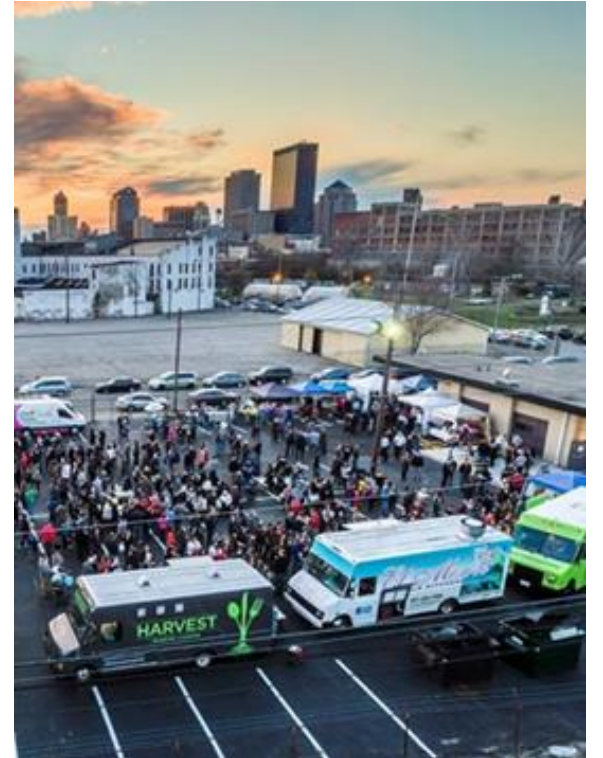


DOWNTOWN DAYTON

KEY STATISTICS & MARKET TRENDS



DOWNTOWN INVESTMENT



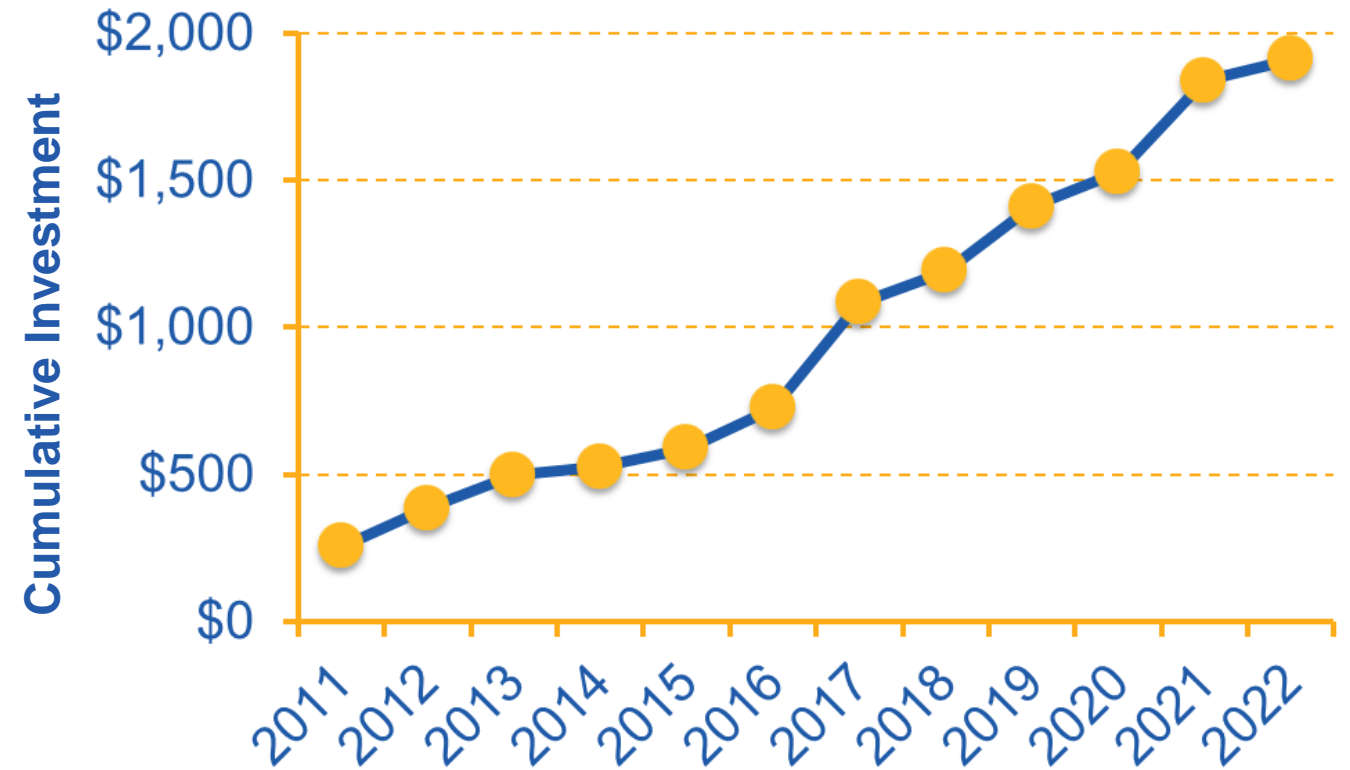
PUBLIC & PRIVATE INVESTMENTS SINCE 2010

