



# DOWNTOWN DAYTON SPECIAL IMPROVEMENT DISTRICT

## YOUR DOWNTOWN UPDATE

Downtown Dayton  
Special Improvement District



### YEAR END 2017

## PROGRESS, INTEREST, & INVESTMENT PUNCTUATE A GREAT YEAR FOR DOWNTOWN

2017 was a strong year for our downtown. It was a year full of major projects wrapping up and adding new amenities and businesses to the center city, while other important projects kicked off, started construction, or made announcements that will transform downtown in the coming years. Investment in downtown Dayton is at an all-time high, and 2017 saw businesses and people investing in the city in so many ways. Here are just a few highlights from the trends and progress we saw this past year:

- **New Amenities and Big Projects:** 2017 featured the debut of some downtown amenities long in the works with the opening of RiverScape River Run and a new Main Library. Construction began on such other new downtown landmarks as the Levitt Pavilion, a new office building in CareSource Center City, and downtown's first new hotel in many years. Streetscapes were enlivened with a series of new murals, the Arcade got a boost from awarded tax credits, and plans for the future were underway through the Riverfront Master Plan and a new Downtown Investment Fund.
- **Continued High Interest in Downtown Space:** More and more businesses are choosing to locate downtown. 2017 featured high Site Seeker activity, 37 new downtown businesses, increases in first-floor occupancy, and a major business headquarters relocating to downtown.
- **Housing Projects Surge to Meet Demand:** Living downtown has never been more popular, and as people flocked to be part of a resurging urban center, 2017 saw work begin on new housing developments, future projects announced to bring more units online, and downtown condos selling as fast as they can be built.
- **Entrepreneurs Collaborate & Find Support:** Downtown's entrepreneurial and creative community is growing rapidly and collaborating to launch new initiatives aimed at creating an environment that encourages start-ups and innovation.
- **Increased Downtown Visitors:** Downtown restaurants and bars were packed, downtown events drew crowds, and signature events relocated downtown.

We're pleased to share this year-end report, a summary of work completed during 2017 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](mailto:gudorf@downtowndayton.org).

**Buddy LaChance, Chair, Board of Directors**  
Downtown Dayton Special Improvement District

**Sandy Gudorf, President**  
Downtown Dayton Partnership





# STRATEGIC PLANNING

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

## A BIG YEAR FOR BIG PROJECTS

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.

We've seen a lot of progress since the launch of the Plan – the amount of public- and private-sector investments in downtown projects since the Plan's 2010 launch now totals **more than \$1.13 billion** in completed projects, with another **\$422.4 million** for projects in the pipeline. Many times, we find that overall progress is made up of dozens of smaller success stories that collectively add up to big positive change for downtown. And, while that continued to be true in 2017, this past year has also been punctuated by several larger-scale projects completing or getting underway:

In early May, the new **RiverScape River Run** outdoor recreation amenity officially opened to the public with a grand opening ceremony and ribbon cutting. The \$4 million project, which was nearly entirely funded by private and community donations, has eliminated the hazards associated with the low dam and created a passage for recreational paddlers and a whitewater play chute for kayakers.

In other riverfront news, the **Dayton Riverfront Master Plan** took some major steps in 2017, selecting Sasaki as the project consultant, hosting multiple public information and input sessions, and creating an initial consolidated framework plan for the future of Dayton's riverfront development.

### BY THE NUMBERS:

# \$1.55 BILLION

TOTAL PUBLIC AND PRIVATE SECTOR INVESTMENTS IN DOWNTOWN PROJECTS (COMPLETED & IN THE PIPELINE) SINCE 2010



NEW DAYTON METRO LIBRARY MAIN BRANCH

One of downtown's most highly anticipated new amenities became a reality in 2017, as the new **Main Library** branch of the Dayton Metro Library system opened to the public on August 5. In addition to dramatically changing downtown's landscape, the new, state-of-the-art library quadrupled its public space and greatly enhanced services, spaces, and amenities for its users.

The redevelopment and revitalization of the **Dayton Arcade** got a major boost this year from two rounds of state historic tax credits awarded by the Ohio Development Services Agency. During his installation speech, University of Dayton president Eric Spina announced plans for a joint venture between the university and The Entrepreneurs Center to anchor the Arcade project by opening an 82,000-square-foot "Innovation Hub." Design work made significant progress in late 2017, and the project is on schedule to start construction in 2018.



