



DOWNTOWN DAYTON

KEY STATS & TRENDS





DOWNTOWN TRENDS

THE COMMUNITY IS INVESTING IN DOWNTOWN



**PUBLIC & PRIVATE
INVESTMENTS SINCE 2010**
\$1.5 BILLION COMPLETED
\$420 MILLION IN THE PIPELINE

\$1.920 BILLION TOTAL



INVESTMENT AREAS

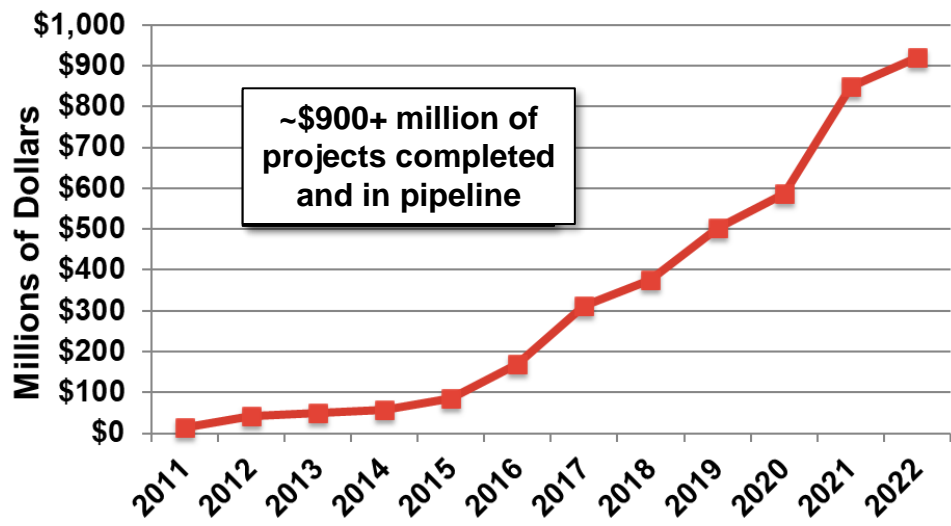
GEOGRAPHIC DISTRIBUTION ACROSS THE GREATER DOWNTOWN



DOWNTOWN CORE

ACCELERATING INVESTMENT

(Cumulative Investment: Downtown Core Since 2010)

