



DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT

Downtown Dayton
Special Improvement District

YOUR DOWNTOWN UPDATE



FIRST QUARTER 2016

A CITY PICKING UP STEAM: DOWNTOWN OFF TO A GOOD START IN 2016

Downtown Dayton has been moving in the right direction for a while now. We've been seeing many positive changes in recent years, but lately it's all adding up to some serious momentum for our center city. The good news has been more and more frequent, with exciting announcements often competing for news coverage; and, these days, all you have to do is take a look around you to see that big things are happening downtown.

We're not the only ones taking notice. Our annual survey of downtown businesses found that **94.6%** of respondents feel that downtown is headed in a positive direction, and the percentage of people who feel downtown is better off now than it was three years ago has nearly tripled since 2010.

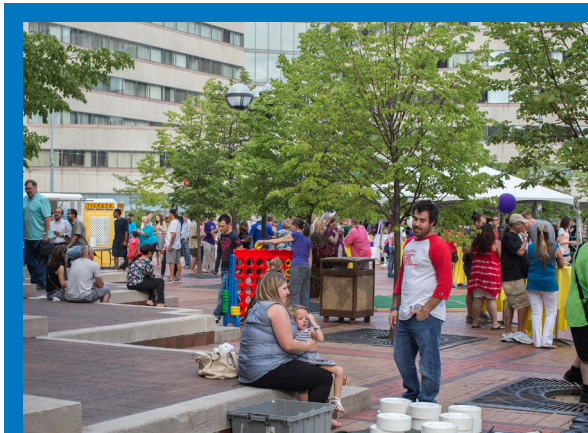
The first quarter of this year has been full of good examples of how our city is picking up steam. Here are just a few of the trends we've noticed:

- **Interest in downtown space** is high, as DDP Site Seeker activity continues to be strong and businesses increasingly look to locate downtown.
- Existing businesses and organizations are **reinvesting in downtown** with major expansions, renovations, added employees and services, and renewed leases.
- **Partnerships and collaborations** are yielding some **creative new programs** to tackle such issues as filling vacant space and developing new business skillsets.
- **Housing development** continues to boom, with several new projects set to meet the growing demand for urban living.
- **New amenities and events** have evolved to reflect a changing downtown, **new restaurants** are increasing downtown's dining options, and **major projects** are bringing hundreds of millions of dollars of investment to downtown's core.

This report is a summary of work completed during the first quarter of 2016 to implement the Downtown Dayton Special Improvement District work plan. Thank you for your continued support of downtown Dayton. For additional information or answers to your questions, please contact Sandy Gudorf at 937-224-1518, ext. 224, or at gudorf@downtowndayton.org.

Dan Meixner, President
Downtown Dayton Special Improvement District

Sandra Gudorf, President
Downtown Dayton Partnership



BUSINESS SERVICES

The Downtown Dayton Partnership provides targeted services that positively impact the downtown business environment while working with partners, property owners and businesses to promote job growth.

SITE SEEKER ACTIVITY POINTS TO CONTINUED STRONG INTEREST IN DOWNTOWN SPACE

The **Site Seeker program** is a critical component in the DDP's efforts to fill underused and vacant office space. It helps prospective tenants identify suitable downtown space and connects them with leasing agents and property managers and owners.

The DDP's goal for 2016 is to conduct at least 35 site searches. During the first quarter, **20 searches** were implemented for prospects, indicating that interest in downtown space

continues to be high. **12 building tours** were conducted this quarter for 9 prospects, showing 29 buildings.

The Site Seeker program is a free, confidential service that matches businesses and their desired features and amenities with downtown properties that most closely meet those needs. 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.

WELCOME DOWNTOWN. NEW BUSINESSES AND ORGANIZATIONS

In addition to the restaurants listed on this page, several more new businesses opened or prepared to open during the first quarter, including:

- 24-hour **Snap Fitness** opened its downtown gym in the new Water Street commercial building at 312 N. Patterson Blvd.
- Another fitness facility, **Present Tense Fitness**, announced the gym and personal training center will move into a first-floor space at 222 E. Sixth St.
- **Speakeasy Yoga**, a new yoga studio focusing on breath-and-flow sessions, opened in The Cannery building at 510 E. Third St.
- **AAA Tire & Auto Service Center** opened at 200 E. Third St., at the corner of Third and St. Clair streets, offering tire sales, as well as a number of automotive services.

