

THE GREATER DOWNTOWN DAYTON PLAN

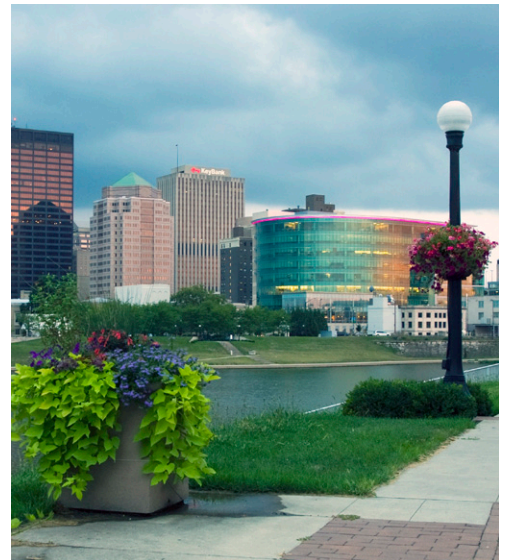


MID-YEAR 2011 PROGRESS REPORT

The Greater Downtown Dayton Plan is a long-term, strategic blueprint for creating a more vibrant, thriving center city — and, in turn, a more stable, prosperous region. The Plan builds on Greater Downtown's existing assets to enhance it as a regional economic engine and urban center attractive to investors, employees, residents, students and visitors. It's the type of diverse, convenient place more and more people — and the businesses that want to employ them — increasingly demand today.

Work is underway in six teams, each led by a private and public sector partner, to implement the Plan's strategies. Several committees are hard at work on a variety of initiatives, and some highlights of the work underway are summarized below.

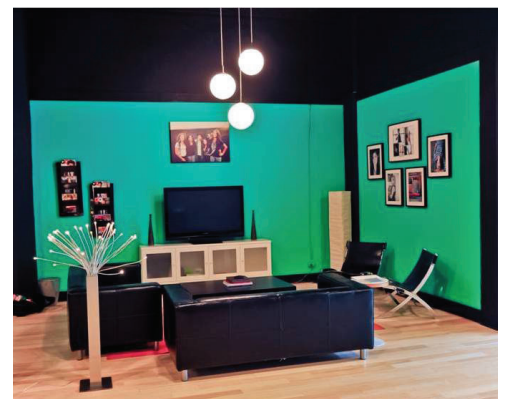
Implementation is steadily moving forward, and this progress report gives a summary of that work. For additional information about the Plan, visit www.downtowndayton.org/plan or www.daytonohio.gov or call 937-224-1518.



SMALL BUSINESSES ATTRACTED TO DOWNTOWN LOCATION

Growing jobs is at the crux of the Greater Downtown Dayton Plan, and job growth begins with small business growth. Downtown's central location and easy access to a variety of amenities continues to make the center city a desirable address for new and growing small businesses.

- > Downtown continues to be a hotspot particularly for **creative services businesses**. Firms that have opened downtown offices this year include **Jon Morton Photography**, **Showdown Visual**, **CatEye Media** and **Vella Inc.**
- > The center city is an attractive location for a wide variety of small businesses. For example, since the beginning of 2011, small businesses opening downtown include a landscape architecture firm, **Envision-Works**; a technology company, **Stellar Innovations and Solutions**; a retail shop and interior design company, **District Antiques**; and real estate firm **Next Level Living**.



Jon Morton Photography's renovated office space

NEW INVESTMENT IN DOWNTOWN PROPERTIES

The Plan represents a new vision for Dayton's center city that focuses on strengthening existing assets to create a downtown attractive to investors, businesses, employees, residents and visitors. Key to this vision is additional investment in Greater Downtown properties, creating new and improved places for people to live, work and play. In the past several months, interest from investors has increased — with many projects poised to grow jobs and positively impact the downtown environment in both the long and short term.