RIVERSCAPE RIVER RUN

**Sinclair College** opened its \$31 million Ned J. Sifferlen Health Sciences Center and landed a \$750,000 grant from the National Science Foundation to develop a new training program with General Motors and Fiat Chrysler.

**Chaminade Julianne Catholic High School** made renovations to building three, including improvements to classrooms and corridors and replacing roof and mechanical systems. CJ also made an announcement about improvements to building one (detailed elsewhere in this report).

The **Dayton Dragons** made upgrades to Fifth Third Field's Dragon's Lair, including new flooring, new furniture, and other amenities. The seating area offers options for company outings, family gatherings, neighborhood get-togethers, and other group game-watch activities.

Downtown's markets made changes in 2017 as the **2nd Street Market** added Sunday hours as part of a pilot program to test public response, **The Market at Wright Stop Plaza** (operated by Homefull) added online ordering and bike delivery of fresh produce, and **Stop-N-Save Foods** completed a \$75,000 renovation of its location at 36 W. Third St.

Construction began on two new downtown buildings this past year. The new, \$15 million, six-story, 98-room **Fairfield Inn and Suites** hotel is rising



FAIRFIELD INN & SUITES



CARESOURCE CENTER CITY



LEVITT PAVILION DAYTON CONSTRUCTION SITE

quickly at the Water Street development. Not far from there, construction is well underway for the new, six-story, 205,000-square-foot **CareSource Center City** office tower, located on the 100 block of E. First St. The new building will house 800 employees and is slated to open in 2019.

One other major project began construction just after the new year. Dirt is being moved to make way for the new **Levitt Pavilion Dayton**, a state-of-the-art music venue in downtown Dayton. This past August, the Friends of Levitt Pavilion Dayton announced that the project had reached its \$5 million capital campaign goal. Later that month, the public was treated to a special sneak peek of the Levitt experience, as a ceremonial ground breaking was followed by a free preview concert. Levitt Pavilion is slated to open in 2018 with a partial season of about 30 performances, followed by at least 50 free programs per year in subsequent seasons. When completed, it will become the eighth signature Levitt Pavilion nationwide.

Five new murals were painted on downtown buildings in 2017 as part of the **Urban Art Intersections** (UAI) project. Created by the DDP in partnership with K12 Gallery & TEJAS

and the Dayton Visual Arts Center, the initiative seeks to use public art as a way to connect local artists with the community and engage downtown Dayton residents, workers, and visitors with their city in a unique way, while enlivening downtown's streetscapes. In addition to the five UAI murals, the City of Dayton is funding one more mural design for the Transportation Center parking garage. UAI is made possible with support from a grant from the Ohio Arts Council. UAI partners hope to secure funding to continue the project, adding more murals in 2018.

A new public information campaign designed to help curb panhandling and better connect individuals with much-needed social services launched this past summer. **Real Change Dayton** reminds residents and guests that "there's a better way to give" by supporting the many nonprofits and social agencies in the greater Dayton community that provide long-term, sustainable change for those in need of assistance. Real Change Dayton offers alternative donation methods for those who wish to help but prefer not to give money directly to an individual. People may choose to **text "RealChange" to 71777**, visit **RealChangeDayton.org**, or use "donation meters" installed throughout downtown.



The Dayton Business Committee, the Downtown Dayton Partnership, and CityWide Development Corporation announced the launch of the **Downtown Dayton Investment Fund**, a new financial tool to help stimulate development of commercial office buildings in downtown Dayton. The fund will provide targeted financial support to stimulate strategic investments, improve office assets to meet the needs of prospective businesses and entrepreneurs, and grow jobs downtown by stimulating the urban office market. More information about the fund, parameters, and the application can be found at [www.citywidedev.com](http://www.citywidedev.com) or by calling 937-913-2565.



URBAN ART INTERSECTIONS MURAL

## TOURS SHOWCASE DOWNTOWN TO POTENTIAL INVESTORS

Two different tours held in 2017 helped show off downtown's momentum to some key audiences that could help spur downtown investment.

In late September, the DDP, in partnership with the Dayton Development Coalition, the City of Dayton, and Montgomery County, hosted a three-day downtown **tour for national site selectors**. The tour was very well received and helped showcase downtown's progress to those involved in making decisions about where businesses locate.

In early October, the DDP partnered with the Dayton Area Board of Realtors and commercial real estate development association NAIOP to host a **Downtown Development Tour**. The event was attended by more than 70 regional residential and commercial brokers and highlighted many of downtown's impressive projects and developments.