- Full-service beauty salon **Studio 816 Hair and Beaute Bar** opened at 41 N. Ludlow St.
- The **Dayton Early College Academy (DECA)** signed a seven-year lease on a 32,000-square-foot space at 110 N. Patterson Blvd. The charter school's downtown campus will house grades 5 through 8.
- The **Baller Financial Group**, now affiliated with **Wells Fargo Advisors**, announced it would open in its new office space on the 25th floor of the Kettering Tower.
- Law firm **Bricker & Eckler LLP** moved into its new space at Water Street, 312 N. Patterson Blvd. The firm's 6,500-square-foot space is the fifth location in the state for the company and its first in Dayton.



AAA TIRE & AUTO SERVICE CENTER



SNAP FITNESS

RESTAURANT NEWS INCREASES DINING OPTIONS



BASIL'S ON MARKET

New restaurant openings, announcements, expansions and collaborations were frequent newsmakers in 2016's first quarter. **Arepas & Co.** opened at 416 E. Third St. in the former Olive an Urban Dive location, serving made-from-scratch Colombian comfort food. Meanwhile, deli/bakery **Tasty Measures Café** opened its doors at 200 S. Jefferson St., and Philly Joe's Steak & Gyro now offers its lunch fare at 36 W. Third St.

Announcements of future downtown dining options included Troy-based **Basil's on Market**, which has leased space in the Water Street commercial building at Patterson and Monument for a 4,800-square-foot restaurant with 2,200 SF patio targeted to open this summer. Louisville bar **Troll Pub Under the Bridge** announced plans to open a 6,500-square-foot second location on Wayne Avenue as part of City Properties Group's planned mixed-use project, and **Table 33**, a new breakfast and lunch restaurant, plans to open at 130 W. Second St. following renovations.

Three food vendors at the **2nd Street Market**, FreshStart Farm, Festival Fresh Popcorn, and Sweet P's Handcrafted Ice Pops, have expanded their presence and will now be open all market-operation days. **Boston Stoker** partnered with **Lily's Bistro** to launch new grab-and-go food items exclusively for downtown at the 34 W. Second St. coffee shop.

BUSINESSES, ORGANIZATIONS RENEW COMMITMENT TO DOWNTOWN

Several downtown organizations and businesses recently have reinvested in downtown with renovations, expansion projects, lease renewals, building purchases, and other initiatives. Highlights from the first quarter include:

Health insurance marketplace and Medicaid-managed care plan provider **CareSource** finalized its lease agreement to occupy the third and fourth floors of the **Kettering Tower**. CareSource plans to locate about 250 new and existing staff to its nearly 50,000-square-foot offices by summer. Renovations are already under way.



LIBERTY TOWER



PREMIER HEALTH CENTER

Premier Health is investing \$1 million to renovate its downtown headquarters at 110 N. Main St. The 20-story tower now features a repainted dome, among other cosmetic updates.

Liberty Tower, 120 W. Second St., is slated to receive \$870,000 in energy-efficient upgrades as part of a year-long renovation of the building's electrical and HVAC systems. The 23-story, Art Deco building will be eligible for \$70,000 in rebates from DPL Inc. and also is certified through Montgomery County's Dayton Regional Green 3 initiative.

Catapult Creative, which originally opened downtown through the Activated Spaces Pop-Up program, announced plans to

expand into roughly 4,000 square feet on the first floor of Courthouse Plaza SW.

Newly renamed **Equitas Health** (formerly AIDS Resource Center Ohio) recommitted to downtown by renewing their lease in the Kuhns Building for another five years.

The Century Bar finalized its lease to expand into the adjacent space for its Prohibition-era speakeasy-themed cocktail bar. At roughly 2,000 square feet, Kette's Kandies Spirited Treats will be larger than the current 1,600-square-foot Century Bar.

Construction is ahead of schedule for the new, \$6 million **Roger Glass Stadium** at the corner of Longworth and Eaker streets. The stadium is part of \$20 million in campus upgrades for **Chaminade Julienne Catholic High School**.

