Activities Report
April 2017 – September 2019

Introduction 4
Convene the Riverway Coalition 5
Create Brand Fundamental and Brand Ambassador Resources 6
Expanded Brand Fundamentals 6
Rack Card 6
Folded brochure for Riverway 6
Registered Trademark 6
Inside the Riverway Facebook page 6
License Agreement 6
Recruit, hire, and support the Riverway Coordinator 7
Develop a Website 8
Placeholder web page 8
Great Miami River website (www.GreatMiamiRiverway.com) 8
Trail Conditions map 8
Implement the Signage and Wayfinding Plan 9
Create and implement a Marketing Plan 11
Event Materials 11
Logo Partners 11
PodCast 12
Videos 12
Partnership Marketing 12
Paid Marketing 13
Other paid ads: 13
Great Miami Riverway Summit 14
Selected Presentations 15
Outreach Booths 15
Tour de Way 16

Create a long-term Placemaking Plan 17
Additional Activities 18
Tourism Economics Study 18
Develop additional funding and programming partnerships and connections 19
AWARDS 20
Media Attention 21
Local media 21
National and Statewide Attention 23
SIGNS 24
Medallions 24
Kiosk 25
RTA Sign 25
Bike Trail Sign Component 26
Window Cling 26
Attachment 1 – Schedule and Budget
Attachment 2 – Agreement
Attachment 3 – Invoice
Attachment 4 – Coalition Description
Attachment 5 – Riverway Coordinator Reports
Attachment 6 – Monthly Tip Sheets
Attachment 7 – Goal Sheets
Attachment 8 – Subcommittees
Attachment 9 – Rack Card
Attachment 10 – Brand Use Guidelines
Attachment 11 – Travel Guide
Attachment 12 – License Agreement
Attachment 13 – Coordinator Duties
Attachment 15 – Marketing Plan
Attachment 16 – Social Media Toolkit
Attachment 17 – Special Social Media Toolkits
Attachment 18 – E-Newsletters
Attachment 19 – Pull Up Banner

Attachment 20 – Step and Repeat Banner

Attachment 21 – Tourism Economics Study

Attachment 22 – IEDC Award and Article
Attachment 23 – Signage and Wayfinding Plan

INTRODUCTION

The Great Miami Riverway is a mixed-use district of vibrant city waterfronts interconnected by extensive land and water trails and includes the communities along the Great Miami River corridor from Sidney to Hamilton. 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.

A 2015 U.S. Army Corps of Engineers study provided a regional perspective of existing river and riverfront development and validates communities' efforts to improve and market the river corridor. It stated that promoting the river corridor as one connected place is practical, achievable, and can be successful. The recommendations in the 2015 U.S. Army Corps of Engineers study included:

- Creation of a strong, unified identity for the river corridor
- Promotion of the recreational, historical and cultural resources to increase tourism
- Incorporation of the river into community events

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

1) Increase use of recreational, historical, and cultural assets
2) Attract more visitors
3) Support economic development
4) Strengthen river corridor neighborhoods

To achieve these goals, the Coalition member communities executed agreements with MCD that included a Schedule and Budget of activities (Attachment 1). This report summarizes the progress towards completing those activities.

CONVENE THE RIVERWAY COALITION

MCD received signed agreements (Attachment 2) from ten communities, two counties, and three park districts for a multi-year financial commitment to the Riverway initiative. MCD also received sponsorship pledges from three organizations. The total agreements commit to $803,100 paid to MCD in annual payments between 2017 and 2022. Invoices are mailed to the Coalition members in June of each year (Attachment 3).

- 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
- Sponsors: Miami Valley Regional Planning Commission, Sidney Visitors Bureau, Miami County Convention and Visitors Bureau

The Coalition is guided by a Coalition description document (4) that outlines mission, participation, and responsibilities. The Coalition has met regularly since August 2017. They currently meet every other month. The Coordinator convenes the meetings, creates the agenda, and prepares meeting summaries.

The Chair of the Coalition facilitates the meeting. Stan Kegley, City of Troy served as the chairperson from April 2017 to November 2018. Jacob Stone served as vice-chair during that time and served as chairperson from November 2018 to September 2019. Duane Gaier, City of Sidney, served as co-chair starting in November 2018 and became the current chairperson in September 2019. His term will end in December 2020.

The Coordinator compiles a Report of Riverway activity for review at each meeting (Attachment 5).

For several months, Monthly Tip Sheets (Attachment 6) were sent to Coalition members to help them achieve their participation outlined in the Coalition Description. Starting in 2019, the Coordinator assisted each Coalition member as they created annual goals to meet their participation commitments (Attachment 7). The progress towards those goals is reviewed at each meeting.

Three subcommittees -- for marketing, signage and wayfinding, and destination development (f.k.a. physical improvements) -- meet as needed. Members of the subcommittees include Coalition members and other Riverway stakeholders with expertise in the subcommittee focus area (Attachment 8).

Create Brand Fundamental and Brand Ambassador Resources

Expanded Brand Fundamentals

MCD contracted with Guide Studio to develop the Visual Brand, Brand Communications/brand standards, and conduct a brand ambassador training session on how to use the brand for coalition members and potential brand champions. As part of the "Expanded Brand Fundamentals" contract, Guide Studio designed a Riverway Rack Card (Attachment 9), Brand Use Guidelines (Attachment 10), recommended Photography Shot List for the Riverway, and several Slide Decks for use in presentations.

Rack Card

A Riverway rack card created by Guide Studio was printed and distributed through Coalition members and marketing partners.

Folded brochure for Riverway

A travel guide brochure (Attachment 11) was designed by the Riverway Coordinator and printed by Creative Marketing Strategies in Sidney that features the Riverway cities, itineraries, trips, and bike and paddle vendors. The brochure was distributed though the Coalition, marketing partners, and will be available at the Riverway booth.

Registered Trademark

MCD applied for, and received a registered trademark for the brand.

Inside the Riverway Facebook page

A members-only Facebook page was created to share information and news with Coalition members and brand ambassadors. Page members can post the latest news, calls for content, advertising opportunities, and promotions from (and in) the Riverway. Members are encouraged to post news-worthy stories and photos that can be shared with media and visitors.

License Agreement

A License agreement (Attachment 12) was drafted by MCD to enter into agreements with partners and businesses who want to use the logo on merchandise.

Recruit, hire, and support the Riverway Coordinator

MCD's Human Resources staff, Shannon Phelps, led the recruitment and hiring process for the full-time Riverway Coordinator. She engaged representatives from the Riverway Coalition to assist with drafting the position description, recruitment and interviewing the candidates. MCD hired the coordinator 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.).

Essential duties (Attachment 13) of the coordinator include:

- Implement the marketing and communication plan to attract visitors to the Great Miami Riverway. Represent and promote the Great Miami Riverway to local, regional, and national audiences.
- Network with diverse groups, including placemaking stakeholders, government officials, and the general public to recruit support for the Great Miami Riverway.
- Lead strategic discussions to create sustainable funding and pursue diverse funding opportunities including grants, sponsorships, and memberships.
- Work closely with the members of the Great Miami Riverway Coalition to reflect the Great Miami Riverway in their own marketing programs.
- Develop a multifaceted placemaking program for the Great Miami Riverway.
- Facilitate regular meetings of the Great Miami Riverway Coalition and committees, and assist with special events, socials, and gatherings of Riverway stakeholders.
- Design or coordinate design of materials to maintain, sustain and enhance the Riverway brand.
- Manage a strong, multi-platform, geo-targeted social media campaign that gathers and disseminates information about events and activities.
- Coordinate with appropriate staff/coalition members and provide oversight on public relations activities, including press release mailings and media follow up with story pitches.
- Manage ad and media buys and media projects including press releases and announcements, generate storyline opportunities.
- Monitor and catalog all media coverage of activities across print, broadcast, and social media outlets.

Elizabeth Connor held the position from June 2017 through August 2019. Elizabeth excelled in her position and accomplished all of the goals set for her position. Her expertise, confidence, and excellent management and leadership skills allowed the Riverway to exceed the expected progress during her time in the position.

Dan Foley accepted the position in November 2019.

Develop a Website
Placeholder web page

The URLs were purchased and a single page was launched as the Riverway's initial web presence in 2017.

Great Miami River website (www.GreatMiamiRiverway.com)

A full website was launched on May 10, 2018. To help fund the creation of the website, grants were awarded by the Troy Foundation for $4,500 and The Dayton Foundation for $2,000.

The website was developed by Artistic Inspirations who also hosts the website and provides monthly maintenance services. The website includes trail itineraries, things to do, places to stay, where to eat, a live Trail Conditions Map, a Trip Planner, blog, Tour De Way contest information, and events calendar.

The calendar of events is integrated with the Time.ly app so events can easily be added from Facebook, and submitted by Coalition members. Coalition members can submit new locations for the interactive map by logging on to the website. The Riverway Coordinator approves the submissions.

Trail Conditions map

In a partnership between MCD and the University of Dayton Innovation Center, a real-time Trail Conditions map was developed for the Great Miami Riverway. The online tool helps trail users check on trail closures and understand current trail conditions before going out to use the Great Miami River Recreation Trail. The map shows users if the trail is experiencing high water, has recently experienced high water, or is currently under construction. 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. University of Dayton Trail Conditions Map social media integration and site improvements

IMPLEMENT THE SIGNAGE AND WAYFINDING PLAN

MCD contracted with Guide Studio to create a Kiosk design, Medallion design, and Kiosk Bid and Final Specifications. KAP in Dayton was selected as the vendor in May 2018, 11 kiosks and 124 medallions were ordered and installed. In 2019, 4 additional kiosks were installed.

A subcommittee helped create a **Signage and Wayfinding Plan** (Attachment 14) which was finalized and delivered to all Coalition members in May 2018. 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. MCD plans to install one in Hamilton in 2020.

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

The **Greater Dayton RTA** partnered with the Riverway to install 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 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 – 50 window clings were ordered from Emage Graphics in Middletown and distributed to Coalition members and businesses in 2018. Businesses listed on the Riverway trip planner map were provided with window clings for the front window of their storefront.

Safety Signage – During the Riverway Summit on March 23, 2018, the 180 attendees were asked to highlight the top safety needs and resources needed for the Great Miami Riverway. Four out of five missing resources were signage for access points, wayfinding, and bridge signage.

On September 12, 2018, a River and Trail Safety Signage committee formed to focus on safety signage. The committee helped create a strategy to increase and coordinate emergency response

on the Great Miami River Recreation Trail and the Great Miami River. The committee recommended installation of emergency locator signs on all bike trail signs and Great Miami River bridges. The signs coordinate with GIS code to help locate emergencies during first response and 911 dispatches. The Warren County Telecom staff agreed to lead the coding implementation for county dispatches.

Dayton Rotary applied for, and was awarded, a District Rotary grant of $5000 to help fund the sign design, fabrication, and installation of the safety signs.

CREATE AND IMPLEMENT A MARKETING PLAN

A **Marketing Subcommittee** meets as needed 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 (Attachment 15).

Social Media - The Riverway utilizes Facebook, Twitter, Instagram, LinkedIn and Pinterest. Regular posts are scheduled each week. A Social Media toolkit (Attachment 16) was distributed to Coalition members to encourage appropriate use of the Riverway brand.

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

Customized **Social Media Toolkits** (17) were created for Elected Officials, and Economic Development officials.

E-Newsletter - The Riverway sends out a monthly E-newsletter through mailchimp.com. As of November 1, the total subscribers were 2,670. (Attachment 18)

Professional Photos - MCD contracted with A Knack for Substance for professional photography services of events and activities along the Riverway.

EVENT MATERIALS

A small **Riverway Pull Up Banner** (Attachment 19) was purchased to take to events.

A large **Riverway Step and Repeat Banner** (Attachment 20) was purchased to use as a backdrop at indoor Riverway events.

Trade Show Booth – A Riverway-branded "Rock the Bike" spin art bike was purchased from "Rock the Bike" for the trade show booth. The Riverway-branded tent, table cover, picture wall, brochure holder, and chair were created by Characters, Inc. in Troy.

The booth and Rock the Bike spin art bike made its debut at the Outdoor Experience event on October 5 and 6 and 500 people came to the booth and rode the bike.

LOGO PARTNERS

In exchange for digital promotion by the Riverway, business can be a "logo partner" but adding the Riverway logo on their printed materials, website, window, or other location. Businesses are encouraged to include the Riverway logo in their own ad placements. Businesses must use the Riverway brand guidelines. They are featured by the Riverway after they submit a photo of the

use of the Riverway logo. Current Riverway logo partners are: Rolling Mill Brewing Company, Star City Brewing, Gracie's, and Pet Wants.

PODCAST

The "Hidden Gems" podcast launched the on May 30, 2018. Listeners can subscribe on iTunes at https://itunes.apple.com/us/podcast/great-miami-riverway-hidden-gems/id1392658947 or Spotify. The first guests were Bob Irvin, President of American Rivers, and Rob Rohr, Market Vice President at Cox Media. Each episode featured national and regional conversations about issues and conversations happening in the Great Miami Riverway. The "Hidden Gems" podcast released interviews on June 27, 2018 with three professional cyclists; and on July 26, 2019 with the National Inventors Hall of Fame, and local inventor, Ethan Smith.

In September 2018 the Great Miami Riverway was awarded the "Innovation in Travel Marketing" RUBY (Recognizing Uncommon Brilliance Yearly) Award for the Riverway Podcast from the Ohio Travel Association. The Ohio Travel Association recognizes and rewards outstanding artistry in the field of travel marketing and advertising at the annual Ohio's Conference on Travel.

VIDEOS

The Riverway created promotional and informational videos for use on the website, social media, and by partners. An interview series, "I am the Riverway" featured people who live, work, and play in the Riverway. MCD contracted with Manavision to produce professional video ads in 2019 and 2020.

- #CarFree video with Bike Miami Valley
- #InternationalCoffeeDay video with Boston Stoker, Third Perk, True West, Winans
- Operation Pumpkin 2017
- I am the Riverway videos – interviews with people
- 2019 Manavision Great Miami Riverway commercials (10)
- 2020 Manavision Great Miami Riverway commercials (In design)

The 2019 Riverway videos ran as paid advertisements at movie screenings during the previews at the Hamilton 8 and The Greene 14 cinemas.

PARTNERSHIP MARKETING

Bike Trail Map –To support the Riverway brand, MVRPC added a small section to the 2017 Bike Trail map about the Great Miami Riverway. MVRPC has committed to including the Riverway section to the 2020 Bike Trail map.

Water Trail Map – The design and printing of the Great Miami River Water Trail map was funded by sponsorships from the 2019 River Summit and features the Riverway brand. To support the Riverway brand, MCD added the brand to Great Miami River 10-mile segment maps.

The City of Dayton interviewed Elizabeth Connor and released a podcast and a video on the Great Miami Riverway. Birthplace of Next Podcast (City of Dayton), "Great Miami Riverway," April 6, 2018 and "Inside Dayton" video with Andrew Estevez, July 13, 2018

Partner Ads - Middletown Visitors Bureau, Miami County Visitors and Convention Bureau, City of Sidney, Dayton Convention and Visitors Bureau, Sidney Alive, City of Middletown

- *Ohio Fall Calendar* for TourismOhio, "Goodbye Hot Weather, Hello Cool Events" by Miami County Visitors and Convention Bureau
- Dayton Magazine, 2-page advertising spread from Miami CVB, May 2018

Paid Marketing

MCD entered an agreement with Great Lakes Publishing for 2019 and 2020 Great Miami Riverway advertising in the Butler County Visitors Guide, Destination Dayton, Ohio Travel Guide, and the Ohio Magazine's LongWeekends publications. In 2020, MCD partnered with NAHA to do a joint ad in the Warren CVB Guide.

5 advertising placements – Miami County Visitor Guide, Destination Dayton Guide, Warren County Visitor Guide, Butler County Visitor Guide, *Long Weekends* Spring/Summer

MCD entered into an agreement with TourismOhio for advertising that promoted the Riverway during summer 2019. The advertising package included three months of social media promotions on TourismOhio's Facebook page and an e-blast. New promotional videos produced by ManaVision for the Riverway will be used as the creative content.

In 2019, the Riverway received advertising for paid sponsorships of the City of Sidney's Bicentennial Patriotic Band and Ice Cream Social, Tour de Donut in Troy, PRIDE Middletown, Down a River Down a Beer in Piqua, and Paddlefest Cincinnati.

The 2019 Riverway videos ran as paid advertisements at movie screenings during the previews at the Hamilton 8 and The Greene 14 cinemas.

Other paid ads:

- Facebook
- Cincinnati USA annual Featured Listing (annual)
- Experience Columbus web listing (annual)
- Cincinnati USA – featured banner listing, annual

GREAT MIAMI RIVERWAY SUMMIT

The **2018 Riverway Summit** was held on March 23 at the Dayton Art Institute and had 180 attendees. Elizabeth Connor was featured and spoke on "Find your Way: the Brand, the Developments, and the Future." Other topics included community updates, Dayton Police and Wright Patterson Fire presented "Changing Perceptions: Safety and Public Education on the Riverway," and a county tourism panel presented "Regional Tourism Creates Jobs."



The **2019 Great Miami Riverway Summit** was held April 19 at Hobart Arena in Troy and attended by 215 community members. The event attracted 43 exhibitors and cash sponsorships totaling $30,000. The funds raised covered the event costs, the Riverway tradeshow booth, the printing of the Great Miami River Map and Guide, and additional Riverway outreach items

The keynote speaker was Elizabeth Fogarty from Visit Grand Junction, Colorado. Elizabeth Connor provided an update of the progress and future plans of the Great Miami Riverway. Other sessions included speakers from the Miami County Park District, Premier Health, and Dayton Children's Hospital on their "RX for Nature" program; Riverway community leaders and elected officials on their 2018 Riverway investments and developments; and the Ohio Farm Bureau Federation on how they are working to keep rivers healthy.



Elizabeth Connor led the event programming and coordination. The National Aviation Heritage Area awarded a WACO biplane ride as a door prize.

The **2020 Great Miami Riverway Summit** is scheduled for April 17 at the Fitton Center in Hamilton.

Selected Presentations

In addition to presenting to Riverway stakeholders and potential funders, presentations were made to increase exposure of the Riverway mission.

- JobsOhio Quarterly Economic Development meeting
- Dayton Builders Exchange Annual Meeting
- Cycling Summit
- Media Mission to Indianapolis with TourismOhio
- MATAG Conference
- TourismOhio Annual Meeting
- Ohio Museums Association Annual Meeting with Ohio Travel Association

Outreach Booths

- Ohio Tourism Day, Ohio Statehouse lawn
- Great Adventure Race, Downtown Dayton Partnership booth
- WALK! Downtown Dayton booth
- Outdoor Experience 2019
- Cyclocross 2019

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 encourages 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.

The editorial coverage of Tour de Way through May 23, 2019 resulted in an advertising equivalent of $13,000. The Riverway paid for advertisements on iHeart Radio to be played throughout May. The social media reach of Tour de Way totaled 607,000 people through May 23, 2019. As of November 1, 2019 there were 850 participants logged on to Tour de Way.



CREATE A LONG-TERM PLACEMAKING PLAN

On May 25, 2018, a Physical Improvements SubCommittee activation and planning session was facilitated to help build consensus amongst the Coalition members on a way to prioritize Physical Improvement projects along the Great Miami Riverway. Chris Schmiesing chaired the Physical Improvements subcommittee from May 2018 until May 2019. The 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/14YIs0p2NBf02Q3u8xyZAH9lFtZtcVqCuyuu7ijPaKxA/edit?usp=sharing).

The subcommittee is working with MVRPC to create a "desert" map 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.

MCD requested a proposal from the Project for Public Spaces for services to assist with a Placemaking Plan for the Riverway and the Riverway communities.

ADDITIONAL ACTIVITIES

TOURISM ECONOMICS STUDY

MCD contracted with Tourism Economics to create a special district study (Attachment 21) on the economic importance of tourism to the Great Miami Riverway. The report was completed in August 2018 and reported that the Great Miami Riverway brings in $773 Million tourist dollars in 2017, and generated 9,110 jobs. The results of the study were released at a press conference at MCD headquarters on September 10. Additional studies will be conducted in 2020 and 2022.





DEVELOP ADDITIONAL FUNDING AND PROGRAMMING PARTNERSHIPS AND CONNECTIONS

A subcommittee of economic development professionals met in March and April 2019. The Riverway Coordinator facilitated discussion on the value of the Riverway activities to economic development and a long-term funding plan for the Great Miami Riverway. Suggestions from this groups included renewing the current agreements, creating a new nonprofit organization, partnering/merging with an existing organization, forming a special district, or attracting private investment.

AWARDS

In **September 2018 the Great Miami Riverway was awarded the "Innovation in Travel Marketing" RUBY** (Recognizing Uncommon Brilliance Yearly) Award for the Riverway Podcast from the Ohio Travel Association. The Ohio Travel Association recognizes and rewards outstanding artistry in the field of travel marketing and advertising at the annual Ohio's Conference on Travel.



In **October 2019 the Ohio Travel Association recognized the Great Miami Riverway by awarding it a RUBY** (Recognizing Uncommon Brilliance Yearly) Award for Print Advertising for the Riverway Ad featured on the inside cover of the Destination Dayton magazine. The Ohio Travel Association recognizes and rewards outstanding artistry in the field of travel marketing and advertising at the annual Ohio's Conference on Travel.

The International Economic Development Council (IEDC) honored the Riverway with its **Silver Award for Excellence in Economic Development for Regionalism & Cross-Border Collaboration at the IEDC annual conference on October 15, 2019**. (Attachment 22)

MEDIA ATTENTION

LOCAL MEDIA

- Sidney Daily News, "Great Miami Riverway Coordinator is on the Job," June 26
- Fox 45 Dayton, "Elizabeth Connor Hired," June 27
- Dayton Business Journal, "Elizabeth Connor Moving Up," June 29
- Dayton Daily News, "Coordinator Begins Work on Great Miami Riverway," July 3
- Piqua Daily Call, "Great Miami Riverway Coordinator Hired," July 6
- Dayton Daily News, "Miami County Joins Riverfront Coalition," July 8
- Queen City Discovery, "Anniversary of Miami Erie Canal," July 21
- Fox 45 Dayton, "Anniversary of Miami Erie Canal," July 21
- Ohio Travel Association, link to Smithsonian article, July 21
- West Carrollton TV interview with Christian Mattingly
- "MCD receives grant funding for Great Miami Riverway project" – Piqua Daily Call, October 30, 2017
- "Middletown joins group promoting development along Great Miami River" – Journal News, November 13, 2017
- "The Great Miami River could be the next big destination in Hamilton" – Journal News, January 24, 2018
- "Leaders Hear Progress of the Great Miami Riverway" – Sidney Daily News, February 23, 2018
- "Great Miami Riverway effort to be discussed" – Dayton Daily News, February 24, 2018
- "5 Questions About Middletown's future with a new city official" – Journal News, March 1, 2018
- WDTN, Riverway Summit, March 22, 2018
- "Local Officials Attend River Summit," Sidney Daily News, March 25, 2018
- "Let's Talk Miamisburg" June 13, 2018
- Connections!LIVE Facebook video with The Dayton Foundation June 15, 2018
- "A dam removal is the latest project to make the Great Miami River safer" – May 30, 2018 in *Dayton Daily News*
- Jim Otte, Channel 7 WHIO Reports, July 29, 2018 (filmed July 5, 2018)
- "Hamilton's low dams may be altered to allow safer boating" – July 12, 2018 in *Journal-News*
- Dayton Daily News, WHIO - "Greater Dayton RTA and Great Miami Riverway partner to add new attraction bus stop signs," November 12, 2018
- Channel 7 – coverage of Greater Dayton RTA and Great Miami Riverway partnership bus stop signs, November 13, 2018
- Dayton Daily News, "Great Miami Low Dam Removal to Boost Safety, Aquatic Life," December 12, 2018
- Sidney Daily News, "First Riverway Kiosk Installed," December 28, 2018
- West Carrollton tv interview, December 5, 2018
- Ron Rollins interview, "Miami Valley Voices" Cox Media Group, March 19, 2019

- Journal News, “New Contest Will Offer Prizes…”, February 24, 2019
- Sidney Daily News, “It’s Time to be Social Media Free,” February 27, 2019
- Fox News live, “Opening Day for Trails”, April 12, 2019
- Living Dayton, “Tour de Way”, May 3, 2019
- Piqua Daily Call, “Great Miami Riverway Summit set,” April 4, 2019
- Troy Daily News, “Great Miami Riverway Summit set,” April 4, 2019
- Dayton Daily News, “Riverway Summit on tap,” April 19, 2019
- Dayton Daily News, “Tipp City joins Riverway,” April 19, 2019
- Troy Daily News, “Riverway members share marketing strategies,” April 22, 2019
- Dayton Daily News, “Great Miami River celebrated during regional Summit in Troy,” April 22, 2019
- Sidney Daily News, “Free passport program offers 100-plus locations,” April 30, 2019
- Dayton Daily News, “Exploring river could earn you a prize,” May 1, 2019
- Dayton Daily News, “This floating tent, manufactured by SmithFly…” May 3, 2019
- Journal News, “Event offering prizes for exploring Great Miami River,” May 3, 2019
- Most Metro.com, “Tour de Way launches today!” May 4, 2019
- Living Dayton, Tour de Way, June 3, 2019
- TV Hamilton, “Tour de Way,” June 3, 2019
- Ohio Magazine, “Explore the Great Miami Riverway,” June 23, 2019
- Dayton Business Journal, “Middletown Establishing Greater Riverway Presence,” July 12, 2019

NATIONAL AND STATEWIDE ATTENTION

- Outside Magazine, "The 25 Best Towns of 2017," June 15, 2017
- Smithsonian Air & Space Magazine, "A Bike Ride Through Wright Brothers Territory," July 19, 2017
- Wander and Whine, "Fun in Butler County," July 21, 2017
- Realtor, "Move Over, Boulder: 10 Cities Where Outdoor Lovers Can Actually Afford to Live," July 24, 2017
- "12 of the world's most enticing food and drink trails" – CNN Travel for Butler County Donut Trail, November 9, 2017
- July *Ohio Magazine*, "Find your Adrenaline Adventures in Middletown Ohio!" by Visit Middletown
- "(Next) Best Paddling Towns: Dayton OH" – June 19, 2018 in *Canoe and Kayak Magazine* online
- "Nearly $275 million invested in Great Miami Riverway" – WHIO Radio, WHIO TV, Dayton Daily News, Springfield News Sun, August 6, 2018
- "The Great Miami Riverway on screen" – Troy Daily News, August 11, 2018
- "Regional Tourism: Great Miami Riverway more than the river, bike path" – Journal News, August 25, 2018
- "Economic Impact of Tourism in the Great Miami Riverway" – studio interview with Nathan, FOX 45, September 10, 2018
- "Great Miami River helps bring millions of dollar to the Miami Valley economy" – Abc 22/Fox 45, September 10, 2018
- "Riverway tourism brings in big money, provides local jobs" – Troy Daily News, September 12, 2018

SIGNS

MEDALLIONS

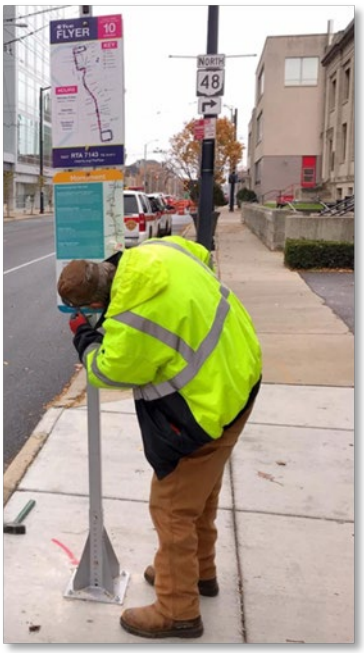




KIOSK



RTA SIGN



Bike Trail Sign Component



Window Cling



ATTACHMENT 1 – SCHEDULE AND BUDGET

PLACEMAKING INITIATIVE SCHEDULE AND BUDGET

The Great Miami Riverway is a mixed-use district of vibrant city waterfronts interconnected by extensive land and water trails and includes the communities along the Great Miami River corridor from Sidney to Hamilton. These 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 goal of the Great Miami Riverway Placemaking Initiative is to develop and implement ongoing marketing, planning, and programming to:

1) Increase use of recreational, historical, and cultural assets
2) Attract more visitors
3) Support economic development
4) Strengthen river corridor neighborhoods

The Schedule and Budget was prepared at the request of the communities in the Great Miami Riverway and was informed by the 2015 USACE Planning Study, the professional guidance of Studio Graphique, and community and stakeholder input.

Launch

Several cities and organizations have committed to contribute funds toward the Great Miami Riverway Placemaking Initiative and have asked the Miami Conservancy District to facilitate the initiative through its River Corridor Improvement Subdistrict. Launch of activities listed below are contingent on sufficient funding contributions.

Activities Year 1 - April 2017–March 2018

- Convene the Riverway Coalition.
- Create Brand Fundamentals and Brand Ambassador Resources.
    - Visual Brand (expanded palette, icon library, photo archive shot list)
    - Brand Communications (Voice Guidelines, Social Media Guidebook, Co-Brand Guidelines)
- Recruit and hire a full-time Riverway Coordinator.
- Develop a Website.
- Finalize the Signage and Way-Finding Plan including design standards and guidelines.
- Market and promote the Riverway through social media and partners.

TOTAL BUDGET: 156,500

Activities Year 2-5 - April 2018–March 2022

- Support the full-time Riverway Coordinator.
- Convene the Riverway Coalition.
- Create a long-term Marketing Plan*.
- Facilitate implementation of Signage and Way-Finding Plan*.
- Create a long-term Placemaking Plan*.
- Develop additional funding and programming partnerships and connections.

TOTAL BUDGET: 536,000

*Specific action plan items and exact budgets to be developed with input from Coalition members. Additional fundraising from diverse sources may be required to execute activities included in the Plans.

Funding Years 1-5

The Riverway Initiative is funded by the communities along the Great Miami River. These communities will participate on the Riverway Coalition and provide input to plans and programs.

Associate memberships will also be available to businesses, organizations, and educational institutions. Associate members will not be voting members of the Coalition.

TOTAL BUDGET: 692,500

ATTACHMENT 2 – AGREEMENT

AGREEMENT

This **AGREEMENT**, made this 1st of JUNE, 2017, by and between the **RIVER CORRIDOR IMPROVEMENT SUBDISTRICT of the MIAMI CONSERVANCY DISTRICT**, a body corporate and political subdivision of the State of Ohio, pursuant to §6101 of the Ohio Revised Code, located at 38 East Monument Avenue, Dayton Ohio 45402, and the **NAME**, located at STREET ADDRESS, CITY, STATE, ZIP, and hereinafter referred to as "**NICKNAME**".

WHEREAS, The Great Miami Riverway is a mixed-use district of vibrant city waterfronts interconnected by extensive land and water trails and includes the communities along the Great Miami River corridor from Sidney to Hamilton; and

WHEREAS, NICKNAME recognizes the potential to maximize existing and planned riverfront investments and economic development by approaching the river corridor as a unified, connected, regional place; and

WHEREAS, A 2015 U.S. Army Corps of Engineers study provided a regional perspective of existing river and riverfront development and validates communities' efforts to improve and market the river corridor is practical, achievable, and can be successful; and

WHEREAS, the recommendations in the 2015 U.S. Army Corps of Engineers study included:

- Creation of a strong, unified identity for the river corridor
- Promotion of the recreational, historical and cultural resources to increase tourism
- Incorporation of the river into community events; and

WHEREAS, 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; and

WHEREAS, the Miami Conservancy District has many years of experience bringing diverse communities together to establish programs that benefit the Miami Valley including regional approaches to flood protection, recreation, and water management; and

WHEREAS, the goal of the Great Miami Riverway Placemaking Initiative is to develop and implement ongoing marketing, planning, and programming to:

1) Increase use of recreational, historical, and cultural assets,
2) Attract more visitors,
3) Support economic development,
4) Strengthen river corridor neighborhoods,

WHEREAS, NICKNAME will participate in the Great Miami Riverway Coalition (Coalition) whose purpose 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; and

NOW THEREFORE, in consideration of the mutual promises hereinafter contained, it is **AGREED** as follows:

1. NICKNAME agrees to pay River Corridor Improvement Subdistrict the sum of not more than $XXXX to conduct activities from the draft of execution of this agreement through MAY 31, 2022. NICKNAME shall make the first payment of $XXXX upon of this agreement, and equal payments of $XXXXX on June 1 of each project year.

2. NICKNAME will participate as a voting member of the Great Miami Riverway Coalition if payments are current.

3. NICKNAME acknowledges that the primary role of River Corridor Improvement Subdistrict is facilitation, coordination, and planning according to the Attachment A, Schedule and Budget dated March 10, 2017.

4. Funding for physical improvements and implementation of specific marketing and programming purchases or services is not covered by this agreement. The Attachment A, Schedule and Budget may be modified to include additional funds and funding sources for such items and activities.

5. River Corridor Improvement Subdistrict and NICKNAME agree to maintain records for audit by agencies of the State of Ohio.

6. This **AGREEMENT** represents the entire agreement between the parties with respect to the subject matter hereof.

7. This **AGREEMENT** may be amended or supplemented at any time by full consent in writing of both parties hereto.

8. This **AGREEMENT** shall be governed by the laws of the State of Ohio.

9. This **AGREEMENT** shall be in effect until DATE.

IN WITNESS THEREOF, pursuant to authorization of the Board of Directors of **THE MIAMI CONSERVANCY DISTRICT** on behalf of the **RIVER CORRIDOR IMPROVEMENT SUBDISTRICT**, the General Manager of **THE MIAMI CONSERVANCY DISTRICT** and the representative of **NICKNAME** have respectively executed this agreement on the day and date first written, in duplicate.

