



DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT

Downtown Dayton
Special Improvement District

YOUR DOWNTOWN UPDATE



FIRST QUARTER 2017

BIG THINGS HAPPENING: 2017 STARTS STRONG DOWNTOWN

These are exciting times for downtown Dayton. In just the past few months, we've seen some major projects long in development getting ready to make their debut; we've heard some game-changing announcements of huge future initiatives; and we've noticed a new energy downtown, a new way people talk about our center city, and a lot of evidence of strong positive momentum with so much more to come.

Other people are noticing, too. Our annual survey of downtown businesses found that **94.7%** of respondents feel that downtown is headed in a positive direction, and the percentage of people who feel downtown is better off now than it was three years ago has more than tripled since 2010.

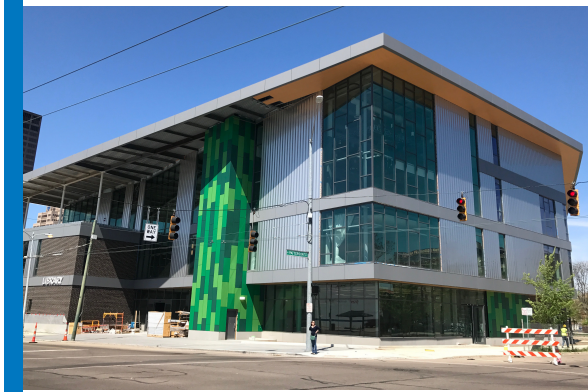
The first quarter of this year has been full of great examples of big things happening downtown. Here are just a few of the trends we've noticed:

- **Businesses Want to Be Downtown:** DDP Site Seeker activity continues to be strong and interest in downtown space is high.
- **Major Announcements & Major Milestones:** Exciting news is released on the Dayton Arcade as other key amenities like River Run and Dayton Metro Library get ready to open and Levitt Pavilion prepares to start construction.
- **Entrepreneurship & Collaboration:** 'Start Downtown' initiatives like the Dayton Collaboration Network and Pop-Up Coworking events support small business, as plans are released for a new Innovation Hub.
- **Housing Is Hot:** Hundreds of housing units are being built to meet the demand for living downtown, and a study says there's no end in sight.

This report is a summary of work completed during the first quarter of 2017 to implement the Downtown Dayton Special Improvement District work plan. Thank you for your continued support of downtown Dayton. For additional information or answers to your questions, please contact Sandy Gudorf at 937-224-1518, ext. 224 or at gudorf@downtowndayton.org.

Buddy LaChance
Buddy LaChance, Chair, Board of Directors
Downtown Dayton Special Improvement District

Sandy Gudorf
Sandy Gudorf, President
Downtown Dayton Partnership



BUSINESS SERVICES

The Downtown Dayton Partnership provides targeted services that positively impact the downtown business environment while working with partners, property owners and businesses to promote job growth.

WELCOME DOWNTOWN, NEW BUSINESSES AND ORGANIZATIONS

Several new businesses have opened or prepared to open downtown during the first quarter of 2017. Those businesses include:

- **Puff Apothecary**, a natural hair and beauty focused boutique retailer, signed a lease in Q1 for 730 square feet of first floor space at the St. Clair Lofts, and held its grand opening in mid-April.
- **Buckeye Laptop**, the latest Activated Spaces Pop-Up Shop, opened at 133 N. Ludlow St.
- New restaurant **Liu Garden** opened at 210 N. Main St. in 3,000 square feet of first floor space in the Biltmore Tower.
- **Hannah's**, a new quick-service breakfast, lunch, and bar concept, announced plans to open at 121 N. Ludlow St. on the first floor of the Talbott Tower.
- Civil engineering firm **CT Consultants** signed a lease for approximately 3,000 square feet of office space on the fifth floor of the Barclay Building.