- > **Premier Health Partners** purchased the **110 N. Main St. building**. Premier is the second-largest employer in the region and the largest health care system in southwest Ohio, with more than 14,000 employees and 2,300 physicians. Premier's purchase of this key building for its corporate headquarters in the heart of downtown, along with its construction of the \$135 million **Heart Tower** at Miami Valley Hospital, is an outstanding show of Premier's confidence in the region and commitment to downtown Dayton.
- > Aviation continues to be an economic development driver in Greater Downtown. Construction will begin this summer on **GE Aviation's** new \$70 million research center on the University of Dayton's campus. The Electrical Power Integrated Systems Research and Development Center, or **EPISCenter**, will be a catalyst for new contracts, products and job growth. The facility is expected to be completed by Spring 2013, and the facility eventually could house as many as 200 jobs. EPISCenter is located in the state-established **Aerospace Hub of Innovation and Opportunity**, a job creation and live/work/play strategy. In addition, Sinclair Community College launched the region's first civilian Unmanned Aerial Vehicle (UAV) training class in July at its main campus and Tech Town. The class aims to prepare the workforce for new jobs in the UAV field, in which Wright-Patterson Air Force Base is very involved.
- > New owners purchased the **St. Clair Lofts** and **Jefferson Place** and are planning upgrades to both buildings. Both investors are new to the Dayton market. **Lindy Property Management**, which purchased the St. Clair Lofts, already has painted the building and will invest \$120,000 in exterior improvements designed to spur new interest in the building's street-level retail spaces.
- > Another new investor to downtown is Charles Simms, who has started construction on **Patterson Square**, a development of 15 to 18 townhomes at the northwest corner of First Street and Patterson Boulevard. The first condos should be completed this fall.
- > Another new housing project is under construction near the University of Dayton campus, which is redeveloping the former Frank Z auto dealership property on Brown Street into a \$30 million complex housing **400 student apartments**.
- > THMG 10 West Second Street LLC continues to make additional investments to its properties. It renovated the lobby of the **KeyBank Tower** and upgraded and reopened the **Leigh Building** parking garage.
- > Construction continues on major projects in Greater Downtown, including Dayton Public Schools' new **River's Edge Montessori School**, **Grandview Medical Center's** \$40 million new hospital wing, **Children's Medical Center of Dayton's** \$5.3 million Soin Pediatric Trauma and Emergency Center., and the **Tech Town Smart Office Building**.
- > Existing downtown buildings also have drawn new investors. Lima-based **Heartlight Pharmacy**, a provider of products and services for diagnostic imaging centers and hospitals, opened its renovated location at the Canal North office building, 6 S. Patterson Blvd. Brian Linnean, owner of **The Wine Gallery and Café** at 5 W. Monument, purchased the Beerman Building Annex in which his business is housed and currently is expanding into the second floor.
- > Demolition has begun at the **Howard Paper site**, 345 S. Edwin C. Moses Blvd., another key development site in Greater Downtown.



Premier Health Partners reaffirmed its commitment to downtown with the purchase of the 110 N. Main St. building, to be used as the company's corporate headquarters.

OPTIONS GROW FOR OUTDOOR RECREATION

Today, more and more people are seeking the type of active, convenient lifestyle a dense urban environment allows. The Plan calls for growing such existing amenities as RiverScape MetroPark to make it even easier to enjoy an active lifestyle. These amenities not only make downtown more desirable for residents and visitors, but they make the center city a more attractive location for businesses and organizations that want to provide their employees with active living opportunities.