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



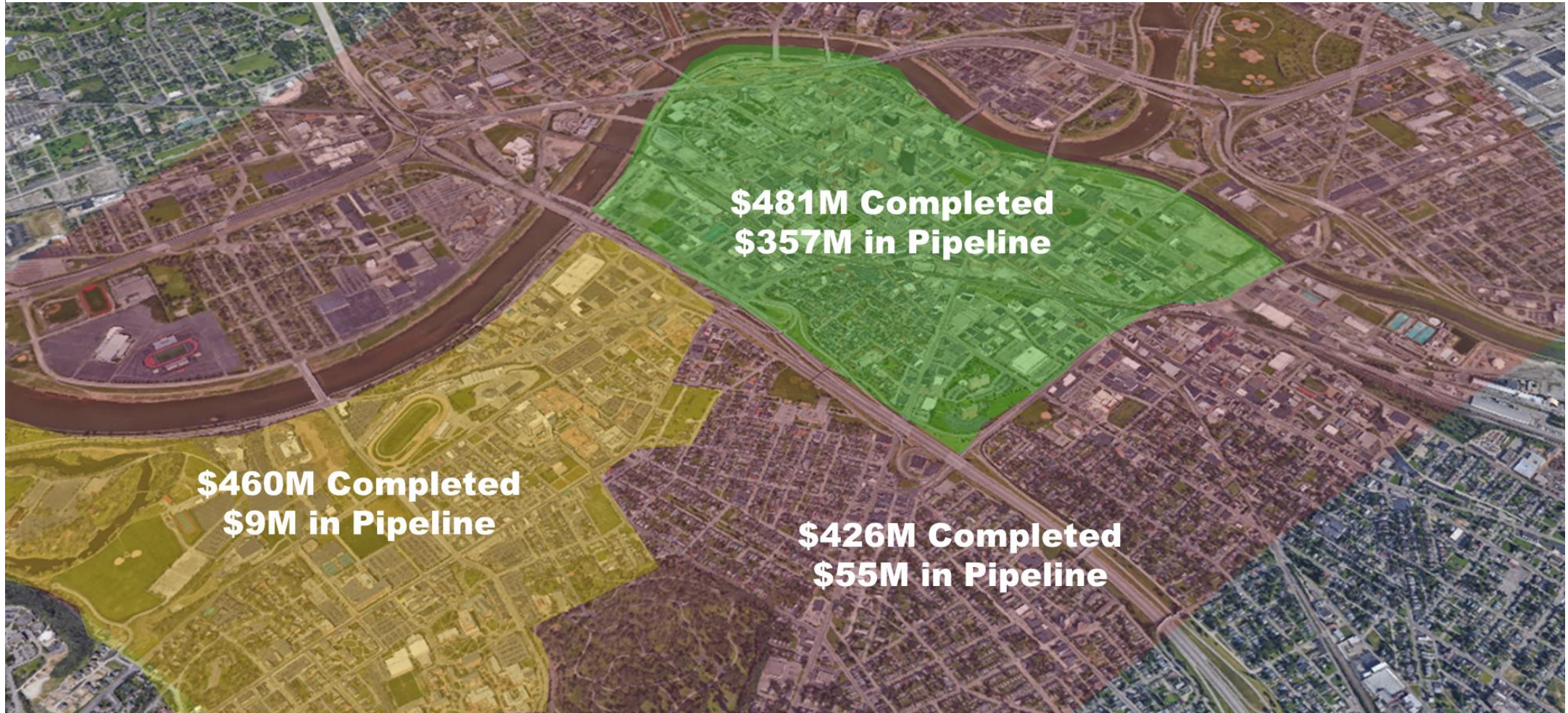
GREATER DOWNTOWN INVESTMENT

(In millions of dollars since 2010)



