



The Dayton Creative Social Trade Zone –

Part 1

or

What is the Essence of, and Growth Opportunity of the Greater Downtown as Dayton Moves Forward?

10.1.22 Dayton Neighborhood Conference – Belmont High School



Today is a Thinking and Sounding Board

Exercise:

***We are Re-engineering and Rebuilding the
Historic Engine and Power Train of the
Dayton Economic Machine!***



Today is a Thinking and Sounding Board

Exercise:

*Help us with our Story as we Peer through
a Prism of Promise and Future
Opportunity for Dayton.....*

An aerial, slightly hazy view of a city with a river. The buildings are mostly multi-story, rectangular structures. A river flows through the lower part of the frame, with a small boat visible. The overall tone is warm and historical.

The Rear View Mirror

History of Civilization:
The Atmospherics of
Robust Urban Centers
***(CITY) – Magical Social
Magnets*** for Human
Economic Activity

***Cities are Social Trade
Zones that
Catalyze Creativity***

CITY OF GOLD

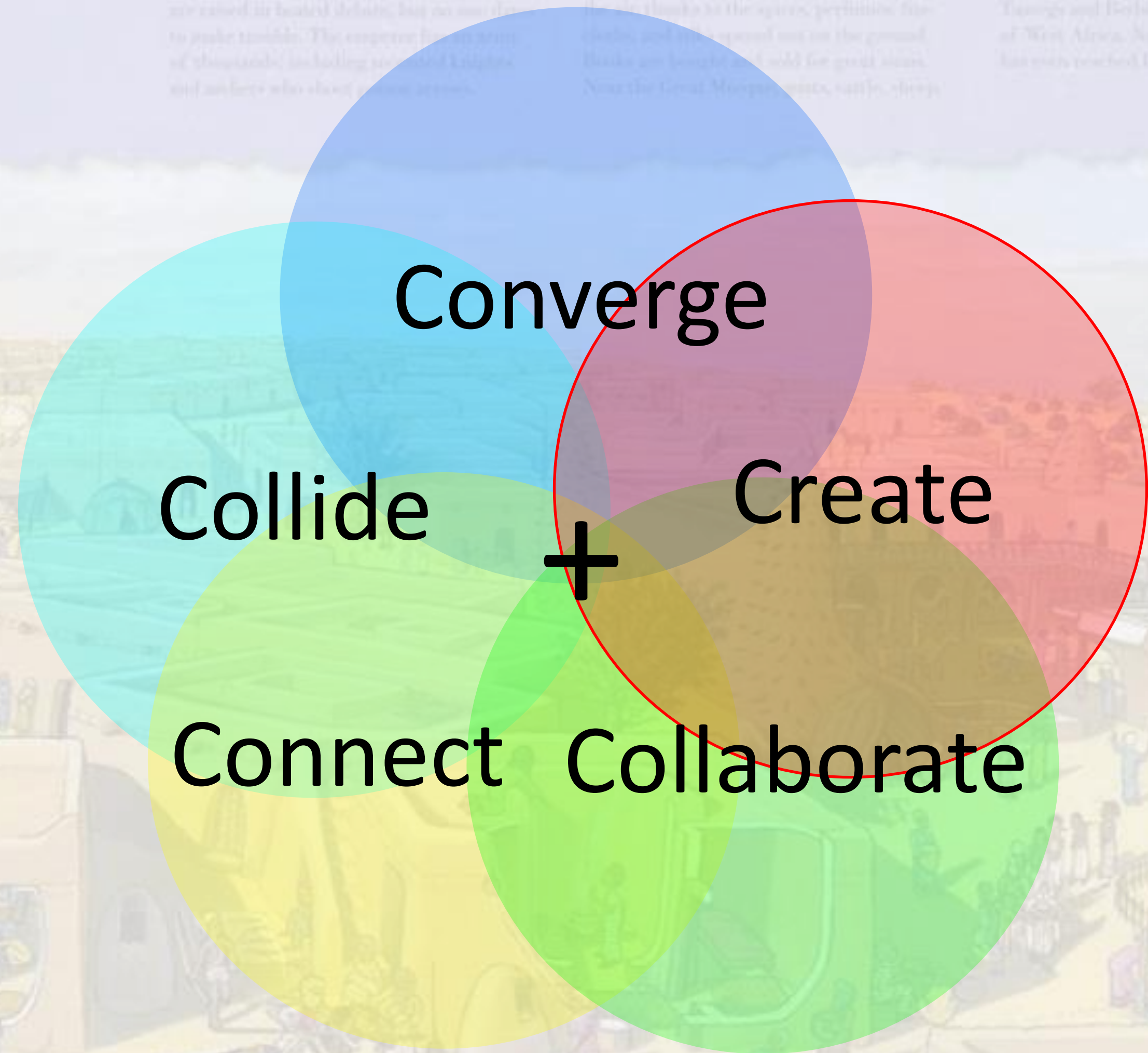
It's 1500, and Timbuktu is known as the Pearl of Africa with good reason. After sixty years of turmoil, peace and prosperity have returned to the city. Yes, the narrow streets may be ankle-deep in sand, and the mud-brick houses that line them may look ordinary. Don't be fooled! The fine clothes and glittering jewellery worn by the merchants give away the secret: the city here – lots of it! Timbuktu is at the crossroads of the desert and the sea, and the caravan routes that connect it to the world are busy with trade.

Socializing Steps to Creativity

From the market of the Great Mosque, a...
...to make trouble. The emperor has an army of...
...and unless you shoot...
...near the Great Mosque, you'll...
...with fresh fish caught with nets in the Niger. The...
...The eye is shaded by a piece of red animal...
...traders only shoulder with desert...
...Tangor and Berber, and the Malinke people of West Africa. No wonder Timbuktu's fame has...
...has even reached London and Paris!