- > Five Rivers MetroParks and its partners continue to make progress on the next phase of **RiverScape MetroPark**. **The James M. Cox Foundation** made a \$1 million challenge grant toward the \$4 million **River Run** project, which will remove the low dams in the Great Miami River and construct dynamic features that will make the downtown riverfront a recreation destination. MetroParks is finalizing a construction timeline, maintenance strategies and intergovernmental agreements.
- > Also at RiverScape MetroPark, **new river experiences** were added to the park's offerings this year: kayak rental and basic paddling instruction, floats down the Mad River, and educational programs on kayaking and fly fishing.
- > Greater downtown continues to work toward becoming a **bike-friendly community**. The City Plan Board unanimously approved the **City of Dayton 2025 Bicycle Action Plan**, Five Rivers MetroParks has been actively promoting the use of its **bike hub at RiverScape MetroPark** to encourage more people to commute to work via bicycle, and the City of Dayton has been awarded funding for bike lane projects on East Fifth Street and Broadway. In addition, a free **Yellow Bikes program**, which provides bicycles for the public to use free of charge, was launched in the spring. The RiverScape MetroPark Bike Hub has been certified as a silver-level LEED (Leadership in Energy and Environmental Design) project.



MetroParks Bike Hub is a new facility aimed at supporting the growing popularity of bike travel in Greater Downtown.

FOCUS GIVEN TO PEDESTRIAN FRIENDLY INITIATIVES

Attractive, user-friendly spaces improve quality of life and likewise attract people, businesses and investment. The Plan calls for designing an attractive urban environment that in itself is a downtown attraction.

- > City officials have approved the expenditure of \$2 million in state funds for the **Patterson Boulevard Canal Parkway Project**. The project includes the installation of historical signage that conveys the significance of the canal, along with landscaping, lighting, sidewalks and crosswalks. This project will establish connections among the activities, businesses and public spaces — a key Plan strategy — from RiverScape MetroPark to the Oregon Arts District. Construction is expected to begin in 2012.
- > The **City of Dayton's Livable Streets policy** earned high rankings by the National Complete Streets Coalition, the leading national advocacy organization for complete street design — setting a blueprint for future downtown infrastructure projects to focus on creating an attractive environment. The policy is designed to improve access and safety for all users of public streets, including bicyclists, pedestrians, children, people with disabilities and public transit users.



The lighting and landscaping features along Patterson Boulevard in front of Fifth Third Field will be extended to the Oregon Arts District, creating an attractive pathway between these hotspots.

ENTERTAINMENT ADDED TO DOWNTOWN'S OFFERINGS

Along with new outdoor recreation opportunities, it's critical other new entertainment options be developed to make downtown the type of vibrant, thriving city envisioned in the Plan. Work is underway to strengthen downtown's position as the region's premier arts and entertainment destination.

- > **First Friday**, downtown's free monthly art hop, continues to expand. A new summer concert series, **First Friday @ 5**, was launched in June at the RiverScape MetroPark pavilion and will continue through September. AAA Miami Valley joined First Friday as a sponsor, offering the **AAA First Friday Passport Program**, in which visitors to First Fridays held throughout the remainder of 2011 can win prizes from AAA of Miami Valley, including a grand prize of a \$1,000 travel voucher. In an effort to find new ways to market and promote First Friday, a text message system was added, allowing subscribers to receive information about the event on their mobile phones. Clear Channel Radio, Heidelberg Distributing, the Oregon District Business Association and WYSO-FM also joined First Friday as sponsors.
- > Due to popular demand, lunchtime entertainment returned to Courthouse Square with the launch of **The Square Is Where**. A variety of entertainment is being presented on the Square's stage through Sept. 15, with the hope that this pilot program can be expanded in summer 2012.
- > **Cross promotions** between arts organizations and other downtown businesses, particularly restaurants and bars, are being developed. The cross-promotional campaign "Roaring Deals" was launched in conjunction with performances of **The Lion King**, and that pilot program will be extended to an ongoing promotion. According to the Victoria Theatre Association, *The Lion King* sold \$5.3 million in tickets and attracted nearly 70,000 people to 32 performances, and the show had an estimated local economic impact of \$15 million to \$18 million.
- > Members of the young professional organizations updayton and Generation Dayton are leading a project called **Activated Spaces**, aimed at filling now-vacant storefronts with art and small businesses. The project's first effort was launched during the May 13 Urban Nights, when several downtown windows were filled with art and information about the project, and the group currently is organizing a second display of artwork. Other Activated Spaces teams are working on transforming now-vacant street-level spaces downtown into temporary and permanent businesses.
- > Entertainment-related businesses continue to open downtown. Since the beginning of 2011, new businesses include **Lucky's Taproom and Eatery**, **Pulse Nite Club**, **Press Coffee Shop**, **Olive**, **Sa-Bai Asian Cuisine**, and **Deaf Monty's Wine**. In addition, plans call for the renovation of a now-vacant building into the **Toxic Brew Pub**, which the new building owners hope to open in early 2012.
- > **K12 Gallery for Young People** expanded its downtown facility, nearly doubling its size and adding new classes for teens and adults, and mounted a series of large-scale murals, painted by an artist-in-residence and at-risk youth, on a vacant downtown building.
- > The **Dayton Dragons** continue to be a huge downtown success story. The team set a national sports record at Fifth Third Field on July 9 when the team had its 815th consecutive sellout home game, surpassing the record set by the NBA's Portland Trail Blazers from 1977 to 1995.