PUFF APOTHECARY

- **Great Oak Funding** signed a lease for a new office on the 22nd floor of KeyBank Tower.
- Two new tattoo shops opened downtown as **Rebel Rebel Tattoo** replaced long-time Oregon District business Glenn Scott at 450 E. Fifth St. and **Wells & Co. Custom Tattoo** held the grand opening for its new, 2,300-square-foot space at 110 E. Third St. in early February.
- **The Front Street Experience** took the former Color of Energy gallery space at 16 Brown St. The gallery features a local artist from Front Street studios each month.

STRONG INTEREST IN DOWNTOWN SPACE REFLECTED IN SITE SEEKER ACTIVITY

The **Site Seeker program** is a critical component in the DDP's efforts to fill underused and vacant office space. It helps prospective tenants identify suitable downtown space and connects them with leasing agents and property managers and owners.

The DDP's goal for 2017 is to conduct at least 35 site searches. During the first quarter, **19 searches** were implemented for prospects, indicating that interest in downtown space continues to be high. **42 building tours** were conducted this quarter, showing 23 buildings and landing 8 searches.

The Site Seeker program is a **free, confidential service** that matches businesses and their desired features and amenities with downtown properties that most closely meet those needs. 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.

BUSINESSES & ORGANIZATIONS INVEST IN DOWNTOWN

Several downtown organizations and businesses recently have reinvested in downtown with renovations, expansion projects, lease renewals, building purchases, and other initiatives. Highlights from the first quarter include:

The Ellway Group purchased the building that houses Price Stores men's clothier. The developers responsible for overseeing the \$100 million Fire Blocks District plan to add a bar and boutique hotel to the upper levels of the building while Price Stores will continue to operate out of the first floor.

Law firm **Hedrick & Jordan** recommitted to downtown through a relocation to a new 7,500-square-foot space at KeyBank Tower. The firm moved out of 100 E. Third St. to make way for the planned conversion of the building to market rate housing as part of the Fire Blocks development.

The **Antioch Shrine**, located at 107 E. First St., is updating its facilities, including new flooring, updated lighting, and a renovation of the organization's cafe, which will be open to the public for lunch and dinner. Renovations in some of the



RENDERING: PRICE STORES BUILDING

reservable areas have already wrapped up; others are slated for a fall 2017 completion.

Stop-N-Save Foods, 36 W. Third St., completed a \$75,000 renovation, including larger refrigerated cases for an expanded meat and dairy selection, additional shelves to display more varieties of fresh produce, and upgrades to its lighting and flooring.

The **Dayton Dragons** made upgrades to Fifth Third Field's Dragons Lair, including new flooring, new furniture, and other amenities.

The seating area offers options for company outings, family gatherings, neighborhood get-togethers, and other group game-watch activities.

The Market at Wright Stop Plaza, operated by Homefull, added an online ordering service and bike delivery of its fresh produce.

The **2nd Street Market** announced it will add Sunday hours this summer. The pilot program will test public response to the new hours, running June 4 through August 27.



RENDERING: DRAGONS LAIR

STRATEGIC PLANNING

Implementing a collaborative, comprehensive strategic plan that is beneficial to property owners, businesses, residents and visitors helps to attract downtown investment.

PLANS ANNOUNCED FOR NEW ARCADE INNOVATION HUB

During his installation speech, University of Dayton president Eric Spina announced plans for a joint venture between the university and The Entrepreneurs Center to anchor the **Dayton Arcade** project by opening an 82,000-square-foot "Innovation Hub."

When complete, the space will provide flexible, **mixed-use workspace** for academic, research, and experiential learning programs for the university, as well as for **local startups** and entrepreneurial ecosystem partners, venture capital organizations, and other collaborators. The

hub could house such things as college classes, businesses, coworking spaces, faculty offices, community space and meeting areas, along with housing, retail shops and restaurants.

The University of Dayton and The Entrepreneurs Center plan to work together to bring other community, higher education, research, and corporate partners into the space.