Victoria Theatre, 138 N. Main St., is celebrating its 150th anniversary in 2016, and a new, permanent display was unveiled this quarter at the theater, depicting important milestones and key figures that play into the theater's 150-year-old existence. Another downtown mainstay, the **Dayton Woman's Club**, is celebrating its 100th anniversary this year with a centennial speakers series and other special events.

STRATEGIC PLANNING

Implementing a collaborative, comprehensive strategic plan that is beneficial to property owners, businesses, residents and visitors helps to attract downtown investment.

NEW PILOT PROGRAM TARGETS VACANT FIRST FLOOR SPACES

With move-in-ready, first-floor spaces at a premium, the race is on to find creative ways to bring remaining street-level structures up to speed. This quarter, the **Downtown Dayton Partnership** launched a pilot program with partners **Sinclair College** and local businesses **The Architectural Group** and **Helmig**

Lienesch Engineering Services, thanks to a \$25,000 grant from **DP&L**.

The new program targets vacant first-floor spaces by utilizing Sinclair student interns to assess and evaluate the spaces. The students create CAD drawings, analyze building code, and design an outcome candidate for the space.

The property owners then have a better sense of what it will take to ensure their space meets current demand.

Project planners hope to have the students conduct at least a partial build-out of select spaces, which will immediately boost site readiness for these vacant spaces.

FIRST FLOOR BY THE NUMBERS:

40,000+

square feet of previously vacant first floor space filled since 2010

21

pop-up shops opened, filling more than 16,000 SF of space and creating 42 jobs

10%

increase in first floor occupancy across downtown since 2010

56

start-up businesses launched on the first floor downtown since 2010

BUSY FIRST QUARTER BRINGS SEVERAL ANNOUNCEMENTS OF MAJOR DOWNTOWN PROJECTS

In addition to the many “immediate” successes for downtown, this quarter brought exciting updates on some of downtown’s more long term initiatives, as well as announcements of new large-scale projects.

Once such announcement was welcome news for motorists and downtown businesses alike, as the Ohio Department of Transportation reported that the **I-75 Modernization Project** through downtown is on track to finish this fall (as early as September), about **\$1 million under budget** and about **a year ahead of schedule**. The final phase of the project is designed to improve safety, decrease congestion, and provide much-needed updates to the more than 50-year-old highway. It originally was scheduled to be completed by September 2017.



I-75 MODERNIZATION PROJECT

The City of Dayton announced it has reached an agreement with Cross Street Partners of Baltimore, Md., and Dayton-based Miller-Valentine Group to redevelop the **Dayton Arcade**. The project would include several phases, the first of which would renovate two buildings along West Fourth Street into 60 residential units for artists and creative professionals. Louisville-based developer City Properties

Group purchased the **Weustoff & Getz building** at 210 Wayne Ave. and the building at **15 McDonough St.** in the area near the Oregon District being referred to as “Oregon East.” City Properties Group plans to invest \$9 million to renovate 210 Wayne Ave., creating about 40 new apartments, and has proposed using the McDonough St. property for a mixed-use development.

Crawford Hoying and Woodard Development - the developers creating the new Water Street residential and commercial space - announced a Fairfield Inn and Suites-flagged, **115-room hotel** will be part of the new mixed use space. The seven-story hotel will complement the 50,000-square-foot office and retail building, the 215 apartment units currently under construction and the renovation of the historic Delco building into 134 loft apartment units with first floor restaurant and retail space.

GREATER DOWNTOWN DAYTON PLAN BRINGS HUGE INVESTMENT TO DOWNTOWN'S CORE



GREATER DOWNTOWN DAYTON PLAN

The DDP works with its partners to strategically look at short- and long-term development opportunities for downtown. That work is centered on coordinating and implementing the **Greater Downtown Dayton Plan**, a comprehensive economic development blueprint for the future of our downtown.

