

YEAR END • 2021

DOWNTOWN DAYTON
**SPECIAL
IMPROVEMENT
DISTRICT**

YOUR DOWNTOWN UPDATE

A YEAR OF RELIEF & RECOVERY

CONTINUING DOWNTOWN'S MOMENTUM WHILE STAYING SAFE & FLEXIBLE

The ongoing challenges of the COVID-19 pandemic made 2021 another difficult year for all of us in many ways, but we were once again amazed by the strength and flexibility of this community as we adapted and got through it together. There were encouraging signs of some normalcy and familiarity throughout the year, from **employees returning** to the office and city streets to the return of **in-person events and festivals** and a continued interest in downtown commercial space. **We welcomed**



a number of new businesses downtown that would've been impressive in a "normal" year, let alone in a pandemic, and downtown saw its investment and **major project momentum** continue despite COVID's impacts.

Much of our efforts continued to be focused on the **relief efforts for our small businesses** that we started in 2020, including helping them find funding sources and complimentary professional services, helping them expand their footprints to encourage social distancing and increase their to-go sales, promoting



the **Downtown Dollars** program and offering Bonus Buy sales to encourage spending at downtown small businesses, and other ways of providing much-needed relief. **But this past year also was focused on recovery efforts**—how to help businesses navigate the changes, return to their offices, emerge from the pandemic, and capitalize on the public's desire to get out and about again. Perhaps 2021's most encouraging sign was how so many in our community

came together to help develop the **Rediscover Downtown Dayton Action Plan** to ensure downtown had a blueprint and plan for COVID-19 recovery.

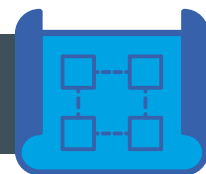


Despite all the numerous challenges brought on by the pandemic, much work and positive momentum has continued downtown. This report highlights some of downtown Dayton's accomplishments, project updates, and progress during the fourth quarter and all of 2021.

For additional information or answers to your questions, please contact Sandy Gudorf at 937-224-1518, ext. 224, or at gudorf@downtowndayton.org.



A BLUEPRINT FOR RECOVERY



NEW BUSINESSES & NEW LOCATIONS



Released in the summer of 2021, the **Rediscover Downtown Dayton Action Plan** is the result of nearly 100 community leaders, business owners, residents, and stakeholders committed to downtown's continued growth and recovery who gathered to address some of the top challenges and opportunities the COVID-19 pandemic presented for downtown Dayton. The plan was created at this pivotal moment to provide a blueprint for downtown's recovery after the pandemic, but also to capitalize on the opportunities for funding and development, and to leverage the public's energy to rediscover downtown coming out of the shutdown. **The plan includes summaries and recommendations from subcommittees focused on eight different priority sectors:**

-  **Arts, Entertainment, Culture & Venues**
-  **Outdoor & Recreation**
-  **Residents**
-  **Future Of Office**
-  **Downtown Development**
-  **Marketing**
-  **First Floor & Small Business Relief**
-  **Public Realm & Transportation**

Much work on the recovery began this past year, as implementation teams worked to move the recommendations forward. This work will continue as we move into 2022 and confront both continued and new challenges of the pandemic and its impact.

Read the full Action Plan at DowntownDayton.org/Rediscover

NAVIGATING THE RETURN TO OFFICE



In the third quarter of 2021, the Downtown Dayton Partnership published the **Return to Office Toolkit**, featuring a comprehensive resource guide for employers as they welcome back employees to their downtown office locations. The toolkit includes ideas for rebuilding culture with coworkers, opportunities to connect employees with downtown progress and new attractions, Downtown Dollars promotions, resources for working outdoors, and national hybrid work best practices employers can deploy to manage changes to their workplace.

Find the toolkit at DowntownDayton.org/welcome-back

Despite the nationwide slowdowns in commercial activity and other economic impacts of the COVID-19 pandemic, downtown Dayton continued to see its business community grow. **44 total new businesses, including 29 new first floor businesses, opened or prepared to open downtown in 2021**—a number that would be impressive in a non-COVID year, and all the more so in the middle of a pandemic.

