

# Background

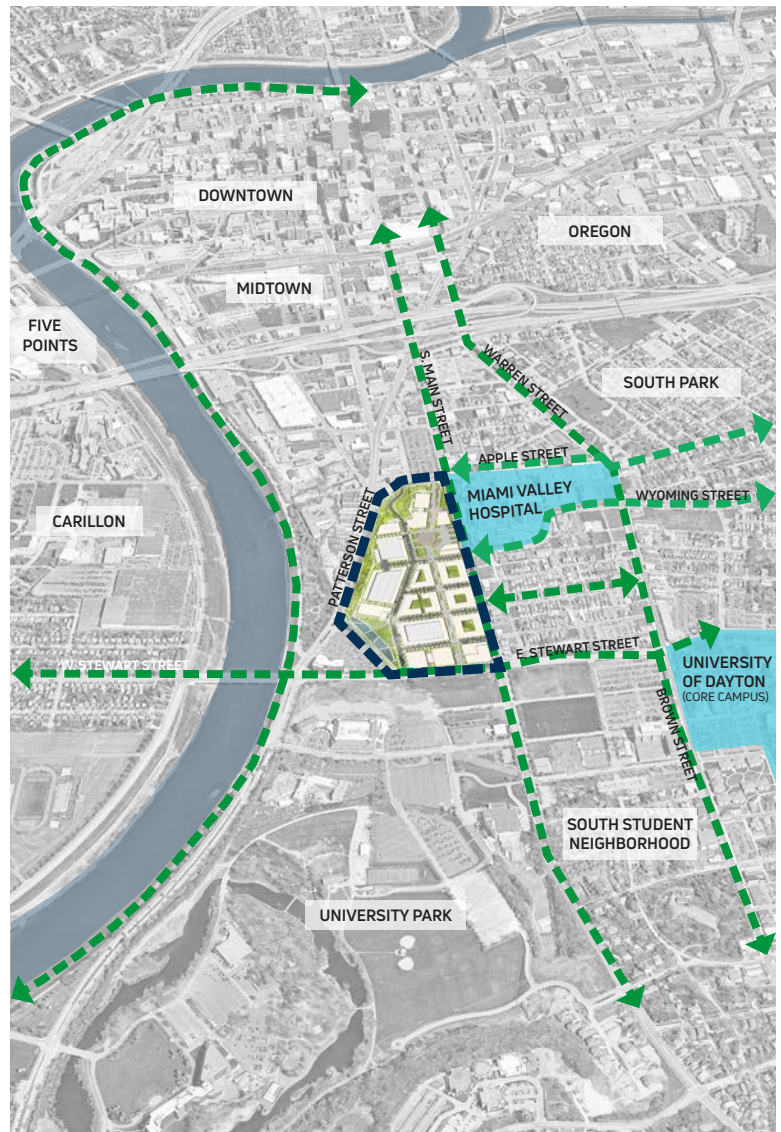
For 160 years, the fairgrounds site and the intersection of Stewart and Main streets served as a community destination. There were also decades where this area was the economic and innovation engine for the city and region.

In April 2017, Premier Health and the University of Dayton came together to purchase and redevelop the 38-acre former Montgomery County Fairgrounds site.

Premier Health and University of Dayton are values-based, community-serving institutions with a long history of partnership on initiatives that advance and support community and economic development.

As anchor institutions, the partners are committed to a plan that authentically builds on their institutional missions and values, promotes economic development, and fosters a unique sense of place that serves broad community interests.

In late 2018 OnMain, a not-for-profit development organization was created to lead the day-to-day operations. The board of trustees meets monthly to lead and direct this important work.



# Vision and Principles

## This is an opportunity to...

- » Represent the best of Dayton as a city of innovation, entrepreneurialism, creativity, sustainability and inclusiveness.
- » Establish a unique platform to create, build and demonstrate solutions across a range of disciplines from health care, energy, housing, environment, business creation and neighborhood wellbeing.
- » Create a density of ideas, activity and collaborations that can propel the next wave of businesses and entrepreneurs to bring jobs and opportunity to Daytonians and the Miami Valley.
- » Create a setting that connects people, neighborhoods, businesses and institutions in a meaningfully diverse, equitable and inclusive way.
- » Establish a neighborhood unlike any other in the Miami Valley that demonstrates a new type of walkable urban environment.
- » Establish development standards that reflect the missions and values of the two institutions by integrating environmental sustainability and wellness into the design.