Scott Koorndyk, president of The Entrepreneurs Center, said "The Hub will be visible proof that Dayton's long heritage of innovation is alive, healthy, and growing.



RENDERING: THE DAYTON ARCADE

It's exciting to partner with UD to make this iconic space in the heart of downtown more than just a symbol of our history, but a catalyst for the future of our region's innovation economy."

OTHER MAJOR PROJECTS REACH KEY MILESTONES

In addition to future project announcements like the Arcade, and the many more "immediate" successes downtown experienced this quarter, the past few months also have brought exciting updates on some downtown projects long in the works.

One such project, the new Main Library branch of the **Dayton Metro Library** system, saw construction efforts kicking into high gear this quarter to get the new facility ready for two big events. A ticketed "Main Event" on April 22 was planned to fundraise for the library's foundation and offer guests a sneak peek of the not-yet-open new library. In June, the Main Library will host a free open house for the public and open its doors to begin service. The new, 21st century library will quadruple the amount of public space and provide its users



RIVER RUN

improved services, spaces, and amenities.

Also in the construction home stretch this quarter was **RiverScape River Run**. The new outdoor recreation amenity will celebrate its grand opening with a public celebration on May 5. Identified as a high-priority project in the Greater Downtown Dayton Plan, River Run was funded by \$4 million raised by the Dayton community, coming largely from the private sector.

The Friends of the Levitt Pavilion released updated renderings of the new event venue this quarter. Construction on the **Levitt Pavilion** is set to begin this year at the site of Dave Hall Plaza, with performances taking place as early as spring of 2018. The venue will host at least 50 free concerts each year. Recent funding updates for this project put it within 500,000 of its \$5 million goal.



RENDERING: LEVITT PAVILION

FIRE BLOCKS DISTRICT RELEASES DEVELOPMENT PLANS

Early this year, The Ellway Group released details for its **\$100 million plan** to redevelop the two block area known as **The Fire Blocks**. The plan includes half a dozen buildings and nearly 400,000 square feet of space bordered by St. Clair, Jefferson, Fourth and Second streets.

Development already has begun on the Elks and Huffman Blocks buildings, which The Ellway Group says are fully funded. Other buildings included in the plan are the David Building, the Dickey Building and the recently acquired Price Stores Building.

Nearly half of the space slated for redevelopment is planned for **residential and hotel projects**, while the remainder includes **office space** and 150,000 square feet of **first-floor retail and restaurant space**. The group plans to create 500 new jobs, 120 new residential units (for 200 residents), and about three dozen new restaurant and retail businesses. As much



RENDERING: FIRE BLOCKS DISTRICT

as three acres of rooftop space could become gathering space for building tenants, as well as public spaces and gardens.

The idea behind the mixed-use Fire Blocks plan is to create a block that operates as a self-sustaining community with the critical mass to sustain itself, while capitalizing on and helping connect other major developments that surround the project,



RENDERING: FIRE BLOCKS DISTRICT

including the Levitt Pavilion, the Arcade Innovation Hub, the new Dayton Metro Library Main Branch, and others.

Tentative plans for the district include a high-end Mexican restaurant called El Sueno, along with the Century Bar's expansion. The project is being completed in phases - the Elks and Huffman buildings are expected to finish in late 2018. For more details, visit fireblocksdistrict.com.

GREATER DOWNTOWN DAYTON PLAN INITIATIVES NET MAJOR INVESTMENT IN DOWNTOWN'S CORE

The DDP works with its partners to strategically look at short- and long-term development opportunities for downtown. That work is centered on coordinating and implementing the **Greater Downtown Dayton Plan**, a comprehensive economic development blueprint for the future of our downtown.

In the first quarter of 2017, the DDP and its community partners released the latest update for the Greater Downtown Dayton Plan: a **2016 Progress at a Glance** report. The report detailed

stats and benchmarks achieved toward Plan goals, and outlined **more than one billion dollars of investment downtown** and several positive trends that have both encouraged that investment and spurred from it.