In the first quarter of 2016, the DDP and its community partners released the latest update for the Greater Downtown Dayton Plan, in the form of a **2015 Year in Review**. The report detailed stats and benchmarks achieved toward Plan goals, and outlined **hundreds of millions of dollars of investment downtown** and several positive trends that have

both encouraged that investment and spurred from it. Trends included:

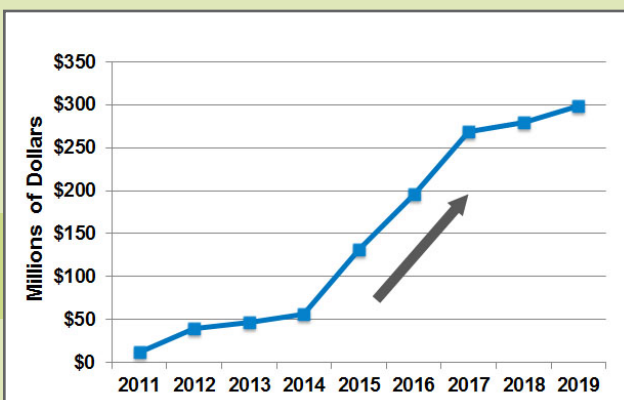
- More businesses looking to locate downtown (including record prospect search activity)
- Increased street-level storefronts and vibrancy
- Creative, tech, entrepreneurs, and healthcare sectors finding their niche downtown
- Hundreds of new housing units completed with hundreds more on the way
- Major investments accelerating at downtown’s educational institutions
- New amenities, events, and entertainment options being added

While the Plan includes projects throughout the Greater Downtown area, it

is focused on creating a strong urban core. As such, much of the investment from the plan has been in the Central Business District, with roughly **\$200 million** in projects funded and in the pipeline to date since the launch of the Plan, and another **\$100 million** planned in just the next three years.

In the DDP’s annual survey of downtown businesses conducted this quarter, **82.1%** of respondents said they were aware of the efforts of the Greater Downtown Dayton Plan (up from 73% the previous year), and **94.6%** felt that downtown is headed in a positive direction due to the Plan’s efforts. To read more about the Greater Downtown Dayton Plan and download the 2015 Year in Review, visit downtowndayton.org/plan.

CUMULATIVE INVESTMENT IN THE CENTRAL BUSINESS DISTRICT



~ 200+ million of projects funded and in the pipeline

ADVOCACY

The DDP serves as a collective voice and primary advocate for downtown and its property owners, and brings stakeholders together to address challenges and opportunities for our center city.

ANNUAL BUSINESS SURVEY RESULTS SHOW POSITIVE TRENDS

Each year, the Downtown Dayton Partnership conducts a survey of downtown businesses to gauge their satisfaction with DDP services, address challenges, gather business data and track trends. Below is a summary of findings from this year's survey.

- **64.9% believe downtown is better off** now than it was three years ago; another 24.7% believe things are about the same. These numbers continue the trend of a dramatic and **steady increase in positive responses since 2010**, when only 24.9% thought downtown was better off.
- **29.5% expect their number of employees to increase** in 2016; 67.6% expect staffing to stay the same (less than 3% expect to decrease employees).

- **88.2% believe the DDP did an excellent or good job** in 2015 (10.0% "fair," 1.7% "poor").
- **82.1%** are aware of the efforts of the Greater Downtown Plan (up from 73% the previous year), and **94.6% feel downtown is headed in a positive direction** due to those efforts.
- **95%** enjoy working downtown.
- Respondents ranked downtown's **"central location in the region," "walkability,"** and **"proximity to other businesses,"** and their feeling of **"being at the heart of the community"** among what they like best about doing business downtown.