# Principles

Twelve principle statements describe the intended characteristics of development of the site.

## DEVELOPMENT POLICIES ARE INTENDED TO PROMOTE...

### 1. Sustainable values

Development of the site will reflect the institutions' values for holistic sustainability: environmental, economic, social and emotional. This means: respect for nature and environmental systems; commitment to realizing financial benefit for the investors, community and individuals; inclusion of community spaces and housing choices for a range of community members; and fostering affection for the place.

### 2. Advanced and integrated technology

The site and its structures will reflect creative thinking for building materials, energy use, data analytics and sensor technology. Dayton has a powerful history of invention and innovation. This site represents the future for these same attributes.

## PHYSICAL DESIGN IS INTENDED TO FEATURE...

### 7. Unique amenities to enliven streets and common spaces

The site development will create a vibrant neighborhood where the streets, sidewalks, plazas and parks are well-designed. Opportunities to animate the streets and ground-level activity of buildings will be maximized.

### 8. Regard for the bluff and its potential

The north side of the site is a bluff with steep slopes down to Apple and Stewart streets. While it offers unique views to downtown and other neighborhoods, it is a barrier for connectivity. The development of the site will respect the unique landform and maximize its potential as an amenity.

### 3. Flexibility (adaptable) over time

The site of the former fairgrounds is relatively large at 38 acres. It also exists in real estate market with less than a robust demand. Build out of development will take several years and there is a need for flexibility and adaptability over time.

### 4. Healthy living choices

The layout of the site will be thoughtful in supporting the wellness of its employees and residents. This includes an attractive and safe public realm for walking, biking and other recreation. It will also be a place that minimizes unhealthy emissions.

### 9. Respect for the site's history

Future development will respect the site's—and adjacent area's—history, especially as it relates to the fairground activities. This can be large gestures, like the goal of maintaining the Roundhouse, or small gestures, like public art.

### 10. Connection to anchors and larger community

The site will be not be an "island." It will have connections—physical and visual—to Miami Valley Hospital, the University of Dayton and adjacent neighborhoods. It will also have connections to the Great Miami River trail network.

### 5. A distinct but integrated "place"

Living, working, learning and playing will be possible throughout the site. It will be a place that is occupied 24-hours a day, seven days a week. It will become an integrated, mixed-use neighborhood in the truest sense, distinct from conventional development.

### 6. A high-quality public realm

A great neighborhood must have high-quality, carefully-designed streets and public spaces and this site will have them. This also means strong "edges" of the development where buildings are built to the street, framing the public place for people to move (walk, bike and drive) as well as congregate.

### 11. Concentrated mass in initial phase

The initial development activity will be concentrated in a way that creates a density of activity and interest. This will create a more impactful demonstration of progress than if development is dispersed.

### 12. Development progressing from the edges inward

To create a positive tone for initial development, the initial projects should be constructed along Main and Stewart streets. This will signal progress (while deeper parcels take longer to develop) and build confidence in the community and from potential investors.

# Site Plan

The fairgrounds site was an isolated island in the city, only accessible for public events. onMain is designed to be an integral part of the city and adjacent neighborhood. It will bring new life and activity to the site and welcome residents, employees, neighbors, and visitors every day of the year.

## The site will better connect to its surroundings.

- » New streets and sidewalks will extend west of Main Street connecting existing neighborhood streets to the site.
- » A new intersection on Stewart Street will welcome people coming from west of the river.
- » Existing and new RTA bus stops on Main Street will connect onMain to the transit hub downtown.
- » A future connection over Patterson Boulevard to the Great Miami River Recreation Trail will provide convenient access for bicyclists, joggers, and walkers to take advantage of this regional asset.

## Stewart Street will house the innovation activity of onMain.

The sidewalk will demonstrate sustainable stormwater management. Dedicated curbside pick-up/drop-off zones for ridesharing will encourage people to move around without their own cars. The buildings along Stewart will house the next generation of employers who will boost Dayton's economy and spur the innovative thinking for which the city is known.





**The shared street parallel to Main Street will be a unique space.**

- » The Roundhouse will be featured by a view corridor between the Roundhouse and Stewart Street.
- » Curbless street with pavers and extensive landscaping that sustainably manages stormwater.
- » Cars will be encouraged to travel slowly due to pedestrians and bicyclists mixing in the street.
- » Entrances to individual ground floor housing units and corner cafes that offer seating will animate the street.