While the Plan includes projects throughout the Greater Downtown area, it is focused on creating a strong urban core. As such, much of the investment from the plan has been in the Central Business District, with roughly **\$300 million** in projects funded and in the pipeline to date since the launch of

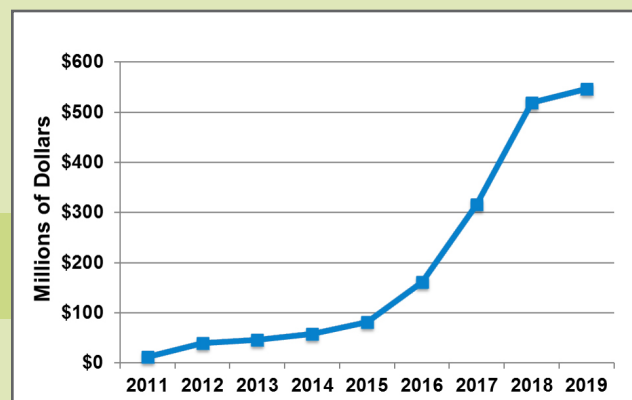
the Plan, and **another \$200+ million** planned in just the next two years.

In the DDP's annual survey of downtown businesses conducted this quarter, **75.3%** of respondents said they were aware of the efforts of the Greater Downtown Dayton Plan, and **94.7%** felt that downtown is headed in a positive direction due to the Plan's efforts. To read more about the Greater Downtown Dayton Plan and download the 2016 Progress at a Glance report, visit downtowndayton.org/plan.



GREATER DOWNTOWN DAYTON PLAN

CUMULATIVE INVESTMENT IN THE CENTRAL BUSINESS DISTRICT SINCE 2010



~ \$300 million of projects funded and in the pipeline

ADVOCACY

The DDP serves as a collective voice and primary advocate for downtown and its property owners, and brings stakeholders together to address challenges and opportunities for our center city.

ANNUAL BUSINESS SURVEY RESULTS SHOW INCREASINGLY POSITIVE TRENDS

Each year, the Downtown Dayton Partnership conducts a survey of downtown businesses to gauge their satisfaction with DDP services, address challenges, gather business data and track trends. Below is a summary of findings from this year's survey.

- **77.9% believe downtown is better off** now than it was three years ago; another 16.2% believe things are about the same. These numbers continue the trend of a dramatic and **steady increase in positive responses since 2010**, when only 24.9% thought downtown was better off.
- **35.6% expect their number of employees to increase** in 2017; 59.2% expect staffing to stay the same (only 5.2% expect to decrease employees).
- **92% believe the DDP did an excellent or good job** in 2016 (5.7% "fair"; 1.2% "poor").
- **75.3%** are aware of the efforts of the Greater Downtown Plan, and **94.7% feel downtown is headed in a positive direction** due to those efforts.
- **96.8%** enjoy working downtown.
- Respondents ranked downtown's **"central location in the region," "walkability,"** and **"arts and entertainment amenities,"** and their feeling of **"being at the heart of the community"** among what they like best about doing business downtown.

