

**Downtown Dayton**  
Special Improvement District

# SID SERVICES PLAN

**Progress through Partnership**

**2016-2020**



# SID SERVICES PLAN 2016-2020

The Downtown Dayton Special Improvement District (SID) works to make downtown Dayton a better place to work, live and visit. The SID contracts with the Downtown Dayton Partnership to fund a series of programs and initiatives that enhance downtown as an exciting, livable and economically healthy place for businesses, residents and visitors.

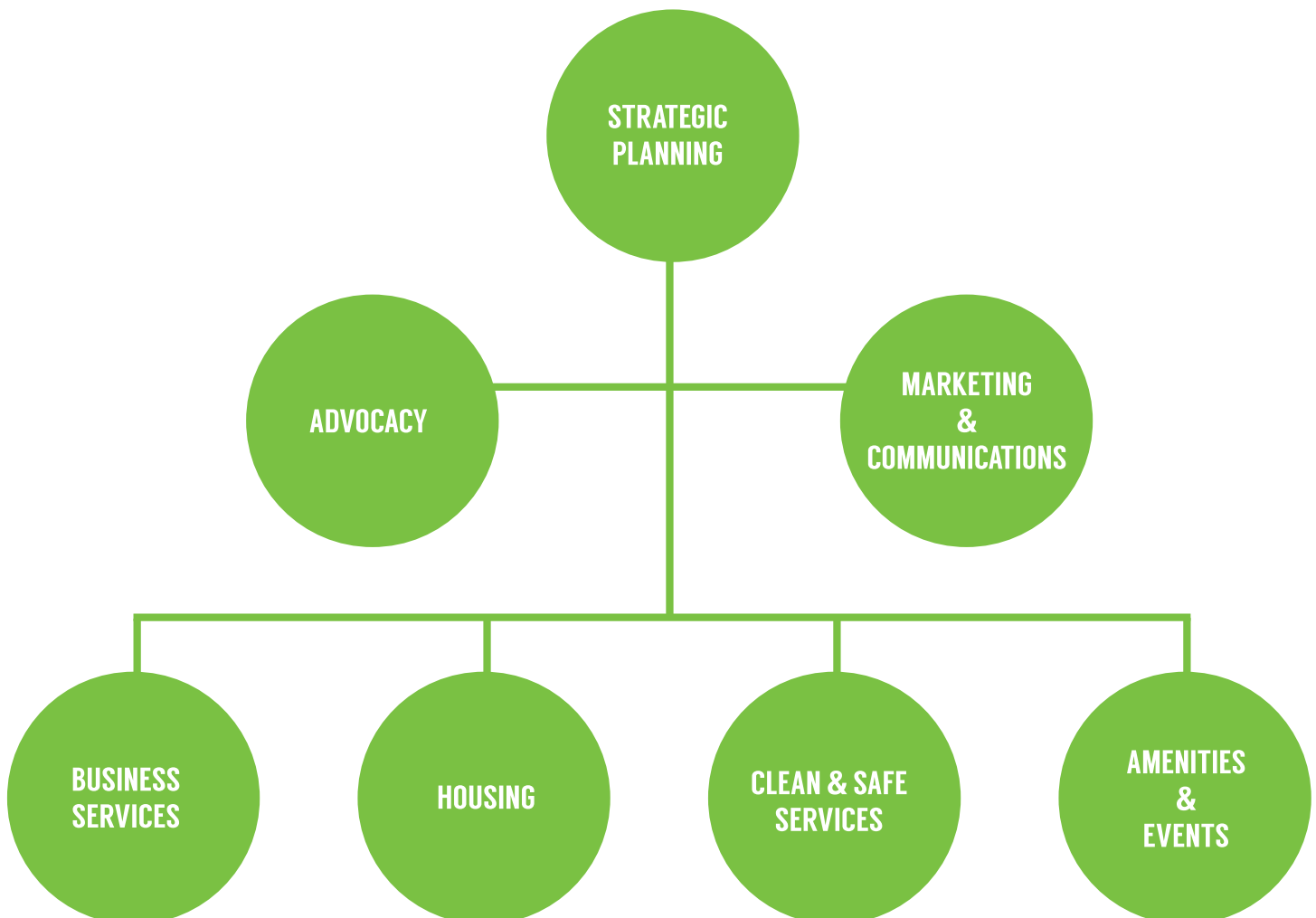
The 2016-2020 SID Services Plan will focus on the following strategies to ensure our momentum continues as we work together to keep downtown Dayton a vibrant hub of regional activity.

- **Strategic Planning** to address long-term, sustainable growth
- **Business Services** that positively impact the downtown economic environment

- **Housing** work with partners to sustain and grow residential development
- **Clean and Safe Services** that maintain and enhance downtown as clean, safe and welcoming
- **Advocacy** for downtown and its property owners, businesses and residents
- **Marketing and Communications** that showcase downtown and everything it has to offer
- **Amenities & Events** strategies that elevate downtown's options for diverse entertainment

*Each year the Downtown Dayton Partnership will prepare a detailed work plan with specific strategies for how the organization will administer the SID Services Plan and specific measurables for each strategy.*

## 2016-2020 SID SERVICES PLAN FOCUS AREAS



# STRATEGIC PLANNING

**Goal:** Attract investment in the core by implementing a collaborative, comprehensive strategic plan that is beneficial to property owners, businesses, residents and visitors.

