

DOWNTOWN DAYTON PARTNERSHIP

2024 Work Plan

The Downtown Dayton Partnership (DDP) is charged with executing the Downtown Dayton Special Improvement District (SID) Services Plan. The five-year SID Services Plan lays out goals and strategies to ensure momentum continues as we work to keep downtown Dayton a vibrant hub of regional activity and a great place to work, live, and visit. For the 2021-2025 SID Services Plan, those goals and strategies are organized among these five focus areas:



Each year, the DDP prepares a detailed annual work plan to address the SID Services Plan's goals. The work plan has detailed strategies and specific metrics for each focus area.

2024 DDP PRIORITIES

- Manage organizational change under new leadership
- Continue to plan for downtown's future, including an update to the Greater Downtown Dayton Plan
- Begin the SID renewal process, including development of the SID Services Plan, marketing strategies, and petition process
- Develop and implement strategies to address downtown safety, incivility, and other environmental issues
- Develop placemaking strategies to enliven downtown streets, with a focus on the future of Courthouse Square
- Support downtown's first floor/small businesses in their continued recovery
- Support downtown's office market as it addresses new work trends, including potential redevelopment of spaces for other uses
- Continue to support large mixed-use development and housing projects
- Incorporate strategies that help address diversity, equity and inclusion issues in our downtown

STRATEGIC PLANNING & ADVOCACY

GOAL

Provide leadership and plan for downtown's future, be the primary advocate for property owners, and bring stakeholders together to champion opportunities and address challenges.

STRATEGIES

- Lead the development of and implementation for the Greater Downtown Dayton Plan recommendations that impact the SID
- Serve as the primary advocate and collective voice of SID property owners
- Serve as a lead advocate for downtown priorities to regional stakeholders
- Monitor and proactively address opportunities and challenges facing individual SID property owners
- Lead and advocate for strategies that continue to make downtown a neighborhood that everyone shares through intentional efforts that strive for equity, affordability, and inclusion

2024 PRIORITIES - STRATEGIC PLANNING & ADVOCACY

- Work with partners on a long-term plan and updated framework for the Greater Downtown Dayton Plan
- Continue to implement priorities and projects identified in the Rediscover Downtown Dayton Action Plan
- Co-lead with the Dayton Area Chamber of Commerce to develop a long-term plan for Courthouse Square, and implement short-term initiatives
- Begin the SID renewal process
- Communicate with downtown businesses and SID property owners to ensure the DDP is aware of their challenges and needs, and to ensure they are updated on our efforts
- Support redevelopment efforts for the Dayton Convention Center and its hotel needs
- Prioritize diversity, equity, and inclusion in strategic planning efforts

2024 EVALUATION METRICS

- Meet with a minimum of 50 property owners in 2024
- Proactively work to address issues that impact downtown property owners and businesses; respond to requests for DDP assistance
- Survey downtown property owners and businesses, track trends and challenges expressed
- Implement short-term initiatives for Courthouse Square and work with consultant and Dayton Area Chamber of Commerce on the development of its long-term plan
- Support downtown partners in planning initiatives that impact downtown
- Participate in the regional PDAC program and advocate for downtown projects
- Share downtown's progress through speaking engagements and other opportunities
- Host one annual meeting with property owners and other key stakeholders in November 2024
- Gather public and partner input and develop the next SID Services Plan, initiate the petition process, and develop marketing strategies for SID renewal

ECONOMIC DEVELOPMENT

GOAL

Stimulate economic activity in downtown's core through the development of under-utilized properties and growing the downtown employer base

STRATEGIES

- Facilitate and serve as a resource for mixed-use developments that activate under-utilized properties
- Administer the Site Seeker program and other commercial real estate services for businesses looking for location or growth options downtown
- Assist entrepreneurs and provide programs/supportive services that strengthen downtown as the hub of region's startup ecosystem
- Administer an employer visitation program and act as an advocate to proactively address issues that impact the downtown business environment
- Serve as a key connector for property owners and downtown businesses to link them with economic development resources
- Serve as the clearinghouse for data and analyses that track the economic health of downtown

