



Activities Report

October 2019 – June 2021

The Great Miami Riverway is a mixed-use district of vibrant city waterfronts interconnected by extensive land and water trails along the Great Miami River corridor. The member communities recognize the potential to maximize existing and planned riverfront investments and economic development by approaching the river corridor as a unified, connected, regional place.

The River Corridor Improvement Subdistrict of the Miami Conservancy District is leading this regional effort to address these challenges by facilitating a coalition of the communities. The purpose of the Great Miami Riverway Coalition is to enhance the community connections to our river, trail and each other — through communications, programs, outreach and development — so that we can achieve regional vitality.

The goal of the Great Miami Riverway initiative is to develop and implement ongoing marketing, planning, and programming to:

- Increase use of recreational, historical, and cultural assets
- Attract more visitors
- Support economic development
- Strengthen river corridor neighborhoods

To achieve these goals, the Coalition member communities executed agreements with MCD that included a Schedule and Budget of activities:

- Convene the Riverway Coalition
- Recruit and hire, and support a full-time Riverway Director
- Develop a Website
- Implement the Signage and WayFinding Plan
- Implement the Marketing Plan
- Create a Placemaking Plan
- Develop additional funding and programming partnerships and connections

This report summarizes the progress towards completing those activities.

ACTIVITY: CONVENE THE RIVERWAY COALITION

In addition to the executed agreements with the ten communities, two counties, and three park districts listed below, MCD signed a new agreement with Great Parks of Hamilton County for a two-year financial commitment to the Riverway initiative beginning in 2020.

- Cities: Sidney, Piqua, Tipp City, Troy, Dayton, West Carrollton, Miamisburg, Franklin, Middletown, Hamilton.
- Counties: Miami and Montgomery
- Park Districts: Miami County Park District, Five Rivers MetroParks, MetroParks of Butler County, Great Parks of Hamilton County

MCD also received sponsorship pledges from three organizations. Sponsors: Miami Valley Regional Planning Commission, Sidney Visitors Bureau, and the Miami County Convention and Visitors Bureau

The total agreements commit to \$812,750 paid to MCD in annual payments between 2017 and 2022.

The Coalition met bi-monthly during this timeframe and began to hold meetings via video conference software starting May 2020 in response to the pandemic.

The Chair of the Coalition facilitates the meeting. Duane Gaier, City of Sidney, began serving as co-chair in November 2018.

MCD staff compiles a Report of Riverway activity for review at each meeting (attached).

The Coalition sets goals in January for each member's activities. Progress towards the goals are reviewed at the meeting. The Coalition members are asked to keep their goals up to date on a shared Google spreadsheet: <https://www.greatmiamiriverway.com/blog-entry/greatmiamiriverfishing>

ACTIVITY: RECRUIT, HIRE, AND SUPPORT THE RIVERWAY DIRECTOR

MCD's Human Resources staff, Shannon Phelps, led the recruitment and hiring process for the full-time Riverway Director to fill the position after Elizabeth Connor resigned. Shannon engaged representatives of the Riverway Coalition to consult on the position description, the recruitment and interviewing of the candidates. MCD hired the director as a fulltime staff member, and offers the same benefits package as other full time staff. MCD provides office space and support (such as IT, accounting, HR, etc.).

Dan Foley accepted the position in November 2019.

ACTIVITY: DEVELOP A WEBSITE

GREAT MIAMI RIVER WEBSITE (WWW.GREATMIAMIRIVERWAY.COM)

MCD contracted with Artistic Inspirations to host the website and provides maintenance services. Improvements to the website during this time included additional content, videos, and a new design to the home page. As of June 1st, 2021, the Riverway website had approximately 970 registered users.

TRAIL CONDITIONS MAP

Artistic Inspirations provides maintenance and troubleshooting for the trails conditions maps that shows when trail segment go under water, and when river conditions are unsafe for recreation.

In a partnership between MCD and the University of Dayton Innovation Center, a real-time Bacteria levels in river water map was developed for the Great Miami Riverway. The online tool helps river users

check on bacteria levels before going out to use the Great Miami River Water Trail. UD students created a custom web crawler to integrate MCD and USGS river data into the Riverway website and automatically updates every 15 minutes. Artistic Inspirations modified the code so that it works with the website.

GREAT MIAMI RIVERWAY APP

In a partnership between MCD and the University of Dayton Innovation Center, students researched potential virtual reality applications for the Riverway. The students completed the project and provided several recommendations to the Riverway including the creation of a “shell” app.

Finalized work with the Riverway’s website manager, Artistic Inspirations, to create a mobile app (a shell app of the current website) that launch the Riverway Summer Challenge, and provide easy access to the website’s interactive map.

ACTIVITY: IMPLEMENT THE SIGNAGE AND WAYFINDING PLAN

Christian Mattingly of West Carrollton is the subcommittee chairperson, which meets as needed.

Riverway **kiosks** are installed in Sidney (2), Troy (2), Miami County Park District (1), MCD (4 total - 3 in Dayton, and 1 in West Carrollton), West Carrollton (1), Miamisburg (1), Franklin (1), Middletown (1). Kiosks are in development (ordered) by Tipp City and Hamilton.

Medallions are installed by each community using the signage and wayfinding plan as a guide for proper location.

The **Greater Dayton RTA** continued to maintain the Riverway informational signs at eight bus stops in Dayton, Miamisburg, and West Carrollton. The signs include information on nearby attractions.

Bike Trail Signs – To support the Riverway Brand, MCD added additional Riverway-branded sign components to eight bike trail signs on the Great Miami River Recreation Trail. Locations include:

DAYTON at tip of Triangle Park at junction of Great Miami and Stillwater recreation trails, Deeds Point, Third Street Ramp right bank, Fifth Street Ramp left bank; WEST CARROLLTON at K-Station/N end of Marina Drive; MIAMISBURG at Downstream of Linden Avenue; MIAMI TWP at Junction of Great Miami and Great-Little (Medlar Trail) – 2 signs. It was also added to two Mad River trail signs, with indication that the Riverway was ahead.

Window Clings – 100 window clings were ordered from Characters, Inc. in Troy and distributed to Coalition members and businesses.

SAFETY SIGNAGE

Held a press conference with ODOT and other partners to highlight the placement of location signs on all ODOT bridges from Sidney to Hamilton. The signs will assist paddlers who need to share their location with first responders in the event of an emergency on the river. We’ll be the first river in Ohio to partner with ODOT, and have these signs installed. We will work to encourage local governments to place location signs on the bridges they own.

ACTIVITY: IMPLEMENT THE MARKETING PLAN

A Marketing Subcommittee meets bi-monthly to guide the marketing efforts of the Great Miami Riverway. The purpose of the subcommittee is to market and promote Riverway assets, attract visitors, evangelize Riverway residents and leaders. Shelby Quinlivan of Middletown is the chairperson. The subcommittee helped create a Marketing Plan.

SOCIAL MEDIA

Executed an agreement with AMP Brand Studios (Agreement No. 2019-035A) in January 2020 to manage the Riverway's social media channels, and provide social media training and expertise to Riverway partners. That agreement was terminated in May 2020. Hired m.path pr in June 2020 on a month-to-month basis to manage the Riverway's social media channels, and to provide a marketing and social media plan to guide messaging.

Launched a social media campaign in March 2020 called "14-Days of Fresh Air and Virtual Activities" to promote the many ways to enjoy the Riverway and its communities. The campaign was designed to address the COVID-19 outbreak in a positive way during a time when many businesses were closed and residents were spending more time at their homes.

The Riverway utilizes Facebook, Twitter, Instagram, and LinkedIn. Regular posts are scheduled each week.

- Facebook - @greatmiamiriverway
- Twitter - @GRMiamiRiverway
- Instagram - @grmiamiriverway
- LinkedIn - Great Miami Riverway

E-NEWSLETTER

The Riverway sends out a monthly E-newsletter through mailchimp.com. As of June 1, the total subscribers were 3,576.

EXPANDED BRAND FUNDAMENTALS

MCD contracted with Guide Studio to develop additional graphics for use in social media including a revised logo and a graphic for use with the Riverway's new "99 Things To Do Along the Riverway" campaign.

VIDEOS

The Riverway contracted with Manavision to produce seven professional videos for use on websites and social media, in 2020. In 2021, the Riverway contracted with Pivot Media, LLC to produce 9 promotional videos featuring attractions and businesses. All Riverway videos can be viewed on the Youtube Channel: <https://www.youtube.com/channel/UCE4qJ3rUfPgyThhPTXfxIRA>

PAID MARKETING

In 2020 and 2021, the Riverway advertised in several printed guides: Butler County Visitors Bureau, Miami County Visitors and Convention Bureau, Sidney Visitor's Guide, Warren County Visitor's Guide,

Downtown Dayton Partnership, Destination Dayton magazine, Ohio Magazine, and the Adventure Crew's Outdoor Adventures for All guide.

Targeted SEM (search engine marketing) for the Riverway began June 2021.

Entered into an agreement with TourismOhio for advertising to promote the Riverway during summer 2020 and 2021. The advertising package included three months of social media promotions on TourismOhio's Facebook page and an e-blast, and a storytelling package that includes a webpage and blog from a social media influencer.

Digital Billboards were displayed during May, June, and July of 2020 with Kenjoh Ads in Sidney, and Key Ads in the Dayton and Hamilton areas. Key Ads is providing \$18,000 in donated billboard time as part of the advertising package.

Contracted with Cincinnati Magazine Paid for 4 blogs and website advertising during May, June, July, and August 2021.

Digital advertising with Dayton Most Metro for 2021.

AWARDS

Ohio Magazine announced the Great Miami River Bike Trail was voted "Best Bike Trail in Ohio" by Ohio Magazine readers. The Riverway purchased an advertisement in the January 2020 issue to promote the award.

The Great Miami Riverway was awarded the 2021 Advocacy Organization of the Year, by the Bike Miami Valley Regional Advocacy Committee.

