MCCFA

2025 Annual REPORT

Dayton Convention Center

Since 1973

Presented by the Montgomery County Convention Facilities Authority

DCC DAYTON CONVENTION CENTER

PROUDLY MANAGED BY **LEGENDS GLOBAL**

WELCOME TO THE

DAYTON CONVENTION DISTRICT

MCCFA

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A YEAR OF PROGRESS AND GROWTH

We celebrated a milestone year in 2025. With the completion of the reimagined Dayton Convention Center, we welcomed thousands of visitors and residents into our modernized spaces.

In 2025, the Montgomery County Convention Facilities Authority (MCCFA) continued its mission of strengthening our community's visitor economy and supporting downtown Dayton as a vibrant destination for meetings, events, and tourism. This year was defined by meaningful progress, growth for future years, and a renewed commitment to partnerships that position our region for long-term success. Throughout the year, the MCCFA worked closely with our management partner, Legends Global, Destination Dayton, community leaders, hospitality partners, and regional stakeholders to elevate the performance and reputation of the Dayton Convention Center.

Together, we focused on delivering high-quality experiences for clients and guests while ensuring the facility remains a competitive asset for our community and reinforcing the convention center's role as an economic driver for Montgomery County.

Behind the scenes, the MCCFA Board and leadership team remained focused on responsible stewardship, strategic planning, and operational improvements that will support continued success in the years ahead. Our work is guided by a clear vision: to ensure that the convention center and related facilities contribute meaningfully to the vitality and growth of downtown Dayton and the broader Montgomery County community.

This annual report highlights the milestones, partnerships, and progress achieved over the past year. We are grateful to our Board of Directors, public officials, hospitality partners, clients, and community members who support this mission. Their collaboration and commitment make our shared progress possible. As we look forward, the momentum built in 2025 positions us well for continued advancement.

We remain focused on creating opportunities, welcoming visitors, and building an even stronger future for the Dayton region.

Mike Stevens
MCCFA Board Chairperson

Pam Plageman
MCCFA Executive Director/CEO

Our Vision

The Dayton region will be the leading Midwest destination for conventions, meetings and events, known for thriving and vibrant convention facilities and accommodations that drive significant economic impact.

Our Mission

The Montgomery County Convention Facilities Authority owns, operates and manages the Dayton Convention Center facilities, and is responsible for the renovation, revitalization, growth, and expansion of the convention facilities by advocating for the Dayton region and supporting the growth of overnight stays and the region's economy.

PROGRESS | HOSPITALITY | GROWTH

Advocate.
Influence.
Invest.

BOARD OF DIRECTORS

MICHAEL STEVENS, Chairperson, and Mayor, City of Clayton
BELINDA KENLEY, Vice Chairperson, and Vice President of Sales, Energy Optimizers, USA
AMY SCHRIMPF, Secretary, and President, Dayton Region Manufacturers Association
WALTER REYNOLDS, Immediate Past Chairperson, and Partner, Porter Wright Law Firm
JACQUELYN POWELL, President & CEO, Destination Dayton
C. LASHEA LOFTON, Deputy City Manager, City of Dayton
PAUL GRUNER, Montgomery County Engineer
TOM WHELLEY, Partner, Dinsmore & Shohl Law Firm
MICHAEL ROEDIGER, Director & CEO, The Dayton Art Institute
RICHARD HERBST, Mayor, City of Vandalia

EXECUTIVE TEAM

PAM PLAGEMAN
Executive Director & CEO

SEAN FRAUNFELTER
Fiscal Officer
ARNO WELLER
Staff Accountant

TERI LEMMAN
Executive Assistant
ADRIANNA TEMPLETON
Executive Assistant

GRAND REOPENING!

After nearly three years of planning, renovation, and revitalization, the Montgomery County Convention Facilities Authority proudly welcomed the community to a grand celebration marking the official reopening of the newly reimagined Dayton Convention Center.

Hosted on Friday, June 27, the ribbon-cutting and community open house celebration served as both a moment of civic pride and a showcase of the $45 million in transformative improvements that have reshaped this vital regional asset. The event was free and open to the public, inviting residents, businesses, and local leaders to experience firsthand the future of hospitality and events in downtown Dayton.

Originally opened in 1973, the Dayton Convention Center has long played a central role in the region's economic and cultural landscape. Now, with these bold investments and a renewed commitment to excellence, the facility is poised to drive growth and tourism for years to come.

