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

$481M Completed
$357M in Pipeline

$460M Completed
$9M in Pipeline

$426M Completed
$55M in Pipeline
ACCELERATING INVESTMENT
(Cumulative Investment: Downtown Core Since 2010)

~$900+ million of projects completed and in pipeline

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

$159M Completed
$33M in Pipeline

$322M Completed
$324M in Pipeline
Downtown Housing
(1,807 units)

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

FIVE MINUTE WALK
POPULATION
Estimated Growth from 2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Census</td>
<td>2,349</td>
</tr>
<tr>
<td>2019 EOY Estimate</td>
<td>3,387</td>
</tr>
</tbody>
</table>
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
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
• 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

**Recent Net Job Growth in Downtown Dayton**

![Graph showing annual net job growth from 2014 to 2018 with a peak of 4% in 2018.]

**SOURCE:** DDP Annual Survey of Downtown Employers
COMMERCIAL SEARCH ACTIVITY

2019 SEARCH TRENDS

<table>
<thead>
<tr>
<th>Site Seeker Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants &amp; Retail</td>
<td>31.5%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>27.8%</td>
</tr>
<tr>
<td>Creative Services / Tech</td>
<td>20.4%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>13%</td>
</tr>
<tr>
<td>Developer</td>
<td>5.6%</td>
</tr>
<tr>
<td>Other</td>
<td>1.9%</td>
</tr>
</tbody>
</table>
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 Occupancy Analysis

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBD</td>
<td>287,054</td>
<td>382,415 (+33.1%)</td>
<td>515,326</td>
<td>74.1%</td>
</tr>
<tr>
<td>E. Third Area</td>
<td>33,460</td>
<td>52,420 (+56.7%)</td>
<td>55,420</td>
<td>94.6%</td>
</tr>
<tr>
<td>Oregon District</td>
<td>137,430</td>
<td>164,663 (+19.8%)</td>
<td>177,938</td>
<td>92.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>457,944</strong></td>
<td><strong>599,498 (+30.9%)</strong></td>
<td><strong>747,084</strong></td>
<td><strong>78.4%</strong></td>
</tr>
</tbody>
</table>
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
Compared to three years ago, do you feel downtown Dayton is:

- Better Off: 82.9%
- About the Same: 10.7%
- Worse Off: 1.7%
- Don’t Know: 4.7%

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