## STRATEGY

**Lead the development of & implement strategies for Greater Downtown Dayton Plan recommendations that impact the SID**

## TACTICS

- Identify priorities & serve as the overall convener & facilitator for initiatives in the SID
- Work with partners to implement new projects & initiatives that will attract investment in the core
- Help identify funding models & strategies to fund Plan projects
- Coordinate regular communications with key stakeholders, media & the community to report progress

## EVALUATION

- Progress made on key Plan initiatives
- Amount of investment in core
- Media placement
- Perception survey

## STRATEGY

**Work with partners to plan for re-use or other alternatives for underutilized properties**

## TACTICS

- Assist partners with proposals, re-use studies & other research
- Serve as a resource & information connector for prospective developers

## EVALUATION

- Assistance provided
- Number of projects underway

## STRATEGY

**Identify proactive solutions to challenges that impact SID property owners and other key audiences**

## TACTICS

- Coordinate with partners to improve perceptions & develop solutions to challenges for key users, such as parking & perception of crime

## EVALUATION

- Set parameters to gauge success for each challenge
- Perception survey

## STRATEGY

**Initiate creative placemaking efforts that further establish downtown as a distinct gathering place**

## TACTICS

- Facilitate partnerships between businesses & organizations to enhance such public spaces as Courthouse Square and Dave Hall Plaza
- Lead initiatives that improve connections between districts, including murals, lighting, signage, pedestrian amenities & public art

## EVALUATION

- Number of partnerships
- Number of added enhancements
- Perception survey

# HOUSING

**Goal:** Work with partners to sustain and grow residential development in the core.



## STRATEGY

**Promote downtown as a unique urban neighborhood and highlight living options**

## TACTICS

- Coordinate annual events that showcase housing options & the downtown neighborhood
- Raise awareness through proactive PR efforts targeted at key publications & media outlets
- Meet with property managers, owners and residents to maintain positive relationships

## EVALUATION

- Event attendance
- Media coverage
- Contacts/visits made



## STRATEGY

**Assist and serve as a resource for developers and promote residential development**

## TACTICS

- Collect data and information that may be useful to developers
- Keep inventory on available product
- Leverage networks & proactively exchange information with real estate professionals and property owners

## EVALUATION

- Number of meetings with potential developers
- Amount of assistance provided



## STRATEGY

**Work with partners to identify housing re-use strategies for buildings**

## TACTICS

- Work with the City of Dayton & other key partners on strategies for targeted buildings
- Connect property owners with expertise, resources & potential developers

## EVALUATION

- Amount of interest generated
- Number of re-use projects underway



# CLEAN & SAFE

**Goal:** Maintain and enhance downtown Dayton as a clean, safe and welcoming environment.

## STRATEGY

### Maintain a clean environment

## TACTICS

- Manage the Downtown Dayton Ambassador Program, which provides supplemental cleaning services
- Assist with the beautification of public spaces
- Seek grant opportunities that help fund beautification programs

## EVALUATION

- Stats on Ambassador services delivered
- Perception survey
- Number of beautification projects
- Grant applications and funds received



## STRATEGY

### Support and promote a safe downtown

## TACTICS

- Manage the Downtown Dayton Ambassador Program, which provides extra eyes & ears for the Dayton Police
- Engage the Dayton Police and key property owners in ways to promote safety measures in the SID
- Work with Dayton Police to implement security measures, including lighting, cameras, etc.

## EVALUATION

- Stats on Ambassador services delivered
- Perception survey
- Crime statistics
- Track areas of improvement
- Number of stakeholders engaged



## STRATEGY

### Develop strategies to improve perceptions

## TACTICS

- Proactively work with media to ensure reporting is accurate and fair
- Work with property owners & partners on issues that impact perception

## EVALUATION

- Perception survey
- Number of positive news stories



## STRATEGY

### Proactively monitor & address social service issues that impact property owners

## TACTICS

- Work with Dayton Police, social service agencies & the City of Dayton to help address panhandling, vagrancy & other issues

## EVALUATION

- Perception survey

# BUSINESS SERVICES

**Goal:** Provide targeted services that positively impact the downtown business environment.

## STRATEGY

**Provide direct support for current & potential businesses in the SID**

## TACTICS

- Administer the Site Seeker program for businesses looking for location & growth options in the SID
- Serve as a liaison in obtaining permits & other tasks involving the public sector
- Provide troubleshooting assistance

## EVALUATION

- Number of Site Seekers conducted
- Number of tours
- Perception survey

## STRATEGY

**Direct a Retention & Expansion program for downtown businesses**

## TACTICS

- Address issues that impede job growth & retention
- Link property owners & businesses to City resources & other ED organizations to address needs
- Work to retain downtown businesses & closely monitor lease renewals
- Administer the Downtown Dayton Leadership Network, with visits focused on targeted businesses