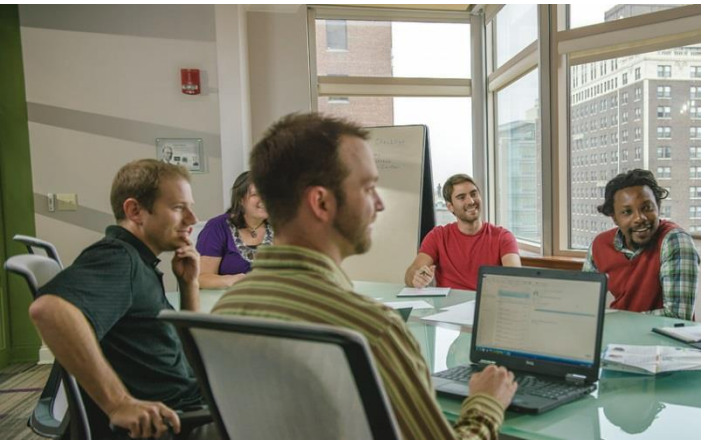


HEADING IN THE RIGHT DIRECTION



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

- 2019 DDP Business Survey
 Opinions of more than 450 business leaders



INVESTMENT AREAS

GEOGRAPHIC DISTRIBUTION ACROSS THE DOWNTOWN CORE





\$159M Completed
\$33M in Pipeline

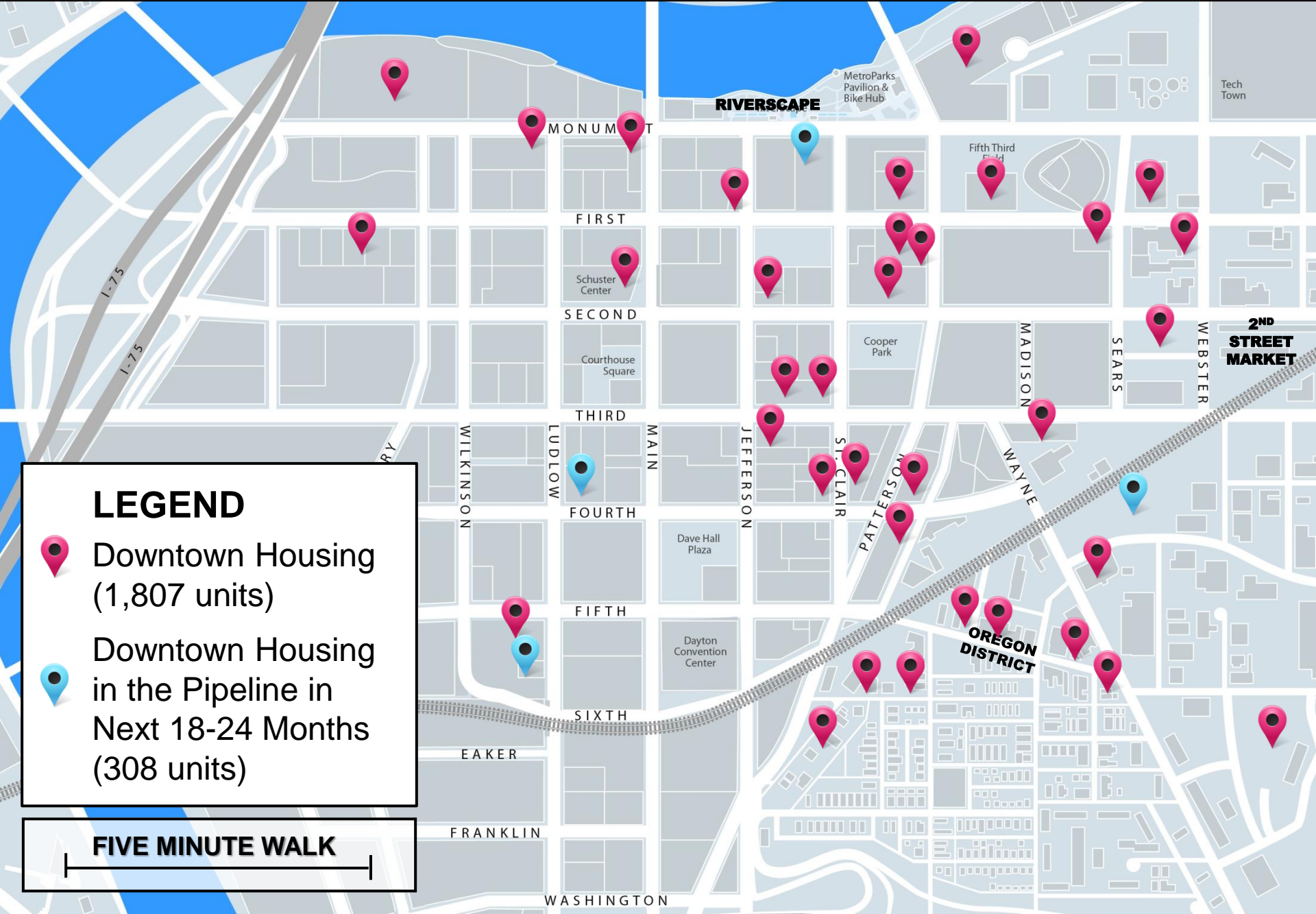
\$322M Completed
\$324M in Pipeline

DOWNTOWN HOUSING

LEGEND

-  Downtown Housing (1,807 units)
-  Downtown Housing in the Pipeline in Next 18-24 Months (308 units)

