

3RD QUARTER • 2024

DOWNTOWN DAYTON  
SPECIAL  
IMPROVEMENT  
DISTRICT

YOUR  
DOWNTOWN  
UPDATE

## THE NUMBERS DON'T LIE

STATISTICS TELL THE STORY OF PROGRESS AND POSITIVE MOMENTUM IN OUR DOWNTOWN



So often, we think about progress in our center city in terms of how things look and feel on the streets and in downtown businesses. Those qualitative measures are good indicators -- the "gut feeling" is important in determining whether things are going well.

But sometimes it's also nice to have **quantitative measures** -- actual numbers and statistics -- to back up those feelings. In recent months, the numbers have told a pretty exciting story.

Maybe the most impressive statistic is the amount of public and private investments made in our city. The numbers show that **\$400 million in projects** have been completed so far in 2024 or are anticipated to be completed by the end of the year. This is the **largest downtown investment** since we began tracking these numbers in 2010. Not only that, but **\$2.55 billion** in projects have been completed in the greater downtown area since 2010.

When it comes to **downtown foot traffic**, research shows that overall we've rebounded to **84.4%** of where we were pre-pandemic, with weekend foot traffic back at **96%**. Downtown Dayton's recovery outpaces that of most major U.S. cities.

Demand is incredibly high for **downtown housing**, with **353 units** added or anticipated in 2024, **251** more under construction, and an additional **436** in the pipeline.

**Hotel developments** are booming, too, with **221 rooms** completed so far, **362** under construction and **413** more in the pipeline.

**28 new businesses** have opened so far in 2024, and many of them participate in our DORA program, which has sold more than **50,000 cups** so far this year and more than **160,000** since the DORA district expanded.

These great numbers match what we're seeing and feeling downtown -- **more people** on the streets and in businesses, **more visitors, more residents, more investment** in our city, and a whole lot **more excitement** for what's to come.

This report highlights some of downtown Dayton's accomplishments, project updates, and progress during the third quarter of 2024. For additional information or answers to your questions, please contact Katie Meyer at 937-224-1518, ext. 224, or at [meyer@downtowndayton.org](mailto:meyer@downtowndayton.org).



# DOWNTOWN PROGRESS CONTINUES: THIRD QUARTER INVESTMENT HIGHLIGHTS



The artwork created to serve as a **memorial** for the victims of the tragic events in the Oregon District on August 4, 2019, was unveiled to the public and dedicated in early August. Local artists Terry Welker, FAIA, Sierra Leone, Jes McMillan, and James Pate were selected to create the memorial through a national Request for Qualifications process as a place for our community to grieve, heal, and ensure we never forget the nine lives we lost or any of those impacted.



8-4 Memorial Unveiling

The Montgomery County Convention Facilities Authority (MCCFA) announced that **Concord Hospitality Enterprises Company** will develop a **proposed hotel** near the Dayton Convention Center. The new hotel will be located in a city-owned plaza on South Jefferson Street next to the Oregon District parking garage and across the street from the Dayton Convention Center. In other hotel news, the historic former **St. Paul Evangelical Lutheran Church and Parish Hall** at 239 Wayne Avenue is set to become a multi-use space with hotel rooms, entertainment, and retail spaces, thanks to Weyland Ventures, the Arcade continued work on its new **Hilton Garden Inn**, and **Hotel Ardent**, currently under construction at 137 N. Main St., is on track to open its doors very soon.

The first phase of the revitalization of **Courthouse Square** is well underway, as a ribbon cutting ceremony was held for the new, renovated fountain, ahead of its November completion. The new fountain includes a granite base, benches, walkways, landscaping, and additional holiday lighting.



Courthouse Square Fountain

According to The Dayton Business Journal's **Downtown Vitality Index**, "Dayton ranks among the strongest when it comes to downtown recovery after the pandemic." Dayton ranked number 15 out of 44 markets analyzed. Its commercial real estate score was much higher than Columbus & Cleveland, and slightly lower than Cincinnati, while its vacancy rate was significantly lower than Cincinnati & Cleveland, and slightly higher than Columbus. Dayton's return to office rate is higher than the other Ohio metros, and Downtown Dayton's overall foot traffic has returned to 84.4% of where it was pre-pandemic.

Work continued throughout the third quarter on some of downtown's larger ongoing projects. **The Dayton Arcade** made more progress on the North Arcade phase of its redevelopment, while the **Dayton Convention Center** continued work on its \$40 million renovation, including enhancements and updates to the building's interior and exterior. Elsewhere, The Windsor Companies proceeded with renovations to transform **The Deneau Tower**, 40 W. Fourth St., into a mixed-use space with three floors of office, approximately 150 luxury apartments, and 5,200+ square feet of retail.



Convention Center Renovations

A new transportation option, **GEST Carts Dayton**, launched in August, offering low-cost rides for up to five people throughout downtown in low-speed, electric vehicles.

**Stratacache** announced that its PRN "Sales Center of Excellence" will soon be established in the former Premier Health building at 110 N. Main Street. The new division of the digital sign company is expected to create more than 100 jobs, including data scientists, retail media sales professionals, and other tech-related positions.