## EVALUATION

- Number of R&E visits conducted
- Perception survey
- Number of Leadership Network visits conducted

## STRATEGY

**Identify strategies to increase the viability of building re-use**

## TACTICS

- Work with partners and property owners to develop specific strategies for office buildings
- Work with potential developers and owners to encourage investment

## EVALUATION

- Amount of interest generated
- Number of re-use projects underway
- Re-investments

## STRATEGY

**Proactively market downtown as a unique office center**

## TACTICS

- Coordinate an aggressive marketing program that showcases downtown's value proposition & available space
- Target users that are best suited for the downtown market, highlighting advantages & unique attributes of downtown

## EVALUATION

- Number of outreach efforts and collateral distribution
- Amount of interest generated

# ADVOCACY

**Goal:** Serve as a collective voice and primary advocate for downtown and its property owners, and bring stakeholders together to address challenges and opportunities for our center city.



## STRATEGY

**Serve as the primary advocate & collective voice for SID property owners**

## TACTICS

- Support/advocate for the best interests of SID property owners and downtown
- Identify ways to leverage resources & create beneficial partnerships
- Meet with the City, County & other key leaders on a regular basis to keep them informed and advocate for downtown interests

## EVALUATION

- Perception survey
- Feedback from stakeholders
- Contacts/visits made



## STRATEGY

**Monitor and proactively address opportunities & challenges facing SID property owners**

## TACTICS

- Work directly with property owners & provide assistance or connect them with appropriate resources
- Help facilitate meetings or discussions with resources that can provide additional assistance
- Address key issues that directly impact property owners

## EVALUATION

- Perception survey
- Number of property owners assisted



## STRATEGY

**Communicate with SID property owners & key constituents**

## TACTICS

- Provide regular communications & updates on projects, developments & any other issues that may impact property owners

## EVALUATION

- Distribute SID Quarterly publication
- Email newsletters
- Property owner visits & interviews



# MARKETING & COMMUNICATIONS

**Goal:** Maintain and enhance downtown Dayton's image as our region's premier center for business, urban living, arts, entertainment and recreation.

## STRATEGY

**Market downtown through an effective integrated marketing strategy**

## TACTICS

- Maintain comprehensive website that brands Downtown Dayton & features a full event calendar
- Implement proactive PR efforts
- Plan & execute aggressive social media efforts for downtown & key events/promotions
- Facilitate cross-promotions & other creative approaches for partners to collaborate
- Produce key marketing publications & communication pieces that promote downtown and inform key audiences

## EVALUATION

- Website analytics
- Social media analytics
- Surveys
- Number of publications & communications produced
- Media exposure



## STRATEGY

**Serve as a resource & provide consultation for businesses and organizations**

## TACTICS

- Provide grand opening & initial marketing assistance to new businesses
- Assist new downtown businesses with potential PR/marketing ideas

## EVALUATION

- Number of grand openings
- Outreach provided



## STRATEGY

**Develop strategies to engage & retain targeted populations, including young talent**

## TACTICS

- Develop marketing strategies specific to these audiences
- Engage in opportunities with young professional groups
- Provide outreach to area universities and support initiatives to retain students post-graduation

## EVALUATION

- Perception survey
- Number of key audience members engaged in efforts





# AMENITIES & EVENTS

**Goal:** Create a framework that further elevates downtown's amenity and event options for diverse audiences.

## STRATEGY

**Coordinate activities & events that support economic growth, showcase existing businesses and organizations, & enhance the downtown experience**

## TACTICS

- Produce/support events that bring diverse audiences into multiple spaces within the SID district
- Coordinate the annual Dayton Holiday Festival
- Coordinate ongoing promotions that showcase retail, restaurants, arts & other creative spaces
- With our partners, develop and implement coordinated programming strategies for downtown's public spaces
- Provide fundraising support for targeted events/programming

## EVALUATION

- Event attendance
- Surveys from participating businesses & patrons
- Sponsorship dollars raised & leveraged
- Media coverage



## STRATEGY

**Develop strategies to reinvigorate first-floor retail & restaurant offerings**

## TACTICS

- With our partners, manage the Activated Spaces Pop-Up Shop program and other initiatives to fill/activate first floor space
- Proactively market space to potential users

## EVALUATION

- Number of new businesses started through program
- Amount of space leased through program efforts



## STRATEGY

**Help ensure downtown remains the premier regional destination for existing & new arts, entertainment & recreation amenities**

## TACTICS

- Maintain a comprehensive calendar program that promotes downtown events & activities
- Encourage collaborative marketing opportunities & coordinate special promotions
- Support new amenities and initiatives that focus on the strengths of our downtown arts, entertainment and recreation assets
- Support pedestrian/cycling-friendly initiatives

## EVALUATION

- Website analytics
- Number of events/activities & attendance figures
- Number of collaborations & promotion results
- Perception survey
- Media coverage



**For More Information:**

**Downtown Dayton Special Improvement District**

10 W. Second St., Suite 611  
Dayton, Ohio 45402

tel (937) 224-1518

fax (937) 224-3602

