

# DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT

3RD QUARTER • 2021

## YOUR DOWNTOWN UPDATE



DowntownDayton.org

### GETTING BACK TO IT

#### SIGNS OF NORMALCY & ADAPTATION AS WE RETURN DOWNTOWN

COVID-19 brought with it a lot of questions and uncertainty—not only about how to live during a pandemic, but also about how life and work would be different as we begin to emerge from it. Earlier this year, the Downtown Dayton Partnership surveyed businesses to begin to answer these questions and determine how to best help them return to work. While some feel equipped for business as usual, others expect to adjust how work is done going forward, with an increased focus on coworking, remote work, and hybrid office models. Much of the DDP's work this quarter centered on helping our businesses navigate the changes and prepare to return to the office.

The **Rediscover Downtown Dayton Action Plan** was released this summer as a blueprint for downtown's recovery after the pandemic.

Implementation of the Plan's recommendations got underway in the third quarter, and much of that work is outlined below and elsewhere in this report.

In addition to these efforts to help businesses emerge from the pandemic, much work and positive momentum has continued downtown. This report highlights some of downtown Dayton's accomplishments, project updates, and progress during the third quarter of 2021. 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).



#### RETURN TO OFFICE TOOLKIT

In the third quarter, the Downtown Dayton Partnership published the **Return to Office Toolkit**, featuring a comprehensive resource guide for employers as they welcome back employees to their downtown office locations. The toolkit includes ideas for rebuilding culture with coworkers, opportunities to connect employees with downtown progress and new attractions, Downtown Dollars promotions, resources for working outdoors, and national hybrid work best practices employers can deploy to manage changes to their workplace.



DOWNTOWN COWORKING DAY



BLACK BUSINESS HOP

The DDP team continues outreach and coordination with downtown's growing mix of coworking and shared office spaces to develop new approaches for tracking and engaging the sub-tenants of these spaces, many of which contribute to downtown's startup and innovation community. In Q3, the DDP organized a meet-up to improve communication between shared workspace managers and our team. Additionally, we engaged the representatives of these spaces to participate in the first-ever **Downtown Coworking Day** (hosted in September at RiverScape in partnership with Five Rivers MetroParks, with approximately 70 attendees).

Other support of the startup and innovation ecosystem this quarter included partnering with Launch Dayton on the **Dayton Startup Week** at the Dayton Arcade and working with the Dayton Young Black Professionals and the Greater West Dayton Incubator to promote August's **Gem City Black Business Month**. On August 14, the DDP hosted a **Downtown Black Business Hop**, featuring 18 Black-owned businesses.



# DOWNTOWN PROGRESS CONTINUES:

## THIRD QUARTER INVESTMENT HIGHLIGHTS

The **Dayton Arcade** project continued to make progress on renovations of the South Arcade, while housing units in the new Arts Lofts apartments neared full capacity.

At the **Fire Blocks** development, construction got underway on the Home Telephone – Journal Herald Building project, which recently was awarded \$1.2 million in Ohio Historic Preservation Tax Credits.



Construction continued on Crawford Hoying and Woodard Development's projects **The Sutton**, a new five-story apartment building at 307 E. First St., and **The Monument** apartments across from RiverScape MetroPark.

The **130 W. Second Street** building secured PACE (Property Assessed Clean Energy) financing for more than \$2 million in energy-efficiency upgrades.



The Montgomery County Convention Facilities Authority approved the first \$10 million in improvements at the **Dayton Convention Center**. The first phase of work will include a total renovation of first-floor restrooms, continued work on the heating and air conditioning system, and some immediate exterior renovations and work.

Downtown's independent movie theater, **The Neon**, completed a successful fundraising campaign for technology and equipment upgrades.

The historical **Biltmore Towers** continued a \$30M renovation of the exterior and interior the building.

Developer Weyland Ventures continued to attract new businesses to its Oregon East development with the opening of a new facial salon in **The Wheelhouse**.

**Link: Dayton Bike Share** expanded its network with the launch of three more bike hubs, in addition to the seven it added in May.

**Office tower** owners continued to make major investments and improvements, including lobby upgrades, remodeled office spaces, and new amenities. The DDP video series "Elevate" released a new video on Courthouse Plaza SW in the third quarter, with additional videos to debut later this year.

The **City of Dayton** announced a new mobile app for use with metered parking.

**449 DOWNTOWN HOUSING UNITS IN THE PIPELINE**

**225 OF THOSE ARE CURRENTLY UNDER CONSTRUCTION**

**1,837 MARKET RATE UNITS IN THE DOWNTOWN CORE**

**79.6% INCREASE SINCE 2010**

### SITE SEEKER ACTIVITY

The Site Seeker program is a free, confidential service that helps prospective tenants identify suitable downtown space and connects them with leasing agents and property managers and owners. 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).

**Q3 SITE SEARCHES 13** YTD: 51

62% women-owned  
46% minority-owned

**Q3 SITE TOURS 13** YTD: 94

77% women/minority-owned



### DOWNTOWN EVENTS BEGIN TO LOOK MORE LIKE NORMAL

Though we still have a way to go before we fully return to life as we knew it, many of downtown's signature events and festivals have given us a much-needed taste of normalcy as they've returned to welcome guests.

The **AES Ohio Summer in the City** lineup wrapped up with two wildly successful events in the **Downtown Adventure** (with participants finding clues and completing challenges throughout downtown for prizes) and **Art in the City** (with more than 300 local artists all over downtown, hands-on activities, live performances and demos, an artisan market, a juried art show, and much more). Free lunchtime entertainment on Courthouse Square also continued through September with **The Square Is Where** programming.