NATIONAL SITE SELECTORS TOUR



# 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.

## DEMAND FOR DOWNTOWN LIVING DRIVES DEVELOPMENT

More and more these days, compact, walkable downtowns are the places people want to live. This national trend certainly applies to our own city, where downtown living is more popular than ever. **More and more people are moving downtown**, and the surge is keeping developers busy as they work to meet the demand for the urban lifestyle. As downtown Dayton continues growing closer to the goal of creating an urban neighborhood with 18-hour-a-day vibrancy, 2017 was full of projects that will add **hundreds of new housing units** to our downtown.

2017 saw considerable progress on the latest two projects from Charles Simms Development. The \$4.2 million **City View** project rose quickly along Patterson Boulevard between Third and Fourth streets, with nearly all of the 14 new townhomes being sold before they were built. Meanwhile, a few blocks away, Simms' **Monument Walk** development saw residents move in to their new four-story, high-end condos and construction began on the next phase of that project.

Elsewhere, Louisville-based Weyland Ventures completed \$9 million in renovations at the new **Wheelhouse Lofts** at 210 Wayne Ave., where 40 market rate, loft-style apartments took shape in the mixed-use building. Pre-development work continued on the \$4.5 million adaptive re-use project in the **Fire Blocks District** that includes more than 80 apartment units.



WHEELHOUSE LOFTS



CITY VIEW

The City of Dayton selected Coon Restoration and Sealants, Inc., as the preferred developer for **34 N. Main Street**. Coon is investigating the feasibility of a mixed-use project for the building, including market-rate housing.

One of Dayton's most iconic buildings received more tax credits to assist with its redevelopment plan. The Ohio Development Services Agency awarded \$5 million in state historic tax credits to the **Dayton Arcade** in June, followed by an additional \$4 million in December. Plans for the Arcade include more than 120 housing units for artists and creative professionals.

As part of the DP&L Summer in the City events strategy, the Downtown Dayton Partnership hosted a **Downtown Housing Tour** on May 20 to highlight the center city's many urban living options. The tour featured a mix of apartment/rental options and options for purchase in a variety of styles and price points, along with a sneak peek at a couple of new downtown housing options in the pipeline. The event was very well attended, with most locations reporting several hundred visitors from a wide variety of backgrounds, locations, interest levels, and age groups. The tour was 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, the Dayton City Paper, and DP&L.



DOWNTOWN HOUSING TOUR

Housing development is a key component of the **Greater Downtown Dayton Plan**. With the completion of 2017's projects, there are now 1,517 market rate housing units in the core of downtown, with an additional 470 units in the pipeline. Downtown continues to have the region's lowest apartment vacancy rate at just **2.64%**.

In March, the DDP published the results of a **housing demand analysis** aimed at determining the depth of the downtown Dayton housing market. The study found that **downtown's residential market has significant depth** beyond the housing recently added and currently in development, with the market underbuilt by approximately 950 owner-occupied units and 1,400 apartments.

### BY THE NUMBERS:

NUMBER OF MARKET RATE HOUSING UNITS IN THE CORE OF DOWNTOWN:

1,517

NUMBER OF ADDITIONAL DOWNTOWN HOUSING UNITS IN THE PIPELINE:

470

# 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.

## 'START DOWNTOWN' PROJECTS SUPPORT LOCAL ENTREPRENEURS

Throughout 2017, the DDP, along with the City of Dayton and the Dayton Development Coalition, continued the implementation of the **"Start Downtown"** initiative by supporting several new projects originally launched in late 2016. The Start Downtown program is aimed at fostering connections and collaboration among downtown creative professionals and supporting startup businesses to help move downtown Dayton's entrepreneurial and creative ecosystem forward.

During the third quarter, the Downtown Dayton Partnership and the NCIC Capital fund announced the creation of the **Kiva Dayton Seed Fund** as part of Start Downtown's Kiva Dayton effort. Kiva loans provide a crowd-funding platform for new businesses. Kiva loans are small – no loan is greater than \$10,000 – and offer zero percent interest. The Kiva Dayton Seed Fund will commit the first 20 percent of each Kiva loan to support local businesses and their fundraising goals. Greater access to capital is critical to continuing the growing Dayton startup community momentum. Anyone interested in contributing to the seed fund or applying for Kiva funds can contact Scott Murphy at [murphy@downtowndayton.org](mailto:murphy@downtowndayton.org).

