



YEAR END 2020

YOUR DOWNTOWN UPDATE



DowntownDayton.org

RESILIENCE & RELIEF THROUGH A CHALLENGING YEAR

2020 was a year like no other. We've all heard the word "unprecedented" enough to last us a lifetime, but the past year truly was full of challenges we've never experienced and things we never thought we'd have to endure.

But challenging times have a way of highlighting some of the positive aspects of our community, too. While we and the small businesses we love all struggled mightily in 2020, we also saw so many **incredible acts of selfless support, remarkable flexibility and**

adaptability, and the amazing resilience that keeps this city going. We also saw **major projects continue to move forward** despite a pandemic, keeping downtown's momentum going strong. Our organization adapted our work plan to find ways to provide relief to downtown businesses in 2020, and our plans for 2021 are squarely focused on **additional relief programs and planning for post-pandemic recovery.**

It was a difficult year, and our downtown community still needs your support now,

more than ever. But this town is resilient, relief will continue to come, and we have reason to believe that better days are ahead in 2021.

This report shares some of the center city's **accomplishments from 2020**, along with updates on 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.

P. 2
RELIEF EFFORTS

P. 4
DOWNTOWN
PROJECT UPDATES

P. 5
BUSINESS NEWS

P. 7
DOWNTOWN
EVENTS

P. 8
THE DOWNTOWN
ENVIRONMENT

RELIEF EFFORTS

Much of the Downtown Dayton Partnership's work in 2020 was centered around programs designed to provide relief and assistance to downtown's small businesses as they struggled through the COVID-19 pandemic.

The pandemic has been very difficult on all of us, but that's especially the case for the independent small businesses that are the lifeblood of our city. Strong, nimble, and resilient as ever, these businesses have adapted and changed business models frequently to find new ways to stay open despite an incredible challenge.

The DDP also adapted this year to quickly find new ways to support our businesses and community. Throughout 2020, we've implemented and expanded a series of relief efforts to help downtown businesses endure these difficult times.

Several other COVID-19 relief programs for downtown businesses were implemented throughout 2020, including:



OPEN* DOWNTOWN

We 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.

RE-OPEN DOWNTOWN DAYTON GRANT

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. In addition, the Downtown Dayton Partnership invested \$200,000 in the fund.

COMPLIMENTARY PROFESSIONAL SERVICES

The DDP worked with several organizations to support the unique needs of downtown's consumer-driven workforce. A local restaurant consultant helped downtown eateries and retailers pivot to better facilitate online sales. Downtown legal and accounting professionals also helped businesses navigate federal relief programs. 30 downtown businesses took advantage of the free services.



DOWNTOWN DAYTON GIFT CARD BONUS BUY

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.

Three separate rounds of the Bonus Buys each 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. In addition to funding from the DDP, Bonus Buy rounds were made possible by very generous donations from DP&L, CODE Credit Union, Charles Simms Development, Don's Pawn Shop, The Rubi Girls, and members of the public.

POP-UP PATIOS

The DDP 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 and increase capacity for seating, which was critical 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. 300 outdoor seats were added through the program.

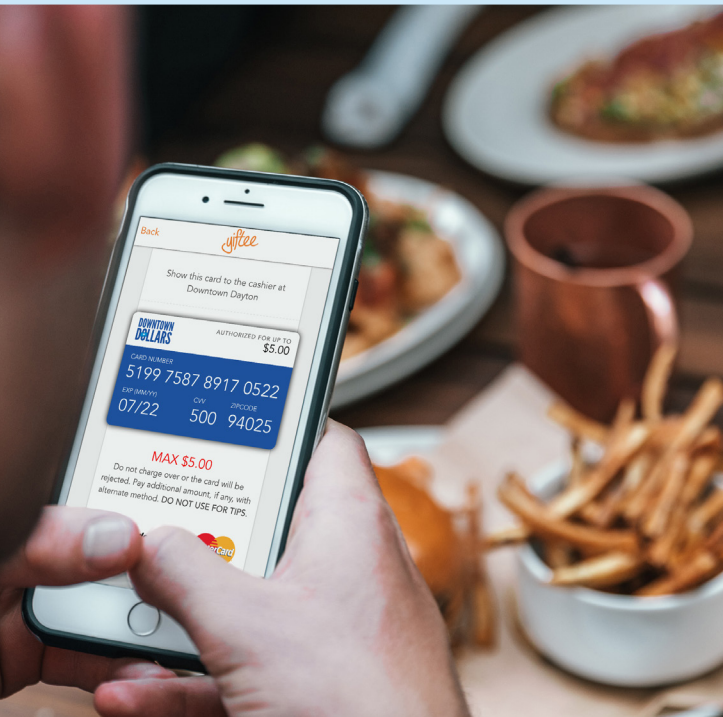


OUT ON 5TH

The DDP, in conjunction with the Oregon District Business Association and the City of Dayton, organized a pilot program which closed Fifth Street in the Oregon District to vehicular traffic on weekends. Out on 5th allowed businesses to increase their capacity for outdoor seating, retail space, and other uses. Many businesses reported sales on par with pre-pandemic times.