44
TOTAL NEW
BUSINESSES

29
NEW ON
FIRST FLOOR



During the fourth quarter of 2021, several new businesses opened or prepared to open downtown, while others opened expanded locations:

- **eclat Facial Studio**
facial aesthetic salon (204 Wayne)
- **Tenet3**
computer science & engineering (Stratacache Tower)
- **Bistecca**
Italian steakhouse (plans to open in new Hotel Ardent)
- **Starbucks**
coffee shop (plans to open in lobby of Schuster Center)
- **ZaLaDaS**
event planning (RSM building at 10 S. Patterson)
- **EmBARK**
dog boutique (St. Clair Lofts)
- **Vy Banks Photography**
photo business (Ludlow Place)
- **WolfTech Cybersecurity**
technology business (120 W. Second)

Notable new first floor tenant openings and announcements downtown in 2021:

- **Flyboys Deli**
- **Jollity**
- **1Eleven Flavor House**
- **Zen Lounge & Sushi Bar**
- **Two Social**
- **Startup Grounds**
- **Bozack's Lounge**
- **Beaunique Boutique**
- **Saturday Studio**
- **The Entrepreneurs Connection**
- **BBA Café**
- **Varsity House & Choice Juice Boxx**

Existing businesses, among others, recommitting to downtown with new or expanded spaces, or major investments in space improvements in 2021:

- **The Contemporary Dayton**
- **Third Perk Coffeehouse & Wine Bar**
- **Grist Provisions**
- **The Neon**
- **Anderson Financial Strategies**
- **The Dayton Woman's Club**
- **GDAHA and Ascend Innovations**
- **Taft**
- **Weston Solutions**
- **Dayton Magazine**

SITE SEEKER ACTIVITY

The Site Seeker program is a free, confidential service that helps prospective tenants identify suitable downtown space and connects them with leasing agents and property managers and owners. 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, or visit DowntownDayton.org.

Q4 SITE SEARCHES 4 YTD: 55
25% women-owned
50% minority-owned

Q4 SITE TOURS 15 YTD: 109
67% women/minority-owned



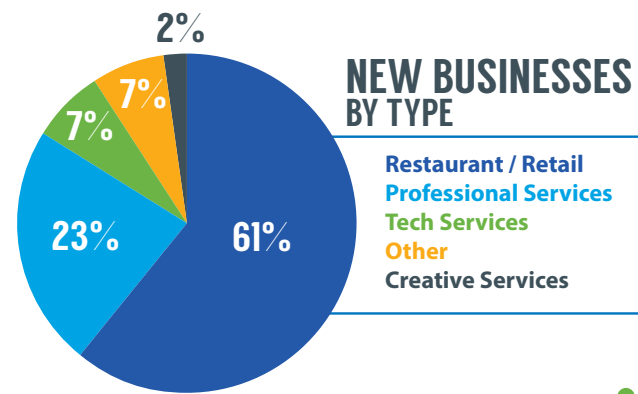
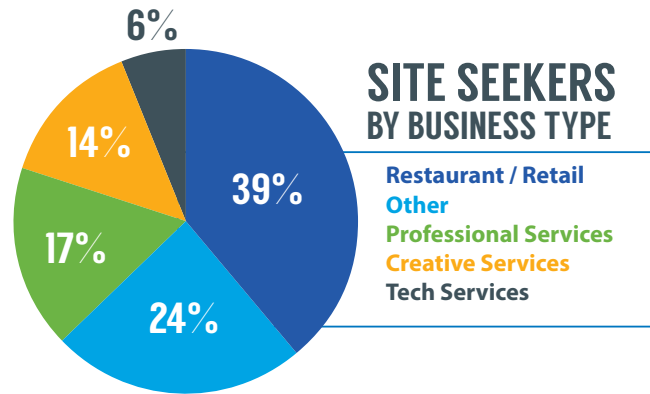
RETENTION & EXPANSION UPDATE

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 2021 is to visit 125 businesses. Activity during the fourth quarter and all of 2021 is shown here:

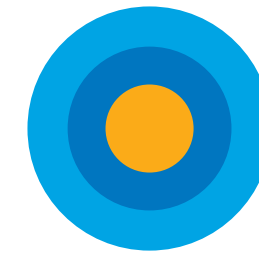
Q4 R&E VISITS 35 YTD: 135
29% women-owned, 11% minority-owned

DOWNTOWN PROGRESS CONTINUES: PROJECTS & INVESTMENT HIGHLIGHTS

Despite the pandemic's impact on the economy, supply chain issues, and other COVID-related slowdowns, significant progress still continued downtown in 2021. Several highly-anticipated and exciting development projects continued working toward completion, with public and private sector investments in downtown since 2010 now topping \$2.2 billion. Here's a taste of some of the work that continued moving forward in 2022:



