

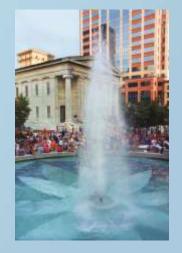




greater downtown dayton plan

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' goals

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 Spitsnaugle and Val Smith





















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

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





second phase: pop-up project



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







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)





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
- 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





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









lisa scott: owner of beaute box



- Fresh ideas can change a city
- Small businesses create a buzz and interest in a previously unoccupied space



beaute box



"Walking
Into Beaute
Box is like
walking into
a girlfriend's
apartment."

Shanon Potts,Activated Spacesvolunteer







Thank You to Our Project Partners!



