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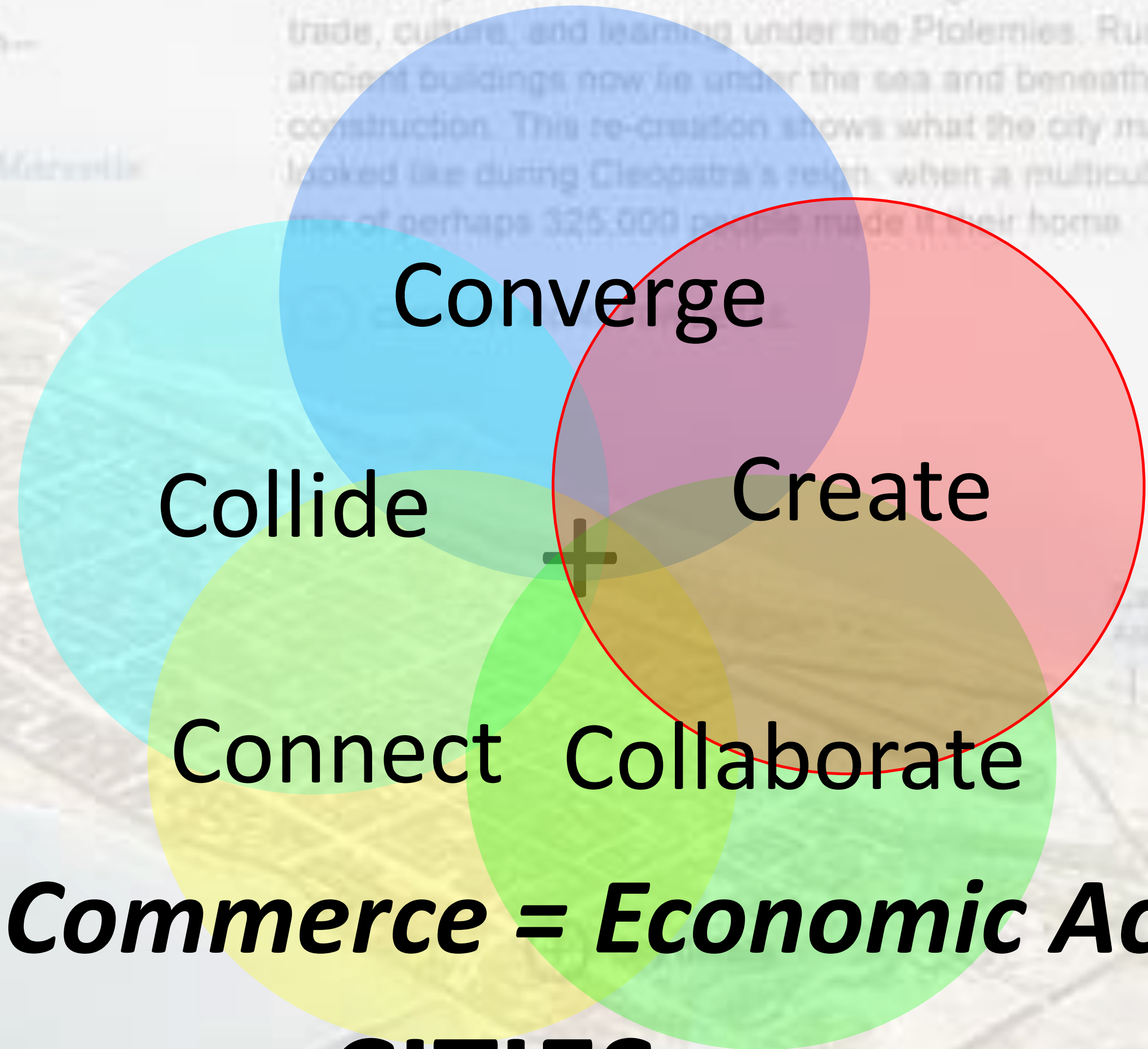


The Rear View Mirror

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*Cities are Social Trade
Zones that
Catalyze Creativity*

**= Commerce = Economic Activity
= CITIES are
Economic Engines**



Context: What is Going on in and about the Great Lakes? – Zooming Out

- Market forces are reshaping the country – Great Lakes Region (*Unceremoniously formerly known as the Rust Belt*)
 - Centrality
 - Accessibility
 - Infrastructure:
 - Transportation
 - A Rich, Robust Legacy of Assets:
 - Institutions & Foundations:
 - Education, Research, Cultural, Economic
 - Culture of Work Ethic
 - Affordability
 - Economy – Third largest GDP – if it were a country



AN ECONOMIC CENTER

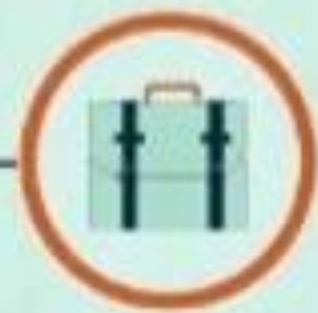
By almost any measure, the Great Lakes region is one of the world's most important economic and population centers.



Population
107 million



GDP
US\$6 trillion



Jobs
51 million

In fact, if it were a country, it would be the **3rd largest in the world** by GDP.

GROSS DOMESTIC PRODUCT

2015 (US\$ trillions)



KEY INDUSTRIES in the Great Lakes

- Manufacturing
- Agriculture
- Mining & Energy
- Tourism
- Shipping & Logistics
- Education and Health
- Finance

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INVESTING IN INNOVATION

The Great Lakes region is a hotbed for innovation, with both sides of the border receiving a healthy amount of research and development funding.

RESEARCH & DEVELOPMENT FUNDING

Great Lakes-St Lawrence Region 2014



U.S.
US\$80.2 BILLION
(24% of U.S. total)



Canada
US\$19.2 BILLION
(70% of Canada total)

Source: National Science Foundation, StatCan



The level of R&D funding correlates with the number of domestic patents granted.

DOMESTIC PATENTS GRANTED

Great Lakes-St Lawrence Region 2014



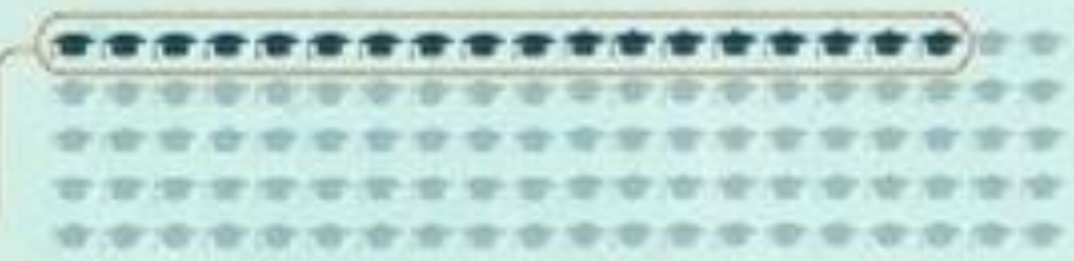
U.S.
25%*



Canada
68%*

*% of national total
Source: U.S. Patent Office, Canadian Intellectual Property Office

As well, the area is home to some of the world's leading educational institutions. In 2015-16, **18 of the top 100 universities in the world** could be found in the Great Lakes region.



