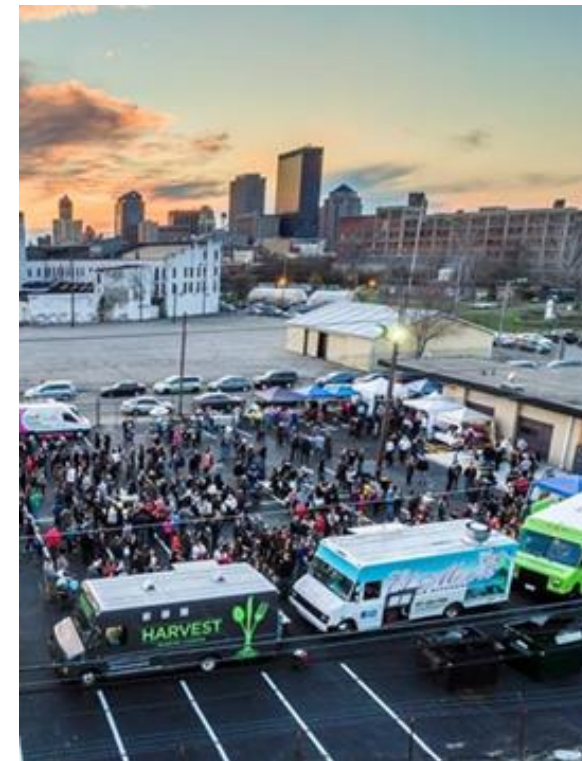
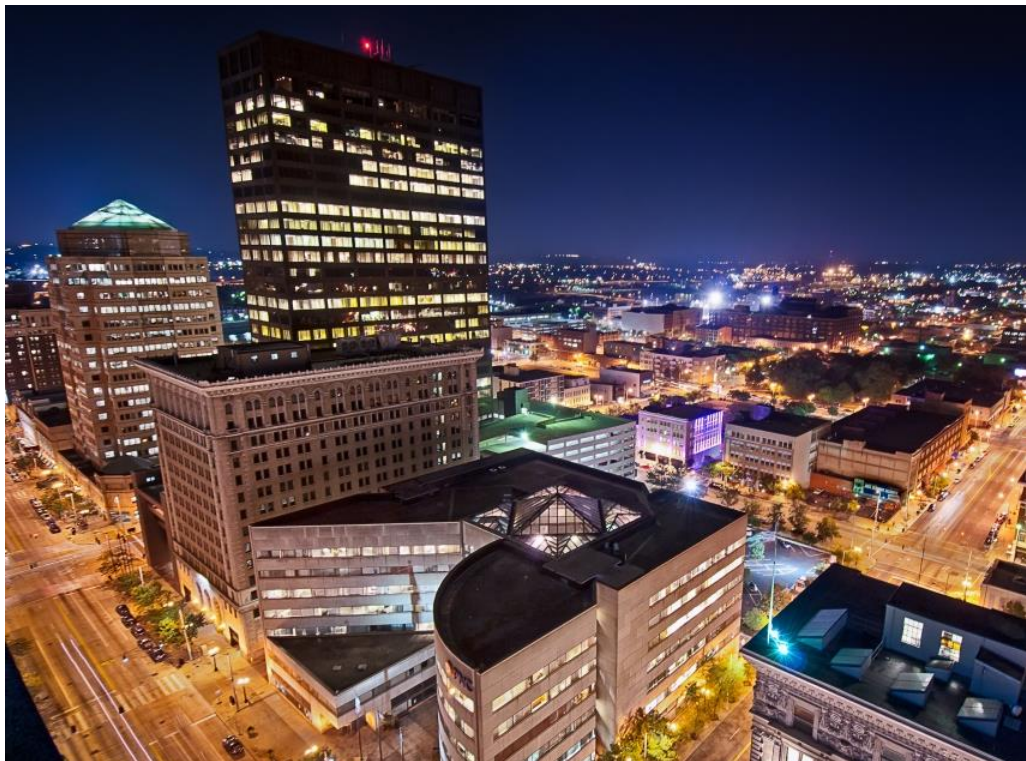


