

THIRD QUARTER 2020

DOWNTOWN DAYTON

SPECIAL
IMPROVEMENT
DISTRICT

YOUR DOWNTOWN UPDATE



DowntownDayton.org



SUPPORT OUR BUSINESSES NOW

SO THEY'RE HERE TO SUPPORT YOU LATER

One of the best things about the downtown Dayton community is how we're always there for each other. Time and time again, through some of the most difficult circumstances imaginable, we've seen this city pull together, support each other in incredible ways, and have each other's back. The pandemic continues to make things hard on our downtown businesses – they are struggling through no fault of their own, and that struggle will increase as the weather turns colder. We want to thank you all for everything you've done to support these businesses during a very difficult time, and we strongly encourage you to continue to do so in any way you can. Your help is appreciated, and it is needed now, more than ever.

Much of the work we typically report on here has been impacted by COVID-19. Nevertheless, progress still continues in our downtown, and we want to share with you some of the center city's accomplishments through the third quarter of this year, along with updates on some of the 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

The COVID-19 pandemic has been extraordinarily difficult on all of us, but that is especially true for the independent small businesses that are the soul and lifeblood of our downtown. These businesses are strong and resilient, and have shown an inspiring ability to adapt and find new ways to remain open, continuing to provide their products and services despite the overwhelming challenges they're facing.

The Downtown Dayton Partnership has also tried to adapt and find new ways to support our businesses and our downtown community. Last quarter, we outlined a series of relief efforts designed and implemented to assist our locally-owned, consumer small businesses during these difficult times. The third quarter saw those efforts continued and expanded – here is an update on several of the relief programs:

POP-UP PATIO PILOT PROGRAM



PLANTERS & STANCHIONS FOR MORE OUTDOOR SEATING

EXPANSION KIT AT NO COST TO BUSINESSES

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 when indoor dining capacity was 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 expansion kit at no cost to the business. These starter kits consisted of planters and stanchions that could be used to demarcate new outdoor seating options.



OUT ON 5TH



In another effort to expand business space, this past quarter the DDP organized a pilot program which closed Fifth Street in the Oregon District to vehicular traffic on weekends. **Out on 5th** allowed restaurants, retailers, and other businesses to spill out into the street, increasing their capacity for outdoor seating, retail space, and other uses.

The pilot program brought customers back downtown in numbers we haven't seen since before the pandemic, and many businesses reported sales on par with pre-pandemic times, giving them a much needed financial boost. **Out on 5th** launched in conjunction with the debut of the Oregon District's Designated Outdoor Refreshment Area (DORA), which allowed customers to take alcoholic beverages outside within the DORA zone.

DOWNTOWN DAYTON GIFT CARD BONUS BUY



6,700
GIFT CARDS
PURCHASED

FUNNELED
\$150,000+
TO 60+
SMALL
BUSINESSES

BUY A \$25 CARD
GET A BONUS \$15 CARD

Following the overwhelming success of the first two rounds earlier in the year, the DDP launched a third round of the Gift Card Bonus Buy in August. In addition to funding from the DDP, round three was made possible by very generous donations from DP&L and CODE Credit Union, as well as additional donations from Don's Pawn Shop and members of the public.

Each round sold out in just a few hours. Through the sale of 6,700 total cards, the program made a total impact of approximately \$150,000 for downtown small businesses.

OPEN* DOWNTOWN PROGRAM



FEATURING

- RESTAURANTS & BARS
- RETAIL & SERVICE BUSINESSES
- THINGS TO DO

INCLUDES
200+ BUSINESSES

We also continue to maintain our OPEN* Downtown online resources that we began in March, and promote downtown's small businesses through several OPEN* marketing campaigns. Lists of 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 200 businesses are listed in these resources, and they continue to be heavily visited through our website. Visit DowntownDayton.org/open.