Other 2017 Start Downtown accomplishments include the completion of the **"I Started Downtown" video series** (more than 40,000 views on social media), the launch of the **Dayton Collaboration Network** to support startups with discounted business services, and **nine successful Pop-Up Coworking events** that have engaged nearly 1,000 total attendees.

More information on the Start Downtown initiative and its projects can be found at [downtowndayton.org](http://downtowndayton.org).

### BY THE NUMBERS:

80+  
NEW BUSINESSES  
SINCE 2016

130+  
NEW STARTUPS  
SINCE 2011



POP-UP COWORKING EVENT

## RETENTION AND EXPANSION YEAR END 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 2017 was to visit **150 businesses**, with 25 of those being Leadership Network visits. Activity during the fourth quarter and all of 2017 is shown below.

This past year, the DDP proactively monitored 68 leases with 2017 expiration dates. **86.5% were retained downtown**, with another 16 leases pending and being tracked into 2018.

	FOURTH QUARTER	2017
R&E visits	58	177
# of jobs represented	583	5,716
Square feet represented	531,360	2,439,320
Property owner visits	19	48
Leadership Network visits	8	25



# 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.

## DOWNTOWN SPACE IN DEMAND THROUGHOUT 2017

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.

2017 was another busy year for the Site Seeker service. The DDP completed **54 site searches** for prospects (6 in Q4) – **far outpacing the annual goal** of 35 searches, indicating that interest in downtown space continues to be high.

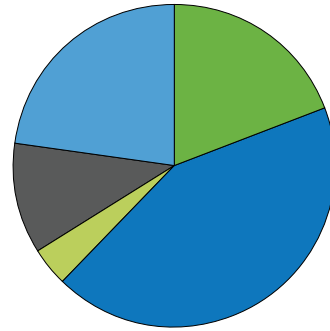
**156 site tours** were conducted in 2017, showing 39 buildings. In 2017, a total of **20 site searches** resulted in prospects selecting a downtown location.

In addition to the growing trend of area employers deciding to move their businesses downtown, startups and new businesses account for much of downtown's business growth. Since 2016, **more than 80 new businesses** have located downtown, while **more than 130 new startups** have launched downtown since 2011.

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.

### BY THE NUMBERS:

2017 Site Seekers by Business Type



Restaurants & Retail 23%  
Professional Services 19%  
Creative Services/Tech 43%  
Nonprofit 4%  
Other 11%

## WELCOME DOWNTOWN, NEW BUSINESSES & ORGANIZATIONS

Downtown's business community continues to grow, bringing new jobs, as well as new amenities, downtown. 2017 continued the trend from the past several years of small businesses accounting for much of that growth, but this past year also saw larger companies relocate their offices downtown. This past year, **37 new businesses** opened downtown. Highlights from 2017 included:

**Taylor Communications** (formerly Standard Register) held a grand opening celebration for its new downtown headquarters at 111. W. First St. and moved the majority of

its 600+ employees into the new building. Renovations on the building and the remaining employee move-ins will be complete in early 2018. The total project includes 132,000 square feet of office space on eight floors of the building. The Downtown Dayton Partnership put together welcome packets for each of the new employees, and introduced the new workers to downtown businesses and amenities through lunch-n-learn sessions and other orientations.

New dining and nightlife options were added to downtown's great collection of unique, independent restaurants and

bars with the opening of such eclectic options as **Mudlick Tap House, Lock 27, 416 Diner, Hannah's, Liu Garden,** and **Canal Street Arcade & Deli.**

Downtown's retail and service businesses increased with such additions as **Skeleton Dust Records, Puff Apothecary, Edward A. Dixon Gallery, Wells & Co. Custom Tattoo,** and **WellSpace Dayton.**

In addition to these amenities, downtown welcomed several professional services firms in 2017, including **Acadia Lead Management Services, CT Consultants, Lennen Law, Dayton Offices, Great Oak Funding, STAN Engineers,** and creative services firms **Noir Marketing & PR, Jetpack,** and **FAR Marketing Inc.**

