



DOWNTOWN DAYTON

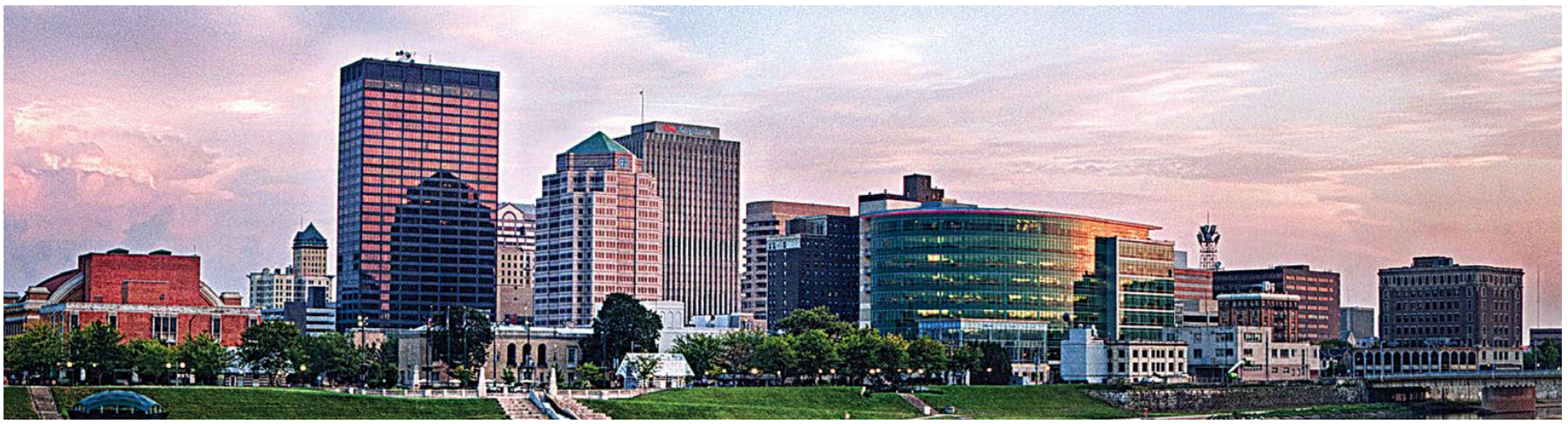
KEY STATS & TRENDS





DOWNTOWN TRENDS

THE COMMUNITY IS INVESTING IN DOWNTOWN



**INVESTMENTS
SINCE THE
LAUNCH OF
THE GREATER
DOWNTOWN
DAYTON PLAN**

PUBLIC & PRIVATE SECTOR INVESTMENTS*

Projects Completed Since Launch of Plan	\$1.09 BILLION
Projects Currently Under Development	\$437.7 MILLION

INVESTMENT AREAS

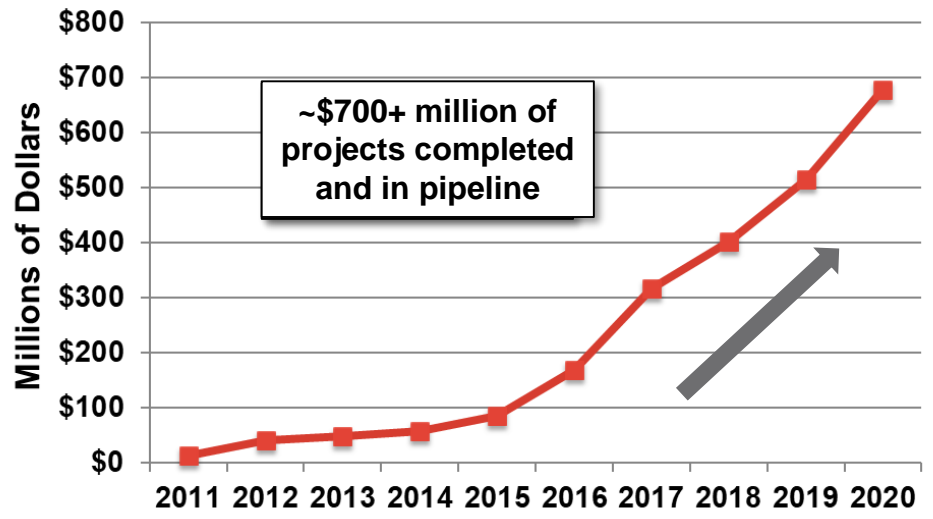
GEOGRAPHIC DISTRIBUTION ACROSS THE GREATER DOWNTOWN



DOWNTOWN CORE

ACCELERATING INVESTMENT

(Cumulative Investment: Downtown Core Since 2010)

