

HISTORY

The Genesis Project is a cooperative effort of public and private organizations with a common goal of rebuilding and enhancing Dayton's Fairgrounds Neighborhood and the adjacent Brown-Warren Business District. The project grew out the Rubicon Master Plan that was officially adopted by the City of Dayton in 1999. Due to its central location and proximity to major institutions, the revitalization of the Fairgrounds Neighborhood was designated the highest priority of the plan.

The Fairgrounds Neighborhood developed at the turn of the 20th century and was comprised of modest-sized frame houses that served area workers. Cultural changes, including white flight, the growth of suburban communities, and the decline of manufacturing jobs in the City led many Dayton neighborhoods such as Fairgrounds to lose population and in particular, homeowners. By the end of the 1980's the neighborhood reached a state of extreme disrepair and many homes were operating as rooming houses serving a transient population.

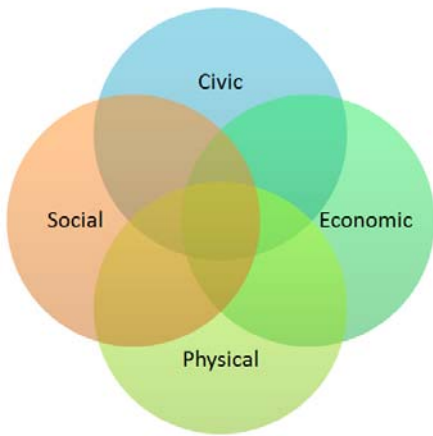
The deteriorating conditions furthered the perception that the Fairground Neighborhood was not safe. Residents, Miami Valley Hospital, the University of Dayton and the City all shared the common concern that without a stabilization plan, continued disinvestment would occur. This common concern led these major stakeholders to come together to form the Genesis Project. With leadership and management provided by CityWide, a vision for rebuilding and enhancing the Fairgrounds Neighborhood to restore the neighborhood to a safe and vibrant neighborhood once again was launched.

Since the mid 1990's over \$14M has been invested in the neighborhood by Miami Valley Hospital, The University of Dayton, and the City of Dayton. The growth and success of the Fairgrounds neighborhood also led to significant private investment along the Brown-Warren Street corridor, as private sector developers were willing to risk their own capital in business development. The project improved parking accessibility for business customers, made land available for redevelopment, acquired several key commercial structures on Brown Street and made low interest loans available. Today, with an additional 100,000 square feet of commercial space occupied, the area is a lively retail destination with a mix of both locally-owned retail shops and restaurants, and national chains such as Panera Bread, Chipotle and Starbucks.

Miami Valley Hospital	3,850,000
University of Dayton	2,230,000
City of Dayton	3,300,000
CityWide	350,000
Local Banks	4,380,000
Total	\$14,110,000



THE GENESIS STRATEGY

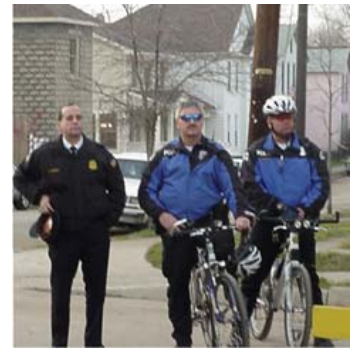


The development of the Genesis Project gave shape to CityWide's emerging approach to comprehensive community development. While CityWide had years of experience in housing rehabilitation and construction, the Genesis project was the organization's first attempt to organize a project which was more than bricks and mortar. CityWide staff, working with the Genesis stakeholders, pioneered a set of strategic initiatives which addressed the civic and social aspects of a healthy neighborhood.

The project also employed a new model of governance which would have representation of all stakeholders which would address different aspects of the project. The Genesis Board was led by the Heads of each of the major stakeholders and the President of CityWide. The Board was responsible for raising capital needed for the project and major policy decisions of the initiative including real estate development. The Genesis Stakeholder

er team was comprised of representatives of the major stakeholders as well as representatives from the neighborhoods and Brown-Warren Business district. The group met for over a year to help develop a plan designed to guide development activity in the neighborhood. The team discussed issues ranging from the built environment, where clusters of new development should occur, to where trees and landscaping should be planted.