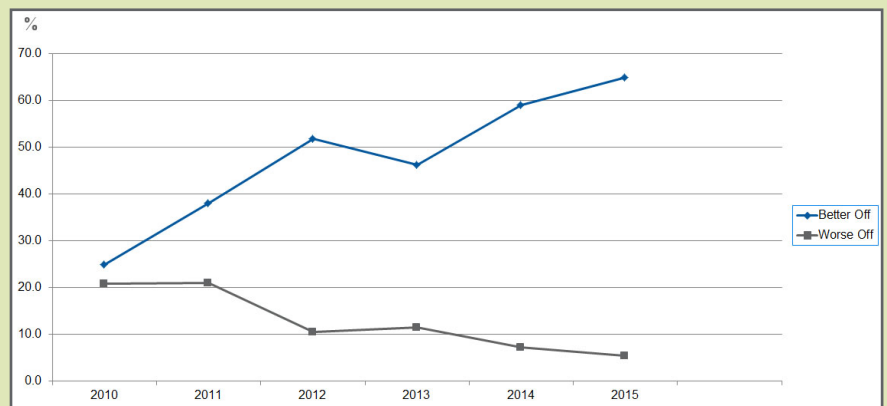
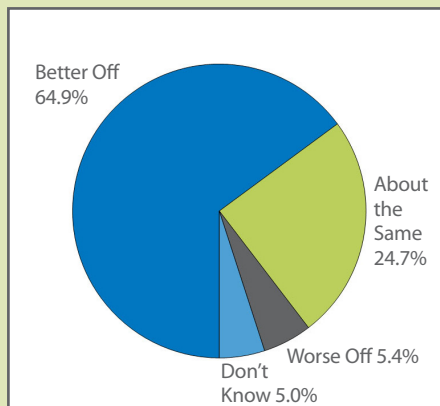
Look for more results from this survey in other sections of this report.

RETENTION AND EXPANSION FIRST QUARTER 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 2016 is to visit **150 businesses**, with 30 of those being Leadership Network visits. Activity during the third quarter:

FIRST QUARTER 2016	
R&E visits	51
# of jobs represented	291
Square feet represented	713,789
Property owner visits	11
Leadership Network visits	3

SURVEY RESULTS: COMPARED TO THREE YEARS AGO, DO YOU FEEL DOWNTOWN DAYTON IS:



NEW BREAKFASTS, WORKSHOPS FOSTER NETWORKING AND COLLABORATION

Earlier this year, the DDP partnered with the management of Liberty Tower to host the first of a new series of **Downtown Breakfasts**. Each of these breakfast meetings will be held in a different downtown office building and open to all tenants of that building.

The meetings feature a short presentation on the most significant developments currently in motion for downtown, as well as exciting future initiatives in the pipeline. They also serve as a great way for DDP staff to hear feedback from downtown

office tenants and help answer questions and address challenges.

These new breakfasts, along with a series of new **Small Business Workshops** introduced last year, provide valuable face time with downtown workers to better advocate for them, help educate them on downtown's progress and news, and assist them with developing new and tangible business skills. A workshop on gaining access to capital is planned for the second quarter of 2016, following last year's workshop on social media skills.



SMALL BUSINESS WORKSHOP

HOUSING

The DDP works with partners to sustain and grow the residential development critical to establishing the critical mass of residents necessary to support key amenities and retailers.

HOUSING TOUR RETURNS TO SHOWCASE DOWNTOWN LIVING OPTIONS

Last September, as part of the new Summer in the City events strategy, the Downtown Dayton Partnership hosted a **Downtown Housing Tour** to highlight the center city's many urban living options. Despite a cool and rainy day, the tour was well attended, with most locations reporting more than 500-600 visitors from a wide variety of backgrounds, locations, interest levels and age groups.

Based on that success and much positive feedback from attendees and downtown housing representatives alike, the Downtown Housing Tour **returned for 2016** as part of this year's DP&L Summer in the City lineup. This year, thanks to feedback suggesting that a spring date would be preferable, the housing tour was scheduled for Saturday, May 7.



DOWNTOWN HOUSING

The tour was designed to feature a variety of downtown housing options, both for sale and for rent, from renovated warehouse lofts to new apartments and townhomes, including some brand new developments currently under construction. Free shuttles

were again provided by RTA to take participants to each of the tour stops, and participants also could easily see the tour on foot or by bike, fully experiencing the fun and convenience of downtown living.

This year, the housing tour also included a **preview** on Friday, May 6, for **commercial and residential realtors and brokers** to learn more about upcoming downtown housing and commercial developments, and to hear from developers and community leaders themselves about progress in the center city.

The Downtown Housing Tour is an important strategy toward introducing new people to the urban lifestyle and continuing downtown's success in increasing its residential density. It was sponsored by **Vectren** and the **Downtown Priority Board**.