2024 PRIORITIES - ECONOMIC DEVELOPMENT

- Support small businesses and connect them to the resources they need
- Help business owners understand and navigate the commercial real estate market
- Continue to connect employers to available downtown properties through the Site Seeker program
- Work with key stakeholders to identify adaptive re-use strategies to address office vacancy
- Expand efforts to attract new employers by promoting the value proposition of a downtown office address
- Support new mixed-use development and the growth of downtown housing
- Engage employers through business visits and discussions to understand their workplace decisions, policies, and other needs; benchmark trends to understand downtown's pandemic recovery
- Continue to build momentum in the startup ecosystem

2024 EVALUATION METRICS

- Conduct site searches for all Site Seeker applicants. Offer guidance through the startup ecosystem for businesses that need additional support. Assist property managers, owners, and brokers with site selection and tenant properties
- Conduct a minimum of 125 business visits; additionally, at least 40 of these visits will be with women-owned and/or minority-owned businesses
- Support downtown mixed-use development projects; track progress and investment generated
- Monitor trends in housing, commercial office, new business activity, downtown employment, daily employee population and visitor trends
- Work with property managers and property owners to maintain accurate information (square footage, job numbers, lease info) for all existing tenants and update DDP database and other public-facing resources

MARKETING & COMMUNICATION

GOAL

Enhance downtown Dayton's image as our region's premier center for businesses, arts, entertainment and recreation, and a thriving residential neighborhood

STRATEGIES

- Lead marketing efforts for downtown through a multi-faceted strategy and provide proactive PR efforts to encourage media coverage
- Showcase downtown's diverse amenity, entertainment, and event offerings to potential consumers and investors
- Distinguish the downtown office market through marketing strategies that promote the value proposition for doing business downtown
- Market downtown as a vibrant neighborhood, showcase housing options, and promote the unique urban lifestyle residents enjoy
- Support businesses through grand opening events, PR support, and promotion services
- Provide communications to property owners, the business community, and stakeholders on key topics that affect them, including updates on projects and other matters impacting downtown

2024 PRIORITIES - MARKETING & COMMUNICATION

- Create strategic marketing messages designed to communicate downtown's value proposition and showcase downtown's continued progress, growth, momentum, and strength
- Continue to develop and implement marketing strategies to support downtown's first-floor/small businesses
- Develop and implement changes to DDP branding
- Develop marketing strategy for SID renewal
- Support and promote downtown arts and events to encourage public patronage and support
- Promote downtown's residential amenities, housing options, and urban lifestyle
- Market, promote, and otherwise support strategic downtown initiatives, including Courthouse Square updates
- Support the launch of new businesses through grand opening events and promotion
- Continue and expand efforts to market downtown commercial space
- Continue public relations efforts to generate positive news coverage about downtown and increased public knowledge of its offerings and progress, especially the office market and the perception of safety
- Review the DDP's website and ensure content is up to date, navigation and content structure is user-friendly, content is kept fresh and updated
- Support diversity, inclusion, and equity through marketing efforts/outreach to underserved communities

2024 EVALUATION METRICS

- Promote downtown's continued progress, growth, momentum, and strength in marketing/reporting messaging
- Produce and distribute four quarterly SID reports to showcase progress being made downtown
- Encourage the public's discovery and support of downtown small businesses via strategic marketing efforts
- Develop and implement campaigns positioning downtown properties as desirable business addresses
- Produce periodic e-mail communications to highlight downtown news (minimum 15 per year) and events (minimum 50 per year), as well as other targeted e-blasts
- Respond to media inquiries/requests and pitch positive downtown news stories, with focus on highlighting the downtown office market, business news/trends, and stories that improve perception of safety
- Develop and implement campaigns/promotions to encourage the purchase/redemption of Downtown Dollars
- Proactively market the urban lifestyle and downtown's housing options and residential amenities
- Support downtown's cultural/recreational amenities, events, festivals, and other assets
- Review the DDP website and update its content, navigation, and content structure as warranted
- Enroll at least 800 new subscribers annually to one or more of the DDP's email publications

- Engage with social media audiences, increasing followers/reach/engagement. Explore new social media platforms and add any that make sense. Increase the number of business-focused posts across all platforms
- Develop and begin to implement a marketing strategy to support renewal of the SID