DOWNTOWN DAYTON

KEY STATISTICS & MARKET TRENDS



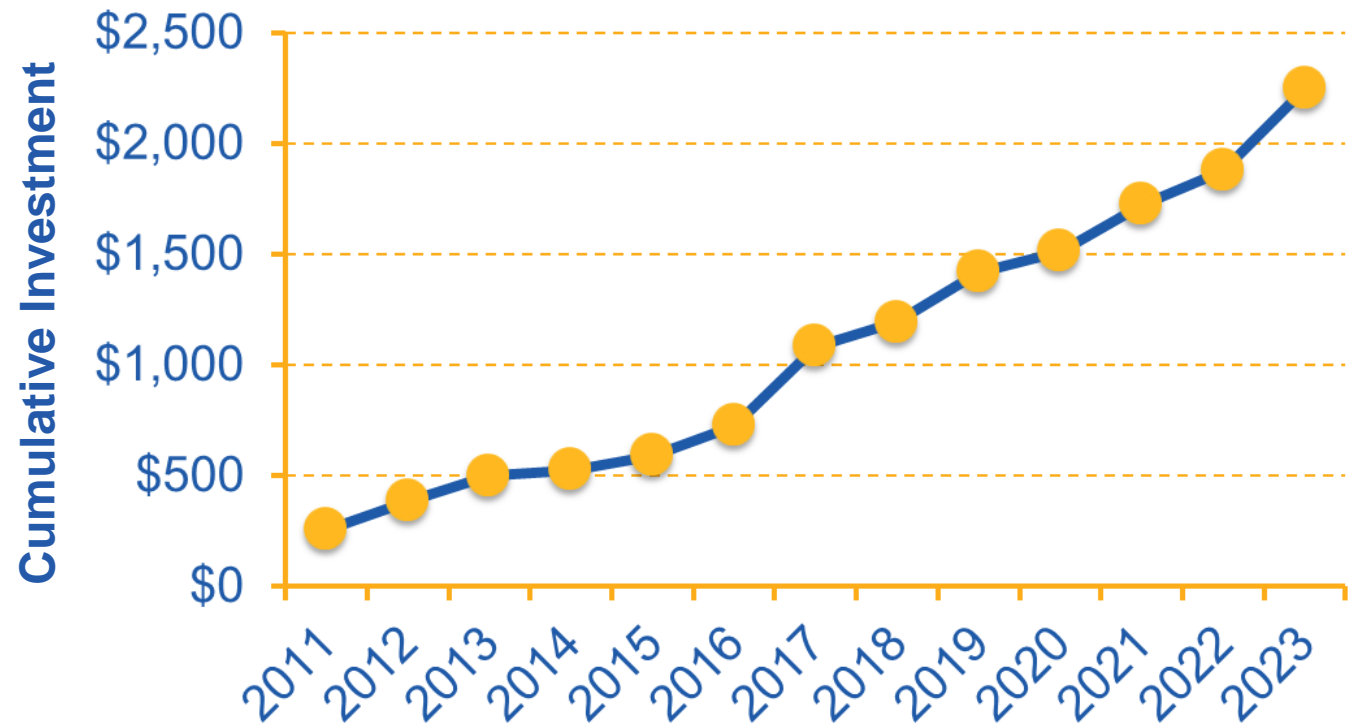
DOWNTOWN INVESTMENT



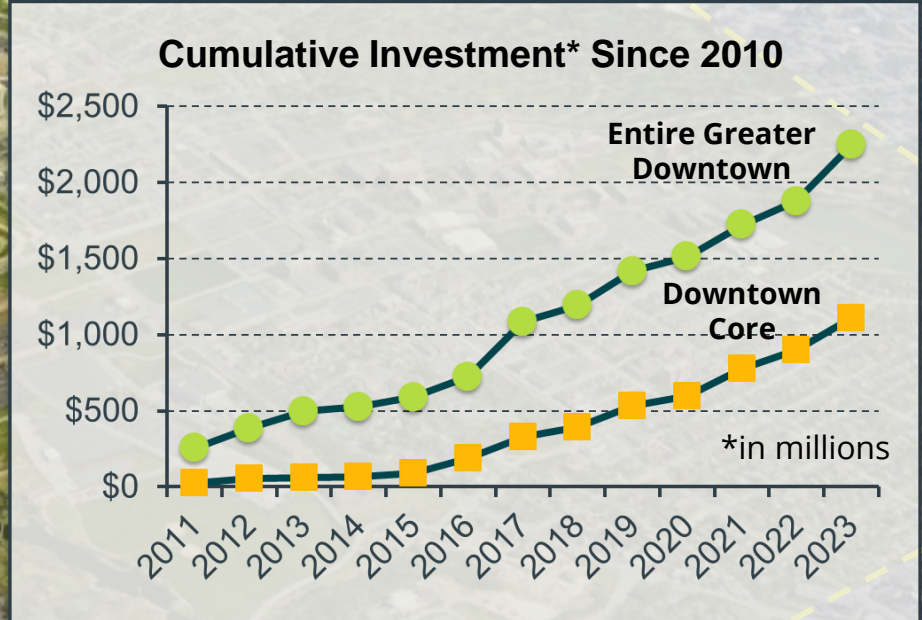
