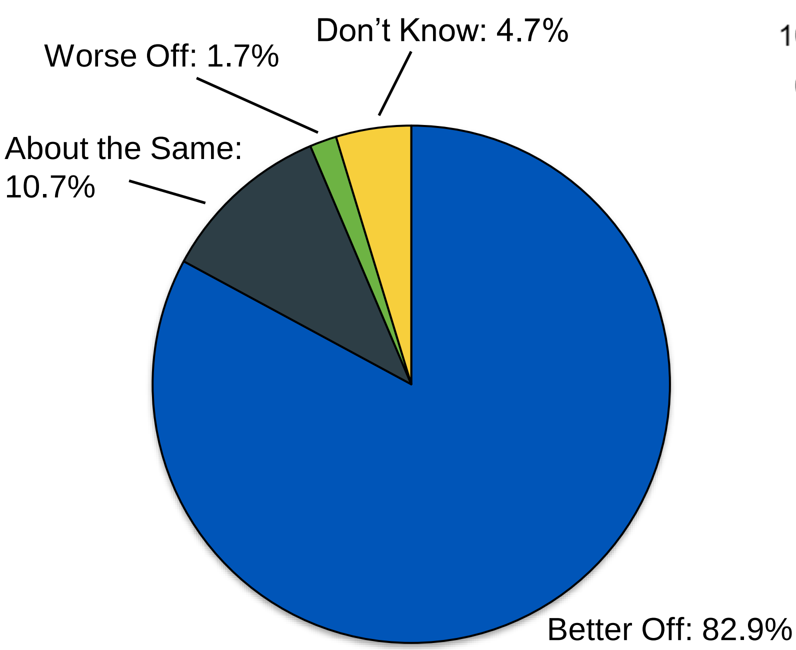
OFFICE

- New or renovated buildings with higher-end finishes: $15-18/SF triple net or more (not including full build-out)
- Larger office towers: $9-18/SF (depends on building class and floor) gross or modified gross

ANNUAL BUSINESS SURVEY RESULTS

Compared to three years ago, do you feel downtown Dayton is:





	Better Off	About the Same	Worse Off	Don’t Know
2018	82.9%	10.7%	1.7%	4.7%
2017	79.1%	13.1%	2.6%	5.2%
2016	77.9%	16.2%	2.8%	3.2%
2015	64.9%	24.7%	5.4%	5.0%
2014	59.0%	30.9%	7.3%	2.8%
2013	46.2%	36.2%	11.5%	6.1%
2012	51.9%	32.1%	10.5%	5.5%
2011	38.0%	35.3%	21.0%	5.7%
2010	24.9%	47.4%	20.9%	6.8%