Read full articles here.

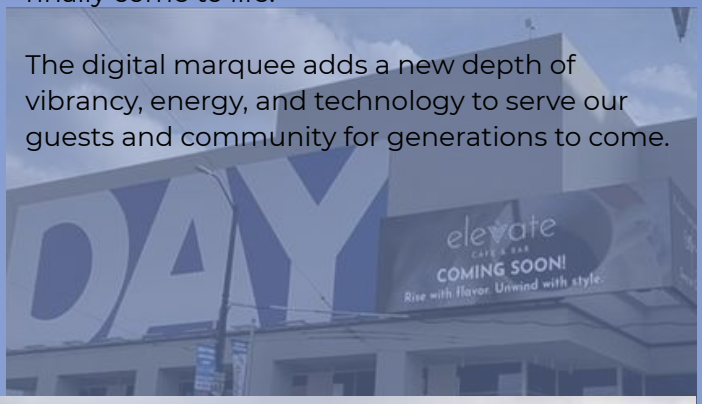
DIGITAL MEDIA MARQUEE

Vibrancy, Energy, and Technology at the Dayton Convention Center

In January 2025, the highly anticipated Key-Ads digital media marquee at the corner of 5th and Main Streets at the Dayton Convention Center was revealed. The dynamic, first-of-its-kind in downtown Dayton, 3-D capable digital media marquee replaces the previous digital marquee that had been showcasing Dayton Convention Center events and advertising since the 1980s.

In a press release, Nick Keyes, Jr., Vice President of Key-Ads, Inc., said, "As a local, family-owned business headquartered in downtown Dayton, we are very proud to assist our community in achieving their vision, a first-class convention center! The Dayton Convention Center digital marquee is nothing short of beautiful. It instills vibrancy and energy into our downtown that complements the momentum of so many other downtown projects. I want to thank the Dayton Convention Center Sponsors: CareSource, Miami Valley Gaming, Dayton Area Toyota Dealers Association, Sinclair Community College, and Dayton Freight. Success in a community is not achieved alone but through the efforts of many. We thank our sponsors for not only seeing the vision for the Dayton Convention Center, but for continuing to be pillars of the Dayton community."

MCCFA Executive Director/CEO Pam Plageman said "As part of the MCCFA strategic plan and in support of the downtown Dayton resurgence, activations such as this project breathe new life into the core, not only for our internal guests at DCC, but for any visitor that enters the gateway to downtown Dayton. The Keyes' family business partners embraced this vision well before the DCC master plan was established and know the potential the renovated Dayton Convention Center impact will be on the region. In addition, I want to thank the City of Dayton Zoning Administration for supporting the design and understanding the competitive edge this will bring to the community. The MCCFA Board of Directors is grateful to see it finally come to life."



The digital marquee adds a new depth of vibrancy, energy, and technology to serve our guests and community for generations to come.

ELEVATE CAFE & BAR

Rise with Flavor, Unwind with Style

In April 2026, the Montgomery County Convention Facilities Authority will proudly introduce Elevate Café & Bar, a welcoming new gathering place designed for both convention guests and the Dayton community.
Located street-front on Fifth Street at the DCC, Elevate will offer a fresh, modern space to connect, relax, and enjoy great food and drinks in the heart of downtown.

More than just a café, Elevate Café & Bar is designed to bring energy and accessibility to the convention center experience. Whether you are enjoying a concert at the Levitt Pavillion, attending a meeting, stopping in for a quick coffee, meeting colleagues for lunch, or enjoying a drink before an evening event, Elevate will provide a comfortable and vibrant place to gather.

Our new outside patio space with a walk-up service window, allows you to enjoy the downtown vibe and our beautiful new mural installation by artist Atalie Gagnet.

The concept reflects our continued commitment to enhancing the visitor experience while strengthening the convention center's connection to the surrounding community.

With an inviting atmosphere, quality menu offerings, and a focus on hospitality, Elevate Café & Bar will become a new front door to the Dayton Convention Center.