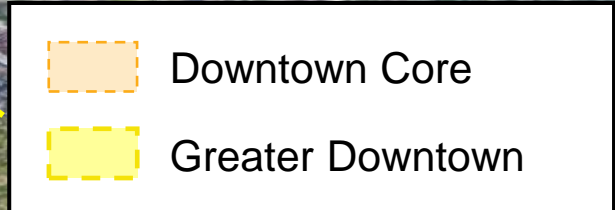
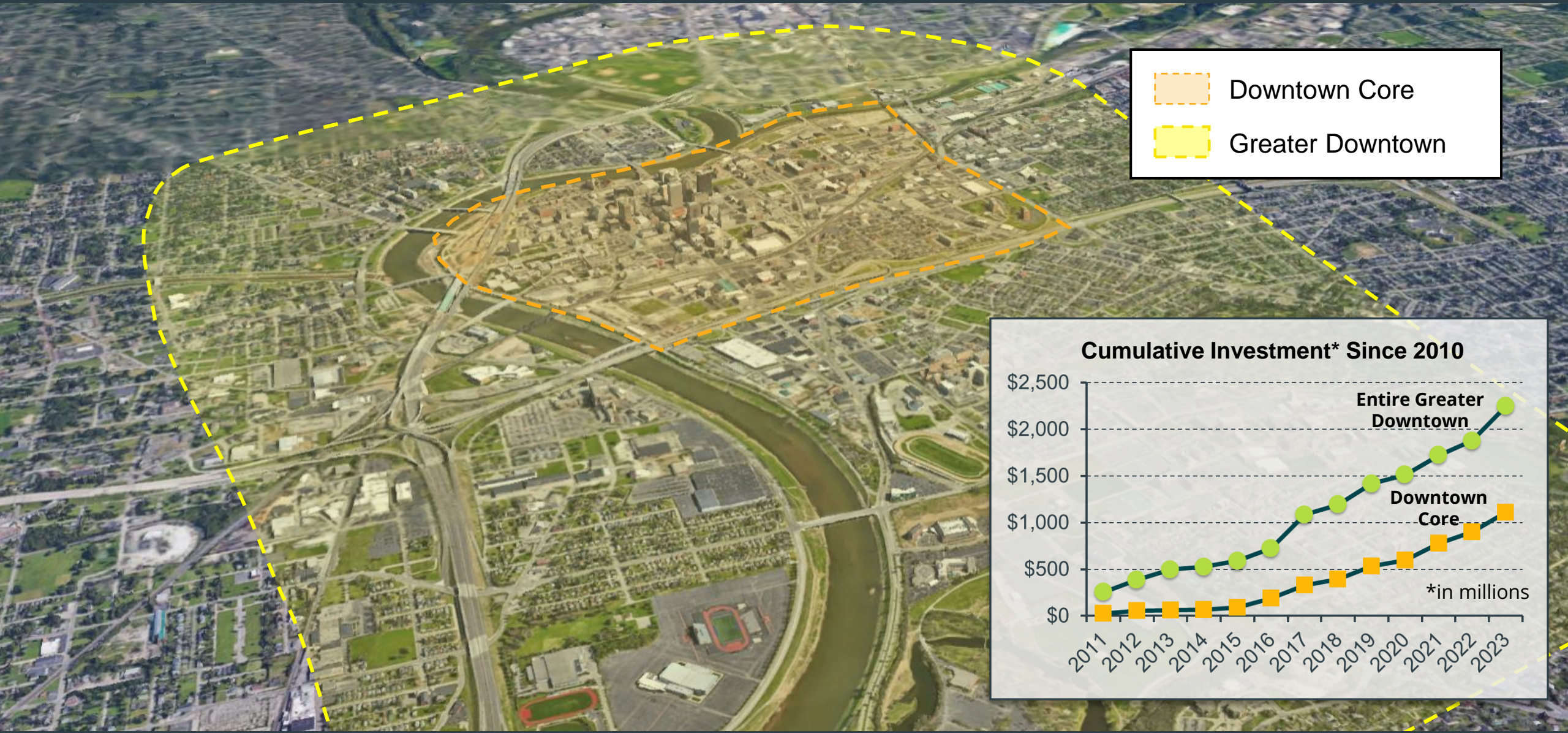
PUBLIC & PRIVATE INVESTMENTS SINCE 2010
\$1.65 BILLION COMPLETED
\$600 MILLION IN THE PIPELINE