PUBLIC & PRIVATE INVESTMENTS SINCE 2010
\$1.65 BILLION COMPLETED
\$600 MILLION IN THE PIPELINE
\$2.25 BILLION TOTAL



\$250M+
IN PROJECTS UNDER CONSTRUCTION OR IN THE PIPELINE IN THE CORE OF DOWNTOWN

RETAIL LAB & STARTUP UPDATES



The **Downtown Dayton Retail Lab** is an intensive 12-week experience for business owners aiming to launch or grow their first-floor business in downtown Dayton. During the fourth quarter, the Retail Lab celebrated its first Pitch Night competition, featuring candidates from the first two cohorts. The overall winner, receiving \$1,000 in prize money, was The Cookieologist. In second place, taking \$500, was Simply Savory by Rachel. Both are minority-owned businesses, and Simply Savory is also woman-owned.

The Fall 2021 cohort wrapped up their workshops and started developing their capstone projects with their individual service providers. This cohort includes eight businesses, all of which are minority-owned, and seven of which are also woman-owned businesses. Their pitch competition is slated for March, after the Spring 2022 cohort begins.

By the end of 2021, the Retail Lab welcomed 29 businesses into its first three cohorts. 28 of those businesses are minority-owned, and/or woman-owned. Applications for the Spring 2022 cohort are scheduled to open in February.

Other support of the **startup and innovation** ecosystem this year included:

- Partnering with Launch Dayton on **Dayton Startup Week**
- Working with the Dayton Young Black Professionals and the Greater West Dayton Incubator to promote **Gem City Black Business Month** and host a **Downtown Black Business Hop**, featuring 18 Black-owned businesses
- Organizing a **shared workspace meetup** and continuing outreach and coordination with downtown's coworking spaces
- Hosting the first-ever **Downtown Coworking Day** with Five Rivers MetroParks
- Co-hosting a **"Launch into the Holidays"** online shopping promotional program
- Supporting the **"Jingle & Comingle"** holiday networking event at The Hub
- Supporting The Arcade's **Holly Days** event
- **Referring 86 businesses** to Launch Dayton resource providers (16 in Q4)



The Dayton Arcade

The **Dayton Arcade** project's development team revealed the next phase of plans to finish the South Arcade and redevelop the North Arcade and the Centre City Building (total of \$124M of planned investment). This includes an expansion of The Hub, a kitchen incubator, an 80-room hotel, and more than 200 new apartments. 2021 saw the Arts Lofts apartments near full capacity, the opening of The Hub, new events in the rotunda at The Tank, the opening of The Contemporary Dayton's new gallery, and a public grand opening for the renovated Arcade. As of the fourth quarter, The Hub was at capacity for private office space, with 112 total companies representing more than 570 business members.



At the **Fire Blocks** development, construction got underway on the Home Telephone – Journal Herald Building project, which recently was awarded \$1.2 million in Ohio Historic Preservation Tax Credits. Fire Blocks residential units filled up, and new commercial tenants included Ascend Innovations and GDAHA, Two Social, and Jollity.

Flip for more!

DOWNTOWN PROGRESS CONTINUES



The Dayton Convention Center rendering



Hotel Ardent rendering



Link Bike hub

The **Dayton Convention Center** project secured \$35 million in financing toward numerous internal and external improvements. Plans for the first phase of work include a total renovation of first-floor restrooms, continued work on the heating and air conditioning system, and some immediate exterior renovations and work. ASM Global was hired to provide management services for the facility.

Construction continued on a project to turn the Barclay Building into a new, 118-room boutique hotel called **Hotel Ardent**. The development received a \$2.45M boost in Historic Tax Credits.