THE RIVER CORRIDOR IMPROVEMENT SUBDISTRICT OF THE MIAMI CONSERVANCY DISTRICT

By:

_____
Janet M. Bly
General Manager
The Miami Conservancy District

CITY OF NICKNAME

By:

_____
REPRESENTATIVE
TITLE

ATTACHMENT 3 – INVOICE

Lower Great Miami River Nutrient Management Project
38 E. Monument Ave.
Dayton, OH 45402-1265

Invoice

Invoice Number: 2015

Customer: City of Miamisburg
Invoice Date: 10/1/15
Contact: David Reimer

Customer P.O.
Order Date: 10/1/15

Bill To: 10 North First Street
Miamisburg,
OH
45342

Ship To: Miami Conservancy District
38 E. Monument Ave.
Dayton, OH 45402-1265
Attn: Sarah Hippensteel Hall

Payment Due: 10/30/15

Description	Amount
Manage Request for Qualifications process	
Manage Lower Great Miami River Nutrient Management Project	
Coordinate with project partners and stakeholders	
Manage sediment study contract	
Conduct nutrient sampling	

Pay this Amount **Invoice Total** $ 20,000.00

Attachment 4 – Coalition Description

GREAT MIAMI RIVERWAY COALITION

What is a Coalition?

A community coalition is a group of individuals representing many organizations who agree to work together to achieve a common goal. A coalition brings professional and grass-roots organizations from multiple sectors together, expands resources, focuses on issues of community concern, and achieves better results than any single group could achieve alone.

MISSION (Purpose) 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 Coalition will participate by:

- Showing ownership and support of the Riverway
- Providing meaningful input toward an action plan of goals and objectives
- Engaging in productive meetings and decision making
- Offering continuous evaluation and improvement of Riverway programs and activities
- Exchanging knowledge, ideas and strategies for the development of the Riverway
- Improving trust and communication among community/business stakeholders
- Mobilizing diverse talents, resources and strategies
- Developing interventions that meet the needs of the Riverway, are community-owned and likely to be sustained
- Identifying additional resources and support efforts

Coalition Member Initial Responsibilities:

- Provide input to Action Plans: goals, objectives, strategies, roles, responsibilities, resources and timeline
- Enter into an Memorandum of Understanding with MCD
- Educate members about the Riverway (Partnership Strategy/Brand Champion Training)
- Contribute financial and in-kind resources

MCD will participate by:

- Engaging Coalition for decision-making and policy setting
- Developing fiscal management structure through its River Corridor Improvement Subdistrict
- Developing yearly Action Plans with Coalition input: goals, objectives, strategies, roles, responsibilities, resources and timeline
- Reporting progress to the Coalition
- Providing office space, email, phone; use of vehicles; access to shared office equipment, materials, and support; opportunities for professional development
- Identifying additional resources and support efforts

MCD Initial Responsibilities:

- Coordinate with Coalition Members to finalize the Action Plan, Budget, and Riverway Coordinator Position Description
- Enter into an Memorandum of Understanding with each Coalition Member
- Manage Marketing and Branding Contractor
- Recruit Program Coordinator

Coalition Policies:

- Each Coalition Member organization will get one vote when decisions are necessary.
- Each Coalition Member organization will assign a representative and an alternate to participate in Coalition meetings and discussions.
- The Coalition will nominate and elect a chairperson to run the meetings. Their responsibilities are to call the meeting to order and keep the meeting focused on the agenda. The chairperson will serve a two year term. The chairperson will be nominated by a different Coalition Member organization for each two year term so that every organization rotates into the position.
- The Coalition will also nominate and elect a Vice-chairperson who will serve in the Chairperson's absence. The Vice-chairperson will serve a two year term and then be elected into the role of Chairperson. The Chairperson will not come from the same county as the Vice-chairperson.
- MCD staff will draft the Coalition meeting agenda, and any related materials, and send to the Chairperson and Vice-chairperson for final approval.

Chair and Vice-Chair

As agreed upon at the January 2017 meeting:

- The Coalition will nominate and elect a chairperson to run the meetings. Their responsibilities are to call the meeting to order and keep the meeting focused on the agenda. The chairperson will serve a two year term. The chairperson will be nominated by a different Coalition Member organization for each two year term so that every organization rotates into the position.
- The Coalition will also nominate and elect a Vice-chairperson who will serve in the Chairperson's absence. The Vice-chairperson will serve a two year term and then be elected into the role of Chairperson. The Chairperson will not come from the same county as the Vice-chairperson.
- MCD staff will draft the Coalition meeting agenda, and any related materials, and send to the Chairperson and Vice-chairperson for final approval before each meeting.

ATTACHMENT 5 – RIVERWAY COORDINATOR REPORTS

Great Miami Riverway Coordinator
Report: August 2017

Website
RFP was sent to 14 regional website developers on August 1, 2017. Deadline for proposals was August 22, 2017. **Discussion of Website Subcommittee findings to follow this report**.

Riverway-Generated Media
- N/A

National and Statewide Attention
- N/A

Activities
- Introductions Completed
    - Sidney
    - Shelby County Visitors Bureau
    - Moraine
    - Middletown
    - Miamisburg
    - Piqua
    - Tipp City
    - Five Rivers Metroparks
    - Butler County Visitors Bureau
    - Great Miami Crew, Hamilton
- Scheduled Tours include all coalition members. Individual organizations and user groups will be next. The final tours will include small businesses and corporations.
- Events Attended
    - Art in the City – Dayton
    - Dayton Mini Maker Faire – Carillon Park
    - River Stewards
    - Wright Company Factory Tour – Dayton
    - Season Launch, Fitton Center – Hamilton
    - African American Cultural Festival – Dayton
    - Piqua Duck Drop and Rock Piqua!
- Briefings Attended
    - Dayton Riverfront Master Plan
    - National Aviation Heritage Alliance Annual Meeting
- Project Development
    - Oxford Economics – **discussion and recommendation to follow report**
    - Sponsorship Prospectus – **discussion and recommendation to follow report**

Potential Grant Proposals

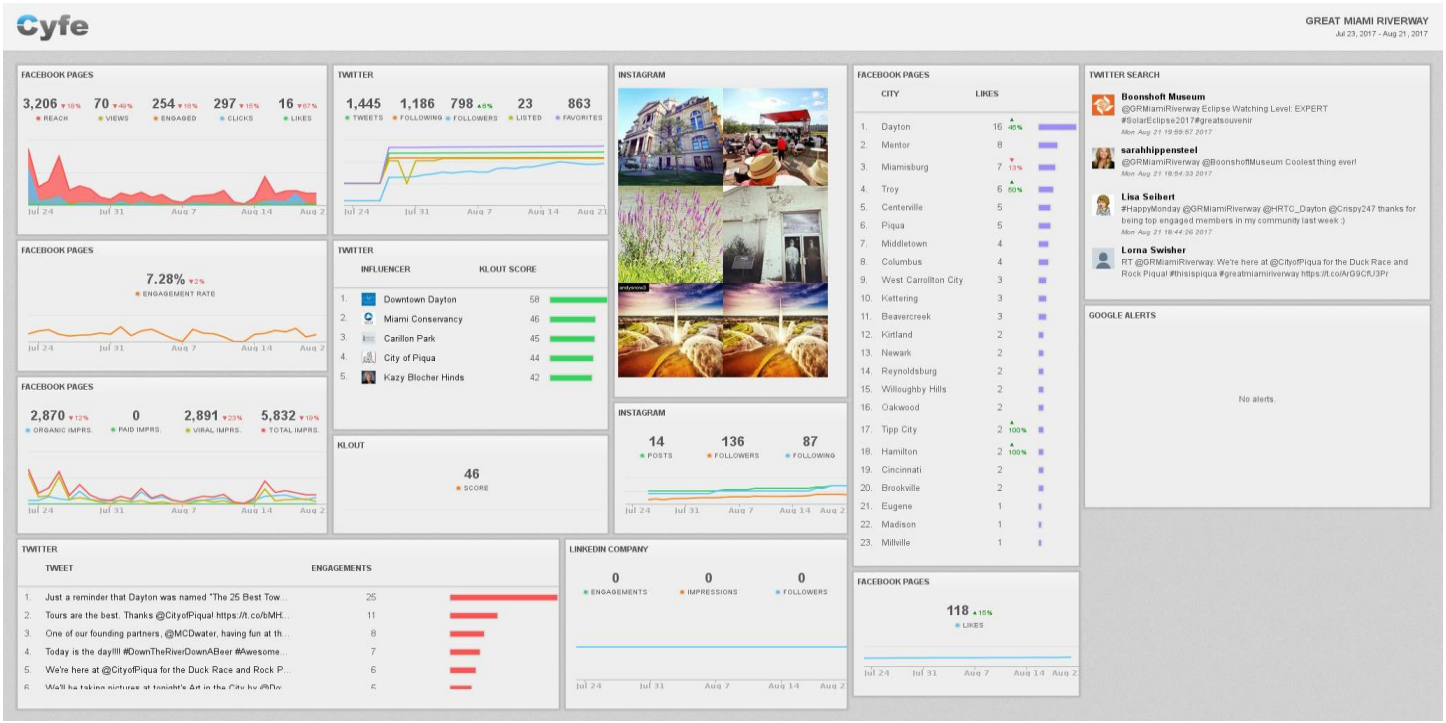
- Troy Foundation, submitted August 15, 2017 for $4,500 “Website”
- Hamilton Community Foundation, September 1, 2017 for $4,500 “Website”
- Dayton Foundation, September 1, 2017 for $7,000 “Website”

Social Media (as of August 21, 2017)

Loyalty: Overall 6% increase

Platform	Previous Month	Current Month
Facebook	105	115
Twitter	777	798
Instagram	104	136

Social Media Report Generated by Cyfe



Great Miami Riverway Coordinator
Report: July 2017

Website
Coalition Members were asked to contribute Top Three Priorities for what the website needs to accomplish.

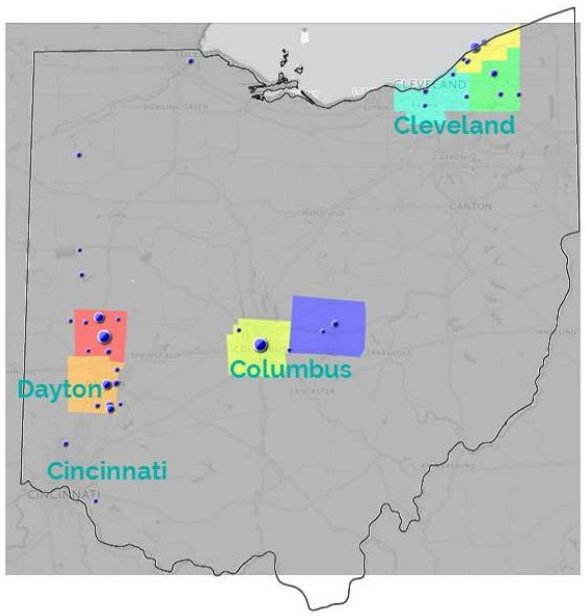
Presentation of draft RFP to follow this report.

Riverway-Generated Media
- Sidney Daily News, "Great Miami Riverway Coordinator is on the Job," June 26
- Fox 45 Dayton, "Elizabeth Connor Hired," June 27
- Dayton Business Journal, "Elizabeth Connor Moving Up," June 29
- Dayton Daily News, "Coordinator Begins Work on Great Miami Riverway," July 3
- Piqua Daily Call, "Great Miami Riverway Coordinator Hired," July 6
- Dayton Daily News, "Miami County Joins Riverfront Coalition," July 8
- Queen City Discovery, "Anniversary of Miami Erie Canal," July 21
- Fox 45 Dayton, "Anniversary of Miami Erie Canal," July 21
- Ohio Travel Association, link to Smithsonian article, July 21

National and Statewide Attention
- Outside Magazine, "The 25 Best Towns of 2017," June 15
- Smithsonian Air & Space Magazine, "A Bike Ride Through Wright Brothers Territory," July 19
- Wander and Whine, "Fun in Butler County," July 21
- Realtor, "Move Over, Boulder: 10 Cities Where Outdoor Lovers Can Actually Afford to Live," July 24

Social Media (as of July 24, 2017)
Loyalty: Overall 13% increase

Platform	Previous Month	Current Month
Facebook	58	105
Twitter	745	777
Instagram	69	104



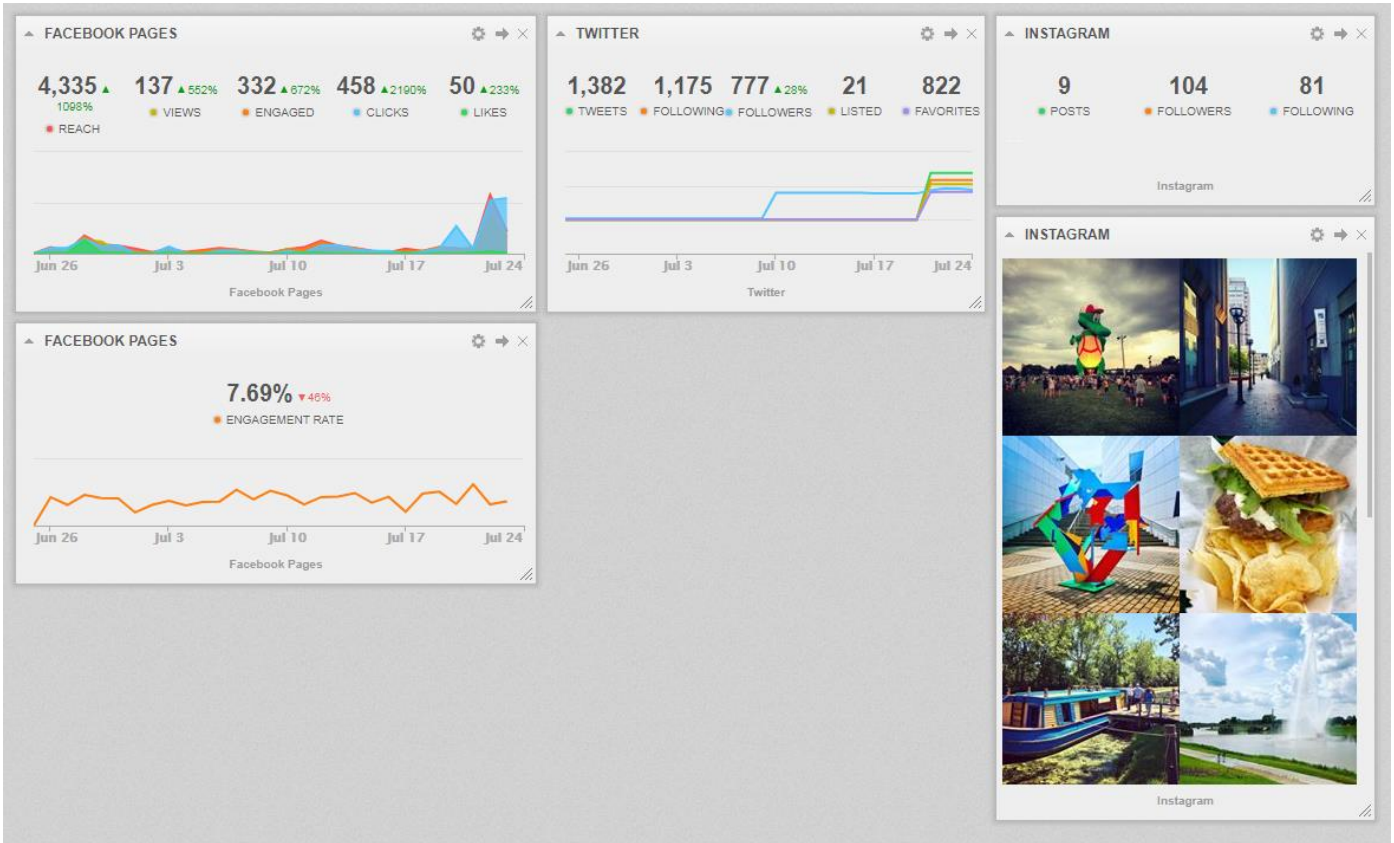
Activities
- Introductions Completed
  - MCD
  - Fitton Center
  - Hamilton
  - West Carrolton
  - Riverside
  - Montgomery County Commissioners
  - Miami County Visitors Bureau
  - Troy

    - Miami County Park District
    - Dayton Visitors Bureau
    - National Aviation Heritage Alliance
    - UpDayton
- Scheduled Tours include all coalition members. Individual organizations and user groups will be next. The final tours will include small businesses and corporations.
- Events Attended
    - Johnston Farm and Indian Agency, History Alive! - Piqua
    - Piqua "Love Lock" Dedication
    - Miami & Erie Canal Groundbreaking, 192nd anniversary - Middletown
    - Ohio Challenge Hot Air Balloon Festival - Middletown
    - Ubuhle Women, Dayton Art Institute
- Briefings Attended
    - Dayton Riverfront Master Plan
    - Troy Downtown Riverfront Strategic Development Plan
- Project Development
    - Oxford Economics
    - Dayton Local Contributor
    - Public Relations Society of America, Host 2019

Potential Grant Proposals

- August 25 – Lowe's Community Partnership $100,000
- September 1 – Ohio History Fund (Bricks and Mortar) $20,000 (60/40 match)
    - Shared with Wright-Dunbar, Inc.
- December 1 – Ohio Humanities Media Grant $20,000

Social Media Report Generated by Cyfe



Great Miami Riverway Coordinator
Report: November 2017

Website Design
MCD signed a contract with Artistic Inspirations. First development meeting held on November 29.

Riverway-Generated Media
- "MCD receives grant funding for Great Miami Riverway project" – Piqua Daily Call, October 30, 2017
- "Middletown joins group promoting development along Great Miami River" – Journal News, November 13, 2017

National and Statewide Attention
- "12 of the world's most enticing food and drink trails" – CNN Travel for Butler County Donut Trail, November 9, 2017

Activities
- Introductions Completed
    - Dayton Inspires
    - City of Middletown
    - Dayton Boat Club
    - Metroparks of Butler County
    - Montgomery County Economic Development
    - City of Dayton Public Affairs
    - Adventure Central
- Events Attended
    - Chrisholm Park Ribbon Cutting – Butler County
    - 45th Annual Dayton Holiday Festival
    - Carillon Tree Lighting
    - Battle of the Breakfasts - Dayton
    - Winter Wonderland Parade – Sidney
- Briefings/Programs Attended
    - Dayton Regional Realtors "Dayton Ambassador" event
    - Ohio Travel Association Conference on Travel
    - Miami Valley Trails Impact Study
    - The Dayton Foundation - potential fund
    - Butler County Visitors Bureau – State of the County
- Project Development
    - Trail Closure App – potential University of Dayton partnership
    - Dayton City Schools workforce training program
- Project Deliverables
    - Expanded Brand Fundamentals Contract with Guide Studio
        - Rack Card
        - Brand Use Guidelines
        - Community Slide Deck

- Photography Shot List

o Signage and Wayfinding Contract with Guide Studio
- Kiosk Design
- Medallion Design
- Final Specifications

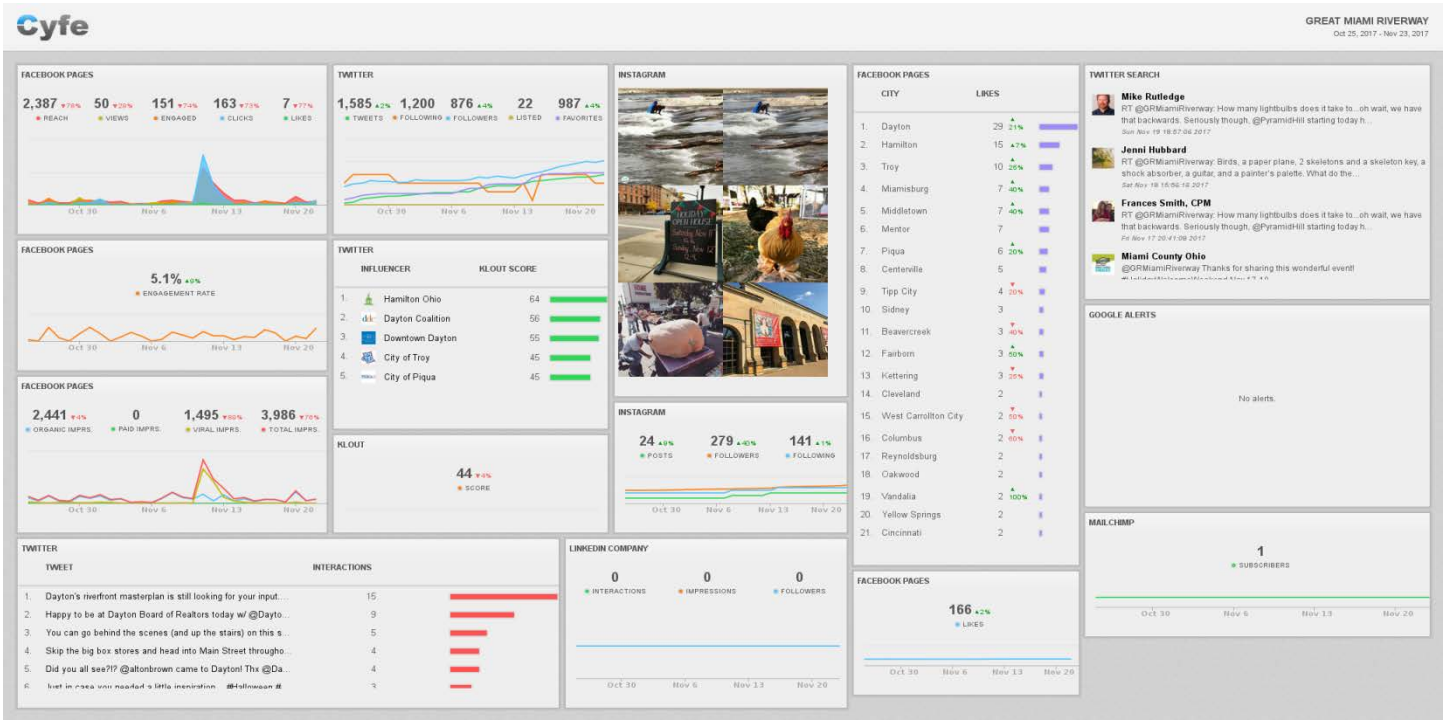
Social Media (as of November 27, 2017)

Loyalty: Overall 11.9% increase

***In the month of October, @GRMiamiRiverway outperformed TourismOhio in engagement on Twitter**

Platform	Previous Month	Current Month
Facebook	160	166
Twitter	836	878
Instagram	192	285

Social Media Report Generated by Cyfe



Great Miami Riverway Coordinator
Report: October 2017

Website Design
No progress. Waiting on Coalition payments before contract with Artistic Inspirations is signed.

Website Funding
- Troy Foundation, submitted August 15, 2017 for $4,500 "Website" – RECEIVED $4,500
- Dayton Foundation, September 1, 2017 for $7,000 "Website" – RECEIVED $2,000

Riverway-Generated Media
- N/A

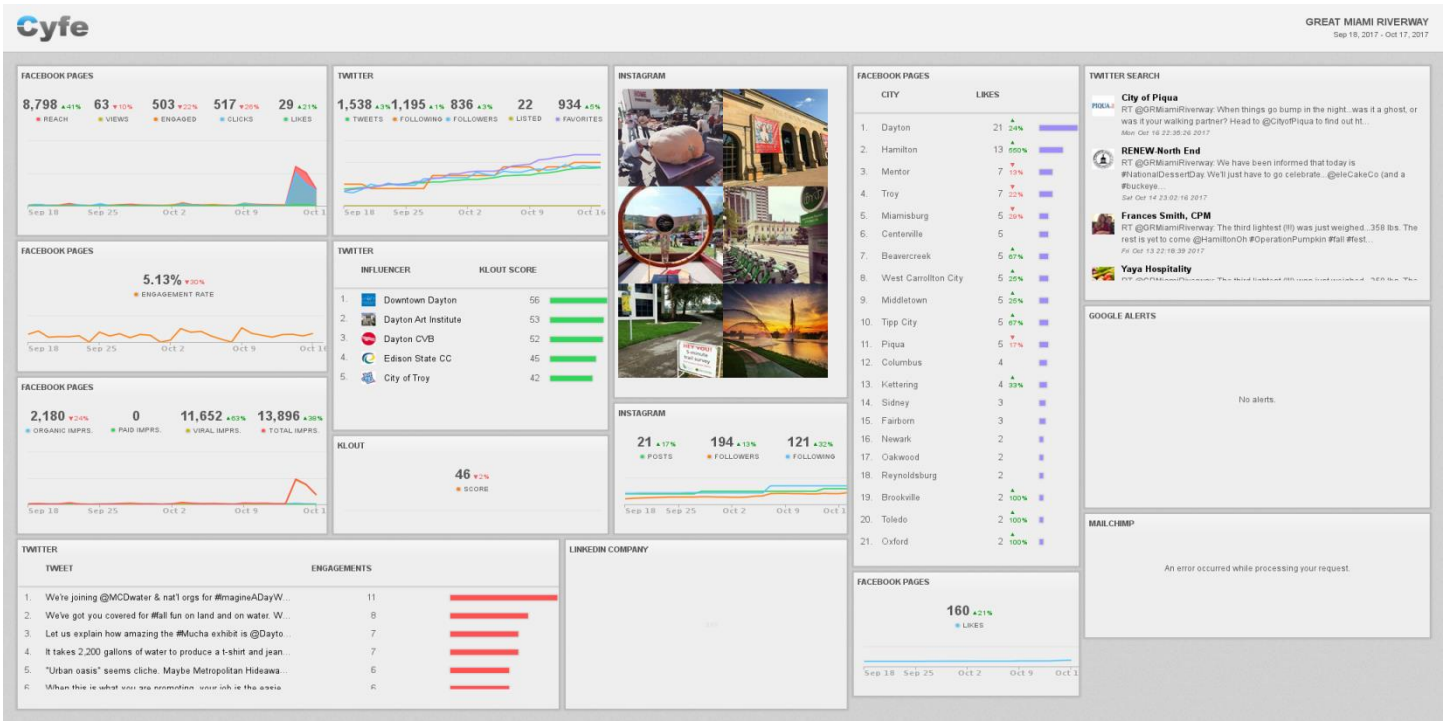
National and Statewide Attention
- N/A

Activities
- Introductions Completed
    - City of Beavercreek
    - Chuck Vella, Vella Inc.
    - Culture Works
    - Boonshoft Museum – Development
    - CityWide
    - Middletown Visitors Bureau
- Events Attended
    - Operation Pumpkin
- Briefings Attended
    - SCORP input
- Project Development
    - Operation Pumpkin video received 3,000 views and 34 shares. It added 10 new page likes.

Social Media (as of October 17, 2017)
Loyalty: Overall 5.0% increase

Platform	Previous Month	Current Month
Facebook	134	160
Twitter	819	836
Instagram	178	192

Social Media Report Generated by Cyfe



Great Miami Riverway Coordinator
Report: September 2017

Website Design
No progress. Waiting on Coalition payments before contract with Artistic Inspirations is signed.

Website Funding
- Troy Foundation, submitted August 15, 2017 for $4,500 "Website"
- Dayton Foundation, September 1, 2017 for $7,000 "Website" – RECEIVED $2,000

Riverway-Generated Media
- West Carrollton TV interview with Christian Mattingly

National and Statewide Attention
- N/A

Activities
- Introductions Completed
    - Downtown Dayton Partnership
    - Boonshoft Museum of Discovery
    - Bike Miami Valley
    - Dayton Hikers
    - Buckeye Trail
    - Ohio Road Runners Club
    - Dayton Rowing Association
    - Miami Conservancy District Board of Directors
    - Dayton Chamber
    - Dayton Library
    - Dayton History
    - City of Dayton, Community Programming
- Events Attended
    - Greek Festival – Dayton
    - Dragon Boat Race – Hamilton
    - Hamilton Flea – Hamilton
    - Tour de Donut – Troy
    - WACO Fly-in – Troy
    - Concourse d'Elegance – Dayton
    - Oktoberfest
- Briefings Attended
    - Dayton Riverfront Master Plan
    - Regional Bikeways Committee
    - Culture Works/Dayton Development Coalition "Americans for the Arts" presentation
- Project Development

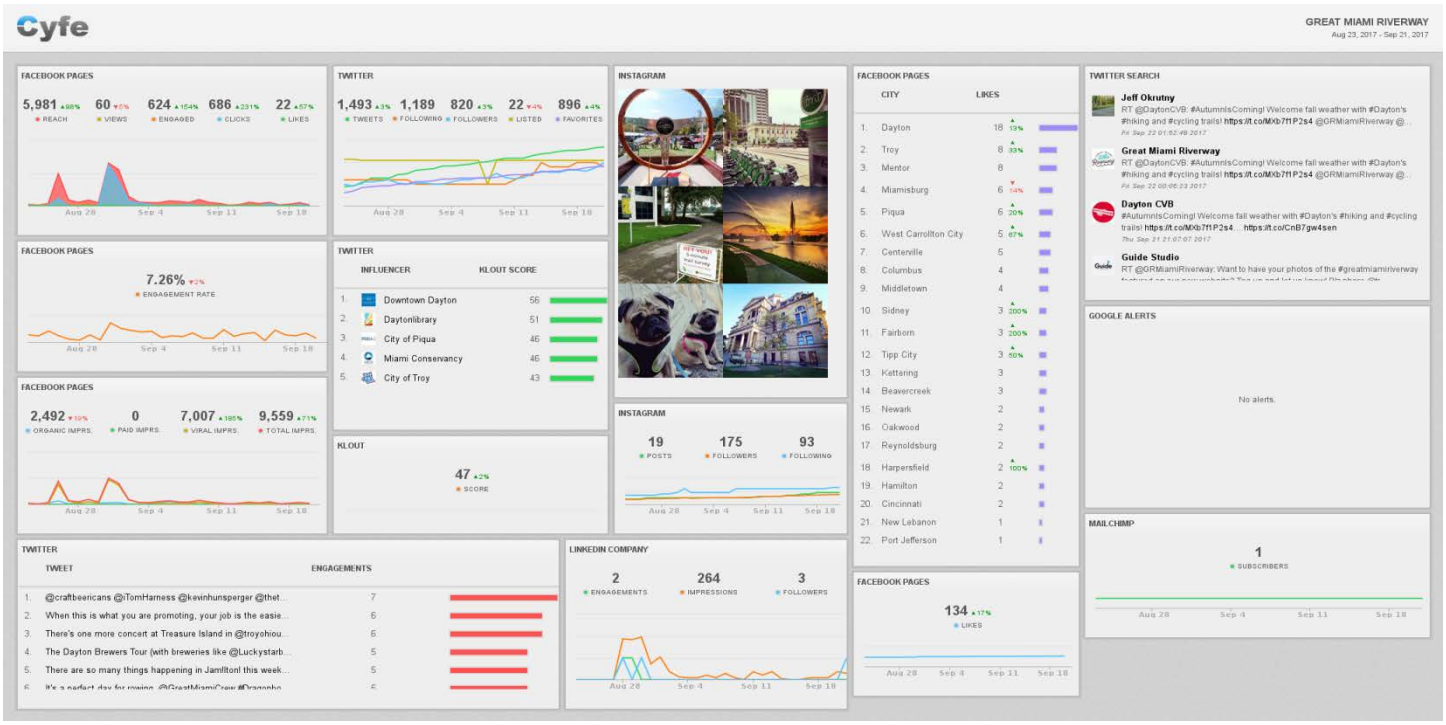
- #CarFree video with Bike Miami Valley
- #InternationalCoffeeDay video with Boston Stoker, Third Perk, True West, Winans
- Presentation to JobsOhio Quarterly Economic Development meeting, Urbana

Social Media (as of September 25, 2017)

Loyalty: Overall 7.8% increase

Platform	Previous Month	Current Month
Facebook	115	134
Twitter	798	819
Instagram	136	178

Social Media Report Generated by Cyfe



Great Miami Riverway Report July 2018

Administration

Attendance

- Ohio Legislator Day, Ohio Travel Association May 23, 2018
- Troy Mayor's Float May 25, 2018
- Riverfront Development Plan meeting in Sidney May 29, 2018
- Events: Heritage Day at Carillon Park, Troy Strawberry Festival, Miamisburg Bicentennial, Treasure Island Riverfest
- Presentations: Miamisburg Rotary, Franklin Area Historical Society, Middletown Small Business Meeting at Spoken Bicycles, Hamilton Chamber Small Business Roundtable, Franklin City Council
- Outreach Days: Middletown, Miamisburg, Troy, Sidney

Project Development

- Kiosk map designs
- Additional medallion placements
- Quarterly Meetings – September 18th at River Center
- Marriott hotels sponsorship proposal and kayak lockers
- Co-op advertising for 2019 through Marketing SubCommittee
- Accessible form to update U.S. Army Corps Report
- Riverway Day at Miami University Regional, Middletown
- Riverway Recreation Passport 2019-2020
- Trail Etiquette Video

Project Deliverables

- Physical Improvements SubCommittee activation and planning session May 25, 2018
- Kiosk and medallion orders – 11 kiosks, 124 medallions
- Signage and Wayfinding Plan delivered to all Coalition members (https://www.dropbox.com/s/xenh1v9dzlzi1wu/Signage%20and%20Wayfinding%20Plan.pdf?dl=0)
- E-newsletter: June 2018 - 22.7% open, .8% clicks; July 2018 - 39% open, 17% clicks
- "Hidden Gems" podcast: 62 total downloads from OH, CA, MA, NJ, VA
- Logo Partners: Rolling Mill Brewing Company, Star City Brewing, Gracie's, Pet Wants
- "Inside the Riverway" Facebook group