GREATER DOWNTOWN INVESTMENT
(In millions of dollars since 2010)



INVESTMENT IN DOWNTOWN DAYTON



Since 2015: 75% of total investment in the Greater Downtown located in Downtown Core

DOWNTOWN DEVELOPMENT



 Projects in Pre-Development

 Projects Under Construction

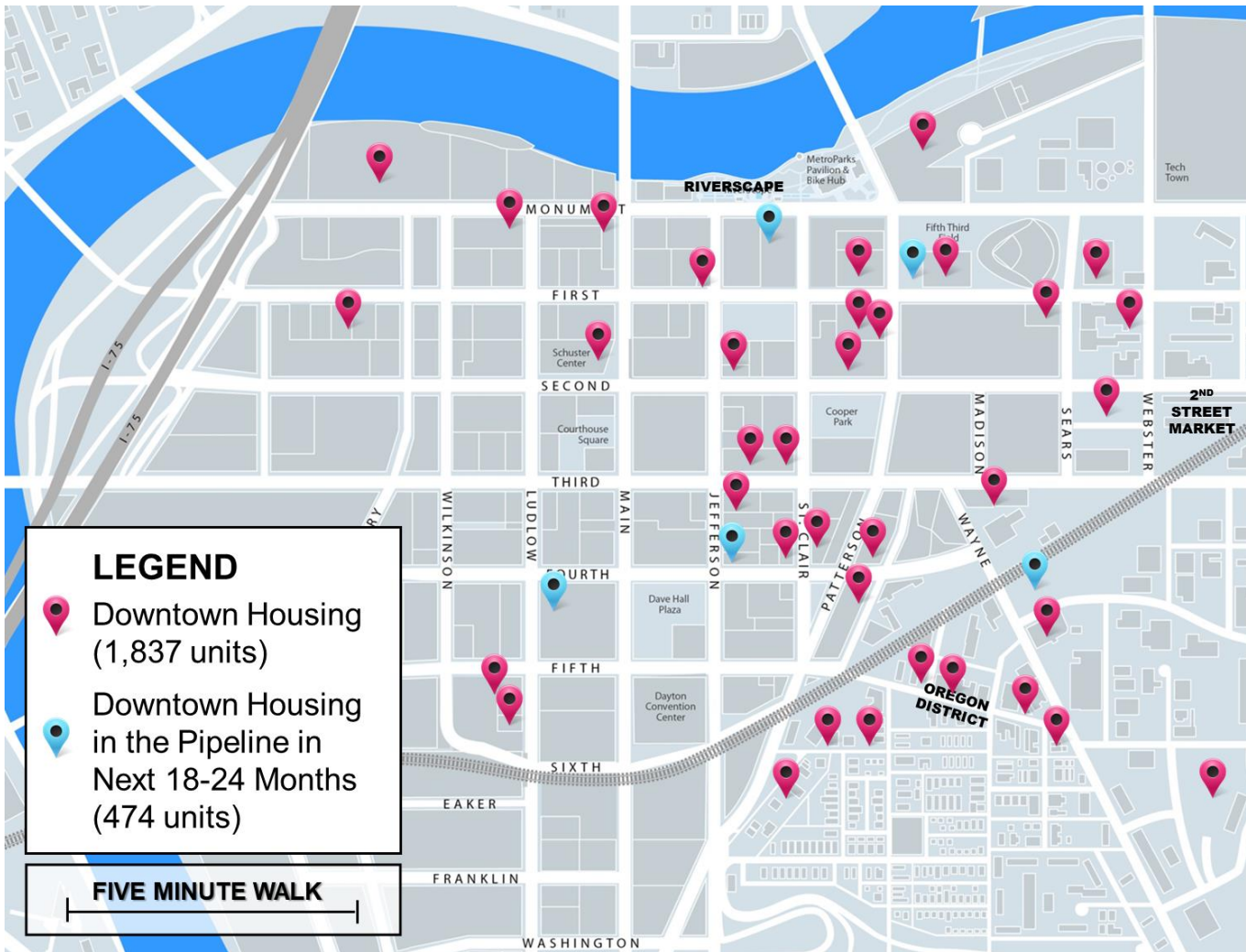