FIVE MINUTE WALK

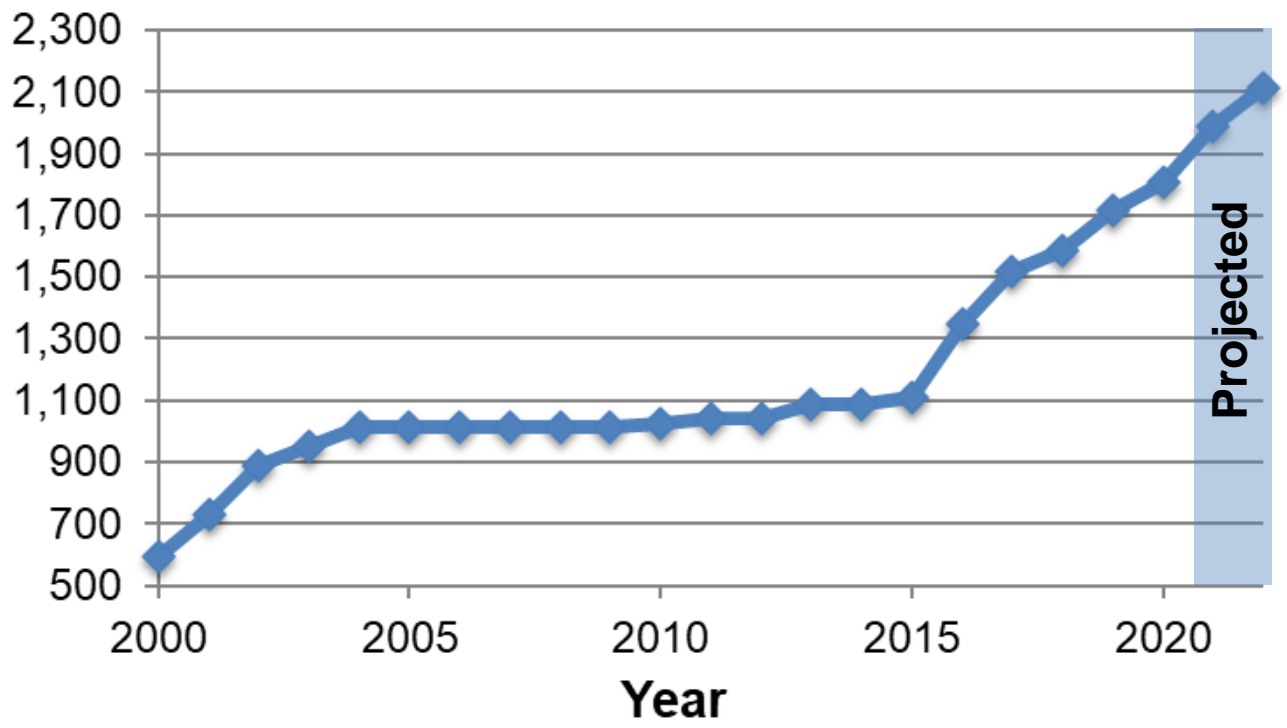




HOUSING UNITS

Year	Units
2000	595
2001	731
2002	890
2003	954
2004	1014
2005	1014
2006	1014
2007	1014
2008	1014
2009	1014
2010	1023
2011	1041
2012	1041
2013	1089
2014	1089
2015	1107
2016	1346
2017	1519
2018	1587
2019	1715
2020	1807
2021	1990
2022	2115

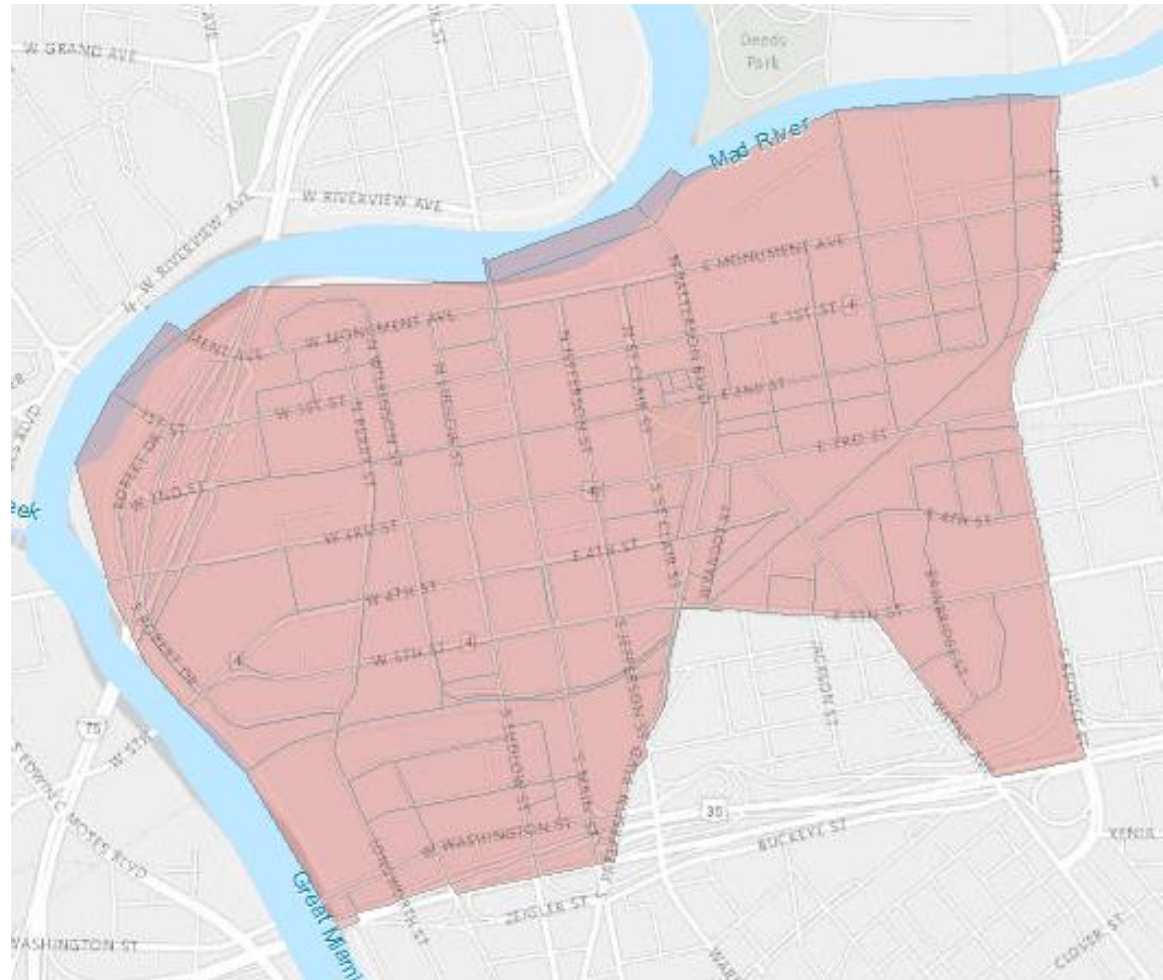
Total Market Rate Housing Units *Downtown Core*





