

# 2020 ANNUAL REPORT CITYWIDE DEVELOPMENT

## A Letter from the President

To our partners and friends,

As I look back on 2020 and the challenges we faced as a nation, a city, and an organization, I'm incredibly proud of what CityWide and our staff has accomplished. No one could have predicted how much our lives would change in the past year and 2020 has encouraged all of us to reevaluate our priorities and values at a much deeper level. Through it all we have proven that we are a community that quickly and successfully adapts and meets adversity with creativity and solutions.

CityWide staff worked tirelessly to adapt by organizing virtual meetings, making doorstep and driveway visits in neighborhoods, and supporting our business community. Despite unprecedented challenges, we have made great strides in helping businesses rebuild and grow, neighborhoods plan for the future, and continued the revitalization of our downtown core.

I'm thrilled to share CityWide Development's major highlights from 2020. Thank you for your continued support of our work.



Brian Heitkamp



**CITYWIDE**  
MOVING DAYTON FORWARD



## Downtown

### Shaping the Future of Downtown Dayton Development

CityWide, the City of Dayton and the Downtown Dayton Partnership are nearing completion of a comprehensive 'Developer Workbook' that is expected to be completed at the end of 2021. In process for more than three years, the workbook envisions the redevelopment of the downtown core block-by-block, site-by-site, building-by-

building based on the renewed market demand of the last ten years. A primary focus is the reimaging of the Main Street Corridor within the context of a Learn/Live/Work/Play/Create vibe driven by the network of creative Dayton industries.

The goal is to garner interest among mixed-use developers across Ohio and the Great Lakes in the varied development opportunities available in the Dayton market.

# Northeast

## Transportation Strategy Yields Dividends for Northeast Dayton

One of the early accomplishments of our community building work in Northeast Dayton was the creation and adoption of the DaVinci Project Transportation Strategy.

The strategy was in response to organizing work with residents, business, and visitors who shared a concern about the condition of key commercial corridors used to access neighborhoods and businesses. Since the adoption of the

Strategy in 2014, multiple public infrastructure projects have been completed. Pairing that work with completed bridge replacements, there has been over \$20M of investment to Northeast Dayton along key corridors of Keowee, Valley, Webster, Helena and Troy.



These improvements have led to new investment along corridors including Keowee Street where the KROC center has recently expanded recreational offerings through the purchase and development of land across from their main campus. The new \$6M facility offers soccer fields, pickle ball and concessions. Further up Keowee Street, the City, in partnership with the National Football League, installed a state-of-the-art turf field for young players as an expansion of the Kettering Fields complex. New business development and expansion is also underway as 2J Supply relocates and expands their headquarters on the same street.

While many changes have been made along Valley Street in the last five years, the most recent is the \$1M Valley Street Realignment Project completed in December. The reconstruction provides a safer passage for both drivers and pedestrians as well as an expanded park space for residents. This larger invigorated park will better connect the neighborhood to the river network and regional trail system while serving as a gateway into Old North Dayton.

Through contributions by the DaVinci Project, Vectren Foundation and CityWide, Human Nature, a landscape design firm based in Cincinnati, was hired to redesign the space. The various design options will be shared with a resident and business steering committee formed for this project. Once the final vision is selected, fundraising can commence. A grant from the Montgomery County Arts Council to create a community mural in the park has given the project an early start in these efforts.

## Tornado Impacted Business Rebuilds



Despite the impact of the Memorial Days tornados on Northeast Dayton, many businesses have worked to rebuild. The NE business sector has over 400 businesses and more than 10,000 jobs.

CityWide's economic development team has consistently worked with many businesses in this geography, but became an invaluable resource in the wake of the tornado's damage.

While some businesses chose to relocate, many decided to stay and rebuild. One example is Miami Valley Packaging Solutions (MVPS.) MVPS provides corrugated cartons, die cut partitions, and other specialty packaging.

Their 98,000 sf. facility was severely damaged by the 2019 tornadoes causing the business to operate at 85-90% of its original production levels. Total project costs of building repairs and equipment replacement was \$4.5M. CityWide provided a \$275K loan to close the gap between assistance and insurance so the company could rebuild retaining 32 full-time employees.

# Northwest

## CityWide Economic Investments Spur Northwest Development



Through the support of CityWide subsidiary, the Dayton Region New Market Fund, two important community projects were launched in Northwest Dayton in 2020. The first, the Gem City Market, a cooperative grocery store, received over \$6 million in Federal and State New Market Tax Credits.

Scheduled to open in the second quarter of 2021, the market will address the concern of food access in Northwest Dayton. The worker-owned cooperative will offer fresh meats, produce, prepared food, and everyday staples. The market also features a teaching kitchen that will be operated in partnership with Grandview Hospital's nutritional medicine programs and a community room for local gatherings. The Third Perk, a locally owned coffee shop will also operate a small franchise in the store. To learn more about Gem City Market, visit their website: [www.gemcitymarket.com](http://www.gemcitymarket.com).

The second project that received financial support was the Hope Center for Families a project of OMEGA Community Development Corporation. The Dayton Region New Market Fund placed \$8 million in Federal New Market Tax Credits into the project to close the deal in July.