As we continue a Year of Progress and Growth, the addition of Elevate Café & Bar represents another step forward in making the convention center a more dynamic and welcoming destination.
We look forward to welcoming guests and the community alike when Elevate Café & Bar opens in April 2026.

elevate
CAFE & BAR

Follow us here on Instagram -
https://www.instagram.com/elevatecafe.dayton/

DAYTON CONVENTION DISTRICT DEVELOPMENT

A Transformation Continues in the District:
The Dayton Convention Center Headquarter Hotel
Planned Opening: Q4 2028

A major milestone for the future of meetings and tourism in Dayton is now on the horizon. Plans are underway with Concord Hospitality for a new nationally branded full-service headquarter hotel adjacent to the Dayton Convention Center, with anticipated opening in the fourth quarter of 2028. This $77 million transformative investment will significantly strengthen the region's ability to attract larger conventions, conferences, and events to Montgomery County.

Headquarter hotels play a critical role in the competitiveness of convention destinations. By providing a substantial number of guest rooms within immediate walking distance of the convention facility, the new hotel will create a seamless experience for event planners and attendees—allowing meetings, lodging, dining, and networking opportunities to exist within a unified campus.

The planned hotel will serve as a cornerstone investment in downtown Dayton's continued revitalization. In addition to offering modern guest accommodations, the property will feature 197 guest rooms, flexible meeting and event space, a ground floor restaurant at 5th and Jefferson Streets, fitness center, and amenities designed to serve both convention visitors and the broader community. Its location next to the Dayton Convention Center will enhance the city's ability to host multi-day events, regional conventions, and national gatherings that require convenient room blocks and integrated meeting infrastructure.

For the Montgomery County Convention Facilities Authority, this project represents a strategic step forward in strengthening the region's visitor economy. The addition of a headquarter hotel will expand Dayton's market reach, improve the competitiveness of convention bids, and generate increased economic activity for local hotels, restaurants, and businesses throughout Montgomery County. The project is the result of strong collaboration among public partners, private developers, hospitality leaders, and community stakeholders who share a vision for the continued growth of downtown Dayton. As planning and development progress in the coming years, the headquarter hotel will stand as one of the most significant hospitality investments supporting the convention center and the broader region. When it opens in late 2028, the new headquarter hotel will not only expand Dayton's capacity to host events—it will elevate the experience for visitors and reinforce the convention center district as a vibrant hub for business, tourism, and community life.

FIDELITY BLOCK DEVELOPMENT

Positioning Downtown for the Future: The Fidelity Block Vision

In 2025, the Montgomery County Convention Facilities Authority took important steps toward shaping the future of downtown Dayton through strategic acquisitions, partnerships, and evaluation of properties within the historic Fidelity Block at Main and Fifth Streets, adjacent to the Dayton Convention Center.

The Authority is currently advancing the acquisition of the Fidelity Building and Reed-Steffan Building and working toward studying additional properties within the Fidelity Block area. These efforts represent an important first step in assembling key parcels that will allow for thoughtful, coordinated redevelopment of this highly visible and strategically located downtown block.

Located immediately adjacent to the convention center and within walking distance of major downtown destinations, the Fidelity Block presents a unique opportunity to enhance the convention district while preserving the architectural character that defines this historic part of Dayton. By bringing properties under coordinated ownership and planning, MCCFA is positioning the district for a future redevelopment that supports both economic growth and placemaking.

While the acquisitions themselves are an important milestone, the larger vision is even more significant. MCCFA has begun studying the long-term redevelopment potential of the Fidelity Block as part of a broader strategy to strengthen the convention center campus and surrounding downtown environment. Early planning efforts are exploring how a thoughtfully designed redevelopment could introduce new uses—such as hospitality, dining, residential, health & wellness, and mixed-use spaces that complement convention activity while activating the street level for residents and visitors alike.

This work reflects a long-term approach to downtown development. The goal is not simply redevelopment, but the creation of a vibrant, connected district that enhances the experience for convention attendees while contributing to the continued revitalization of downtown Dayton.

As studies and planning continue, MCCFA will work closely with community partners, city and county leadership, and private sector stakeholders to evaluate possibilities and ensure that any future development aligns with the broader vision for Dayton's growth.

The Fidelity Block represents more than a collection of buildings—it is an opportunity to reimagine a key gateway to Main Street reactivations and to shape a dynamic district that supports visitors, residents, and the regional economy for decades to come.