To effectively develop a strategy to improve the neighborhood's civic and social environment the stakeholders developed a Neighborhood Life Team. Led by CityWide, the neighborhood life team included two community based police officers, a social worker employed by Miami Valley Hospital, a city housing inspector, a credit counselor to assist people in financially preparing for homeownership, and two community organizers from the Family Service Association's Neighborhood Development program. The team engaged residents at the block level to learn more about the community and identify opportunities to strengthen relationships among them. One of the signature achievements of this effort was the formation of a formal neighborhood organization which helped shape the long range plans for the neighborhood.



KEY INITIATIVES

HOUSING



Prior to the commencement of the project, only 20% of the 175 properties in the Fairgrounds Neighborhood were owner occupied and only 50% of the properties were considered to be in fair or good condition. In the first phase of the project, 68 residential and commercial properties were acquired, 41 demolished, 11 single-family homes were rehabilitated, and 23 new single family units were constructed.

Additionally, to spur interest in the housing that was planned, Miami Valley Hospital launched an employee benefit they called "homestead assistance" which encouraged their employees to buy homes in the Fairgrounds neighborhood surrounding the hospital by providing them with a \$7,500 down payment assistance grant. Working with CityWide, the hospital developed a benefits package to help employees become successful homeowners. The package also included access to home buyer classes and private financial counseling to assist potential employees in the home buying and owning process.

The Genesis Board also engaged local lenders to provide special lower interest loans for people who bought homes in the redevelopment area.

This package proved very appealing and 14 Miami Valley Hospital employees purchased homes in the Fairgrounds neighborhood during the Genesis Project and many more joined a waiting list for future opportunities.

Because of the success of the first phase of Genesis, private developers began to take notice. In 2012, on the heels of his successful Patterson Square Development downtown, Charles Simms's Development agreed to build new townhouses on land owned by the Genesis Project at the corner of Rubicon and Frank Streets adjacent to MVH. The seven-unit craftsman-inspired townhouses offer 2 bedrooms and loft-style interiors along with many energy efficient features. Once again MVH is offering their Homestead Assistance program for employees interested in purchasing in the Fairgrounds Neighborhood. The model home opened in March and within two months, four homes were sold.



The quick sales of the initial units prompted the developer to explore the opportunity to build additional units. A tract of land adjacent to the hospital campus was made available for further development, including a neighborhood park. In 2013, Simms broke ground on phase II, adding an additional seven townhomes to be completed in early 2014.

The park design will commence in 2013 with construction by the Spring of 2014. The green space will be a welcome amenity to the Fairgrounds neighborhood and a place that both residents and Miami Valley employees can use and enjoy.



RUBICON TRANSPORTATION PLAN

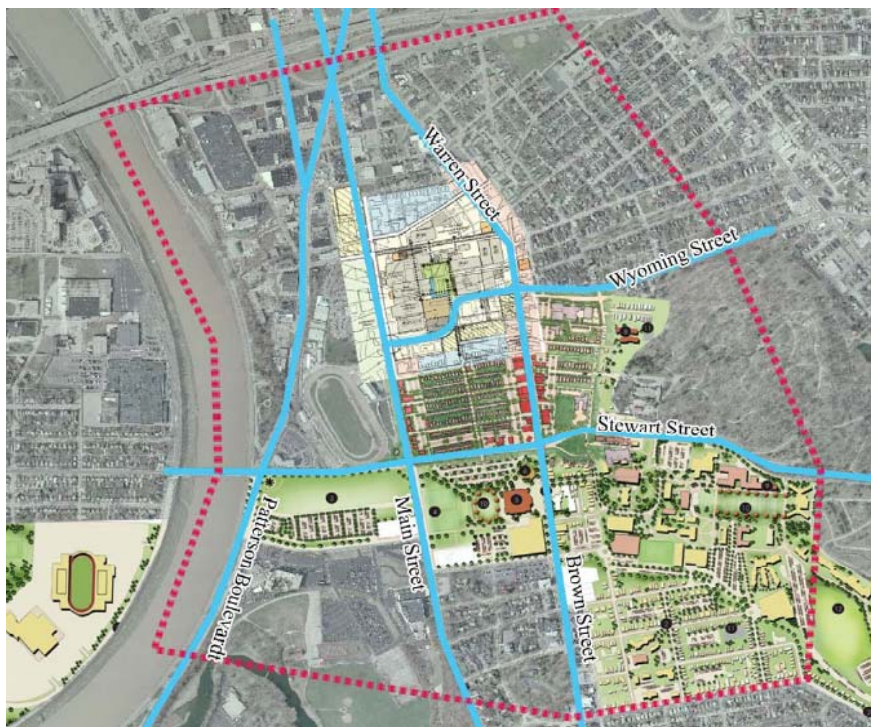
As the Rubicon area continued to experience large scale reinvestment, the City of Dayton saw a need for a transportation strategy that kept pace with both the new image and vision for the southern edge of downtown.

