Strong Region

Strong Downtown
greater downtown dayton plan

Greater Downtown Dayton:
- $5 billion annual economic impact
- 42,000 employees
- 20,000 residents
- 40,000 students
- 7 million annual visitors to major attractions
greater downtown dayton plan

Focus areas:
• Sustainable Economy
• Creative Placemaking
• Housing
• Arts/Culture/Amenities
• Active Lifestyles
• Green & Sustainable

Activated Spaces: economy, placemaking and amenities
Activated Spaces is a volunteer-led initiative spearheaded by young professional organizations Generation Dayton and UpDayton.

Main goals:
• reactivate and beautify vacant storefronts
• encourage entrepreneurs, artists and community groups to occupy space for short- and long-term uses
• showcase downtown properties and increase interest and investment in available space

Activated Spaces is part of the Greater Downtown Dayton Plan, a strategic blueprint for the future of downtown.
why groups got involved

UpDayton Survey: 64% said a vibrant downtown is very important, but only 10% scored our downtown vibrancy good to excellent.

A bustling downtown is extremely important to young people. Making downtown more beautiful and vibrant is a critical effort to attract and retain talented young people in the Dayton region.

“I will Stay If” Photos by Joel Spitsnagel and Val Smith
vacancy as opportunity
research on programs in other cities
activated spaces launch
January 12, 2011

Two Activated Spaces Teams
- Street Level Art
- Pop-up Project
Installing Local Art in Downtown Storefronts

- 10 artists / storefronts for each Urban Nights
- People’s Choice competition online; winner has work installed downtown for long-term exhibit

**first phase: street-level art project**

- Open call for artwork around themes
- 21 windows filled in 2012
- More than 1,000 People’s Choice votes
second phase: pop-up project

Activated Spaces acts as broker between:
• Business owners & entrepreneurs who are interested in downtown location
• Property owners who have available first-floor space and are willing to lease it below market value for a short-term basis (three to six months)

Fill move-in ready spaces with new tenants: local entrepreneurs try their business concepts at minimal risk while activating vacant first-floor space
pop-up project elements

- Shops launched in groups
- Small stipend to offset lease costs for first three months
- Tenants offered professional services support
- Approximately 3 ½ months from initial applicant solicitation to shop launch
project timeline

- RFP solicitation: 30 days
- Applicant selection and initial property pairing: 2-3 weeks
- Property / tenant meetings and lease negotiations: one month
pilot phase

- Objective: launch at least one new shop for the 2011 holiday season
- One- to three-month leases
- Two of the three shops launched in pilot phase are still open
tenant solicitation

• Document similar to business plan that includes:
  ■ marketing plans
  ■ status of needed inventory
  ■ space requirements / size
  ■ applicant experience

• More than 50 applications have been received since the project’s launch
tenant selection

• Applicants scored on:
  ■ fit for downtown
  ■ experience
  ■ marketing plan
  ■ likelihood of being ready by opening date
• Community survey informs selection
• Interview top candidates
professional service support

- marketing
- graphic design
- retail design
- business / financial planning
- connections to community resources
lessons learned

• Marketing is key
• Brokering is time intensive
• Success for any given shop is hard to predict
• Give people an excuse to start something new
• More time to start a store is not necessarily better
successes to date

• Nine new shops started since fall 2011
• Seven still are in business
• One has expanded and another now expanding
• More than 10,000 square feet of previously vacant space filled
creating a retail culture

• Brim
• Status
• Hangar 18
• Clash Consignment Co.
• Serendipity Bistro
• Salar Restaurant and Lounge
• Fresh ideas can change a city
• Small businesses create a buzz and interest in a previously unoccupied space
“Walking Into Beaute Box is like walking into a girlfriend’s apartment.”
— Shanon Potts, Activated Spaces volunteer
Beaute Box
Before
Thank You to Our Project Partners!