The Ohio Parks and Recreation Association awarded the Riverway with an Annual Award of Excellence in 2020 for the Tour De Way Passport Program.

GREAT MIAMI RIVERWAY SUMMIT

Originally scheduled for April 17, 2020, the in-person Summit was cancelled due to the pandemic. In lieu of an in-person event, the Riverway hosted two virtual events. More than 125 people attended the in-person 2021 Riverway Summit on April 30 held in the City of Hamilton.

RIVERWAY CONVERSATIONS WEBINAR

In 2020, a webinar series was launched called Riverway Conversations. It is an effort to share information about economic and quality-of-life investments and happenings along the Riverway.

- On October 27, Canadian Consul General Joe Comartin discussed how the Gordie Howe International Bridge can economically benefit Riverway communities. The bridge is scheduled to open in 2024.
- On November 19, Noah Zelkind, market development manager for 80 Acres Farms, discussed the company's vertical agricultural farming business in Hamilton.
- On January 25, the speaker was Jay Cullis, content manager for the Airstream Travel Trailer Company. Jay shared company history, Airstream's significant impact on the manufacturing economy of Sidney and Shelby County, and recreational vehicle industry trends.

- On February 25, the speaker was Bob Stomel, director of sales for Miamisburg-based Huffly Bicycles. Bob talked about industry trends, including how the pandemic created an unparalleled increase in demand. Laura Estandia of Bike Miami Valley and Wade Johnston of Tri-State Trails provided updates on local trail developments.
- In March with Pat Ford, Business Development Director for Frontier Industrial. The Buffalo-based company purchased the DPL Hutchings Station coal plant in Miamisburg to transform the property into a 200-acre mixed-use riverfront development. Frontier buys old industrial properties around the country. Pat said the Miamisburg site is the best one he's seen in terms of its aesthetics and potential for mixed use development, including riverfront housing and restaurants.
- On May 25 with Alex Sherbinow, Marketing Manager with Johnson Outdoors and Old Town Canoe Co., one of America's largest manufacturers of canoes and kayaks.

GREAT MIAMI SMALLMOUTH BASS FISHING CHALLENGE

Hosted a virtual fishing tournament in 2020 and 2021 using the I-Angler app.

OUTREACH BOOTHS

- Outdoor Experience October 2019
- Adventure Summit February 2020

PASSPORT PROGRAM: TOUR DE WAY

The Riverway's year-long passport program, Tour de Way, launched on May 4, 2019 at RiverCon, a partner event with Middletown, Metroparks of Butler County, Miami University, and the Great Miami Riverway. The Tour de Way program encouraged visitation and features 100 locations along the Great Miami Riverway at parks and attractions, businesses, and events. Each Tour de Way location features a unique QR code that can be scanned by participants. Each time a QR code is scanned, participants collect points making them eligible to win items such as gift cards, bicycles, and floating tents. All of the items were donated by businesses and organizations in the Riverway. Tour de Way, ended on March 1, 2020. The yearlong contest attracted more than 800 new web users on the Riverway website.

PASSPORT PROGRAM: RIVERWAY SUMMER CHALLENGE

The Summer Challenge, a three-month-long passport program, launched on June 1, 2021. The goal of the Summer Challenge is to encourage visitation to the Riverway and participants download the new Great Miami Riverway app to play.

ACTIVITY: CREATE A PLACEMAKING PLAN

The Physical Improvements Subcommittee was renamed the Destination Development committee in 2019. The role of the physical improvements subcommittee was identified as three areas: 1) advocate for regional projects, 2) nudge and/or help 'falling off' projects to advocate to council, leadership, and/or sponsors to prioritize Riverway projects, and 3) identify projects and needs that aren't currently being addressed.

The Coalition members were encouraged to add their community projects to a master list:

(<https://docs.google.com/spreadsheets/d/14YIs0p2NBf02Q3u8xyZAH9lFtZtcVqCuyuu7jjPaKxA/edit?usp=sharing>).

The subcommittee worked with MVRPC to create a amenities analysis that shows where development is currently taking place and where the gaps are located. Priority gap areas were identified as trail gaps, lodging gaps, and access gaps. The map is intended to help communities advocate for needed improvements. That map is here: <https://great-miami-riverway-amenities-analysis-mvrpc.hub.arcgis.com/>

MVRPC also helped create an economic opportunities Map:

<https://mvrpc.maps.arcgis.com/apps/MapTour/index.html?appid=6e6206318dcc4f34b5faacdf69befbe7>

Riverway staff, and MCD staff, continued to support efforts to fill in gaps on the Great Miami River Recreation Trail. Two gaps of significance-between Sidney and Troy, and between Middletown and Hamilton-are top priorities in more fully connecting the Great Miami River Recreation Trail. Riverway staff helped convene a meeting in Sidney in late 2019 with local leaders to advocate for state funding to work toward filling in the gap that exists between Sidney and Piqua.

In December of 2020, due to the advocacy of Sidney’s elected officials, the State of Ohio awarded \$850,000 to Sidney to extend the trail. As Mayor Mike Barhorst said to the Sidney Daily News, “It has long been a key priority of the City of Sidney to connect our trail system with the Great Miami River Recreation Trail,” Barhorst said. “Along with additional grant funding, the grants in the Capital Budget will allow us to extend the Canal Feeder Trail beyond I-75. Then we can determine how to make the final connection to Lockington and connect with the Great Miami River Trail.” The Miami Conservancy District also contributed to fund-with Tri-State Trails-for a study to determine the best route and the cost to fill in the gap on the Great Miami River Recreation Trail between Middletown and Hamilton. The results of that study will be used to advocate locally and with Ohio state government to find ways to fund the trail expansion.

MCD staff was successful in obtaining a \$1.1 million dollar grant from the US Economic Development Administration to make improvements to the levee system along the Great Miami River north of Island Park in Dayton. This grant also will allow for the construction of bikepath that will connect Island Park to north of Webster street on the south side of the river.

ADDITIONAL ACTIVITIES

TOURISM ECONOMICS STUDY

MCD contracted with Tourism Economics to create a special district study on the economic importance of tourism to the Great Miami Riverway. The first report was completed in August 2020 and reported that the Great Miami Riverway brings in \$773 Million tourist dollars in 2017, and generated 9,110 jobs. The second report was released in July 2020 and showed a 18 % growth in visitation, spending, and employment. The Riverway brought in \$913 Million tourist dollars in 2019, and generated 9,717 jobs.

VISITOR TRACKING DATA - UBERMEDIA

Entered into an agreement with UberMedia for visitor statistics and demographic information for 2018 - 2021. UberMedia is a mobile data analytics company that provides location-based behavioral information and analytical insights. They will collect, prepare (refine and clean), and disseminate mobile consumer data to MCD about visitors to the Riverway. UberMedia pulls the location-based data from over 150K apps that people use on their smart phones.

The data will help MCD and its Riverway partners: Track visitation to the Riverway, tell the Riverway story more completely than just using the data available in the Tourism Economics reports, set goals for # of visitors, and length of stay, help communities' better plan for investment in public infrastructure, and assist communities attract and advocate for new projects. We provided all of the geofenced areas to UberMedia-with our communities' involvement, and are waiting for those dashboards to be built and provided back to us.

ACTIVITY: DEVELOP ADDITIONAL FUNDING AND PROGRAMMING PARTNERSHIPS AND CONNECTIONS

The Riverway entered into an agreement with Aileron in June 2020 for the development of a Great Miami Riverway Strategic Plan. Community representatives from 14 agencies and organizations throughout the Riverway were invited to help shape the plan. Participants met twice and identified three focus areas for the strategic plan, an updated mission, and Strategic Priorities.

FOCUS AREAS:

- build and nurture stronger connections among Riverway communities
- build more awareness of the Great Miami Riverway
- build investment in riverfront development projects—both along the river, itself, and in the communities

THE MISSION OF THE GREAT MIAMI RIVERWAY IS:

To build a strong, vibrant network of communities, connected by 99 miles of river, by increasing economic and community investment to attract more visitors, customers, jobs, and talented workers to southwest Ohio.

STRATEGIC PRIORITIES 2022-2027

Priority One: Build identity and awareness of the Great Miami Riverway.

- Build greater awareness of the Great Miami Riverway as an economic and recreational asset connecting our communities.
- Increase funding support to amplify the Riverway message and grow visitors and increase local economies.
- Update and implement the Marketing Plan.
 - Build and create unique distinction/tagline/superlative.
 - Continue to grow brand ambassadors and advocates. Make connections with businesses.
- Implement the Signage and Wayfinding Plan.

Priority Two: Advocate and nurture connections between Riverway Communities.

- Cultivate new Riverway advocates (influencers) in each community.
- Identify and support place-making projects in each Riverway community to leverage and improve public, private, and natural asset connectivity along the whole Great Miami River corridor.
- Complete trail gaps.

- Create better and stronger access from trails and rivers into our communities.
- Identify and connect key stakeholders from all sectors to regularly discuss plans, progress, and opportunities.
- Support, create, and foster additional events for users, leaders and elected officials to learn, experience, and enjoy each other and the Riverway.

Priority Three: Build investment in riverfront development along the river and in our communities.

- Inventory and rank properties that have high development potential.
 - Identify a strategy to increase development of retail/restaurant/entertainment sites with riverfront views.
 - Support the redevelopment of land and structures that have outlived their previous use and could be utilized in new and better ways.
- Connect the Economic Development community (public and private) to potential development and/or redevelopment projects in each community.
- Help Riverway communities support each other when planning and implementing projects that improve connectivity between neighboring communities and the land and water trails.
- Support investments that make the Great Miami River cleaner and more aesthetically appealing.
- Provide data and new information to help the public and private sector attract investment and growth.
- Investigate a funding mechanism to invest in Riverway projects.

Priority Four: Restructure the Riverway Coalition and broaden the funding platform

- Recruit additional Coalition members and committee members who represent a broad consistency who will help deliver on the mission and vision.
- Identify a broader funding model that includes new partnerships.