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.

We are hopeful that 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 DOLLARS

In the fourth quarter, two new programs were added to the lineup of ongoing relief initiatives. The first was the new **Downtown Dollars e-gift card**. Building on the success of the earlier gift card bonus buy program, Downtown Dollars provides an easy way for our community to support downtown businesses with quick, convenient, cashless currency you keep on your phone.

The program offers more flexibility to support your favorite local spots, as the cards are redeemable at nearly 70 participating downtown businesses. As of early 2021, more than \$50,000 had been sold with approximately \$22,000 already redeemed. A special promotion was offered in January 2021, allowing customers to receive \$10 in bonus Downtown Dollars for each purchase of \$25. More info can be found at DowntownDayton.org/dollars.



PICK-UP ZONES

Another new relief program debuted in late 2020 as the Downtown Dayton Partnership and the City of Dayton launched downtown **Pick-up Zones**. These free, temporary parking spaces located near downtown businesses are designated specifically for carry-out, curbside pickup, and delivery drivers retrieving orders.

The 18 Pick-up Zones are located in on-street spaces currently designated as loading zones or metered parking, and are marked with highly visible, green-branded signage. Vehicles with their flashers on are permitted to park at no cost for up to 10 minutes within the zone. The new strategy is aimed at increasing potential for sales of downtown's collection of local restaurants, retailers, pubs, and other downtown businesses. More info on the Pick-up Zones can be found at DowntownDayton.org/pick-up-zones.



DOWNTOWN PROJECT UPDATES

Despite the pandemic forcing many aspects of life to slow down this past year, significant progress still continued downtown. Several exciting and highly-anticipated development projects continued working toward completion, with public and private sector investments in downtown since 2010 now topping \$1.9 billion. Here's a taste of some of the work that still moved forward in 2020, even while so much of our daily lives were put on hold:



PUBLIC & PRIVATE INVESTMENTS SINCE 2010

\$1.5 BILLION COMPLETED
\$420 MILLION IN THE PIPELINE
\$1.920 BILLION TOTAL



• Construction neared completion on the \$93 million first phase of the restoration of **The Dayton Arcade**. The first tenants are scheduled to move into this downtown icon during the first quarter of 2021. Great progress was made 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 - as well as other retail, business, and housing spaces. Sinclair College announced it would lease Arcade space for the Sinclair Entrepreneur Center.

• Progress continued throughout 2020 on the **Fire Blocks** district. 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. The Fire Blocks announced a new restaurant and bar, Jollity, coming soon, and also welcomed the opening of the Salt Block Biscuit Company.

• A significant reconstruction project for **Jefferson Street** was completed. This \$2 million project redeveloped Jefferson between Fourth and Second streets and includes new sidewalks, street trees, planting beds, and Dayton's first protected bike lane.



• Crawford Hoying and Woodard Development began a project to create a 125-unit apartment complex called **"The Monument"** across from RiverScape MetroPark. The project also will feature first-floor retail space and a parking garage, and is slated for completion in 2022.

• First Hospitality Group and Lawyers Development received a \$2.45 million Ohio Historic Preservation Tax Credit award for the **Barclay Building** toward a \$25 million project to convert the 10-story property into a 118-room boutique hotel.



• 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 or specialty retail on the street level.



• **Office tower** owners have continued to make major investments and improvements, including lobby upgrades, new murals, remodeled office spaces, new amenities, 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.



• **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.



• **Lindy Communities** continues to make substantial upgrades at St. Clair Lofts, The Flats on Jefferson, and The View at Dayton Towers. Their investments are key ingredients to the continued strength of downtown's residential market, and their retail spaces have been vital launchpads for downtown entrepreneurs.

• **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.

• **Weyland Ventures** and **Gosiger** are moving forward on a long-term vision for the area extending east from the Oregon District. They completed the Dayton Motor Car building this year and announced The 503, a new apartment building at the corner of Fourth St. and Wayne Ave.