Other highlights included **Levitt Pavilion's** free weekly concerts; **Dayton Dragons** baseball; the City of Dayton's **Lights in Flight Festival** & fireworks and **Blues, Funk, & Reggae festivals**; **RiverScape MetroPark's** Music@Lunch, R&B Hot Summer Nights, Big Band Nights, Pickin' in the Park and more; indoor market reopening at the **2nd Street Market**; **Out on 5th** in the Oregon District; **First Friday**; cultural festivals, including the Dayton Art Institute's Oktoberfest, the Hispanic Heritage Festival and other favorites; and the return of long-awaited **performing arts shows**.



Mark your calendar now for the **Dayton Holiday Festival's Grande Illumination and Dayton Children's Parade Spectacular in Lights** to kick off the holiday season on November 26, with a great lineup of other holiday fun throughout December! Find a calendar of downtown events at [downtowndayton.org](http://downtowndayton.org).



### 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. The DDP's goal in 2021 is to visit 125 businesses. Activity during the third quarter:

**Q3 R&E VISITS 37** YTD: 100

24% women-owned, 14% minority-owned



### RETAIL LAB UPDATE

The Downtown Dayton Retail Lab is an intensive 12-week experience for business owners aiming to launch or grow their first-floor business in downtown Dayton. During the third quarter, the Spring 2021 Retail Lab participants continued working with service providers to implement their business improvement projects. This cohort has 9 businesses, including 5 minority-owned and 7 women-owned businesses.

The Fall 2021 cohort also started their workshop series. This cohort includes 8 businesses, **all of which are minority-owned, and 7 of which are also woman-owned businesses**. As they head into the fourth quarter, the Fall 2021 cohort will begin identifying service providers with whom they will work on their capstone projects.



### NEW SELF-GUIDED WALKING TOURS DEBUT

The DDP launched new, revamped walking tours of downtown hotspots this quarter, using a new app platform, Roamli, which allows users to access the tours right on their phones. These self-guided tours include an Outdoor Public Art Walk, a Downtown Brewery & Distillery Tour, and a tour of Espresso & Treats. Find more info at [downtowndayton.org](http://downtowndayton.org).

### NEW BUSINESSES & NEW LOCATIONS

During the third quarter of 2021, several new businesses opened or prepared to open downtown, while others opened expanded locations:

• **Startup Grounds** – coffee shop (The Hub at The Arcade, 31 S. Main)

• **Zen Lounge & Sushi Bar** – bar and restaurant (121 N. Ludlow)

• **Two Social** – bar and game lounge (123 E. Third)

• **Bozack's Lounge** – bar (142 E. Third)

• **eclat Facial Studio** – facial aesthetic salon (204 Wayne)

• **Streetlight Entertainment Group** – entertainment company (Daywork 130, 130 W. Second)

• **Beaunique Boutique** – clothing store (29 W. First)

• **Saturday Studio** – creative space (116 N. Jefferson)

• **Anderson Financial Strategies** – financial planning & investment (expanded space in Stratacache Tower)

• **Dayton Woman's Club** – social/civic club (grand reopening and new partnership with Rich Taste Catering)

• **Corner Kitchen** – restaurant (new owners announced plans to reopen later this year at 613 E. Fifth)

• **The Entrepreneurs Connection** – (converted from retail space to coworking and educational space for startup businesses)







**Downtown's *the* place to  
be for holiday fun!**

**Visit [DaytonHolidayFestival.org](http://DaytonHolidayFestival.org)  
for details on great ways to enjoy  
the holiday season!**



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## AMBASSASORS KEEP DOWNTOWN CLEAN & SAFE

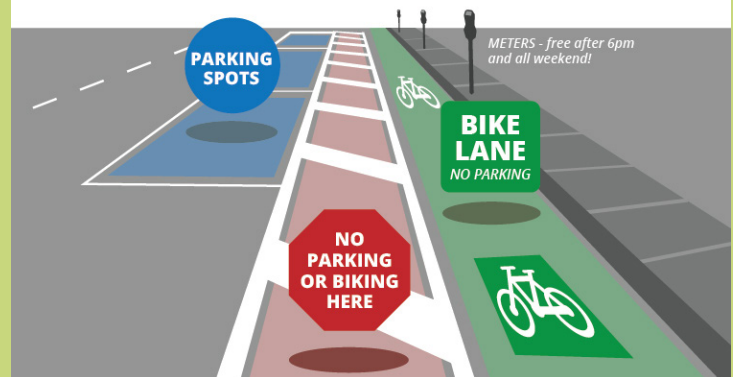
The DDP oversees the Downtown Dayton Ambassador Program. Our downtown Ambassadors have continued their work keeping the city clean and safe while following all the necessary pandemic protocols. Here is a summary of the Ambassadors' work in the third quarter of 2021.

	Q3	YTD
CUSTOMER SERVICE ASSISTANCE	174	441
PANHANDLING INCIDENTS ADDRESSED	42	60
TRASH COLLECTED (LBS)	40,132	69,931
GRAFFITI REMOVED	379	501



## Did You Know?

**Dayton now has protected bike lanes!**



The DDP continued an educational campaign through social and earned media this quarter to help the public understand how to use the new **protected bike lane on Jefferson Street**. See the image here for details.

## DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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Sandra Gudorf, President, Downtown Dayton Partnership