PRIORITY DEVELOPMENT AND ADVOCACY COMMITTEE

The Riverway was notified in February that the two proposals submitted to the Priority Development and Advocacy Committee through the Dayton Development Coalition in Fall 2020 were included in the rankings. The proposal, Great Miami River Corridor Place-Making Plan, for funds to create a lacemaking plan that will focus on improving three sites in the Riverway was ranked by the Quality of Life committee as a Recommended Project. The proposal, Great Miami River Recreation Safety Program, for a regional safety and wayfinding signage system to be installed along the river to help orient users locate river access along the water, and help first responders locate emergency callers when necessary was ranked by the Quality of Life committee as a Priority Project. Priority Projects are the top projects that will make the most significant impact in the Dayton Region among the projects that were submitted. These projects are the region’s top priorities for funding because they strongly meet the evaluation criteria and are expected to have the greatest regional impact. Recommended Projects meet the needs of the region, would provide benefit to the Dayton Region if funded, and are ready to move forward. Reviewed Projects are projects that have value and have gone through the PDAC community review process and public vetting.

Great Miami Riverway Director's Report November/December 2019



Administration

Attendance

- Wright Patterson Air Force Base new Airmen and staff introduction to Great Miami Riverway (November, December, January)
- Dayton Area Chamber of Commerce Lunch meeting-Ohio Speaker of the House (December)
- 2019 Miami Valley Planning and Zoning Workshop (December)
- Bike Miami Valley meeting (December)
- Mayor Beamish, Councilman Kendall-Troy-final Council meeting (December)
- Mayor Collins installation-Miamisburg (Dec.)
- Stakeholder Visits:
 - Sidney Mayor, City Manager, Parks Director
 - Piqua Mayor, City Manager
 - Piqua Community Development Manager
 - Miamisburg Mayor, City Manager
 - Miamisburg Economic Development Director
 - Troy Mayor (Beamish, Oda), City Manager
 - Miami County Economic Development Manager
 - Miami County Parks Board meeting
 - Five Rivers MetroParks Director
 - Montgomery County Commissioners (December)
 - Rails to Trails-Brian Housh, Eric Oberg
 - Dayton Development Coalition-Michael Gessel
 - Dayton's Fairgrounds redevelopment update-Buddy LaChance
 - Middletown – Shelby Quinlivan

Project Development - Overall

- Strategic Planning – Work with professional at Aileron to conduct a strategic planning process that will focus on past, current, and future economic Investments/message. With MCD's Janet Bly and Economic Development Thought leaders up and down the corridor. (Most vibrant Economic river corridor in US) – MONTH?

- Learn as much as possible about the History of GMR Riverfront Development along the 99 miles-Piqua, Hamilton Library historical collections (like the Great Miami River Canoe Race-1976)

Project Development – Signage and Wayfinding

- **Emergency Safety Signage – Install February 2020 and announce/roll out March – May 2020**

Project Development – Marketing

- **Planning and fundraising for 2020 GMR Summit, Hamilton**
- **Tourism Economics study is underway for 2019 – due March 2020.**
- **Submit speaker proposal to WalkBikePlaces Conference -Sarah-Indy August 2020**
- **2020 commercials-Sam Manavis and Sarah – March 2020**
- **Video for GMR Summit – Sam Manavis – taping February 2020**
- **Integrate Trail Conditions and Bacteria to web page – ongoing issues – January 2020 – soft launch Feb. 1**
- **New dynamic web pages – in process – January 2020– soft launch Feb. 1**

Project Development – Destination Development

- **Explore Ohio Sand and Gravel Industry potential collaboration-Barrett Paving/other companies**
- **Finalize Destination Development 'Desert Map' with MVRPC - March 2020**
- **Explore Montgomery County Environmental Services investments-Water Pollution Control Loan Fund and property re-use along the Great Miami River in West Carrollton.**

Project Deliverables

- **Activities Summary Report – April 2017 – September 2019**
- **Launch social media contract with Annie Rusche of AMP Brand Studios-- January 2020**

Riverway Marketing

Earned Media

- The Business Journal "Group Tours Economic, Recreation Benefits of Mahoning River
- Troy Daily News "Sidney Parks and Recreation Director Duane Gaier named chair of the Great Miami River Coalition

As of January 15, 2020 - original Riverway content on social media from:

3x/month original social brand use achieved in BOLD

- Facebook
 - Five Rivers MetroParks
 - Middletown Visitor's Bureau
 - Get Out and Live
 - City of Troy, Ohio government
 - City of Piqua, Ohio government
 - Miami County Park District
 - Keep Montgomery County Beautiful
 - Dayton CVB
 - Miamisburg Neighbors – Best Version Media
 - Middletown Arts Center
 - Dan Foley
 - Sidney, Ohio government
 - J&D Bicycles
 - My White River
- Twitter
 - @MetroParks Tweet
 - @MCDWater
 - @alan_egbert
 - @visit_NAHA
 - @cityofTroyOH
 - @thespirtorch
 - @CityofPiqua
 - @Fmennone
 - @CityMiddletown
 - @MiddletownVB
- Instagram
 - Kevinlushphotography
 - Dayton CVB

- Artathemac
- Kloogee
- Troy.ohio
- Surfdayton

Paid Marketing

- Ohio Magazine - January 2020 Best of Ohio ad and Enhanced Listing for Best Bike Trail
- Ohio Magazine – May 2020 Ad and Enhanced Listing
- Warren CVB Visitor’s Guide 2020
- Butler County Insider Guide 2020
- Destination Dayton Guide 2020
- Ohio Travel Guide 2020

Social Media Audience:

- Facebook Page 2,825 (+500)
- Inside the Riverway 80; (+1)
- Twitter 1,316 (+66)
- Instagram 1,247 (+71)



www.GreatMiamiRiverway.com

- 778 total users
- 55 total trips
- 362 points of interest



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Nation's Largest Paved Trail Network



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Poutine Truck

Cincinnati food truck **The Poutine Machine** elevates comfort food to the level of pure savory joy. Poutine originated in Quebec and features a base of French fries sprinkled with cheese curds and drenched in rich gravy. Co-owners Ben McCoy, Jordan McFarland and Jamie McFarland take this simple foundation in unexpected directions. "Our culinary expertise lies in slow-cooked meats, so we originally wanted to be a barbecue truck," says McCoy. The trio has topped poutine with everything from Cincinnati-style chili to Buffalo chicken, but they're best known for their Barbacoa with barbacoa beef, rosemary and honey Sriracha sauce. The truck's outings to area breweries and festivals see lines of folks eager for this unique intersection of culinary comfort and creativity. "Everyone has had French fries, cheese and gravy, but maybe not all together in one dish," says McCoy. "So, guests can try something new but also not entirely foreign to them." 513/312-3981, facebook.com/thepoutinemachine

Zoo Addition

Inspired by the savannas of Kenya, the Akron Zoo unveiled its **Pride of Africa** attraction over the summer. It includes a new habitat for the zoo's African lions as well as for its gazelle, white storks and crested guineafowl. Pride of Africa also features a *boma*, a livestock enclosure that members of Kenya's Maasai tribe use to help protect their livestock from lions. The Akron Zoo's boma houses African pygmy and Nigerian dwarf goats, which visitors can pet and buy crackers to feed. To raise awareness, the zoo has partnered with Rebuilding the Pride, a conservation organization that aims to uphold the ecologically healthy predator-prey relationships in Africa. "This exhibit's really special because it's got a lot of good conservation messages throughout it," says Akron Zoo curator of animal operations Eric Albers. "It's a really great educational opportunity for everybody to learn more about wildlife in Africa, especially lions." 500 Edgewood Ave., Akron 44307, 330/375-2550, akronzoo.org



EARTH FRIENDLY LIVING

Learn how to live more sustainably and make better choices for the environment.

PROGRAMS ARRANGED BY TOPIC

FOOD: EARTH TO TABLE

(FREE) CONTEMPORARY

CUISINE: A MARKET COOKING DEMONSTRATION WITH INVOKE
THU, FEB 13, 11:00 AM-12:00 PM D153
2ND STREET MARKET, Pavilion, 500 E. Second St.
 Invoke's menu features healthy, and nutritious vegans, offerings. Learn from Invoke's chef Leaker as he and his brother Larry introduce you to some of their delicious recipes you can make at home. Registration required. All ages. [➔](#)

SAUSAGE MAKING:

TRADITIONAL PORK SAUSAGE
SUN, FEB 16, 10:00 AM-12:00 PM D17
CAROLACE HILL METROPARK, Visitor Center
 Heating Room, 7900 E. Small Rd.
 Butchering, season meat an abundance of pork, sausage. Learn about the various types of sausage and its history. Next, make a variety of different sausages using 19th century recipes and techniques. Registration required. Ages: 18Y and up fee: \$35 [➔](#)

19TH CENTURY COOKERY CLASS

FOR COUPLES
SAT, MAR 7, 5:00-7:30 PM D28
CAROLACE HILL METROPARK, Carnegie Hill
 Historical Farm, 7900 E. Small Rd.
 Couples friends, significant others, adult family members, experience an evening of historical cooking and entertainment. Learn how to prepare fresh, local vegetables and do some simple baking. Attendee, enjoy historical games and enjoy entertainment in the candlelit parlor. Fee covers two people. Registration required. Ages: 18Y and up fee: \$50 [➔](#)

HERITAGE BAKING SERIES

Using 19th century recipes and methods, attendees will learn to bake using a wood-fired oven.
SAT, MAR 21, 9:00 AM-3:00 PM D30
CAROLACE HILL METROPARK, Carnegie Hill

28 PARKWAYS



Historical Farm, 7900 E. Small Rd.
 Join us in the farmhouse for a hands-on lesson about leaven (sourdough). Students will prepare a batch of dough. Using some Persian dough, take a bunle a pork loaf and a pizza crust in a wood-fired stone. Recipes, a pre-made starter, a dough ball, and the date. Freshly baked breads will be included. Registration required. Ages: 18Y and up fee: \$80 [➔](#)