CONNECTING TO AND WITH THE OREGON DISTRICT

The MCCFA commissioned the "5th Street Experience Study" by its design partner, Yard & Co., to identify and design improvements that strengthen the pedestrian and visitor connection between the Dayton Convention Center, Levitt Pavilion, and the Oregon District. Led by the MCCFA in partnership with the Downtown Dayton Partnership, the project focuses on creating a safer, more vibrant, and memorable experience along East 5th Street – an essential link between Dayton's hospitality and entertainment destinations. This work supports the MCCFA's mission to reinvigorate Dayton's convention and hospitality assets, attract more events, and generate economic growth for the city, county, and region.

The study informed short-term and long-term improvements recommended for storefronts, streetscapes, intersections, walkability, and operations.

Photo and text credits Yard & Co. 5th Street Experience Study Nov. 2025

PUBLIC ART GALLERY

Dayton's rich art history and culture are experienced by convention visitors and residents throughout our region. The MCCFA proudly captured many regional elements of our deep-rooted spirit of innovation, the birthplace of aviation and the beauty of natural landscape throughout the reimagined Dayton Convention Center. When you visit our completed renovated facility, you truly enjoy not just a world-class meetings and event venue, but an art collection where each artist brings our story to life.

Two Songs – Paul and Orville
By April Wagner

Ethereal Forest
By Dustin Wagner

Bow to the Tarpon
By Dave Williams

Exterior Mural
By Atalie Gagnet

Dance of Light
By Shimal'e Peleg

Read the artists' statements

PUBLIC ART GALLERY

In late-2024, the MCCFA secured The Art Company, based in Cincinnati, as its art consultant and issued public Requests for Proposals for artwork that captures the essence of Dayton's rich history, culture, and geography. The MCCFA's Marketing & Branding Committee reviewed submissions during 2025 and thoughtfully selected complementing pieces according to the MCCFA's specifications.

Windows of Flight
By Malina Cipleu

The stunning collection is credited to the work of the following Marketing & Branding Committee members: Belinda Kenley, committee chairperson; Jacquelyn Powell; Michael Roediger; Michael King; and Pam Plageman. Special recognition is extended to art consultant Debbie Fredette for her expertise and passion during the project.

Five Rivers
By SA Greenery

Alliance
By Albert Dicruttalo

Dayton History & Cultural Gallery
3rd Floor

Read the artists' statements

PARTNERSHIPS AND COMMUNITY IMPACT

Welcoming the World

The NATO Parliamentary Assembly Spring Session
In May 2025, Dayton had the honor of hosting the NATO Parliamentary Assembly Spring Session, a historic international gathering that brought hundreds of parliamentarians, delegates, and global leaders to the region.

The event commemorated the anniversary of the Dayton Peace Accords, the landmark agreement negotiated at Wright-Patterson Air Force Base that helped bring peace to Bosnia and Herzegovina.
Hosting this prestigious international meeting required extraordinary coordination across multiple partners, including federal, state, and local agencies, security teams, hospitality providers, and civic organizations. Pam Plageman, MCCFA CEO, served on the host committee that welcomed delegates and visitors from across the globe.

For Dayton, the event represented both a moment of international recognition and a powerful reminder of the region's historic role in diplomacy. It also generated significant economic activity for local hotels, restaurants, and businesses while showcasing Dayton's hospitality and capabilities as a host destination for major global events.

PHOTO CREDIT: DAYTON DAILY NEWS 1995

L to R: Pam Plageman, MCCFA Executive Director/CEO; State Senator Willis Blackshear, Jr.; Belinda Kenley, MCCFA Board of Directors Vice Chairperson

PARTNERSHIPS AND COMMUNITY IMPACT

Giving Back to Our Community – Don't Forget the Fur-babies

In December 2025, the MCCFA continued its tradition of giving back to the community by proudly sponsoring a charitable donation to the Dayton Humane Society. The MCCFA Board and partners gathered food, supplies, and toys for our beloved fur-babies waiting on their fur-ever homes. This contribution supports the organization's mission to provide care, shelter, and adoption services for animals in need throughout the Dayton region. By supporting the Dayton Humane Society, MCCFA aims to make a meaningful impact beyond the convention center, demonstrating our commitment to community well-being and the values of compassion, service, and stewardship that guide our work year-round.

Serving the Community: Feast of Giving

In November 2025, the convention center once again opened its doors for the annual Feast of Giving, a beloved community tradition that provides a warm holiday meal and fellowship for thousands of residents.

