



ANNUAL REPORT

2024



MONTGOMERY
COUNTY
CONVENTION
FACILITIES
AUTHORITY

Progress | Hospitality | Growth

OUR YEAR IN REVIEW



Michael Stevens
MCCFA Chairperson




Pam Plageman
MCCFA Executive
Director/CEO

We are pleased to prepare this Annual Report on behalf of the Montgomery County Convention Facilities Authority (MCCFA)! The MCCFA is a local government organization formed in 2019 by the Montgomery County Board of Commissioners and the City of Dayton. It assumed ownership of the Dayton Convention Center in April 2021, and the MCCFA completed its 3rd full year of operation in 2024.

The MCCFA is the strategic owner of the Dayton Convention Center (DCC); responsible for investing in, building, and developing convention facilities. In addition, the MCCFA advocates for the continued success and growth of convention business within the Montgomery County communities. These primary areas of focus are directly linked to the MCCFA's investment in and support of services, resources, facilities, and community projects that enhance the use and improvement of the Dayton Convention Center.

The MCCFA is governed by an 11-member Board of Directors, appointed by Montgomery County, the City of Dayton, and the local Mayors and Managers Association. It is funded by a 3% hotel/motel occupancy lodging tax. The MCCFA also receives the City of Dayton's 3% lodging tax, which has always been dedicated to subsidizing DCC operations. These revenues are used to pay debt service for the DCC and fund operations. Since its inception, the Board, leadership, and key stakeholders have formed the foundation for a dynamic organization that has grown its way through the COVID pandemic and is well on its way to consistently offer preferred and emerging types of amenities that will spur economic growth.



The Dayton Convention Center celebrated its 50th Anniversary in 2023. On January 13, 1973, the grand opening of the convention center hosted "Dayton on Parade", a showcase of local and regional businesses. The original cost of the convention center was \$6.1 million and its original size was 77,325 square feet.

The center now boasts 150,000 square feet of meetings and event space.

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

Influence.
Advocate.
Invest.



All Roads
Lead
to Dayton

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
Vice 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 (Retired)

Tom Whelley, Partner, Dinsmore &
Shohl Law Firm

Michael Roediger, Director & CEO,
The Dayton Art Institute

Richard Herbst, Mayor, City of
Vandalia

EXECUTIVE TEAM

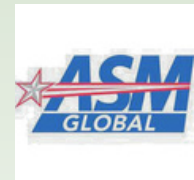
SEAN FRAUNFELTER
Fiscal Officer

PAM PLAGEMAN
Executive Director & CEO

TERI LEMMAN
Executive Assistant

TRANSFORMATION

In January 2022, the MCCFA received a commissioned feasibility study that provided market analysis on the current state of the DCC, the regional market, accommodations and desired future state with recommended improvements. This study served, as well as the study conducted by the original task force in 2018, informed the recommendations for revitalizing the center. On August 16, 2022, the Dayton Convention Center kicked off a \$45 million renovation project that will serve as an integral part of the downtown economic revitalization. As the premier event facility in the region, it will be updated to respond to evolving customer needs and demands. The DCC will serve as one of the main drivers for the downtown Dayton renaissance. In addition to hotel facilities, mixed-use facilities, residential inventory, restaurants and entertainment coming online, Dayton will now have the benefit of an innovative convention center to create a sense of place and enhance civic pride. Renovations are expected to be completed Q1-2025. **At the close of 2024, the project was 85% complete.**

