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Montgomery County Convention Facilities Authority

Articulating the Strategic Direction of the MCCFA

Thursday, April 27, 2023

3:00 – 5:00 p.m. | Room 208, Dayton Convention Center

TOPIC	TIME	PRESENTER
Welcome	3:00 – 3:05	Pam Plageman
Review Summary of March 30 Meeting	3:05 – 3:20	Jane Dockery, Facilitator
Downtown Dayton Innovation District Presentation	3:20 – 3:45	John Gower
Discuss the strategic drivers for a Convention Center District and develop goals related to them	3:45 – 4:45	All
Wrap-Up and Next Steps <ul style="list-style-type: none">May 25 Meeting – Discuss Strategic Drivers for Hotel(s) and Parking Spaces	4:45 – 5:00	Jane Dockery, Facilitator



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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY

STRATEGIC PLANNING TASK FORCE

Articulating the Strategic Direction of the MCCFA

Convention District Goals and Strategies

Meeting Summary – April 27, 2023

Goal: Drive investment in an established Convention District that has strong positive appeal.

Strategies:

- ***Brand the Convention District using “The Nine” nomenclature, given that it has brand awareness and support.***
 - Leverage the market momentum generated by “The Nine” development successes.
 - Develop information for a prospectus that can be shared with the hotel consultant, investors, and developers already involved in “The Nine” to communicate the demand potential for the Convention District, not only from the business generated by the DCC, but also from the development plans being implemented in the area around the DCC for “The Nine.”
- ***Define, activate and invest in the Convention District in partnership with the City of Dayton and Montgomery County.***
 - Use renderings by John Gower to help visualize the Convention District as a jumpstart to planning.
 - Establish the footprint of the Convention District with the DCC in the center and then determine the radius from that point.

- Develop a land acquisition strategy as needed.
- Act as the advocate/convener/champion of the Convention District and the manager of that experience.
 - Consider the expectations of all age groups. Technology is key.
 - Be the driving force for development—the CFA needs to control it!
 - Harness the power of development partners.
- *Execute a concentric ring strategy for the Convention District that is forward-thinking and continuously plans to remain relevant over time.*
 - Invest financially in the inner ring and sustain a **one to two-year focused effort.**
 - Prioritize renovations that are directly across the street from the DCC and to the left and right, as well as renovations that are visible to business owners and the public to help build buy-in and set the stage for future sponsors.
 - Inventory the perimeter, line of sight locations immediate to the DCC to assess the visual, audible, and emotional experiences existing in that area; and identify the top five priorities, along with rationale, for an inner ring focused renovation strategy.
 - An early and visible investment pertains to the skywalks—placing lighting on the outside or inside of them—the casting of light has many benefits such as safety enhancements, beautification, geographic orientation as a landmark, and can create a sense of drama, energy, and community. The City of Dayton and the CFA are coordinating future plans to improve the skywalks, and lighting may be one of those improvements.
 - Activate the retail spaces already owned in the inner ring such as the first floor of the parking garage.
 - Develop a transition plan for the Fidelity Building and work with the City of Dayton to determine possible implementation strategies.
 - Consider an art mural or some other art project to make the walk past the building more interesting. Or explore the use of reflective window film to hide unsightly but visible items seen in the windows.
 - Work with the City to explore property maintenance code enforcement strategies that may be used in the Convention District to eliminate blight and building safety hazards, and to promote building repair and renovation.
 - Review existing plans for demolition in the “inner ring” area of the Convention District.
 - Determine whether the Flyer (a free bus service that travels between the heart of downtown and to other downtown destinations) can be a means

of transporting convention attendees along the arteries to other downtown destinations.

- Partner in the middle concentric ring surrounding the DCC.
- Be a strong advocate in the outer concentric ring.
- *Develop connections to other districts like the ballpark, the art district, the Arcade Building, the education district including U.D., and the Oregon district which is the DCC's "playground." Making connections to these other districts may require land acquisitions and/or control.*
 - Create inviting "arteries" that connect the Convention District to those other districts.
 - Lighting, safety, and security are important along those arteries, as well as investments in infrastructure like sidewalks and curbs.
 - The 'Flyover' sculpture on Main Street, depicting the first powered flight by Orville Wright, needs to be landscaped to draw people's attention to the art.