STREET VIBRANCY & CREATIVE PLACEMAKING

GOAL

Activate downtown's public realm through targeted programs, beautification projects, and special activities / events that drive street-level vibrancy, improve walkability, and reinforce the center city's unique sense of place

STRATEGIES

- Coordinate activities & events that support economic growth, showcase existing businesses and organizations, and enhance the downtown experience
- Implement strategies that activate first floor storefronts through new retail, restaurants, and other amenities
- Lead and advocate for projects and policies that improve the quality of urban design across downtown, including efforts that improve walkability, add mobility options, and connect key downtown corridors
- Beautify and energize streetscapes with public art, flowers, murals, and other elements of creative placemaking
- Lead a signage and wayfinding program that will make it easier for patrons to understand and experience the center city

2024 PRIORITIES - STREET VIBRANCY & CREATIVE PLACEMAKING

- Plan and execute a lineup of special events to support downtown businesses and cultural/recreational amenities
- Organize and implement the annual Dayton Holiday Festival
- Analyze past Courthouse Square programming and create a plan moving forward
- Generate additional funding to support DDP-planned events via sponsorships, contributions, and in-kind support
- Include businesses, entertainers, and other vendors that reflect the diversity of our community when planning events
- Continue to manage the Designated Outdoor Refreshment Area (DORA) for downtown
- Continue to support first floor businesses and cultural amenities, and connect them to the resources they need
- Continue to connect businesses interested in first floor space to available properties via the Site Seeker program
- Advocate for the design principles and standards of the Downtown Streetscape Guidelines & Corridor Plan as development projects and infrastructure investments advance in 2024
- Align placemaking activities with Dayton Convention Center redevelopment and priorities
- Support the implementation of an artist-led mural festival in downtown

2024 EVALUATION METRICS

- Plan and execute a lineup of downtown special events as part of Summer in the City programming
- Execute the Dayton Holiday Festival and market and promote its events
- Develop and implement the next phase of programming for Courthouse Square, in conjunction with its new short-term revitalization initiatives
- Manage the downtown DORA program, including facilitating the sale and distribution of cups, monitoring the program for issues, holding regular meetings, and submitting required reports to the City of Dayton
- Raise a minimum of \$140,000 to support DDP-planned downtown events
- Engage a wide variety of downtown businesses as partners/participants in programs and events
- Hire, feature, or otherwise include businesses, organizations, entertainers, and other vendors from diverse communities and backgrounds in downtown event planning
- Support the City of Dayton with its Active Transportation Plan and other strategies to adapt public infrastructure to support pedestrian and bicycling traffic
- Manage the implementation of the First Bloom program, filling at least 80 downtown planters during the spring

CLEAN & SAFE SERVICES

GOAL

Maintain a downtown environment that is clean, safe, and welcoming

STRATEGIES

- Manage the Downtown Dayton Ambassador program, which provides supplemental clean and safe services, and extra eyes and ears for the Dayton Police
- Monitor and address social/urban environment issues that impact property owners and visitors
- Develop strategies for key issues that impact perceptions of downtown

2024 PRIORITIES - CLEAN AND SAFE

- Administer the Downtown Dayton Ambassador Program's cleaning and safety services
- Work with property owners, partners, and stakeholders to identify safety and incivility issues and work to address those issues, including advocating for programs addressing loitering, homelessness, and other incivility problems
- Engage the Dayton Police and property owners to promote safety measures in the SID
- Proactively work with media and through other communication strategies to break down barriers regarding the perception of safety downtown
- Support new placemaking initiatives, and assist with any potential upkeep of any placemaking installations via the Downtown Dayton Ambassador Program
- Partner with local workforce development organizations to create inroads with Block by Block for employment opportunities for their clients, giving special consideration to minorities, immigrants, and returning citizens

2024 EVALUATION METRICS

- Track statistics on Ambassador services delivered
- Work with City of Dayton, Dayton Police Department, Greater Dayton RTA, Dayton Public Schools, local charter schools, business owners, social service agencies, and other key stakeholders to develop and implement strategies to improve safety and the perception of safety
- Work with the Homelessness Task Force to address issues and help connect those in need to social services and other resources
- Proactively work with the media regarding issues pertaining to the downtown environment and convey a sense of safety through marketing images and public programming