

DOWNTOWN DAYTON

SPECIAL  
IMPROVEMENT  
DISTRICT

1ST QUARTER • 2021

YOUR DOWNTOWN  
UPDATE

# TURNING A CORNER



DOWNTOWN DAYTON  
PARTNERSHIP

[DowntownDayton.org](http://DowntownDayton.org)

## RELIEF & RECOVERY IN A NEW YEAR

This time last year, we were just getting used to life in a pandemic. Things were changing rapidly, adjustments and adaptations were being made, and we were all starting to realize that we might be facing some serious challenges for a long while.

It's been a tough stretch, to say the least, and we're not finished with it yet. But a year later, we're starting to see the light at the end of the tunnel and plenty of reasons to believe that better days are coming.

We've all been looking forward to a return to normalcy, and it won't all come overnight. But so many plans are in the works for resuming the things we love downtown, businesses re-opening their doors, and being able to gather again.

We're turning a corner, and it's coming. Some of it has already begun, and there's so much more to come in the months ahead. Our work this year is squarely focused on relief efforts and the post-pandemic recovery to help our businesses and our downtown community come

back stronger than ever. Let's all continue to do our part - wear a mask, social distance, and take care of each other while we recover together.

This report highlights some of the center city's accomplishments through the first quarter of 2021, 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](mailto:gudorf@downtowndayton.org).

# STRATEGIC PLANNING & ADVOCACY

2021 marks the first year of a new SID period for downtown Dayton. Every five years, downtown property owners decide whether to renew the SID, or **Special Improvement District**, for our city, and continue to receive the services it provides. We thank all of you for your support in renewing the Downtown Dayton Special Improvement District for **2021-2025**, and look forward to continuing to work with you.

When members of the SID vote to renew it, they agree on a list of goals and strategies to implement over the course of the five-year term of the SID. The Downtown Dayton SID contracts with the Downtown Dayton Partnership to provide services as outlined in the SID Services Plan. The Services Plan for 2021-2025 outlines the five areas of focus shown below, which you'll see reflected in the sections of this report. You can download the full SID Services Plan and read more about the SID at [downtowndayton.org/about-us/sid](https://downtowndayton.org/about-us/sid).

In 2020, much of the Downtown Dayton Partnership's work was focused on programs designed to provide relief and assistance to downtown's small businesses as they struggled through the COVID-19 pandemic. Many of those relief programs continued in the first quarter of 2021, including:

- **OPEN\* Downtown** - online resources and campaigns highlighting business offerings
- **Pick-up Zones** - parking for carryout, etc.
- **937Delivers Partnership** - DDP reimbursement to offset delivery service fees
- **Pop-up Patios** - program extended through end of 2021; increases seating capacity
- **Downtown Dollars** - e-gift card accepted at more than 70 downtown businesses
- **Complimentary Professional Services** - consulting, workshops, info on loans, etc.

In 2021, our work plan is centered firmly on proactive **relief and recovery** efforts to support our small businesses and help them as they reopen safely and build back from this difficult time.

In addition to our own work plan, this past quarter the DDP kicked off a **large-scale recovery planning effort** along with teams of community partners, stakeholders, and others, to create effective strategies for downtown's recovery, welcoming the community back to our city, and continuing downtown Dayton's strong momentum and progress.

We're happy to have CareSource's Dan McCabe and City Commissioner Chris Shaw co-chairing this effort, along with several tactical teams of constituents ready to help downtown emerge from the pandemic stronger than ever. Watch for many more details on this recovery plan and its initiatives in the coming months.

Please do not hesitate to contact DDP President Sandy Gudorf at [gudorf@downtowndayton.org](mailto: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.**

## 2021-2025 SID SERVICES PLAN FOCUS AREAS

CLEAN & SAFE  
SERVICES

ECONOMIC  
DEVELOPMENT

STRATEGIC  
PLANNING  
& ADVOCACY

STREET  
VIBRANCY  
& CREATIVE  
PLACEMAKING

MARKETING &  
COMMUNICATION



While several signs make us optimistic about emerging from the pandemic soon, **this work is not done**. The impacts of COVID-19 on our businesses and community will be felt for a long while, and relief initiatives will still be needed as we recover.



## RIVERFRONT PLAN REVITALIZES WATERWAYS & SURROUNDING AREAS

The **Dayton Riverfront Plan** is a joint effort between downtown partners to focus on the greater downtown's four waterways and explore the potential that the rivers have to enhance regional vibrancy, livability, and economic vitality. Work on several key projects in this 20-year plan has begun, including the construction of the Third Street Bridge, Dayton's Peace Bridge, which will not only serve as a vehicular crossing point over the river, but will also offer safe and inspiring passage for pedestrians and cyclists. The design of the new bridge includes Dayton's African American heroes and their contributions to our history and culture, both on top of the bridge and at the bikeway below. Work also continued this past quarter on construction of the \$2.1 million Pedestrian Bridge replacement at RiverScape/Deed's Point. The full length of the bridge has now been installed, spanning the river, with completion and reopening set for early this summer.