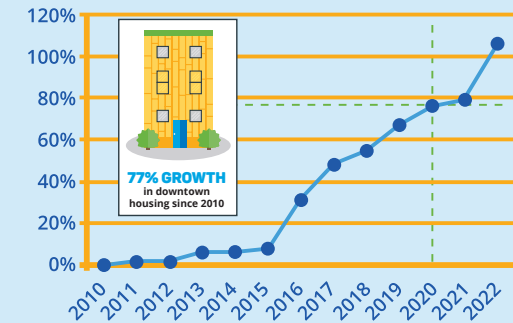
• Through a partnership between the Oregon District Business Association and Cincinnati Bell, the Oregon District now has access to **free, public WiFi**. High-speed fiber cables were installed at no cost to the Oregon District businesses.



• Five Rivers MetroParks continued construction on the \$2.1 million **Pedestrian Bridge** replacement at RiverScape.

• The **Dayton Dragons** unveiled the newly branded Day Air Ballpark in partnership with Day Air Credit Union.

MARKET RATE HOUSING



• 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 (155 already under construction).

BUSINESS NEWS

WELCOME DOWNTOWN, NEW BUSINESSES & ORGANIZATIONS



2020 saw commercial activity take a significant hit nationwide, due to COVID-19-related shutdowns and other economic impacts of the virus.

Here in downtown Dayton, commercial activity was off to a great start early in the year, pre-pandemic. But, even during the COVID-19 slowdown, our business community continued to grow throughout the year. We saw several new businesses open in the middle of a pandemic, and many others made announcements and plans to open soon. Overall, **more than 20 new businesses opened in 2020**, and an additional **15+ made plans to open** in the near future.

In the fourth quarter alone, three businesses committed to downtown or opened a new location, including **The Entrepreneurs Connection** and **Connect E-Sports** in The Wheelhouse on Wayne Avenue, and the **Edward A. Dixon Gallery's** new location in the Talbott Tower.

Notable new first floor tenant openings and announcements downtown in 2020 include **Fly Boys Deli**, **Gulzar's Indian Cuisine**, **Jollity**, **Salt Block Biscuit Company**, **Vidia's Closet**, **Bozack's Lounge**, **Café 1610**, and **Baba Love Organics**.

Large first floor tenants **Third Perk Coffeehouse & Wine Bar**, **Grist Provisions**, and **Crafted & Cured** recommitted to downtown with new and expanded spaces in 2020.

2020 highlights among new office tenants include **Exela Technologies**, **Thrive Mortgage**, **Infinite Management Solutions**, and **NaAsiaha Simon & Associates**.

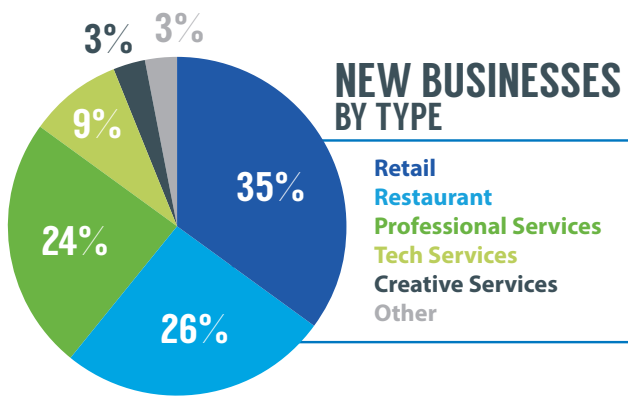
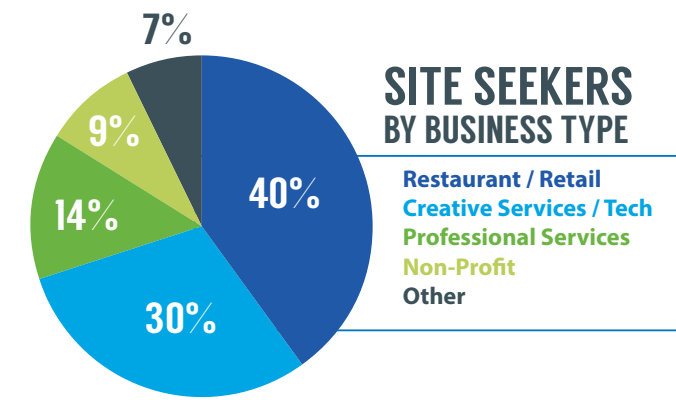
Large office tenants **GDAHA / Ascend Innovations**, **Foos Lentz & Posey**, and **Flanagan, Lieberman, Hoffman & Swaim** recommitted to downtown in 2020 with new and expanded locations.

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. Though the number of site searches has declined somewhat in recent months due to the pandemic, interest in downtown space and search requests continue.