GETTING STARTED RAISING

SMALL LIVESTOCK AT HOME
THU, MAR 26, 6:00-8:00 PM D40
POSSUM CREEK METROPARK, Possum Creek
 Education Building, 4700 Frytown Rd.
 Interested in raising your own animals for food, fiber or hobby but don't know where to start or even if it's right for you? Then join us as we talk about a variety of small livestock and what you will need to know before spending time and money on animals, food and other needs. Registration required. Ages: 18Y and up fee: \$10 [➔](#)

HOW TO MAKE GOETTA

SUN, MAR 29, 10:00 AM-2:00 PM D31
CAROLACE HILL METROPARK, Visitor Center
 Meeting Room, 7900 E. Small Rd.
 Goetta is a historic regional dish that used pork and beef sausage as well as pin colts and discuss its history. Instructions on how to make goetta at home will be provided during this hands-on class. Registration required. Ages: 18Y and up fee: \$35 [➔](#)

THE COMFORT CAULDRON

Make seasonal soups utilizing fresh, local produce grown at Possum Creek Metropark farm or other local farms.
WED, APR 1, 6:00-8:00 PM D38
POSSUM CREEK METROPARK, Possum Creek
 Education Building, 4700 Frytown Rd.
 The first experience of spring greens naturally prompt us to start thinking about lightening our meals and detoxing our bodies of the accumulated winter sludge. Participants will make a trio of light and healthy

spring soups. Recipes (and leftovers) will be sent home with the soup-chefs. Registration required. Ages: 18Y and up fee: \$20 [➔](#)

(FREE) A TASTE OF THE 2ND

STREET MARKET: SALAD DAVS
THU, APR 9, 11:00 AM-12:00 PM D166
2ND STREET MARKET, Pavilion, 500 E. Second St.
 Come & greet Lisa Hahn one of the Market's urban farmers talk about what she grows all year long in her urban garden. She will bring lettuce that she has growing while Chef Joe Fish from The Chef's Case will show you how to make different salads from them. Come ready to sample! Remember, know your farmer, know your food. Registration required. Contact (937) 228-5088 or marketinfo@metroparks.org for details. All ages. [➔](#)

BACKYARD RABBITS:

BACKYARD GOATS:
THU, APR 23, 6:00-8:00 PM D43
POSSUM CREEK METROPARK, Possum Creek
 Education Building, 4700 Frytown Rd.
 Are you interested in raising rabbits for food, fiber, manure or pet? In this program staff will walk you through what you need to know about space requirements, feeding and breeds. Taste a rabbit dish and see fiber products from rabbits. Registration required. Ages: 18Y and up fee: \$15 [➔](#)

BACKYARD GOATS:

TASTE AND LEARN
THU, MAY 21, 6:00-8:00 PM D45
POSSUM CREEK METROPARK, Possum Creek
 Education Building, 4700 Frytown Rd.
 Goats have a lot to offer your household or farm. Goats can be kept on small acreage, and provide meat, milk, fiber – and even fun, kids-clearing. Learn about breeds, care, and fencing. Taste goat meat, goat cheese, and take home a bar of goat milk soap. Registration required. Ages: 18Y and up fee: \$15 [➔](#)

(937) 275-PARK



STAY TUNED FOR SPRING BLOOMS

When they bloom in April, the thousands of bluebells, originally planted by conservation pioneer Marie Aull are an amazing sight to behold.

Spring blooms create stunning displays in all your Metroparks – but they're only around for a short time. Sign up to be notified when flowers are blooming at Aullwood Garden, Cox Arboretum and Germantown Metroparks so you can take a self-guided tour. You'll receive an email with park maps, instructions on what to look for and information about how long the blooms will last.

To sign up, contact:
 Betty Hoover, Education Coordinator
 dorothy.hoover@metroparks.org
 (937) 275-PARK

RENT A FIVE RIVERS METROPARKS COMMUNITY GARDEN PLOT

LARGE GARDEN PLOTS ARE AVAILABLE ON AN ANNUAL BASIS AT:
 • POSSUM CREEK
 • WEGERZYN GARDENS
 (available seasonally and year-round; organic plots also are available)
 Standard seasonal plots are 800 square feet and cost \$20 per plot annually. Year-round plots are \$40 per plot per year.
 Gardeners are responsible for watering, weeding, pest control and harvesting. Five Rivers Metroparks provides initial tilling of the soil, water and access to seeds.
METROPARKS.ORG/COMMUNITY-GARDENS



GET OUT & DISCOVER DURING TOUR DE WAY THROUGH MARCH!

Adventure awaits along the 99 miles of scenic corridor connecting communities along the Great Miami Riverway. Take the Tour De Way challenge and explore more than 300 locations in our region that promote to enjoy the outdoors. Sign up to be notified for the chance to win cool prizes!
 How to handle the Tour De Way:
 1) Visit RMATourDeWay to create your account so you can start filling your digital passport.
 2) Visit one of the many stops, and scan the QR code you'll find there.
 3) Keep visiting localities! Every QR code you scan will be saved to your digital passport.
 4) Take fun, fun, friendly pictures and use the hashtag #RiverwayGateway when posting to social media.
 The Tour De Way ends on March 1, 2020, with prize winners announced at the Riverway Summit on April 17.



PARKWAYS 29

Historic Loveland Castle & Museum
(Chateau La Roche)
 12025 Shure Rd., Loveland, OH 45140
 513-683-4686 • lovelandcastle.com
 Explore this relic of a 10th-century Norman castle.



Hollywood Gaming at Dayton Raceway
 777 Hollywood Blvd., Dayton, OH 45414
 844-225-7057
hollywoodstoraceway.com

Jack Cincinnati Casino
 1000 Broadway St., Cincinnati, OH 45202
 513-252-0777
jackentertainment.com/cincinnati

Krahn Conservatory
 1501 Eden Park Dr., Cincinnati, OH 45202
 513-421-5707 • cincinnatiiparks.com/edn

Land of Illusion
 8102 Thomas Rd., Middletown, OH 45042
 513-423-9900 • landofillusion.com
 Splash, scream and tingle your way out of this multi-faceted adventure park just minutes from Warren County.



Loveland Bike Rental
 206 Railroad Ave., Loveland, OH 45140
 513-683-0468 • lovelandbikerental.com
 Everything you need to get going on the Little Miami Scenic Trail.

Loveland Canoe & Kayak
 200 Crutchfield Pl., Loveland, OH 45140
 513-683-4611 • lovelandcanoe.com
 Canoe, kayak or raft along the Little Miami Scenic River.

Muse Hall
 1241 Elm St., Cincinnati, OH 45202
 513-744-3344 • cincinnatiarts.org/musehall

National Museum of the U.S. Air Force
 1111 Spaatz St., Dayton, OH 45433
 937-253-3280 • nationalmuseum.af.mil
 For the world's largest military aviation museum.

National Underground Railroad Freedom Center
 515 S. High St., Cincinnati, OH 45202
 513-333-7500 • freedomcenter.org

Newport Aquarium
 1 Aquarium Way, Newport, KY 41071
 859-261-3444 • newportaquarium.com
 Thousands of unique marine species from all across the globe call this waterfront hotspot home.



Paul Laurence Dunbar House
Historic Site
 219 Paul Laurence Dunbar St., Dayton, OH 45402 • 937-224-7061
daytonhistory.org
Pyramid Hill Sculture Park
 1753 Hamilton Chapel Rd., Hamilton, OH 45013 • 513-668-8356
pyramidhill.org

Start Skydiving
 1711 Run Way, Middletown, OH 45042
 513-422-5867 • startskydiving.com
 Take in the beauty of Southwest Ohio as you fall freely and float safely back to Earth with a certified instructor at this top-notch, state-of-the-art skydiving outfitter.

SunWatch Indian Village and Archaeological Park
 2301 W. River Rd., Dayton, OH 45417
 937-268-8199 • sunwatch.org
 Explore the original site of an American Indian village believed to date back more than 800 years.

Great Miami Riverway Director's Report January/February 2020



Administration

Attendance

- Wright Patterson Air Force Base new Airmen and staff introduction to Great Miami Riverway (January)
- Speaker, Miamisburg Mayor Collins Business Luncheon
- Five Rivers MetroParks Adventure Summit, Wright State University
- Dayton Canoe Club Annual Open House
- Stakeholder Visits:
 - Mayor Nicole Condrey, Middletown
 - Shelby Quinlivan, Middletown Communications Manager
 - Walt Hibner, Vectren Corporation
 - Chris Schmeising, Community Development Director, City of Piqua, with Dayton/Montgomery County Port Authority staff
 - Beth Whelley, Miami Conservancy District Board Member
 - Ted Bucaro, VP of Govt Affairs, University of Dayton
 - Jim Meckstroth, Rod Russell-Barrett Paving
 - Brad Townsend, West Carrollton City Manager
 - Mike Lucking, West Carrollton Economic Development Manager
 - Christian Mattingly, West Carrollton Parks and Recreation Director
 - Tony Kroeger, Director of Planning, City of Dayton
 - Pat Turnbull, Director, Montgomery County Environmental Services
 - Tim Eggleston, City Manager, Tipp City
 - Sonny Lewis, City Manager, Franklin
 - Jonathan Westendorf, Fire Chief, Franklin
 - Karisa Steed, Assistant to the City Manager, Franklin
 - Mike Dingledein, Hamilton CORE Fund
 - Mike Twiss, Troy Community Works, Level MB Architecture
 - Tim Davis, Economic Development Director, Troy
 - Stan Kegley, City of Troy
 - Donnie Knight, US Fish and Wildlife

Project Development - Overall

- Strategic Planning –Continued to Work with Wendy Vloedman at Aileron to conduct a strategic planning process that will focus on past, current, and future economic Investments/message with MCD’s General Manager Janet Bly and Economic Development Thought leaders up and down the corridor. (Most vibrant Economic river corridor in US) January/February
- Held discussions about specific development properties in multiple communities where the Great Miami Riverway could provide support
- Learn as much as possible about the History of GMR Riverfront Development along the 99 miles-Piqua, Hamilton Library historical collections (like the Great Miami River Canoe Race-1976)

Project Development – Signage and Wayfinding

- Emergency Safety Signage – Install February 2020 and announce/roll out March – May 2020

Project Development – Marketing

- Planning and fundraising for 2020 GMR Summit, Hamilton
- Launched Social media contract with AMP Brands
- Tourism Economics study is underway for 2019 – due March 2020.
- Successful proposal to speak at WalkBikePlaces Conference -Sarah-Indy August 2020
- 2020 commercials-Sam Manavis and Sarah – March 2020
- Video for focus on GMR Summit with Mayors from our member communities– Sam Manavis – taped February 2020
- Discussion re-formation of Great Miami River Canoe Race
- Scheduled to keynote speak at Ohio to Erie Trail conference March 28 (subject to change)
- New dynamic web pages – in process – January 2020– soft launch Feb. 1

Project Development – Destination Development

- Explore Ohio Sand and Gravel Industry potential collaboration-Barrett Paving/other companies
- Finalize Destination Development ‘Desert Map’ with MVRPC - March 2020
- Explore Montgomery County Environmental Services investments-Water Pollution Control Loan Fund and property re-use along the Great Miami River in West Carrollton.