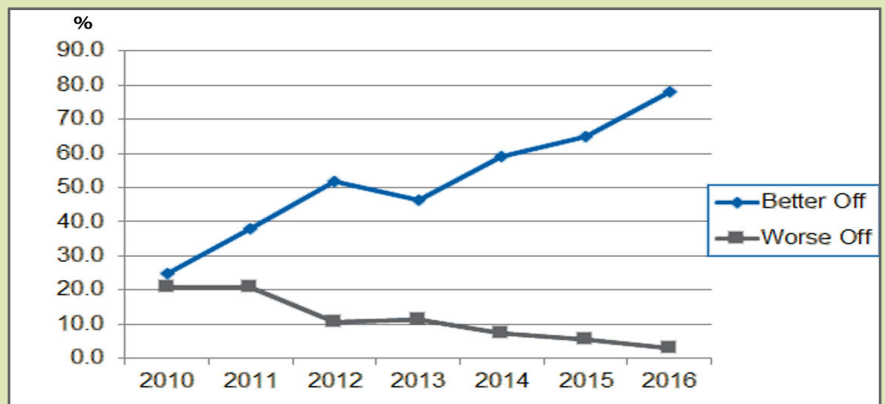
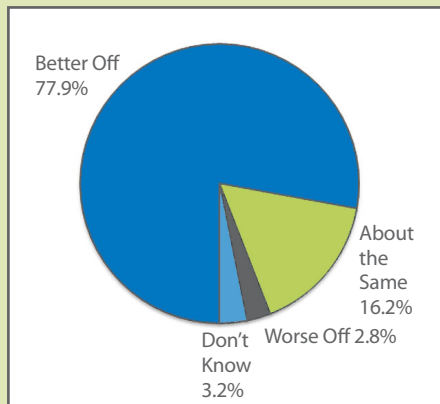
Look for more results from this survey in other sections of this report.

RETENTION AND EXPANSION FIRST QUARTER 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 2017 is to visit **150 businesses**, with 25 of those being Leadership Network visits. Activity during the first quarter:

FIRST QUARTER 2017	
R&E visits	39
# of jobs represented	573
Square feet represented	456,380
Property owner visits	8
Leadership Network visits	7

SURVEY RESULTS: COMPARED TO THREE YEARS AGO. DO YOU FEEL DOWNTOWN DAYTON IS:



'START DOWNTOWN' PROJECTS CONTINUE TO SUPPORT LOCAL ENTREPRENEURS

During the first quarter, the DDP, along with the City of Dayton and the Dayton Development Coalition, continued the implementation of the **"Start Downtown"** Initiative by supporting the five new projects launched in late 2016.

Two successful **"Pop-Up Coworking"** events were held this past quarter with more than 100 attendees at each session, including downtown startups and small business owners, downtown employees, and subject matter experts and mentors who want to support the growing downtown startup and small business community.

Q1 also saw the launch of the **Dayton Collaboration Network**, where existing businesses support startups through discounted services, and the completion of the **"I Started Downtown"** video series, which has had more than 40,000 views on social media. Additionally, advocacy efforts through the initiative have contributed to the decisions of the Air Force Research Lab, Wright Brothers Institute, and the University of Dayton to make major commitments to locate programs and new initiatives in the downtown startup ecosystem.



POP-UP COWORKING EVENT

HOUSING

The DDP works with partners to sustain and grow the residential development critical to establishing the critical mass of residents necessary to support key amenities and retailers.

STUDY INDICATES SIGNIFICANT DEPTH TO DEMAND FOR DOWNTOWN HOUSING

Currently, downtown sits at one of the **highest apartment and condo occupancy rates in the region**. However, with so much new housing, the question of sustainability arises. How deep is the downtown Dayton housing market? Can we absorb all of the proposed new units? How does urban living in Dayton compare with other downtowns our size?

This March, the Downtown Dayton Partnership published a **housing demand analysis** that uses national data and compares it to the Dayton region to begin to address these questions. The study demonstrates that downtown Dayton's residential market has significant depth beyond the housing that has been added over the past several years and the housing

currently in the development pipeline.

Although 332 new housing units have been added since the launch of the Greater Downtown Dayton Plan in 2010, with 204 units currently under construction and another 432 units in the pipeline, the study of market demand suggests downtown could stand to **double its housing stock** just to keep up with pent-up demand. Certainly as some of the current projects underway get closer to completion – Levitt Pavilion, the Arcade, Fire Blocks, Centre City, Water Street – the momentum around choosing a downtown address will only build.

To download the housing demand analysis report, visit downtowndayton.org and click on Urban Living.