Riverway Marketing

Earned Media

- "Let's Talk Miamisburg" June 13, 2018
- Connections!LIVE Facebook video with The Dayton Foundation June 15, 2018
- *Ohio Fall Calendar* for TourismOhio, "Goodbye Hot Weather, Hello Cool Events" by Miami County Visitors and Convention Bureau
- July *Ohio Magazine*, "Find your Adrenaline Adventures in Middletown Ohio!" by Visit Middletown
- "A dam removal is the latest project to make the Great Miami River safer" – May 30, 2018 in *Dayton Daily News*
- "Hamilton CORE program helping to revitalize downtown" – June 18, 2018 in *WCPO Cincinnati*
- "(Next) Best Paddling Towns: Dayton OH" – June 19, 2018 in *Canoe and Kayak Magazine* online
- Jim Otte, Channel 7 WHIO Reports, July 29, 2018 (filmed July 5, 2018)
- "Hamilton's low dams may be altered to allow safer boating" – July 12, 2018 in *Journal-News*
- *Inside Dayton* video with Andrew Estevez, July 13, 2018
- As of July 12, 2018 - original Riverway content on social media from: (Facebook) Miami County Park District, Jake Ryle WCPO, National Rivers Project, Natalie Warren, Jimco's Kayaks, Explore Miamisburg, Spoken Bicycles, City of Troy, Get Out & Live, The Dayton Foundation, City of Hamilton, UpDayton, Middletown Visitors Bureau, Gem City Crew, Miami Conservancy District, Five Rivers MetroParks, Downtown Hamilton; (Twitter) @JakeWCPO, @MiddletownVB, @MikeRutledge32, @CityofPiqua, @DaytonFdn, @HamiltonOh, @NotTheFakeSkate, @shelbyq, @DowntownDayton, @DaytonCVB, @MCDwater, @MVRPC, @FMennone, @alpha20_sarah, @claudineheizer; (Instagram) @troy.ohio, @updayton, @jordanhartphoto, @spokenbicycles, @kat937, @cms_photography_design, @visitmiamico, @unrecoveringphotographyaddict, @andysnow3, @visitmiddletownohio, @gemcitycrew, @artifiedlady, @smithfly, @m_p_photos_

Paid Marketing

- Facebook: "When you have 99 miles to explore, there are a lot of options"; "The Wright Brothers could never have imagined…" linking to *Canoe & Kayak*; Page promotion to Dayton, Columbus, Cincinnati
- Cincinnati USA annual Featured Listing (annual)
- Experience Columbus web listing (annual)

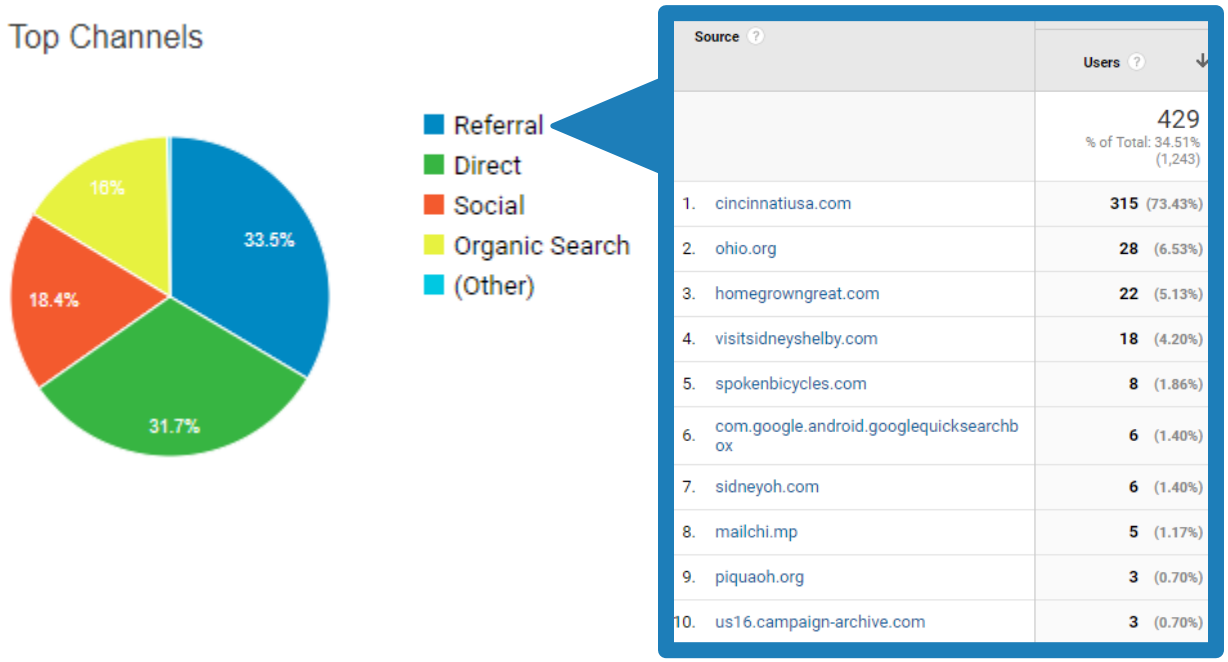
Outreach Booths

- Great Adventure Race, Downtown Dayton Partnership booth
- WALK! Downtown Dayton booth

www.GreatMiamiRiverway.com

- 59 total users, 26 total trips, 240 points of interest, 92 active events, 3 itineraries





Great Miami Riverway Report November 2018

Administration

Attendance

- Ohio Conference on Travel, Cedar Point, September 25 – 27, 2018 – RUBY Award winner, presentation given with TourismOhio
- Dayton Regional Network Conference, October 5, 2018 – presentation given
- Wagner Subaru Outdoor Experience, Dayton, October 6, 2018
- Hamilton High School, October 10, 2018 – tour given
- Downtown Dayton Partnership Signage and Wayfinding discovery session, October 16, 2018
- Annual Safety Conference, Dayton, October 17, 2018
- Miami County Park District Board Presentation, October 23, 2018
- Brethen Tower Dedication, Carillon Historical Park Dayton, October 24, 2018
- Montgomery County Commissioners Presentation, November 13, 2018

Project Development

- Kiosk Installations
- Riverway Recreation Passport 2019-2020 (now called Tour de Way)
- Cycling Summit, Miamisburg
- 2019 Commercial Development
- University of Dayton Trail Conditions Map – river additions and social media integration
- Inside the Riverway – small business partnerships
- 2019 Riverway Summit – sponsorships, program development, and vendors
- Emergency Safety Signage integration with county dispatch, GIS shapefile creation
- Physical Improvements 'Desert Map' with MVRPC

Project Deliverables

- Coalition Tip Sheets – monthly
- Kiosk installations
- Medallion installations
- Small business window clings
- RTA signage at eight tourist locations i.e. what to do at this stop in the Riverway

Riverway Marketing

Earned Media

- Dayton Daily News, WHIO - "Greater Dayton RTA and Great Miami Riverway partner to add new attraction bus stop signs," November 12, 2018
- Channel 7 – coverage of Greater Dayton RTA and Great Miami Riverway partnership bus stop signs, November 13, 2018

- As of November 6, 2018 - original Riverway content on social media from: (Facebook) BeauVerre Riordan Studios, MetroParks Trek 2018, Visit Middletown, Miami Conservancy District – MCD, City of Hamilton, Ohio – City Hall, Miami County Park District, Explore Miamisburg, City of Troy, Ohio Government, Wagner Subaru Outdoor Experience; (Twitter) @NotTheFakeNate, @MCDWater, @MiddletownVB, @DaytonCVB, @shippensteel, @CityofTroyOH, @Parrotvill24, @CityofPiqua, @EdisonOhio, @WatersAuthor; (Instagram) @visitmiddletownohio, @sthomassup, @kelsiejo_outdoors, @frederick_selanders_jr_, @spokenbicycles, @bestpaddlingtowns, @artoffrozentime

Paid Marketing

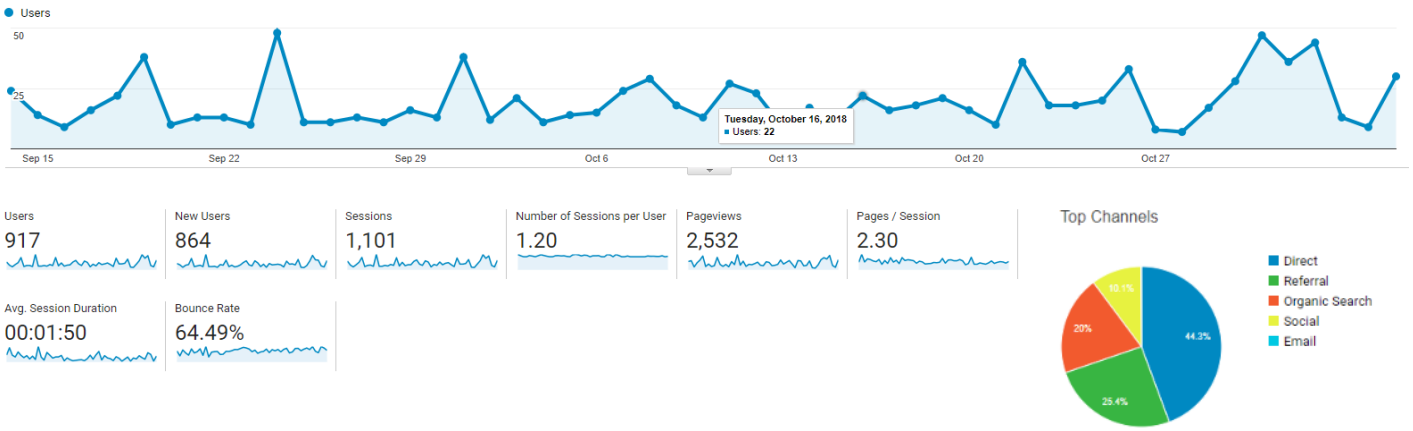
- Summer 2019 TourismOhio 3-month social media contract

Social Media

- Audience: Facebook Page 1,458; Inside the Riverway 68; Twitter 1,103; Instagram 1,062

www.GreatMiamiRiverway.com

- 83 total users, 34 total trips, 316 points of interest, 118 active events, 7 itineraries
- Google Analytics September 14, 2018 – November 6, 2018



Great Miami Riverway Report September 2018

Administration

Attendance

- Wright-Dunbar Project Meeting, Miami Conservancy District, July 26, 2018
- Kayak at a Concert, RiversEdge Hamilton, July 26, 2018
- Clean Sweep of the Great Miami River, July 27, 2018
- Dayton Mini Maker Faire, August 5, 2018
- Levitt Pavilion Opening Night, August 9, 2018
- Fitton Center Season Launch, August 17, 2018
- Miami Valley Bluegrass and Artisan Festival, Miamisburg, September 15, 2018
- Concours d'Elegance, Carillon Historical Park, September 16, 2018
- Presentations: Franklin Chamber of Commerce, Middletown Visitors Bureau

Project Development

- Kiosk map designs
- Additional medallion placements
- Accessible form to update U.S. Army Corps Report
- Riverway Day at Miami University Regional, Middletown
- Riverway Recreation Passport 2019-2020
- Cycling Summit, Miamisburg
- 2019 Commercial Filming
- Riverfront Development with City of Sidney
- University of Dayton Trail Conditions Map – river additions and bug fixes
- Inside the Riverway – small business partnerships
- 2019 Riverway Summit – sponsorships and program development

Project Deliverables

- Economic Impact of Tourism results for 2017
    - News Conference held September 10, 2018
- River and Trail Safety Signage activation, meeting held September 12, 2018

Riverway Marketing

Earned Media

- "Nearly $275 million invested in Great Miami Riverway" – WHIO Radio, WHIO TV, Dayton Daily News, Springfield News Sun, August 6, 2018
- "The Great Miami Riverway on screen" – Troy Daily News, August 11, 2018
- "Regional Tourism: Great Miami Riverway more than the river, bike path" – Journal News, August 25, 2018

- "Economic Impact of Tourism in the Great Miami Riverway" – studio interview with Nathan, FOX 45, September 10, 2018
- "Great Miami River helps bring millions of dollar to the Miami Valley economy" – Abc 22/Fox 45, September 10, 2018
- "Riverway tourism brings in big money, provides local jobs" – Troy Daily News, September 12, 2018
- As of September 13, 2018 - original Riverway content on social media from: (Facebook) Jake Ryle WCPO, Explore Miamisburg, Pet Wants Hamilton, Downtown Middletown Inc, The Studio: Masterpieces & Memories, Ohio. Find it Here, Franklin (Ohio) Area Chamber of Commerce, Art of Frozen Time, Miami County Park District, Jimco's Kayaks, Middletown Visitors Bureau, Get Out & Live, Great Miami Sprint Triathlon, Otto Bohn, Greater Dayton RTA; (Twitter) @MCDwater, @sptsguy7, @railstotrails, @hamiltonOh, @KazyBH, @CityofPiqua, @NotTheFakeSkate, @MiddletownVB, @MetroParksTweet, @MCOhioES, @DaytonCVB, @Joshua45011, @GDRTA, @CityMiddletown, @shippensteel; (Instagram) @kelsiejo_outdoors, @troy.ohio, @cms_photography_design, @visitmiamico, @m_p_photos_, @jfisher.photography, @downtownmiddletown, @petwantshamilton, @juddplattenburg, @greatmiamioutfitters, @andysnow3, @visitmiddletownohio, @unrecoveringphotography, @ahadayton, @rachelehock, @piqualibrary, @thisohiolife, @artoffrozentime, @miamicoparks, @gemcitycrew, @daytonrivercondos

Paid Marketing

- Facebook: Inside the Riverway promotion to join group

Social Media

- Audience: Facebook Page 1,437; Inside the Riverway 63; Twitter 1,082; Instagram 1,033

www.GreatMiamiRiverway.com

- 78 total users, 32 total trips, 317 points of interest, 105 active events, 6 itineraries
- Google Analytics July 12, 2018 – September 13, 2018



Great Miami Riverway Coordinator
Report: January 2018

Activities

- Introductions Completed
    - Dayton Dragons
    - Provost Benson, University of Dayton
    - iPiqua Fund
    - Greater Dayton RTA
- Events Attended
    - N/A
- Briefings/Programs Attended
    - "Sustainable Tourism" Presentation given to Miami Valley Planning and Zoning; December 1, 2017
    - Dayton Area Chamber; The Changing Demographics of Southwest Ohio
    - Wright Dunbar Building preservation group
    - "Great Miami Riverway Update" Presentation given to Montgomery County Commissioners; January 2, 2018
    - Troy Outreach Day
        - Troy Main Street
        - MKSK
        - Smithfly
        - J&D Bicycle Shop
        - Chris Jackson and Brian Johnson "Riverfest"
        - Hobart Arena
    - "Great Miami Riverway Update" Presentation given to City of Franklin; January 8, 2018
    - "Great Miami Riverway Update" Presentation given to West Carrollton City Council; January 9, 2018
    - Bike/Walk Regional Committee meeting for City of Dayton
- Project Development
    - Trail Closure App – potential University of Dayton partnership
    - Website
    - Fitton Center Video
- Project Deliverables
    - Marketing
        - Brand Use Guidelines
        - Community Slide Deck
        - 12 Days of Christmas Video
        - Coffee Talk Video
    - Signage and Wayfinding
        - Kiosk Design
        - Medallion Design
        - Final Specifications

Riverway-Generated Media

- "Partners put up $1 million to promote river's value for 16 local cities" – Dayton Daily News, January 2, 2018
- "Great Miami Riverway Update" – Channel 2, January 2, 2018
- "Great Miami Riverway Update" – Channel 45, January 2, 2018

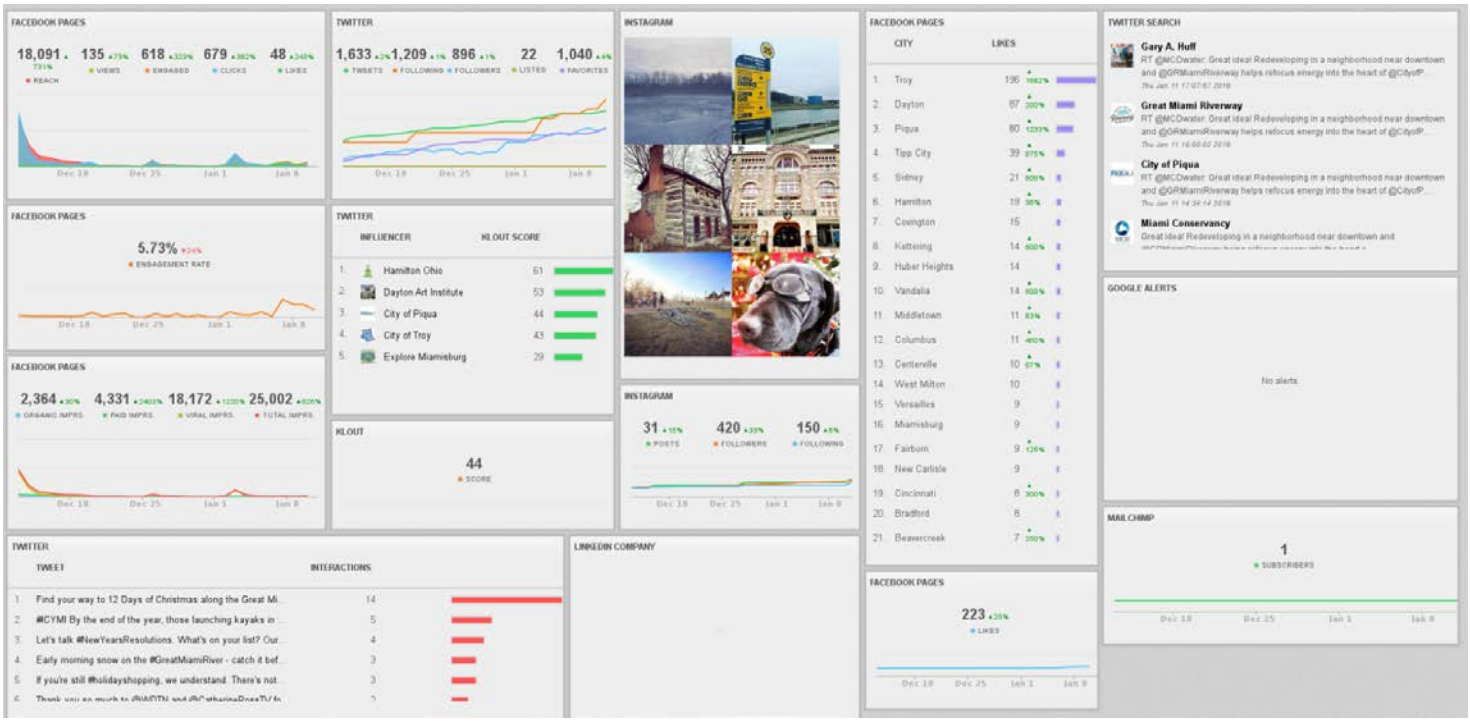
Social Media (as of January 16, 2018)

Loyalty: Overall 68.2% increase

***For three consecutive months, @GRMiamiRiverway matched TourismOhio in engagement on Twitter**

Platform	Previous Period	Current
Facebook	166	900
Twitter	878	902
Instagram	285	434

Social Media Report Generated by Cyfe



Great Miami Riverway Coordinator
Report: March 2018

Activities

- Introductions Completed
  - Franklin Area Chamber
  - Forever Franklin
  - Tri-State Trails
- Events Attended
  - N/A
- Briefings/Programs Attended
  - Hamilton Outreach Day
  - Franklin Chamber After Hours
  - Dayton Development Coalition Annual Meeting
  - Dayton Builders Exchange "Great Miami Riverway" presentation given at Annual Meeting
  - Hamilton Riverfront Master Plan public meeting
  - Miami County Park District Outreach Meeting
  - City of Sidney "Great Miami Riverway" presentation given to city, corporations, and stakeholders
  - Piqua Outreach Day - "Great Miami Riverway" presentation given to City of Piqua, Piqua Rotary, Main Street Piqua, Edison State Community College
  - MVRPC Board Meeting
  - Warren County Visitor Bureau Annual Meeting
  - Middletown Outreach Day
  - Miamisburg Outreach Day
- Project Development
  - Trail Closure App –University of Dayton partnership
  - Website
  - "Hidden Gems" podcast
  - Riverway Summit
  - Sponsorship Proposals/Discussions – Unity National Bank, Barclaycard, Miami Valley Centre Mall and Comfort Inn
- Project Deliverables
  - Marketing
    - Rack Cards
    - Pull Up Banner
  - Signage and Wayfinding
    - Kiosk Bids
    - Small Medallions

Riverway Media

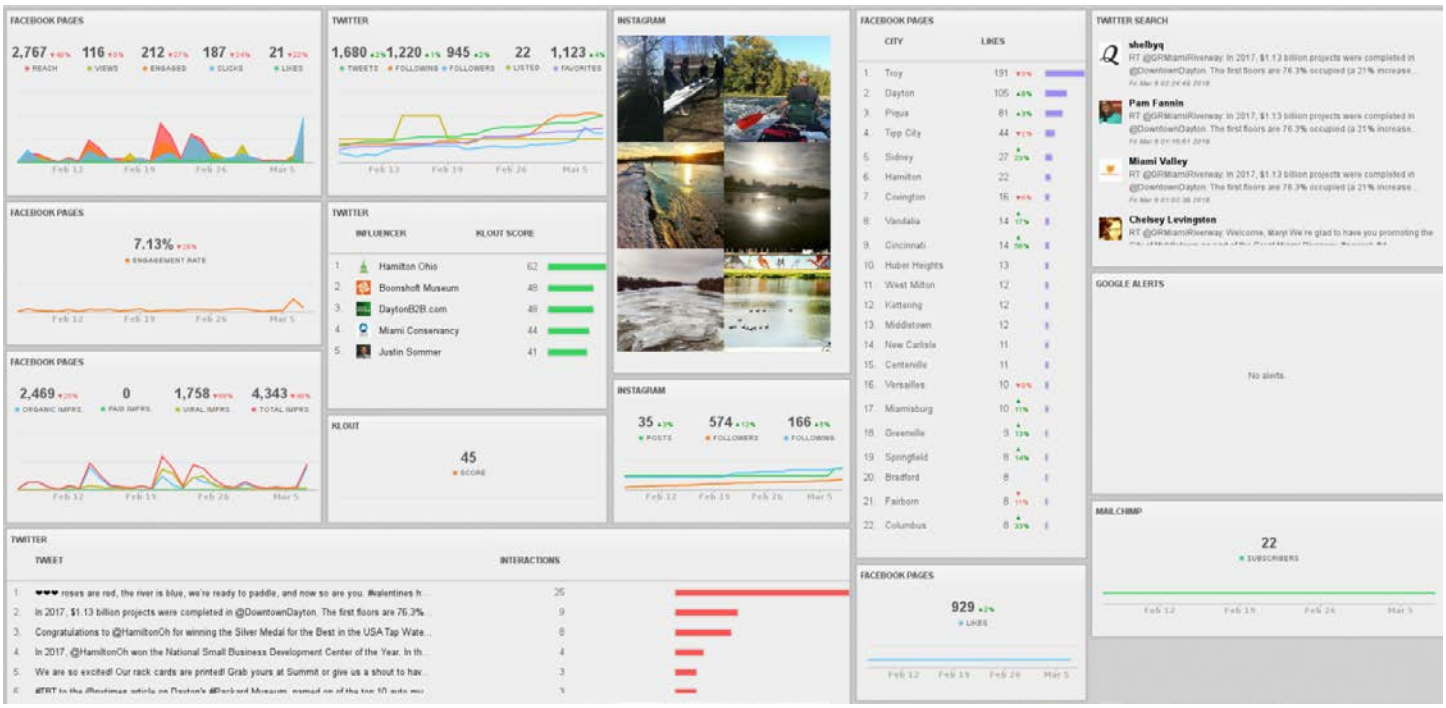
- "The Great Miami River could be the next big destination in Hamilton" – Journal News, January 24, 2018
- "Leaders Hear Progress of the Great Miami Riverway" – Sidney Daily News, February 23, 2018
- "Great Miami Riverway effort to be discussed" – Dayton Daily News, February 24, 2018
- "5 Questions About Middletown's future with a new city official" – Journal News, March 1, 2018

Social Media (as of March 9, 2018)

Loyalty: Overall 9.5% increase

Platform	Previous Period	Current
Facebook	900	932
Twitter	902	942
Instagram	434	575

Social Media Report Generated by Cyfe



Great Miami Riverway Coordinator
Report: May 2018

Activities

- Introductions Completed
    - Dayton Builders Association
    - Clean Sweep
    - Major Taylor Cycle Club
- Events Attended
    - Riverway Summit
    - Taste of the Arts, Piqua
- Briefings/Programs Attended
    - AAF Dayton, Augmented Reality luncheon
    - Forever Franklin, Riverway presentation
    - MATAG Conference, Riverway presentation
    - TourismOhio Miami County, Riverway presentation
    - Ohio Museums Association Annual Meeting in Dayton, Riverway presentation with Ohio Travel Association
    - MetroParks of Butler County Outreach Meeting
    - Tri-State Trails Spring Quarterly Meeting
    - Cycling Summit planning group
    - Five Rivers MetroParks Outreach Meeting
- Project Development
    - "Hidden Gems" podcast
    - Exhibit Concepts Tradeshow Booth
    - Trail Conditions Map
    - Co-Op outdoor recreation ad
    - Physical Improvements planning session
    - Kiosk/Medallion order forms
    - Restaurant Menu program
    - #FridayFloat with Miami County Park District
    - Park Passport Program
    - Canoe and Kayak, "Next Best Paddling Towns"
- Project Deliverables
    - Marketing
        - TourismOhio Media Mission
        - Website
        - Riverway Summit
        - Social Media Toolkit for Elected Officials
    - Signage and Wayfinding
        - Signage and Wayfinding Plan

Riverway Media

- WDTN, Riverway Summit, March 22, 2018
- MCD, "Employee Update," March 23, 2018

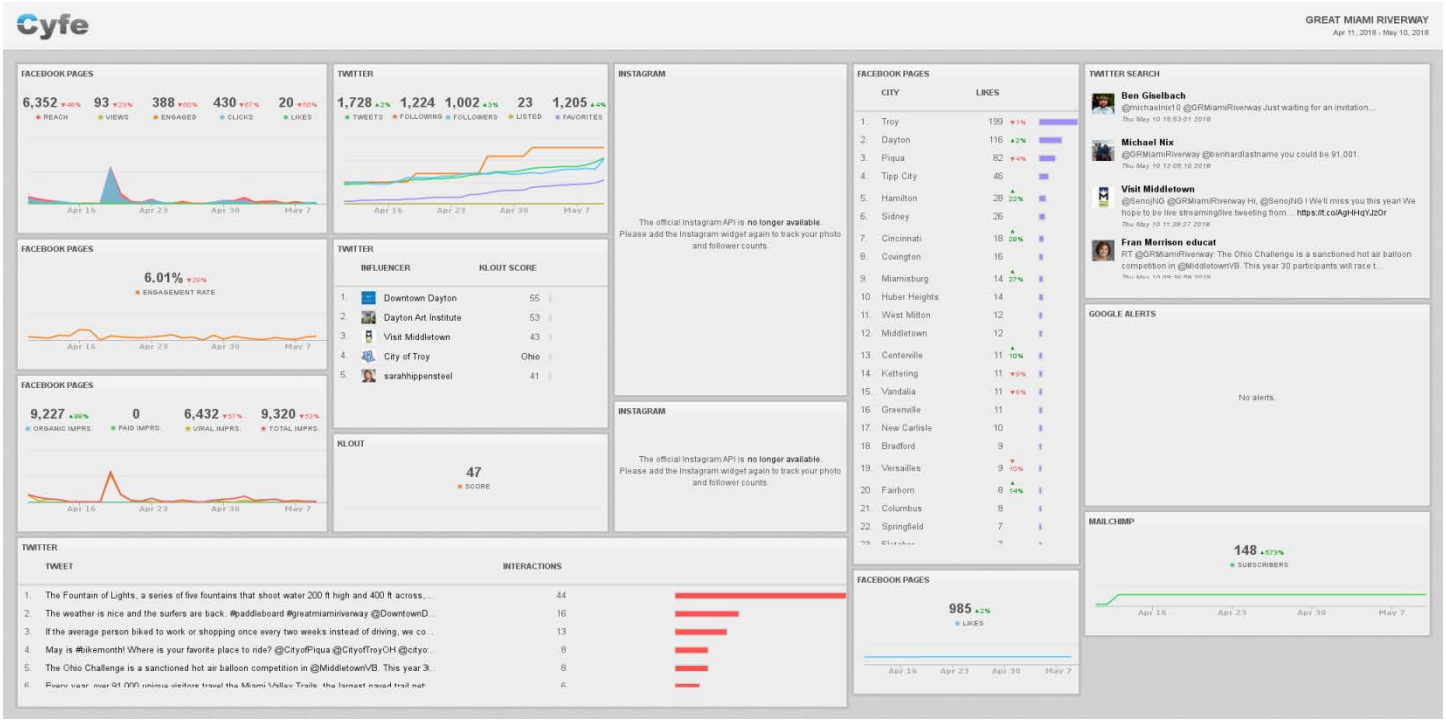
- "Local Officials Attend River Summit," Sidney Daily News, March 25, 2018
- Birthplace of Next Podcast (City of Dayton), "Great Miami Riverway," April 6, 2018
- MVRPC, "From MVRPC's Executive Director," April 8, 2018
- Dayton Magazine, 2-page advertising spread from Miami CVB, May 2018

Social Media (as of May 14, 2018)

Loyalty: Overall 13.1% increase

Platform	Previous Period	Current
Facebook	932	1,042
Twitter	942	1,005
Instagram	575	724

Digital Media Report Generated by Cyfe



Great Miami Riverway Report January 2019

Administration

Attendance

- Dayton Rotary, November 19, 2018
- Troy Rotary presentation, November 20, 2018
- Miami to Miami trail meeting, November 26, 2018
- Carillon Tree Lighting, November 28, 2018
- Downtown Dayton Partnership Annual Meeting, November 29, 2018
- West Carrollton tv interview, December 5, 2018
- Planning Commission panel presentation with MVRPC, December 7, 2018
- Regional Bikeways Committee, December 14, 2018
- Ohio to Erie Trail and Rails-to-Trails meeting, January 15, 2019

Project Development

- Kiosk Installations
- Tour de Way
- Cycling Summit, Miamisburg
- 2019 Commercial Development
- University of Dayton Trail Conditions Map – river additions and social media integration
- 2019 Riverway Summit – sponsorships, program development, and vendors
- Emergency Safety Signage integration with county dispatch, GIS shapefile creation
- Physical Improvements 'Desert Map' with MVRPC

Project Deliverables

- Coalition Tip Sheets – monthly
- Kiosk installations
- Medallion installations
- Small business window clings
- Coalition Goal Sheets

Riverway Marketing

Earned Media

- Cincinnati Parent, "Petals and Wicks: Love at First Pour" – influencer marketing from Butler County Visitors Bureau, November 19, 2018
- Dayton Daily News, "Great Miami Low Dam Removal to Boost Safety, Aquatic Life," December 12, 2018
- Sidney Daily News, "First Riverway Kiosk Installed," December 28, 2018
- As of January 16, 2019 - original Riverway content on social media from: (Facebook) Jody Dzuranin, City of Hamilton, Ohio – City Hall, Middletown Visitors Bureau, Miami County Park District, Butler

County Connect, Annie Rusche, City of Troy, Ohio Government, Art of Frozen Time, Get Out & Live, Nick Blizzard DDN; (Twitter) @MCDwater, @TheSpiritTorch, @shippensteel, @butlercoohio, @MiddletownVB, @CityofTroyOH, @nickcmgo, @daytonbeerbook, @cityofpiqua, @MetroParksTweet, @daytondailynews, @WHIOradio, @WHIOtv; (Instagram) @lularoejulieclark, @visitmiddletownohio, @westcentralwine, @troy.ohio, @sthomassup, @spokenbicycles, @frederick_selanders_jr_

Paid Marketing

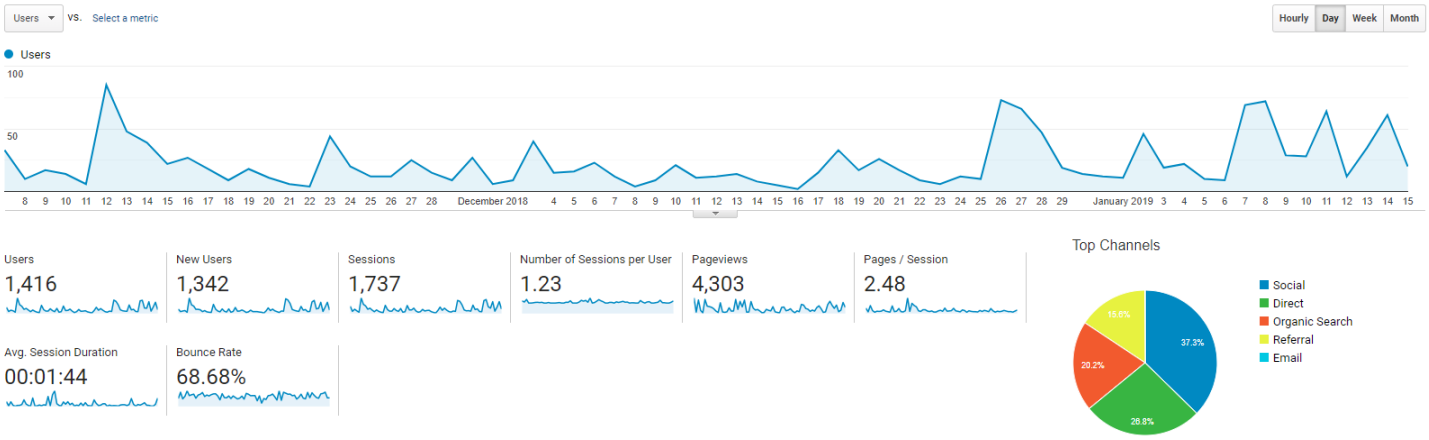
- N/A

Social Media

- Audience: Facebook Page 1,512; Inside the Riverway 68; Twitter 1,122; Instagram 1,082

www.GreatMiamiRiverway.com

- 98 total users, 34 total trips, 336 points of interest, 140 active events, 7 itineraries
- Google Analytics November 7, 2018 – January 15, 2019



Great Miami Riverway Report July 2019

Administration

Attendance

- I-70/75 Economic Development Summit, Dayton, May 30, 2019
- 75th Anniversary of Normandy, WACO Air Field and Museum, Troy, June 6, 2019
- Kayak at a Concert, Hamilton, June 6, 2019
- Patriotic Concert, Sidney, June 7, 2019
- Hamilton Flea, June 8, 2019
- Tipp City Music Festival, June 8, 2019
- Sidney Kiwanis presentation, June 12, 2019
- PRSA Travel and Tourism Conference, June 15 – 19, 2019
- Independence District Day, Oregon District Dayton, July 6, 2019
- Downtown Dayton Signage and Wayfinding Stakeholders Meeting, July 9, 2019
- Miamisburg branding session, July 10, 2019
- Indigo Pass ribbon cutting, Middletown, July 16, 2019