Project Deliverables

- Launched social media contract with Annie Rusche of AMP Brand Studios-- January 2020
- Raised approximately \$26,000 for September 2020 River Summit.
- Worked with Organizing Committee to formulate agenda and plan for 2020 River Summit
- With major support from Sarah, wrote and designed scripts and ads for multiple Riverway member publications including Downtown Dayton Partnership and Miami CVB.

Great Miami Riverway Director's Report April/May 2020



Administration

Attendance (mostly virtually)

- Scott Myers, Miami County Parks Director, to look at a potential development- community facility parks building along the Riverway.
- Mitch Heaton, VP, Dayton Development Coalition
- Jyl Hall Smith, Govt' affairs Director, Dayton Area Board of Realtors.
- Todd Palmeter, Hamilton County Parks Executive Director
- Mike Lucking, Economic Development Director, City of West Carrollton
- Troy Community Improvement Corporation meeting-May.
- Piqua City Council meeting-May 19 meeting
- Richard Osgood, Miami County Economic Development
- Matt Kowalski, City of Ann Arbor, discussion on economic development and Rivers. (They have a similar entity called the Huron River Partnership.)
- Jack Erskine, Delta Institute, a non-profit that is working on re-developing brownfield properties based in Chicago.

Project Development – Economic and Overall

- Strategic Economic Development Planning and the next phase of Great Miami Riverway– Continued to Work with Wendy Vloedman at Aileron and Janet Bly, MCD General Manager, to conduct a strategic planning process that will focus on past, current, and future economic Investments/message with MCD's General Manager Janet Bly and Economic Development Thought leaders up and down the corridor. We're also going to use this planning process to look at what structure should the Great Miami Riverway have after our first five years is complete-We have funding commitments through May of 2022.
 - Part of this has entailed some significant data collection-our top ten customers, planning assumptions, key economic factors both current and future.
- Held several calls with Michael Gessel, head of advocacy for the Dayton Development Coalition to identify potential sources of federal and state funding/investments for the Riverway.
- Zoom meeting with myself, Sarah, Hamilton County Parks Executive Director to pitch them on joining the Riverway. They have some great parks/natural spaces on the River in western Hamilton County. We should have an answer in June.
- Continued Planning and fundraising for 2020 GMR Summit, Hamilton now moved to 9/25.
- Worked to launch the 2020 Great Miami River Smallmouth Bass Fishing Challenge June 1-30. (<https://www.ianglertournament.com/great-smallmouth-bass-fishing-challenge>)

- Had Second meeting about a potential September 2021 Great Miami River Canoe/Kayak race with Stan Kegley, Katie Franks, and Amy Dingle.
- Working with the Dayton Board of Realtors and Dayton Development Coalition on a study to help communities identify gaps in municipal zoning codes that are obstacles to newer, more dense housing to help workforce live closer to where they work in our riverfront communities. Most communities have identified that the need for newer and different housing types would help attract new buyers, and strengthen the workforce at the same time.
- Held a call with the Economic Development Administration (EDA) to identify ways to leverage new investment in the 12 Opportunity Zones that exist along the Riverway. Opportunity Zones are areas that emanated from the 2017 federal tax legislation that encourages investments in either brownfield locations in both urban and rural settings.

Project Development – Signage and Wayfinding

Project Development – Marketing

- Held a Marketing Committee meeting April 23rd.
- Continued working with AMP Brands and Sarah Hippensteel on our social media content and messaging.
- Conducted the 14 days of Fresh Air Campaign at the beginning of the virus lockdown. Thanks to all of our partners, this worked really well.
- Completed 6 new 2020 commercials-with Sam Manavis and Sarah – finalized scripts, etc.
- Video for focus on GMR Summit with Mayors from our member communities– Sam Manavis – taped February 2020. These videos are complete and available for use now.
- Delivered the grand prize bicycle to Jenny Miller, winner of the Tour de Way.

Project Development – Destination Development

- Explore Ohio Sand and Gravel Industry potential collaboration.
- Held discussions about specific development properties in multiple communities where the Great Miami Riverway could provide support including a 100-year old train station building in West Carrollton-right next to Miami Valley Sand.
- Co-hosted, along with the Ohio River Recreational Trail, a webinar to generate ideas and conversation about how to leverage economic resiliency in the face of the Covid crisis. 175 attendees zoomed in. We may keep doing these types of webinars in some form or fashion.
- Worked with the City of Middletown, Miami Conservancy District, and a river-related business in Middletown to discuss river access issues in that community.

Project Deliverables

- Raised an additional \$1000 for River Summit, total raised now \$27,000.
- Worked with Organizing Committee to formulate agenda and plan for 2020 River Summit now scheduled for Friday 9/25.

Great Miami Riverway Director's Report June/July 2020



Administration

Attendance (mostly virtually)

- Kathleen Smythe, Xavier University Professor, who is writing a book on the Dayton area history of bike path development and general history.
- Mike Profitt-EPA-Dayton area office-to discuss water quality issues in the Great Miami-particularly as it relates to combined sewer overflow situations.
- A.J. Ferguson-Downtown Dayton Partnership.
- BAABS Inc.-Karen and Rob Richardson, Middletown-they are building a restaurant and kayak business on the Great Miami and we're helping them with permitting and river access issues.
- Buddy LaChance-Director, OnMain (the Montgomery County Fairgrounds site) about connecting their 40-acre parcel to the Great Miami River Recreation Trail.

Project Development – Economic and Overall

- Continued to work on our Strategic Economic Development Planning and articulating what the Great Miami Riverway looks like after our first five year plan is done (We're in year 3)-with Wendy Vloedman at Aileron and Janet Bly, MCD General Manager, to conduct a strategic planning process that will focus on past, current, and future economic Investments/message with MCD's General Manager Janet Bly and Economic Development Thought leaders up and down the corridor. We're also going to use this planning process to look at what structure should the Great Miami Riverway have after our first five years is complete-We have funding commitments through May of 2022.
 - Part of this has entailed some significant data collection-our top ten customers, planning assumptions, key economic factors both current and future.
 - I'm enclosing the letter we sent out with the committee participants with this update.
- Held several calls with Michael Gessel, head of advocacy for the Dayton Development Coalition to identify potential sources of federal and state funding/investments for the Riverway.
- Riverway Summit is now cancelled in-person. The City of Hamilton will sponsor the event in April 2021.
- Participated in a Home Builders of Dayton Zoom call to hear about the economics of the housing industry for our region with the Chief Economist of the National Home Builders Association.
- Participated in a call with the Canadian Consulate about the positive economic impact many communities will have along the I75 corridor due to the 2024 opening of the Gordie Howe

Bridge from Ontario to Michigan. Our Riverway cities have quick access to I75 which is why I am interested in working with all of our local officials on understanding the potential upside of more cross-border logistics and distribution between our two countries.

- Successfully completed the 2020 Great Miami River Smallmouth Bass Fishing Challenge June 1-30. (<https://www.ianglertournament.com/great-smallmouth-bass-fishing-challenge>)
- Continued to hold discussions about a potential September 2021 Great Miami River Canoe/Kayak race with Stan Kegley, Katie Franks, and Amy Dingle.
- Continuing to Work with the Dayton Board of Realtors and Dayton Development Coalition on a study to help communities identify gaps in municipal zoning codes that are obstacles to newer, more dense housing to help workforce live closer to where they work in our riverfront communities. Most communities have identified that the need for newer and different housing types would help attract new buyers, and strengthen the workforce at the same time.
- Sarah and I had a call with an Israeli “smart cities” technology startup called COLU- an app that tracks, encourages, and provides rewards for spending in local communities. The Dayton Development Coalition has an office in Israel that connects Dayton region and Israel technology, and this is where that emanated.
- Sarah and I are working with the Miami Conservancy District water quality team to potentially devise a letter grade to describe water quality in the Great Miami River. More to come on this.

Project Development – Signage and Wayfinding

Project Development – Marketing

- Held a Marketing Committee meeting June 26th.
- Continued working with MpathPR and Sarah Hippensteel on our social media content and messaging.
- Working with MpathPR on a larger messaging strategy not limited to, but including, social media.
- Video for focus on GMR Summit with Mayors from our member communities– Sam Manavis – taped February 2020. These videos are complete and available for use now.
- Conducted several media interviews regarding the Great Miami River Smallmouth Bass Fishing Challenge.

Project Development – Destination Development

- Met with the director of the Ohio Sand and Gravel Industry regarding potential collaboration. He would like to possibly address our Riverway constituency about everything from what they do as an industry, to potential re-use of mined-out gravel pits.
- Held discussions about specific development properties in multiple communities where the Great Miami Riverway could provide support.
- Began planning for a July 23rd Webinar, along with the Ohio River Recreational Trail and the Tennessee RidgeLine Trail about the economic value of rivers. Stan Kegley from the City of Troy will represent the Riverway as a speaker in this webinar.