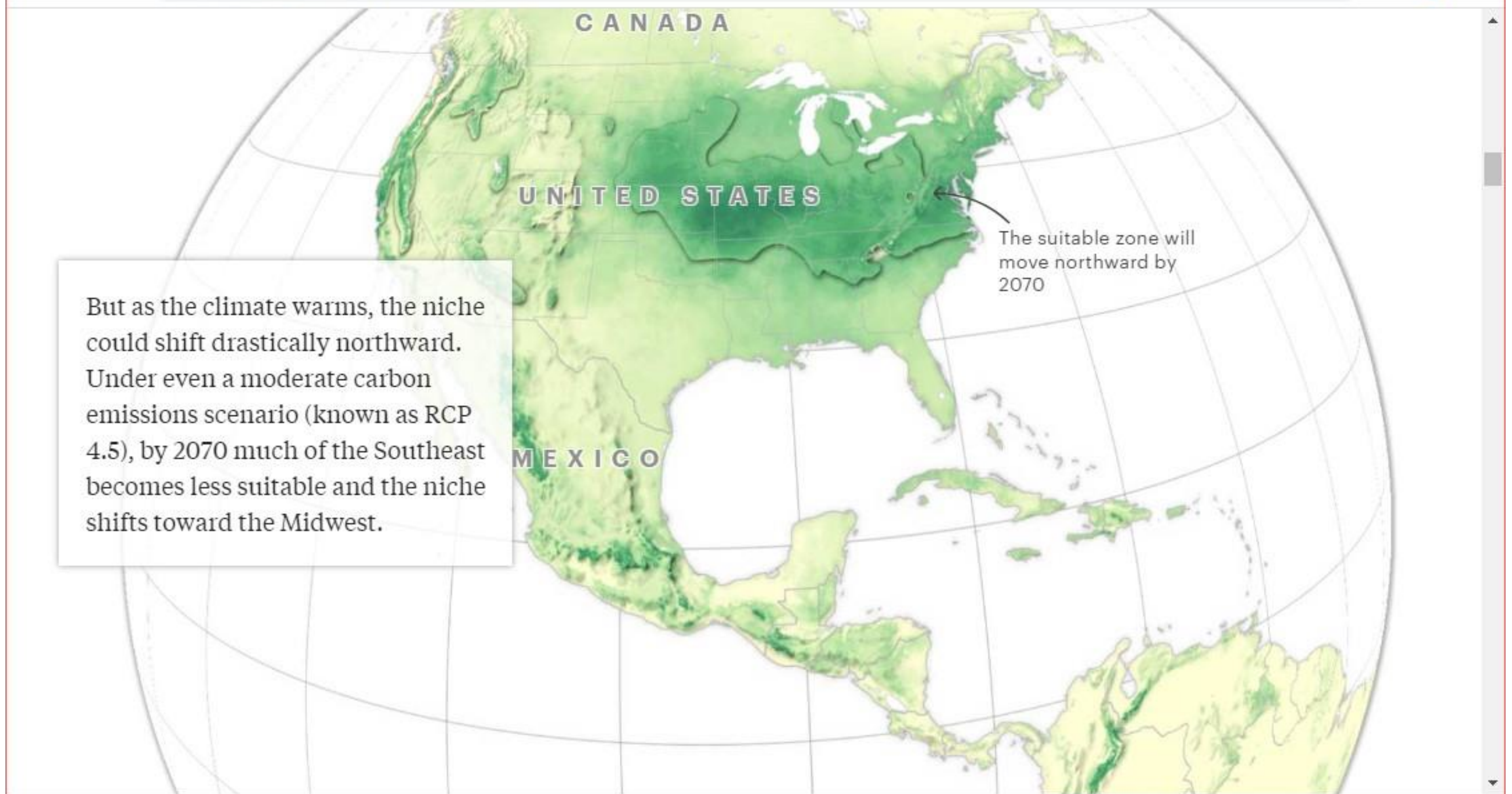
Source: Times Higher Education


Great Lakes Region is the *New American Frontier*

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 - Infrastructure:
 - Transportation
 - A Rich, Robust Legacy of Assets:
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 - Affordability
 - Economy – Third largest GDP – if it were a country
 - ***Climate – Great Lakes – World's Largest System of Fresh Water Lakes – A Climate-Moderating Ecosystem – Zoom Out***

But as the climate warms, the niche could shift drastically northward. Under even a moderate carbon emissions scenario (known as RCP 4.5), by 2070 much of the Southeast becomes less suitable and the niche shifts toward the Midwest.

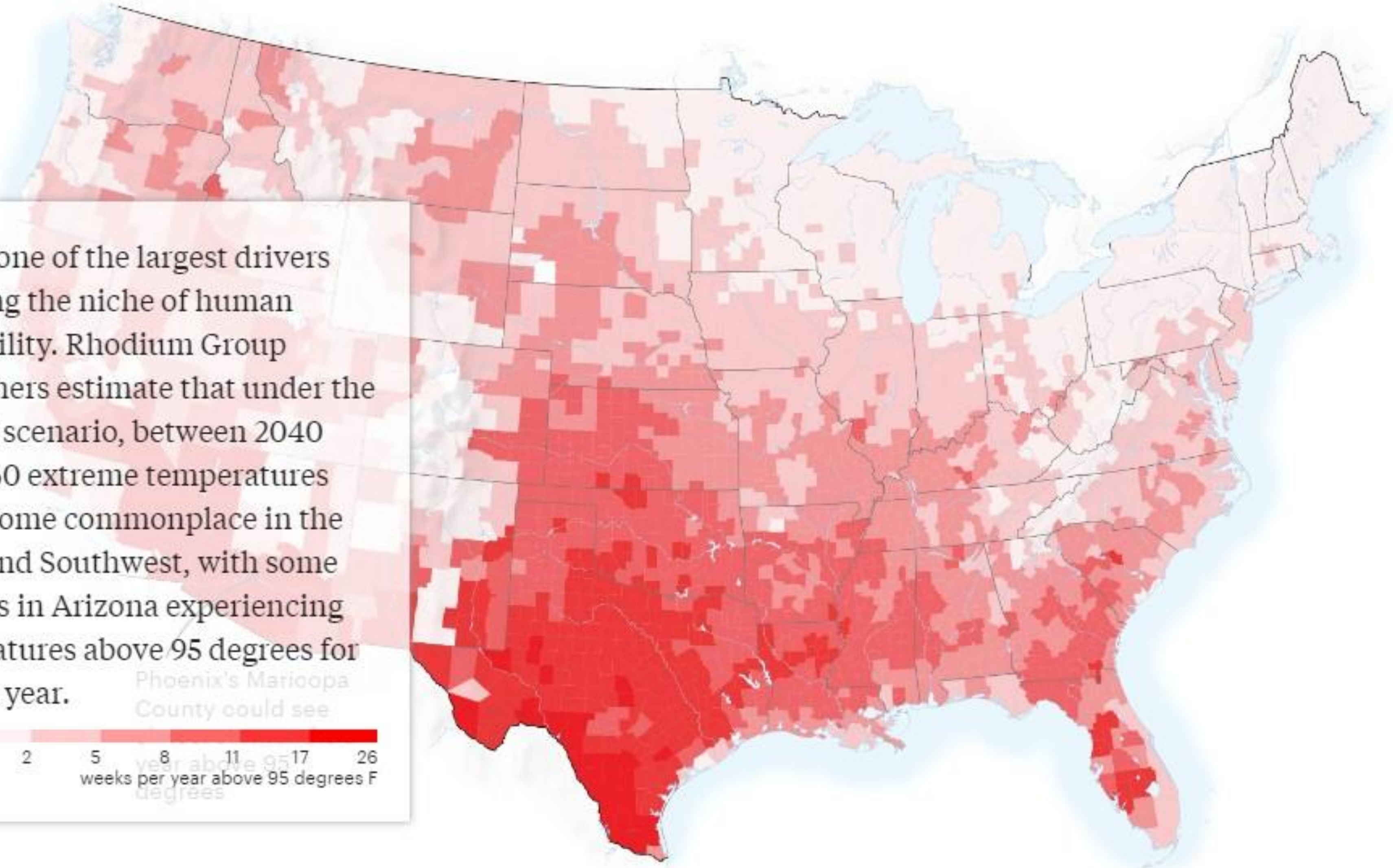
The suitable zone will move northward by 2070