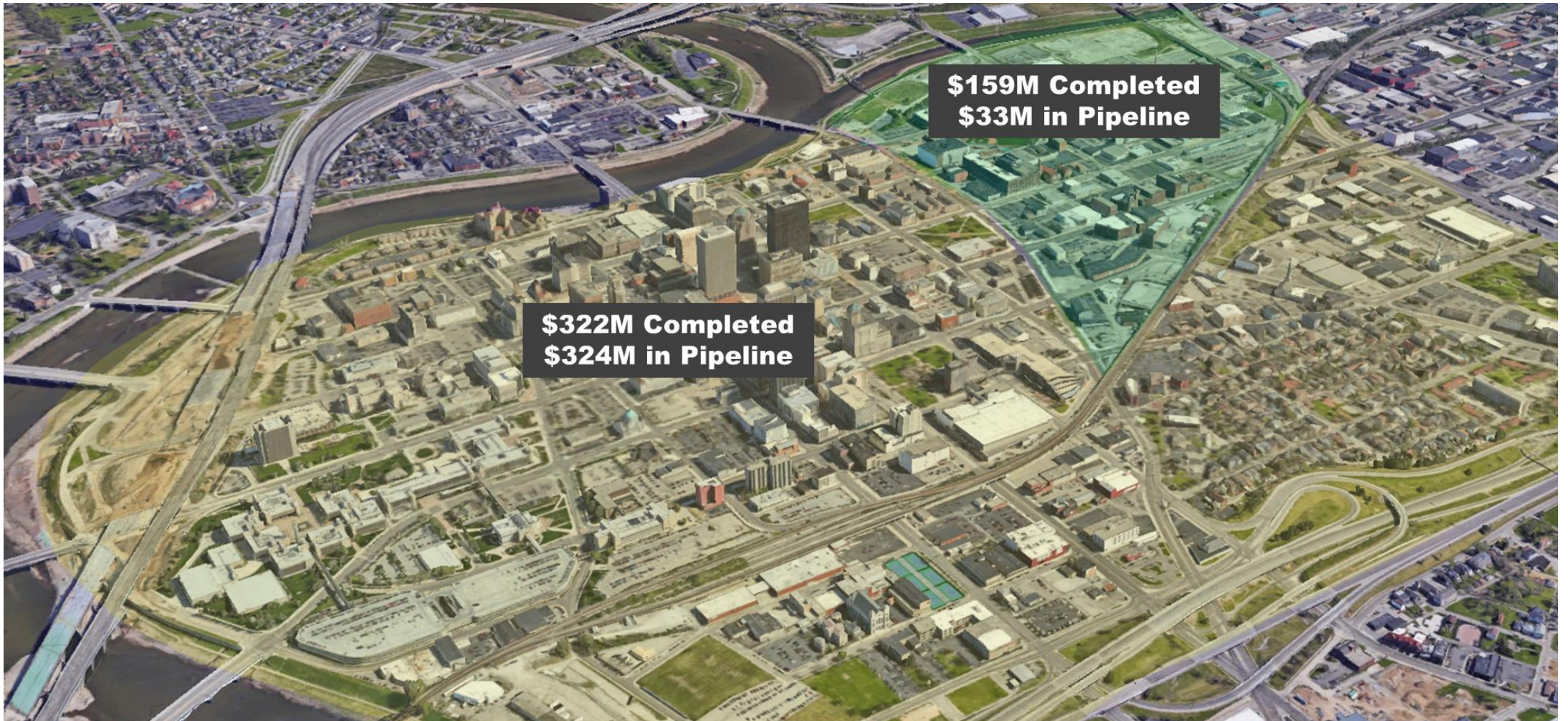
INVESTMENT AREAS

GEOGRAPHIC DISTRIBUTION ACROSS THE GREATER DOWNTOWN

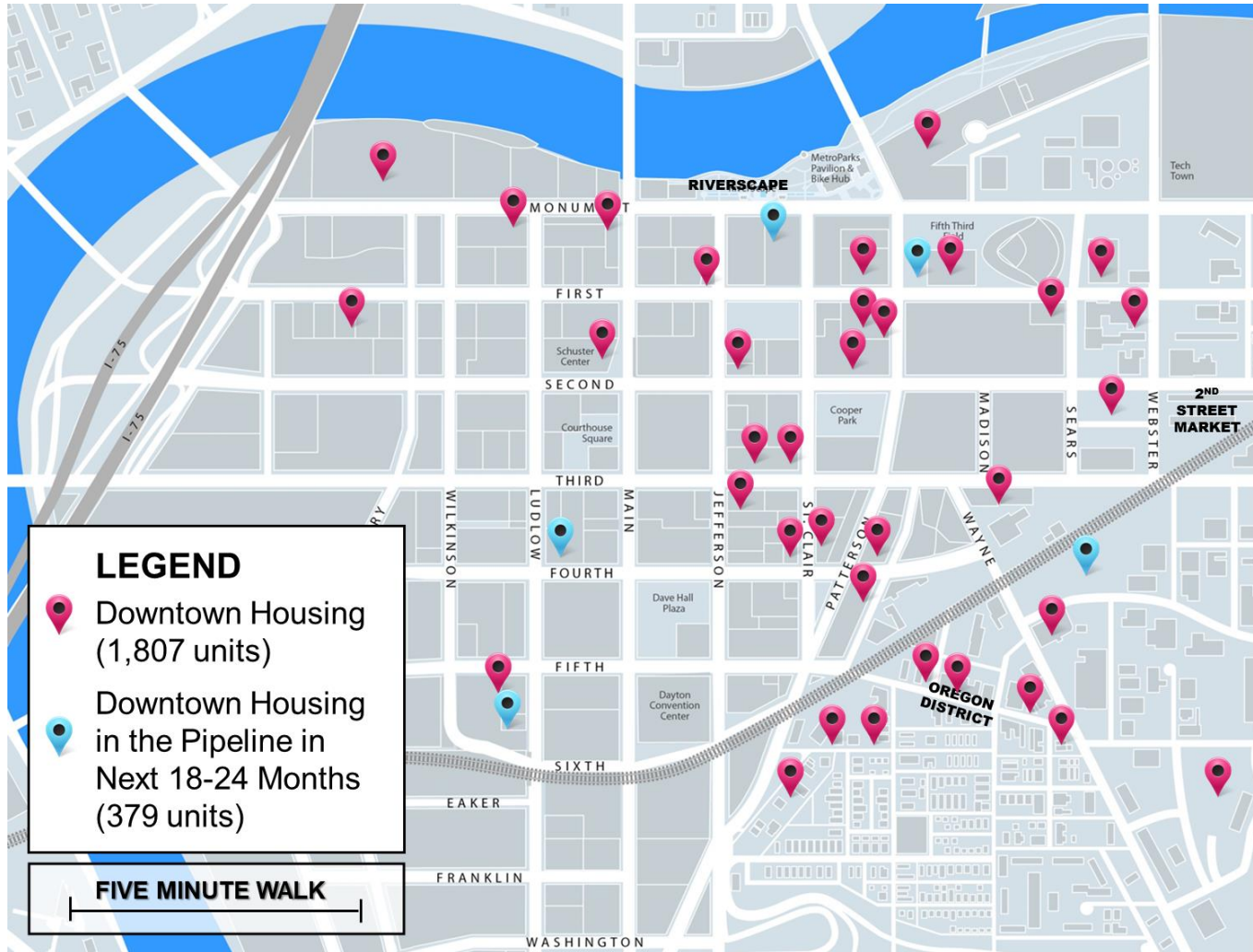


INVESTMENT AREAS

GEOGRAPHIC DISTRIBUTION IN THE CORE OF DOWNTOWN



DOWNTOWN HOUSING GROWTH



**Riverfront
Grande**