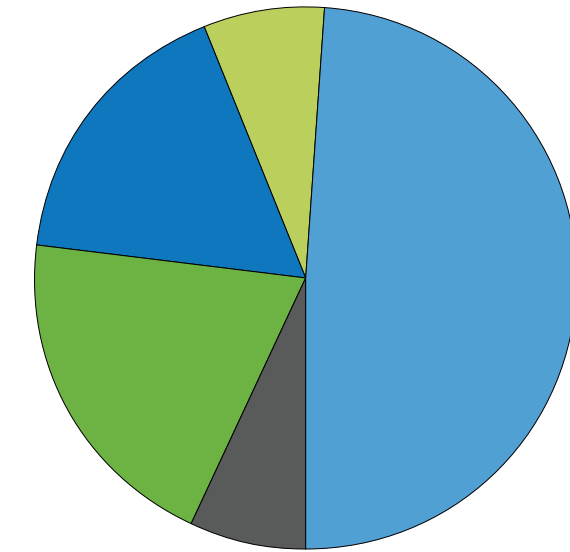
In the fourth quarter of 2017, downtown's growth continued as several more businesses opened or prepared to open. Those included:

- Synergy Building Systems purchased 6 S. Patterson Blvd. and is making major renovations to

support its first tenant, accounting firm **RSM**, which is relocating from Moraine and bringing 84 employees downtown.

- New clothing and accessories store **Hedges & Wolf** opened at 504 E. Fifth St. in the Oregon District, filling the space formerly occupied by sister store Heart Mercantile after Heart moved down the street to 438 E. Fifth St.
- The Talbott Tower added two new businesses this past quarter. **OptoTraffic**, specializing in automated vehicle enforcement programs throughout the country, signed a lease for office space in the tower, along with leasing space in Tech Town. Meanwhile, Virginia-based technology services company **Capitol Management Consulting Services**, signed a lease for a 600-square-foot office in Talbott Tower.
- The **Hair Rich Club**, a salon and hair restoration clinic, opened on the second floor of Liberty Tower in December.
- The **Funk Music Hall of Fame & Exhibition Center** announced it would call 113 E. Third St. in the Fire Blocks District its new home. Initially open by appointment only, the museum planned a February grand opening and will feature clothing, instruments, records, and other items from iconic funk bands.

### BY THE NUMBERS:



## 2017 New Businesses by Type

Restaurants & Retail 49%  
Professional Services 20%  
Creative Services/Tech 17%  
Nonprofit 7%  
Other 7%



FUNK MUSIC HALL OF FAME & EXHIBITION CENTER



HEDGES & WOLF GRAND OPENING



TAYLOR COMMUNICATIONS GRAND OPENING



SKELETON DUST RECORDS

### BY THE NUMBERS:

**89,000+**

SQUARE FEET OF PREVIOUSLY VACANT FIRST FLOOR SPACE FILLED SINCE 2010

**21%**

INCREASE IN FIRST FLOOR OCCUPANCY SINCE 2010

**25** POP-UP SHOPS FILLED MORE THAN **21,000 SF** OF SPACE AND CREATED **41 JOBS**

**76.3%**

CURRENT FIRST FLOOR OCCUPANCY IN DOWNTOWN'S CORE

**70+**

STARTUP BUSINESSES LAUNCHED IN FIRST FLOOR SPACE SINCE 2010



## BUSINESSES, ORGANIZATIONS REINVEST IN DOWNTOWN

Growing businesses contribute to job growth and, in many cases, transform and upgrade previously vacant or underused spaces.

In 2017, several downtown organizations and businesses reinvested in downtown through renewed leases, renovations, expansion projects, building purchases, and other initiatives. Many of these investments were detailed earlier in this report, but some highlights from the fourth quarter of the year include:

**Public Health Dayton & Montgomery County** completed a \$4 million renovation and opened its upgraded public health clinic on the third floor of 117 S. Main St. The 33,500-square-foot space offers vaccinations, lab testing, medical screenings, STD testing and treatment, home care programs, and more. About 55 public health employees work in the clinic, which saw more than 22,000 patients last year.

Having recently completed renovations to building three, **Chaminade Julienne Catholic High School** announced next up for campus upgrades will be building one, which includes the cafeteria, gym, auditorium, and some classrooms, and the addition of a new elevator.

**YWCA Dayton** continued a major overhaul of the nonprofit's 104-year-old building. The \$17 million renovation, aided by several grants, tax credits, federal funds, and support from the City of Dayton and Montgomery County, will offer 65 permanent supportive housing apartments as well as a 45-bed domestic violence shelter, along with job readiness training, financial literacy classes, educational courses, and more.

**Heart Mercantile** opened a new, larger location at 438 E. Fifth Street in the Oregon District, down the street from its original location at 504 E. Fifth St.