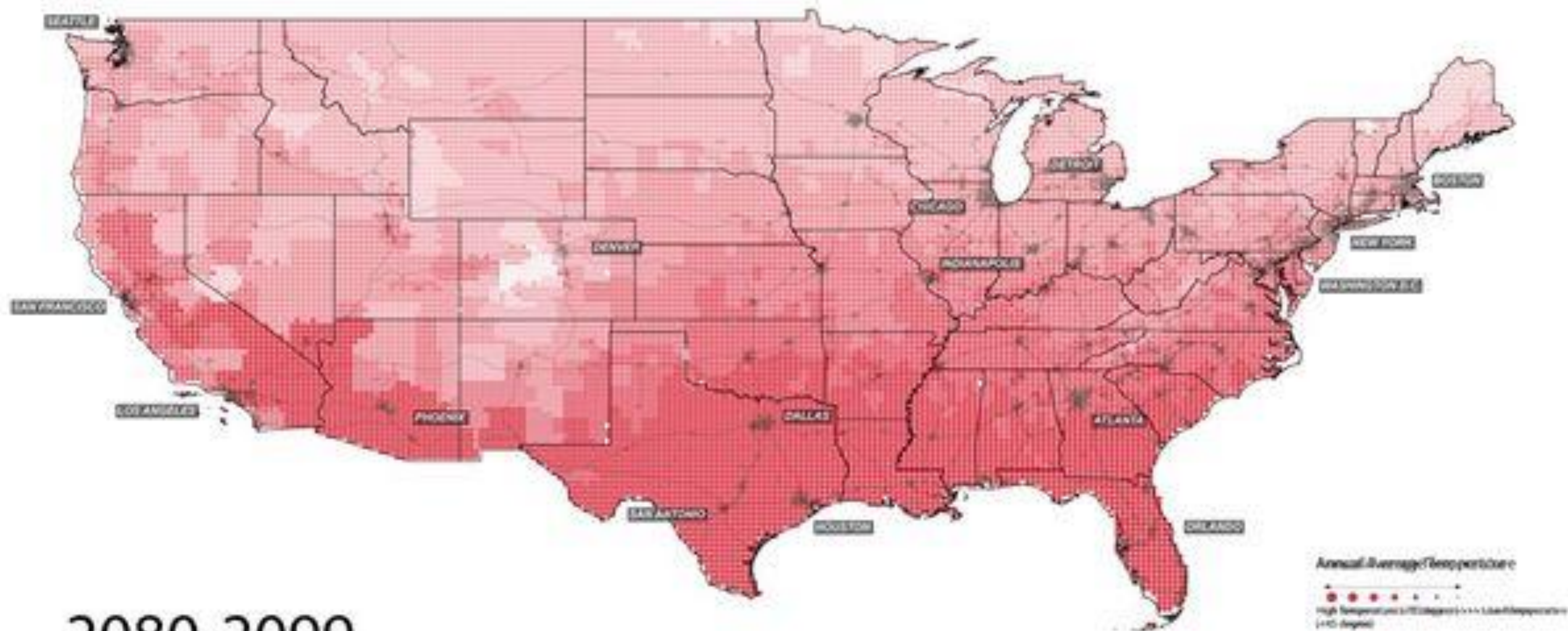
In the case of extreme warming (represented as RCP 8.5), the niche moves sharply toward Canada, leaving much of the lower half of the U.S. too hot or dry for the type of climate humans historically have lived in. Both scenarios suggest massive upheavals in where Americans currently live and grow food.

Heat is one of the largest drivers changing the niche of human habitability. Rhodium Group researchers estimate that under the RCP 8.5 scenario, between 2040 and 2060 extreme temperatures will become commonplace in the South and Southwest, with some counties in Arizona experiencing temperatures above 95 degrees for half the year.