 Funded Infrastructure Projects

More than \$275 million in projects within two blocks of Main Street



DOWNTOWN DAYTON
SPECIAL IMPROVEMENT DISTRICT

DOWNTOWN HOUSING GROWTH



Riverfront Grande



Flats on Jefferson

DOWNTOWN HOUSING GROWTH

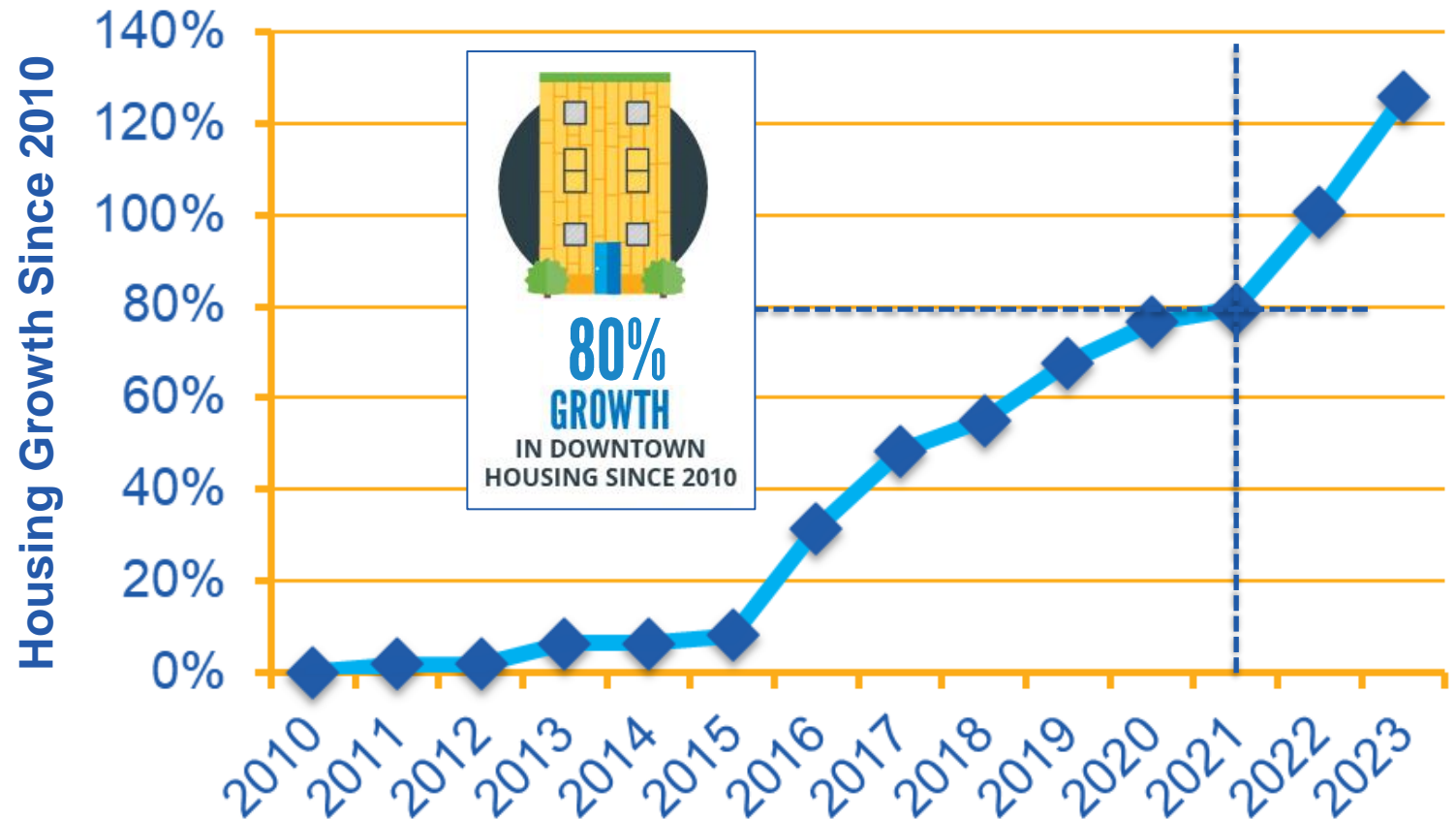


The Monument (125 units)