- Continued to Work with the City of Middletown, Miami Conservancy District, and a river-related business in Middletown to discuss river access issues in that community.

Project Deliverables

- Total raised for Riverway summit now \$27,000.
- Sent out invoices for the fourth year (of 5) of the Riverway. Those are now coming in.
- Working with Organizing Committee to formulate program delivery in place of 9/25 in person Riverway Summit.

Great Miami Riverway Director's Report August/Sept 2020



Administration

Attendance (mostly virtually)

- Speaker, Franklin Chamber of Commerce
- Speaker, Sidney Rotary
- Speaker, University of Dayton River Stewards
- Met with new Middletown City Manager Jim Palenick.

Project Development – Economic and Overall

- Continued to work on our Strategic Economic Development Planning and articulating what the Great Miami Riverway looks like after our first five year plan is done (We're in year 4)—with Wendy Vloedman at Aileron and Janet Bly, MCD General Manager, to conduct a strategic planning process that will focus on past, current, and future economic Investments/message with MCD's General Manager Janet Bly and Economic Development Thought leaders up and down the corridor. This effort has taken some time—I've been helping the overall group with subcommittee assignments, and feel like we've added some champions to our cause and they're helping us think through some larger Great Miami Riverway strategy issues.
 - We held our first meeting on July 27th via Zoom. Second meeting was held 8/27 at Aileron. Our next meeting will be September 30th. Looking at three basic priorities—which we'll develop strategies for at this September meeting. Three themes have arisen:
 - The need to make stronger connections between communities.
 - The need to continue to support economic investment along the corridor—both in the river (parks, bike paths, etc) and in the communities.
 - We're going to test these themes at our next meeting 9/30—make sure they feel right—and develop strategies for each priority based on that discussion.
- Sarah and Dan met virtually with Great Parks of Hamilton County about joining the Riverway initiative. They sent in their application materials this week. A couple of reasons why we have interest in connecting with them is the potential to take the Great Miami Recreation Trail all the way to the Ohio River (aspirational, but it's a good idea), and they have some wonderful parks along the Great Miami-Shawnee Lookout being one.
- Continued to hold discussions about a potential September 2021 Great Miami River Canoe/Kayak race with Stan Kegley, Katie Franks, and Amy Dingle.

- Continuing to Work with the Dayton Board of Realtors and Dayton Development Coalition on a study to help communities identify gaps in municipal zoning codes that are obstacles to newer, more dense affordable housing to help workforce live closer to where they work in our riverfront communities. Most communities have identified that the need for newer and different housing types would help attract new buyers, and strengthen the workforce at the same time.
- Sarah and I had a call with Nextdoor-the neighborhood communication app that allows neighborhoods to share information and support small businesses. They estimate 40,000 nextdoor users along the Great Miami Riverway, but the cost seemed a bit high-around \$11,400 per year. We're curious about using technology in different ways to connect people to the Riverway, and we're trying to see if we can get the price down somehow here. If not, we may have to look at another option.
- Sarah and I are working with the Miami Conservancy District water quality team to potentially devise a letter grade to describe water quality in the Great Miami River. More to come on this.
- Sarah and I are working with the University of Dayton School of Engineering to help us determine if we can utilize Virtual Reality to share information about the Riverway-they're going to develop a "how to do Virtual Reality along the Riverway" if we think this has value for us once we see the report.
- Specific support around single site economic development projects in Middletown, Miamisburg, West Carrollton-projects not publicly announced yet or in early phase.
- Dan and Sarah held a call with Barbara Wicks, W Architecture, and member of Great Miami Riverway Strategic Planning Committee, for submittal in Landscape Architects Foundation USA The Landscape Architecture Foundation is running what they call a Superstudio. This is an effort to showcase various projects as examples of what the green investments can mean for an area. Barbara-whose firm conducted the downtown Hamilton Riverfront plan-believes the Great Miami Riverway is well suited to compete in this award-we're formed around a natural feature and includes many former industrial areas as well as agricultural areas, and we have an entity that drives this work. She'd like to propose leading a pro bono effort to submit this area and project to the LAF
- Sarah and Dan have put in significant time preparing for our two Riverway Virtual Summit sessions on 9/25 and 10/2. We think both speakers will be well received.

Project Development – Signage and Wayfinding

- Discussions with ODOT-thanks Chris Schmiesing-around putting signage on bridges along Riverway to help people understand better where they are-for public safety reasons.
- Sarah and I working with Jeff Payne of the Miami Valley Emergency Responders Association on a safety campaign-developing messages for safer paddling (due partly to an uptick in river-related accidents this year).

Project Development – Marketing

- Held a Marketing Committee meeting Thursday June 10th. They had some great ideas for a new campaign-one being, “identify murals up and down the Riverway.”
- Dan is going to begin hosting a Riverway Zoom call every month starting in October-10/27 to be exact-with the support of DATV-this will be on Zoom and simultaneously shown on our Riverway Facebook page. Focus will be on economic development efforts along the Riverway. We’ll need everyone’s help to push this out to as many of your constituencies that you think would find it of interest as possible
- Continued working with MpathPR and Sarah Hippensteel on our social media content and messaging.
- Completed marketing strategy with Mpath.
- We’re unveiling the whole Mayor’s video next Friday at the Riverway Virtual Summit.

Project Development – Destination Development

- Met again via phone with the director of the Ohio Sand and Gravel Industry regarding potential collaboration.
- Participated in a July 23rd Webinar, along with the Ohio River Recreational Trail and the Tennessee RidgeLine Trail about the economic value of rivers. Stan Kegley from the City of Troy represented the Riverway as a speaker in this webinar-and he did a fine job btw!
- Continued to Work with the City of Middletown, Miami Conservancy District, and a river-related business in Middletown to discuss river access issues in that community.

Project Deliverables

- Total raised for Riverway summit now \$27,000.
- Invoices for the fourth year (of 5) of the Riverway were sent out in June. Those are now coming in.

Great Miami Riverway Director's Report October/November 2020



Administration

Attendance/meetings (mostly virtually)

- Richard Osgood, Miami County Economic Development Director
- Mayor Robin Oda, City of Troy
- Paul Gruner, Montgomery County Engineer
- Chris Shaw, Dayton City Commissioner
- Dayton Development Coalition PDAC staff/review
- Wade Johnson, Green Umbrella
- Pat Titterington, Troy Ohio Director of Public Services and Safety
- Joe Geraghty and Jerry Brunswick, Dayton/Montgomery County Port Authority
- Mary Huttlinger, Middletown CVB
- Consul General for Canada-Detroit/Staff
- Montgomery County Commissioners
- Alaina Geres, City of Middletown Economic Development
- Jeff Payne, Miami Valley Fire/EMS
- Mike Barhorst, Mayor, Sidney
- Jack Evans, Miami County Commissioner

Project Development

Riverway Strategic Planning committee

- Held three meetings with the Riverway Strategic Planning committee with 12 community members from up and down the Riverway. With Wendy Vloedman at Aileron and Janet Bly, MCD General Manager, to conduct a strategic planning process that will focus on past, current, and future economic Investments/message with MCD's General Manager Janet Bly and Economic Development Thought leaders up and down the corridor. This effort has taken some time-I've been helping the overall group with subcommittee assignments, and feel like we've added some champions to our cause and they're helping us think through some larger Great Miami Riverway strategy issues.
 - We held our first meeting on 7/27 via Zoom. Second meeting was held 8/27 at Aileron. Third and final meeting 9/30. After collecting the

Coalition's input, we need to schedule one final zoom call to finalize. Three themes have arisen:

- **Priority One:** The need to make stronger connections between communities.
- **Priority Two:** The need to build identity and awareness of the Great Miami River.
- **Priority Three:** The need to continue to support economic investment along the corridor-both in the river (parks, bike paths, etc) and in the communities.
- I'll go over the strategies we developed during this meeting.

University of Dayton RiverScope Engineering 431L Team

- Sarah and I continue to work with the University of Dayton School of Engineering to help us determine if we can utilize Virtual Reality to share information about the Riverway-they're going to develop a "how to do Virtual Reality along the Riverway" if we think this has value for us once we see the report. As a result of their research, we are considering creating a shell app for the Riverway, and a larger app.

Visitor and User research for the Riverway

- Sarah and Dan have had several calls with Uber Media to discuss utilizing cell phone data to understand both tourism data-where people are coming to our Riverway, and economic data, to provide potential and current investors with more data than we currently that may help them invest in our communities. We'll provide more context at the meeting.

OTHER

- Continuing specific support around single site economic development projects in Middletown, Miamisburg, West Carrollton, Miami County-projects not publicly announced yet or in early phase.

Riverway Mini-Summit Series

We conducted our Riverway mini-series on September 18 and September 25-with Martin Doyle from the Duke University School for the Environment and then with Brad Beaubien from Visit Indy. Thanks to everyone-including Mallory and Jacob from Hamilton for your help with this. According to the surveys, they were well received.

Project Development – Signage and Wayfinding

We held a Signage and Wayfinding meeting in October and covered a couple of topics:

- **Status of the Kiosks-KAP signs** has had to do some repair on a couple of the medallions that have fallen off-if you have a problem with that, they were

originally glued on, now they're affixing them with screws. We had a problem of this sort in Sidney, West Carrollton and one in Dayton.

- We're having a discussion with ODOT-thanks Chris Schmiesing-in December around putting signage on bridges along the Riverway to help people understand better where they are-for public safety reasons.
- We're starting to get some numbers on billboard costs that we're discussing with the marketing committee.
- Sarah and I continue to work with Jeff Payne of the Miami Valley Emergency Responders Association on a safety campaign-developing messages for safer paddling (due partly to an uptick in river-related accidents this year).