ANNUAL AVERAGE TEMPERATURE

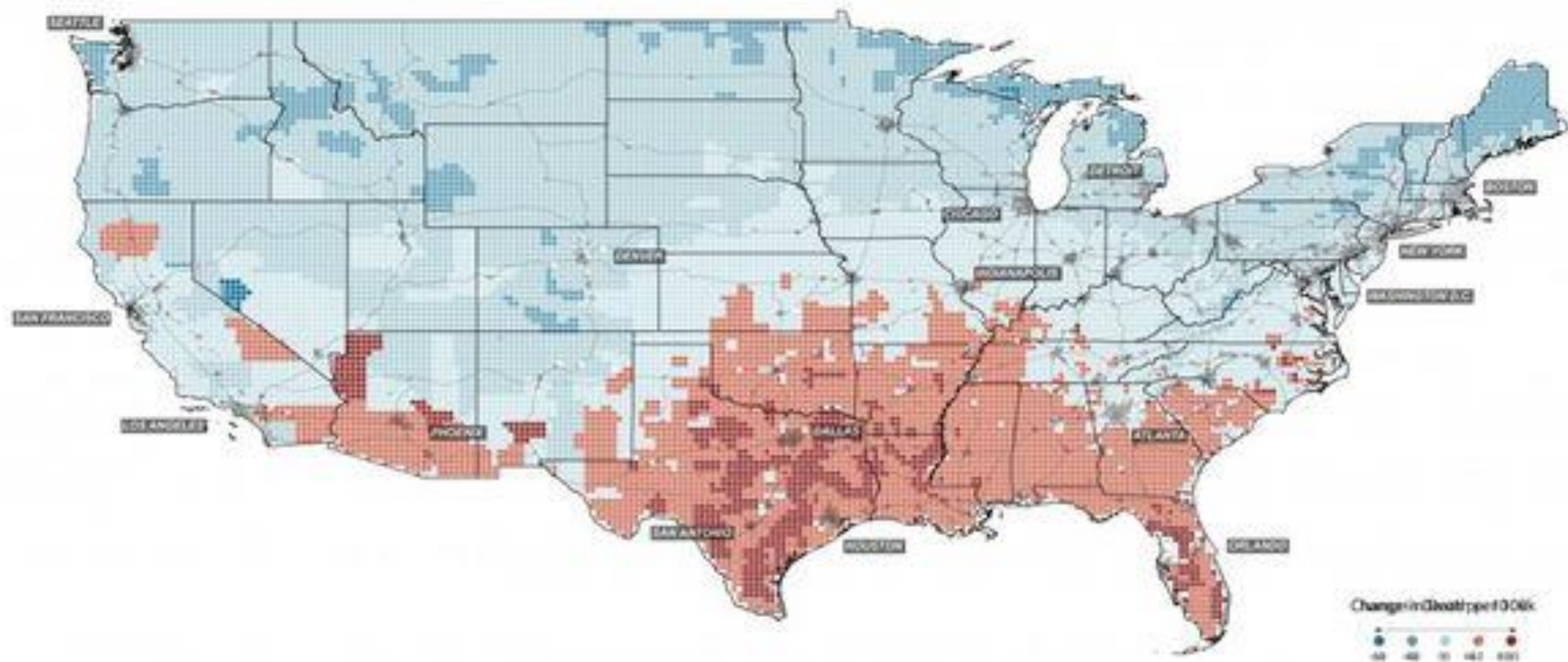
based on climate change projections



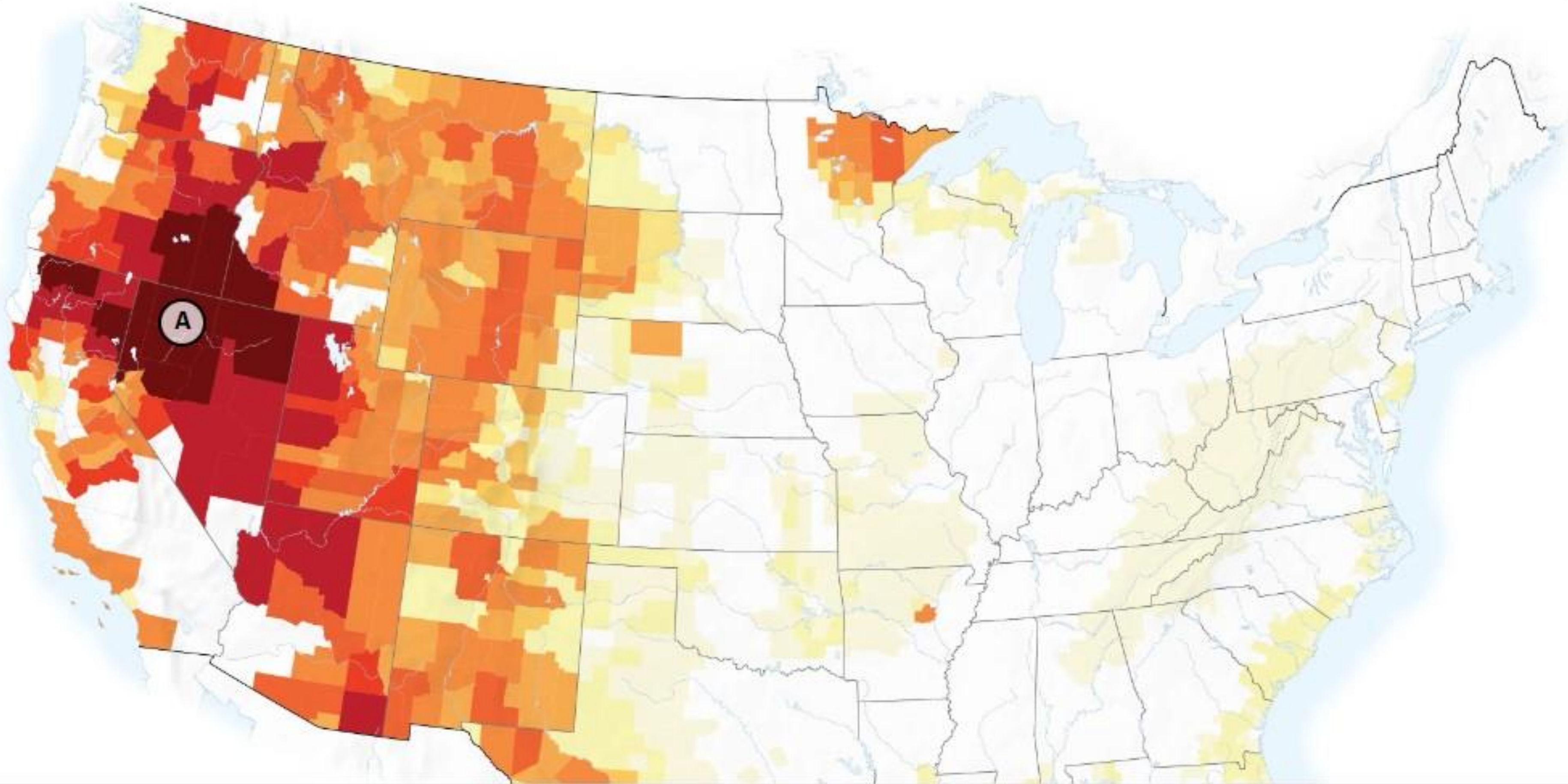
2080-2099

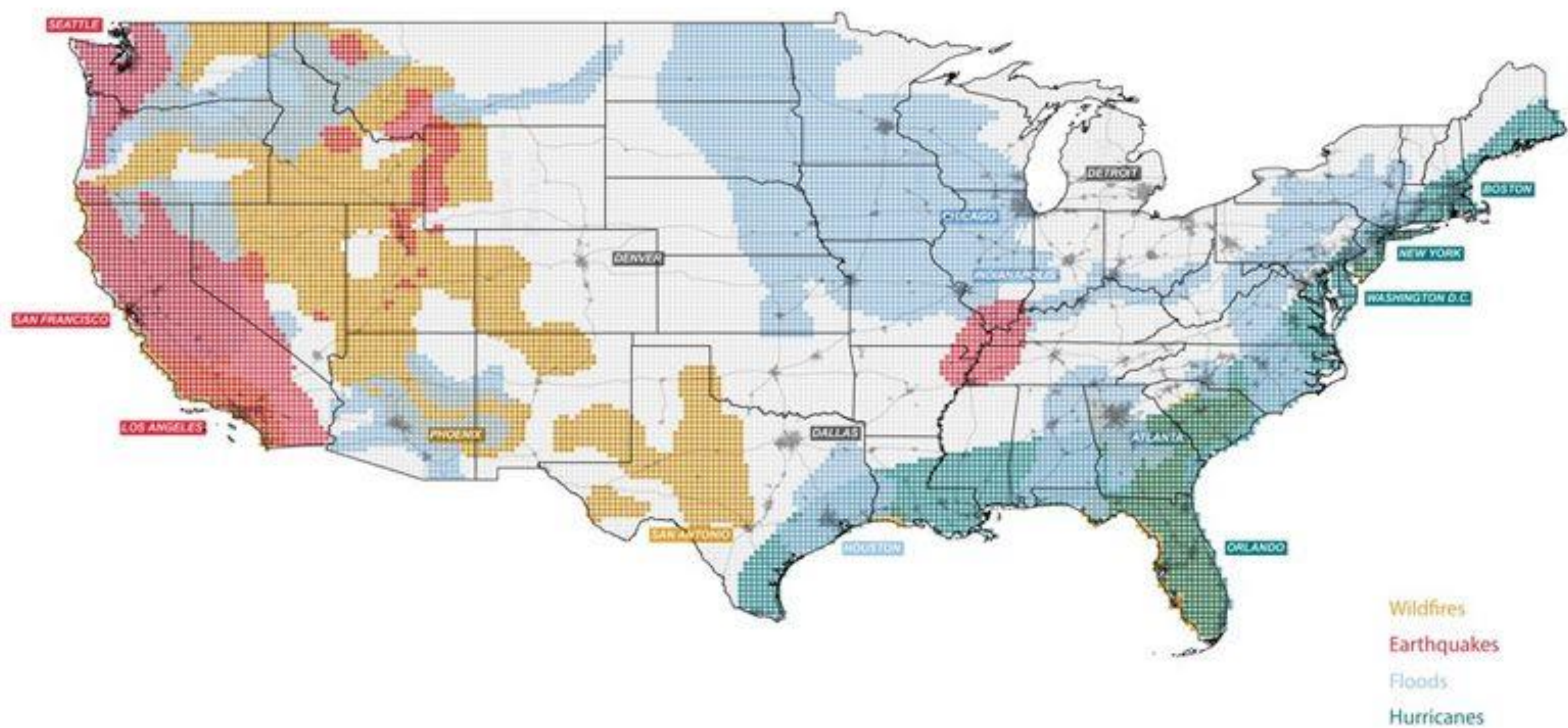
MORTALITY

based on climate change projections



The western third of the country is dry and on fire!!!!!!