We are hopeful that these relief programs, along with others such as the **RE-OPEN Dayton grant** and a series of **complimentary professional services consultations**, have provided some much needed assistance to our vital first floor businesses as they face this pandemic crisis. We know the winter months will be even more difficult, and are working on more ways to assist businesses in the coming months. 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

Several of the downtown's most anticipated development projects continued working toward completion during the third quarter, despite the pandemic. Here's a taste of some of the work still moving forward, even while so much of our daily lives have been put on hold:



• **The Dayton Arcade** project saw work continue on this downtown icon, along with the news that popular business Crafted & Cured will relocate and expand into the Arcade in early 2021. Developers Cross Street Partners and McCormack Baron Salazar still target the end of 2020 for some of the project's major milestones, as great progress was made on The Hub Powered by PNC, as well as other retail, business, and housing spaces.



• **The Fire Blocks** announced a new restaurant and bar, Jollity, coming soon, and also welcomed the opening of the Salt Block Biscuit Company.

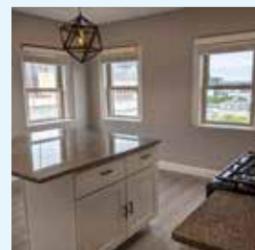
Residential units continued to take shape and see tenant move-ins, and renovations at the Price Stores building saw the historical brick façade reappear as the aluminum exterior paneling in place since the 1970s was removed.

• Also in the Fire Blocks area, work continued 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.

• Columbus architectural firm **Triad Architects** is investing \$3 million into the redevelopment of the Reed-Steffan building at 18 W. Fifth St. The future development of the building includes plans for offices and residential units on the building's top two floors with space for restaurants, specialty retail, or light manufacturing on the street

level. Work on the project began with the demolition of the adjacent 20 W. Fifth St. through a partnership with the Montgomery County Land Bank.

• Crawford Hoying and Woodard Development began work on a project that 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.



• **The Riverfront Grande** apartment building at 255 N. Main St. unveiled two newly-renovated penthouse units available for lease. The building

owner, Charlie Samaan, has invested more than \$800,000 into the building since he took ownership in 2018. Renovations included new kitchens, bathrooms, and a reconfigured layout in the top floor of the building to make the 1,200- and 1,750-square-foot apartments.

• A partnership between the City of Dayton, Five Rivers MetroParks and the Miami Valley Regional Planning Commission is funding the \$2.1 million reconstruction of the **pedestrian bridge** near RiverScape MetroPark. The old bridge from Deeds Point was dismantled recently, and construction of the new bridge is expected to be completed by the end of this year.

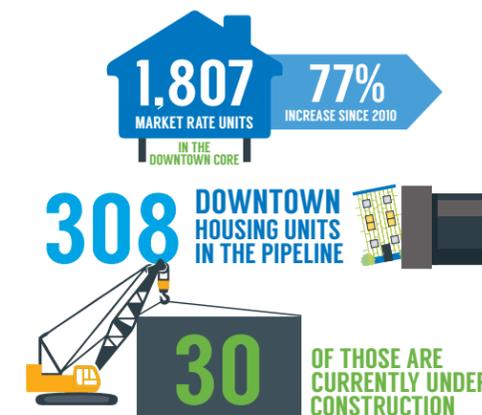
• The Oregon District Business Association officially opened access to **free, public WiFi** as part of a partnership with Cincinnati Bell's Smart City solutions. High-speed fiber cables were installed to provide free public WiFi at no cost to the Oregon District businesses.



• Several downtown residential properties have seen significant changes thanks to investments from owners the **Lindy Communities**. The Flats on Jefferson has undergone a total renovation of all its apartment units, and the St. Clair Lofts is replacing its original single-pane windows with new energy-efficient windows. Also near downtown, The View at Dayton Towers has seen major renovations to create a new, fresh look.

• 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. Visit DowntownDayton.org/elevate.