Project Development – Marketing

- Held a Marketing Committee meeting Thursday October 22.
- Sarah and Dan began hosting a Riverway Conversations summit on 10/27-and 11/19. Goal is to have roughly one a month. First call with Canadian Consul General Joe Comartin and second with Hamilton's 80 Acre Farms. We're getting assistance from Dayton Access Television for this effort, grateful to them.
- Continued working with m.Path PR and Sarah Hippensteel on our social media content and messaging.
- Continued working with Sarah and our web developer to make improvements to the site.

Project Development – Destination Development

- Submitted two Priority Development and Advocacy Committee grant application through Dayton Development Coalition. One to hire New York-based Project for Public Spaces to do in-depth placemaking on 3 sites along the River in the DDC footprint-one near the University of Dayton and two others TBD. This is based off of a proposal that we had on the shelf from 2019, some of you may remember. And a second to fund the river safety signage.

Project Deliverables

- Invoices for the fourth year (of 5) of the Riverway were sent out in June.

Great Miami Riverway

Director's Report

December 2020/January 2021



Administration

Attendance

- Meeting, Mayor Mike Barhorst, Sidney
- Meeting, Mayor Robin Oda, Troy
- Meeting, Director of Safety and Public Services, Patrick Titterington, Troy
- Meeting, Mayor Brent Centers, Franklin
- Meeting, Mayor Michelle Collins, Miamisburg
- Meeting, Miami County Commissioner Wade Westfall
- Meeting, Choice One Engineering, engineering plan to fill in gap between Sidney and Piqua.

Project Development – Economic and Overall

- Completed the Strategic Priorities Planning process (July to December 2020) – with Wendy Vloedman at Aileron and Janet Bly, MCD General Manager, and 13 committee members; we drafted a strategic planning plan that focuses on past, current, and future economic Investments/message with community and Economic Development Thought leaders up and down the corridor.
- Finalized research on contracting with UberMedia to purchase data that will help us and our partners better understand visitor traffic and economic data for our Riverway Communities.
- Sarah and Dan met virtually with Colerain Township who expressed interest in joining the Riverway. No decision made yet on their part but it was a positive discussion.
- Sarah and Dan finalized the project with the University of Dayton's School of Engineering class to help us determine if we can utilize Virtual Reality to share information about the Riverway. They presented three pathways to utilize apps and VR as a new way to bring our river communities alive to users.
- Dan has been spending significant time supporting a great project that was announced in the Dayton Daily News last week-the redevelopment of a 200-acre, riverfront former coal plant in Miamisburg that will be a mixed use development on the west side of Miamisburg. Dan is helping the buyer Frontier Industries from Buffalo, make connections in the community with economic and community development organizations.
- Dan and Sarah continue to map out and operationalize the monthly Riverway Conversation series.

- Dan joined Sidney Mayor Mike Barhorst, Duane Gaier, Shelby County Commissioner Tony Bornhorst for a photo and walking tour of the end point for one phase of new construction of the Sidney Canal Feeder trail to Kuther Road. Completion of this stretch will allow us all to focus on the gap between Sidney and Piqua.
- Dan joined a call with Wade Johnson from Green Umbrella to discuss an engineering study to connect the gap on the Great Miami River Recreation Trail from Middletown to Hamilton, via Lemon Township.
- Dan facilitated and joined a call between Mayor Mike Barhorst-Sidney-and Buddy LaChance, Director, OnMain (Montgomery County Fairgrounds) to discuss utilizing old bridges like Sidney recently did in Tawawa Park for connection from the OnMain 38 acre site across Patterson Blvd to the Great Miami River Recreation Trail (and yes there is a state sponsored program that matches old bridges for new uses
 ©<https://www.transportation.ohio.gov/wps/portal/gov/odot/programs/historic-bridges/resources>)

Project Development – Signage and Wayfinding

- Discussions with ODOT, thanks to urging from Chris Schmiesing, to install signage on bridges crossing the Great Miami River that will help paddlers and other river users understand better where they are located on the river-for public safety reasons. ODOT is moving forward on this.
- Sarah submitted a safety signage project proposal through the PDAC (Dayton Development Coalition)-to focus on helping people better know where they are on the trail.

Project Development – Marketing

- Held a Marketing Committee meeting Thursday December 10th.
- Dan and Sarah continue to hold biweekly virtual meetings with MPath, our social media firm, and Artistic Inspirations, our Website developer.
- Sarah and I drafted a Marketing workplan for 2021 that will be discussed with the Marketing SubCommittee.
- Dan and Sarah prepared for the next Riverway Conversations webinar to be held January 26th with Airstream Trailers from Sidney/Shelby County
- Continued working with m.path PR and Sarah Hippensteel to roll out social media content and messaging.
- Dan and Sarah supplied the Miami Valley Communications Council with all 18 of our Riverway videos which they are running now.
- Sarah published two newsletters and Dan and Sarah published several new blog pieces.
- Dan is now tweeting about the Riverway focusing mainly on economic investments in our communities. We're bringing him into the 21st Century. 😊
- Dan and Sarah discussed and/or placed ad purchases with numerous print publications including Cincinnati Magazine, Sidney/Shelby Discover, Livability Dayton, and Great Lakes Publishing magazines, including Quest Diagnostics, Great Lakes Publishing Digital platform.

- Dan Foley and Duane Gaier were interviewed for the Discover Sidney/Shelby County publication.

Project Development – Destination Development

- Dan and Sarah submitted projects through the PDAC (Dayton Development Coalition)-one regarding the potential to do placemaking-with the Project for Public Spaces- in three locations in the DDC footprint.
- Dan, Sarah, and Scott Meyers discussed this proposal and drafting a work plan for the Destination Development Committee in 2021.
- Sarah also submitted a PDAC request to build a biketrail on the south side of the Great Miami from Island Park to the Eintracht German Club (near Keowee Street).
- Dan is serving on the OnMain (Montgomery County Fairgrounds) LEED certification committee. OnMain is seeking to be LEED certified.

Project Deliverables

- Dan and Sarah held onboarding calls, providing history of the Riverway and relevant information on how to use the brand, with Great Parks of Hamilton County and Kyrsten French, City Planner, City of Piqua.
- Dan attended a virtual program with Montgomery County Economic Development about the Dayton Region Israel Trade Initiative.
- Dan and Sarah held a call to talk about 2021 April Riverway Summit with Mallory Greenham. We will meet again in late February to make a decision about whether or not to hold an in-person, virtual, or a hybrid event.

Great Miami Riverway Director's Report January/February 2021



Administration

Attendance/meetings (mostly virtually)

- Richard Osgood, Miami County Economic Development Director
- Jonathan Westendorf/Karisa Steed, City of Franklin
- Wade Johnson, Green Umbrella, Tri State Trails
- Laura Estandia, Bike Miami Valley
- Present to Northmont Rotary
- Present to Middletown Rotary
- Middletown Art exhibit installation discussion
- Joe Geraghty and Dayton/Montgomery County Port Authority
- Mary Huttlinger, Middletown CVB
- Mike Barhorst, Mayor, Sidney
- Chris Fine, City of Miamisburg

Strategic Priority One: Build identity and awareness of the Great Miami Riverway.

The Great Miami Riverway hosted two Riverway Conversations webinars. The webinars are an effort to share information about economic and quality of life investments and happenings along the Riverway. Dayton Access Television is providing support for the webinars. On January 25, the speaker was Jay Cullis, content manager for the Airstream Travel Trailer Company. Jay shared company history, Airstream's significant impact on the manufacturing economy of Sidney and Shelby County, and recreational vehicle industry trends. On February 25, the speaker was Bob Stomel, director of sales for Miamisburg-based Huffy Bicycles. Bob talked about industry trends, including how the pandemic created an unparalleled increase in demand. Laura Estandia of Bike Miami Valley and Wade Johnston of Tri-State Trails provided updates on local trail developments.

Facilitate a Marketing Subcommittee meeting.

Advertising purchased during January and February for the Riverway includes: a print ad in the June issue of Ohio Magazine, and three months of targeted digital ads with Great Lakes Publishing; a print ad in the 2021 Sidney Visitor's Guide; three blogs and website advertising with Cincinnati Magazine; a yearlong advertising package with Dayton Most Metro; a three month storytelling and social media advertising package with Ohio Tourism. Three months of advertising space on billboards was also purchased including a digital billboard with Kenjoh Ads in Sidney, and a digital and static billboard package with Key Ads for the Dayton and Hamilton areas. Key Ads will provide \$18,000 in donated

billboard space as part of the advertising package. A TV spot and digital advertising was also purchased on the Out-n-About Columbus show in February.

Strategic Priority Two: Advocate and nurture connections between Riverway Communities.

- Prepare for the April 30th Great Miami Riverway Summit. The Summit will be held in person in Hamilton under their parking garage overhang that is open to the outdoors. In 2020, we raised about \$26,000. We need additional donors for this year.
- Facilitate several Passport committee meetings to design a 2021 Passport.
- Work with the Riverway's website manager, Artistic Inspirations, to create a mobile app (a shell app of the current website) that launch the Passport and provide access to help people understand where to eat, what to see, and what to do along the Riverway.
- Hold conversations with coalition members about how to encourage private landowners in our communities to use Hipcamp-the camping version of AirBnb-to create more campsites along the Riverway. The 2015 Great Miami River Corridor Study noted a lack of camping along the river.
- Plan for the second year of the Great Miami Riverway Smallmouth Bass fishing challenge to be held from June 15 to July 15 using the I-Angler app.
- Request a proposal from Yard Design for a placemaking plan.
- Facilitate a Signage and Wayfinding Committee meeting.
- Dan and Duane Gaier have been involved in supporting filling the gaps on the Great Miami Riverway Recreation Trail between Sidney and Piqua. There is an engineering study to determine how to best fill in that gap. There is a similar study being released on the gap between Middletown and Hamilton.

Strategic Priority Three: Build investment in riverfront development along the river and in our communities.