**Flats on
Jefferson**



DOWNTOWN HOUSING GROWTH

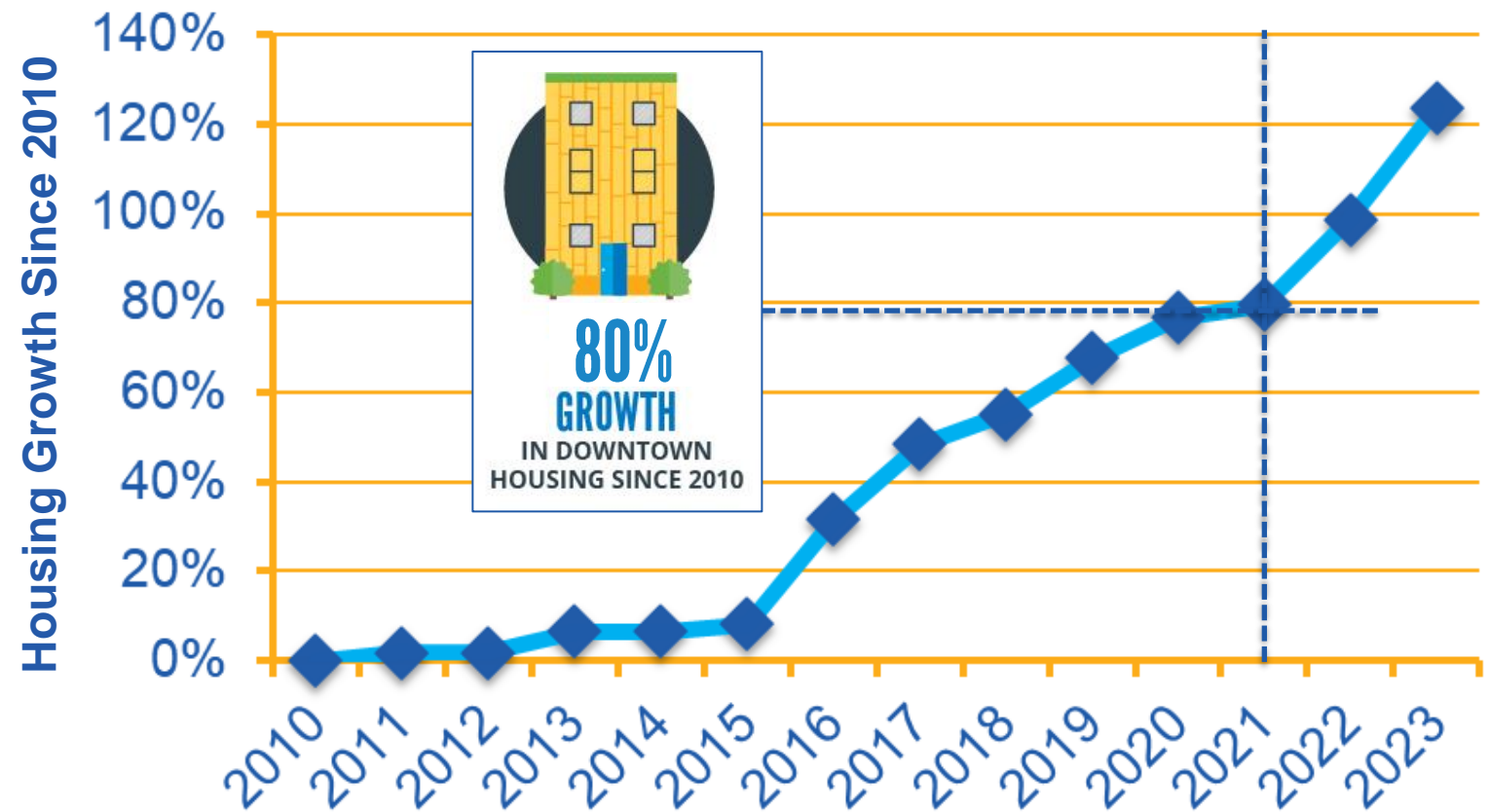


The Monument (125 units)



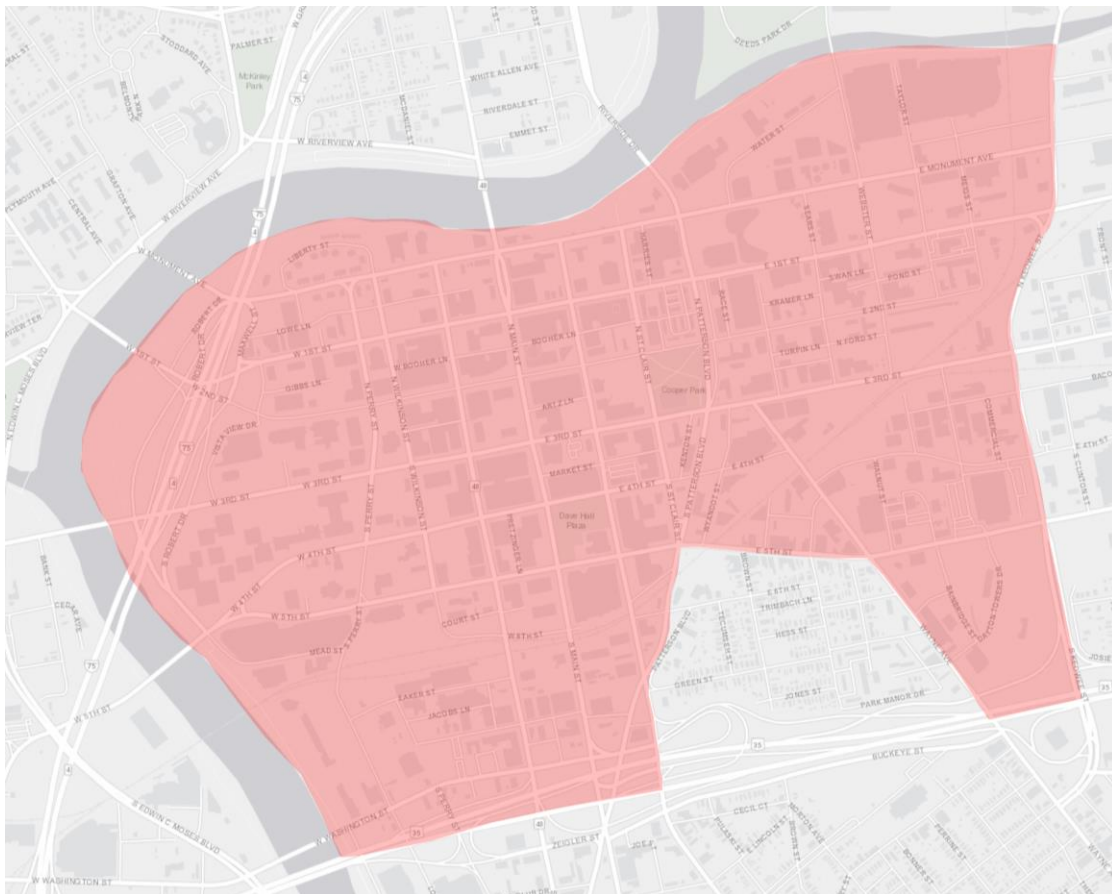
The 503 (153 units)

Market Rate Housing Growth



POPULATION GROWTH

Downtown Core Geography



Year	Population*
2010 Census	2,333
2020 Census	2,930

*NOTE: Population counts capture multi-family apartments, attached townhomes, and condos in the downtown core. When including the inner ring historic neighborhoods adjacent to downtown, total population is more than 25,000 within 1-2 miles of the downtown core.