• Despite the pandemic, downtown **housing** continues to grow in popularity, and in the number of units. There are now 1,807 market-rate housing units in our urban core – a 77% increase since 2010, with another 308 in the pipeline (30 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

Commercial activity nationwide has taken a significant hit this year due to COVID-19-related shutdowns and other economic impacts of the virus. However, downtown Dayton's commercial activity was off to a great start early in the year and, even now, despite the pandemic, our business community continues to see growth. During the third quarter, several new businesses opened or prepared to open downtown, including:

EXELA TECHNOLOGIES
business process automation company
(Stratacache Tower, 40 N. Main)
SALT BLOCK BISCUIT COMPANY
bakery/restaurant (115 E. Third)
JOLLITY
bar and restaurant (127 E. Third)

CAFÉ 1610
vegan restaurant (521 Wayne)
HAWTHORNE HILL COFFEE COMPANY
roaster and café (521 Wayne)
BOZACK'S LOUNGE
bar (142 E. Third)
BABA LOVE ORGANICS
all-natural skincare (116 W. Fifth)

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)

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 third quarter of 2020, 11 searches were implemented. Though the number of site searches has declined somewhat in recent months due to the pandemic, interest in downtown space continues, and search requests are expected to bounce back post-pandemic.

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.

	Q3	YTD
SITE SEARCHES	11	35
SEARCHES LANDED	3	11



In addition to downtown's new business growth, several existing businesses **renewed their commitment to downtown** this past quarter with moves or expansions to new space. Those businesses with new downtown locations include:

• The law offices of **Flanagan, Lieberman, Hoffman & Swaim** moved into a new suite in the Courthouse Plaza Southwest building at 10 N. Ludlow St.

• Another law firm, **Gottschlich & Portune**, moved into a new space in the Performance Place tower at 109 N. Main St.

• **Noir Marketing and PR** expanded into a new office suite at 120 W. Second St. in Liberty Tower.

• Public relations firm **vellaINC** relocated to the lobby of the KeyBank Tower at 10 W. Second St.

• **Crafted & Cured**, a downtown beer, wine, and charcuterie bar, announced it will move into the Dayton Arcade in early 2021.

• **Grist Provisions** is moving to a 1,600-square-foot storefront at 46 W. Fifth St.

• **Third Perk Coffeehouse** will re-open in a new downtown location at 146 E. Third St.

• **The Edward A. Dixon Gallery** relocated to new space in the lobby of the Talbott Tower at 131 N. Ludlow St.



RETAIL LAB BUSINESSES HIT THEIR STRIDE

Earlier this year, the Downtown Dayton Partnership, in collaboration with small business support partners, kicked off the new **Downtown Dayton Retail Lab**, 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.

The 11 business owners participating in the Downtown Dayton Retail Lab continue to meet virtually each week, and a cast of local business advisors and experts have presented to the group on topics ranging from finance and operations to branding and retail display. As the cohort nears the end of their 12-week workshop series, their focus will shift from learning and planning to implementation and change. Each business has a \$2,500 budget to hire professional service providers who can help them advance their business and their use of technology to the next level. These funds are available thanks to the support and collaboration of The Entrepreneurs Center.

Beyond the planned workshop content, participants have voiced their appreciation for the unplanned content, too. Business owners have been providing feedback and ideas to each other, and resource

providers have been able to clarify upcoming relief efforts and other resources. Outside the workshops, multiple businesses have hosted their grand openings downtown and others have teamed up to host collaborative promotions and pop-up shops. To learn more about the program, visit DowntownDayton.org/retail-lab.

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. Activity during the third quarter is shown here:

	Q3	YTD
R&E VISITS	42	120

THE DOWNTOWN ENVIRONMENT



WAGTOWN DOG TRAIL CONNECTS DOWNTOWN LOCATIONS

If you've noticed a trail of paw prints on downtown sidewalks, you've seen the new Wagtown dog trail. A local organization with a mission to make Dayton more dog friendly recently completed the new, 2-mile trail, offering dog lovers easy access to supplies, resting places, and spaces to relax with their pooches.

AMBASSADORS KEEP DOWNTOWN CLEAN & SAFE

The DDP oversees the Downtown Dayton Ambassador Program. 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. A huge thank you goes out to the Ambassadors, for being out there every day and helping our city through this difficult time. A summary of the Ambassadors' work in the third quarter of 2020 is shown here:

	Q3	YTD
HOSPITALITY ASSISTANCE	193	884
SAFETY ESCORTS	12	55
PROPERTY OWNER/BLDG. MGR. CONTACTS	12	94
PANHANDLING INCIDENTS ADDRESSED	90	260
TRASH COLLECTED (LBS)	24,941	102,283
GRAFFITI REMOVED	132	539

DOWNTOWN EVENTS

Downtown's signature events, festivals, and other programs and gatherings are some of the most missed aspects of our normal routines these days. We've seen many of our favorite events forced to cancel this year, while others found ways to adapt or offer online versions.