POPULATION

Estimated Growth from 2010



Year	Population
2010 Census	2,349
2019 EOY <u>Estimate</u>	3,387



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 2017

150+ NEW START-UPS
LAUNCHED DOWNTOWN SINCE 2011





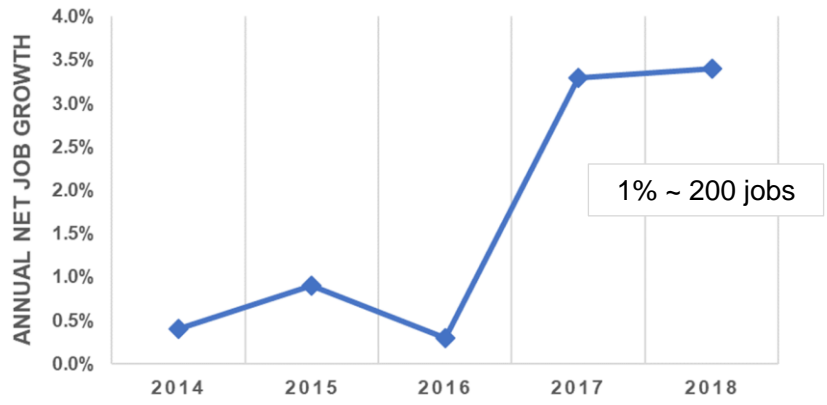
DOWNTOWN ECONOMY

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

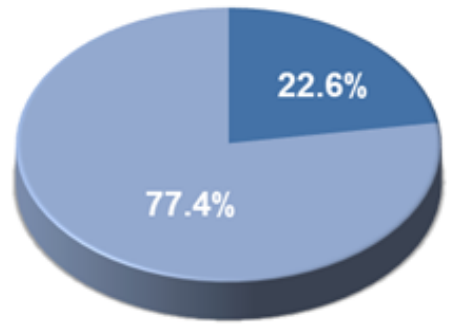


SOURCE: DDP ANNUAL SURVEY OF DOWNTOWN EMPLOYERS



COMMERCIAL SEARCH ACTIVITY

2019 SEARCH TRENDS



- Non-Traditional Office Space
- Traditional Office Space

Site Seeker Categories	Percentage
Restaurants & Retail	31.5%
Professional Services	27.8%
Creative Services / Tech	20.4%
Non-Profit	13%
Developer	5.6%
Other	1.9%





FIRST FLOOR BY THE NUMBERS



141,500
square
feet

**Vacant first floor
space filled
since 2010**

26
Pop-up
Shops

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

31%
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 (2019)	Total SF	Occupancy (2019)
CBD	287,054	382,415 (+33.1%)	515,326	74.1%
E. Third Area	33,460	52,420 (+56.7%)	55,420	94.6%
Oregon District	137,430	164,663 (+19.8%)	177,938	92.5%
Total	457,944	599,498 (+30.9%)	747,084	78.4%