Project Development

- University of Dayton Trail Conditions Map social media integration and site improvements
- Skate Camp press tour (planning for a 2020 trip)
- High water detour routes (due fall 2019)
- Emergency Safety Signage integration with county dispatch, GIS shapefile creation (due 2020 season)
- Destination Development 'Desert Map' with MVRPC (extended timeline, due 2020)
- Merchandise program with Pachamama Market (planning for 2019-2020)
- Woodland Cemetery tour (planning for 2020)
- ~~Bike Bell music~~ Spin Art bike booth (extended timeline, new fabricators, due August)
- Economic Development tracking system (research to be completed this summer)
- Website upgrades for itineraries (due this summer)
- Folded brochure for Riverway (due this summer)
- 2020 commercials (filming in August/September)

Project Deliverables

- Marketing Plan
- Economic Development toolkit
- Time.ly Calendar website integration

Riverway Marketing

Earned Media

- Living Dayton, Tour de Way, June 3, 2019
- TV Hamilton, "Tour de Way," June 3, 2019
- Ohio Magazine, "Explore the Great Miami Riverway," June 23, 2019
- Dayton Business Journal, "Middletown Establishing Greater Riverway Presence," July 12, 2019
- As of July 15, 2019 - original Riverway content on social media from: (Facebook) Art of Frozen Time, Miami CVB, Explore Miamisburg, Downtown Middletown, City of Hamilton, Ohio Fly by Knight, Hamilton Flea, Sidney, Ohio – City Government, MVRPC, Tour de Donut Ohio, City of West Carrollton, The Ohio Challenge, Get Out & Live, Miamisburg Parks and Rec, Miami County Park District, Franklin (Ohio) Area Chamber of Commerce, Out N About Columbus, The Oregon District, Forever Franklin, Tipp City Police Department, Robin Oda, Middletown Visitors Bureau, PRIDE Middletown, Downtown Franklin Ohio Farmers Market; (Twitter) @OhioMagazine, @essentialairsvc, @NickGrahamPhoto, @schmendeln, @HamiltonOh, @CityofTroyOH, @CityofPiqua, @CityofMiddletown, @MannDyer, @MCDwater, @heckman121, @MiddletownVB, @DaytonBeerBook, @_Mr_Mrs_C, @Dayton_Mom, @DBCMasters, @CityofTippCity, @theRiverRangers; (Instagram) @visitmiddletownohio, @kriselcee, @abirdandabean, @pridemiddletown, @raftingveggie, @downtownmiddletown, @devilwindbrewing, @sthomassup, @surfdayton, @lzrdking1, @theowlsnestboutique, @techiekat, @daytoncvb

3x/month original social brand use achieved: City of Hamilton, City of Middletown and Middletown Visitors Bureau, Miami Conservancy District, Five Rivers MetroParks, City of Tipp City

Paid Marketing

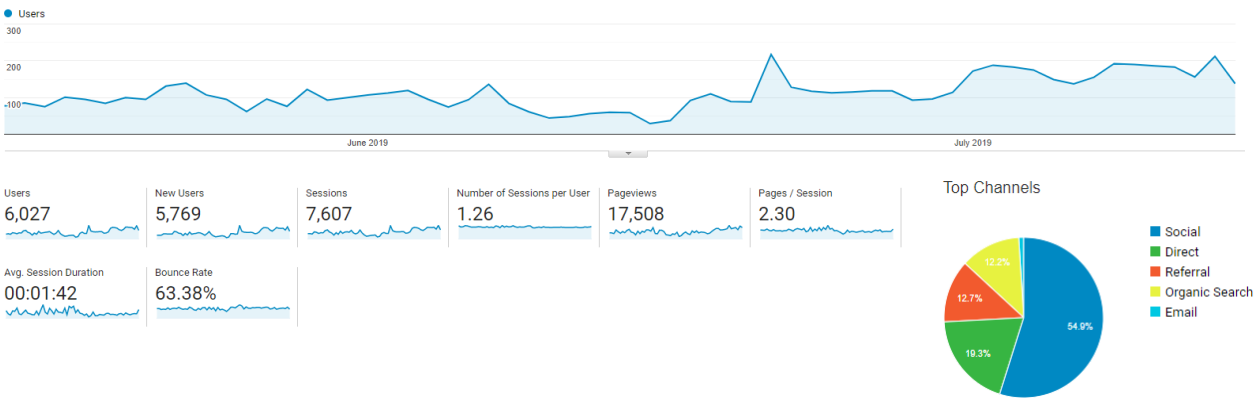
- Cinema – Hamilton 8 and The Greene 14 with IMAX
- Facebook – Cincinnati Music Fest lookalike audience
- Ohio Magazine – featured event listings
- TourismOhio – Facebook ad, e-blast
- Tour de Donut – Race Joy app sponsor, Troy
- Patriotic Band and Ice Cream Social – event sponsor, Sidney
- PRIDE Middletown – postcard sponsor

Social Media

- Audience: Facebook Page 2.317; Inside the Riverway 80; Twitter 1,250; Instagram 1,247

www.GreatMiamiRiverway.com

- 603 total users (doubled due to Tour de Way), 46 total trips, 343 points of interest, 7 itineraries
- Google Analytics May 14, 2019 – July 15, 2019
    - Additional July web traffic due to Middletown Visitors Bureau advertisements



Great Miami Riverway Report March 2019

Administration

Attendance

- Tracey Tomme, new Executive Director for Dayton Natural History, January 25, 2019
- "How to Tell Your Organization's Story to get Media Coverage" webinar, January 29, 2019
- TourismOhio meeting to share Riverway assets, February 27, 2019
- History Day, Piqua, March 2, 2019
- National Aviation Heritage Area Communicators Meeting, March 7, 2019
- Warren County Visitors Bureau Annual Meeting, March 15, 2019
- Ron Rollins interview, "Miami Valley Voices" Cox Media Group, March 19, 2019

Project Development

- 2019 Riverway Summit, April 19
- Tour de Way, launching May 4
- RiverCon, May 4
- Cycling Summit, Miamisburg, May 10
- University of Dayton Trail Conditions Map – river additions and social media integration (due April 19)
- Emergency Safety Signage integration with county dispatch, GIS shapefile creation (due 2020 season)
- Physical Improvements 'Desert Map' with MVRPC (due August)
- iHeart Radio advertisements (Tour de Way)
- Merchandise program with Pachamama Market (planning for 2019-2020)
- Woodland Cemetery tour (planning for 2020)
- Economic Development committee for Riverway funding model
- Bike Bell music booth (due April 19)

Project Deliverables

- Piqua Facilitated Session, January 31, 2019
- Print advertisements
    - Dayton Visitors Guide, Warren County Visitors Guide, Miami County Visitors Guide, Butler County Insider Guide, TourismOhio Travel Guide
- 2019 Commercial Development
- 2019 Spring/Summer Long Weekends advertisement, *Ohio Magazine*

Riverway Marketing

Earned Media

- Journal News, "New Contest Will Offer Prizes…", February 24, 2019
- Sidney Daily News, "It's Time to be Social Media Free," February 27, 2019

- As of March 18, 2019 - original Riverway content on social media from: (Facebook) Middletown Visitors Bureau, James Blumenschein, Ohio Travel Association, Dayton Convention and Visitors Bureau, Five Rivers MetroParks, Miami County Visitors and Convention Bureau, City of Hamilton – City Hall, Nick Blizzard DDN, Get Out & Live, Miami County Park District, Connie Post, Troy Main Street, City of Middletown, Ohio – City Hall, Jody Dzuranin; (Twitter) @MiddletownVB, @ryanltaylorfoto, @DBCMasters, @shippensteel, @DaytonCVB, @CultPopCulture, @CityofPiqua, @MCDwater, @JakeCurrent, @nickcmgo, @LJBinc, @MetroParksTweet; (Instagram) @miamicountylive, @liamarthurb, @visitmiddletownohio, @thecornerstonemanor, @surfdayton, @downtownmiddletown

3x/month original social brand use achieved: Middletown, Five Rivers MetroParks, Miami Conservancy District

Paid Marketing

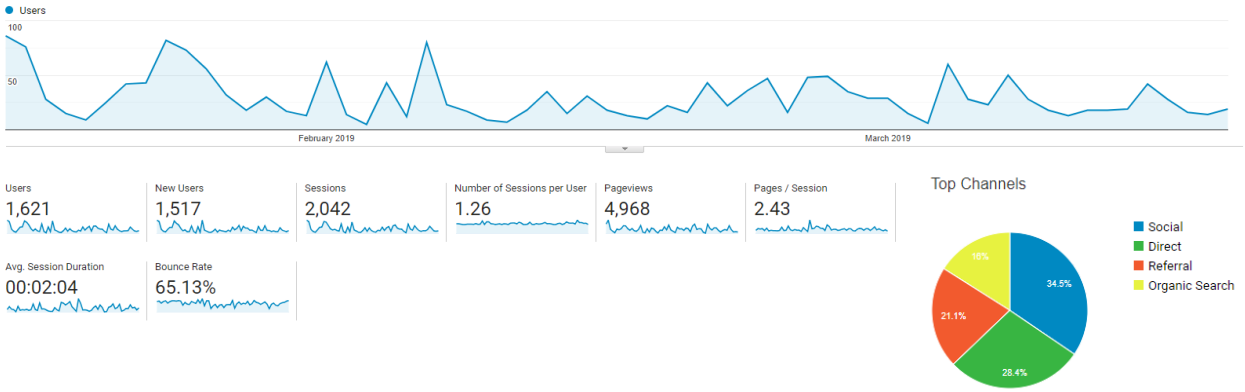
- Facebook – Tour de Way
- Cincinnati USA – featured banner listing, annual

Social Media

- Audience: Facebook Page 1,630; Inside the Riverway 68; Twitter 1,172; Instagram 1,124

www.GreatMiamiRiverway.com

- 140 total users, 35 total trips, 341 points of interest, 199 active events, 7 itineraries
- Google Analytics January 16, 2019 – March 18, 2019



Top 10 sites referring traffic to www.GreatMiamiRiverway.com:

Source	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	350 % of Total: 21.59% (1,621)	334 % of Total: 22.02% (1,517)	383 % of Total: 18.76% (2,042)	52.22% Avg for View: 65.13% (-19.83%)	2.54 Avg for View: 2.43 (4.29%)	00:01:26 Avg for View: 00:02:04 (-30.66%)
1. cincinnatiusa.com	**115** (32.76%)	114 (34.13%)	121 (31.59%)	40.50%	2.87	00:01:48
2. hobartarena.com	**114** (32.48%)	112 (33.53%)	122 (31.85%)	62.30%	1.70	00:00:36
3. daytonohio.gov	**41** (11.68%)	40 (11.98%)	42 (10.97%)	50.00%	3.24	00:01:38
4. miamicountyparks.com	**13** (3.70%)	13 (3.89%)	13 (3.39%)	38.46%	4.15	00:03:04
5. ohio.org	**8** (2.28%)	8 (2.40%)	8 (2.09%)	37.50%	3.62	00:01:15
6. mailchi.mp	**5** (1.42%)	4 (1.20%)	5 (1.31%)	80.00%	1.40	00:00:09
7. mcdwater.org	**5** (1.42%)	3 (0.90%)	14 (3.66%)	50.00%	2.00	00:01:29
8. duckduckgo.com	**4** (1.14%)	4 (1.20%)	5 (1.31%)	60.00%	4.40	00:05:43
9. artisticinspirations.org	**3** (0.85%)	3 (0.90%)	3 (0.78%)	33.33%	2.00	00:01:46
10. bravomiamivalley.com	**3** (0.85%)	2 (0.60%)	5 (1.31%)	40.00%	2.00	00:00:35

Great Miami Riverway Report May 2019

Administration

Attendance

- Regional Bikeways Committee, March 29, 2019
- Opening Day for Trails, April 13, 2019
- Record Store Day, April 13, 2019
- Butler County Visitors Bureau Stakeholders Meeting, May 1, 2019
- Dayton Convention and Visitors Bureau annual meeting, May 2, 2019
- Troy Chamber, presentation given, May 7, 2019
- Ohio Tourism Day, Ohio Statehouse lawn, May 8, 2019
- Cycling Summit, presentation given, May 10, 2019
- Miami County Commissioners, update meeting, May 15, 2019

Project Development

- University of Dayton Trail Conditions Map social media integration
- Emergency Safety Signage integration with county dispatch, GIS shapefile creation (due 2020 season)
- Destination Development 'Desert Map' with MVRPC (due August)
- Merchandise program with Pachamama Market (planning for 2019-2020)
- Woodland Cemetery tour (planning for 2020)
- Bike Bell music booth (originally due April 19, fabrication issues causing delay)
- Time.ly Calendar (due June)
- Economic Development tracking system (research to be completed this summer)
- Website upgrades for itineraries (due this summer)
- Folded brochure for Riverway (due this summer)
- Economic Development toolkit (due July)
- Marketing Plan (due July)

Project Deliverables

- Riverway Summit, April 19, 2019
- Economic Development strategy sessions
- Cycling Summit marketing, May 10, 2019
- RiverCon, May 4, 2019
- Tour de Way launch, May 4, 2019
- University of Dayton Trail Conditions Map
- iHeart Radio advertisements (Tour de Way)

Riverway Marketing

Earned Media

- Fox News live, "Opening Day for Trails", April 12, 2019
- Living Dayton, "Tour de Way", May 3, 2019
- Piqua Daily Call, "Great Miami Riverway Summit set," April 4, 2019
- Troy Daily News, "Great Miami Riverway Summit set," April 4, 2019
- Dayton Daily News, "Riverway Summit on tap," April 19, 2019
- Dayton Daily News, "Tipp City joins Riverway," April 19, 2019
- Troy Daily News, "Riverway members share marketing strategies," April 22, 2019
- Dayton Daily News, "Great Miami River celebrated during regional Summit in Troy," April 22, 2019
- Sidney Daily News, "Free passport program offers 100-plus locations," April 30, 2019
- Dayton Daily News, "Exploring river could earn you a prize," May 1, 2019
- Dayton Daily News, "This floating tent, manufactured by SmithFly…" May 3, 2019
- Journal News, "Event offering prizes for exploring Great Miami River," May 3, 2019
- Most Metro.com, "Tour de Way launches today!" May 4, 2019
- As of March 18, 2019 - original Riverway content on social media from: (Facebook) Dayton Convention and Visitors Bureau, Miami County Park District, City of Troy, Explore Miamisburg, Dayton Boat Club Masters Rowing Team, City of Hamilton, Buckeye Trail Association, Troy Ohio Chamber of Commerce, The Troy Foundation, Bike Miami Valley, Middletown Visitors Bureau, Sidney Alive, Get Out & Live, Miami County CVB, The Charlotte; (Twitter) @MiddletownVB, @MCDwater, @DaytonCVB, @DaytonBeer, @Daytondotcom, @DBCMasters, @railstotrails, @MiamiRegionals, @MetroParksTweet, @CityMiddletown, @CityofPiqua, @CityofTroyOH, @KazyBH, @NickGrahamPhoto, @mike004295, @heckman121; (Instagram) @frederick_selanders_jr, @marissadaeger, @spokenbicycles, @troyohiochamber, @aviationheritage, @iriderta, @miamicountylive, @bourbonrambler, @bindi_the_local, @sidneyalive, @ohiotravelassociation, @theoregondistrict, @juddplattenburg, @visitmiddletownohio, @amymama68, @troy.ohio, @montgomeryswcd, @smithfly, @brucephoto125, @everettpoffenberger, @petalsandwickshamilton, @artifiedlady, @butlercoohio, @yorkzel, @dkstrsn, @thisohiolife

3x/month original social brand use achieved: Middletown, Five Rivers MetroParks, Miami Conservancy District, Troy

Of special note, Rob Lowe 'liked' our tweet. ❤

Paid Marketing

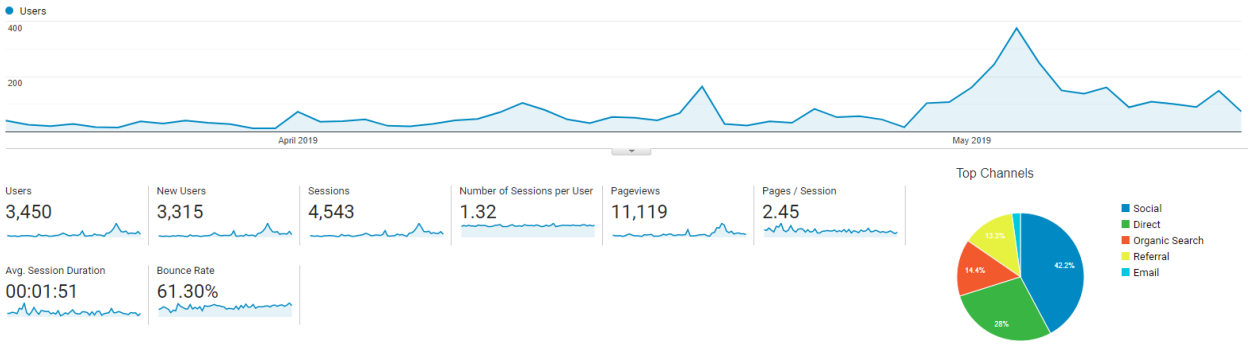
- Facebook – Tour de Way
- Ohio Magazine – featured event listings, *Long Weekends*
- TourismOhio – Facebook ad, e-blast

Social Media

- Audience: Facebook Page 1,818; Inside the Riverway 69; Twitter 1,205; Instagram 1,179

www.GreatMiamiRiverway.com

- 366 total users, 38 total trips, 342 points of interest, 206 active events, 7 itineraries
- Google Analytics March 19, 2019 – May 13, 2019



Great Miami Riverway Report September 2019

Administration

Riverway Coordinator

- **Interview process underway**

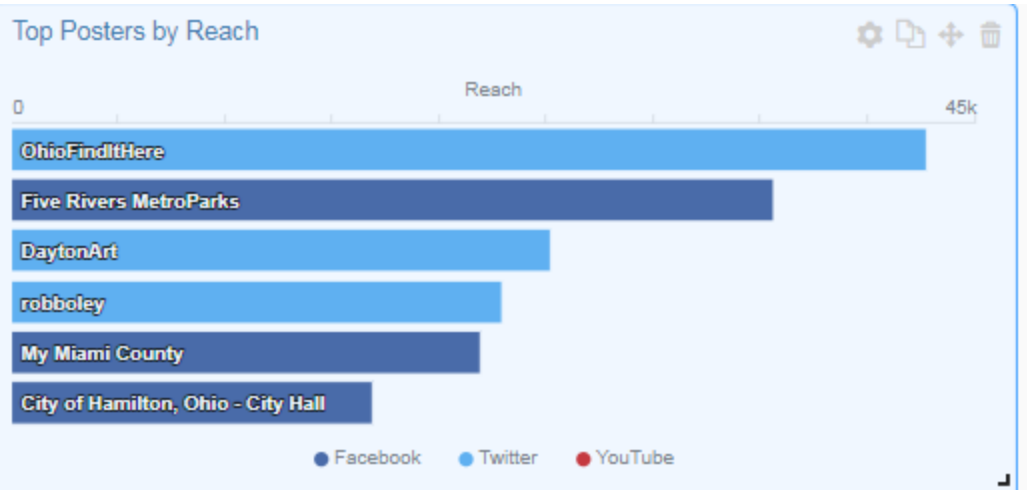
Project Development

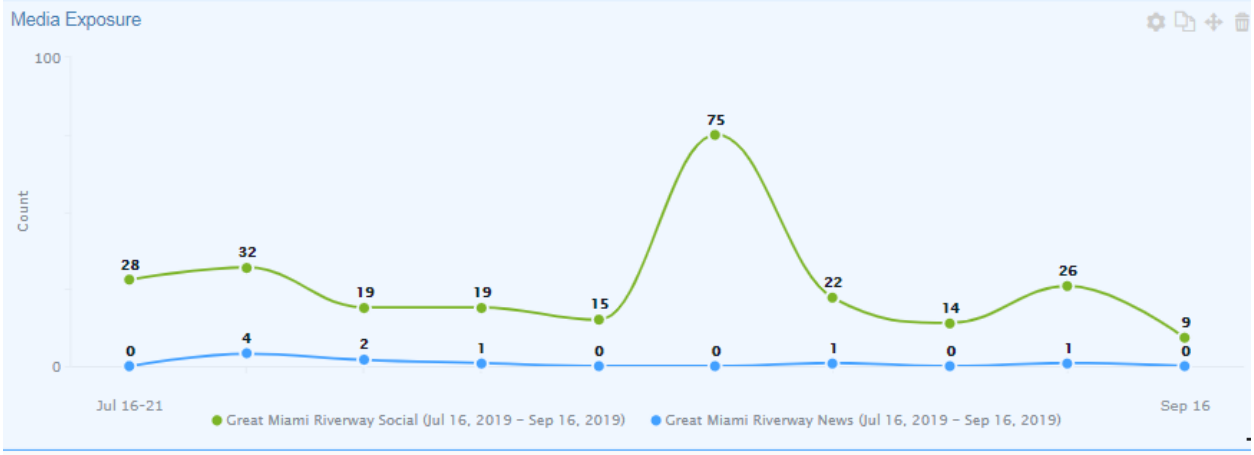
- **University of Dayton Trail Conditions Map social media integration and site improvements**
- **High water detour routes (due fall 2019)**
- **Emergency Safety Signage integration with county dispatch, GIS shapefile creation (due 2020 season)**
- **Destination Development 'Desert Map' with MVRPC (extended timeline, due 2020)**
- **Merchandise program with Pachamama Market (planning for 2019-2020)**
- **Woodland Cemetery tour (planning for 2020)**
- **Economic Development tracking system (research to be completed this summer)**
- **Website upgrades for itineraries (due this summer)**
- **2020 commercials (First cuts in Q4)**

Project Deliverables

- **Folded brochure for Riverway (due this summer)**
- **Spin Art bike booth**
- **Great Lakes Publishing Contract for 2020**

Tour de Way


Top Posters by Reach
Reach
0
45k
OhioFindItHere
Five Rivers MetroParks
DaytonArt
robboley
My Miami County
City of Hamilton, Ohio - City Hall
Facebook
Twitter
YouTube


Media Exposure
100
0
Count
28
32
19
19
15
75
22
14
26
9
0
4
2
1
0
0
1
0
1
0
Jul 16-21
Sep 16
Great Miami Riverway Social (Jul 16, 2019 – Sep 16, 2019)
Great Miami Riverway News (Jul 16, 2019 – Sep 16, 2019)

Riverway Marketing

Earned Media

Paid Marketing

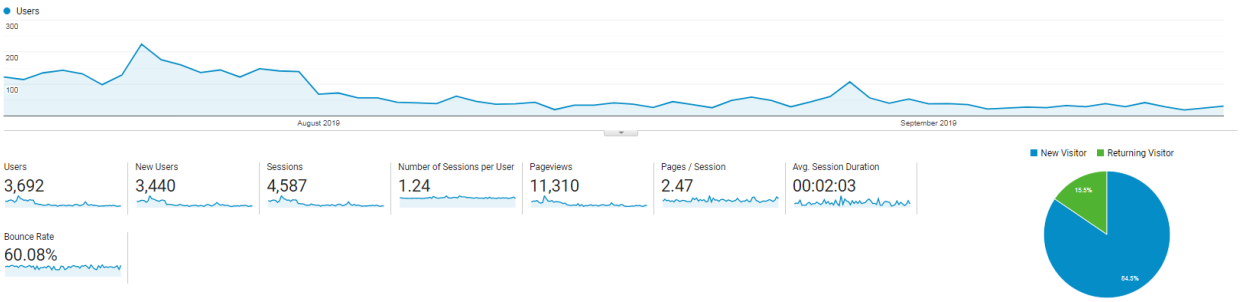
- Cinema – Hamilton 8 and The Greene 14 with IMAX
- Facebook – Cincinnati Music Fest lookalike audience
- Ohio Magazine – featured event listings
- TourismOhio – Facebook ad, e-blast
- Tour de Donut – Race Joy app sponsor, Troy
- Patriotic Band and Ice Cream Social – event sponsor, Sidney
- PRIDE Middletown – postcard sponsor

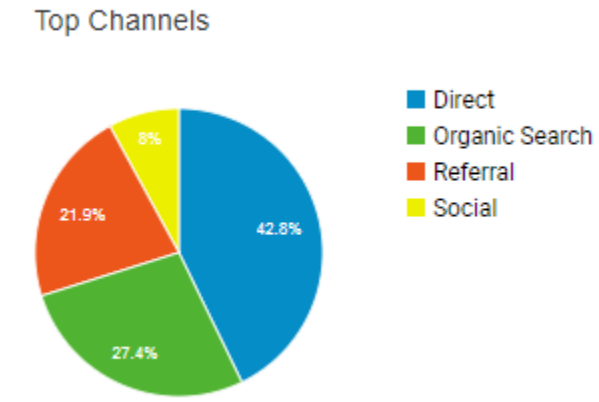
Social Media

- Audience: Facebook Page 2520; Inside the Riverway 80; Twitter 1,283; Instagram 1,288

www.GreatMiamiRiverway.com

- 790 total users, 46 total trips, 341 points of interest, 7 itineraries
- Google Analytics July 16, 2019 – September 16, 2019





RIVER CORRIDOR IMPROVEMENT SUBDISTRICT

GREAT MIAMI RIVERWAY

The Marketing Committee finalized the Marketing Plan and presented to the Great Miami Riverway Coalition. The Plan highlighted strategies both in-house and by partner agencies. The Plan was approved unanimously.

Elizabeth Connor attended the PRSA Travel and Tourism Conference in Philadelphia and met with travel editors working at *National Geographic*, *The New York Times*, *Afar*, HGTV, and *Midwest Living*.

A new tradeshow exhibit concept was initialized and is in production with Rock the Bike! and Characters, Inc. The new display will include a pop-up tent, literature display, photo cutout window, and a spin art bicycle.

Marketing efforts for 2020 began with commercial filming and creation of a folded brochure. The folded brochure is the first large print piece the Riverway has produced.

Tour de Way doubled web users on www.GreatMiamiRiverway.com. Due to partner promotions of Tour de Way, web traffic rose significantly in July.

- Earned Media
    - 14 editorial mentions
    - 2,171,658 potential reach
    - 543 article shares
- Paid Media
    - 7 advertising placements – Hamilton 8 and The Greene 14 cinemas, *Ohio Magazine*, TourismOhio Facebook, event sponsorships (Patriotic Band and Ice Cream Social Sidney Bicentennial, PRIDE Middletown, Down a River Down a Beer, Paddlefest Cincinnati)
- Owned Media
    - 22.53% social media following increase
    - 13.9% returning visitors to www.GreatMiamiRiverway.com
        - Cincinnati remained a top audience market

Elizabeth Connor led multiple committee meetings for Tour de Way, economic development strategy, marketing, and destination development.

Elizabeth Connor attended numerous outreach events and was interviewed for multiple television and print media stories.

A Message of Success

Bringing people together around our river started the Great Miami Riverway over ten years ago. It had a different name and a different structure, but the idea has always remained the same: **use our river to connect our communities and to strengthen our neighborhoods.**

> "Rivers and clean water really are the lifeblood of our communities and our economy. In your community, the Great Miami Riverway and the Buried Valley Aquifer are perfect examples. When it comes to bringing people together around rivers, it's important to always keep the question, 'why do we care about this,' front and center when people realize that their clean drinking water or the recreation that they enjoy brings benefits for businesses like the breweries, restaurants, and shops that locate along rivers, or the benefits in terms of helping us preserve our cultural heritage.
>
> We found that some of the most effective ways to communicate about rivers is to actually bring people together on a river. Giving people that personal experience with that river can be very powerful. Once people have that experience, they tend to become advocates for their rivers."
>
> *- Bob Irvin, President of American Rivers, recorded for the Great Miami Riverway "Hidden Gems" podcast to debut in Summer 2018*

In our first official year together as the Riverway, we have done just that. Our message reaches over 2,000 people a week and we continue to grow.

2018 will be a year of exploration and a Year of the Trails.
Come find your way.


Volunteers at 2017 Operation Pumpkin in Hamilton, OH


Miami Conservancy District partnering with the Riverway on National Book Day


Elizabeth Connor (left), full time Coordinator, visiting the City of Piqua. Chris Schmiesing (right)

FIND YOUR WAY

About the Great Miami Riverway

The Great Miami Riverway is our regional destination here in southwest Ohio. It is a 99-mile stretch of vibrant riverfront communities that engage in recreational and cultural opportunities. The goal of this placemaking 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; and strengthen river corridor neighborhoods.

History

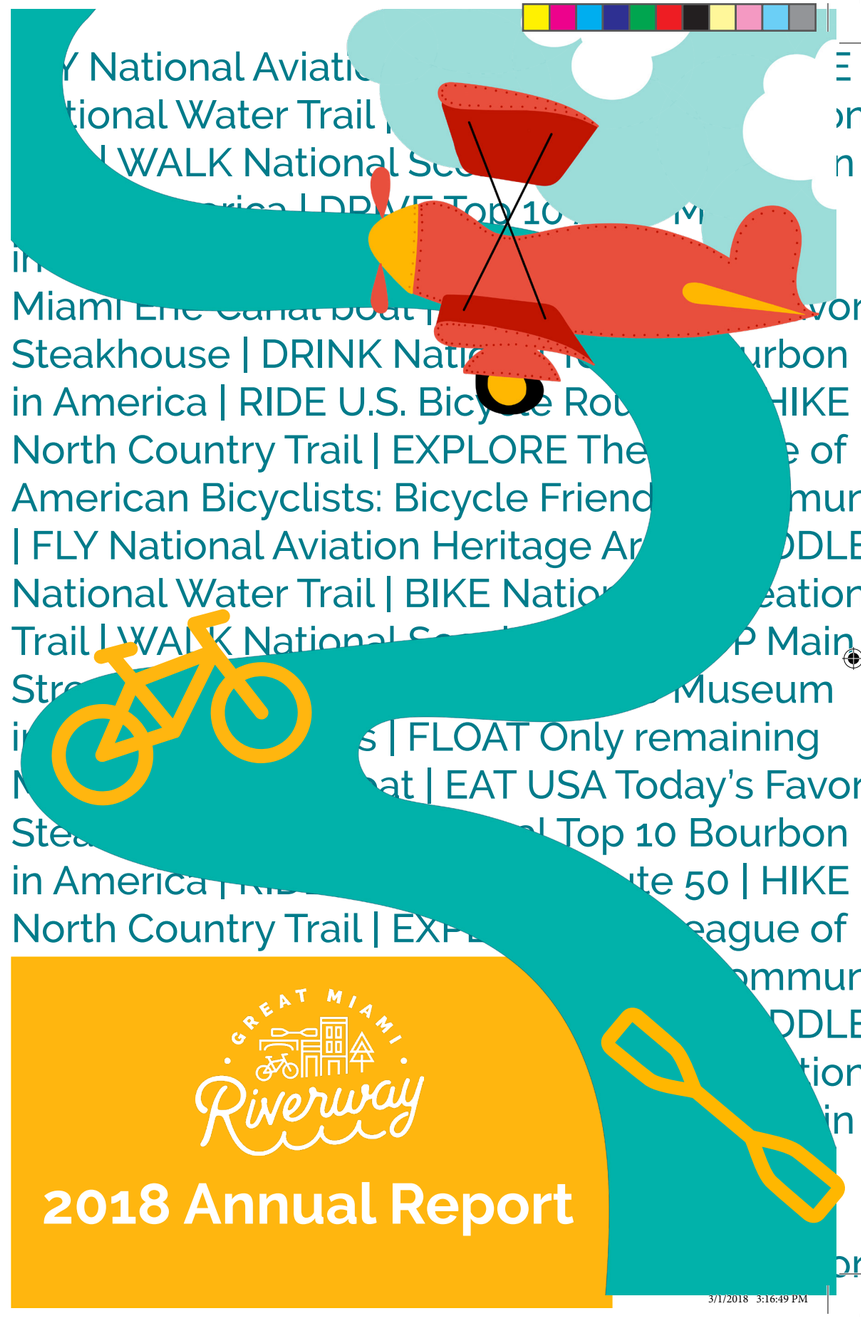
Starting at the University of Dayton with community leaders in 2008, the first River Summit was convened. Commissioners, mayors, and leaders formed Ohio's Great Corridor Association to start conversations surrounding the Great Miami's riverfront communities. In 2014, the U.S. Army Corps of Engineers was commissioned to complete the largest river asset inventory they had ever taken on. The key result: creating a unified message to promote the wide variety and enormous wealth of assets found in our 99 mile corridor. In 2017, 19 riverfront communities and organizations formed the Great Miami Riverway Coalition to implement the goals so clearly defined from the past ten years.