Context: Legacy Cities in the Great Lakes Region - Repositioning

- **FIRST TIER - CHICAGO:**
 - Led the pack starting in 1980's – an established, solid trend – not a fad



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 - Detroit
 - Cleveland
 - Pittsburgh
 - Buffalo
 - Etc.....
 - All share similar ***Creative Urban Center Hallmarks:***
 - Gritty, Diverse, Walkable, Bikeable, Authentic, Social, Random, Serendipitous, Spontaneity, Creative, Organic, Inclusive, Engaging, Dense, Fun, Adventurous, Affordable = ***OPPORTUNITY***

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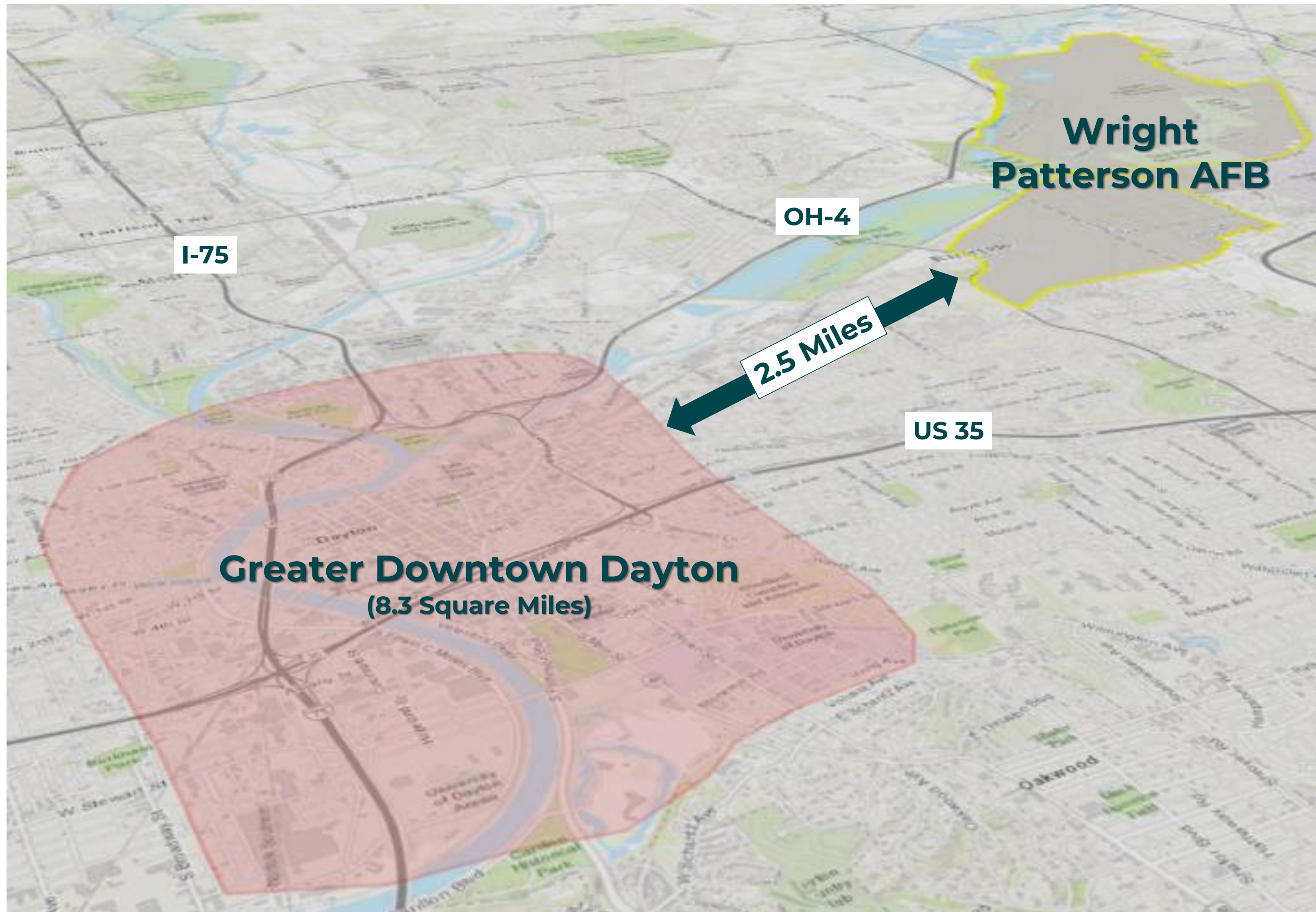
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- Grand Rapids

- Dayton





Wright-Patterson AFB

- Direct Impact: 29,423 jobs & \$2.52B in payroll
- Indirect Impact: 50,784 jobs & \$2.82B in payroll
- \$5.63B in direct economic output / \$9.91B in indirect & induced impact

(Source: Dayton Development Coalition)

Greater Downtown Dayton

- 64,451 jobs
- \$9.7B in total business revenues

(Source: 2018 Dayton Business Demographics Analysis - Wright State University)

DAYTON'S CREATIVE INNOVATION STRATEGY



46%
GROWTH

IN GREATER DOWNTOWN JOBS
(2010-2018)



280%
INCREASE

IN SBIR/STTR AWARDS TO
DOWNTOWN COMPANIES
(2010-2014 v. 2015-2019)

Economic Assets:

Dayton's innovation strategy leverages college and university partners, Wright-Patterson AFB, defense industry, local hospital networks and care providers, and state and local government stakeholders

Physical, Place-Based Assets:

Greater Downtown's revitalization, growth in commercial corridors, improving walkability and mobility, and now the Hub at the Dayton Arcade provide the underlying infrastructure for innovation and creativity

Networking Assets:

Trust between innovation partners and alignment around Dayton's vision. A deepening network of entrepreneurship program providers and intentionality in engaging black and brown founders



\$2.3B
INVESTMENT

IN COMPLETED OR PLANNED PROJECTS

(GREATER DOWNTOWN SINCE 2010)