## MARKETING & COMMUNICATION



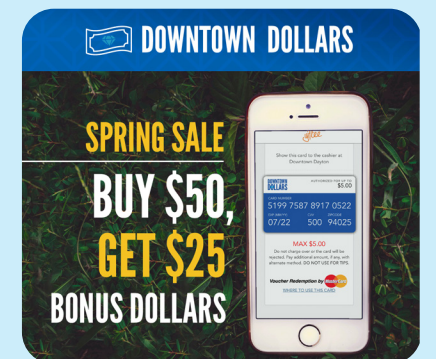
## CAMPAIGNS ENCOURAGE SUPPORT OF SMALL BUSINESSES

The DDP has developed and implemented several proactive marketing campaigns and promotions designed to assist COVID-19 relief and recovery for downtown's businesses, cultural and recreational assets, and other amenities and encourage community patronage and support. The first quarter of 2021 saw a multifaceted campaign centered around Valentine's Day, encouraging the public to **"Show Your Love"** for both loved ones and downtown businesses. The campaign featured a Valentine's Gift Guide with ideas for gifts, romantic meals, and other plans, a fun winter bingo game to drive traffic to businesses, print and digital advertising, and a series of videos, including a popular piece spoofing romantic comedy movies.

A similar campaign was launched around the NCAA basketball tournament, asking the community to make an assist for downtown businesses to **"Give Downtown a Rebound."** Suggestions for places to watch basketball games safely or get carryout to watch at home were given, along with a Downtown Scorecard contest to encourage support of businesses.

For **Easter and Passover**, a helpful resource was compiled to list businesses offering holiday brunches, deals, gifts, church services, and more. Plans are underway now for similar gift guides and promotions for Mother's Day and graduations this spring to continue to assist the recovery of our small businesses.

Efforts also were underway this quarter to market downtown as a **desirable business address and encourage entrepreneurship**. These included such initiatives as a Google Ads campaign, Dayton Business Journal advertising, participation in the DBJ's Commercial Real Estate Panel, and filming additional locations for the Elevate video series.



## DOWNTOWN DOLLARS DEALS PUT MONEY IN BUSINESSES' POCKETS

Launched in late 2020, the new **Downtown Dollars e-gift card** is a great way to keep spending local through cashless currency you keep on your phone. Downtown Dollars can be used at any of more than 70 participating downtown businesses, putting money directly into the pockets of the downtown businesses who need our help.

Downtown Dollars are available for purchase any time, but the DDP has planned periodic incentives to encourage the public to buy and use the e-gift cards. In January, the "Downtown Dollars Bonus Buy" gave purchasers a bonus \$10 in Downtown Dollars for every \$25 spent. The promotion was very successful, with more than \$36,000 having been redeemed at downtown businesses by the end of February.

A similar promotion will run April 9-30 (or when sold out) – the "Downtown Dollars Spring Sale" will offer a "buy \$50, get \$25" incentive. Additional promotions are planned throughout the year to keep people buying Downtown Dollars and supporting downtown businesses with their spending. For more information or to purchase Downtown Dollars, visit [DowntownDayton.org/dollars](https://DowntownDayton.org/dollars).

## Q1 MARKETING STATS BY THE NUMBERS

51 email communications sent

212 new email subscribers

5 strategic marketing campaigns

8 promotional videos created

20,000+ consumer guides distributed

6% website traffic increase

686 social media posts

# ECONOMIC DEVELOPMENT



GRIST PROVISIONS

## NEW BUSINESSES & NEW LOCATIONS

COVID-19's economic impacts have slowed commercial activity significantly nationwide, but despite the pandemic, here in downtown Dayton we continue to see growth in our business community. During the first quarter of 2021, several new businesses opened or prepared to open downtown, while others opened expanded locations:

- **Varsity House & Choice Juice Boxx** – lifestyle boutique, artist gallery, and juice bar (31 S. St. Clair)
- **1Eleven Flavor House** – restaurant featuring Caribbean cuisine (111 W. First)
- **Grist Provisions** – fresh pastas, breads, and desserts (new location at 46 W. Fifth)
- **Third Perk** – coffee house and wine bar (new location at 146 E. Third)
- **The Contemporary Dayton** – art gallery (new location in the Arcade)
- **Dayton Magazine** – local publication (new location in Liberty Tower)

### RECOMMITTED TO DOWNTOWN

Several downtown businesses recommitted to downtown this past quarter with renewed leases, including:

- **Anderson Financial Strategies**
- **Hyre & Associates, LLC**
- **Raymond James Financial Services**
- **Catapult Creative**
- **The Muse Machine**
- **The Neon**
- **Hair Rich Club**

## SITE SEEKER ACTIVITY

Many new 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. 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](http://DowntownDayton.org).