Today

Over $500 million in riverfront investments have been completed over the last 10 years in communities along the Great Miami Riverway. Our partners have invested $1 million into the Riverway and we continue to grow. Tapping into a $43 billion tourism market in Ohio, we see a bright future and a positive today. We encourage you to explore, invest, create, and **find your way** in the Great Miami Riverway.

www.greatmiamiriverway.com

GREAT MIAMI Riverway



2017 Physical Improvements and Placemaking



118
new luxury apartments

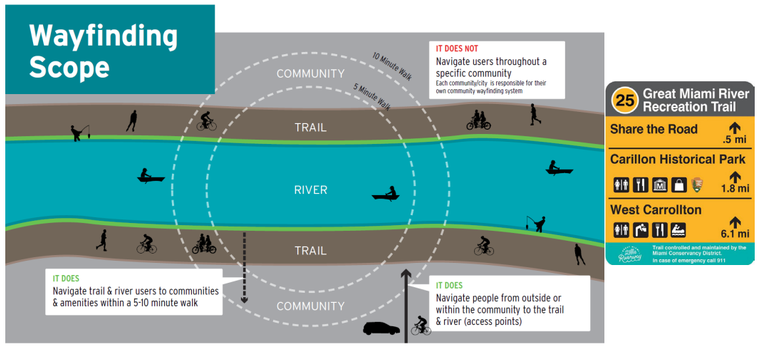
river access improvements
$1.8M+



acres ready for development
130

$16M+
riverfront investments

2017 Signage and Wayfinding





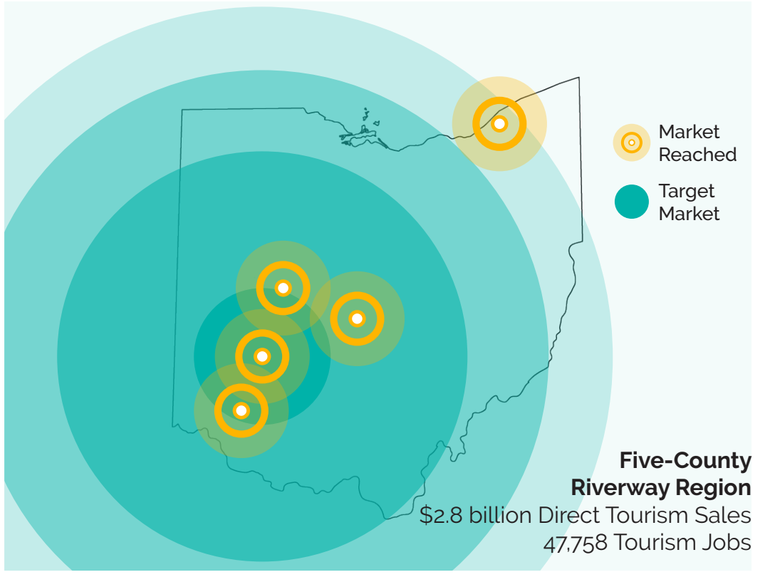
Riverway Kiosks

49
proposed locations

12
planned installations

**sponsorships available*

2017 Marketing and Public Relations



Five-County Riverway Region
$2.8 billion Direct Tourism Sales
47,758 Tourism Jobs



visitors recommend Ohio as a destination

118%
social media growth

THANK YOU TO OUR PARTNERS

If you are interested in joining our Coalition or becoming a sponsor, please email econnor@mcdwater.org | www.greatmiamiriverway.com | 937-223-1271

Coalition Members:

Montgomery County Commissioners
City of Hamilton
Miami Conservancy District
Miami County Commissioners
City of Miamisburg
City of Middletown / CVB
City of Piqua
City of Sidney
City of Troy
City of Dayton
City of Franklin
City of West Carrollton
Five Rivers Metroparks
MetroParks of Butler County
Miami County Park District

Sponsors:

City of Tipp City
Miami Valley Regional Planning Commission
Miami County Convention and Visitors Bureau
Sidney/Shelby County Visitors Bureau

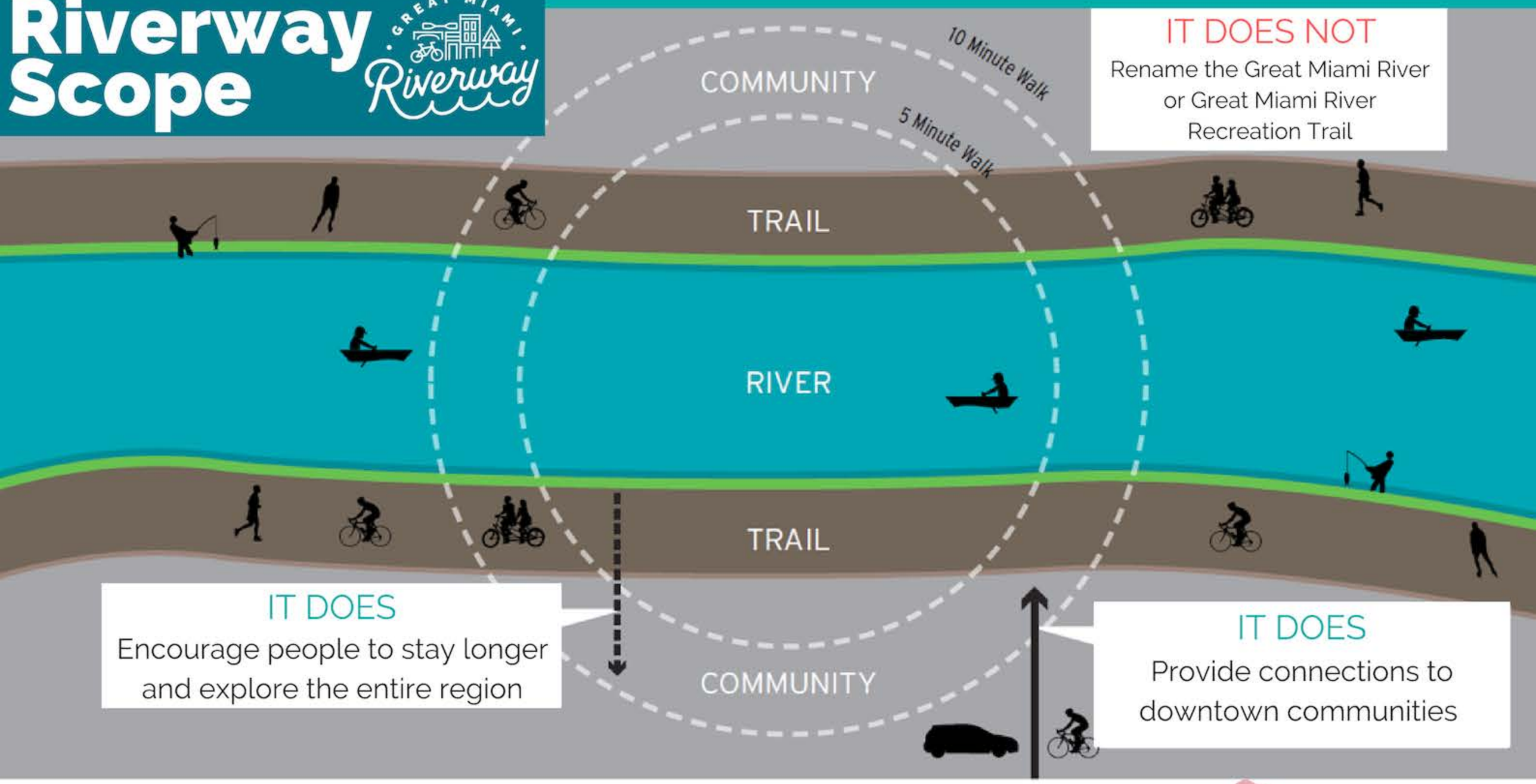
Grants provided by:

THE DAYTON FOUNDATION
THE TROY FOUNDATION
HOME • GROWN • GIVING

ATTACHMENT 6 – MONTHLY TIP SHEETS

TIP SHEET

Riverway Scope



IT DOES NOT
Rename the Great Miami River or Great Miami River Recreation Trail

IT DOES
Encourage people to stay longer and explore the entire region

IT DOES
Provide connections to downtown communities

April Challenge

On the Opening Day of Trails, make sure to share the Riverway's Trail Etiquette video. Tag and use #GreatMiamiRiverway.

Things to work on now

- Secure funding for the purchase of a kiosk
- Remove any excess signage at your trail heads. Look to the Signage and Wayfinding Plan for guidance.
- Promote and purchase any last minute Riverway Summit tickets. Event: April 19

Our largest program to-date, Tour de Way, is launching at RiverCon on May 4th. Even if you aren't a Star Wars fan, please come to support the event. #MayTheRiverBeWithYou

We are a quarter of the way through the year. Have you tackled your 5 specific goals for the Riverway? If you haven't started yet, now is the time. If you need another copy of your goal sheet, please email Elizabeth.

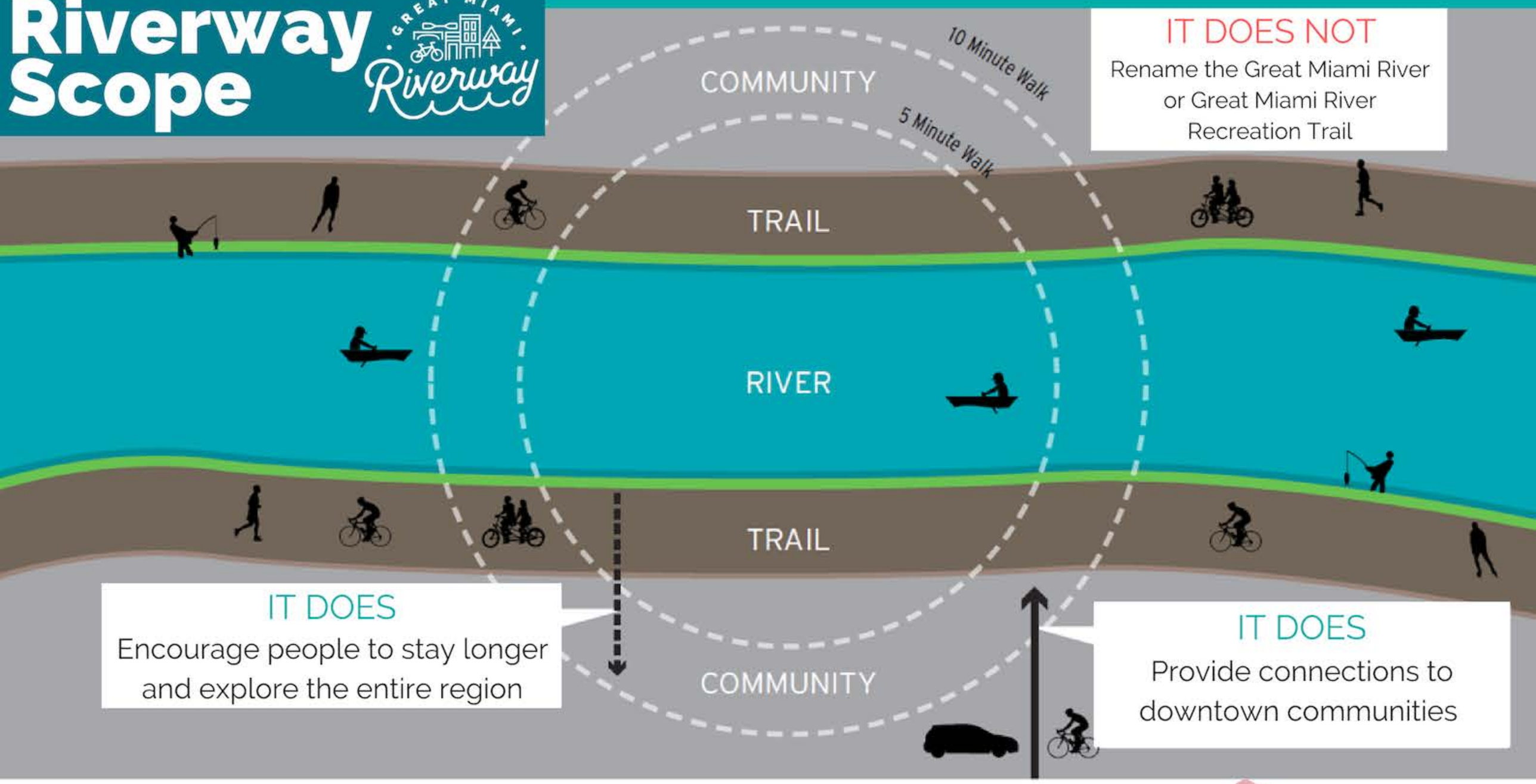
Bonus! From Midwest Living

Amy Lynch, writer for **Midwest Living Magazine** and Riverway connection through our media mission to Indy, recently wrote "Top Things for Active Travelers to Do in Cincinnati." Please send your BEST active travel recommendations to Elizabeth, with high quality photos, for a media pitch.



TIP SHEET

Riverway Scope



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April Challenge

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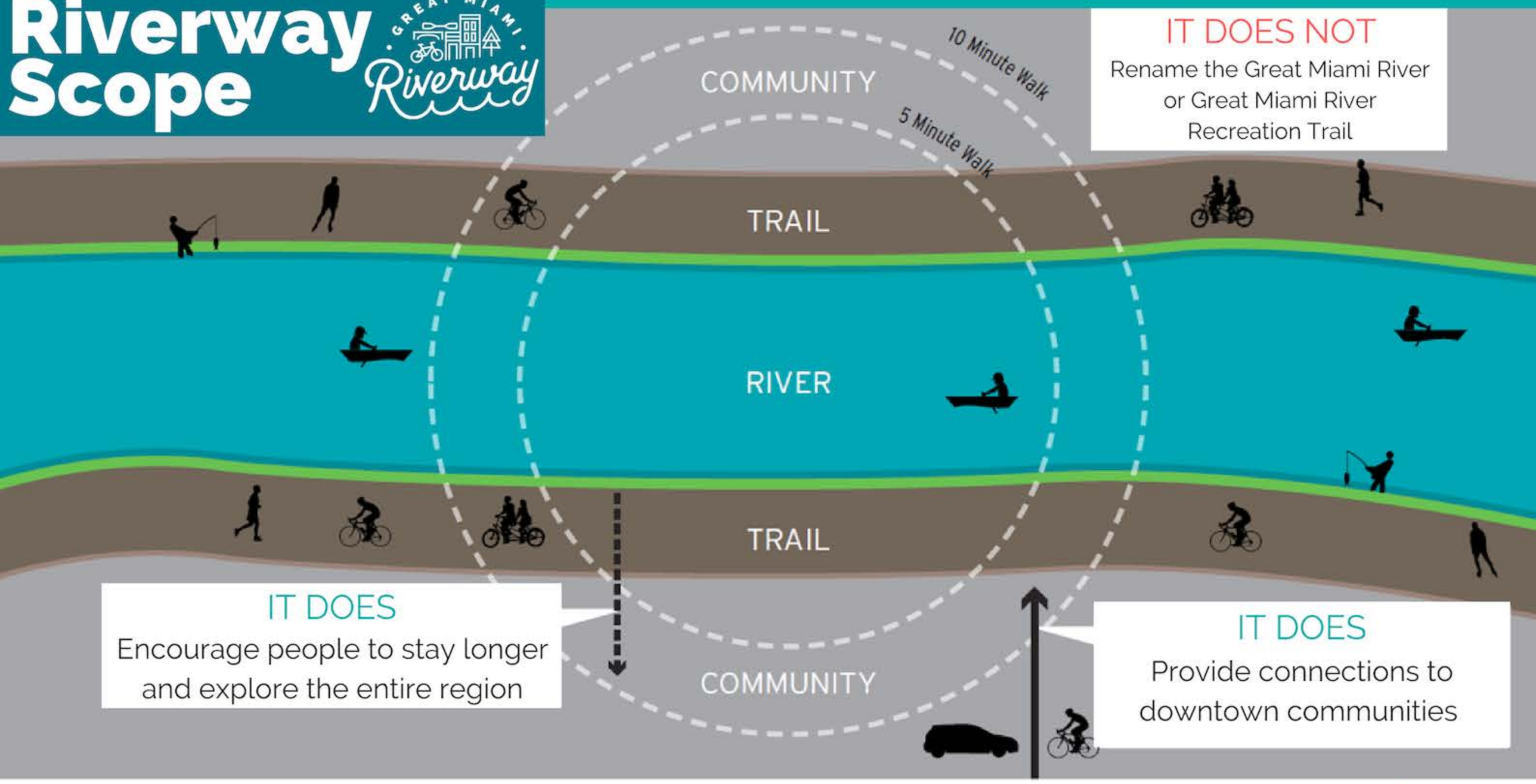
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TIP SHEET

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IT DOES
Provide connections to downtown communities

December Challenge

What are your favorite Riverway memories from 2018? Share them and tag Great Miami Riverway and #GreatMiamiRiverway

Things to work on now

- Enter your 2019 events into the Riverway event calendar
- Purchase your tickets for Riverway Summit
- Contact Leiann Stewart at Miami County Visitors Bureau to coordinate your booth for Riverway Summit

Remind your co-workers that they are brand ambassadors for the Great Miami Riverway. Forward our Riverway e-newsletter to them and encourage them to subscribe.

If you haven't already done so, please complete your 2019 Coalition Goal Sheet with Elizabeth.

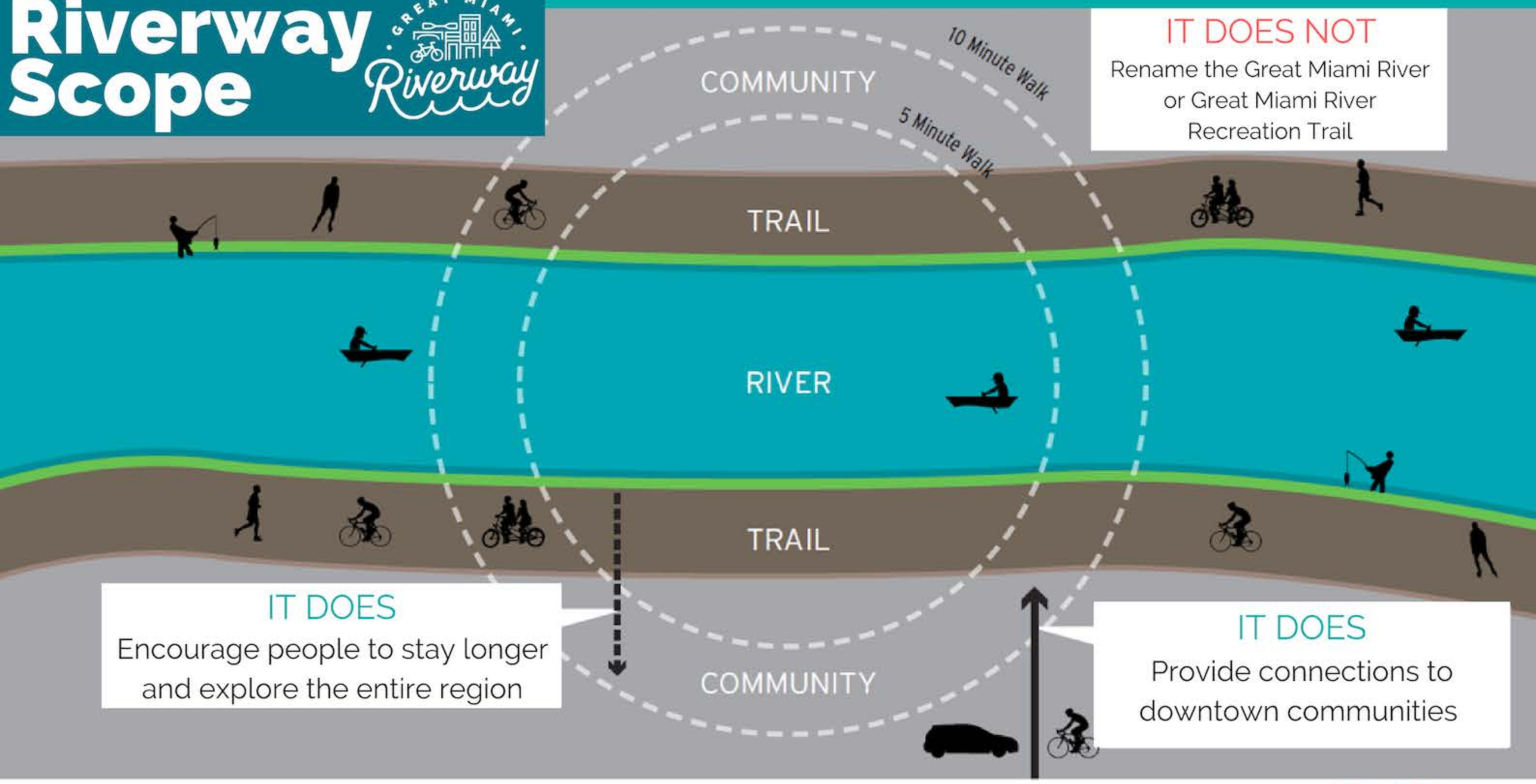
Bonus! From TourismOhio

TourismOhio is planning story ideas for 2019 and needs the new things happening in your community. Email your "New in 2019" info (a paragraph with primary details, contact person and web links) to Mary.Kleffner@development.Ohio.gov.

Ohio
find it here.

TIP SHEET

Riverway Scope



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IT DOES
Provide connections to downtown communities

February Challenge

Find your love, find your way. Share what you love about the Great Miami Riverway. Tag and use #GreatMiamiRiverway.

Things to work on now

- Enter your 2019 events into the Riverway event calendar
- Review your Goal Sheet with your coworkers and coordinate a timeline for each goal
- Place the Tour de Way in your marketing communications with QR welcome code

Our largest program to-date, Tour de Way, is launching at RiverCon on May 4th. Even if you aren't a Star Wars fan, please come to support the event. #MayTheRiverBeWithYou

We are always looking for article ideas and guest writers. If you are connected with a person that would tell a great story about something in the Riverway, please connect them with Elizabeth. Photographers, writers, videographers, and influencers welcome!

Bonus! From Midwest Living

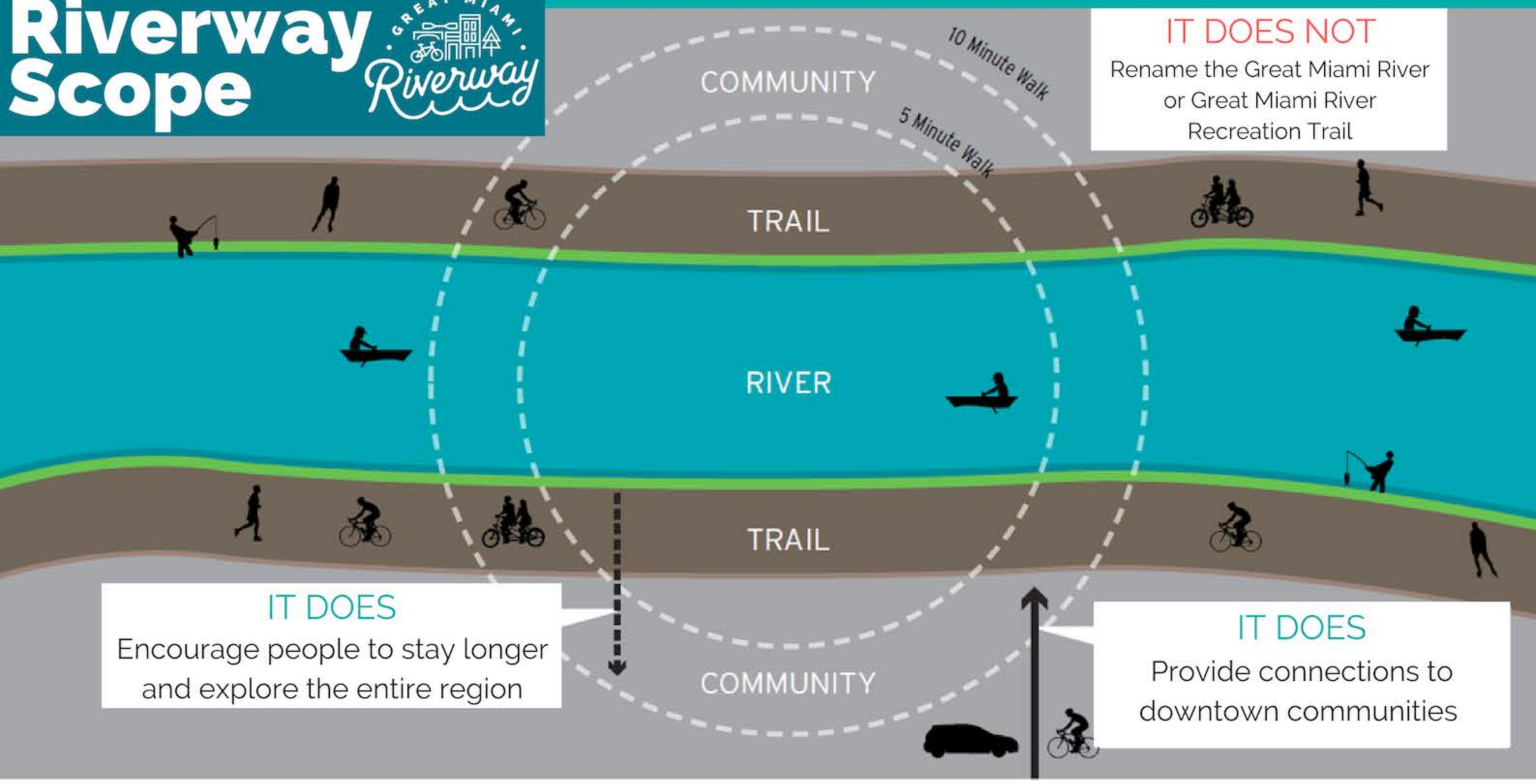
Deadline 2/28

Amy Lynch, writer for **Midwest Living Magazine** and Riverway connection through our media mission to Indy, recently wrote "Top Things for Active Travelers to Do in Cincinnati." Please send your BEST active travel recommendations to Elizabeth, with high quality photos, for a media pitch.



TIP SHEET

Riverway Scope



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Provide connections to downtown communities

November Challenge

Celebrate Small Business Saturday (Nov. 24) in your downtown. Tag Great Miami Riverway and #GreatMiamiRiverway #ShopSmall.

Things to work on now

- Save the Date for Riverway Summit; April 19 at Hobart Arena
- Connect Elizabeth with local sponsors
- Invite Elizabeth to present at business, board, and club meetings
- Install your 2018 Riverway medallions

Place the Riverway logo on your community newsletter and publications. It is a fast and easy way to share the brand and is a great opportunity to use your specific org's Riverway logo!

Ensuring our small businesses and parks are listed on Google is a Riverway Coalition goal for 2018. Connect Elizabeth with your local chamber of commerce so that we can jointly educate businesses about the importance of mobile wayfinding.

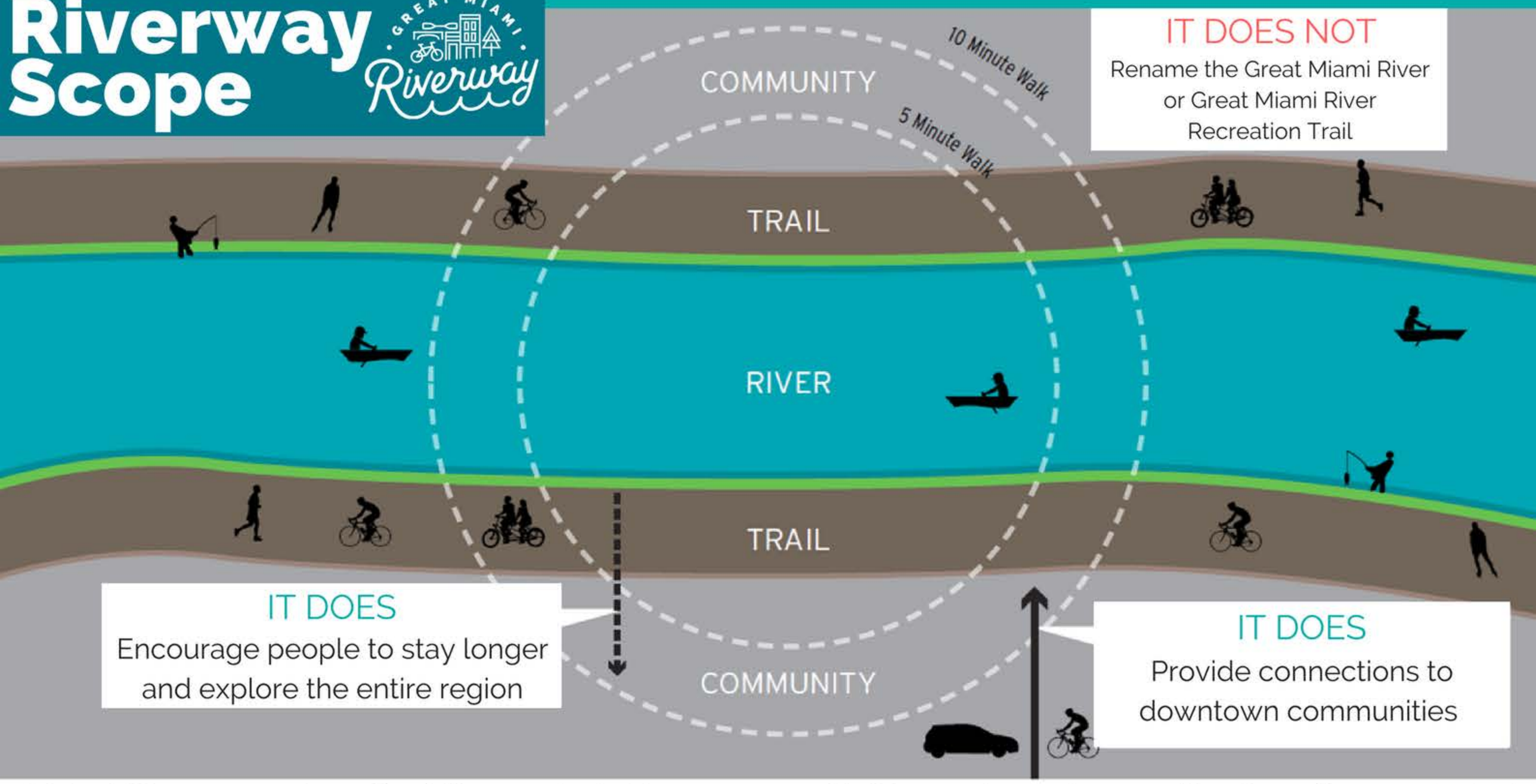
Bonus! Featured Supporter

Congratulations to the City of Sidney on being the first to install their medallions! Others have also installed their medallions and they all look amazing. Thank you! Have you installed your medallions yet?



TIP SHEET

Riverway Scope



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Original Riverway content should be created at least 2x a month | Remember to have smiling faces in your photos!
Make sure to thank the orgs and businesses in your community that embrace the brand

When publishing events onto Facebook, include the Riverway logo in the cover photo or invite the Riverway to co-host.

Link to your favorite @GRMiamiRiverway itinerary on the Riverway website with a photo of your local stop.

Take 3 photos (park, river, and downtown) of your fall foliage. Tag each with @GRMiamiRiverway and #GreatMiamiRiverway

Have you talked with your small businesses about creating Riverway merchandise? Water bottles, stickers, patches, t-shirts, dog leashes... #BuyLocal

Bonus! Featured Supporter

Next time you are in downtown Middletown, make sure to stop by Spoken Bicycles. Owners Otto and Mallory created this window cling and have since sold them to other businesses in Middletown and Hamilton. Want one (or more)? Call 513-997-1230.



If you haven't already, make sure to include kiosks into your 2019 budget. The Coalition's Signage and Wayfinding Plan timeline for 2019 lists 10 new kiosk installations for the region and 15 new medallions per community.



Things to work on now

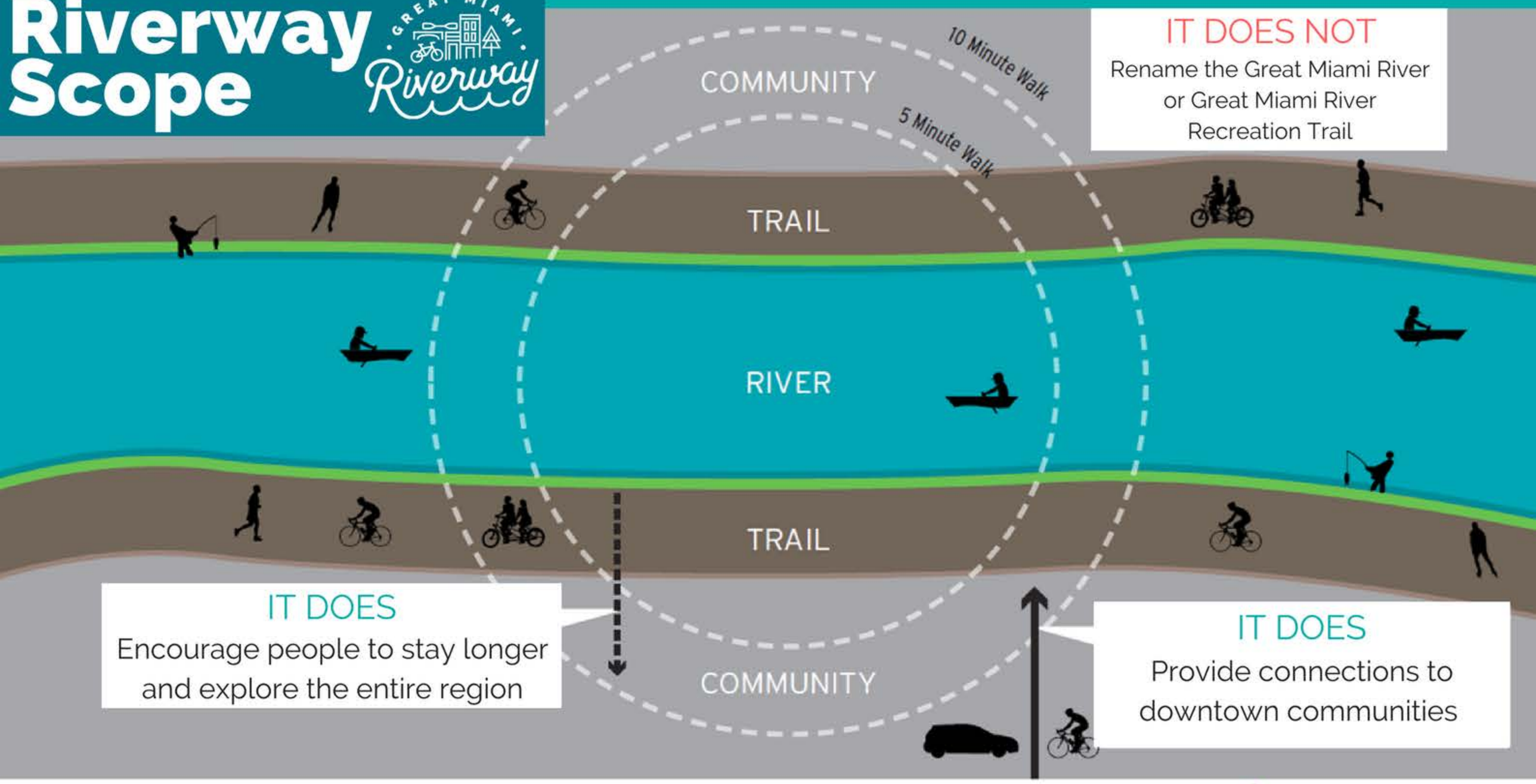
- Link your website to www.GreatMiamiRiverway.com
- Connect the Riverway with local sponsors
- Invite the Riverway to present at business meetings, board meetings, and club meetings
- Install your 2018 medallions

Placing the Riverway logo on your community newsletter and publications is a fast and easy way to share the brand. This is a great opportunity to use your specific org's Riverway logo!

www.GreatMiamiRiverway.com

TIP SHEET

Riverway Scope



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IT DOES
Provide connections to downtown communities

October Challenge

Take 3 photos (park, river, and downtown) of your fall foliage. Tag Great Miami Riverway in each and #GreatMiamiRiverway.