CONSTRUCTION WELL UNDERWAY AT MONUMENT WALK

Monument Walk, the newest downtown housing project from Charles Simms Development, is quickly taking shape at the corner of Ludlow Street and Monument Avenue. The project will feature 17 large, four story, elevator-ready luxury townhomes with three bedrooms, two-car garages, and open-air "city rooms" with views of the river. Priced between \$400,000 and \$450,000, the townhomes offer more than 3,000 square feet of living space and are targeted at "empty-nesters" who seek the excitement of urban living in luxurious surroundings.



MONUMENT WALK

The first Monument Walk townhomes are expected to be online this summer, but the public got a sneak peek at this project during the **Downtown Housing Tour** on May 7. For more information on Monument Walk, call Sharon Hansford at 937-772-1365.

MORE HOUSING PROJECTS MOVING FORWARD

More and more people are moving downtown, and with the demand for the urban lifestyle on the rise, downtown is seeing a **surge in housing development** projects.

Louisville-based City Properties Group has purchased the **Weustoff & Getz building**, 210 Wayne Ave., as part of its mixed-use plan to expand the Oregon District into what is being called "Oregon East." The group plans to renovate the building, creating **40 new downtown apartments**. Work on the project could begin as early as this spring.

The first phase of the **Dayton Arcade** redevelopment project is slated to be a \$12 million to \$15 million rehab that would renovate two buildings along West Fourth Street into 60 residential units for artists and creative professionals. The affordable housing project would mirror a program called Artspace, which has a community in Hamilton. The mixed-use housing and arts facility is home to creative professionals, including writers and graphic designers.



WEUSTOFF & GETZ BUILDING

Elsewhere, the investment team of Elliot Katz and Scott Gibson have plans for new market-rate apartments as part of their mixed-use project in the **Fire Blocks District**. A sneak preview of the Fire Blocks Lofts project at 100 E. Third St. was included in the Downtown Housing Tour early this May.



RENDERING OF THE FIRE BLOCKS LOFTS PROJECT

AMENITIES AND EVENTS

The DDP markets and promotes Dayton's center city through key events and programs, and creates a framework that further elevates downtown's amenity and event options while spurring development.

YEAR TWO OF "SUMMER IN THE CITY" SETS EVENTS FOR MAY THROUGH SEPTEMBER

Last year, downtown businesses, arts and cultural organizations, residential developers, and other community stakeholders helped the Downtown Dayton Partnership develop a **new events strategy** that focused on smaller, more frequent events to showcase downtown amenities and put the spotlight on businesses. During the first quarter of 2016, planning was in high gear for the next iteration of this strategy – the 2016 edition of the **DP&L Summer in the City** kicks off in May and runs through September, highlighting community events and downtown amenities. The series also includes four signature events targeting specific aspects of downtown life.

The DP&L Summer in the City serves as a focal point for festivals, concerts, art galleries, sporting events, fitness programs, charity races, museum programs, dining specials, musical performances, and anything else that draws visitors to the center city. It includes such DDP and community partner programming as First Fridays, The Square Is



DP&L SUMMER IN THE CITY

Where, popular downtown festivals, and the following signature events:

- **May 7** – The **Downtown Housing Tour** invites prospective homeowners and real estate lovers to visit some of the hottest addresses in the city.
- **June 3** – **Art in the City** will celebrate downtown's rich visual arts community

and feature hands-on activities, plus a juried art show in businesses throughout downtown executed by the Dayton Visual Arts Center.

- **August 5** – **Downtown Adventure Night** brings back the Great Dayton Adventure Race and the popular Over the Edge fundraiser, along with a party on Courthouse Square and many more interactive adventure activities.
- **September 16** – The **Performing Arts Street Party** will feature music, theater, dance, and other performances, celebrate the Victoria Theatre's 150th anniversary, and highlight downtown's strong performing arts talent.