**The Roundhouse will be re-imagined as a distinguishing feature.**

- » While its future use is still being determined, the Roundhouse will serve as both a physical reminder of the site's history and a living example of its creative, welcoming future.
- » Removing the retaining wall along Main Street in front of the Roundhouse will physically and visually connect this landmark back to the city.
- » A multiuse plaza around the Roundhouse will provide flexible space for daily use as well as the ability to host both large and small community events.

**Main Street will become the pedestrian-friendly seam that connects on Main to its surroundings.**

- » Local retailers, dining, and community uses along Main Street will invite people to meet their neighbors and try something new.
- » New sidewalks will provide shade trees, bicycle parking, and benches to create a safe, welcoming place for people.





November 4, 2021

Regarding: onMain – Dayton’s Imagination District

Members of the Priority Development and Advocacy Committee:

The University of Dayton is pleased to offer this letter of continued support for *onMain – Dayton’s Imagination District*. The funding sought and dedicated to the Think Dayton Building and related improvements will maintain momentum for this transformative development. The impacts of the onMain development will further strengthen our City and region through new opportunities in research & development, housing, business creation, and neighborhood well-being.

Since acquiring the former Fairgrounds with Premier Health in 2017, the two institutions have engaged a wide range of community partners to create a vision for redevelopment of this long underutilized property. As evidenced by our ongoing financial investment, we are excited for the anticipated boost to economic development, as well as the impact new employers will have for UD students. Whether internships, co-op experiences, or full-time jobs upon graduation, future employers at onMain will help to keep homegrown talent here in Dayton, and keep out-of-state students in the region as well.

Your support and guidance as we seek to move this onMain’s vision to reality are most welcomed and appreciated. Thank you for your consideration of this community project funding request. If you or your staff have questions or require additional information, please feel free contact me.

Sincerely,

Eric F. Spina  
President



November 2, 2021

The Dayton Region Priority Development & Advocacy Committee  
c/o Dayton Development Coalition  
1401 South Main Street  
Dayton, OH 45402

Dear PDAC Committee Members,

Premier Health is pleased to offer this letter of support for onMain's application for prioritization in this year's PDAC process. Since acquiring the former Montgomery County fairgrounds with the University of Dayton in 2017, our institutions have worked with the community to create a vision to redevelop this long underutilized property. onMain is a bold vision that seeks to create a new kind of neighborhood for Dayton, Ohio; one that will demonstrate solutions across a range of disciplines from research, health care, energy, housing, environment and business creation and neighborhood well-being.

Even with the current economic challenges resulting from the COVID pandemic, The University of Dayton and Premier Health remain committed to moving this once in a generation project forward. We believe the dividends that will be gained by the Dayton community are significant and will impact the region for decades to come. We are seeking your support to move this vision to reality. Your assistance is valued and appreciated.

Thank you for your consideration of our request. Please contact me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Mary Boosalis". The signature is fluid and cursive, with the first name being more prominent.

Mary Boosalis  
President & CEO

Dayton Area Chamber of Commerce  
8 N. Main St., Ste. 100  
Dayton, OH 45402

November 3, 2021

The Dayton Region Priority Development & Advocacy Committee  
c/o Dayton Development Coalition  
1401 South Main Street  
Dayton, OH 45402

Dear PDAC Committee Members:

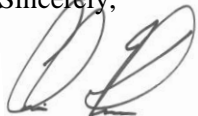
On behalf of the Dayton Area Chamber of Commerce, please accept this letter of support of onMain's application for prioritization in this year's PDAC process. The former Montgomery County Fairgrounds property has long been viewed as an opportunity to reimagine this land as an economic engine for the Dayton Region. The University of Dayton and Premier Health stepped forward in 2017 to acquire the property and since then have led a community-wide effort to develop a shared vision for the property.

The vision for onMain is bold and represents the kind of thinking our region needs to continue as a state and national leader in innovation and technology. While there are many worthy projects deserving attention in the Dayton region, onMain has the potential to be the kind catalytic regional economic development project that our community needs to move forward.

As you know, the economic challenges created by COVID have stressed the capacity of many of our community anchors and institutions. The inherent nature of a large scale and complex development endeavor such as onMain makes this even more challenging. Support and assistance from both our State and Federal government will help immensely and is appreciated.

Please contact me if you have any questions.

