DOWNTOWN DAYTON

KEY STATISTICS & MARKET TRENDS
DOWNTOWN INVESTMENT

PUBLIC & PRIVATE INVESTMENTS SINCE 2010

$1.65 BILLION COMPLETED
$600 MILLION IN THE PIPELINE

GREATER DOWNTOWN INVESTMENT
(In millions of dollars since 2010)

Cumulative Investment

- $0
- $500
- $1,000
- $1,500
- $2,000
- $2,500

Since 2015: 75% of total investment in the Greater Downtown located in Downtown Core
DOWNTOWN HOUSING GROWTH

LEGEND
- Downtown Housing (1,837 units)
- Downtown Housing in the Pipeline in Next 18-24 Months (469 units)

Riverfront Grande

Flats on Jefferson
DOWNTOWN HOUSING GROWTH

The Monument (125 units)

The 503 (153 units)

Market Rate Housing Growth

Housing Growth Since 2010

80% GROWTH IN DOWNTOWN HOUSING SINCE 2010
**POPULATION GROWTH**

Downtown Core Geography

<table>
<thead>
<tr>
<th>Year</th>
<th>Population*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Census</td>
<td>2,333</td>
</tr>
<tr>
<td>2020 Census</td>
<td>2,930</td>
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</tbody>
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*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.
• 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
**First Floor Occupancy**

**First Floor Trends**

<table>
<thead>
<tr>
<th>AREA</th>
<th>Occupancy Gain (SF)</th>
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<tbody>
<tr>
<td>CBD</td>
<td>121,700 (+42%)</td>
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<tr>
<td>E. Third St.</td>
<td>12,000 (+36%)</td>
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<tr>
<td>Oregon District</td>
<td>21,1000 (+15%)</td>
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154,000+ SF of first floor space filled since 2010; 34% gain in occupancy
NEW DOWNTOWN AMENITIES
• 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

1% ~ 200 jobs

SOURCE: DDP ANNUAL SURVEY OF DOWNTOWN EMPLOYERS
OFFICE TOWER MOMENTUM

RECENT OFFICE TOWER INVESTMENTS

TALBOTT TOWER

130 BUILDING

STRATACACHE TOWER

LIBERTY TOWER
MAJOR DEVELOPMENTS

Dayton Arcade

Oregon East

Reed-Steffan Building

Fire Blocks District

DELCO Phase 2

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

2019 SURVEY RESPONSES:
- Better Off: 84.2%
- About the Same: 10.6%
- Don’t Know: 3.9%
- Worse Off: 1.3%

SOURCE: DDP ANNUAL SURVEY OF ~400 DOWNTOWN EMPLOYERS