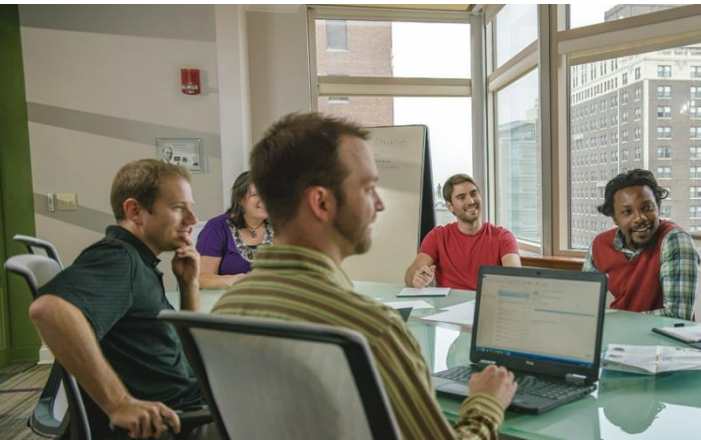


HEADING IN THE RIGHT DIRECTION



9 out of 10 downtown business leaders believe downtown is heading in the right direction because of the Greater Downtown Dayton Plan

- 2017 DDP Business Survey
 Opinions of more than 450 business leaders



INVESTMENT AREAS

GEOGRAPHIC DISTRIBUTION ACROSS THE DOWNTOWN CORE





\$109M Completed
\$51M in Pipeline

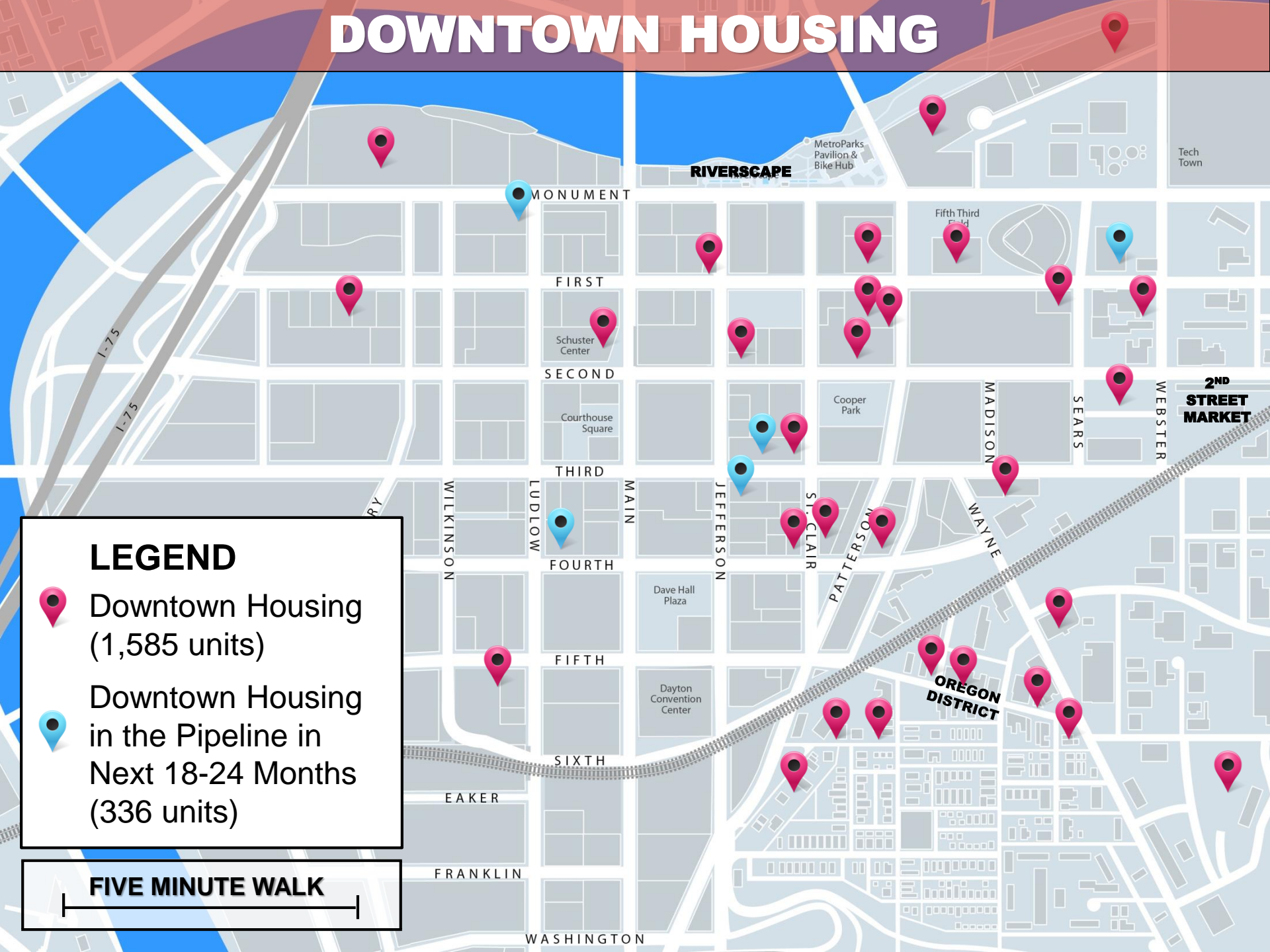
\$159M Completed
\$268M in Pipeline