**Olymbec**, the owner of the 111 building, announced the purchase of the former PNC building at 6 N. Main Street.



RENDERING: YWCA SUPPORTIVE HOUSING



HEART MERCANTILE'S NEW LOCATION

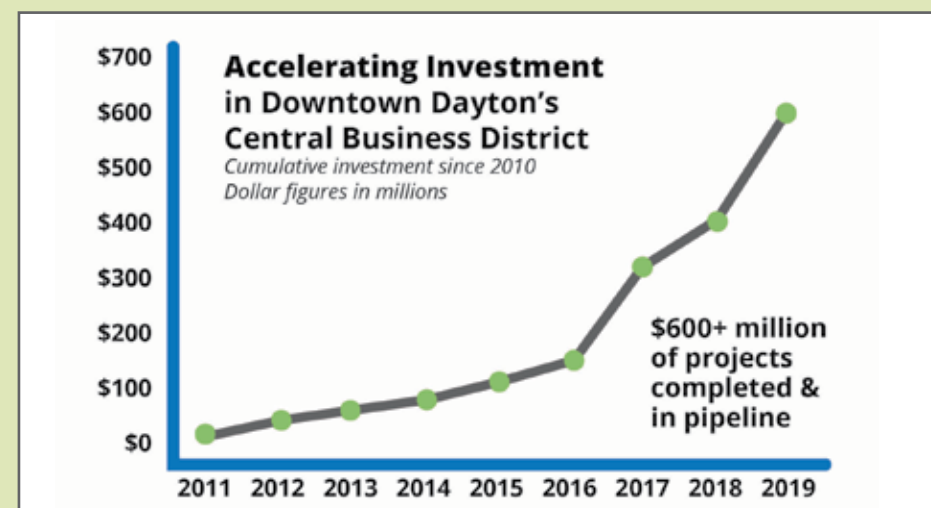


PUBLIC HEALTH CLINIC



REOPENING OF CJ'S BUILDING 3

### BY THE NUMBERS:

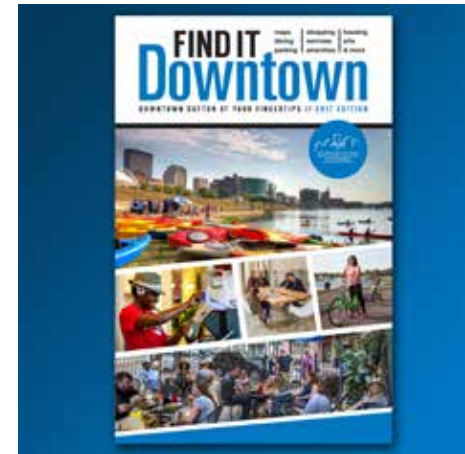


# MARKETING AND COMMUNICATIONS

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.

## MANY MARKETING EFFORTS HELP COMMUNICATE DOWNTOWN SUCCESSES

Communicating downtown's value propositions; promoting its events, businesses, and amenities; and spreading news of its forward momentum are essential to its future success and take a variety of forms.



FIND IT DOWNTOWN GUIDE

In 2017, the DDP continued efforts to better market downtown as a great location for doing business. Eight issues of the electronic newsletter "Downtown Market News" were sent, featuring downtown market reports and insight, notable business news, and profiles of the DDP's many free business development services. The communication is targeted at commercial real estate brokers and other business development contacts. If you are interested in receiving future issues of Downtown Market News, contact Hope Collins at [collins@downtowndayton.org](mailto:collins@downtowndayton.org).

Additional business marketing efforts included new business development social media initiatives, reports on downtown progress and statistics, and the continuation of the **Business Spotlight** program to give downtown businesses a greater presence during the summer's The Square Is Where events.

In addition to these business marketing publications, a variety of electronic communications were produced and distributed throughout the year. The DDP sent 21 **Fast Facts** electronic newsletters; 52 weekly "e-vents" roundups of downtown happenings; weekly and monthly "Coming Up on the Square" entertainment lineups

for Courthouse Square; frequent **street closure alerts** for downtown roadways and nearby highway closures; and dozens of e-blasts promoting special events, promotions, news, and other information. In all, **more than 250 e-blasts** were sent in 2017. The DDP also continued to maintain its popular **calendar of events**, available at [downtowndayton.org](http://downtowndayton.org).