In 2008, a consultant was hired to create a new transportation plan that delivered a roadmap for how vehicular, bike and pedestrian traffic would navigate the area.

The goals of the strategy sought to capture the City's livable streets policy where walking, jogging, biking, and public transportation and integrated with all other modes of transportation. Additionally, the plan called for a place-based travel experience that aligned improvements with current land uses and seamlessly connected adjacent districts, specifically downtown.

The Plan covered three main corridors and two ancillary roads with the purpose of funneling all modes of traffic to specific routes based on preferred route and end destination.

Faster thru traffic will be encouraged to use either Main Street or Patterson Boulevard with Main being widened to include two lanes of northbound traffic and two lanes of southbound traffic as well as a center turn lane. The Brown-Warren corridor, however, will be more pedestrian oriented offering only one lane of traffic in either direction, a center turn lane, extra-wide sidewalks, and dedicated bike lanes.



- ◆ **Main Street:** the primary north/south thru traffic corridor
- ◆ **Patterson Boulevard:** a "park like" corridor supporting mainly thru traffic
- ◆ **Brown/Warren Street:** an active pedestrian and bike corridor
- ◆ **Stewart Street:** a multi-modal gateway into Rubicon and connection to UD & the River corridor
- ◆ **Wyoming Street:** a gateway into Miami Valley Hospital and East Dayton

COMMUNITY PRIDE



The Genesis Project area boasts some of the most active neighborhood groups in the City of Dayton. The Fairgrounds Neighborhood, Rubicon Mill, Historic South Park, and emerging groups such as the Hope Enclave, seek to foster continued engagement in community projects. Along with the Rubicon Business Association, these groups have worked to create a unique sense of place and foster pride within the neighborhoods and surrounding corridors.

Neighborhood leaders have worked in conjunction with the City of Dayton and other partners to make visual improvements to the Rubicon District. Neighborhood markers and signage have been added to gateways, banners to the polls along the corridors, and planters and benches to the streetscape. These installations signal to those in and around Brown Street that it is a special place to live, work, dine, or locate a business.

Through the Genesis Project, the expansion of the University of Dayton and Miami Valley Hospital, the continued commercial investment, and the rebirth of the surrounding neighborhoods, a total investment of over \$450M has been made in the Rubicon area.

DEVELOPMENT MOMENTUM

The Genesis Project's initial investments continue to have an impact on the larger landscape even today. What was once a corridor lacking in continuity and filled with disinvestment has become one of the City's greatest success stories. Growth along the Brown-Warren corridor now connects the southern edge of the City and UD with the central business district.

Two of the City's most popular local restaurants, Coco's Bistro and Jimmie's Ladder 11, moved into larger renovated spaces on Warren Street capitalizing on the growing success and vibrancy of the area.

Additional blight has been cleared to make way for future projects that will have a visual, as well as an economic impact as well. Goodwill Easter Seals Human Service Center, a \$16M investment, will add 50 new jobs to the Dayton market and the demolition of former public housing site Cliburn Manor has made way for a planned mixed-use development offering market rate rental housing and commercial space.

In 2015, the Warren Street improvement project will enter its concluding stage. This phase of redevelopment will serve as the final contiguous link from downtown to the City's southern boarder. These dramatic changes, spurred by the Genesis Project have helped create one of the most asset-rich districts in the Greater Downtown.