DOWNTOWN HOUSING

LEGEND

-  Downtown Housing (1,585 units)
-  Downtown Housing in the Pipeline in Next 18-24 Months (336 units)

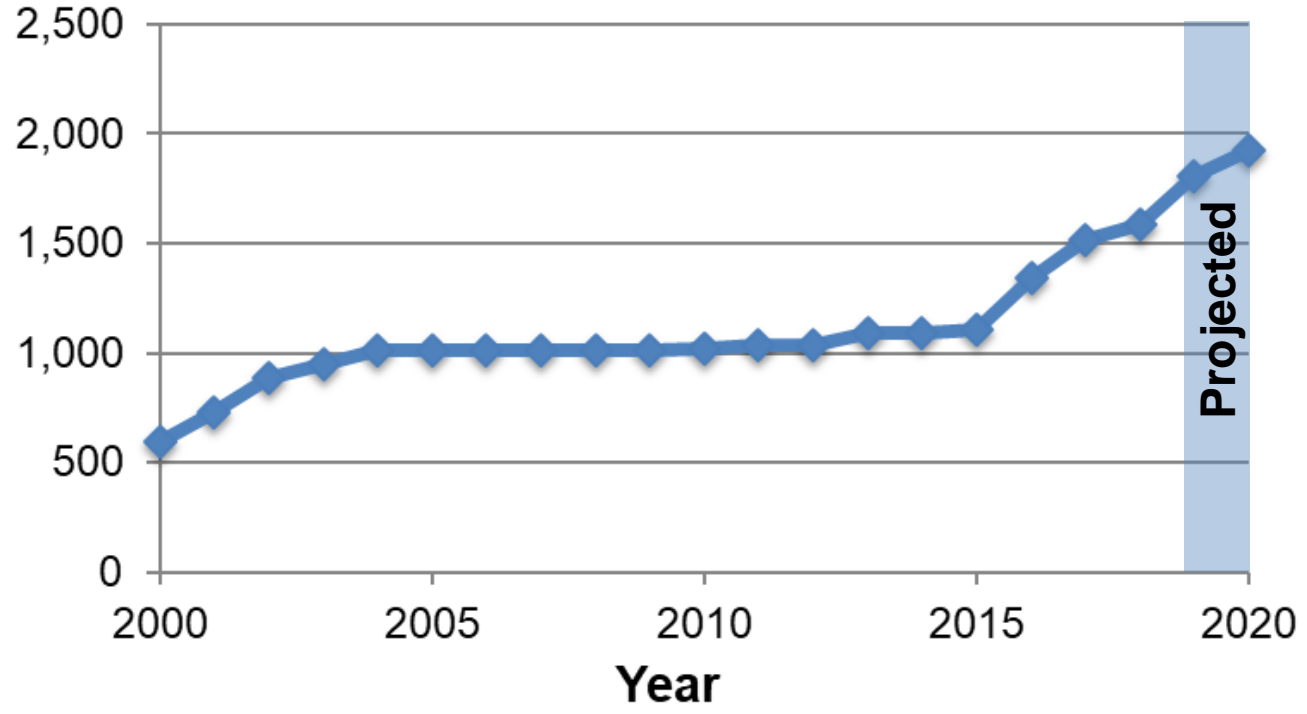
FIVE MINUTE WALK





HOUSING UNITS

Total Market Rate Housing Units *Downtown Core*



Year	Units
2000	593
2001	729
2002	888
2003	952
2004	1012
2005	1012
2006	1012
2007	1012
2008	1012
2009	1012
2010	1021
2011	1039
2012	1039
2013	1087
2014	1087
2015	1105
2016	1344
2017	1517
2018	1585
2019	1805
2020	1921