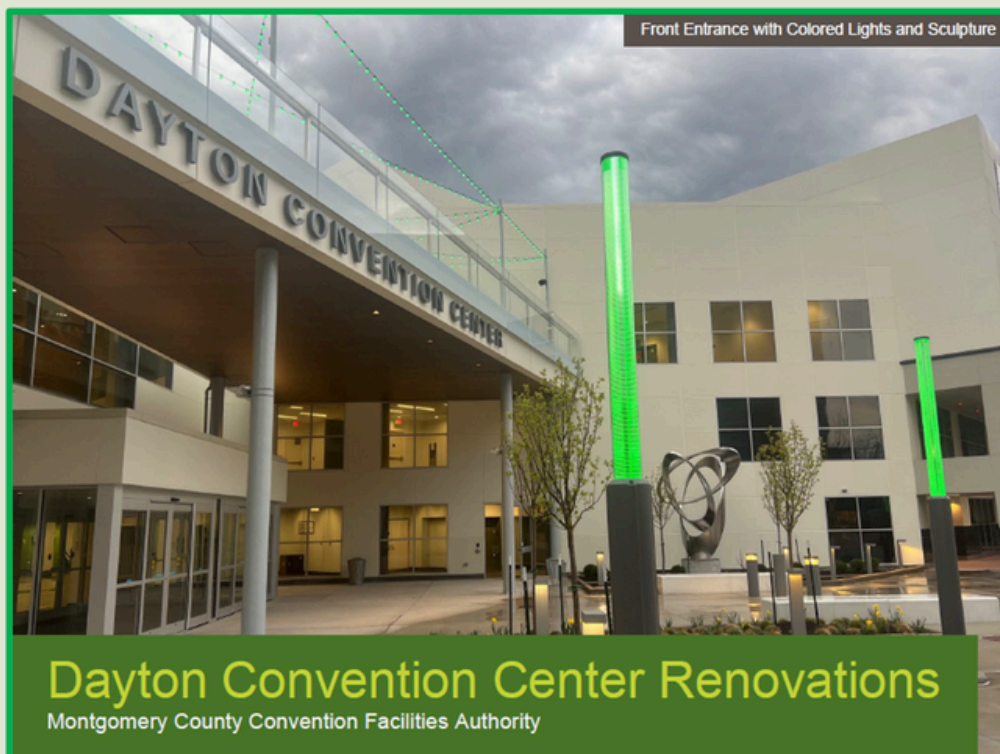


- Redesign of the 68,000-square-foot exhibit hall to include 18,000 square feet of flex space that will serve as a state-of-the-art ballroom
- A new outdoor terrace overlooking public green space for a city block with color changing lighting
- Upgraded HVAC system, life-safety systems, escalators and elevators
- Renovated restrooms including family restrooms on each floor
- Enhanced LED lighting in all public spaces
- \$1.3 million telescopic seating system boasting more than 1,300 seats
- Modern finishes, carpeting, and new furniture all levels
- 22 renovated meeting rooms with digital signage displays at entries

TRANSFORMATION JOURNEY

Since April 2021, the MCCFA
has accomplished significant
milestones to
Create A New Guest Journey.

| | |
|---|--|
| | Commissioned market guidance study |
| Hired ASM Global, a professional venue management company | |
| | Hired design team and construction partner |
| Approved renovation Master Plan | |
| | Established funding |
| Held public launch event | |
| | Conducted Value Engineering exercises |
| Finalized design | |
| | Renovations began August 2022 |
| Project completion April 2025 (est.) | |
| | Ribbon cutting ceremony June 2025 |

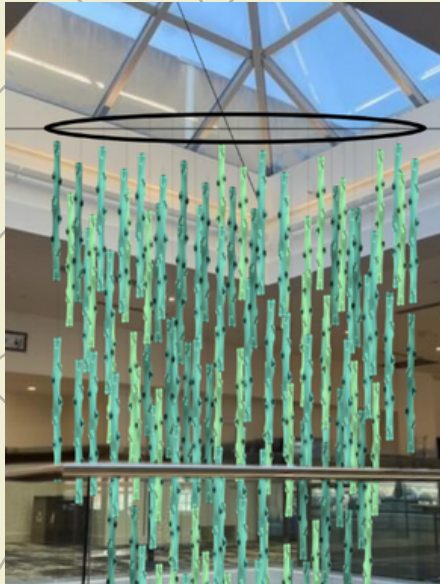


PUBLIC ART

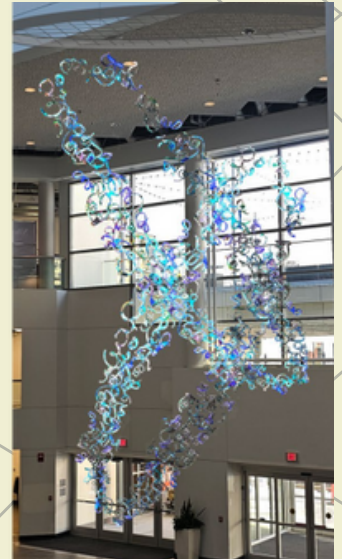
The vision of the reimagined Dayton Convention Center has included the acquisition of art that would capture the historical, cultural, and geographic qualities of the Dayton region. In 2024, the CFA Board of Directors' Marketing & Branding Committee conducted a public RFP process to secure an art consultant and commission art pieces. The renderings below capture that vision and will add a unique and memorable experience for all guests.