The Hope Center for Families is a collaborative project which brings together key community partners to provide services to low-income children and families. Under the leadership of The Reverend Vanessa Ward, OMEGA CDC and its partners will launch a model of service known as "Two Gen." Programming will provide services and supports that address the needs of the entire family with a goal of reducing poverty through educational preparedness, health and wellness, employment, and financial stability. Partners to OMEGA CDC include Mini University, Dayton Children's Hospital and Sinclair Community College. To learn more about the Hope Center visit their website: <https://www.omega-cdc.org/hope-center.html>

## The Troutman Legacy Continues

In 2019, CityWide was approached by two graduate students from Bowling Green State University, Kari Boroff and Jacqueline Hudson, who designed a school project to secure an official Ohio Historic Marker honoring the legacy of the Troutman Sound Labs at the Salem and Catalpa Gateway. Their hard work was rewarded when the State granted this designation. The marker was officially installed in October at an outdoor event hosted by Mayor Whaley. Troutman family members and Shirley Murdock, a protege of the Troutman's, celebrated at the event with a song and official dedication.



This additional designation builds on previous efforts of the Phoenix Project that organized residents and commissioned local artist Michael Bashaw to create and install a sound sculpture in 2010 to acknowledge the musical genius of the Troutmans at the site of their former recording studio.

# West Dayton

## CityWide helps Guide Community Planning Efforts

For over five years, CityWide has been deeply engaged in the West Dayton community. Staff has partnered with residents in the Edgemont, Carillon, Miami Chapel, Pineview and Madden Hills Neighborhoods focusing on community organizing, capacity building and development.

The Germantown Street corridor was a key investment area in 2020. CityWide worked with five local businesses along Germantown to help improve the exterior of their properties. Through a partnership with CountyCorp, twenty-five homeowners also received assistance to make needed home repairs ensuring their ability to maintain their primary residence.

Through conversations within our community organizing work, residents often shared their concern regarding combating negative perceptions of West Dayton. CityWide partnered with the community to help design a placemaking and branding project for West Dayton. Local artist David Scott and photographer Shaun Houston were able to translate residents' words of pride about their neighborhood into art, now prominently displayed along Germantown Street. The corridor now displays colorful "West Dayton" monument signs while metal banners showcase photos of historic figures, prominent citizens and local individuals celebrating people who represent the West Dayton community.

A companion effort to this project was "West Dayton Stories" a partnership with WYSO to capture the voice of West Dayton residents. Through support of private philanthropy and the City of Dayton, funds were raised to recruit and train residents to produce quality radio stories. Community producers tell stories reflecting the history, challenges, and their hopes for West Dayton. To learn more and hear a story, follow this link:  
<https://www.wyso.org/west-dayton-stories>

CityWide's priority to help increase investment in West Dayton included the support of Five Rivers Health Centers new campus in the Edgemont neighborhood. Through Citywide subsidiary, The Dayton Region New Market Fund, \$14M in New Market Tax Credits was placed in the project. The \$31M facility, currently under construction, consolidates smaller leased locations and is an expansion of services that will bring needed health care to West Dayton.



Located in the Edgemont neighborhood on the former Whittier School site, the center will eventually employ over 250 people and is expected to serve 40K people annually.

# Tech Town

## Tech Town Continues to Grow in 2020

Despite the challenges many businesses faced this past year, the Tech Town campus was able to achieve 100% occupancy in 2020. Leasing activity included 22,861 SF of renewed leases and the addition of more than 10,000 SF in new leasing activity. The most significant addition was Shriners Hospital for Children a partner with Dayton Children's Hospital, who located on the ground floor of Tech Town 3.



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for Children®**  
**Love to the rescue®**

Construction also commenced on Phase 1 of the Webster Station Landing project. This redevelopment of a portion of the Mad River levee into accessible park space is part of a larger regional effort to activate Dayton's rivers as highlighted in the newly adopted Dayton Riverfront Plan. The project better connects the Tech Town Campus with the Mad River and Regional Trail network while creating adjacent open space designed to attract people and create more usable linkage to the waterway. The Project will be completed in 2021.



### Becky McClennen Joins CityWide Staff

We are pleased to welcome Becky to our staff as a Senior Business Development Officer. Becky works with businesses to identify their financing needs and the most appropriate source of funding for them. Becky's career has revolved around finance and economic development in both the public and private sectors, especially SBA and government programs. We are thrilled welcome her to the CityWide team as we expand our development finance work.

### Dan Kane Selected to Lead Dayton Chamber of Commerce Board of Trustees

Most people know John Patterson as a Dayton industrialist and founder of the National Cash Register Company, but did you know he was also the founding father of the Dayton Area Chamber of Commerce? In 1907, Patterson saw the need for an organization to bring businesses together and speak with a unified voice. Today the Dayton Chamber represents over 2200 members and develops programs and activities to foster networks, connections and relationships that further business growth.

In 2020, Dan Kane, Senior Vice President for Development at CityWide was elected Chairman of the Board of Trustees for the Dayton Chamber. In this role, Dan leads other volunteers to further the work of the Chamber to be the voice of business for the Dayton Region.