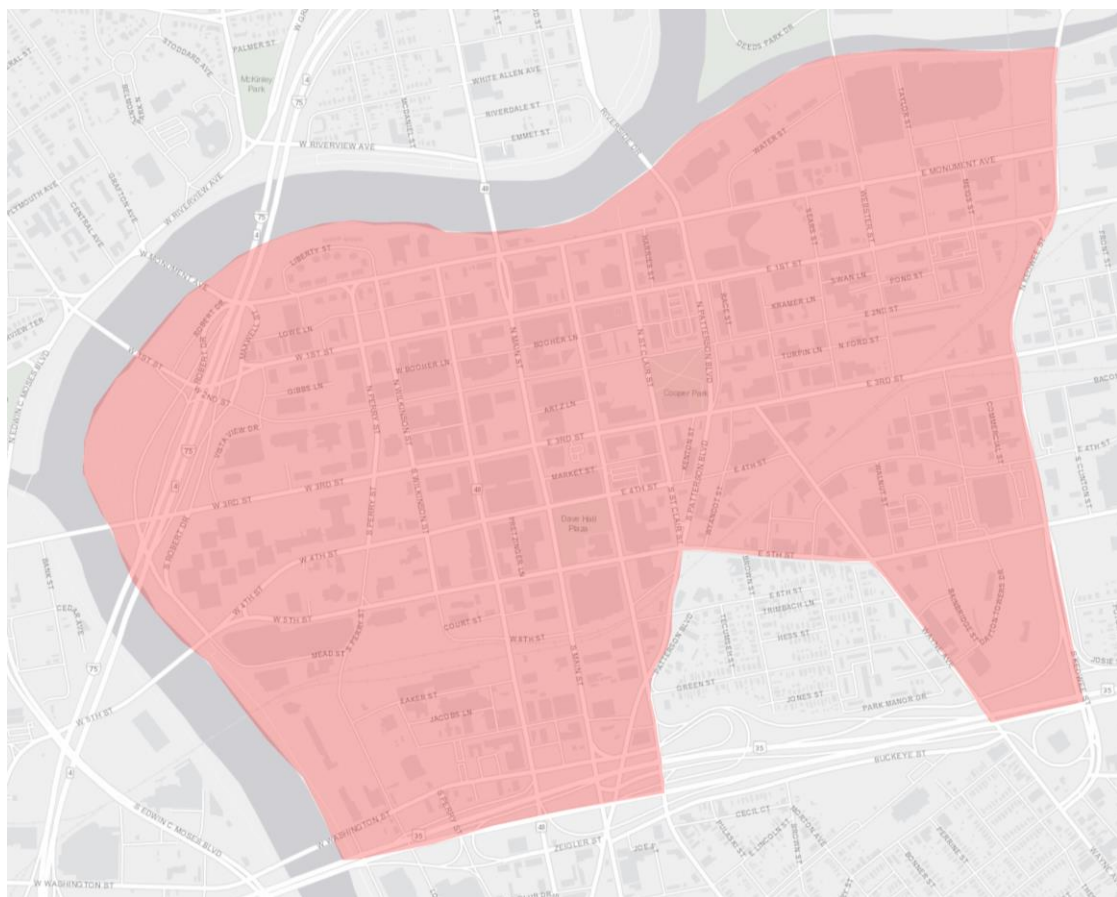
The 503 (158 units)

Market Rate Housing Growth



POPULATION GROWTH

Downtown Core Geography



Year	Population*
2010 Census	2,333
2020 Census	2,930

*NOTE: Population counts capture multi-family apartments, attached townhomes, and condos in the downtown core. When including the inner ring historic neighborhoods adjacent to downtown, total population is more than 25,000 within 1-2 miles of the downtown core.