Things to work on now

- Link your website to www.GreatMiamiRiverway.com
- Connect the Riverway with local sponsors
- Invite the Riverway to present at business, board, and club meetings
- Install your 2018 medallions

Place the Riverway logo on your community newsletter and publications. It is a fast and easy way to share the brand and is a great opportunity to use your specific org's Riverway logo!

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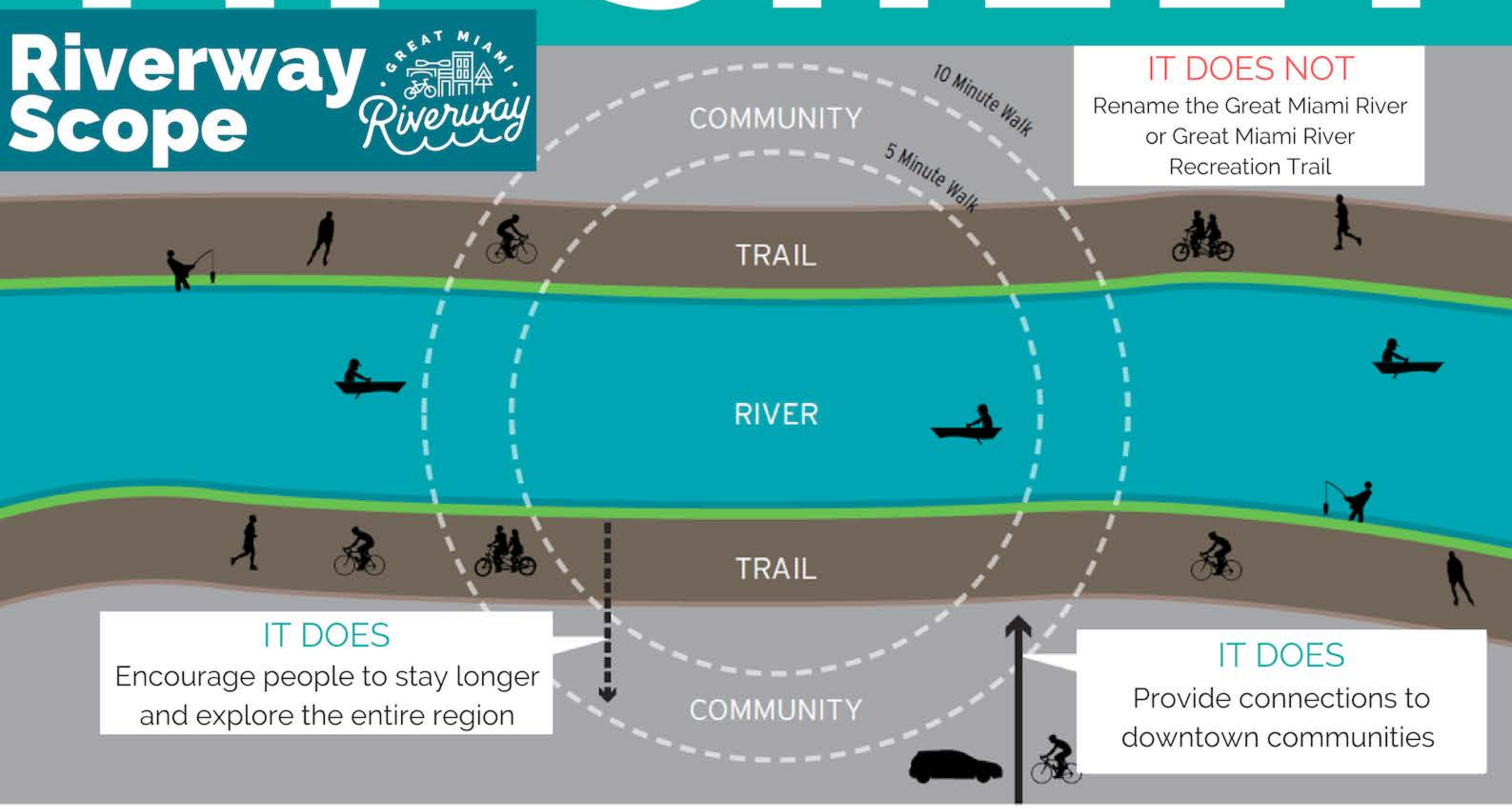
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TIP SHEET

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November Challenge

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Things to work on now

- Link your website to www.GreatMiamiRiverway.com
- Connect the Riverway with local sponsors
- Invite the Riverway to present at business, board, and club meetings
- Install your 2018 medallions

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Bonus! Featured Supporter

Congratulations to the City of Sidney on being the first to install their medallions! City of Middletown and Five Rivers MetroParks have also installed their medallions and they all look amazing. Thank you!



ATTACHMENT 7 – GOAL SHEETS

This coalition of community leaders is **inspiring** the way our residents and neighbors think about our **greatest** natural resource. Together, we are ensuring a future that **connects** our outdoor resources to future visitors, future residents, future entrepreneurs, and future CEOs. By **achieving** our goals, set by both the Coalition and individually, we are helping each other prepare our region for a **better future** through a legacy of innovation, quality of life, and truly unique experiences.

The Great Miami Riverway return on investment

=

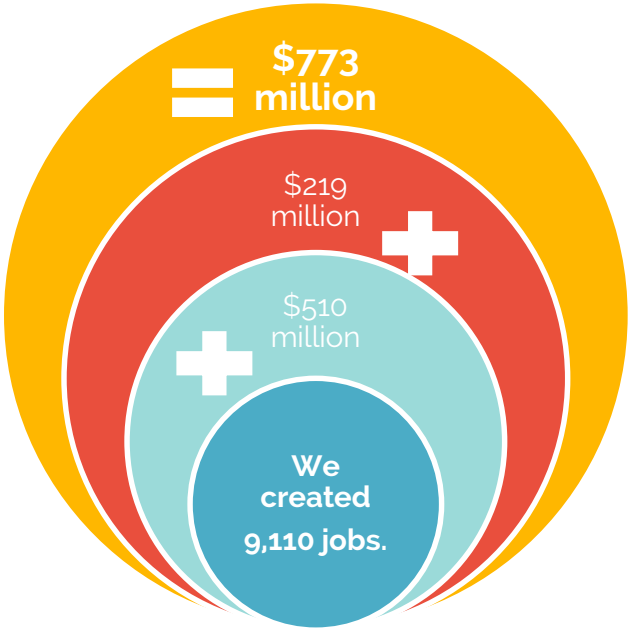
Wages spent in your community

+

Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. NKTelco/Ali Rittenhouse/SHS Media Class Riverway story feature
2. Continue grant funding and private donors to complete trail gap
3. Develop signage standards for downtown and connection to Great Miami River
4. Complete donor packet for trail gap completion
5. Purchase Riverway 'kit' for publicity at events and local initiatives

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
List appropriate events monthly on Riverway event calendar												
Place a total of 30 medallions and/or window clings												
Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
Mark all bridge abutments with a stencil or sign												
Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway SIDNEY, OH

This coalition of community leaders is **inspiring** the way our residents and neighbors think about our **greatest** natural resource. Together, we are ensuring a future that **connects** our outdoor resources to future visitors, future residents, future entrepreneurs, and future CEOs. By **achieving** our goals, set by both the Coalition and individually, we are helping each other prepare our region for a **better future** through a legacy of innovation, quality of life, and truly unique experiences.

The Great Miami Riverway return on investment

=

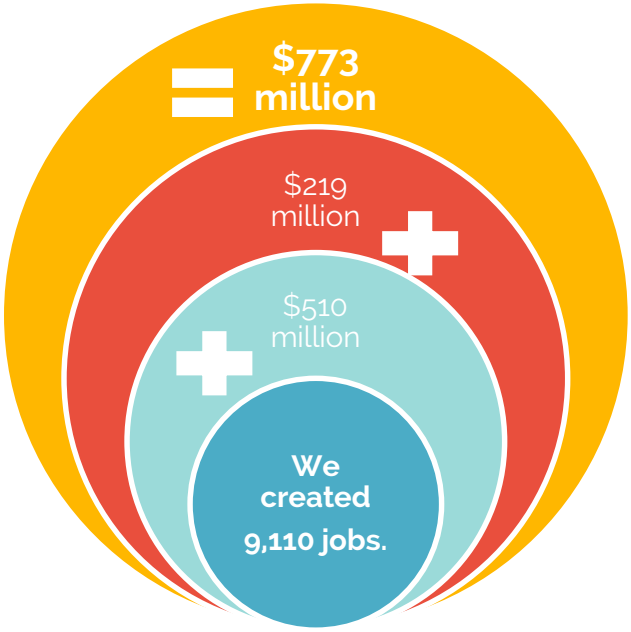
Wages spent in your community

+

Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. TV 5 Indian Nation Station Riverway feature
2. Mainstreet Piqua (and others) merchandise program
3. Facilitate local tourism board conversation
4. Riverway month on Mainstreet street banners
5. Plan a 2020 Lock Nine Riverway Celebration

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
List appropriate events monthly on Riverway event calendar												
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GREAT MIAMI Riverway PIQUA, OH

This coalition of community leaders is **inspiring** the way our residents and neighbors think about our **greatest** natural resource. Together, we are ensuring a future that **connects** our outdoor resources to future visitors, future residents, future entrepreneurs, and future CEOs. By **achieving** our goals, set by both the Coalition and individually, we are helping each other prepare our region for a **better future** through a legacy of innovation, quality of life, and truly unique experiences.

The Great Miami Riverway return on investment

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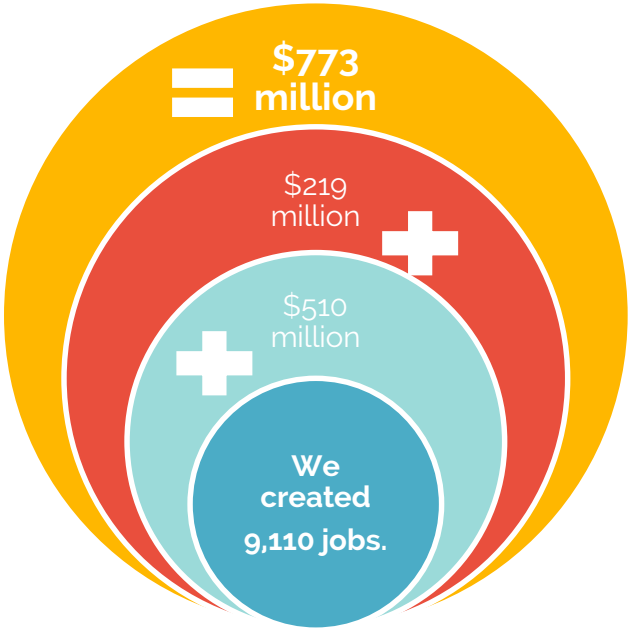
Wages spent in your community

+

Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. Coordinate logistics for 2019 Summit
2. Work with Troy Main Street to increase use of brand
3. Host River Stewards and give photo/video to Riverway for use in marketing
4. Connect Riverway to at least one merchant who will sell Riverway merchandise
5. Incorporate Riverway into Troy's wayfinding system

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
List appropriate events monthly on Riverway event calendar												
Place a total of 30 medallions and/or window clings												
Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
Mark all bridge abutments with a stencil or sign												
Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway TROY, OH

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The Great Miami Riverway return on investment

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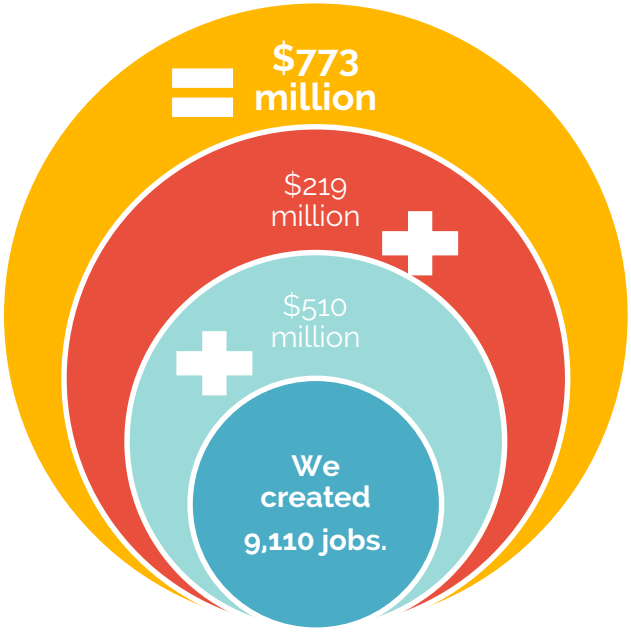
Wages spent in your community

+

Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. Installation of 3 Riverway-logo, yellow bike trail signs
2. Purchase Riverway kiosk for Dye Mill Rd.
3. Develop and coordinate Summit presentation/panel
4. Riverway booth inclusion at Hug the Earth, 12 fairs, and 4 events
5. Riverway logo included on the back of trail run shirt

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance		■		■		■		■		■		■
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
List appropriate events monthly on Riverway event calendar												
Place a total of 30 medallions and/or window clings												
Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
Mark all bridge abutments with a stencil or sign												
Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway
MIAMI COUNTY PARK DISTRICT, OH

This coalition of community leaders is **inspiring** the way our residents and neighbors think about our **greatest** natural resource. Together, we are ensuring a future that **connects** our outdoor resources to future visitors, future residents, future entrepreneurs, and future CEOs. By **achieving** our goals, set by both the Coalition and individually, we are helping each other prepare our region for a **better future** through a legacy of innovation, quality of life, and truly unique experiences.

The Great Miami Riverway return on investment

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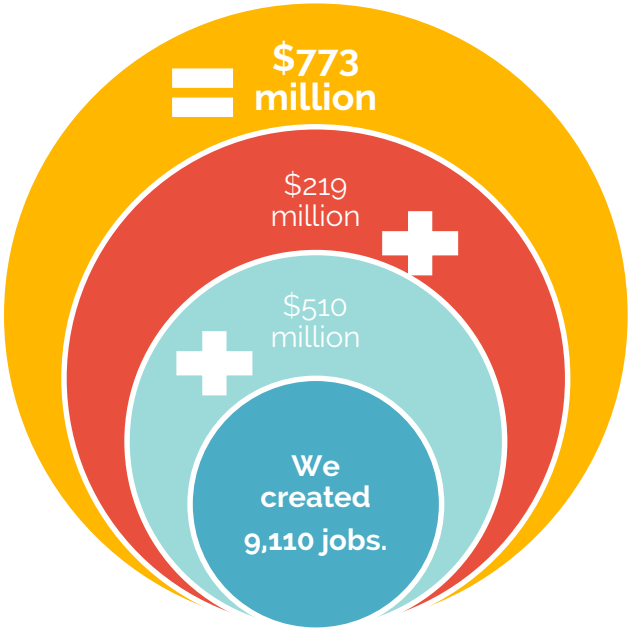
Wages spent in your community

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Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. Create signage at RiverScape MetroPark similar to that which will eventually appear on the GMR kiosk.
2. Five Rivers MetroParks will maintain an active role in the regional trail impact study.
3. MetroParks will create an opportunity for GMR to have a booth or presence at five major events throughout the year, such as Bike to Work Day, the Wagner Subaru Outdoor Experience, Pickin' in the Park and other events/festivals.
4. Five Rivers MetroParks will promote and support the Tour de Way through product donations and promotion in the summer 2019 *ParkWays* magazine and via Five Rivers MetroParks' social media channels.
5. Five Rivers MetroParks will include information about the GMR and distribute river maps at outreach booths when appropriate to the audience.

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
List appropriate events monthly on Riverway event calendar												
Place a total of 30 medallions and/or window clings												
Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
Mark all bridge abutments with a stencil or sign												
Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway

FIVE RIVERS METROPARKS, OH

This coalition of community leaders is **inspiring** the way our residents and neighbors think about our **greatest** natural resource. Together, we are ensuring a future that **connects** our outdoor resources to future visitors, future residents, future entrepreneurs, and future CEOs. By **achieving** our goals, set by both the Coalition and individually, we are helping each other prepare our region for a **better future** through a legacy of innovation, quality of life, and truly unique experiences.

The Great Miami Riverway return on investment

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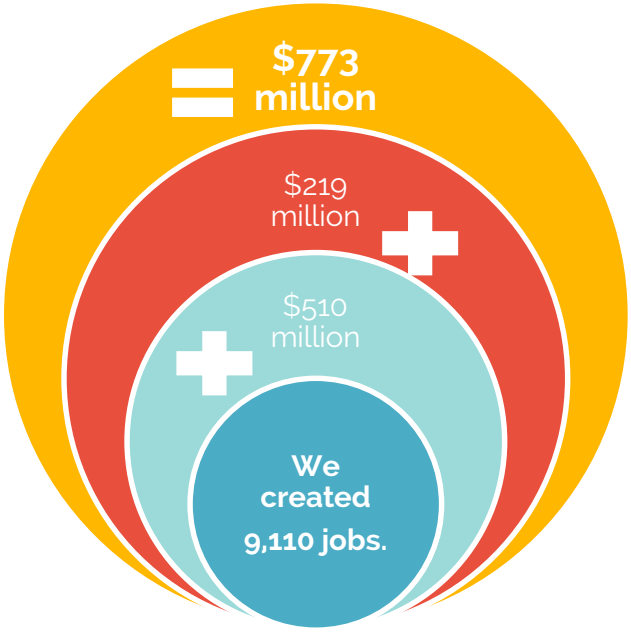
Wages spent in your community

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Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. Promote launch of Tour de Way at West Carrollton-Miamisburg River Ride
2. Involve at least two businesses in Riverway pop-up events
3. Introduce launch of Tour de Way "Welcome QR Code" at several city events
4. Introduce new businesses to Riverway brand

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
List appropriate events monthly on Riverway event calendar												
Place a total of 30 medallions and/or window clings												
Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
Mark all bridge abutments with a stencil or sign												
Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway WEST CARROLLTON, OH

This coalition of community leaders is **inspiring** the way our residents and neighbors think about our **greatest** natural resource. Together, we are ensuring a future that **connects** our outdoor resources to future visitors, future residents, future entrepreneurs, and future CEOs. By **achieving** our goals, set by both the Coalition and individually, we are helping each other prepare our region for a **better future** through a legacy of innovation, quality of life, and truly unique experiences.

The Great Miami Riverway return on investment

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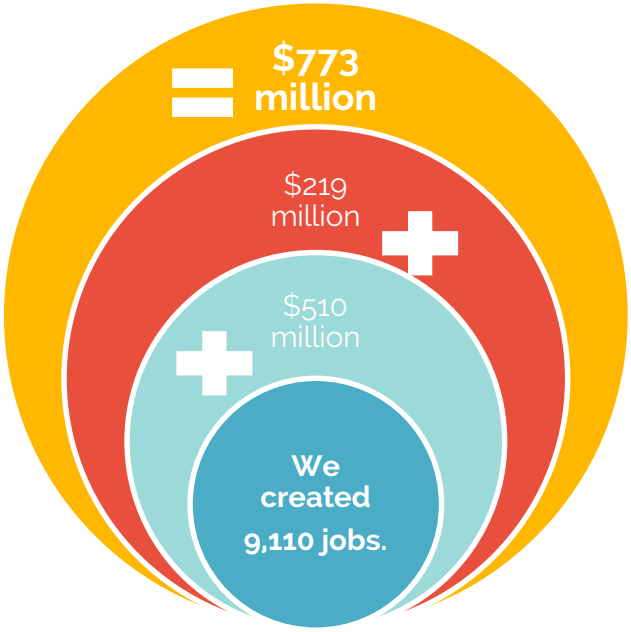
Wages spent in your community

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Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. Plan a 2020 cardboard boat regatta
2. Riverway booth combined with Parks & Rec/MMA booths at local events
3. Workshop for Merchants Meeting – how to use the Riverway brand
4. Update city wayfinding signage w/Riverway logo
5. Purchase a Riverway kiosk between 1st and 2nd street

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
List appropriate events monthly on Riverway event calendar												
Place a total of 30 medallions and/or window clings												
Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
Mark all bridge abutments with a stencil or sign												
Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway MIAMISBURG, OH

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The Great Miami Riverway return on investment

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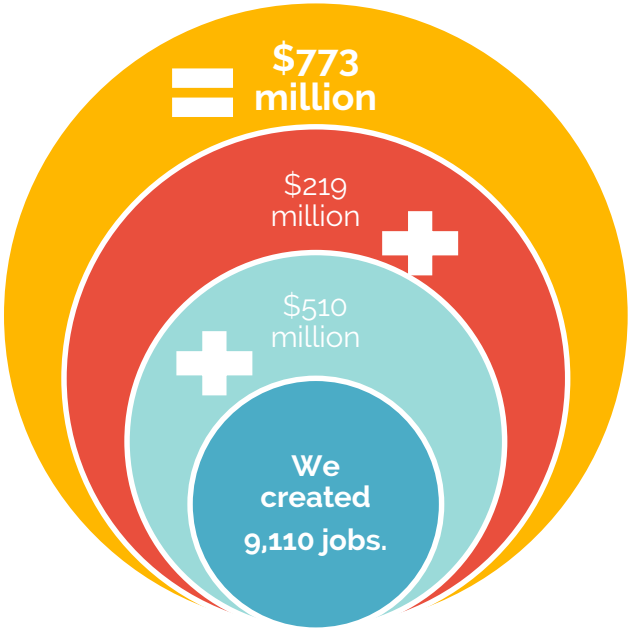
Wages spent in your community

+

Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. N.W. Grant for kiosk at Franklin/Middletown trail connection
2. Apply for additional grants for a bike fix-it station, public restrooms, etc. at trail connection
3. Expand annual River Ride
4. Riverway present at Farmers' Markets
5. Pull-up banner 'kit' purchased to take to Franklin events

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
List appropriate events monthly on Riverway event calendar												
Place a total of 30 medallions and/or window clings												
Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
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Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway FRANKLIN, OH

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The Great Miami Riverway return on investment

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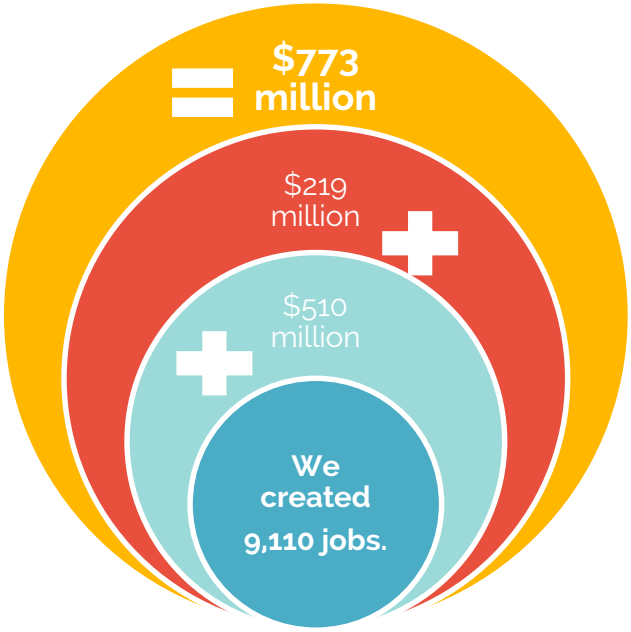
Wages spent in your community

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Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. Middletown Visitors Bureau to incorporate Riverway into small businesses
2. Create a Middletown/Riverway video
3. Provide shuttle transportation for RiverCon between shopping and River Center
4. Invite Riverway to present at all local service groups
5. Plan a 2020 Youth Riverway Day at YMCA

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
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Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
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Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway MIDDLETOWN, OH

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The Great Miami Riverway return on investment

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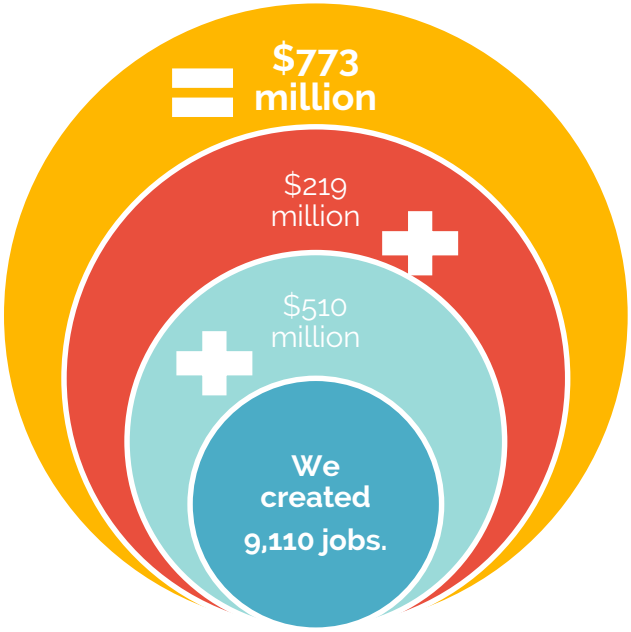
Wages spent in your community

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Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. Apply for a Hamilton Foundation grant for 2020 Summit
2. Plan 2020 Riverway Summit
3. Coordinate a joint discussion for Germantown, High Street, and Main Street shopping districts on Riverway brand use
4. Partner with TV Hamilton to produce Riverway highlights
5. Pilot merchandise program in Petals & Wicks and Unsung
6. Connect Riverway to Spooky Nook staff/developers

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
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GREAT MIAMI Riverway HAMILTON, OH

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The Great Miami Riverway return on investment

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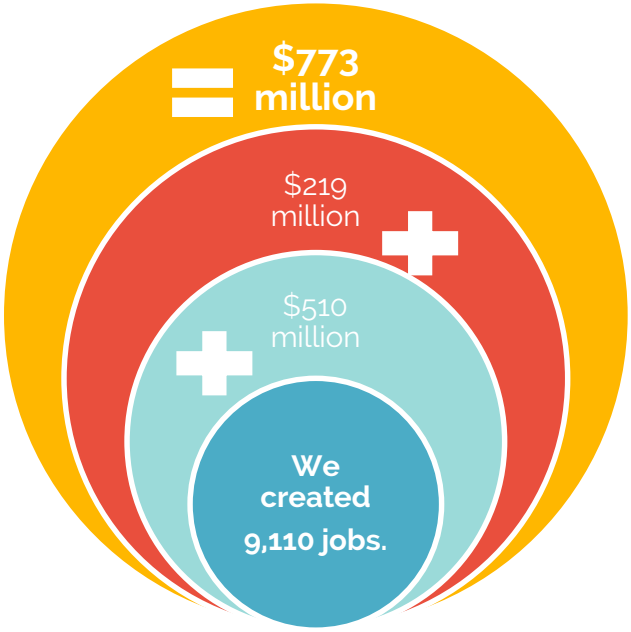
Wages spent in your community

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Tourism sales generated

+

Jobs created



YOUR Great Miami Riverway 2019 Goals

1. Trail improvements – new sign at Medlar
2. Riverway banners at "Test Your Well" events
3. Riverway included in all county commission update presentations
4. Riverway coloring page at Dayton Children's Water Festival and Butler County Water Festival
5. Clean Sweep T-shirt to include Riverway logo (as sponsor)

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
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GREAT MIAMI Riverway
MIAMI CONSERVANCY DISTRICT, OH

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The Great Miami Riverway return on investment

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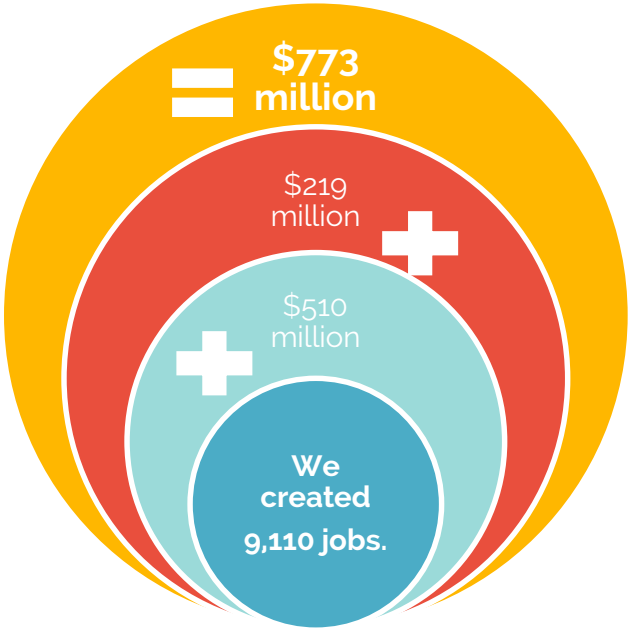
Wages spent in your community

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Tourism sales generated

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Jobs created



YOUR Great Miami Riverway 2019 Goals

1. _____

2. _____

3. _____

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Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
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List appropriate events monthly on Riverway event calendar												
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Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
Mark all bridge abutments with a stencil or sign												
Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway
METROPARKS OF BUTLER COUNTY, OH

This coalition of community leaders is **inspiring** the way our residents and neighbors think about our **greatest** natural resource. Together, we are ensuring a future that **connects** our outdoor resources to future visitors, future residents, future entrepreneurs, and future CEOs. By **achieving** our goals, set by both the Coalition and individually, we are helping each other prepare our region for a **better future** through a legacy of innovation, quality of life, and truly unique experiences.