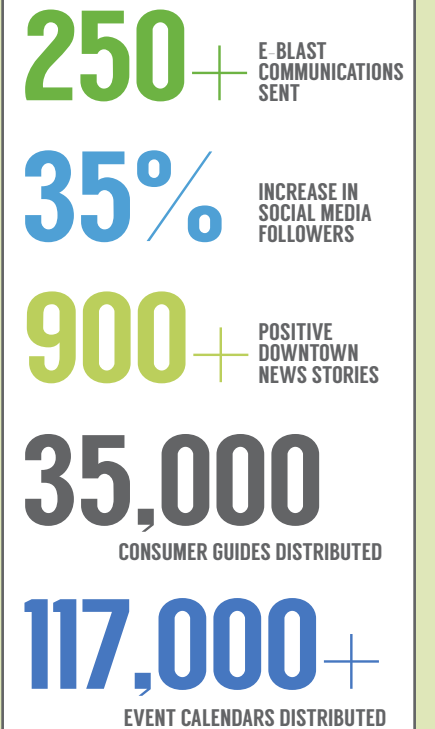
**Social media** continues to be an increasingly necessary and effective tool for marketing and communications. In 2017, the DDP garnered a **35% increase** in followers across its social media platforms and enhanced its presence on Facebook, Twitter, Instagram, and other accounts, while increasing the use of sponsored content to broaden its reach through 48 paid social media campaigns. DDP social media posts frequently are shared and interacted with by partner organizations and end-users alike, growing our reach exponentially.

Throughout the year, the DDP aggressively promoted such ongoing **special events** as The Square Is Where, First Friday, Summer in the City signature events, and the Dayton Holiday Festival through a wide variety of formats and media to ensure they would be well-attended successes. Heavy **promotional support** also was given to large-scale festivals and events not planned by the DDP, such as the GermanFest Picnic, AleFest and the Dayton Celtic Festival. **Printed calendars** of summer event highlights (30,000+ copies) and holiday events (more than 87,000 copies) were created and distributed this year as well.

In addition, the DDP produced and distributed 35,000 copies of the 2017 edition of **Find It Downtown**, an annual guide to downtown businesses, amenities, parking, and more. Aggressive **public relations campaigns** garnered more than 900 positive local media stories, and efforts continued to **assist new and existing businesses** with marketing advice, grand opening ceremonies, and more.

Also in 2017, much work was done to develop a creative framework and consistent messaging to better communicate downtown's value proposition through more **strategic marketing** efforts. Look for the results of these efforts, including the launch of a redesigned DDP website, in early 2018.

### BY THE NUMBERS:



For a list of ways you can stay up to date on downtown news and receive DDP communications, visit [bit.ly/ddpsubscribe](http://bit.ly/ddpsubscribe) or see the "Stay Connected" information on the next page.



HOLIDAY EVENTS CALENDAR



## STAY CONNECTED TO YOUR DOWNTOWN

With so much going on downtown, it can be hard to keep up.

Fortunately, the DDP provides several ways to **stay up to date on downtown news**, letting you choose the topics that matter to you most and the formats you find most convenient.

For a listing of downtown events, find our handy **calendar of events** at [downtowndayton.org](http://downtowndayton.org), or on your smartphone at [mobile.downtowndayton.org](http://mobile.downtowndayton.org).

Get news delivered to you by email by visiting [bit.ly/ddpsubscribe](http://bit.ly/ddpsubscribe), where you can sign up for updates on downtown initiatives, upcoming events, street closure info, or summer entertainment schedules for Courthouse Square.

You can also follow Downtown Dayton on a wide variety of **social media** channels:



Facebook.com  
/DowntownDayton  
/TheSquaresWhere



@DowntownDayton



@DowntownDayton



GREAT DAYTON ADVENTURE RACE

placed mini pop-up art exhibits in 25 businesses throughout downtown. Originally scheduled for July 7 but rescheduled due to inclement weather, the popular **Great Dayton Adventure Race** returned on August 18 with 94 teams searching around downtown scavenger-hunt-style, searching for clues and becoming more familiar with downtown businesses and amenities in the process. Planning is underway for the 2018 lineup of events – look for an announcement coming soon.

In addition to the Summer in the City events, downtown was full of activity from a wide variety of other events. From May through September, thousands of downtown employees and visitors enjoyed free lunchtime entertainment each weekday on Courthouse Square through **The Square Is Where**. Local businesses participated in such challenges as the annual Art-Off competition, cornhole tournaments, and Trivia Tuesday, and attendees enjoyed the variety of musical performers, dancers, artists,



THE SQUARE IS WHERE



DAYTON REGGAE FESTIVAL

special themed weeks, and other live entertainment each weekday. The program is a hit with downtown workers and others seeking a fun midday break from the office, and it creates a vibrant scene essential to downtown placemaking. The Square Is Where was a program of the **Downtown Dayton Partnership** and **Montgomery County**, with support from the **Ohio Arts Council**.