BY THE NUMBERS:

NUMBER OF MARKET RATE HOUSING UNITS IN THE CORE OF DOWNTOWN:

1,344

NUMBER OF DOWNTOWN HOUSING UNITS UNDER CONSTRUCTION:

204

NUMBER OF ADDITIONAL DOWNTOWN HOUSING UNITS IN THE PIPELINE:

432

DOWNTOWN HOUSING TOUR RETURNS MAY 20



DOWNTOWN HOUSING TOUR

The first signature event in this year's **DP&L Summer in the City** lineup is the return of the popular **Downtown Housing Tour** on **Saturday, May 20, from 1 to 5 p.m.**

Find out why downtown is the region's most in demand housing market and see what it's like to live the urban lifestyle. Check out a variety of homes, from condos and townhomes to apartments and chic urban lofts, and even get a sneak peek at some new projects still under construction! Admission is free, and free shuttles will be provided by the Greater Dayton RTA.

The Downtown Housing Tour is presented by the Downtown Dayton Partnership and sponsored by **Vectren** and the **Dayton City Paper**, with support from the **Greater Dayton RTA**.

DOWNTOWN HOUSING PROJECTS MOVING FORWARD

More and more people are moving downtown, and with the demand for the urban lifestyle on the rise, downtown is seeing a **surge in housing development** projects.

The newest project from Charles Simms Development began to rapidly take shape this quarter, as framing began on the \$4.2 million **City View** project. City View will feature 14 new townhomes with a contemporary feel, three stories, rooftop decks, and two-car garages. Meanwhile, Simms' **Monument Walk** development continued construction with the next section of that project.

Construction continued this quarter on the \$8 million **Westoff & Getz Building** project at 210 Wayne Ave.,



CITY VIEW

where Louisville-based Weyland Ventures has mixed-use plans for the building, including 40 new downtown apartments under the name **The Wheelhouse**, and on the **Fire Blocks District** \$4.5 million adaptive re-use project that includes more than 80 apartment units.

Elsewhere, the announcement regarding the University of Dayton and The Entrepreneurs Center's plans to anchor the **Dayton Arcade** project lends major support to plans for that iconic downtown building, which include 120 housing units for artists and creative professionals.



RENDERING: FIRE BLOCKS LOFTS PROJECT

AMENITIES AND EVENTS

The DDP markets and promotes Dayton's center city through key events and programs, and creates a framework that further elevates downtown's amenity and event options while spurring development.

DP&L SUMMER IN THE CITY SET TO RETURN IN MAY

During the first quarter, planning was in high gear for the 2017 edition of the **DP&L Summer in the City**. Again this year, the fun will kick off in May and run through September, highlighting community events and downtown amenities. The series also includes several signature events targeting specific aspects of downtown life.

"We're fine-tuning our summer programming to purposefully engage visitors with downtown businesses and amenities," said DDP President Sandra Gudorf. "We want people to discover something new about their downtown and return many times to explore on their own."

The DP&L Summer in the City serves as a focal point for festivals, concerts, art galleries, sporting events, fitness programs, charity races, museum programs, dining specials, musical performances, and anything else that draws visitors to the center city. It includes such DDP and community partner programming as First Fridays, The Square Is Where, popular downtown festivals, and the following signature events:

- **May 20 – The Downtown Housing Tour** invites prospective homeowners and real estate lovers to visit some of the hottest addresses in the city.



DP&L SUMMER IN THE CITY

- **July 7 – The Great Dayton Adventure Race** has participants race against the clock to find clues throughout downtown. Everyone is invited to the **street party** in the Oregon District with live music and drinks.
- **August 4 – Art in the City** will celebrate downtown's rich arts community with live presentations from some of Dayton's best performing arts groups and kick off a juried art exhibition that places local artists' work in downtown businesses.

Free lunchtime entertainment on Courthouse Square through **The Square Is**

Where programming will return weekdays starting May 1.