NATO 2025 Logo Unveiling

Security, beautification, and additional planning for the **2025 NATO Parliamentary Assembly** spring session are underway, involving various partners from across the Dayton region. It's expected that around 300 delegates and 1,000 total guests from around the world will travel to downtown Dayton for the NATO assembly next year. The last time a NATO session was held in the United States was in 2003.

Dayton residents Burgess and Jeanine Gow purchased the 11,000-square-foot **Dietz Block building** at the corner of Wayne Avenue and Jones Street with plans to invest about \$400,000 into the property that was originally built in 1886. The new owners hope to turn the space into a mixed-use property featuring a restaurant and retailers on the ground level with apartments upstairs.

In housing news, developers Crawford Hoying and Woodard Development opened much of the massive "**The Delco**" project at the site of the former Mendelsons Liquidation Outlet. Leasing was underway for Windsor Companies' **Home Telephone Lofts** (former Price Stores building) in the Fire Blocks District, and Weyland Ventures' **The 503** apartments, while construction and renovation continued at the **Patterson Lofts at The Livery** and **Stratford House** projects. Additionally, the City of Dayton has agreed to sell the parking lot along Second Street between St. Clair and Jefferson streets to **Marker Development**, who plans to create 114 new apartments and retail on the space.



**HOUSING DEMAND**  
353 UNITS ADDED/ANTICIPATED IN 2024  
251 UNDER CONSTRUCTION  
436 IN THE PIPELINE  
2,386 CURRENT UNITS DOWNTOWN

## 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](http://DowntownDayton.org).

Q3 SITE SEARCHES **13**      YTD 2024 SITE SEARCHES **36**

## NEW BUSINESSES & NEW LOCATIONS

During the third quarter of 2024, several new businesses opened or prepared to open downtown, while others expanded or relocated:

- **Stratacache PRN Sales Center of Excellence** – new division of digital sign company (coming to 110 N. Main)
- **Sebaly Shillito + Dyer** – law firm (moved to 220 E. Monument)
- **APG Office Furnishings** – office furniture retailer (moved to 220 E. Monument)
- **Base Camp Outdoors** – outdoor retailer (420 E. First)
- **WYSO Chuck Berry Studio** – radio station (satellite studio in The Dayton Arcade)
- **Mug Mafia** – coffee shop (coming to 200 E. Fifth)
- **GEST Carts Dayton** – transportation company (throughout downtown)
- **Mintha's Boutique** – fashion retailer (520 E. Third)
- **Chairapy** – hair salon (605 E. Fifth)
- **Crush Hair Studio** – hair salon (116 N. Jefferson)
- **Bottom Line** – educational nonprofit (Talbot Tower)
- **Kabab House** – restaurant (Talbot Tower)



WYSO Studio



Base Camp Outdoors

## A GREAT SUMMER OF DOWNTOWN EVENTS & PLANS FOR ANOTHER FUN HOLIDAY CELEBRATION

The AES Ohio Summer in the City lineup wrapped up this past quarter with a very successful **Art in the City** event, featuring more than 300 local artists throughout downtown, hands-on activities, live performances and demos, an artisan bazaar, a juried art show, and much more. Free lunchtime entertainment on Courthouse Square also continued through September with the new **CURIO at Courthouse Square** programming, and downtown was active with concerts at Levitt Pavilion, music and cultural festivals, Dayton Dragons baseball, performing arts shows, activities at RiverScape MetroPark, and so much more.



As the summer began winding down, our attention turned to making plans for this year's **Dayton Holiday Festival**, presented by AES Ohio. The holiday fun kicked off on **November 29** with the Grande Illumination tree lighting, sponsored by AES Ohio, and the Dayton Children's Parade Spectacular in Lights, sponsored by White Allen Chevrolet. Plans were made for an evening of fun, including the return of such family favorite holiday activities as the Candy Cane Clubhouse (formerly Holiday Village), the Street Fair on Third, Gingerbread Homes for the Holidays, horse-drawn wagon rides, live reindeer, and other great ways to welcome the holiday season.

Much more holiday fun is planned downtown all season long! Find more information and a calendar of holiday event highlights at [daytonholidayfestival.org](http://daytonholidayfestival.org) or in downtown businesses.





**Downtown's *the* place to be for holiday fun!**

Visit [DaytonHolidayFestival.org](http://DaytonHolidayFestival.org) for details on great ways to enjoy the holiday season!



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## AMBASSADORS KEEP DOWNTOWN CLEAN & SAFE

The DDP oversees the Downtown Dayton Ambassador Program. Here is a summary of the Ambassadors' work in the third quarter of 2024, making our city a cleaner and safer place to be, and serving as friendly faces to welcome visitors and others downtown.



	Q3	YTD
CUSTOMER SERVICE ASSISTANCE	474	865
BUSINESSES CONTACTED	167	317
PANHANDLING/HOMELESSNESS INCIDENTS ADDRESSED	29	65
TRASH COLLECTED (LBS)	40,430	82,283
GRAFFITI MITIGATED	404	630
POWER WASHING (GALLONS)	4,402	7,209
FLOWER WATERING (GALLONS)	8,111	14,111
WEED ABATEMENT (BLOCK FACES)	533	972



## DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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