Feast of Giving is made possible through the generosity of local organizations, volunteers, and sponsors who come together each year to ensure that everyone in our community can enjoy a Thanksgiving meal. The Dayton Convention Center serves as the welcoming gathering place for this event, transforming into a hub of hospitality, compassion, and connection.

Hundreds of volunteers contributed their time to prepare meals, greet guests, and create an environment that reflects the spirit of the holiday season. For many attendees, the event is not only about a meal—it is about community, dignity, and belonging.

From L to R: Arno Weller, MCCFA Staff Accountant; Pam Plageman, MCCFA Executive Director/CEO; Adrianna Templeton, MCCFA Executive Assistant; Ashley Schmitt, Dayton Humane Society Corporate Relations Coordinator

PARTNERSHIPS AND COMMUNITY IMPACT

DAYTON BUSINESS JOURNAL
WOMEN who mean BUSINESS

In 2025, Pam Plageman, Executive Director/CEO of the Montgomery County Convention Facilities Authority, was honored with the prestigious Dayton Business Journal Women Who Mean Business recognition. This award celebrates women leaders across the Dayton region who demonstrate exceptional vision, leadership, and impact in their organizations and communities. Pam's work in driving progress at the Dayton Convention Center, advancing downtown development initiatives, and fostering meaningful partnerships exemplifies the qualities this award seeks to honor. Her dedication reflects a commitment not only to operational excellence, but also to creating opportunities that benefit the broader community.

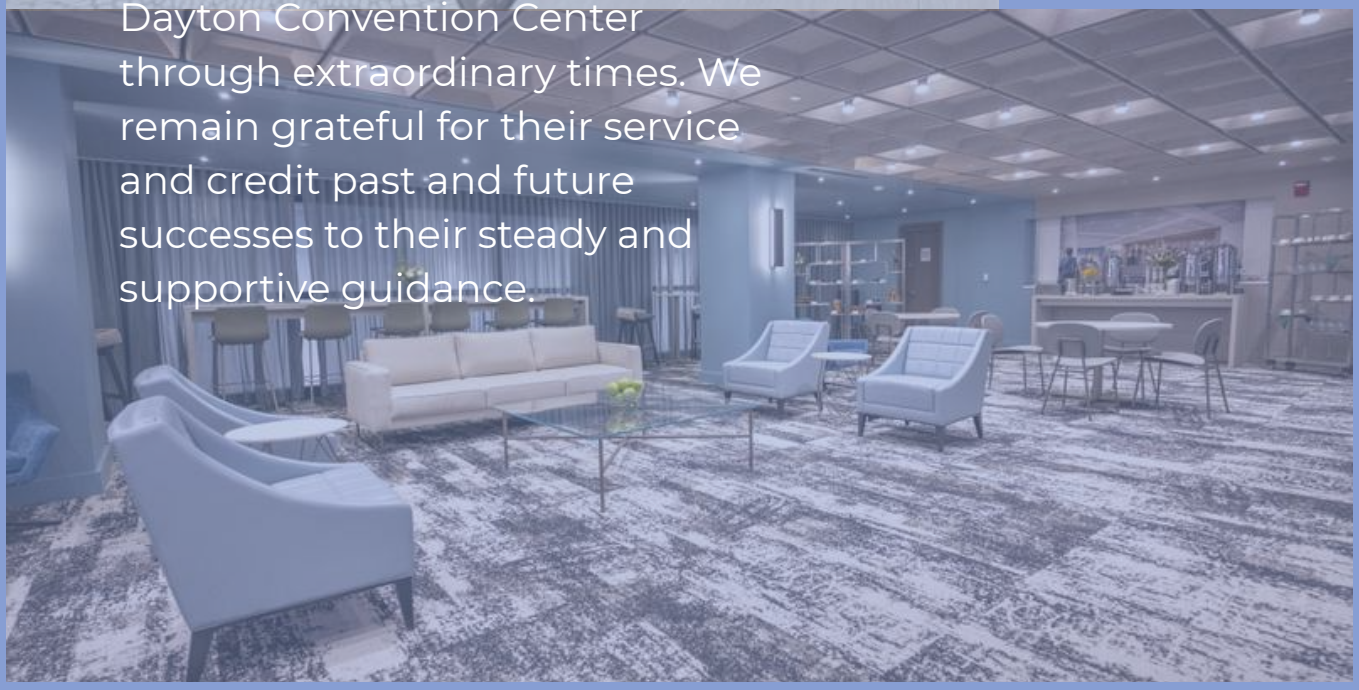
While celebrating Pam's achievements, the award also highlights the accomplishments of all the honorees, each of whom represents extraordinary leadership, innovation, and service across industries in the Dayton area. Together, this cohort of women showcases the talent, resilience, and influence that are shaping the region's economic growth and social impact. The DBJ Women Who Mean Business recognition serves as a reminder that strong leadership is both collaborative and community-minded, and MCCFA is proud to celebrate these remarkable women whose contributions inspire and elevate the entire Dayton region.