"Alliance" by Albert DiCruttalo,
Oakland, CA



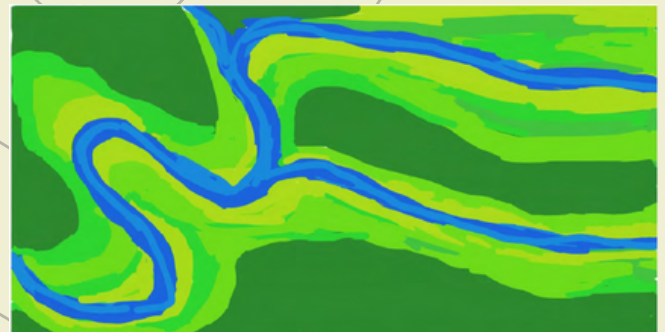
"Ethereal Forest" by Nyminal
Glass, Dayton, OH



"Two Songs" by
April Wagner, Detroit, MI



"Bow to the Tarpon"
Dave Williams
Dayton, OH



Preserved Art Moss Depicting Regional
Rivers
SA Greenery, Cincinnati, OH



"Through the Lens of Flight" by Malina Cipleu, Austin, TX

PARTNERSHIPS, ADVOCACY & COMMUNITY IMPACT

The MCCFA values its partnership with downtown and regional partners.

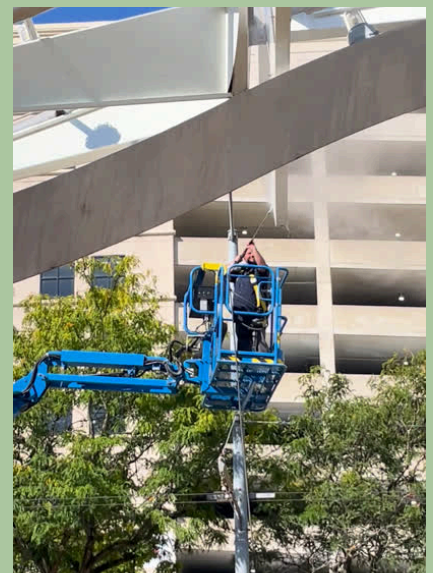


GEST Carts Ribbon Cutting

Chamber of Commerce
Annual Meeting



Reconditioning of the
Wright Brothers Flyover
Sculpture on South Main
Street



**The MCCFA is
engaged with its
community.**

Supporting local
nonprofits and small
business is a value
embraced by the
Board and leadership.

Crayons to Classrooms



YWCA Women of Influence



STRATEGIC PLANNING



In 2023, the MCCFA engaged a dynamic panel of regional leaders to help it map the future of the Dayton Convention Center. The 2024-2028 Strategic Plan highlights six areas of focus:



1. Drive investment in the DaytonVibe convention and entertainment district.
2. Invest in the DaytonVibe Convention and Entertainment District's street-level vibrancy.
3. Connect the DaytonVibe Convention District to entertainment districts throughout the city.
4. Advance and advocate a multi-hotel development strategy.
5. Develop and execute a laser-focused parking strategy.
6. Provide sound fiscal leadership.