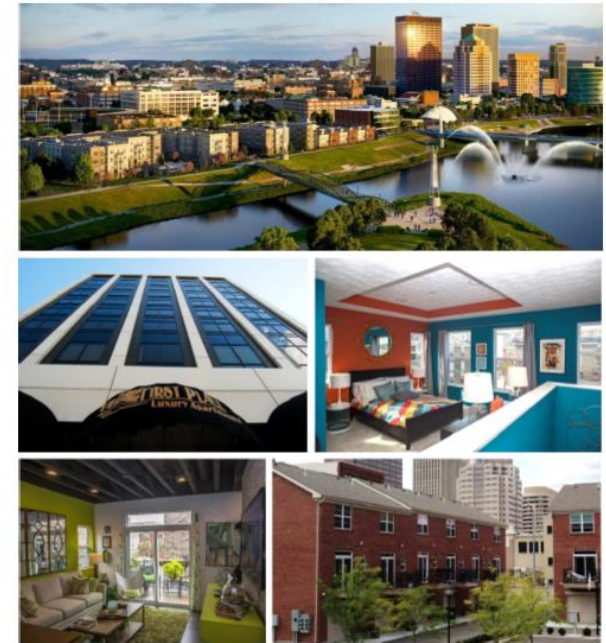
HOUSING MARKET DEPTH

- 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



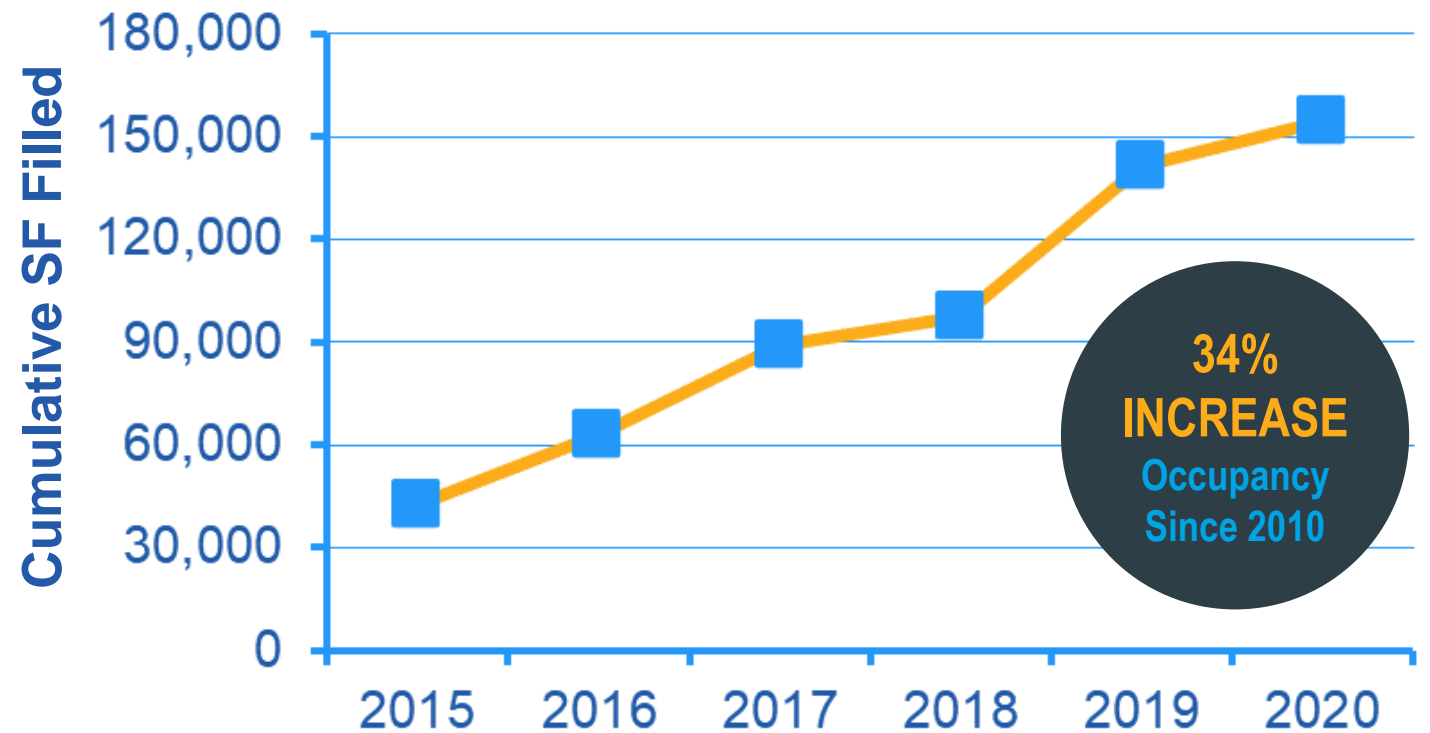
DOWNTOWN DAYTON HOUSING DEMAND ANALYSIS

*CITY COMPARISONS & MARKET DEPTH
MARCH 2017*

FIRST FLOOR OCCUPANCY

FIRST FLOOR TRENDS

AREA	OCCUPANCY GAIN (SF)
CBD	121,700 (+42%)
E. Third St.	12,000 (+36%)
Oregon District	21,1000 (+15%)