HOUSING MARKET DEPTH

- 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

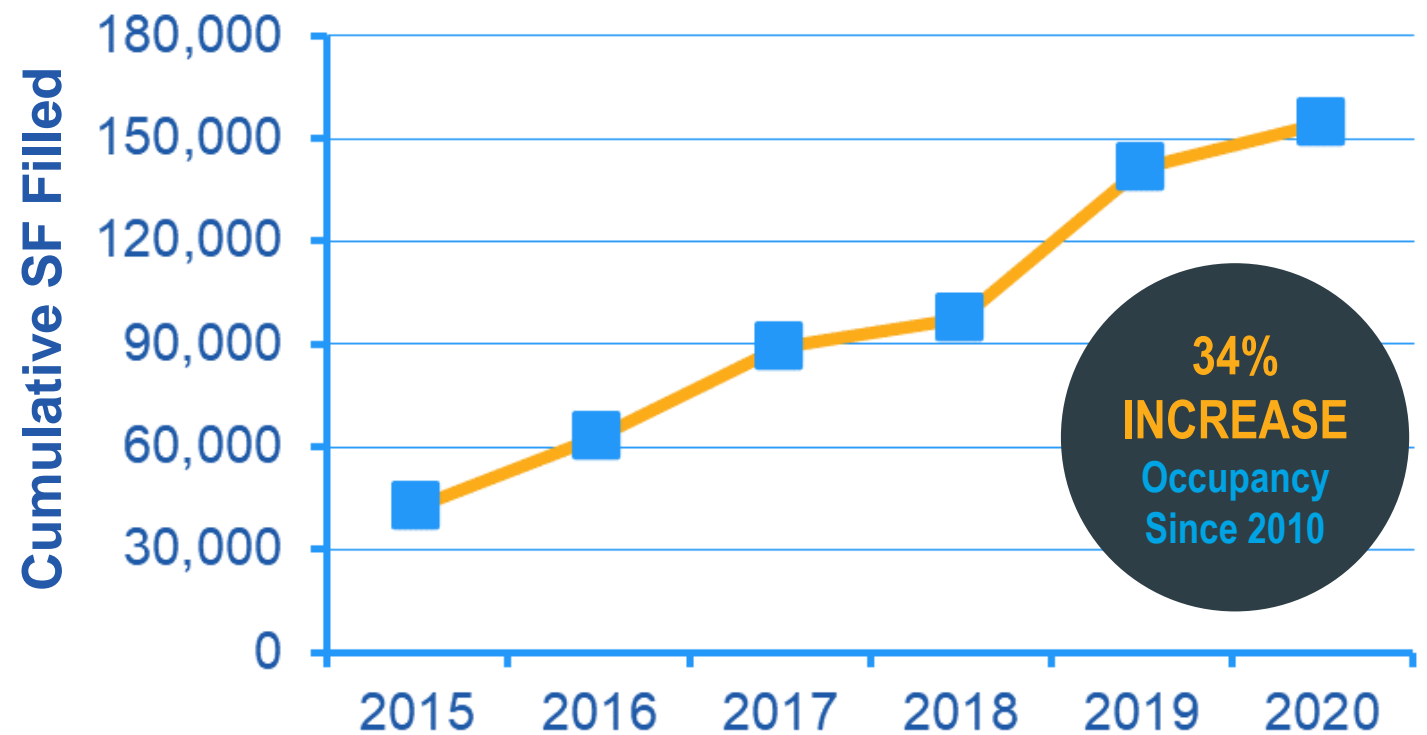
CITY COMPARISONS & MARKET DEPTH

MARCH 2017

FIRST FLOOR OCCUPANCY

FIRST FLOOR TRENDS

AREA	OCCUPANCY GAIN (SF)
CBD	121,700 (+42%)
E. Third St.	12,000 (+36%)
Oregon District	21,1000 (+15%)



154,000+ SF of first floor space filled since 2010; 34% gain in occupancy

NEW BUSINESSES IN 2021



 **First Floor
Businesses
Opened in 2021**

 **First Floor
Business Coming
Soon**



**29 NEW FIRST FLOOR
BUSINESSES IN 2021**



NEW BUSINESSES IN 2021



Jollity



BBA Cafe



1Eleven Flavor House



Grist



The Entrepreneurs Connection

NEW BUSINESSES IN 2021



Startup Grounds



Agnes All Natural Grill



Flyboy's Deli



e'clat Facial Studio



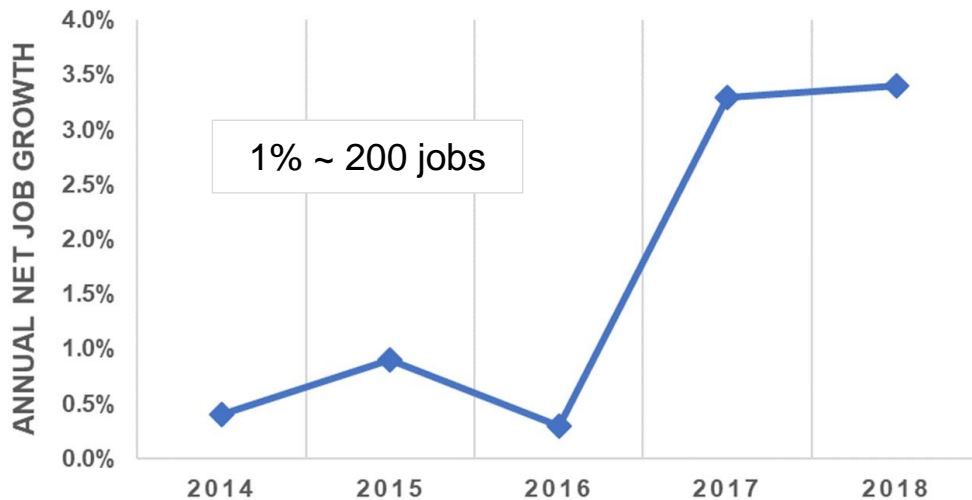
BeaUnique Boutique

EMPLOYER GROWTH

- Jobs in downtown's core increasing since 2014
- Downtown economy shifting to more startup activity, jobs in IT / software, scientific and technical services, creative services, and health care
- 2017 to 2019: 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