MCCFA 2024-2028 Strategic Plan Task Force

Kelli Donahoe, DCC/ASM General Manager
Vicki Giambrone, CBD Advisors
Paul Gruner, Montgomery County Engineer
Sandy Gudorf, President, Downtown Dayton Partnership
Dan Kane, President, CityWide Development Corp.
Chris Kershner, President, Dayton Area Chamber of Commerce
LaShea Lofton, Deputy City Manager, City of Dayton
Pam Plageman, Executive Director/CEO, MCCFA
Jacquie Powell, President/CEO, Convention & Visitors Bureau
Michael Roediger, President, Dayton Art Institute
Amy Schrimpf, Economic Development Manager, City of Kettering
Mike Stevens, Mayor, City of Clayton
Ryan Thorpe, Regional Operations Manager, ASM
Lisa Wagner, Executive Director, Levitt Pavilion

STRATEGIC PLANNING PROGRESS REPORT



Dayton City Commission Hearing
Regarding Hotel Development |
April 24, 2024



First-of-its-kind 3D Exterior Digital
Marquee - corner of 5th and Main

✓Secured developer for construction of new headquarters hotel on City Plaza, located at Fifth and Jefferson Streets

✓Advocated for and influenced owners of the closed connected hotel to begin renovations of the “Dayton Vitality” brand

✓Engaged area owners, developers, business, and government leaders regarding additional hotel development opportunities, including adjacent Fidelity Building Plaza

✓Invested in the Downtown Dayton Partnerships new 5-year plan in preparation for NATO PA 2025

✓Partnered with the City of Dayton to begin upgrades to the attached Oregon District Parking Garage

✓Invested in and secured public and private financing to reactivate Main and Fifth Streets, including the Wright Bros. Flyover Sculpture, and securing Key-Ads partnership to create a first-of-its-kind 3-D exterior digital marquee

✓Developed a strategy and began discussions with local leaders to create a Convention District New Community Authority and seek new funding sources

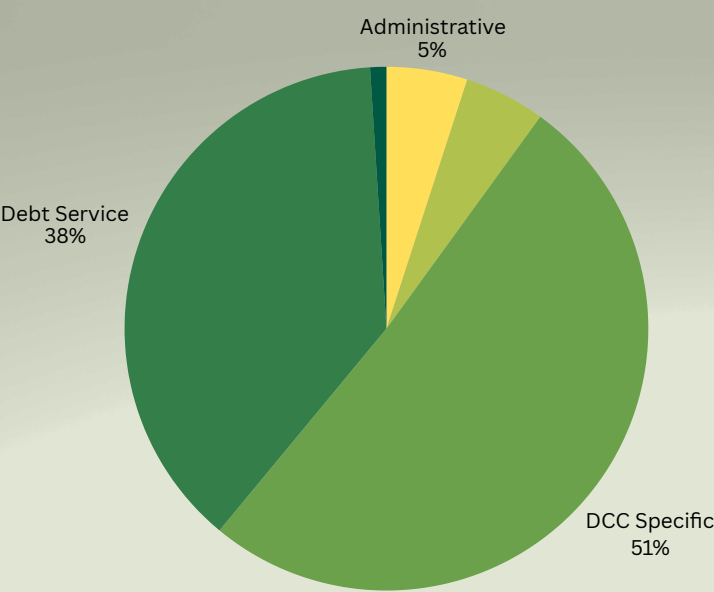
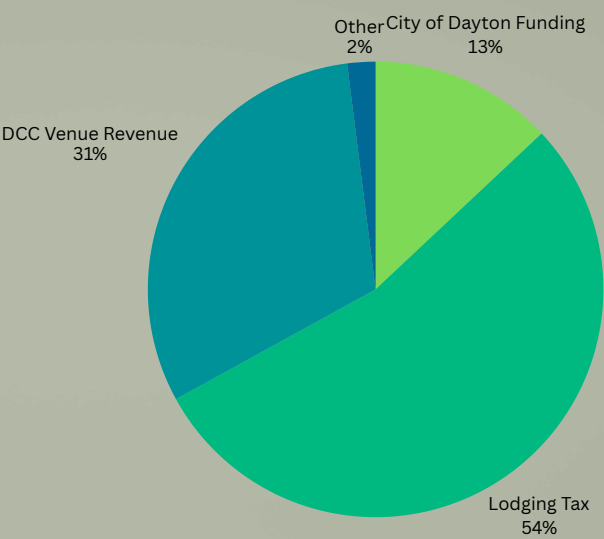
✓Began visioning exercise with the Oregon District business owners and managers to improve the corridor/connection and enhance visitor experiences

FINANCIALS

REVENUE

\$7,673,258

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



EXPENSES

\$7,014,682

Includes debt service