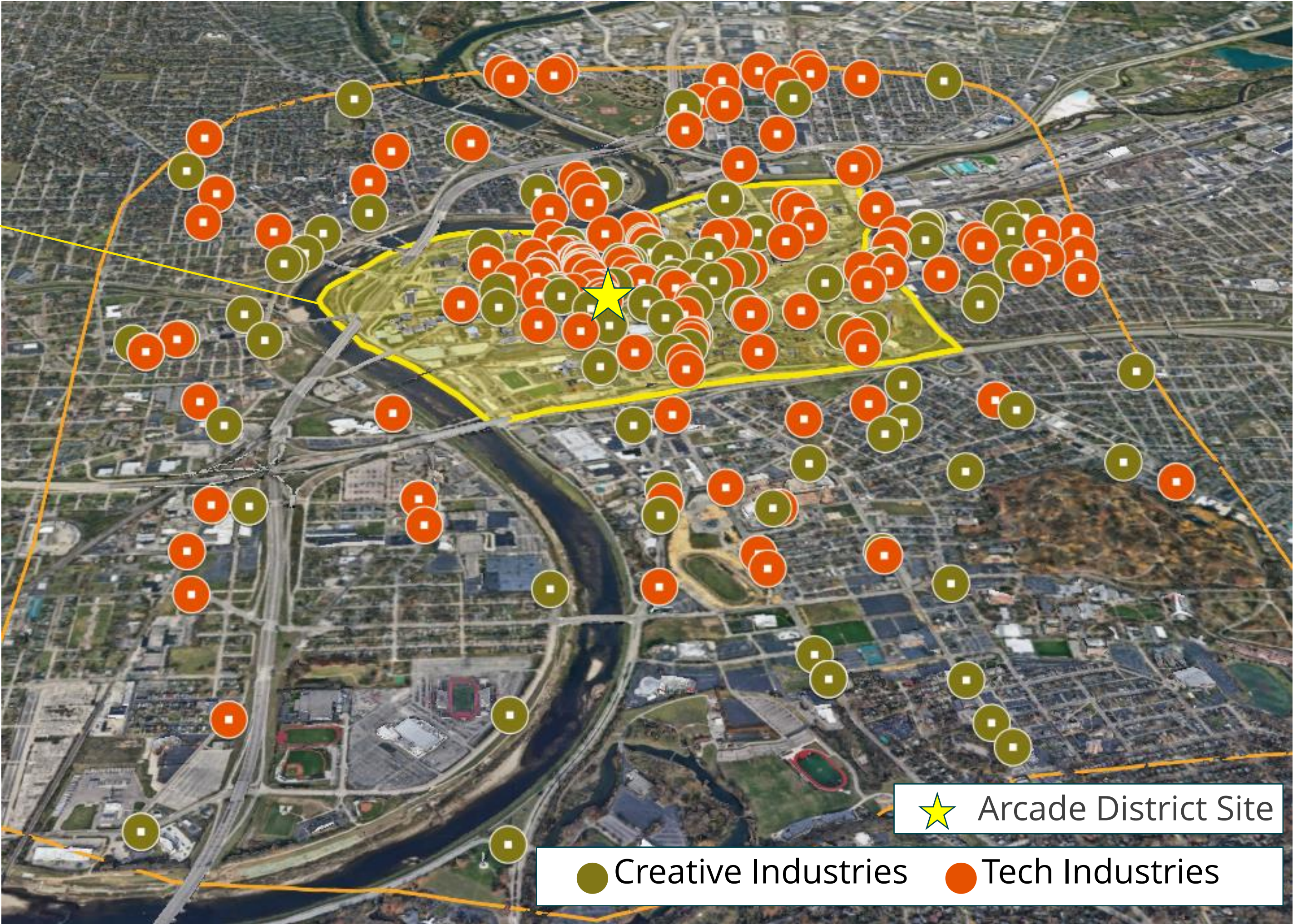
200%
GROWTH

IN ENTREPRENEURS' CENTER

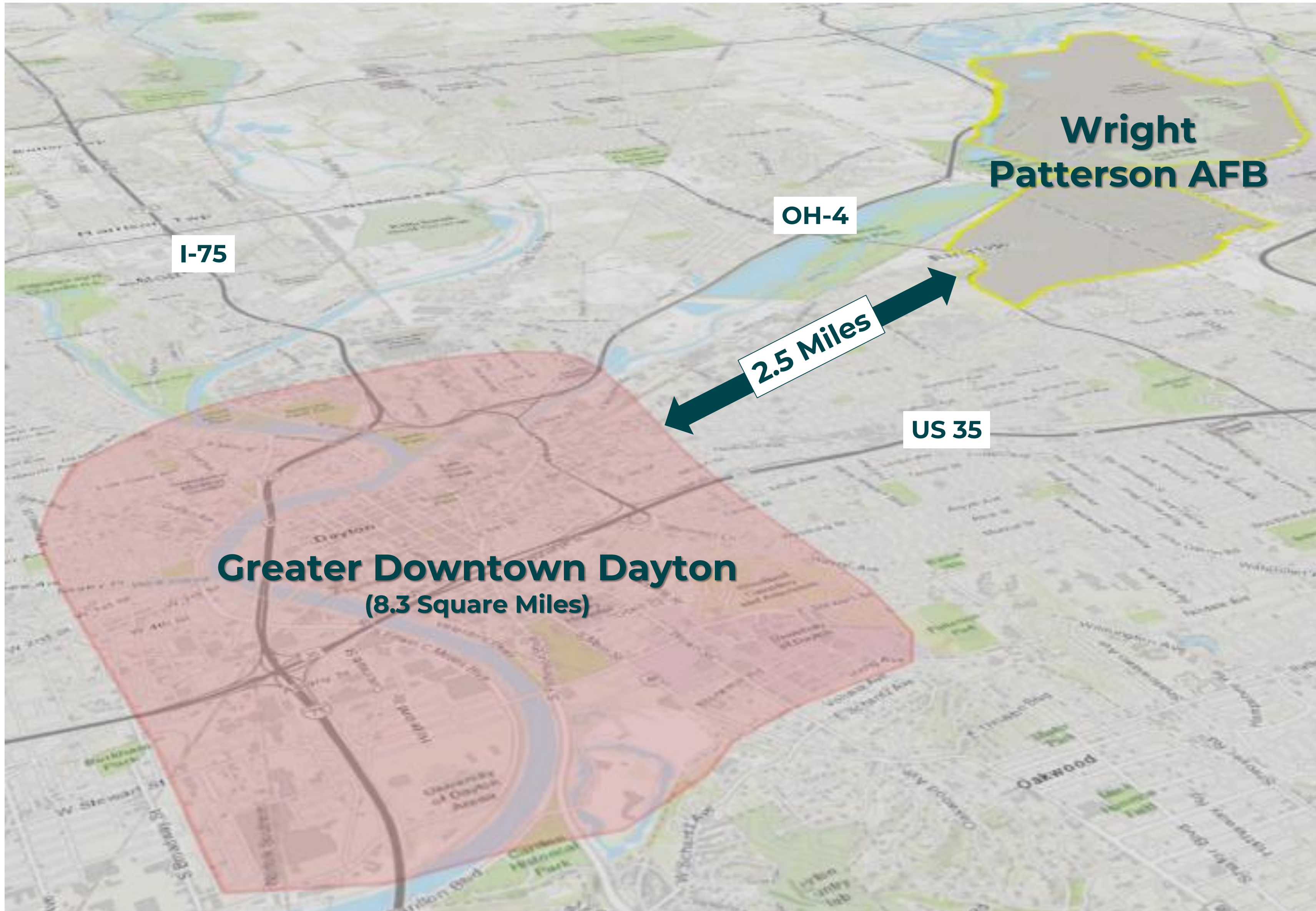
PORTFOLIO (2019-2021)

Dayton's entrepreneurship-centric strategy is already underway, partnerships in place, leveraging assets, & working

- **Technology and creative industries** are most concentrated in the heart of downtown and within blocks of the Arcade Hub
- Fundamental linkage between the talent necessary to drive these endeavors and the place-based qualities that make downtown unique