New to the downtown events lineup this year is the **Designer Show House** at the Delco Lofts June 9-25, and the **Dayton Germanfest Picnic**, which organizers announced will take place at RiverScape MetroPark August 11-13. The City of Dayton's **Summer Music Series**, featuring the Dayton Jazz, Blues, and Reggae festivals, also will relocate to RiverScape this year due to the Levitt Pavilion construction. The **Dayton Celtic Festival** returns to RiverScape July 28-30.

For more info about the 2017 DP&L Summer in the City, visit downtowndayton.org or pick up an Events & Activities Guide at downtown businesses and events. Summer in the City is a program of the **Downtown Dayton Partnership**, presented by DP&L, with major sponsor **Dayton.com**.

**downtown
in focus**

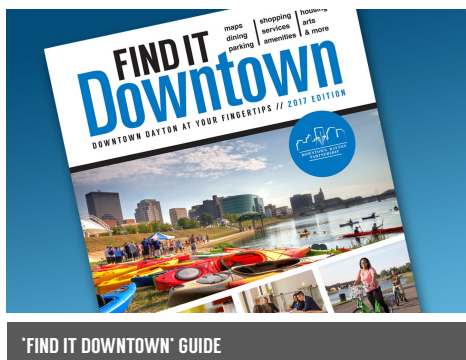
The **Downtown in Focus photo contest** is back! Submit your best shots of downtown Dayton, and you could win \$100 and be part of the Art in the City mini gallery.

Contest runs **May-July 2017**. Find rules and complete details at downtowndayton.org.

MARKETING AND COMMUNICATIONS

Marketing downtown as a positive place to live, work and play is critical to future development, as it positions downtown in a positive light and improves public perceptions about our center city.

CONSUMER GUIDE HELPS MARKET DOWNTOWN BUSINESSES



The DDP produces a wide variety of publications to help promote downtown businesses, events, and amenities, and to attract investment downtown. One of the most popular pieces is "**Find It Downtown**," the annual consumer's guide to the services, retail, parking, dining, attractions, and arts & entertainment in Downtown Dayton. While this guide also exists in electronic format on the DDP website and mobile app, the printed version still proves

to be a handy resource for downtown workers and visitors alike. 30,000 copies of the guide were produced and distributed in the first quarter – The DDP delivers a copy for every downtown worker and resident, and provides a supply for visitors to pick up in such key downtown locations as hotels, news boxes, the library and the convention center. To request copies of the printed Find It Downtown guide, call 937-224-1518.



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From festivals to visual and performing arts events, live music to recreational activities, unique shopping to independent restaurants and breweries and so much more, the summer is packed with great things to do downtown. Visit downtowndayton.org to download the 2017 DP&L Summer in the City Events & Activities Guide.

CLEAN AND SAFE

The DDP, with the City of Dayton, develops and implements a coordinated public spaces management program to maintain and enhance downtown Dayton as a clean, safe and welcoming environment.

AMBASSADOR STATS

The DDP oversees the **Downtown Dayton Ambassador Program**. A summary of the Ambassadors' work in the first quarter of 2017 is below:

ACTIVITY	FIRST QUARTER 2017
Hospitality assistance	1,454
Safety escorts	64
Property owner/bldg. mgr. contacts	301
Panhandling incidents addressed	689
Requests for police assistance	41
Trash collected (lbs.)	43,460
Graffiti removed	188
Power washing (gallons)	702

Each year, the Downtown Dayton Partnership conducts a survey of downtown businesses. Below are some of the results from this year's survey.

ANNUAL BUSINESS SURVEY RESULTS:

- 93.5%** feel safe downtown.
- 88.1%** think the downtown Ambassadors make downtown cleaner.
- 62.9%** think the Ambassadors make downtown safer.
- 86.1%** think the Ambassadors have a positive effect on downtown.

Downtown Dayton Special Improvement District Board of Directors

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