Sincerely,



Christopher Kershner  
President and CEO



October 29, 2021



Writer contact:  
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559.500.3305

Buddy LaChance  
Chief Executive Officer  
onMain Dayton  
1229 S. Main St.  
Dayton, OH 45409

RE: onMain Application for ARPA Funds

Dear Mr. LaChance,

On behalf of Bitwise Industries, we write in support of the application from the onMain project, University of Dayton, and Premier Health for American Rescue Plan Act (ARPA) funds to construct facilities that will spark innovation and inspire the growth of a more inclusive and connected Dayton. The requested funding will enable construction of the Think Dayton building at the onMain campus, a centrally-located facility designed to foster forward-looking education, research and development, and business incubation. Bitwise Industries is engaged in the exploration of a potential commitment to building a tech ecosystem headquartered in this location. The city's support of the construction will further this effort, and make it more likely that we and other complementary organizations decide to invest in training and leveraging Dayton's untapped talent to achieve economic resiliency.

Since 2013, Bitwise Industries, a female and minority-led technology company headquartered in Fresno, CA, has been training underestimated people from undervalued places for jobs in the digital economy. Our workforce training programs have served over 5,000 individuals, with 80% of job seekers employed in tech jobs today resulting in \$295 million of aggregate wages, mostly for women, Black, Indigenous, and people of color. Many of these people have gone from making under \$21K/year to well over \$61K/year.

The technology consulting side of our business hires many of these students and continually proves that it is possible to build stellar technology in unexpected places with diverse, previously untapped talent.

We are rooted in a sense of place, and in each of our communities we locate operations in historic buildings to create spaces for community bonds to grow, and to reinforce people's belief in their own and their city's value.

We also invest in early-stage companies based in cities commonly overlooked by some of the largest funders, and in founders from underrepresented communities, through our venture fund, Bitwise Capital.

Since launching in Fresno, we have built similar ecosystems in the California cities of Bakersfield, Merced, and Oakland, and in Toledo, Ohio. At present, we are actively considering expansion to Dayton.

The city's support for the Think Dayton building would accelerate its construction and readiness for Bitwise Industries and other tenants. If further exploration determines there is robust opportunity for collaboration with partners to produce a community equipped for the future economy with digital infrastructure and a skilled workforce, then there is a strong likelihood that we will bring our training, registered apprenticeship programs, and technical knowledge and abilities to the onMain campus.

Our programs and support for emerging tech workers and entrepreneurs will equip residents with the knowledge and confidence to develop innovative ideas, and the capacity and networks to grow businesses - resulting in new jobs. We focus on recruitment of people who've historically faced barriers to employment in tech career tracks. We ensure their success by working with them one-on-one to identify and eliminate challenges such as lack of affordable child care, and by offering the opportunity to transition into an apprenticeship with good pay and benefits within 2-6 months of beginning a course of study. Upon completion of apprenticeships in fields including application and software development, Salesforce administration, and quality assurance, our people are qualified for, and just as importantly, envision themselves in, foundational positions which drive technological innovation.

Our students and apprentices don't just build solutions and critical digital infrastructure for our clients and their communities - the connections they make with peers, and the funding and support they gain access to through our venture capital fund, make it possible for many to become entrepreneurs themselves. The proven process that can be replicated in Dayton includes hands-on assistance for start-ups with marketing, customer acquisition, and attracting national funding sources that have fueled Bitwise Industries' own growth. To date, the companies we have helped incubate have produced more than \$500 million in value and created more than 4,000 new jobs.

We urge Dayton to invest in the construction of the Think Dayton building to further demonstrate its belief in the same potential we see in this diverse community of people whose wide range of life experiences can power creative thinking and doing. We know that the city's leadership is invested in invention and modernization, and in places that commit public resources to building space for and empowering the most marginalized people. Bitwise Industries has proven that it can transform the lives of those who lack digital skills, who haven't followed higher education pathways, and who face the most persistent barriers to employment with professional opportunities. We have excelled by seeking out people with these characteristics and mobilizing them to congregate in spaces like onMain and the Think Dayton building to develop innovative and accessible technology. With ARPA funding, the opportunity to bring this effort to Dayton will become more likely to ripen and bear fruit.

Thank you for your consideration.

Sincerely,



Irma L. Olguin, Jr.  
CEO and Co-Founder



Jake A. Soberal  
CEO and Co-Founder