154,000+ SF of first floor space filled since 2010; 34% gain in occupancy

NEW DOWNTOWN AMENITIES

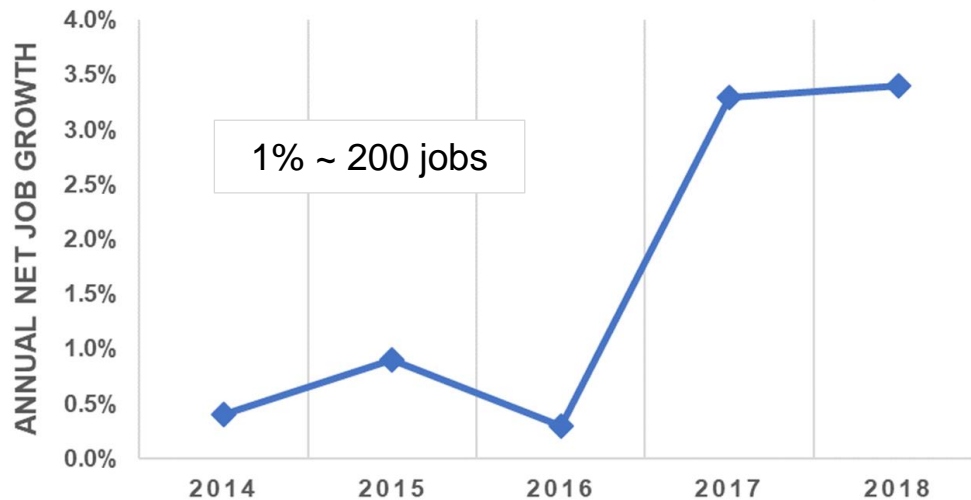


EMPLOYER GROWTH

- Jobs in downtown's core increasing since 2014
- Downtown economy shifting to more startup activity, jobs in IT / software, scientific and technical services, creative services, and health care
- 2017 to 2019: 100+ new businesses, 389,000 SF of positive office space absorption, 1,200 new jobs