The Great Miami Riverway return on investment

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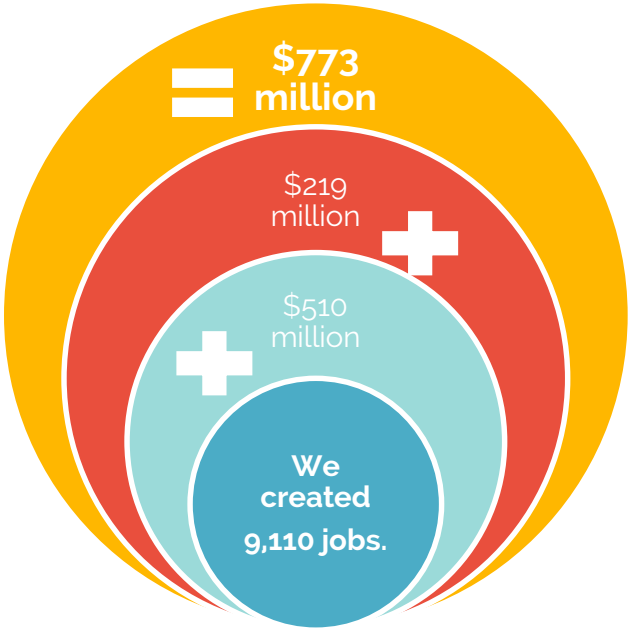
Wages spent in your community

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Tourism sales generated

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Jobs created



YOUR Great Miami Riverway 2019 Goals

1. _____

2. _____

3. _____

4. _____

5. _____

Great Miami Riverway Coalition 2019 Goals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coalition Meeting Attendance												
3x/month original brand use (tag Riverway social media)												
4x/year brand placed on printed communications												
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Place a total of 30 medallions and/or window clings												
Install at least 1 kiosk (total in 2018 and 2019)												
Mark all trailheads/parking lots/access points with a sign												
Mark all bridge abutments with a stencil or sign												
Remove all inconsistent messaging and excess signage												

GREAT MIAMI Riverway DAYTON, OH

ATTACHMENT 8 – SUBCOMMITTEES

Option A									
	Name	Org	Email	City	Government	Nonprofit	Small Business	Tourism	Notes
Chair	Shelby Quinlivan	City of Middletown	shelbyq@cityofmiddletown.org	Middletown	x				
Coalition	Jacob Stone	City of Hamilton	jacob.stone@hamilton-oh.gov	Hamilton	x				
Coalition	Trish Butler	Five Rivers MetroParks	Trish.Butler@metroparks.org			x			
Coalition	Erika Mattingly	City of West Carrollton	EMattingly@westcarrollton.org	West Carrollton	x				
Coalition	Toni Bankston	City of Dayton	toni.bankston@daytonohio.gov	Dayton	x				
Coalition	Brittany VanHorn	City of Piqua	bvanhorn@piquaoh.org	Piqua	x				
Coalition	Amanda Smith	Miami County Parks	asmith@miamicountyparks.com			x			
Coalition	Aubrey Hale	City of Troy	aubrey.hale@troyohio.gov	Troy	x				
	Kim Lally	University of Dayton	kally1@udayton.edu	Dayton		x			
	Audrey Ingram	Dayton Contemporary Dance Company	audrey@dcdc.org	Dayton		x			
	Haylie Schlater	Dayton History	hschlater@daytonhistory.org	Dayton		x			
	Alexis Larsen	Dayton Art Institute	alarsen@daytonart.org	Dayton		x			
	Angela Whitehead	Dayton Performing Arts Alliance	awhitehead@daytonperformingarts.org	Dayton		x			
	Courtney Denning	Winans Chocolates	media@winanscandies.com	Piqua			x		
	Lorna Swisher	Main Street Piqua	info@mainstreetpiqua.com	Piqua		x			
	Leiann Stewart	Miami County Visitors Bureau	lstewart@visitmiamicounty.org					x	
	Amy Breinich	Sidney Alive	amy@sidneyalive.org	Sidney		x			
	Tracy Kocher	Butler County Visitors Bureau	tkocher@gettothebc.com					x	
	Jeff Raible	Sidney/Shelby County Visitors Bureau	Jraible@SidneyShelbyChamber.com					x	
	Bev Rose	Dayton Visitors Bureau	BRose@daytoncvb.net					x	
	Otto Bohn	Spoken Bicycles	spokenbicycles@gmail.com	Middletown			x		
	Ryan King	Can't Stop Running	cantstoprunningco@gmail.com	Piqua			x		
	Sara Vallandingham	Sara's House	sarashouse4you@gmail.com	Hamilton			x		
	Margaret Begg	Bakehouse	eat@bakehousebread.com	Troy			x		
	Beth Kerber	The 3 Weird Sisters Studio		Troy			x		
	Nicole	Main Street Troy		Troy		x			
	Mike Colvin	Downtown Dayton Partnership	colvin@downtowndayton.org	Dayton		x			
	Timothy Gaffney	National Aviation Heritage Area	trg@aviationheritagearea.org			x			
	Rebecca Gonya	Fitton Center for Creative Arts	rebecca@fittoncenter.org	Hamilton		x			
	Chuck Vella	Vella, Inc	cvella@vellainc.com	Dayton			x		
		Whitewater Warehouse		Dayton			x		
Option B									
	Name	Org	Email	City	Government	Nonprofit	Small Business	Tourism	Notes
Chair	Shelby Quinlivan	City of Middletown	shelbyq@cityofmiddletown.org	Middletown	x				
Coalition	Jacob Stone	City of Hamilton	jacob.stone@hamilton-oh.gov	Hamilton	x				
Coalition	Brittany VanHorn	City of Piqua	bvanhorn@piquaoh.org	Piqua	x				
Coalition	Amanda Smith	Miami County Parks	asmith@miamicountyparks.com			x			
	Kim Lally	University of Dayton	kally1@udayton.edu	Dayton		x			
	Lorna Swisher	Main Street Piqua	info@mainstreetpiqua.com	Piqua		x			
	Leiann Stewart	Miami County Visitors Bureau	lstewart@visitmiamicounty.org					x	
	Amy Breinich	Sidney Alive	amy@sidneyalive.org	Sidney		x			
	Tracy Kocher	Butler County Visitors Bureau	tkocher@gettothebc.com					x	

	Jeff Raible	Sidney/Shelby County Visitors Bureau	Jraible@SidneyShelbyChamber.com					x	
	Bev Rose	Dayton Visitors Bureau	BRose@daytoncvb.net					x	
	Nicole	Main Street Troy		Troy		x			
	Mike Colvin	Downtown Dayton Partnership	colvin@downtowndayton.org	Dayton		x			
	Timothy Gaffney	National Aviation Heritage Area	trg@aviationheritagearea.org			x			
	Alexis Larsen	Dayton Art Institute	alarsen@daytonart.org	Dayton		x			
	Otto Bohn	Spoken Bicycles	spokenbicycles@gmail.com	Middletown			x		
	Ryan King	Can't Stop Running	cantstoprunningco@gmail.com	Piqua			x		
		Whitewater Warehouse		Dayton			x		
			Option C						
	Name	Org	Email	City	Government	Nonprofit	Small Business	Tourism	Notes
Coalition Liason	Shelby Quinlivan	City of Middletown	shelbyq@cityofmiddletown.org	Middletown	x				
	Lorna Swisher	Main Street Piqua	info@mainstreetpiqua.com	Piqua		x			
	Leiann Stewart	Miami County Visitors Bureau	lstewart@visitmiamicounty.org					x	
	Amy Breinich	Sidney Alive	amy@sidneyalive.org	Sidney		x			
	Tracy Kocher	Butler County Visitors Bureau	tkocher@gettothebc.com					x	
	Jeff Raible	Sidney/Shelby County Visitors Bureau	Jraible@SidneyShelbyChamber.com					x	
	Bev Rose	Dayton Visitors Bureau	BRose@daytoncvb.net					x	
	Mike Colvin	Downtown Dayton Partnership	colvin@downtowndayton.org	Dayton		x			
	Mackensie Wittmer	National Aviation Heritage Area	mdw@aviationheritagearea.org			x			
	Alexis Larsen	Dayton Art Institute	alarsen@daytonart.org	Dayton		x			
	Otto Bohn	Spoken Bicycles	spokenbicycles@gmail.com	Middletown			x		
	Ryan King	Can't Stop Running	cantstoprunningco@gmail.com	Piqua			x		
		Whitewater Warehouse		Dayton			x		
	Jessica Olson	RTA	jolson@greaterdaytonrta.org						
	Laura Loges	MVRPC	lloges@mvrpc.org						Confirmed
	Mary Huttlinger	Middletown CVB	mary@visitmiddletownohio.com						
	Mallory Greenham	City of Hamilton	mallory.greenham@hamilton-oh.gov						
	Kari Abitbol	University of Dayton	kabitbol1@udayton.edu						
	Aubrey Hale	City of Troy	aubrey.hale@troyohio.gov						
	Amanda Smith	Miami County Park District	asmith@miamicountyparks.com						
	colvin@downtowndayton.org; Mackensie Wittmer <mdw@aviationheritagearea.org>; shelbyq@cityofmiddletown.org; amy@sidneyalive.org; alarsen@daytonart.org; tkocher@gettothebc.com; lstewart@visitmiamicounty.org; BRose@daytoncvb.net; cantstoprunningco@gmail.com; Hoff, John <jhoff@greaterdaytonrta.org>; Jraible@SidneyShelbyChamber.com; info@mainstreetpiqua.com; mary@visitmiddletownohio.com; spokenbicycles@gmail.com; jolson@greaterdaytonrta.org; nicole@troymainstreet.org; Carolyn DesJardin <carolyn@theoregondistrict.org>; Lorna Swisher <mainstreetpiqua@woh.rr.com>; mallory.greenham@hamilton-oh.gov; asmith@miamicountyparks.com; Hayley Lappin <hlappin@daytonregion.com>; Shannon Joyce Neal <sneal@daytonregion.com>;								

Name	Org
Chris Fine	City of Miamisburg
Stan Kegley	City of Troy
Chris Schmiesing	City of Piqua
Gary Clough	City of Sidney
Brent Centers	City of Franklin
Scott Tadych	City of Middletown
Lucking	City of West Carrollton
Eric Sauer	Five Rivers MetroParks
Alison	
Martin Kin	
Kathryn Youra Polk	
Chad Smith	
Sarah Hippensteel Hall	MCD

Option A				
Email	**City**	**Government**	**Nonprofit**	**Small Business**
chris.fine@cityofmiamisburg.com	Miamisburg	x		
stan.kegley@troyohio.gov	Troy	x		
cschmiesing@piquaoh.org	Piqua	x		
gclough@sidneyoh.com	Sidney	X		
bcenters@franklinohio.org	Franklin	X		
Scottt@cityofmiddletown.org	Middletown	X		
mlucking@westcarrollton.org	West Carrollton	x		
Eric.Sauer@metroparks.org	Montgomery Cour	x		
alisonm@cityofmiddletown.org	Middletown	x		
MKim@mvrpc.org	5 counties	x		
kyoura.polk@mvrpc.org	5 counties	x		
csmith@yourmetroparks.net	Butler County	x		
shippensteel@mcdwater.org	15 counties	x		

Tourism Notes

			Option A
	Name	**Org**	**Email**
Chair	Kevin Swanson	Miami County Parks	
Coalition	Amy Dingle	Five Rivers MetroParks	
Coalition	Brian Martin	MVRPC	
Coalition	Duane Gaier	City of Sidney	
Coalition	Kelly Barkley	MetroParks of Butler	
Coalition	Jon White	City of Dayton	
		Bike Miami Valley	
	Chris Jackson	Adventures on the Great Miami	jcjmud@gmail.com
		Barefoot Canoe	
	Mark	Butler County Visitors Bureau	
	Ellen Keyes	Gateway Arts Council	gac@woh.rr.com
	Carrie Slater	Hobart Arena	carrie.slater@troyohio.gov

			Option B
	Name	**Org**	**Email**
Chair	**Christian Mattingly**	**City of West Carrollton**	CMattingly@westcarrollton.org
Coalition	Kevin Swanson	Miami County Parks	kswanson@miamicountyparks.cc
Coalition	Brian Martin	MVRPC	bmartin@mvrpc.org
Coalition	Jonathan Westendorf	City of Franklin	jwestendorf@franklinohio.org
	Chris Buck	Bike Miami Valley	cbuck@bikemiamivalley.org
	Chris Jackson	Adventures on the Great Miami	jcjmud@gmail.com
	Bryan	Barefoot Canoe	barefootcanoe@yahoo.com
	Mark Hecquet	Butler County Visitors Bureau	mhecquet@gettothebc.com
	Ellen Keyes	Gateway Arts Council	gac@woh.rr.com
	Sarah Hippensteel Hall	MCD	shippensteel@mcdwater.org
	Tony Sculimbrene	NAHA	afs@aviationheritagearea.org
	Joyce and Dennis	J&D Bicycles	janddbicycles@gmail.com
	Laura Woeste	Downtown Dayton Partnership	woeste@downtowndayton.org
	Peggy Darragh-Jeromos	Franklin Chamber	chamber45005@gmail.com
	Ryan Qualls		ryan_qualls@nps.gov

City	Government	Nonprofit	Small Business	Tourism	Notes
		x			
Dayton		x			
	x				
Sidney	x				
		x			
Dayton	x				
		x			
Troy			x		
Troy			x		
				x	
Sidney		x			
Troy			x		

City	Government	Nonprofit	Small Business	Tourism	Notes
West Carrollton					confirmed
om		x			
	x				
		x			emailed
			x		emailed
Troy			x		emailed
				x	emailed
Sidney		x			emailed
					confirmed
					emailed
Troy					emailed
					emailed

Marketing

	Name	Org	Email	City	Government	Nonprofit	Small Business	Tourism	Notes
Coalition Liason	Shelby Quinlivan	City of Middletown	shelbyq@cityofmiddletown.org	Middletown	x				
Coalition	Jacob Stone	City of Hamilton	jacob.stone@hamilton-oh.gov	Hamilton	x				
	Kim Lally	University of Dayton	kally1@udayton.edu	Dayton		x			
	Lorna Swisher	Main Street Piqua	info@mainstreetpiqua.com	Piqua		x			
	Leiann Stewart	Miami County Visitors Bureau	lstewart@visitmiamicounty.org					x	
	Amy Breinich	Sidney Alive	amy@sidneyalive.org	Sidney		x			
	Tracy Kocher	Butler County Visitors Bureau	tkocher@gettothebc.com					x	
	Jeff Raible	Sidney/Shelby County Visitors Bureau	Jraible@SidneyShelbyChamber.com					x	
	Bev Rose	Dayton Visitors Bureau	BRose@daytoncvb.net					x	
	Nicole	Main Street Troy		Troy		x			
	Mike Colvin	Downtown Dayton Partnership	colvin@downtowndayton.org	Dayton		x			
	Timothy Gaffney	National Aviation Heritage Area	trg@aviationheritagearea.org			x			
	Alexis Larsen	Dayton Art Institute	alarsen@daytonart.org	Dayton		x			
	Otto Bohn	Spoken Bicycles	spokenbicycles@gmail.com	Middletown			x		
	Ryan King	Can't Stop Running	cantstoprunningco@gmail.com	Piqua			x		
		Whitewater Warehouse		Dayton			x		
	Brandon Policicchio	RTA	bpolicicchio@greaterdaytonrta.org						

Physical Improvements

	Name	**Org**	**Email**	**City**	**Government**	**Nonprofit**	**Small Business**	**Tourism**	**Notes**
Coalition Liasion	Chris Schmiesing	City of Piqua		Piqua	x				
Coalition	Katie Frank	City of Miamisburg		Miamisburg	x				
	Rick Pearce	Middletown, Monroe, Trenton Chamber	rick@thechamberofcommerce.org	Middletown		x			
	Chris Kershner	Dayton Area Chamber of Commerce	cek@dacc.org	Dayton		x			
	Dan Bates	Greater Hamilton Chamber of Commerce	dan@hamilton-ohio.com	Hamilton		x			
	Diane Farrell	Dayton Metro Library	dfarrell@daytonmetrolibrary.org	Dayton		x			
	Michael Dodds	Sidney-Shelby Economic Partnership	mdodds@choosesidneyshelby.com	Sidney	x				
	Kathi Roetter	Troy Chamber of Commerce	kroetter@troyohiochamber.com	Troy		x			
	Carrie Scarff	Five Rivers MetroParks			x				
		Hamilton - Planning							
		ALL MASTER PLANNING PEOPLE							

Signage and Wayfinding

	Name	**Org**	**Email**	**City**	**Government**	**Nonprofit**	**Small Business**	**Tourism**	**Notes**
Chair	**Christian Mattingly**	**City of West Carrollton**		**West Carrollton**					
Coalition	Kevin Swanson	Miami County Parks				x			
Coalition	Brian Martin	MVRPC			x				
	Chris Buck	Bike Miami Valley	cbuck@bikemiamivalley.org			x			
	Chris Jackson	Adventures on the Great Miami	jcjmud@gmail.com				x		
		Barefoot Canoe		Troy			x		
	Mark Hecquet	Butler County Visitors Bureau	mhecquet@gettothebc.com					x	
	Ellen Keyes	Gateway Arts Council	gac@woh.rr.com	Sidney		x			
	Sarah Hippensteel Hall	MCD							
	Tony Sculimbrene	NAHA							
		J&D Bicycles		Troy					

W. Michael Dodds	Sidney Shelby Economic Partnership
Chris Schmiesing	Piqua Economic Development
Kelly Geers	Director of Strategic Planning, Montogomery County
Erik Collins	Economic Development Montgomery County
Mike Lucking	West Carrollton Economic Development
Chris Fine	Miamisburg Economic Development
Jody Gunderson	City of Hamilton Economic Development
Ford Weber	City of Dayton, Economic Development
Rich Osgood	Miami County Economic Development
Jim Dando	City of Troy Development
Jeff Hoagland	Dayton Development Coalition
Jennifer Ekey	Middletown Economic Development
Steve Stanley	Montgomery County

mdodds@choosesidneyshelby.com

geersk@mcohio.org

ATTACHMENT 9 – RACK CARD

FIND YOUR WAY

GREAT MIAMI Riverway

The Riverway is calling...

Have an adventure – whether it's biking the trails along the river or strolling down Main Street. The Riverway is family-friendly with opportunities for all. Whether you bike, walk, or paddle, we're sure you'll find your way.



River Run, Five Rivers Metroparks

Did You Know?

Great Miami Riverway is the birthplace of many game-changing innovations. The parachute, airplane, and ice cream cone can trace their origins to the Riverway.

Unleash your inner adventurer and share your stories along the way. #GreatMiamiRiverway

Find your way...

- FLY National Aviation Heritage Area
- PADDLE National Water Trail
- BIKE National Recreation Trail
- WALK National Scenic Trail
- SHOP Main Street America
- DRIVE Top 10 Auto Museum in the United States
- FLOAT Only remaining Miami Erie Canal boat
- EAT USA Today's Favorite Steakhouse
- DRINK National Top 10 Bourbon Bar in America
- RIDE U.S. Bicycle Route 50
- HIKE North Country Trail
- EXPLORE The League of American Bicyclists: Bicycle Friendly Community



Visit GreatMiamiRiverway.com to find your way.

ATTACHMENT 10 – BRAND USE GUIDELINES



GREAT MIAMI RIVERWAY

Brand Use Guidelines January 1, 2018

Guide

CONTENTS

Introduction

1 Brand Overview

Messaging

2 Positioning Statement

About the Mark

3 Logo

3 Description

Usage

4 Primary Logo Construction

4 Primary Logo Clearspace

4 Primary Logo Size

5 Community Logo Construction

5 Community Logo Clearspace

5 Community Logo Size

6 Logo Do's & Don'ts

Brand Elements

7 Typefaces

8 Brand Colors

9 Logo Colors

10 Photography Styles

Application

11 Application Samples

Brand Voice

12 Introduction

12 Who We Are

13 Point of View

13 Punctuation

14 Diction & Style

15 Messaging

17 Riverway Glossary

Co-Branding

18 Partner Logo Guidelines & Hierarchy

Social Media

21 Introduction

21 Content, Tone, & Frequency

21 Sharing

22 Hashtags & Links

23 Facebook Guidelines

26 Twitter Guidelines

28 Instagram Guidelines

30 Youtube Guidelines

31 Conclusion

Appendix

32 File Format Guidelines

BRAND OVERVIEW

A critical part of our strategy is Branding. Developing a consistent and recognizable look and feel to communications materials helps people readily identify the source and content of the communication. It helps them single out the messages to which they want to pay attention and eliminate the clutter.

DEFINING BRAND

Brand is a symbolic embodiment of all the information connected to a the Great Miami Riverway, serving to create associations and expectations around it.

Logo is the visual embodiment of a brand — a recognizable mark that represents the organization.

POSITIONING STATEMENT

The Great Miami Riverway connects 99 miles of vibrant riverfront communities, engaging in recreational and cultural opportunities, strengthening neighborhood connections, and encouraging residents and visitors to enjoy memorable experiences.

Pre-approval is required for logo usage, unless already on the Brand Partners Approved List. For questions or concerns related to Great Miami Riverway branding or best practices, please be in touch with:

Elizabeth Connor
econnor@mcdwater.org

937-223-1278 x 3210



DESCRIPTION

This mark is representative of the wide range of experiences the Great Miami Riverway has to offer. The letters in "Riverway" connect together and flow into the waves that underscore the mark. The rounded typeface is friendly and approachable, while still being active and fun. The symbols that float inside of the Riverway arch speak to the activities, nature, and towns along the Great Miami River. Bold, vibrant colors play off the black base of the logo.

The logo may be used over white or colored backgrounds.



PRIMARY
LOGO CONSTRUCTION

The Riverway logo has two components: the logotype and the icon.

Both components function together as the primary logo and should not be separated and used independently.



PRIMARY
CLEARSPACE

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics.

The logo must be surrounded on all sides by an adequate clearspace — a space equal to or greater than the height of the letter "E" in "Riverway"—on all sides.

This rule applies to all versions of the Riverway logo.



PRIMARY
SIZE

Proper size and positioning is critical when using the logo. If the logo is reproduced at a smaller size, the quality of reproduction or screen appearance will degrade. Please refer to the guidelines provided below.

MINIMUM SIZE

The minimum size of the Primary Riverway logo is .75" in width.

MAXIMUM SIZE

There is no specific maximum size. However, the logo size should always be proportional to the content of the piece being created.



COMMUNITY
LOGO CONSTRUCTION

The Riverway Community logo has three components: the logotype, the icon, and the community tag.

All of these components function together as the primary logo and should not be separated and used independently.



COMMUNITY
CLEARSPACE

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics.

The logo must be surrounded on all sides by an adequate clearspace — a space equal to or greater than the height of the letter "E" in "Riverway"—on all sides.

This rule applies to all versions of the Riverway logo.



COMMUNITY
SIZE

Proper size and positioning is critical when using the logo. Please refer to the guidelines provided below.

MINIMUM SIZE

The minimum size of the Community Riverway logo is 1.0" in width.

MAXIMUM SIZE

There is no specific maximum size. However, the logo size should always be proportional to the content of the piece being created.

ALL OTHER RIVERWAY PRIMARY LOGO USAGE AND COLOR GUIDELINES ALSO APPLY TO THE RIVERWAY COMMUNITY LOGOS. SEE PAGES 6–9.

1



2



3



4



5



6



LOGO DON'TS

The Riverway logo should not be redrawn or altered in any way. Always use an approved master artwork file. Please refer to the guidelines provided below.

1. **DON'T** distort or manipulate the proportions of the logo.
2. **DON'T** reproduce the logo in non- approved colors.
3. **DON'T** angle the logo or attempt to straighten the logo.
4. **DON'T** re-type any of the text in the logos. Use approved logo files only.
5. **DON'T** change the icon out with non approved graphics.
6. **DON'T** use the logo over a color or pattern that makes the logo difficult to read.

LOGO DO'S

1. **DO** use any of the approved logos over solid, textured, and image-based backgrounds that provide enough contrast for the logo to remain legible.

1





PRIMARY TYPEFACE

Raleway Light

Raleway Book

Raleway Medium

Raleway Bold

Raleway Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SANS-SERIF FONT

The sans-serif type family Raleway has been selected as the primary typeface.

This typeface may be used for all professionally produced brand materials, including brochures, ads, website, newsletters, magazines, newsletters, and signage.

Light, book, and medium weights are typically used for body copy, while bold and back versions may be used for headlines, subheadings, and other areas of emphasis.

SECONDARY TYPEFACE

Neuton Extralight

Neuton Light

Neuton Italic

Neuton Regular

Neuton Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF FONT

The secondary typeface is the serif font family Neuton.

This typeface should be used minimally. When it is used, it should typically be used for paragraph text.

These free fonts are available at www.fontsquirrel.com.

NOTE: Do not attempt to recreate any part of the logo with these or any fonts. Provided artwork should be used.

PRIMARY PALETTE



RIVERWAY BLUE

Pantone® 326 C
CMYK 85 0 38 0
RGB 0 178 169
HEX #00AFAA



BLACK

Pantone® Process Black C
CMYK 0 0 0 100
RGB 35 31 32
HEX #231F20



DARK BLUE

Pantone® 7713 C
CMYK 100 32 42 7
RGB 0 123 138
HEX #00768A



YELLOW

Pantone® 7549 C
CMYK 0 31 100 0
RGB 255 183 0
HEX #FFB700



GRAY

Pantone® Cool Gray 9 C
CMYK 55 47 44 10
RGB 119 119 122
HEX #77777A

SECONDARY PALETTE



RED

Pantone® 7625 C
CMYK 3 84 82 0
RGB 233 79 61
HEX #E94F3D



LIGHT BLUE

Pantone® 324 C
CMYK 37 0 14 0
RGB 156 220 217
HEX #9BDAD9

BRAND COLORS

The Great Miami Riverway brand colors consist of a primary color palette and tints of these colors.

The Primary palette should be the main colors used in materials and other applications.

The Secondary palette colors can be used as an accent or support to the Primary palette.

NOTE: The colors may vary on different monitors. The values listed on this page are the Pantone® coated process color equivalents.

TINTS

Tints of any of the colors in the color palette may be used with the brand.

2-COLOR



1-COLOR













BLACK & WHITE





LOGO COLORS

The Riverway logo may be produced in 2-color (only Riverway Blue & Black), approved 1-color, or black and white, depending on the application.

The logo colors and accompanying backgrounds should be chosen from the primary and secondary color palettes and should provide enough contrast for the logo to remain legible.

The preferred printing process is offset printing, using 4-color process (CMYK) or spot colors (Pantone). The logo may also be produced digitally, with the understanding that colors may vary depending on the output device or paper.












PHOTOGRAPHY STYLE

All photography used for the Great Miami Riverway should be welcoming and engaging.

Image content should focus on flattering riverscapes, exciting and/or prominent landmarks, and visitors interacting with the natural and community environments.

When including people in an image, they should be engaging with each other and the river in dynamic compositions.

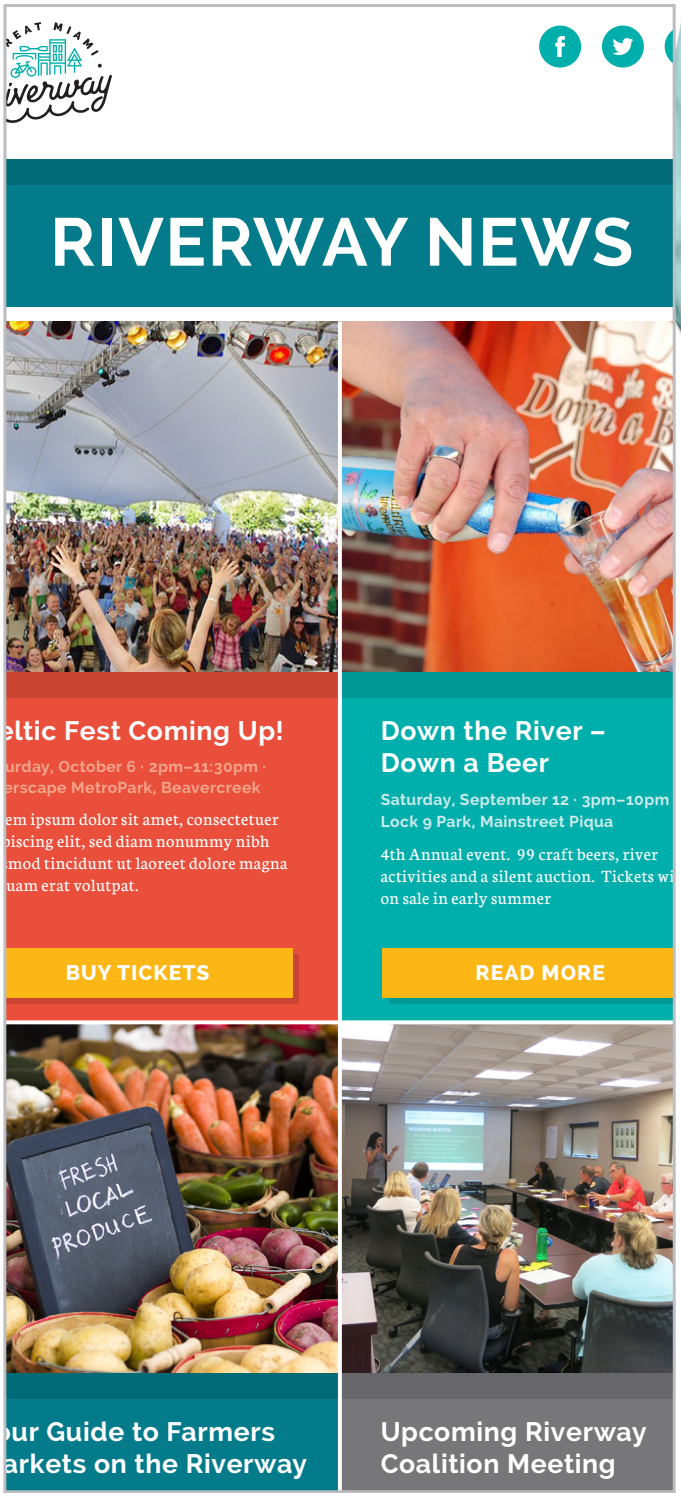
Diversity of all kinds (age, gender, race, etc.) is important to represent across all Riverway photography.

Lighting should typically be bright and warm to create a friendly and inviting tone and emphasize connectivity and adventure.

All photos highlighting outdoor recreation users should feature proper safety gear. Personal flotation devices and helmets should be worn at all times. Exceptions to this rule can be made at events and on non-promoted social media. Extreme care should be taken to use photos featuring safety gear for any marketing piece lasting longer than one week.

For close-up photographs or those in which you clearly see someone's face, you must request their permission to use the image before applying it to any marketing and communications.

APPLICATIONS







Pre-approval is required for logo usage, unless already on the Brand Partners Approved List. To find out if you are pre-approved or to request approval, please contact the Great Miami Riverway Coordinator for more information.

BRAND VOICE

INTRODUCTION

This overview is designed to help freelance writers and contributors understand the Great Miami Riverway brand personality and write from the brand's point-of-view for consistent communication.

WHO WE ARE

A **brand that unites**, the Great Miami Riverway is a **connector** – **the glue that bonds the region's communities**, institutions, and individuals. Our style is **friendly and welcoming**, which makes others comfortable in our company.

We are **sociable and spontaneous, yet reflective and thoughtful** – **visionaries** with ambitious **goals**, and driven by our interest in the well being of others, the land, and the community.













BRAND VOICE

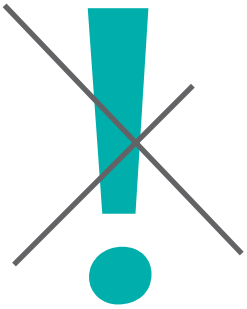
POINT OF VIEW

Great Miami Riverway uses **THIRD PERSON OMNISCIENT** (he/she/it) with limited variations where appropriate. While variations in POV may shift depending on the content type and author, it should remain consistent throughout a given piece of content or copy. Third person omniscient suggests that the Great Miami Riverway has a bird's eye view of the story and a perspective that is not limited in scope or knowledge.



PUNCTUATION

Punctuation clarifies the written word and helps the reader interpret the tone and meaning.



PERIODS OVER EXCLAMATION POINTS.

Reserve exclamation points for surprising or exciting revelations.



OXFORD COMMAS.

Great Miami Riverway uses the Oxford comma for clarity and consistency.

DEFINITION The Oxford comma, also known as the Harvard or serial comma, is used to separate a list of three or more phrases, and always appears before the conjunction at the end of the list.

Say This: The Great Miami Riverway is a destination with something for everyone, including kayaking, biking, dining, and shopping.

Not This: The Great Miami Riverway is a destination with something for everyone, including kayaking, biking, dining and shopping.

TIP

Read or say the sentence aloud and use that as a guide for effective punctuation.

BRAND VOICE

DICTION & STYLE

KEEP IT SIMPLE.
No need to show off your SAT vocabulary skills. Be careful to express your thoughts clearly and thoroughly without being loquacious or abstract.

FLIP THE LENS.
Speak more to what people can do on the Riverway instead of what the Riverway does for people. Make your content about your audience and their opportunities, not about you.

AVOID JARGON.
Use internal language sparingly and consistently.

BE BRIEF.
Avoid long sentences with a lot of descriptive language. When used, long sentences should be in the body of a story or article, and not used in headers, subject lines or high-level marketing copy.

BULLETS OVER COMMAS.
When used properly, bullet points remove barriers for busy readers, creating a shortcut to the relevant information. Use bullets points to illustrate lists and break up paragraphs.

COMPLETE SENTENCES ARE OVERRATED.
Most of your content should follow the conventional rules of grammar, but there are occasions in which incomplete sentences make a bold statement. Use sparingly and for the purpose of drawing attention to a theme or a sentiment.

USE ACTION VERBS.
For example, use verbs like "explore, sail, roam, trek and experience" in place of passive verbs, like "see, make, do, use, try" or passive verb forms, such as "have/has been, was/were, am/are/is," etc.

BRAND VOICE

The Great Miami Riverway's voice is...

Adventurous in spirit, but relatable in character

Thoughtful and reflective, but not boring

Confident and self-assured, but not presumptuous or arrogant

Friendly, like a peer, conversational in nature

Colloquial in more direct settings, such as social media & newsletters

MESSAGING

These messages are marketing-ready. Copy and paste, or mix and match for use on websites, in newsletters, printed materials, and more.

EXTERNAL POSITIONING - FIND YOUR WAY.

Great Miami Riverway is a region that stretches from Sidney to Hamilton, connecting the natural landscape of Ohio's Great Miami River with the vibrant river towns and trails for an unforgettable experience.

GENERAL

- Harmony between urban and natural landscapes makes the Great Miami Riverway a unique region that appeals to a variety of interests.
- Have an adventure – whether it's biking the trails along the river or strolling down Main Street – and enjoy all that our great region has to offer!

LOCALS

Your city. Your region. Your Riverway.

- Accessing the Riverway has never been easier. Drop in for a short trip or roam the region and get lost in the adventure.

Live it and love it.

- The Riverway is central to a quality of life that is truly unique to the region's river towns.

Experience your community.

- New adventures and experiences await you in your own backyard.

BRAND VOICE

VISITORS

Daytrip or stay-trip. There's something for everyone.

- 99 miles of connected trail systems, water recreation, and small town charm await. [Optional, customized by advertising location: "Just 1 hour from your door."]
- Home to the nation's largest paved trail network, the Riverway invites you to explore the beautiful natural setting and authentic main street American communities, with dining, shopping, and entertainment.

Getaways for all ages (and all budgets).

- Kayak, bike, walk, or just relax and enjoy lunch with a view – the Riverway is family-friendly with a variety of opportunities for people of all ages.
- Great Miami Riverway stretches 99 miles across river towns, from charming communities to bustling big cities, each with their own unique cultural experiences just waiting to be discovered.

RECREATION/ADVENTURE

Adventure is calling. The Riverway answers.

- Staying active has never been easier. The Riverway connects people of all ages and activity levels to recreation on land and water, supporting healthy lifestyles and daytrip adventures.
- Great Miami Riverway is home to a multitude of recreation opportunities to match a variety of skill levels.
- Unleash your inner adventurer. [link to recreation information on the website]

STAKEHOLDERS

Great Miami Riverway is the tide that lifts all ships.

- Vibrant communities make for vibrant businesses. The Riverway is designed to support local audiences and attract visitors from around the state to activate the region and stimulate the economy.
- Share in the success. [link to a stakeholder, donor, or volunteer page on the website]

Building vitality for the region and its communities.

- Great Miami Riverway opens doors to new horizons, from public and private funding for new development to student and talent retention.







Images shown are for reference only and should not be used without purchase or appropriate permission

BRAND VOICE

RIVERWAY GLOSSARY

GREAT MIAMI RIVERWAY 1st time, formal; **RIVERWAY** informal or subsequent mentions within a paragraph/piece of content. Use "Great Miami Riverway" in a stand-alone reference to the brand. Use "the Great Miami Riverway" in the context of a sentence. Note that "the" is not part of the proper name, and therefore, is not capitalized unless it is the first word of a sentence.

A GREAT MIAMI RIVERWAY COMMUNITY, or a **RIVERWAY COMMUNITY** is formal vs. informal, and 1st mention vs. subsequent mentions

RIVERWAY DEFINED The Great Miami Riverway is more than just the River or the Trail, it is the entire Riverway region. This includes the towns and nature connected by the Riverway, and the activities and events that happen along the Riverway.

RIVER ACCESS refers to any point along the river where a user can access the water. This could be a boat dock, a dirt trail, a parking lot, etc.

PORTAGE is the act of removing your boat/kayak/canoe from the water in order to follow a walking trail around the dangerous portion of the river.

WATER TRAIL/BIKE TRAIL/RECREATION TRAIL are all acceptable terms for the trails in the Riverway. When speaking of trail "25", it should be referred to as the Great Miami River Recreational Trail. Special designations, such as National Scenic Trail and National Water Trail, are also applicable to the Great Miami River Recreational Trail. i.e. The Great Miami River Recreational Trail, a National Scenic Trail, is 99 miles of natural beauty.