NEW DOWNTOWN HOUSING

WATER STREET FLATS



MONUMENT WALK



THE WHEELHOUSE





HOUSING MARKET DEPTH ANALYSIS

- 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



DOWNTOWN DAYTON DEVELOPMENT

GROWING DOWNTOWN **BUSINESSES**

- Major Corporate Investments & Expansions
- Employers Moving Downtown
- Entrepreneurs Starting New Businesses



100+ NEW BUSINESSES
LOCATED DOWNTOWN
SINCE 2016

140+ NEW START-UPS
LAUNCHED DOWNTOWN
SINCE 2011





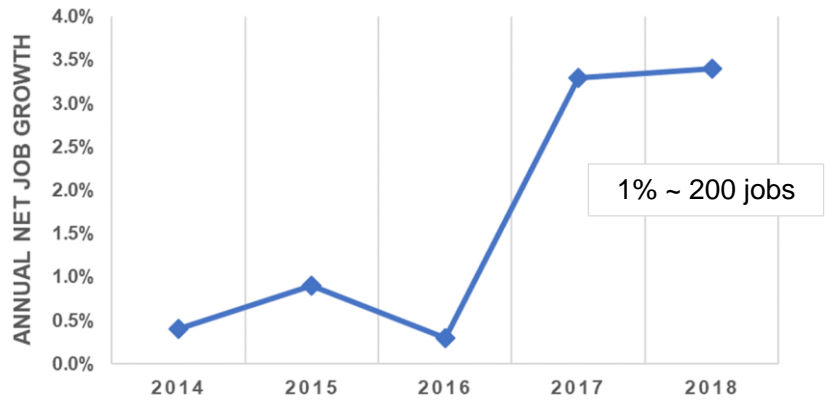
DOWNTOWN ECONOMY

CHANGING DOWNTOWN ECONOMY

- Jobs in core increasing since 2014
- Downtown economy shifting to more startup activity, jobs in information technology, scientific and technical services, creative services, and health care
- Since 2017: 100+ new businesses, 389,000 SF of positive office space absorption, 1,200 new jobs



Recent Net Job Growth in Downtown Dayton

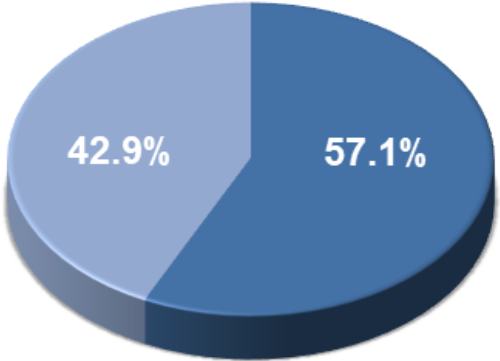


SOURCE: DDP ANNUAL SURVEY OF DOWNTOWN EMPLOYERS



COMMERCIAL SEARCH ACTIVITY

2018 SEARCH TRENDS



- Non-Traditional Office Space
- Traditional Office Space

Site Seeker Categories	Percentage
Restaurants & Retail	33.9%
Professional Services	25.8%
Creative Services / Tech	22.6%
Non-Profit	4.8%
Developer	8.1%
Other	4.8%





FIRST FLOOR BY THE NUMBERS



97,000+
square
feet

**Vacant first floor
space filled
since 2010**

26
Pop-up
Shops

**Filling over 21,000
SF of space and
creating 41 jobs**

21%
increase

**Increase in first
floor occupancy
across downtown**

70+
Start-ups
since 2010

**Start-up businesses
launched on the
first floor**



FIRST FLOOR BY THE NUMBERS

First Floor Occupancy Analysis

Area	Occupied SF (2010)	Occupied SF (2018)	Total SF	Occupancy (2018)
CBD	287,054	348,335 (+21.3%)	509,154	68.4%
Cannery Area	33,460	45,420 (+35.7%)	48,420	93.8%
Oregon District	137,430	161,572 (+17.6%)	177,938	90.8%
Total	457,944	555,327 (+21.3%)	735,512	75.5%



MARKET IMPACT

RESIDENTIAL

- New apartments averaging about \$1.45 per SF per month; older units up ~30% in rent since 2010
- Peak monthly rents of ~\$1.60 - 1.80 / SF
- 2017 / 2018 sales ~\$200 per SF (up from around \$100 per SF in 2011)



FIRST FLOOR

- Higher pedestrian traffic areas: \$12-16 per SF triple net (not including build-out)
- Lower pedestrian traffic areas: \$8-12 per SF triple net (not including build-out)
- Rents up ~\$3-4 / SF in last 2-3 years



