

GREATER DOWNTOWN PLAN

GDDP Staff / Working Team

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DOWNTOWN RECOVERY PLAN

Why Now?

- Rally the community around downtown's recovery & re-opening
- The pandemic has created near-term and long-term challenges AND opportunities for cities
- Urgency of setting a vision for downtown's recovery, but with a long-term strategy in mind

Recovery Plan Timeline

- 1-2 year horizon for recommendations
- Publish initial recommendations by Q2 of 2021, but could roll-out in phases



Photo Credit: Tom Gilliam

DOWNTOWN RECOVERY PLAN

Recovery Plan: Example Framework

NEAR-TERM (NEXT 6-12 MONTHS)

MID-TERM (NEXT 1-2 YEARS)

LONGER-TERM

COVID Relief Efforts

Economic Health of Downtown

Re-Opening of Downtown

Re-Activating Our Streets

Future of Office

Streetscapes, Storefronts, and Outdoor Spaces

Future of Development

POSSIBLE TOPICS

- Federal relief
- Open* / DDP promotions
- Downtown Dollars
- Pick-Up Zones
- Patio expansions

- Baseline impact from COVID
- Key sectors: first floor, office, residential
- Understand future of office

- Theatres / venues
- Return of employers
- Arcade opening
- Return of festivals and other events

- Creative placemaking
- Pop-up Shops
- Out on 5th / DORA
- 2021 DDP event strategy

- Capitalize on remote / flexible work trends
- Growing the entrepreneurial ecosystem
- Defense industry opportunities

- Federal funding opportunities
- Riverfront Plan implementation
- First floor financing gaps
- Retail Lab / entrepreneurship support

- Re-purposing office space
- Impact to use programs and financing
- Leveraging new financial tools (e.g. TMUD)

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Organizational Structure

- 15-member Steering Committee (SC) representing key stakeholders and constituencies
- SC members convene several subcommittees with the help of GDDP staff; while other subcommittees completely staff led
- Proposed subcommittees:

Subcommittees	Leadership	Subcommittee Focus Areas
Arts / Venues / Events	SC Led	arts / venue recovery issues, also how to bring people back downtown this summer / fall
Office	SC Led	future of office, defense opportunities, startup opportunities
Downtown Development	SC Led	future of development, financing challenges, new financial tools
Outdoors / Recreation	SC Led	how to leverage additional demand for outdoor spaces, near-term Riverfront Plan development
First Floor / Small Biz Relief	SC Led	first floor business recovery issues, relief programs, bringing people back downtown this summer / fall
Public Realm & Transportation	Staff Led	long-term approach for pop-up patios / public realm changes, federal infrastructure funding opportunities
Residents	SC Led	how to activate / engage residents in downtown recovery
Marketing	Staff Led	promoting the re-opening of downtown Dayton through a cohesive marketing strategy

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Recommended Process / Timeline

- Begin Steering Committee outreach (week of Feb 15)
- First Steering Committee meeting (early March)
 - Share framework and overview / goals
 - Economic impact of the pandemic (any data / reports we have available at the time)
 - Suggested subcommittees and timeframe for subcommittee work
 - Schedule for future Steering Committee meetings
- Subcommittees meet (March / April)
- Subcommittees report draft recommendations (mid-April)
- Publish initial Recovery Plan recommendations (beginning of May)