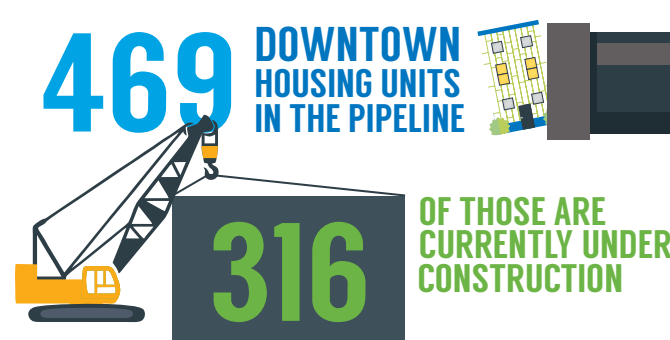
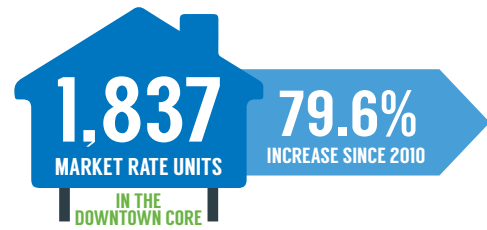
The historical **Biltmore Towers** continued a \$30M renovation of the exterior and interior of the building.

Developer **Weyland Ventures** continued to attract new businesses to its Oregon East development and advanced plans for "The 503" residential development at Wayne Ave. & Fourth St.

Downtown infrastructure saw several upgrades, through such projects as improved pedestrian crosswalks, a new mobile app for metered parking, and the replacement of the Deeds Point Pedestrian Bridge, while Link: Dayton Bike Share expanded its network with the launch of 10 new bike hubs.

Office tower owners continued to make major investments and improvements, including lobby upgrades, remodeled office spaces, and new amenities. The DDP video series "Elevate" released new videos highlighting downtown's office towers.

Downtown housing continued to grow, with construction well underway on Crawford Hoying and Woodard Development's projects The Sutton, a new five-story apartment building at 307 E. First St., and The Monument apartments across from RiverScape MetroPark. Elsewhere, Lindy Communities continued to make substantial upgrades at St. Clair Lofts, The Flats



A RETURN TO DOWNTOWN EVENTS



Art in the City



Downtown Adventure



Dayton Holiday Festival parade



Elf Hunt / Whimsical Windows



Levitt Pavilion

Life certainly hadn't fully returned to normal in 2021, but we all got a much-needed taste of normalcy this past year as many of downtown's signature events and festivals returned to welcome guests in person.

The **AES Ohio Summer in the City** lineup featured a new format for the **Downtown Adventure**, with participants finding clues and completing challenges throughout downtown for prizes, while getting introduced to some new downtown businesses and amenities. **Art in the City** moved to a Saturday date this year, and featured more than 300 local artists all over downtown, hands-on activities, live performances and demos, and artisan market, a juried art show, and much more. Free lunchtime entertainment on **Courthouse Square** also continued through September with The Square Is Where programming, and the monthly **First Friday** art hops also returned in person in 2021.

Also returning was the 49th annual **Dayton Holiday Festival**. This year's kickoff to the holiday's kept the WHIO-TV special from 2020's COVID pivot, but brought the public

back downtown for the popular tree lighting, parade, and other holiday activities. Family fun days continued through December with most of the traditional favorites, plus a newly expanded Downtown Jingle Lights and a new Elf Hunt throughout downtown.

Other highlights included **Levitt Pavilion's** free weekly concerts; **Dayton Dragons** baseball; The City of Dayton's **Lights in Flight Festival** & fireworks and **Blues, Funk, & Reggae festivals**; **RiverScape MetroPark's** Music@Lunch, R&B Hot Summer Nights, Big Band Nights, Pickin' in the Park and more; Indoor market reopening at the **2nd Street Market**; **Out on 5th** in the Oregon District; **Cultural festivals**, including the Dayton Art Institute's Oktoberfest, the Hispanic Heritage Festival and other favorites; and the return of long-awaited **performing arts** shows.

Find a calendar of events at DowntownDayton.org



Winter is always arts season downtown,

and with arts performance returning in person, you don't want to miss the action! Visit DowntownDayton.org for a calendar of events taking place in your city.



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THE DOWNTOWN ENVIRONMENT



AMBASSASORS KEEP DOWNTOWN CLEAN & SAFE

The DDP oversees the Downtown Dayton Ambassador Program. Our downtown Ambassadors have continued their work keeping the city clean and safe while following all the necessary pandemic protocols. Here is a summary of the Ambassadors' work in the fourth quarter and all of 2021.



	Q4	YTD
CUSTOMER SERVICE ASSISTANCE	84	525
PANHANDLING INCIDENTS ADDRESSED	4	64
TRASH COLLECTED (LBS)	64,801	134,732
GRAFFITI REMOVED	43	544

DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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