OFFICE

- New or renovated buildings with higher-end finishes: \$15-18/SF triple net or more (not including full build-out)
- Larger office towers: \$9-18/SF (depends on building class and floor) gross or modified gross

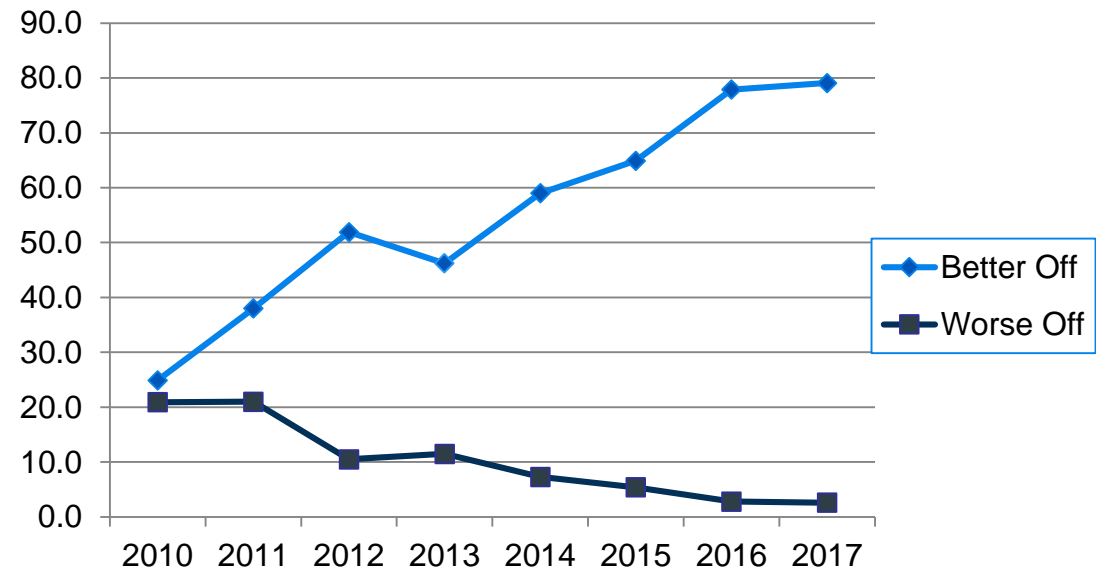
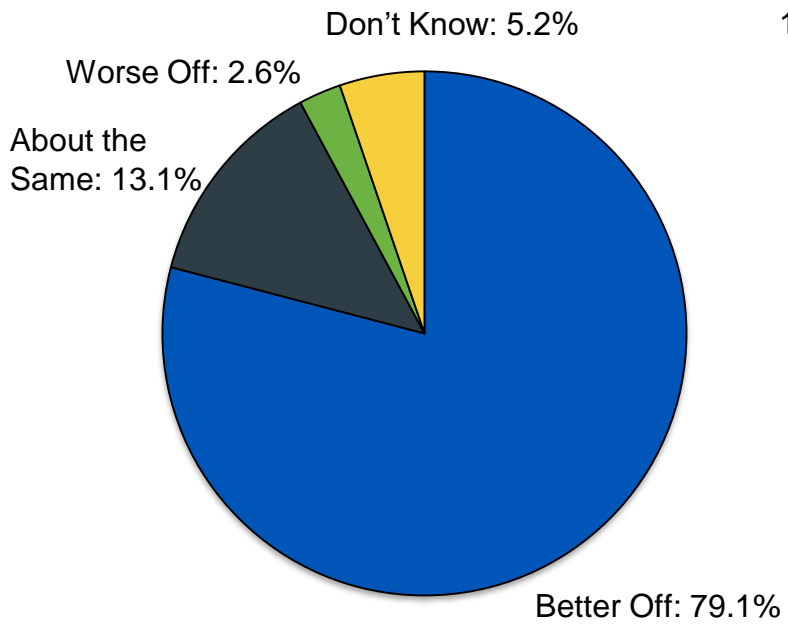




ANNUAL BUSINESS SURVEY RESULTS

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

- Annual DDP Business Survey
Opinions of more than 450 business leaders



	Better Off	About the Same	Worse Off	Don't Know
2017	79.1%	13.1%	2.6%	5.2%
2016	77.9%	16.2%	2.8%	3.2%
2015	64.9%	24.7%	5.4%	5.0%
2014	59.0%	30.9%	7.3%	2.8%
2013	46.2%	36.2%	11.5%	6.1%
2012	51.9%	32.1%	10.5%	5.5%
2011	38.0%	35.3%	21.0%	5.7%
2010	24.9%	47.4%	20.9%	6.8%