Q1 SITE SEARCHES: **12** | Q1 SITE TOURS: **37**

40% women/minority-owned

68% women/minority-owned

## 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 2021 is to visit 125 businesses. Activity during the first quarter:

Q1 R&E VISITS: **20**

40% women-owned businesses  
25% minority-owned businesses

## ARCADE PROJECT HITS MILESTONE WITH HUB OPENING

One of downtown's most anticipated and transformational projects reached a major milestone early this year with the opening of **The Hub Powered by PNC at The Dayton Arcade**. The 95,000-square-foot Hub is a partnership between the University of Dayton and the Entrepreneurs' Center to create an innovation hub within the Arcade. Hub tenants began moving into their spaces this past quarter, bringing new activity to this iconic Dayton landmark. Elsewhere in The Arcade, construction was well underway on the new locations for **The Contemporary Dayton's** art gallery and **Crafted and Cured's** charcuterie and beer bar, along with the new **Arts Lofts** at the Arcade, where residential tenants are expected to begin moving in soon. With these pieces of the restoration's Phase One nearing completion, The Arcade and its surrounding area are poised to bring an exciting new level of vibrancy and collaboration to downtown.



## DOWNTOWN INVESTMENT CONTINUES MOVING FORWARD

Despite the economic slowdown caused by the pandemic, significant progress still continues downtown. In the first part of 2021, several exciting development projects continued working toward completion, others were announced, and downtown investment kept the center city's momentum going strong. Highlights in downtown investment from the first quarter of 2021 include:

A project to turn the **Barclay Building**, at 137 N. Main St. downtown, into a 118-room "Tapestry Collection" boutique Hilton hotel received a \$2.45M boost when the State of Ohio awarded historic tax credits to renovate the building. Chicago-based development company First Hospitality Group, along with Columbus firm Lawyers Development, recently began work on the \$25M renovation.



THE DAYTON CONVENTION CENTER (RENDERING)

**The Dayton Convention Center** has hired ASM Global to provide management services for the facility. ASM Global will collaborate with the Dayton Convention & Visitors Bureau and area hospitality stakeholders for marketing and promoting the center, which will reopen in May after a year-long closure due to COVID-19. Built in 1973, the Convention Center is expected to undergo a multi-phase and multi-million-dollar renovation over the next four years.

**Office tower** owners have continued to make major investments and improvements, including lobby upgrades, 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 SUTTON

Despite the pandemic, **downtown housing** continues to be in high demand, with new units under construction and in the pipeline. Real estate developers Crawford Hoying and Woodard Development announced plans for a new five-story apartment building called **The Sutton** to be built at 307 E. First St., steps away from the Dayton Dragons' Day Air Ballpark. Crawford Hoying and Woodard Development also currently are constructing a six-story apartment building called **The Monument** across from RiverScape MetroPark. Elsewhere, Lindy Communities continues to make substantial upgrades at **St. Clair Lofts**, **The Flats on Jefferson**, and **The View at Dayton Towers**.

The **Fire Blocks** have nearly all residential units at the Huffman and Elks building full, and The Windsor Company is wrapping up construction on the apartments at the Graphic Arts Building near Sixth and Ludlow streets. Restaurant Jollity and sporting activity bar Two Social continue to make progress on their construction, and the Fire Blocks signed a new tenant to the Huffman Building on Third Street, which will be announced soon.

**1,807** MARKET RATE UNITS IN THE DOWNTOWN CORE



**379** DOWNTOWN HOUSING UNITS IN THE PIPELINE

**155** OF THOSE ARE CURRENTLY UNDER CONSTRUCTION

# STREET VIBRANCY & CREATIVE PLACEMAKING

## RETAIL LAB PROGRAM HELPS FIRST FLOOR BUSINESSES GET OFF THE GROUND



Last year, the Downtown Dayton Partnership kicked off the new **Downtown Dayton Retail Lab** in collaboration with the Entrepreneurs' Center and several small business partners. The Lab is an intensive 12-week experience for business owners aiming to launch or grow their first-floor business in downtown Dayton. After a successful first cohort completed the program in 2020, the Retail Lab's second cohort and first of 2021 was selected this past quarter. From the pool of 32 applicants, nine businesses were selected, including five minority-owned and seven woman-owned businesses. The cohort's weekly workshops kicked off in March. Learn more about the program at [DowntownDayton.org/retail-lab](https://DowntownDayton.org/retail-lab).