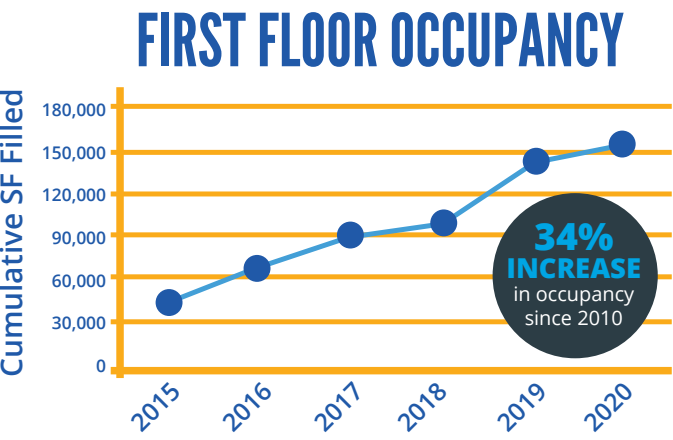
The Site Seeker program is a free, confidential service. Businesses looking to expand or relocate to a downtown facility that would like to utilize this service should contact the DDP at (937) 224-1518, or visit DowntownDayton.org.

	Q4	YTD
SITE SEARCHES	7	44
SEARCHES LANDED	1	15



NEW RETAIL LAB PROGRAM HELPS LAUNCH & GROW FIRST FLOOR BUSINESSES

In 2020, the Downtown Dayton Partnership, in collaboration with the Entrepreneurs Center and a cast of small business partners, kicked off the new Downtown Dayton Retail Lab. The Lab is an intensive 12-week experience for business owners aiming to launch or grow their first-floor business in downtown Dayton. The program received 36 applications and accepted 11 businesses into its first cohort. The next cohort will launch in early 2021. Learn more at 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 was to visit 125 businesses. Activity during the fourth quarter and all of 2020 is shown here:

	Q4	YTD
R&E VISITS	13	133

DOWNTOWN EVENTS



SIDEWALK SALE



VIRTUAL ART IN THE CITY



GRANDE ILLUMINATION PERFORMANCE



HOLIDAY LIGHTS ON MAIN

Like you, we miss running into friends at cultural and music festivals, celebrations of the arts, and all the other downtown events we always look forward to.

This past year, the DDP staff and partners found some creative ways to adapt our events lineup. We transitioned our annual tour of downtown living options into a successful **Virtual Housing Tour**, the Great Dayton Adventure Race became **Downtown Dayton Bingo**, and **Art in the City** also went virtual this year, with hundreds of visual and performing artists featuring online demos, performances, music, behind the scenes videos, interactive activities, and more.

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.

First Friday events were held virtually in the spring and early summer, but began to transition back to in-person experiences in late summer and fall as many downtown businesses began to reopen in some fashion.

Another safely in-person event added this year was a pair of **Downtown Dayton Sidewalk Sales**, with more than 50 small businesses and vendors lining the streets and offering special promotions, activities, and treats.

Perhaps the largest adaptations were made to the annual **Dayton Holiday Festival** in its 48th year. This year, the festival did not gather guests downtown for the traditional tree lighting. Instead, the holidays were kicked off with a **televised Grande Illumination** on WHIO-TV Channel 7. The annual **Dayton Children’s Parade** was reimaged as

a drive-thru experience, but ultimately canceled in conjunction with new state COVID-19 guidelines.

A new holiday feature debuted in 2020 with the addition of **Holiday Lights on Main**. Trees along five blocks of Main Street and Courthouse Square were lit with special lights that coordinated with holiday music to provide a festive light show for people to enjoy while driving or walking down Main Street during the holidays.

While downtown events, like many other things, looked very different in 2020, plans are already underway for 2021, and we’re hopeful that we’ll be able to gather with you again soon and enjoy being downtown together at some of our favorite events.

We're living through difficult times, but we know we will get through this, just as we've gotten through tough times before. We look forward to gathering with you again, and we'll see you soon in downtown Dayton.



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THE DOWNTOWN ENVIRONMENT



AMBASSASORS 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 while following all the necessary pandemic protocols. Here is a summary of the Ambassadors' work in the fourth quarter and all of 2020.



	Q4	YTD
HOSPITALITY ASSISTANCE	112	996
SAFETY ESCORTS	0	55
PROPERTY OWNER/ BLDG. MGR. CONTACTS	3	970
PANHANDLING INCIDENTS ADDRESSED	51	311
TRASH COLLECTED (LBS)	50,659	152,942
GRAFFITI REMOVED	48	587

DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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Vice-Chair: Shannon Isom, YWCA Dayton

Treasurer: Mark Heitkamp, CareSource

Secretary: Anne Pfeiffer, Big Brothers Big Sisters of the Greater Miami Valley

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Sandra Gudorf, President, Downtown Dayton Partnership