The 2017 holiday season began downtown with the **Grande Illumination**, presented by DP&L, and the **Dayton Children's Parade Spectacular in Lights**. This year's traditional tree lighting and other fun kicked things off on Friday, November 24, with what was most likely a record crowd, as tens of thousands of people visited downtown to celebrate the season. Activities continued throughout December, with such family favorites as the Tike's Shoppe, Pizza with Santa at Uno's, the Virginia Kettering Train Display, Wintergarden Wonderland at the Schuster Center,



DAYTON HOLIDAY FESTIVAL GRANDE ILLUMINATION

a Family Movie Series at The Neon, and – new this year – fun downtown pedal transportation via the Sugarplum Shuttle. The Dayton Holiday Festival was **sponsored by DP&L** and presented by the Downtown Dayton Partnership, the City of Dayton, Montgomery County, and the Mrs. Virginia W. Kettering Dayton Holiday Festival Fund.

2017 also saw some popular festivals find new homes downtown. The **Dayton Germanfest Picnic** welcomed visitors to its new home at RiverScape MetroPark August 11-13. Also relocating to RiverScape this year from its former Dave Hall Plaza location was the City of Dayton's summer music series, featuring the **Dayton Jazz, Blues, and Reggae Festivals**, which enjoyed their most successful season in years. The **Dayton Celtic Festival** continued to grow in popularity, and expanded the festival's footprint to accommodate more fans and entertainment near RiverScape. Organizers of **AleFest** and **AleFest** announced that the Dayton Convention Center would be the new home for Dayton's largest beer festival and its companion event. AleFest debuted at the Convention Center in August, while AleFest is scheduled for March.

There's always something fun to do downtown.

For the most up-to-date listing of downtown events, be sure to visit the calendar at

[DOWNTOWNDAYTON.ORG](http://DOWNTOWNDAYTON.ORG)



DAYTON CELTIC FESTIVAL

## 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.

### POPULAR SIGNATURE EVENTS DRAW CROWDS. HIGHLIGHT DOWNTOWN BUSINESSES & AMENITIES

In addition to creating an active, vibrant center city and giving its workers, visitors, and residents something fun to do, downtown events also are a great way to draw people downtown, showcase the amenities the city has to offer, and increase awareness of and traffic at downtown businesses.

2017's **DP&L Summer in the City** lineup again featured several signature events combined with other large downtown festivals and a wide range of hundreds of happenings at other downtown venues throughout the summer months. This year's signature Summer in the City events highlighted many of the things that make downtown great, from performing and visual arts to retail, recreation, and housing options.

In May, hundreds of attendees got a peek at the center city's popular urban living options with a successful **Downtown Housing Tour**. Tour locations were packed, and the tour itself received much positive

feedback from both the attendees and the housing representatives. On August 4, **Art in the City** celebrated downtown's rich collection of visual and performing arts and kicked off a two-week juried art show that



SUMMER IN THE CITY



ART IN THE CITY





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

[www.downtowndayton.org](http://www.downtowndayton.org)

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 Dayton, OH  
 Permit 1085

*The arts season is in full swing during the winter months. Visit [www.downtowndayton.org](http://www.downtowndayton.org) for a calendar of events taking place in your center city.*

# 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.**

## AMBASSADORS KEEP DOWNTOWN CLEAN AND SAFE

The DDP oversees the **Downtown Dayton Ambassador Program**.  
 A summary of the Ambassadors' work in the fourth quarter and all of 2017 is below:

ACTIVITY	FOURTH QUARTER	2017
Hospitality assistance	1,670	7,336
Safety escorts	60	233
Property owner/bldg. mgr. contacts	162	865
Panhandling incidents addressed	429	1,941
Requests for police assistance	21	135
Trash collected (lbs.)	81,530	199,100
Graffiti removed	104	605
Power washing (gallons)	6,700	29,227



DOWNTOWN DAYTON AMBASSADORS

## Downtown Dayton Special Improvement District Board of Directors

**Chair:** Buddy LaChance, Premier Health Partners  
**Vice-Chair:** 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  
 Maha Kashani, Resident, Sixth Street Lofts  
 Dan Meixner, Chaminade Julianne Catholic High School