MCD entered into an agreement with UberMedia for four years of visitor statistics and demographic information. UberMedia is a mobile data analytics company that provides location-based behavioral information and analytical insights. They will collect, prepare (refine and clean), and disseminate mobile consumer data to MCD about visitors to the Riverway. UberMedia pulls the location-based data from over 150K apps that people use on their smart phones. The data will help MCD and its Riverway partners: Track visitation to the Riverway, tell the Riverway story more completely than just using the data available in the Tourism Economics reports, set goals for # of visitors, and length of stay, help communities' better plan for investment in public infrastructure, and assist communities attract and advocate for new projects.

Continue to work on specific economic development projects for anchor properties along the Riverway, including:

- RT 25A interchange between Troy and Piqua (the only undeveloped interchange between Sidney and the Ohio River.)
- Miamisburg Hutchings Station coal plant development.
- Downtown Piqua and Sidney.
- Montgomery County Fairgrounds property.

Hold discussions with regional economic development organizations about the number of solar energy projects along the Riverway and the potential development of a bricks and mortar investment concept for retail and main streets.

The Riverway was notified in February that the two proposals submitted to the Priority Development and Advocacy Committee through the Dayton Development Coalition in Fall 2020 were included in the rankings. The proposal, Great Miami River Corridor Placemaking Plan, for funds to create a placemaking plan that will focus on improving three sites in the Riverway was ranked by the Quality of Life committee as a Recommended Project. The proposal, Great Miami River Recreation Safety Program, for a regional safety and wayfinding signage system to be installed along the river to help orient users locate river access along the water, and help first responders locate emergency callers when necessary was ranked by the Quality of Life committee as a Priority Project. *Priority Projects* are the top projects that will make the most significant impact in the Dayton Region among the projects that were submitted. These projects are the region's top priorities for funding because they strongly meet the evaluation criteria and are expected to have the greatest regional impact. *Recommended Projects* meet the needs of the region, would provide benefit to the Dayton Region if funded, and are ready to move forward. *Reviewed Projects* are projects that have value and have gone through the PDAC community review process and public vetting.

Strategic Priority Four: Restructure the Riverway Coalition and broaden the funding platform

Our strategic plan prioritizes adding members to the Coalition who can help bring value to our work. We need to discuss potential new members and what they could bring to the table.

The current 5-year contract ends on May 2022. As we look to the next funding round of the Riverway I'm beginning to explore some different concepts to diversity the funding sources. Our existing partners may still need to participate in the funding model in order to benefit from our work, but if we can reduce the share of the Coalition members, and introduce new revenue streams, that will be a positive for the long-term sustainability.

Great Miami Riverway Director's Report June/July/August 2021



Administration

Attendance/meetings (in person and virtual)

- Exhibit booth at Paddlefest, Cincinnati
- Downtown Dayton COVID recovery Outdoor Recreation Subcommittee meeting
- Troy Director of Public Service and Safety, Patrick Titterington
- I70-75 Development Association Virtual Breakfast
- Stan Kegley, City of Troy
- Joey Graves, Troy Economic Development Council
- Leiann Stewart, Miami County CVB
- Kevin Swanson, Miami County Parks
- Mayor Mike Barhorst, City of Sidney
- Jon Granville, MetroParks of Butler County
- Chris Schmiesing, City of Piqua
- Brad Townsend, City Manager, Mike Lucking, City of West Carrollton
- Jim Palenick, City Manager, Middletown
- Mackensie Witmer, National Aviation Heritage Alliance
- Miami County Commissioners Economic Development Committee

Strategic Priority One: Build identity and awareness of the Great Miami Riverway.

Host a Riverway Conversations webinar in May with Alex Sherbinow, from Old Town Canoe (Johnson Outdoors).

Contract with CitySpark, a calendar web crawler and events software to replace Time.ly. The crawler searches websites, from a list we provide, to find events. Events can also be added manually. The software will also provide online ticketing for Riverway events for no fee.

Marketing Subcommittee met in July and reviewed the advertising and outreach for 2021.

- Print ads
 - June issue of Ohio Magazine
 - 2021 Sidney Visitor's Guide
- Targeted SEM during June, July, and August with Quest and Great Lakes Publishing

- Paid blogs and website advertising during June, July, and August with Cincinnati Magazine
- Digital advertising with Dayton Most Metro - yearlong
- Storytelling and social media advertising package with Ohio Tourism
- Influencer visit and social media package with Ohio Tourism
- Digital Billboards during May, June, and July
 - Kenjoh Ads in Sidney
 - Key Ads for the Dayton and Hamilton areas - Key Ads is providing \$18,000 in donated billboard time as part of the advertising package.
- A series of short videos for use on social media with Dayton-area TV personalities Dan Edwards and Jim Bucher
- New passport
 - The Riverway Summer Challenge was developed by a committee to encourage visitation to the Riverway communities. The passport will be available from June 1 – August 30 and feature prize packages from each community and several grand prizes. Participants will be encouraged to utilize the new Riverway App to play.
- New Riverway App
 - Finalized work with the Riverway's website manager, Artistic Inspirations, to create a mobile app (a shell app of the current website) that launch the Riverway Summer Challenge, and provide easy access to the website's interactive map.

Strategic Priority Two: Advocate and nurture connections between Riverway Communities.

Host the 2021 GREAT Smallmouth Bass Fishing Challenge held from June 15 to July 15 using the I-Angler app. The winning anglers represented Middletown, Piqua, West Milton, and Dayton. We had 43 anglers this year who caught almost 300 smallmouth bass.

Dan spent significant time working with Middletown, Hamilton, and Butler County Commissioners to seek support for bike path connectivity between Middletown and Hamilton, as well as looking at projects to modify low dams in Hamilton, and utilize Miami Conservancy District property in Hamilton for site specific parks and recreation development. These requests were made in a public meeting with Butler County Commissioners on 8/18/21.

Solicited a proposal from Yard and Company, a placemaking and design firm, for a placemaking plan. The proposal recommends picking three communities and using them as a template for further specific placemaking initiatives. We are soliciting support from local community foundations and other potential funders to help fund this effort. When the Riverway was formed, we built this into the goals, but did not raise enough from our communities to fund it, so we need outside funds.

Dan and Duane Gaier continue to be involved in supporting the completion of the Great Miami River Recreation Trail between Sidney and Piqua. An engineering study was released to determine how to best fill in that gap. There is also a similar study being released on the gap between Middletown and Hamilton.

Held a press conference with ODOT and other partners to highlight the placement of location signs on all ODOT bridges from Sidney to Hamilton. The signs will assist paddlers who need to share their location with first responders in the event of an emergency on the river. We'll be the first river in Ohio to partner with ODOT, and have these signs installed. We will work to encourage local governments to place location signs on the bridges they own.

Strategic Priority Three: Build investment in riverfront development along the river and in our communities.

Riverway signed a support letter for an Ohio economic development grant in Sidney. The site of the former Wagner Manufacturing facility, near downtown Sidney, is being targeted by Sidney/Shelby economic development for clean-up and a mixed-use project.

MCD entered into an agreement with UberMedia for four years of visitor statistics and demographic information. UberMedia is a mobile data analytics company that provides location-based behavioral information and analytical insights. They will collect, prepare (refine and clean), and disseminate mobile consumer data to MCD about visitors to the Riverway. UberMedia pulls the location-based data from over 150K apps that people use on their smart phones. The data will help MCD and its Riverway partners: Track visitation to the Riverway, tell the Riverway story more completely than just using the data available in the Tourism Economics reports, set goals for # of visitors, and length of stay, help communities' better plan for investment in public infrastructure, and assist communities attract and advocate for new projects. We recently provided all of the geofenced areas to UberMedia-with our communities' involvement, and are waiting for those dashboards to be built and provided back to us.

Continue to work on specific economic development projects for anchor properties along the Riverway, including:

- RT 25A interchange between Troy and Piqua (the only undeveloped interchange between Sidney and the Ohio River.)
- Miamisburg Hutchings Station coal plant development. Dan will serve as a member of the working group that will meet regularly to support the effort. As a reminder, the developer has indicated the site will contain housing, retail, and riverfront restaurant components.
- Connected two developers with Piqua and two specific sites the city is promoting for development.
- Connected a developer and a prospect for two potential development sites in Sidney.
- Montgomery County Fairgrounds property. Dan serves on the LEED certification panel for the site.

- Met with West Carrollton City officials, and US Senator Sherrod Brown's staff on funding ideas for a Potential Whitewater feature, in the City of West Carrollton. Helped organize a meeting with the City of West Carrollton and two separate developers over the last few months.
- The Riverway, along with the City of Hamilton, and PSC@build (the Spooky Nook facility contractor) is hosting an event to tell the Spooky Nook story to our Riverway communities on Tuesday, September 2nd from 11:30 am to 1:00 pm at Basil 1791 Restaurant in Hamilton. Email Dan if you would like to attend.
- Great Miami River north of Island Park, Dayton, to support a brewery/production facility-expansion of a current local brewpub.

Continuing Conversation with Joe Nickol from Yard and Company on how we can develop a way to show developable parcels-either buildings or land-that have high potential return on investment and have outlived their past use. Joe has suggested an ARC/GIS story map that could be built to give some history of the Riverway and then highlight developable properties that our communities have identified for potential development. We are talking with foundations and outside entities to help fund this effort.

Dan has been working to build relationships with developers who are doing work in our Riverway communities and encouraging them to look at opportunities in other Riverway communities. This has resulted in four specific site meetings (listed above) to date where developers have walked through properties to see if they have interest in a specific site.

Dan has also spent significant time working with Butler County Commissioners to seek support for bike path connectivity between Middletown and Hamilton, as well as looking at projects to modify low dams in Hamilton and utilize Miami Conservancy District property in Hamilton for site specific parks and recreation development.

Strategic Priority Four: Restructure the Riverway Coalition and broaden the funding platform

The Riverway strategic plan prioritized the recruitment of additional Coalition members and committee members who represent a broad consistency and will help deliver on the mission and vision.

The current 5-year contract ends May 2022. The proposed funding model for the future includes contractual agreements, corporate sponsorships, grants, and new revenue streams.

For Riverway programming, marketing and advertising, and projects to continue, Coalition members will need to participate in the funding.