## GET READY TO RETURN TO YOUR FAVORITE DOWNTOWN VENUES!

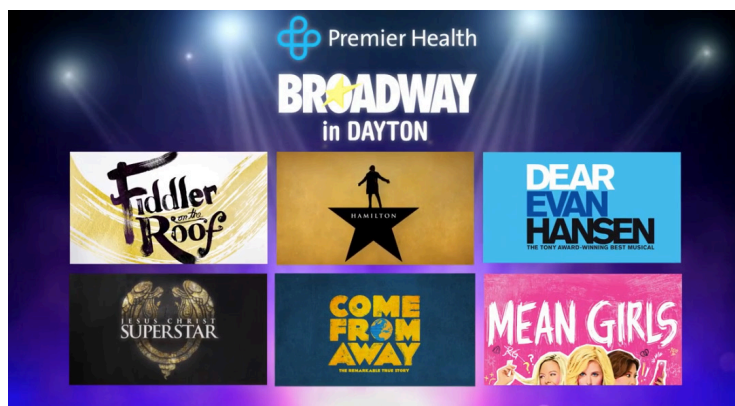
2020 was difficult in so many ways, and while there certainly were more dire impacts from COVID-19 than the loss of our fun, we still all felt the disappointment of canceled events, closed amenities, and the fun things to do that we all look forward to. While we still have a way to go before we fully return to normal, the first quarter of 2021 has certainly given us several reasons to be optimistic and get excited about some of the fun returning to our lives.



After canceling the entire 2020 season, the **Dayton Dragons** announced that the crack of the bat and the sound of the home run horn will return this year! The 2021 schedule will begin with an away game on May 4, and the first home game at Day Air Ballpark will be May 11. In total, this season will feature 60 home games and 60 road games for the club, which recently was moved up to the "High-A" level of minor league baseball.



Another highly-anticipated announcement came from **Levitt Pavilion Dayton**, which has tentatively planned its concert season opener for June 12. Organizers are working with public health officials for guidance on how to safely and responsibly bring music lovers together again on the Levitt lawn.



**Dayton Live!** has announced its 2021-2022 season lineup, featuring a return to in-person theater performances this fall, including the Dayton debut of the popular Broadway musical, *Hamilton*.

Five Rivers MetroParks' **2nd Street Market** returned March 20 with an outdoor-only market that will be open each Saturday from 9 a.m. to 1 p.m., featuring local farmers, growers, producers, and artisan vendors. And the **Dayton Art Institute** also reopened its galleries to the public in March, with hours on Fridays, Saturdays, and Sundays.

Each of these announcements and others like them give us reason to believe that, even if 2021 isn't a full return to normal, this year promises to be much better than last year. We're all looking forward to starting to gather again safely at some of our favorite places and events, and to feeling some normalcy return at last!



## WE'RE SO EXCITED TO GATHER WITH YOU AGAIN!



Planning was underway in the first quarter for several of downtown's signature events set to take place throughout 2021.

The DDP, in conjunction with the Oregon District Business Association and the City of Dayton, announced the return of **Out on 5th** – the popular program piloted in 2020 that closes Fifth Street in the Oregon District to vehicular traffic on weekends, creating a pedestrian mall and allowing businesses to increase their capacity for outdoor seating, retail space, and other uses. Out on 5th officially returned on April 2 and will continue each weekend this spring and summer.

Another popular 2020 addition, the **Downtown Dayton Sidewalk Sales**, are returning this year. These events bring together small businesses, locally-owned restaurants, artisans, entertainers, and more

for an open-air experience throughout the streets of downtown. The first 2021 Sidewalk Sale was held April 3. Two more are currently scheduled – mark your calendar for May 8 and June 5. These Sidewalk Sales fall the day after our monthly **First Friday** events, which have transitioned back to fully in-person after going virtual for part of 2020.

Summer will be here before we know it, and planning also is in full swing for bringing free lunchtime entertainment back to Courthouse Square through **The Square Is Where** programming, and some fun events scheduled as part of the **AES Ohio Summer in the City** lineup. The Square Is Where will return in May, and the Summer in the City events will be announced soon. Watch [DowntownDayton.org](https://DowntownDayton.org) for more info as it is released.



# MARK YOUR CALENDAR!

**The Square Is Where**  
*Returns in May*

**Downtown Sidewalk Sales**  
*May 8, June 5*

**Dragons Home Opener**  
*May 11*

**Levitt Pavilion Season Opener**  
*June 12*



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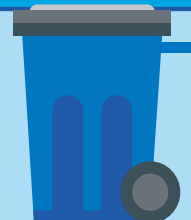
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## CLEAN & SAFE

### 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 first quarter of 2021.



	Q1
CUSTOMER SERVICE ASSISTANCE	160
PANHANDLING INCIDENTS ADDRESSED	10
TRASH COLLECTED (LBS)	27,028
GRAFFITI REMOVED	25

### DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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**Vice-Chair:** Shannon Isom, YWCA Dayton

**Treasurer:** Mark Heitkamp, CareSource

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Sandra Gudorf, President, Downtown Dayton Partnership