OFFICE TOWER MOMENTUM

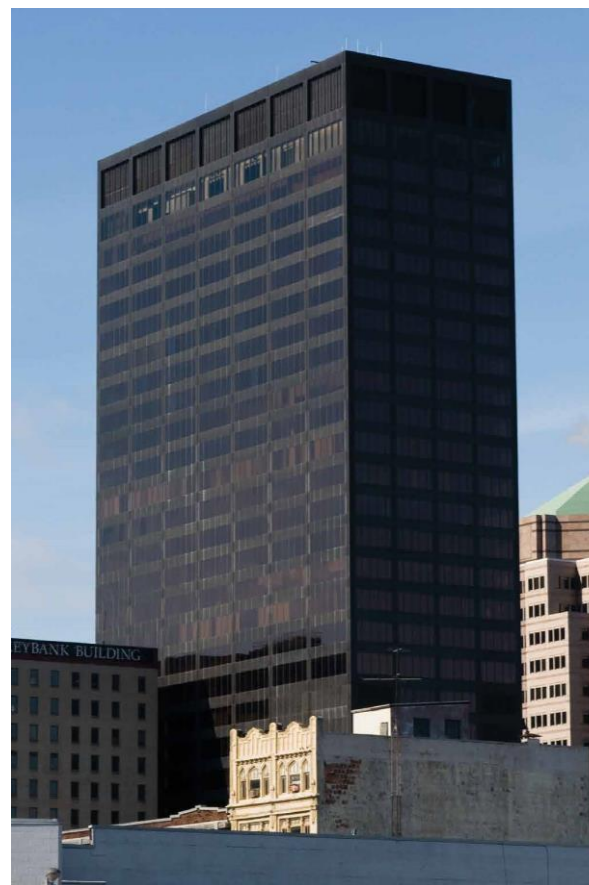
RECENT OFFICE TOWER INVESTMENTS



TALBOTT TOWER



130 BUILDING



STRATACACHE TOWER



LIBERTY TOWER

MAJOR DEVELOPMENTS



Photo Credit: Tom Gilliam

Dayton Arcade



Oregon East



Reed-Steffan Building



Fire Blocks District



DELCO Phase 2



Barclay Hotel Conversion

DOWNTOWN MARKET IMPACT

RESIDENTIAL

- New apts averaging \$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 \$100 per SF in 2011)



FIRST FLOOR

- Higher pedestrian traffic areas and mixed-use developments: \$15-20 per SF triple net
- Lower pedestrian traffic areas: \$10-12 per SF triple net
- Significant increase in rates over past 3-4 years



OFFICE

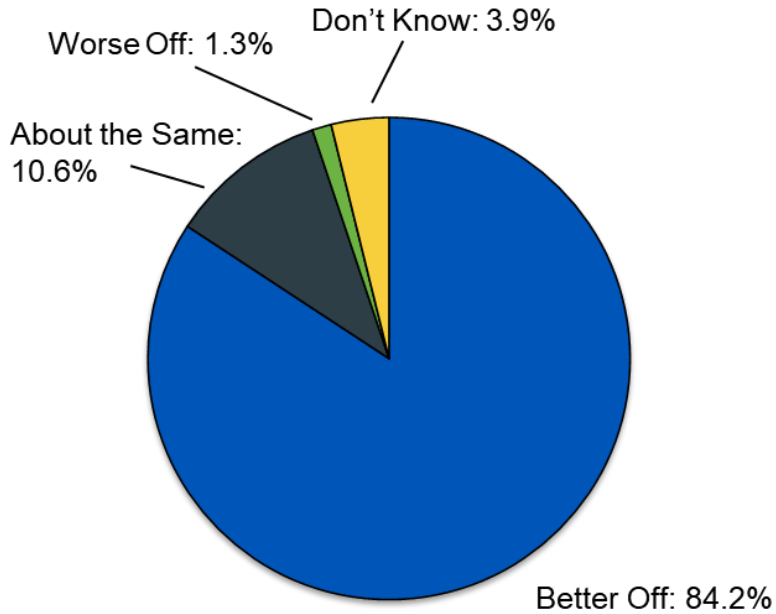
- New or renovated buildings with higher-end finishes: \$15-18/SF triple net or more
- Larger office towers: \$10-18/SF (depends on building class and floor) gross or modified gross



PUBLIC CONFIDENCE

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

2019 SURVEY RESPONSES



SOURCE: DDP ANNUAL SURVEY OF
~400 DOWNTOWN EMPLOYERS

SURVEY QUESTION RESPONSE BY YEAR