HONORING LEGACY SERVICE

The MCCFA recognizes and celebrates the exceptional leadership of Immediate Past President Mike Stevens and Immediate Past President & CEO of Destination Dayton Jacquelyn Powell. Mike and Jacquelyn were instrumental members of the original Board of Directors, shaping the organizational foundation and leading the development of the MCCFA and Dayton Convention Center through extraordinary times. We remain grateful for their service and credit past and future successes to their steady and supportive guidance.

MIKE STEVENS

JACQUELYN POWELL

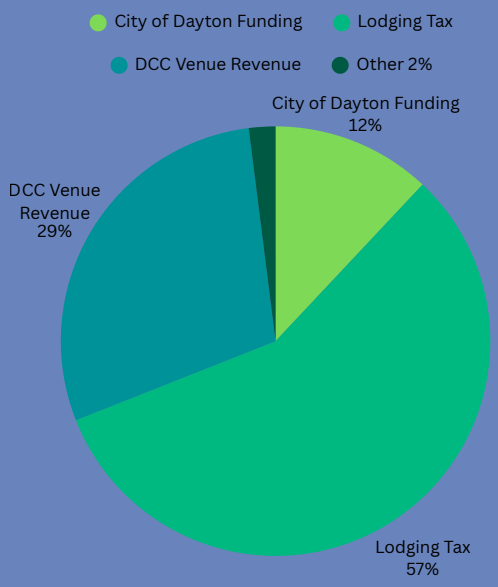


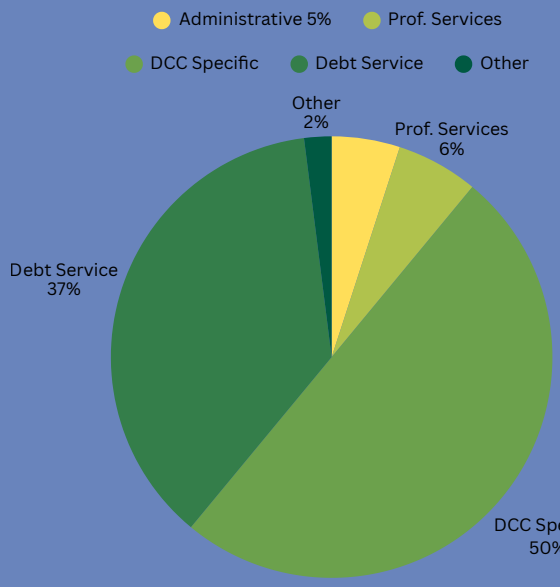
FINANCIALS

REVENUE

$7,398,560

The MCCFA collects 3% lodging tax from Montgomery County hotels, receives the City of Dayton's 3% lodging tax, and receives event revenue.





EXPENSES

$7,920,958

Includes debt service

FISCAL STEWARDSHIP

For the third year in a row, the MCCFA has been recognized by the Ohio Auditor of State for excellence in financial reporting.

THE STATE OF OHIO

KEITH FABER
OHIO AUDITOR OF STATE

OHIO AUDITOR OF STATE AWARD

Presented to

Montgomery County Convention Facilities Authority

This award is presented for excellence in financial reporting in accordance with Generally Accepted Accounting Principles (GAAP) and compliance with applicable laws for the fiscal year ended 2024.

The citizens you represent are well-served by your effective and accountable financial practices.

Keith Faber, Auditor of State

MCCFA FINANCE COMMITTEE

LaShea Lofton, Chairperson
Tom Whelley, MCCFA Board of Directors
Walter Reynolds, MCCFA Board of Directors
Pam Plageman, MCCFA Executive Director/CEO
Sean Fraunfelter, MCCFA Fiscal Officer
Arno Weller, MCCFA Staff Accountant

LINK TO OHIO AUDITOR OF STATE REPORT