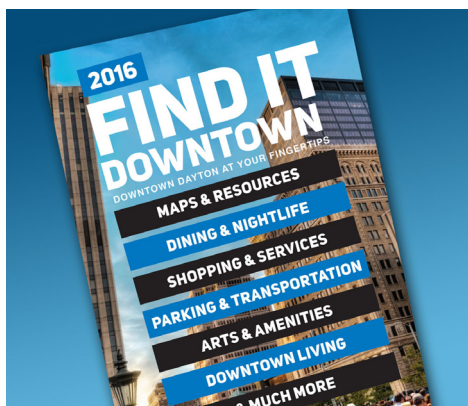
For more information about the 2016 DP&L Summer in the City, visit downtowndayton.org or pick up an Events & Activities Guide at downtown businesses and events. Summer in the City is a program of the **Downtown Dayton Partnership**, presented by **DP&L**, with major sponsor **Dayton.com**.

MARKETING AND COMMUNICATIONS

Marketing downtown as a positive place to live, work and play is critical to future development, as it positions downtown in a positive light and improves public perceptions about our center city.

POPULAR PUBLICATIONS HELP MARKET DOWNTOWN

The DDP produces a wide variety of publications to help promote downtown businesses, events, and amenities, and to attract investment downtown.



'FIND IT DOWNTOWN' GUIDE

One of the most popular pieces is "**Find It Downtown**," the annual consumer's guide to the services, retail, parking, dining, attractions, and arts & entertainment in Downtown Dayton. While this guide also exists in electronic format on the DDP website and mobile app, the printed version still proves to be a handy resource for downtown workers and visitors alike. 30,000 copies of the guide were produced and distributed in the first quarter – The DDP delivers a copy for every downtown worker and resident, and provides a supply for visitors to pick up in such key locations as hotels, news boxes, the library and the convention center. To request copies of the printed guide, call 937-224-1518.

One of the newer DDP publications is an electronic newsletter titled "**Downtown Market News**." This piece debuted last year, targeted at prospects looking to locate businesses downtown, commercial real estate brokers, and other business development contacts. It's designed to feature downtown market reports and insight, notable business news, and profiles of the DDP's many free business development services. 2016's first issue of Downtown Market News was released in the first quarter, highlighting downtown's walkability factor and a record year for the DDP's Site Seeker program. If you are interested in receiving future issues of this publication, contact Scott Murphy at murphy@downtowndayton.org.



10 W. Second St., Suite 611
Dayton, Ohio 45402
(937) 224-1518

www.downtowndayton.org

 @DowntownDayton

 twitter.com/DowntownDayton

 facebook.com/DowntownDayton

Presorted
Standard
US Postage
PAID
Dayton, OH
Permit 1085

From festivals to visual and performing arts events, live music to recreational activities, unique shopping to independent restaurants and breweries and so much more, the summer is packed with great things to do downtown. Visit downtowndayton.org to download the 2016 DP&L Summer in the City Events & Activities Guide.

CLEAN AND SAFE

The DDP, with the City of Dayton, develops and implements a coordinated public spaces management program to maintain and enhance downtown Dayton as a clean, safe and welcoming environment.

AMBASSADOR STATS

The DDP oversees the **Downtown Dayton Ambassador Program**. A summary of the Ambassadors' work in the first quarter of 2016 is below:

ACTIVITY	FIRST QUARTER 2016
Hospitality assistance	1,711
Safety escorts	69
Property owner/bldg. mgr. contacts	256
Panhandling incidents addressed	605
Requests for police assistance	22
Trash collected (lbs.)	37,476
Graffiti removed	121
Power washing (gallons)	702

Each year, the Downtown Dayton Partnership conducts a survey of downtown businesses. Below are some of the results from this year's survey.

ANNUAL BUSINESS SURVEY RESULTS:

- 93.4%** feel safe downtown.
- 89.3%** think the downtown Ambassadors make downtown cleaner.
- 60.7%** think the Ambassadors make downtown safer.
- 87.3%** think the Ambassadors have a positive effect on downtown.

Downtown Dayton Special Improvement District Board of Directors

Chairman: Dan Meixner, President, Chaminade Julianne Catholic High School

Vice-Chairman: Ryan Powell, LPI Properties, Inc.

Secretary: Gary Gottschlich, Gottschlich & Portune LLC

Treasurer: Joey Williams, Commissioner, City of Dayton

Shelley Dickstein, City Manager, City of Dayton

Dan Foley, Montgomery County Commissioner

William Kramer, Resident, Ice Avenue Lofts

Buddy LaChance, Premier Health Partners