That adaptation was key to our DP&L Summer in the City events this year. Following May's Virtual Housing Tour, the summer events continued in the third quarter with **Downtown Dayton Summer Bingo** and a **Virtual Art in the City** event. Summer Bingo had players complete challenges throughout the month of July for a chance to win prizes. The challenges included opportunities to explore in person with social-distancing, or to complete online tasks from home.



Virtual Art in the City debuted on August 8, and featured hundreds of local visual and performing artists through demos, music, performances, behind the scenes videos, interactive crafts and activities, a juried art show, live streams and more. Both events were very well received and resulted in large spikes in traffic to the DDP website. Downtown Dayton Summer Bingo was sponsored by DP&L and Dayton.com, and Virtual Art in the City was sponsored by DP&L and Dayton.com, with support from the Ohio Arts Council.

One of the ways the DDP supported downtown's independent businesses and drove traffic and customers their way was to host two editions of a **Downtown Dayton Sidewalk Sale** – one in September and another at the beginning of October. More than 50 downtown small businesses, locally-owned restaurants, and artisan vendors lined the streets of downtown for an open-air experience with special promotions at retail stores, unique take-and-go food and drinks, and free activities, treats, and entertainment for customers who came to support our shops.

Other events this past quarter included **First Fridays**, which began transitioning from virtual events to in-person activities once again. The DDP also contributed to a series of **Dayton Shines** events in August, created to mark the first anniversary of the tragic Oregon District shooting in 2019. Among the activities was a large photo mosaic created from photos the DDP solicited from the public to show how our community continues to shine.



Dayton's Traditional Holiday Kickoff Will Be a Little Different This Year!

In its 48th year, the month-long Dayton Holiday Festival, presented by DP&L, will return to celebrate the holiday season with some necessary changes to keep our community safe.

The Dayton Holiday Festival will not gather guests in downtown Dayton for a tree lighting and traditional parade this year. Instead, it will kick off with a televised **Grande Illumination on Friday, Nov. 27, at 7 p.m.** on WHIO-TV Channel 7 followed the next evening with a **Dayton Drive-Thru Children's Parade in Lights on Saturday, Nov. 28 from 6 to 10 p.m.** in downtown Dayton. The parade has sold out, but the Greater Dayton RTA will provide free rides through the parade on a special bus route that night. Catch the parade bus on Patterson Boulevard between First and Second streets and ride through the parade!

Holiday fun will continue throughout the season with such traditional favorites as the **Rike's Holiday Windows** at the Schuster Center, **Virginia Kettering's Holiday Train Display** at Stratacache Tower, the fun holiday movie **Elf at The Neon**, **ice skating at RiverScape MetroPark**, and the **Whimsical Windows** contest in

storefronts throughout downtown. New this year, enjoy **Holiday Lights on Main**, with more than 100 tree light displays set to holiday music. And, while it's important to support our local, independent businesses throughout the entire holiday shopping season this year, we invite you to do so especially on **Small Business Saturday** (Nov. 28), **Holiday First Friday** (Dec. 4), and three **Shop Small Saturdays** (Dec. 5, 12, & 19).

Find more details on all the great holiday happenings downtown at DaytonHolidayFestival.org.





Downtown's the place to be for holiday fun! Visit DaytonHolidayFestival.org for details on great ways to enjoy the holiday season!



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Downtown is OPEN*
for the holidays!



Downtown's collection of independent, small businesses **need your support now, more than ever.** This holiday season, be sure to shop small and make downtown's local businesses your destination for **gift buying, holiday dinners, and other seasonal fun.**

Find lists of downtown businesses **OPEN*** for shopping, dining, carryout, delivery, and more at

DowntownDayton.org/OPEN

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