SOURCE: Technology and Creative Industries from ReferenceUSA



Wright-Patterson AFB

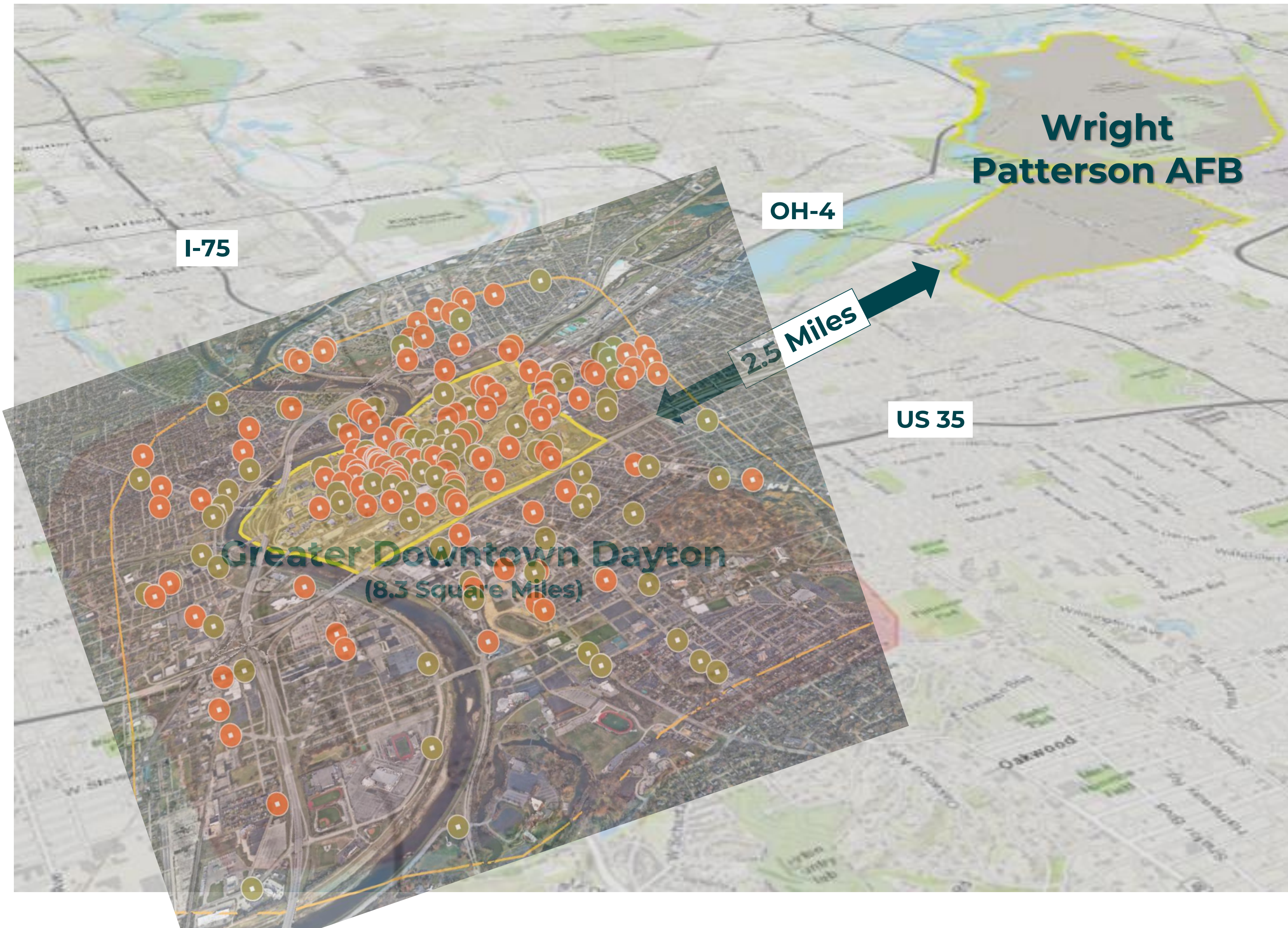
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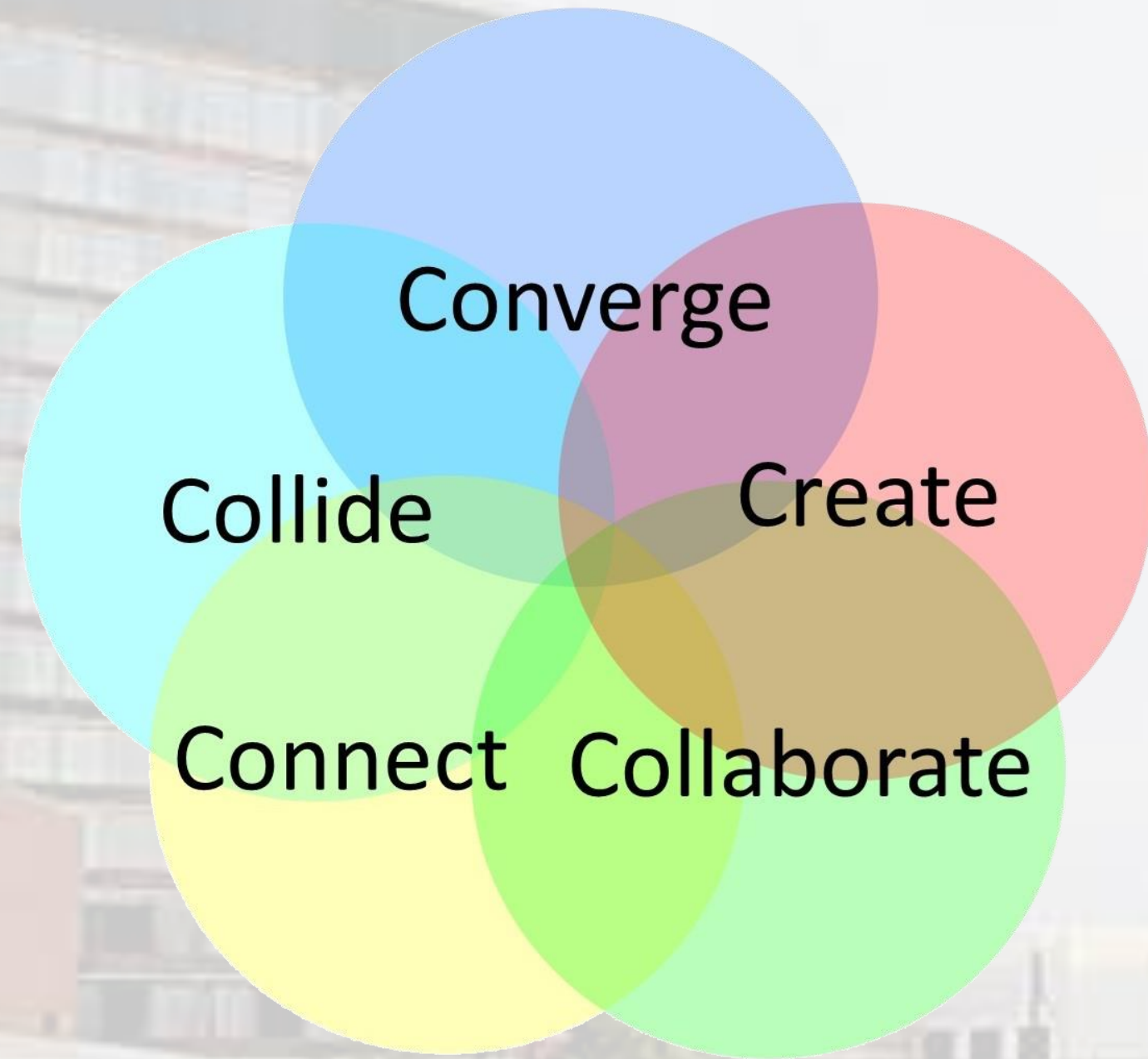
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*Greater Downtown Dayton Strategy:
Vibrancy to Activate
Sense of Place*



*Socializing Steps to Creativity
And
Vibrancy of Place*





Sense of Place

+

Street Vibe

+

Creative Social Immersion

+

+

Urban Lifestyle Experience

=

**Magnetic Attraction of the
Creative-Spirited Daytonians**

=

Dayton Creative Economic Strategy



*Socializing Steps to Creativity
And
Vibrancy of Place*

*Dayton Downtown Strategy:
Vibrancy to Activate
Sense of Place*

*Learn
All Levels – Educational Diversity*

*Live
27,500 Residents
Vibrant & Diverse
Neighborhoods Rising*

*Work
1,000 Employers
Talented, Flexible and
Motivated Workforce*

*Play
7.25M Visitors Annually
Recreation, Entertainment
Urban Lifestyles*

*Create
Creative Industries
The Creatives Collaborate
with the Tekkies*



So What Do We Have Here?

What Is The Essence?

Who Are We?

What Are We?

- Greater Downtown?
- Innovation District?
- Innovation Zone?
- Creative Innovation Zone?
- Social Trade Zone?
- Creative Social Trade Zone?
- Or?
- Or?
- Or?

Stay Tuned for part 2 – Block-By-Block \

How Can We Strengthen the Center?

Can We Grow and Expand It?

Is This a Regional Eco-System?

Let's Fuse this with the UDA Plan!

Thank You!