The AAA First Friday Passport Program was launched at the June 2011 First Friday. This joint promotion will continue through the end of 2011.



The First Friday @ 5 summer concert series features live music at RiverScape MetroPark.

FUNDING STRATEGIES DEVELOPED

Significant investments have been made in Greater Downtown since the launch of the Plan, and more projects are on the drawing board for future investment. Priorities for 2011-2013 have been identified, totaling an estimated \$8.5 million to \$10 million in new investment in Dayton's urban core. A strategy for funding these priorities has been developed, and a great deal of work currently is underway to secure funding sources.

Phase 1 priorities to receive funding in 2011-2013 include:

- > **River Run at RiverScape:** Remove the low dam and construct drops in the river for novice and experienced paddlers that also appeal to spectators. (Estimated cost: \$4 million)
- > **Courthouse Square renovation:** Update the facility and add new programming. (Estimated cost: \$2 million to \$4 million)
- > **Connect downtown assets through lighting:** Connect the key activity centers of Cooper Park, Dave Hall Plaza and the Oregon Arts District. (Estimated cost: \$400,000)
- > **Marketing connections:** coordinated, strategic promotions that reinforce downtown's position as the region's premier arts and entertainment district. (Estimated cost: \$4 million)

Other priority projects for 2011-2013 include adding new programming in public spaces and during such key events as First Friday, setting the groundwork to establish a building development fund that will help renovate downtown buildings into more productive uses, beautifying Main Street with new year-round landscaping and streetscaping, and physically connecting downtown's arts and entertainment assets.

Investments Made, Underway and In the Works

Already, the City of Dayton has invested in numerous projects, and funds were secured or pledged through a mix of federal and state funds and grants. Local key partners and institutions are also making significant investments that will make an impact on the future economic vitality of our Greater Downtown.

Projects Currently Underway: \$313 million

Examples include:

- > Adaptive Reuse Study to determine the best reuse options for targeted buildings
- > Construction of GE Aviation EPISCenter and Tech Town Smart Office Building
- > Construction of student housing on Caldwell Street near UD
- > Development of Patterson Square single-family homes

Projects Currently In Development: \$423 million

Examples include:

- > Infrastructure improvements to make Dayton more bicycle-friendly
- > Reconstruction of Brown Street near UD
- > Replacement and repair of bridges
- > Patterson Boulevard Canal Parkway project to extend this pedestrian walkway

Projects Completed Since Beginning of Greater Downtown Plan: \$227 million

Examples include:

- > Such infrastructure work as the replacement of two key bridges, addition of bike lanes, two-way street conversion and other traffic enhancements
- > Completion of such facilities as the Miami Valley Hospital Heart Tower, Salvation Army Kroc Center, and new pavilion and bike hub at RiverScape MetroPark

Total: \$963 million



The low dam removal project, named River Run at RiverScape, remains a high priority in the funding phase of the Greater Downtown Dayton Plan.

For additional information about the Plan, visit www.downtowndayton.org/plan or www.daytonohio.gov or call 937-224-1518.