MARKET IMPACT

RESIDENTIAL

- New apartments averaging about \$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 around \$100 per SF in 2011)



FIRST FLOOR

- Higher pedestrian areas: \$12-16 per SF triple net
- Lower pedestrian areas: \$10-12 per SF triple net
- Rents typically include warm vanilla box (and sometimes a TI allowance)
- Rents up ~\$3-4 / SF in last few years



OFFICE

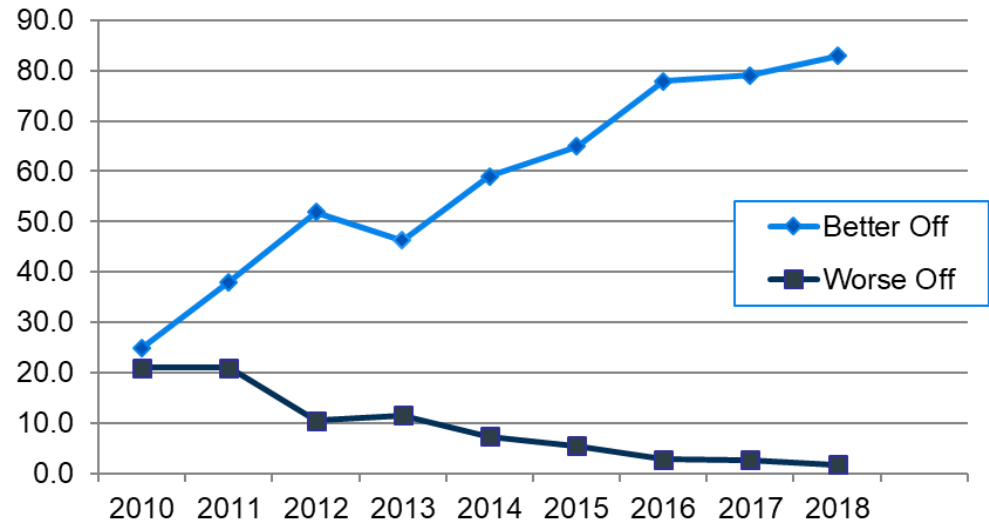
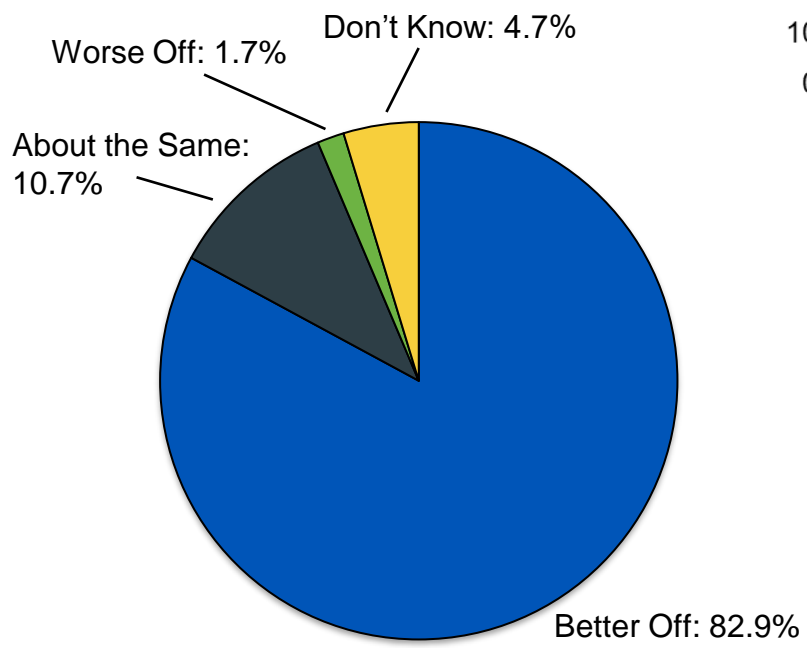
- New or renovated buildings with higher-end finishes: \$15-18/SF triple net or more (not including full build-out)
- Larger office towers: \$9-18/SF (depends on building class and floor) gross or modified gross





ANNUAL BUSINESS SURVEY RESULTS

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



	Better Off	About the Same	Worse Off	Don't Know
2018	82.9%	10.7%	1.7%	4.7%
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%