



DOWNTOWN DAYTON

**SPECIAL
IMPROVEMENT
DISTRICT**

SID SERVICES PLAN
2021-2025



PROGRESS THROUGH PARTNERSHIP

2021-2025 SID SERVICES PLAN

The Downtown Dayton Special Improvement District (SID) works to make downtown Dayton a better place to live, work and visit. The SID contracts with the Downtown Dayton Partnership to fund programs and initiatives, and **the 2021-2025 SID Services Plan will focus on the following areas** →



STRATEGIC PLANNING & ADVOCACY

GOAL

Provide **leadership** and plan for downtown's future, be the primary **advocate** for property owners, and bring stakeholders together to **champion opportunities** and **address challenges**



STRATEGIES

Lead the development of and implementation for the **Greater Downtown Dayton Plan** recommendations that impact the SID

Serve as the **primary advocate and collective voice** of SID property owners

Serve as a **lead advocate for downtown priorities** to regional stakeholders

Monitor and proactively address **opportunities and challenges** facing individual SID property owners

Lead and advocate for strategies that continue to make downtown a neighborhood that everyone shares through intentional efforts that strive for **equity, affordability, and inclusion**



EVALUATION

- Progress on **key Greater Downtown Dayton Plan initiatives**
- Amount of **investments** made and planned
- Number of **property owners** assisted
- Participation in **partnerships and initiatives** that enhance downtown
- **Survey feedback** from property owners and other key constituents



MARKETING & COMMUNICATION

GOAL

Enhance downtown Dayton's image as our region's premier center for businesses, arts, entertainment and recreation, and a thriving residential neighborhood



STRATEGIES

Lead marketing efforts for downtown through a **multi-faceted strategy** and provide proactive **PR efforts** to encourage **media coverage**

Showcase downtown's **diverse amenity, entertainment, and event offerings** to potential consumers and investors

Distinguish the downtown office market through marketing strategies that promote the **value proposition** for **doing business downtown**

Market downtown as a **vibrant neighborhood**, showcase **housing** options, and promote the unique **urban lifestyle** residents enjoy

Support businesses through **grand opening events, PR support, and promotion services**

Provide **communications** to property owners, the business community, and stakeholders on key topics that affect them, including **updates on projects** and other **matters impacting downtown**



EVALUATION

- Number of **publications and communications** produced
- Tracked **media coverage**
- Analytics for **website and social media**
- Residential **occupancy rate**
- Number of businesses assisted with **marketing support**



ECONOMIC DEVELOPMENT

GOAL

Stimulate economic activity in downtown's core through the development of under-utilized properties and growing the downtown employer base



STRATEGIES

Facilitate and serve as a resource for **mixed-use developments** that activate **under-utilized properties**

Administer the **Site Seeker program** and other commercial real estate services for businesses looking for location or growth options downtown

Assist **entrepreneurs** and provide **programs / supportive services** that strengthen downtown as the hub of region's **startup ecosystem**

Administer an **employer visitation program** and act as an advocate to proactively address issues that impact the downtown business environment

Serve as a key connector for **property owners** and downtown **businesses** to link them with **economic development resources**

Serve as the clearinghouse for **data and analyses** that track the **economic health** of downtown

EVALUATION

- Number of **mixed use development projects** completed and underway and **investment** generated

- Market trends in **housing**, commercial **office**, net new **business activity**, and downtown **employment**

- Number of **Site Seekers** conducted, **building tours**, and **landed** commercial prospects

- Market trends in the number of downtown **startup / innovation** economy companies and **jobs created**

- Engagement of **entrepreneurs** through participation in downtown events and startup support programs and services

- Number of **employer visits** conducted



STREET VIBRANCY & CREATIVE PLACEMAKING

GOAL

Activate downtown's **public realm** through targeted programs, beautification projects, and special activities / events that drive street-level vibrancy, improve walkability, and reinforce the center city's **unique sense of place**



STRATEGIES

Coordinate **activities & events** that support economic growth, showcase existing businesses and organizations, and enhance the downtown experience

Implement strategies that **activate first floor storefronts** through new retail, restaurants, and other amenities

Lead and advocate for projects and policies that improve the quality of **urban design** across downtown, including efforts that improve **walkability**, add **mobility** options, and connect key **downtown corridors**

Beautify and energize streetscapes with **public art**, **flowers**, **murals**, and other elements of **creative placemaking**

Lead a **signage and wayfinding program** that will make it easier for patrons to understand and experience the center city

EVALUATION

- Number of **events / activities** and overall **attendance**

- Number of first floor **Site Seekers** conducted, **building tours**, and **landed** commercial prospects

- Market trends in downtown **first floor occupancy** and net **business growth**

- Investment in downtown **transportation** and **streetscape** projects

- Number of **creative placemaking** and **beautification** projects completed

- Completion and management of a downtown **signage and wayfinding** program



CLEAN & SAFE

GOAL

Maintain a downtown environment that is **clean, safe, and welcoming**



STRATEGIES

Manage the Downtown Dayton **Ambassador program**, which provides supplemental clean and safe services and extra eyes and ears for the Dayton Police

Monitor and address **social/urban environment issues** that impact property owners and visitors

Develop strategies for key issues that impact **perceptions of downtown**

EVALUATION

- Statistics on Downtown Ambassador **services delivered**
- Number of positive **perception stories** by media
- Statistics from Dayton Police on **downtown safety**
- Feedback on downtown **perception survey**



For more information:

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