Recent Net Job Growth in Downtown Dayton



SOURCE: DDP ANNUAL SURVEY OF DOWNTOWN EMPLOYERS

OFFICE TOWER MOMENTUM

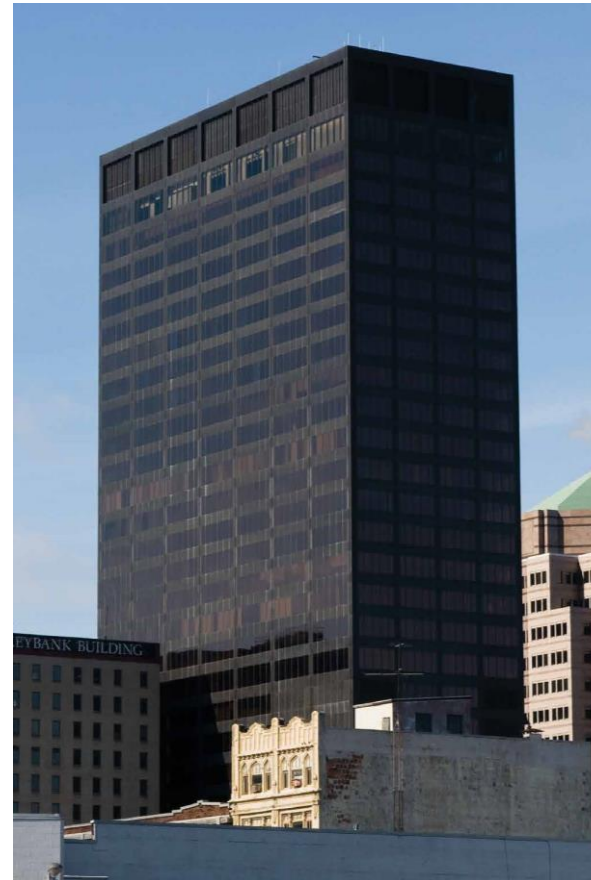
RECENT OFFICE TOWER INVESTMENTS



TALBOTT TOWER



130 BUILDING



STRATACACHE TOWER



LIBERTY TOWER

MAJOR DEVELOPMENTS

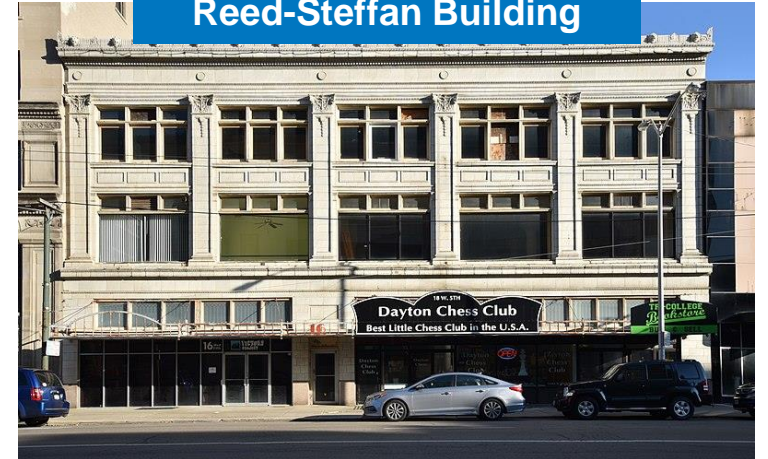


Photo Credit: Tom Gilliam

Dayton Arcade



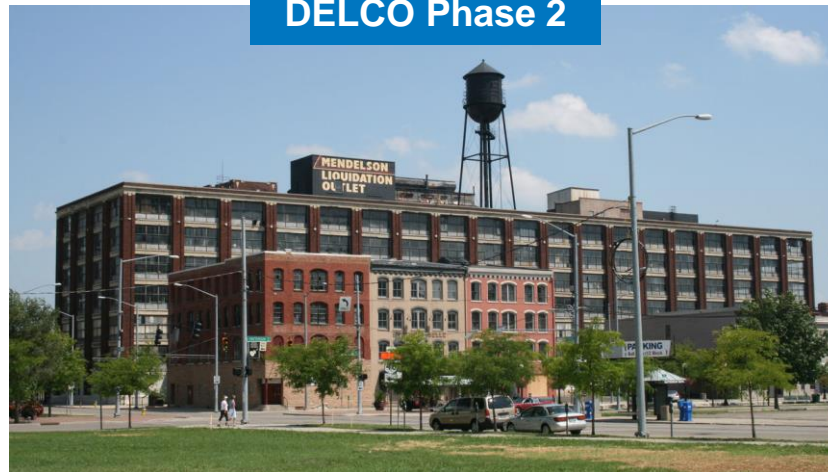
**Oregon
East**



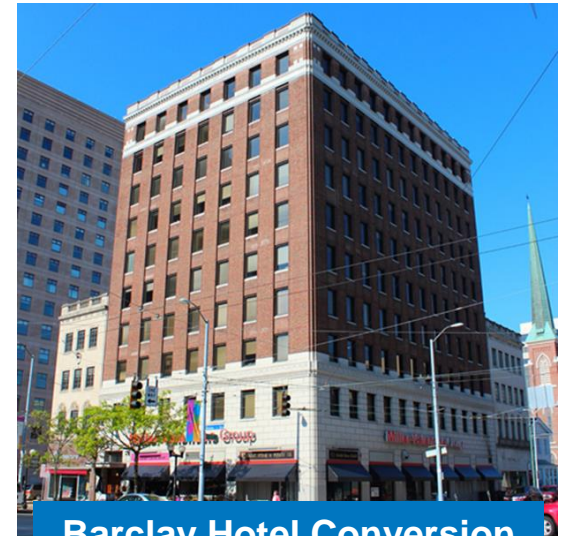
Reed-Steffan Building



**Fire Blocks
District**



DELCO Phase 2



Barclay Hotel Conversion

DOWNTOWN MARKET IMPACT

RESIDENTIAL

- New apts averaging \$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 \$100 per SF in 2011)



FIRST FLOOR

- Higher pedestrian traffic areas and mixed-use developments: \$15-20 per SF triple net
- Lower pedestrian traffic areas: \$10-12 per SF triple net
- Significant increase in rates over past 3-4 years



OFFICE

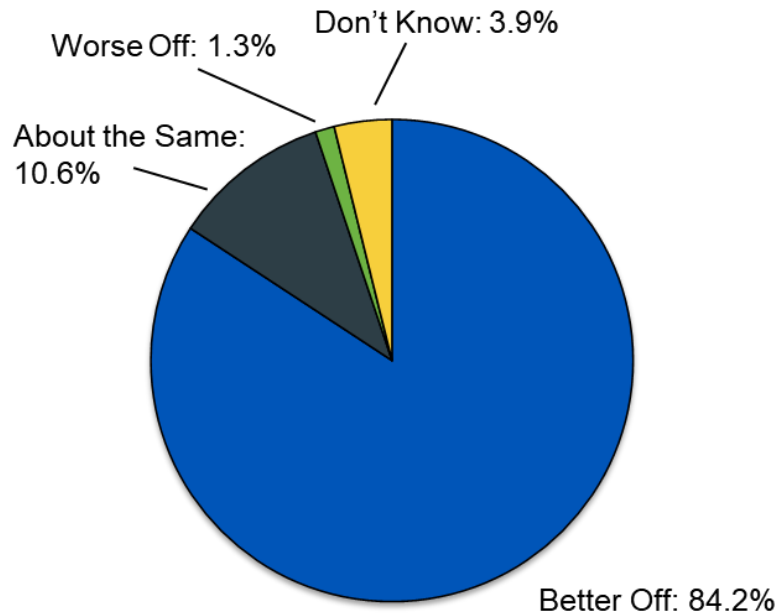
- New or renovated buildings with higher-end finishes: \$15-18/SF triple net or more
- Larger office towers: \$10-18/SF (depends on building class and floor) gross or modified gross



PUBLIC CONFIDENCE

Compared to three years ago, do you feel downtown Dayton is:

2019 SURVEY RESPONSES



SOURCE: DDP ANNUAL SURVEY OF
~400 DOWNTOWN EMPLOYERS

SURVEY QUESTION RESPONSE BY YEAR