CO-BRANDING GUIDELINES

RIVERWAY IS DOMINANT

When the Great Miami Riverway most heavily influences the communication experience, the Riverway visual look and feel may be utilized and the Riverway logo should be given prominence in the application. Examples of Riverway Dominant communications:

- Promotions for events or activities that span more than one community or organization along the Riverway
- Riverway-specific signage (kiosks, river access signs)
- Riverway-specific maps/promotional materials



PARTNER IS DOMINANT

When a partner community or organization most heavily influences the communication experience, the partner's visual look and feel should be utilized and the Riverway logo (or endorsement) should appear in the application, with prominence given to the partner brand. Examples of Partner Dominant communications:

- Promotions for events or activities hosted by a single community or organization along the Riverway
- Partner websites
- Partner newsletters, email communications
- Brochures and maps related to, but not focued on the Riverway



CO-BRANDING GUIDELINES

ENDORSEMENTS

In instances where it is not practical to use the Riverway logo, partners may also use the endorsement "a Great Miami Riverway community" in relationship to their community or organization logo. Examples of endorsements might include:

- Signage
- Partner Websites



RIVERWAY AND OTHER BRAND HAVE EQUAL WEIGHT

When the Great Miami Riverway and a partner have equal influence over the communication experience, the Riverway logo and the partner logo/logos should appear in equal weight in the application. Examples of equal weight communications:

- Sponsorships
- Co-hosted events



CO-BRANDING GUIDELINES

RIVERWAY LOGO VS. CITY RIVERWAY LOGOS

Use City Riverway logo if you're speaking specifically to your city's Riverway experience

Use general Riverway logo when you're speaking to the Riverway as a whole

Default setting is the general Riverway logo

WEBSITES

Everyone will have a different scenario based on their site design and objectives

Each coalition partner should speak to the Riverway and link back to Riverway website

First sentence should be high level Riverway messaging (what it is/who it's for)

Rest of content speaks to YOUR Riverway (i.e. Riverway opportunities in your city)

Default setting on Riverway content is always general Riverway (not city specific)



OTHER INSTANCES OF CO-BRANDING

You will need to determine which brand is dominant in each unique situation, but here are some instances in which you may use it:

- Press release about an event: Event logo is primary, Riverway is secondary
- Digital campaign to attract visitors: Riverway brand is dominant, but may leverage river town brands when speaking specifically to a certain city
- Social media is always yours to own, but if you're speaking to the Riverway, use appropriate photography and hashtags as outlined in Brand Use Guidelines.

SOCIAL MEDIA GUIDELINES

INTRODUCTION

Great Miami Riverway social accounts are managed by Great Miami Riverway staff. These guidelines and examples are for use for all brand ambassadors and champions. Social media is a low-cost high-impact channel through which brands can communicate directly with their audience.

Better brand awareness is a perk of a large social media following, but the Great Miami Riverway is focused first and foremost on quality engagement. This gives brand ambassadors the opportunity to make meaningful connections that turn followers into loyal advocates for the brand.

Each social media channel has its own set of rules and etiquette, but in this Introduction, we discuss high-level best practices that are true across various platforms.

CONTENT, TONE, AND FREQUENCY

Create a posting strategy. A consistent and regular schedule and tone is proven to attract and retain followers.

- **Be relevant.** Ensure content has a clear relationship to the Riverway and avoid polarizing topics.
- **Be positive.** Respectful and positive content earns trust. Posts that leave readers feeling happy are 19% more likely to be shared.
- **Use imagery.** Stock photos, iPhone pics, logos or infographics – posts with images receive 120% more engagement than those without.
- **Be brief.** Short posts perform better, independent of the social media channel.
- **Share.** Share others' content and keep self-promotional posts few and far between.
- **Keep tabs.** Take note of which types of posts perform best, both in content and format. Adjust posting habits to accommodate audience preferences.

Refer to the Brand Voice guidelines and examples in subsequent pages for tips and tools to help you keep social media content consistent and on-brand.

SHARING

As part of the coalition and extended stakeholder team, ambassadors have a responsibility to share social media posts and content about the Great Miami Riverway from fellow Riverway partners.

Follow Riverway partners on their platforms and share or retweet their content on a regular basis. This can be done from both a business and/or organizational social media account, as well as from personal accounts.

When referencing a partner or person, link to their account or handle to broaden the post's reach.

For example, use the Facebook address @FiveRiversMetroparks to pull up the link to their page:

"Congratulations to Five Rivers Metroparks for the best-attended Adventure Summit yet! #GetOutAndPlay #GreatMiamiRiverway"

Avoid brand fatigue by tagging the Great Miami Riverway a maximum of twice per week.

SOCIAL MEDIA GUIDELINES

HASHTAGS

Hashtags help brands join relevant conversations and find interested audiences. They are used to increase the performance of posts, but it only works when used appropriately.

- #GreatMiamiRiverway is the brand's hashtag.
- Ration hashtags. 1-2 is ideal, and no more than 5.
- Only use hashtags that specifically relate to your post. Vague hashtags like #awesome can frustrate audiences and does not support searchability and performance.
- #GreatMiamiRiverway should be used only for marketing posts, not on development, construction, or other breaking news.

LINKS

Links can help tease the content without making posts too long.

- Make sure that links go to a reputable website to maintain audience trust.
- If a post includes a call-to-action, make sure to provide easy access with a direct link.
- Use a shortening service such as bitly.com to shorten your links. Test the link before posting.

GENERAL POLICIES

- The Great Miami Riverway does not allow profane, graphic, religious, political, or "NSFW" posts under any circumstances.
- The Great Miami Riverway makes all attempts to be fair in promotions, but due to events or developments in particular Riverway communities, some areas may receive more promotion than others.
- Posts utilizing #GreatMiamiRiverway or @GreatMiamiRiverway should respond to followers within 24 hours. The preferred response time is two hours.

SOCIAL MEDIA GUIDELINES

FACEBOOK

Find the brand @GreatMiamiRiverway

RECOMMENDATIONS

- Keep a friendly and conversational tone.
- Always include a photo or video.
- Create Albums to share collections of photos from events or group images categorically.
- Like other people's pages, including other coalition members, faithful fans/followers, and influencers, such as media and community leaders.
- Like and comment on others' posts.

CONTENT: TYPES & EXAMPLES

- **Articles and news:** "Residents take their eclipse glasses on the #GreatMiamiRiverway. Check out this article from Fox for details on how to join the fun. http://bit.ly/2wPheGo"
- **Lifestyle:** "This is the life. BasilsonMarketStreet #GreatMiamiRiverway" [photo of casual diners with the river in the background]
- **Inspirational quotes:** "Look deep into nature, and then you will understand everything better." – Albert Einstein #GreatMiamiRiverway
- **Infographic:** "Research suggests that the #GreatMiamiRiverway may be good for your health. #GetOutGetActive." [insert infographic on outdoors and health]
- **Fun facts:** "What do Cheez-its, ice cube trays, and cash registers have in common? Yep – they were all invented in the Dayton area! What's your favorite regional invention? #GreatMiamiRiverway #InventorsRiverWalk" [insert image of old school Cheez-it box]
- **Event promotion:** "100 craft beers, an array of local grub, and live music. See you at Down-the-River-Down-a-Beer on August 12! Register at http://mainstreetpiqua.com/." [image of event logo or photos from the event]
- **Fill in the blank:** "_____ is a restaurant you should definitely try along the #GreatMiamiRiverway."
- **Opinion:** "Where is your favorite place to picnic along the #GreatMiamiRiverway? Snap and share your pictures #RiverwayPicnic." [Insert a pic of people picnicking with the above hashtags to kick it off]

BEST PRACTICES

- 3-5 posts per week (2x day when you hit 10,000 or more followers)
- Peak times to post: weekends 12-1; Wednesdays 3-4; Thu & Fri 1-4pm
- 40-150 characters per post (the shorter, the better)

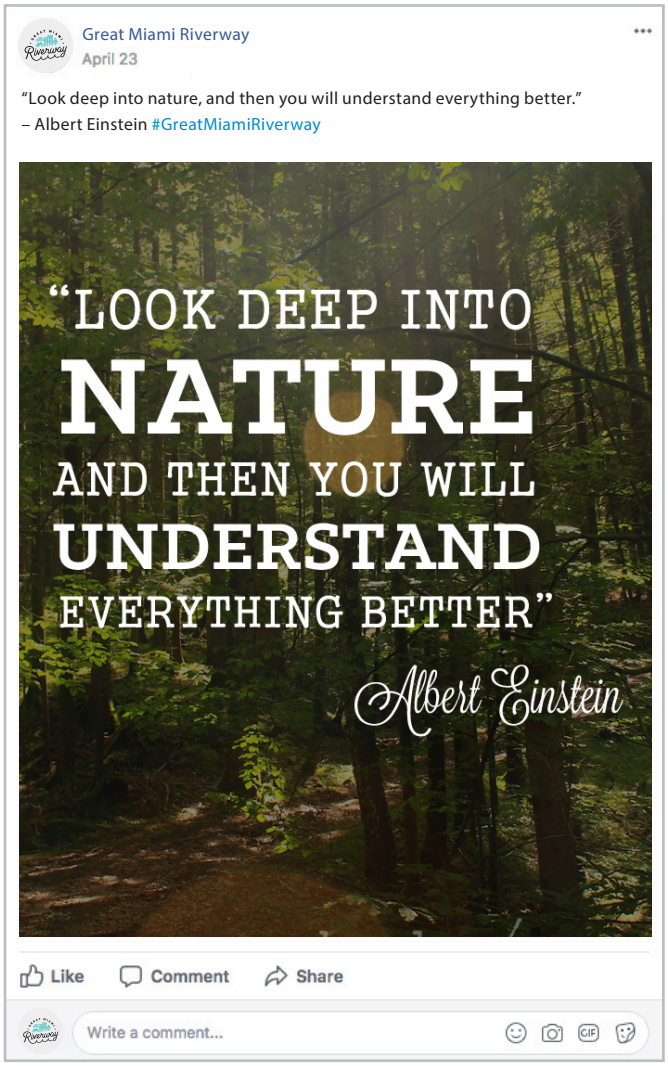
SOCIAL MEDIA GUIDELINES

FACEBOOK EXAMPLES

ARTICLES & NEWS



INSPIRATIONAL QUOTE



SOCIAL MEDIA GUIDELINES

FACEBOOK EXAMPLES

FUN FACTS

Great Miami Riverway
April 23

What do Cheez-its, ice cube trays and cash registers have in common? Yep – they were all invented in the Dayton area! What's your favorite regional invention? #GreatMiamiRiverway #InventorsRiverWalk



Like Comment Share

Write a comment...

EVENT PROMOTION

Great Miami Riverway
April 23

100 craft beers, an array of local grub, and live music. See you at Down-the-River-Down-a-Beer on August 12! Register at http://mainstreetpiqua.com/



Like Comment Share

Write a comment...

SOCIAL MEDIA GUIDELINES

TWITTER

Find the brand @GRMiamiRiverway

Both the General and Content recommendations for Facebook are also true for Twitter, but there are a few other considerations unique to this platform to help maximize exposure and engagement.

RECOMMENDATIONS

- Use abbreviations or hashtags in place of full words to keep tweets fewer than 280 characters.
- Don't be afraid to repost tweets several hours apart so long as the content is still relevant.
- It's considered polite to follow those who follow you (spammers excluded!).
- Tweet at influencers and followers to engage them in conversation.
- Always respond to people who tweet at the brand or, at a minimum, favorite the tweet.
- "Pin" tweets that include important messages, such as event info or announcements. This keeps the tweet at the top of the page for an extended period of time.
- Unhide important messages using Direct Message (DM) and also keep an individual or selected group informed.
- When in doubt, use the "Rule of 30." Roughly 30% original content, 30% retweets, and 30% engagement
- Do not link to Instagram from Twitter. If you want to share a photo or video from Instagram, use IFTTT (see Free Tools on Page 31) to tag it #tw so it shows up as a photo and not a link on Twitter.

CONTENT: TYPES & EXAMPLES

There are four basic categories of tweets.

- **Links:** "OPA! Break a plate or break out Greek dance moves this wkend @DaytonGreekFestival. http://bit.ly/2inONMi #GreekFestival #GreatMiamiRiverway"
- **Images:** "@DaytonWRowing is making a splash this week. #riverlove #GreatMiamiRiverway" [photo of student row team on the water]
- **Retweets:**
  - **Original Tweet:** "Training tips for the Tour De Donut: http://bit.ly/2xV3U3c"
  - **Retweet:** "With 340 miles of paved trails, #GreatMiamiRiverway is the perfect training ground for any cyclist #inittowinit"
- **Original Comments:** "Predicting clear skies and 70 degrees. Perfect wkend to visit #GreatMiamiRiverway #DiscoverOhio"

BEST PRACTICES

- 3-5 tweets per day, including reposts (engagement decreases after 3 posts).
- Peak hours include Mon-Fri 12-3, Wed 5-6
- 120-130 characters is the ideal length
- Always shorten links

SOCIAL MEDIA GUIDELINES

TWITTER EXAMPLES

LINKS



IMAGES



RETWEET



ORIGINAL COMMENTS



SOCIAL MEDIA GUIDELINES

INSTAGRAM

Find the brand @grmiamiriverway

RECOMMENDATIONS

- Frontload captions with important information since captions are cut off after 3 lines.
- Hashtags make content discoverable on Instagram. Use both varieties:
  - **Branded hashtags** are specific to brand(s) and help track the success of a campaign's Instagram engagement.
  - **Community hashtags** are general and help others find an account based what they're interested in.
- Use non-branded hashtags employed by competing destinations in order to share in their audiences.
- Regularly review trending hashtags and jump on those opportunities to join in the conversation in a timely manner.
- Do not use close up photos of individuals without having their permission to share.
- Leverage Instagram for short videos to add variety and boost engagement.

CONTENT: TYPES & EXAMPLES

- **Videos:** Video content should be concise and simple. For example, create or share a video on how to properly secure a life jacket or a quick guide on how to flip a kayak on the water.
- **Local Talent:** For example, repost professional pictures from local photographers who use the Riverway as a backdrop.
  - "@metroparks_butlercounty really captured the essence of the #GreatMiamiRiverway."
- **Lifestyle:** Share images that reflect on the lifestyle of the region. This may include photos of kayakers enjoying the sunset or a beautiful dinner at a riverside restaurant.
  - "Sun's out, bikes out. Get your daily dose of vitamin D. #GreatMiamiRiverway #bikestagram"
- **Quotes:** Identify relevant quotes to set against a Riverway backdrop, such as a Wright Brothers' quote on innovation or an inspirational quote from Walden.
  - " 'We need the tonic of wilderness." -Henry David Thoreau, *Walden* #GreatMiamiRiverway #outdoorlife'"
- **Community:** Showcase events and other action shots to demonstrate the vibrancy of the region.
  - "Good old-fashioned (totally delicious) fun for the whole family! #TroyStrawberryFestival #GreatMiamiRiverway" [http://gostrawberries.com/photo-gallery/]

BEST PRACTICES

- Post 1-2 x day
- Peak hours are Mon-Thu all day except 3-4
- Ideal length is 125 characters, with a cap at 150 characters.
- Avoid competitive hashtags that are too general.

SOCIAL MEDIA GUIDELINES

INSTAGRAM EXAMPLES

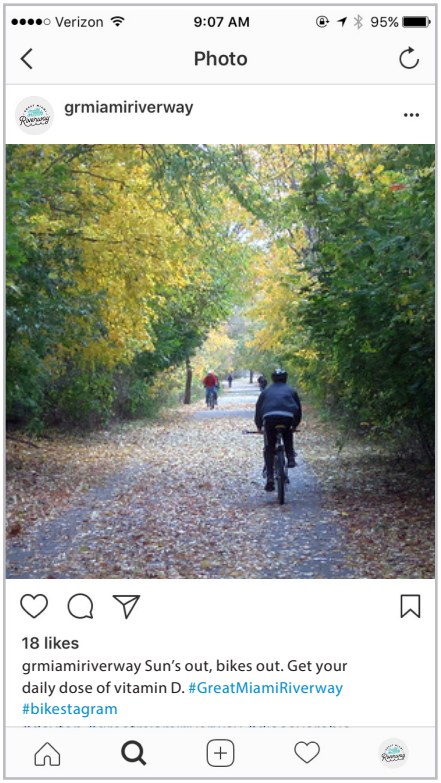
TRENDING HASHTAGS

- #greatmiamiriverway
- #greatmiamiriver
- #discoverohio
- #inspiredbydayton
- #greatmiamiandmad
- #ohiofindithere
- #getothebc
- #bikestagram
- #bicycle, #cycling, #mountainbiking
- #kayaking
- #riverlove
- #paddling
- #canal
- #miamieriecanal
- #ohiohistory
- #parksandrec
- #outdooradventures
- #hiking
- #greatoutdoors
- #wrightbrothers
- #outdoorlife
- #homegrowngreat

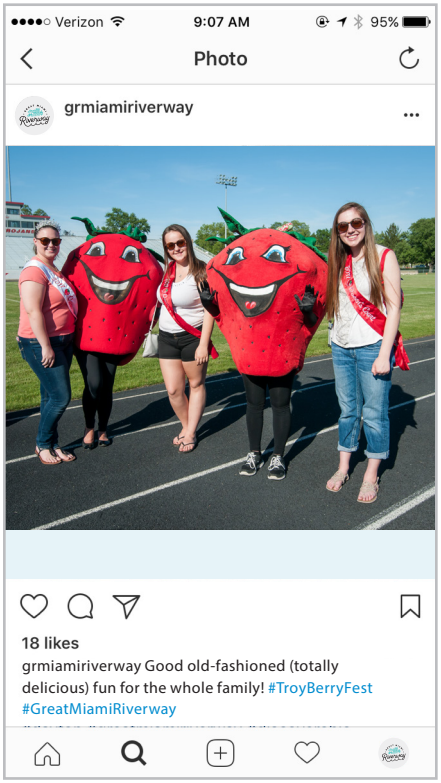
LOCAL TALENT



LIFESTYLE



COMMUNITY



VIDEO GUIDELINES

VIDEO

RECOMMENDATIONS

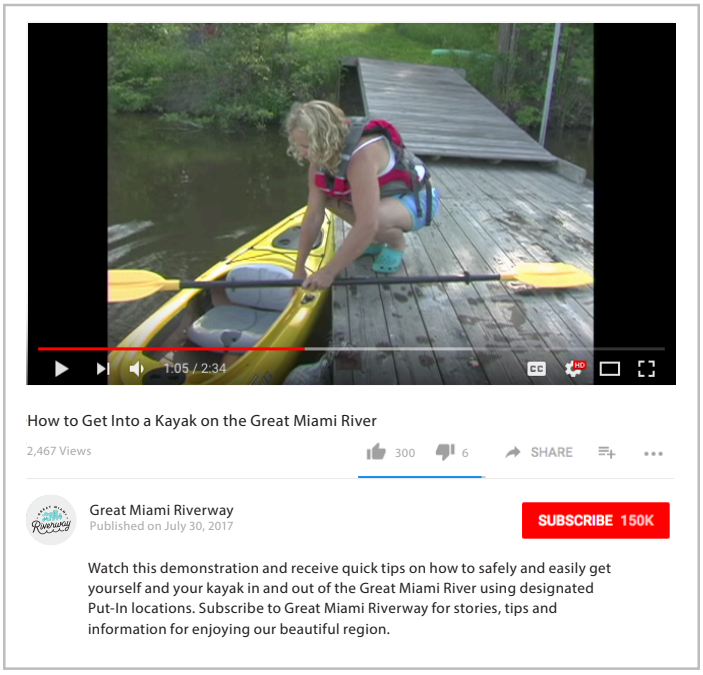
- In general, keep videos under 2 minutes (best for sharing via other channels).
- Up to 5 minutes per video if the content goes deep and provides useful insight.
- Title videos in 50 or fewer characters. Be straightforward and avoid generic descriptors.
- Use hashtags where appropriate in the title or description
- Add a Riverway branded frame to include at the beginning or end of each video.
- Drive traffic back to the website in the video descriptions and final frames.
- Optimize video thumbnails to entice viewers to watch.
- Create channel playlists that group related content to keep viewers engaged.

CONTENT: TYPES & EXAMPLES

Videos take time to build a sizable audience, focus on creating relevant content for target viewers.

- **Tutorials:** Instructional videos on outdoor activities will provide practical incentives to both watch the content and be active along the Riverway.
- **Tours:** For example, showcase each river town's main attractions to build continuity and attract visitors.
- **First-Person Adventures:** Film videos from the first person perspective of someone doing outdoor activities. For example: A biker going down a mountain trail or a kayaker along the river.
- **Episodic:** Series of videos compiled around a topic or theme allow viewers to anticipate release of more content and watch at a natural pace. Examples may include:
  - **Regional Foodie Favs**
  - **Best Riverway Runs**
  - **Kayaking the Riverway 101**

*Avoid talking heads – action based videos get more and better engagement.



BEST PRACTICES

- Peak hours 12-3pm on Thursday and Fridays
- Keep most videos under 2 minutes
- Make the Riverway brand visible in the video itself

SOCIAL MEDIA GUIDELINES

CONCLUSION

MANAGING NEGATIVE FEEDBACK

Addressing negative feedback is key to earning trust and a good reputation on social media.

- **Do not delete negative posts.** Followers view that as sweeping your dirt under the rug and it can encourage social media trolls to pursue you further.
- **Respond with an understanding tone.** "I'm sorry you didn't have a good experience. It's important to us that people have a positive experience and your feedback is appreciated."
- **Take the conversation offline**. "Thank you for your input. Feedback is important to us and I will be in touch to follow up with you."

While it's uncommon, there are unique circumstances under which deleting a comment is the best approach, specifically when the language or content is inappropriate or offensive. Simply ignore them and remove the post.

If the negative post is graphic or profane, public agencies should save a screenshot for archived records and then may delete the post.

FREE TOOLS

There are many tools and software programs to help you manage and improve your social media presence. These are a few favorites that are easy to use and offer a free version.

- **Hootsuite** allows you to aggregate your various social media accounts into one platform, create and schedule posts in advance, and keep an eye on activity across channels in one place.
- **SocialRank** helps you identify your most influential followers for a more targeted engagement strategy.
- **Recite** and **InstaQuote** are simple tools that make it easy for non-designers to set quotes against a photo or image for an eye-catching post.
- **IFTTT** allows you to use or create applets that help you manage and improve social media activity. Visit ifttt.com/twitter for a list of free applets including the function to tweet instagram photos using #tw.

For questions or concerns related to Great Miami Riverway branding and best practices, please be in touch with:

ELIZABETH CONNOR
econnor@mcdwater.org
937-223-1278 x 3210

FILE FORMAT GUIDELINES

EPS File Format

Use In Adobe InDesign, Quark Xpress, Microsoft Word

EPS file format allow vector logos to be enlarged and reduced without affecting printability. EPS is the preferred format for printing logos. EPS files will only print properly on PostScript printers or printers that are running a PostScript interpreter (RIP). For printing on non-PostScript printers, substitute TIF or WMF file formats.

EPS files can be saved as either MAC or PC compatible.

TIF File Format

Use in Adobe InDesign, Quark Xpress, Microsoft Word

The best format for photo images that are to be printed. Be sure to request the exact dimensions at 300 dpi if the artwork is to be printed professionally.

TIF files can be saved as either MAC or PC compatible.

JPG File Format

Use in Web/Electronic Communications, Microsoft Powerpoint

Use this format for photos/artwork/logos that will appear on a website or that will be viewed on screen. JPG files are cross-platform compatible.

PNG File Format

Use in Web/Electronic Communications, Microsoft Powerpoint

Raster graphics file format that supports lossless data compression. PNG was created as an improved, non-patented replacement for Graphics Interchange Format (GIF), and is the most used lossless image compression format on the Internet.

GIF File Format

Use in Web/Electronic Communications, Microsoft Powerpoint

This format is also used for web applications or images that will be viewed on screen. The GIF format is not recommended for detailed artwork or photographic images; use the JPG format in those cases. GIF files can be saved with a transparent background. GIF files are cross-platform compatible.

ATTACHMENT 11 – TRAVEL GUIDE



Sidney

Downtown Sidney is for the history buffs. Visit Courthouse Square, listed on the National Register of Historic Places and one of the finest courthouses in the nation. Stroll through downtown to The Peoples Federal Savings and Loan building designed by famed architect Louis Sullivan, the Ross Historical Center, and the Monumental Building which all add to the rich architectural heritage of this charming community.

TO DO:

- Grab a slice of homemade pie at The Spot
- Go boutique shopping on the square
- Hike to Big Rock at Tawawa Park and stroll through the covered bridge
- Pedal the Canal Feeder Trail from Graceland Cemetery to the Great Miami River
- Take a photo under the bright lights and colorful letters of the 1930's marquee at the Historic Sidney Theatre



West Carrollton

West Carrollton is home to the Wright Seaplane Base. Now just a historic marker, you can still experience the site where Orville Wright developed and flew seaplanes over the Great Miami River in 1913 – 1914. More than 100 flights were made in the Wright Model C-H 'hydroplane'. After you've finished exploring, grab a Columbian meal at El Meson or a cupcake at ele Cake Company. Your tummy will thank us.

TO DO:

- Paddle the Great Miami River on Orville Wright's testing water for the hydroplane and aeroboat
- Bring friends to share tapas with at El Meson
- Sample a delicious cupcake or marvel at cake designs at ele Cake Company
- Grab a fishing pole and head to Miami Bend Park
- Enjoy a picnic at Miami Erie Canal Park



Tipp City

Enjoy a breathtaking 37 foot waterfall at Charleston Falls Nature Preserve before taking a stroll down the main historic strip in Tipp City. Visit one of the many restaurants waiting to provide you with a wonderful dining experience. A perfect way to spend an afternoon or evening before venturing out to one of the city's peaceful parks.

TO DO:

- Take a hike at Charleston Falls Nature Preserve
- Have lunch or dinner at a historic restaurant
- Skate on the Great Miami River Recreational Trail, starting at Canal Lock Park
- Go antiquing downtown with William Henry Harrison's "Tippecanoe & Tyler Too" campaign
- Take a photo at the iconic Gem City mural



Franklin

You won't find a local around that doesn't know about Pisanello's Pizza. Voted Best in Warren County, it's a must-stop location. If you're in a cultural mood, walk a few blocks and visit the Museum of Spiritual Art in one of the mansions lining the Great Miami River. You can also visit the Harding Museum and historic Log Cabin Post Office to brush up on your American history. On your way, visit one of world-renowned muralist, Eric Henn's unique 3D paintings in the city.

TO DO:

- Ride your bike along the Great Miami River Recreational Trail to the historic Log Cabin Post Office
- Have a slice at Pisanello's Pizza
- Enjoy a history lesson at the Harding Museum
- Embrace religions from across the globe at the Museum of Spiritual Art
- Find the Lion Bridge and take a photo



Downtown Dayton Partnership

Dayton

Be surprised in Dayton! Tour National Aviation Heritage Area sites to discover the birthplace of aviation and visit the eclectic, off-the-wall historic Oregon District for gifts and signs that will make you laugh out loud. Enjoy one of the top 10 auto museums in the nation at the Packard Museum, and have a drink at the famed Century Bar.

TO DO:

- Go whitewater kayaking at RiverRun on the Great Miami River in downtown
- See a live performance with the Victoria Theatre Association including Broadway shows, the Dayton Ballet, Dayton Opera, Dayton Philharmonic, and the Human Race Theatre Company
- Drink and build at Proto BuildBar or take your kids to experience the world's largest claw machine
- Watch a ballgame at Fifth Third Field
- Broaden your horizons at Dayton Art Institute and Carillon Historical Park



Butler County Visitors Bureau

Hamilton

Hamilton is known as the City of Sculpture. From the iconic Alexander Hamilton sculpture to one of the newest installations at Marcum Park, explore the city's rich artistic heritage by bike. Yes, even the bike racks are sculptures.

TO DO:

- Explore Pyramid Hill Sculpture Park by foot, car, or Art Cart
- Stroll around Marcum Park to view sculptures or attend a RiversEdge Amphitheatre summer concert
- Check out an exhibit or take a class at the Fitton Center for Creative Arts
- Snap a selfie with one of the numerous murals or sculptures in the City of Sculpture
- Shop and snack along Main Street and High Street for artistic gifts, locally sourced pet treats, unique t-shirt shops, and pour-your-own candles



Paddling and Liveries

Please call ahead to reserve your paddle experience and to ensure stock is available.

- **Great Miami Rowing Center**
  330 North B. St., Hamilton, OH
  (513) 892-4672
- **Whitewater Warehouse**
  104 Valley St., Dayton, OH
  (937) 222-7020
- **Adventures on the Great Miami**
  1995 Ross Rd., Tipp City, OH
  (937) 266-6252
- **Treasure Island Park**
  409 N. Elm St., Troy, OH
  (937) 266-6252

GREAT MIAMI Riverway

Riverway

OHIO'S ONLY NATIONAL WATER TRAIL

NATION'S LARGEST PAVED TRAIL NETWORK

BIRTHPLACE OF AVIATION

#GreatMiamiRiverway

Facebook.com/GreatMiamiRiverway

Instagram and Twitter
@GRMiamiRiverway

Linkedin /GreatMiamiRiverway

FIND YOUR WAY

GREAT MIAMI Riverway









Cover photos courtesy of: Miami County Visitors and Convention Bureau, City of Troy

GreatMiamiRiverway.com

THEMED TRIPS

Coffee Lover's Trail

For those in need of a little caffeine fix, or just a great place to relax, write that book, or take a study break, the Riverway is home to several must-try coffee shops. Each location offers a unique theme and menu that is sure to satisfy every coffee lover's taste.

Come, Discover, Fly!

Along the Great Miami River, the National Aviation Heritage Area tells the region's rich aviation heritage starting with the Wright Brothers in 1903. Whether you cycle, drive, or hike, visit seven sites and earn an adorable aviator teddy bear, Wilbear. Don't forget your National Parks Passport book!

Around the World Food Tour

Embark on a global culinary tour. From traditional Irish breakfasts, to sweet Columbian arepas, or authentic Thai cuisine, our local restaurants will take you around the globe one dish at a time.

Beer Trail

A refreshing craft brew is just around the corner - or just around the river bend, if you prefer. Grab a pint in any of our local craft breweries whether you are on the trail, on the river, or in our communities.

Shop Local

The Great Miami Riverway is home to many historic downtown districts that are perfect for finding that unique gift. Whether you are looking for custom leather works, vintage vinyl, boutique clothing, or irreverant art, our stores have something just for you.

Parks Plus

Our parks offer more than quiet relaxation and a casual stroll. From a sculpture park to whitewater runs, concert arenas to kayak launches, our parks are on the extreme.

For more details and locations found on these themed trips, visit www.GreatMiamiRiverway.com



NPS Cycle

Cycling and Rentals

Please call ahead to reserve your bicycle and to ensure stock is available.

- **Spoken Bicycles**
  1201 Central Ave., Middletown, OH
  (513) 997-1230
- **The Bike Way Bike Shop**
  21 S. Main St., Miamisburg, OH
  (937) 384-0337
- **RiverScape MetroPark**
  237 E. Monument Ave., Dayton, OH
  (937) 274-0126
- **J&D Bicycles**
  500 N. Elm St., Troy, OH
  (937) 315-2453

GREAT MIAMI Riverway



Robin Field, Miami County Visitors and Convention Bureau, Downtown Dayton Partnership, Miami County Park District



Middletown Visitors Bureau

Middletown

Have you ever been to a bicycle bar? Visit Spoken Bicycles in Middletown for a cocktail, bike rental and tune-up. It can also be your first DORA stop as you explore downtown's designated outdoor refreshment area. Further explore multiple art centers, Grandpa Joe's Candy Shop, and enjoy award-winning BBQ.

TO DO:

- Sample award-winning culinary delights at Comb's BBQ or Gracie's Big City Comfort Food
- Join Spoken Bicycles on the Great Miami River Recreation Trail for a ride, run or cocktail
- Enjoy a sweet tooth fix at Grandpa Joe's Candy Shop
- Grab a cup in the DORA (designated outdoor refreshment area) and experience downtown Middletown and try a gluten-free beer at Rolling Mill Brewery
- Find your creative side at Middletown Arts Center or Pendleton Arts Center



City of Troy

Troy

From the Strawberry Festival to Tour de Donut, hundreds of thousands of visitors enjoy Troy's special events every year. The historic downtown square offers fair trade and eco-friendly gifts, and Treasure Island offers paddle rentals and a unique on-the-water dining experience. Just a few minutes outside of downtown, fly in a WACO biplane at the WACO Air Museum and Airfield, part of the National Aviation Heritage Area.

TO DO:

- Rent a paddle experience on Ohio's only National Water Trail at Treasure Island
- Fly in a WACO biplane at WACO Air Museum and Airfield
- Eat donuts at Ohio's largest bicycle ride, Tour de Donut
- Shop in the historic square for gifts, unique food, and handmade items
- Rent a night in a Shoal Tent by SmithFly – it's the world's first floating tent!

GREAT MIAMI RIVERWAY

GREAT MIAMI Riverway

The Great Miami Riverway stretches **99 miles** across multiple Riverway communities, from charming small towns to bustling big cities, each with their own unique cultural experiences just waiting to be discovered.

GreatMiamiRiverway.com



Share your stories and experiences along the way. #GreatMiamiRiverway



Miamisburg

Miamisburg is more than a beautiful city on the river, it also is home to some pretty amazing NASA history. Find it at the Cold War Discovery Center and take a walk through downtown for quaint shopping and entertaining murals. Located just a short cycle away from downtown Dayton, the city is a cyclist's dream. Miamisburg is a bike-friendly city, ranked by the League of American Bicycles.

TO DO:

- Climb the Adena Indian Mound and enjoy the panoramic views
- Visit the 2nd Street Brewery District for a cold drink
- Shop on Main Street for local items and ice cream
- Explore the Cold War Discovery Center and learn about Mound Labs
- Enjoy the historic architecture of downtown from Riverfront Park



Miami County Visitors and Convention Bureau

Piqua

From mule-drawn canal boat rides to handcrafted chocolates, Piqua is home to unique finds and one-of-a-kind experiences. Fort Piqua holds 130 years of history and takes up nearly a full city block. Nearby, Farrington Reserve has 2,500 feet of Great Miami River access with abundant wildlife. Piqua is a bike-friendly city, ranked by the League of American Bicycles.

TO DO:

- Visit Fort Piqua Plaza
- Visit Winans Chocolates + Coffee candy factory
- Take a ride on the Miami Erie Canal at Johnston Farm and Indian Agency
- Start at the top of the Great Miami River Recreational Trail and cycle through Farrington Reserve to Troy and beyond
- Enjoy summer concerts along the river with Rock Piqua

Cycling Itineraries

Here in the Great Miami Riverway, we are home to the Nation's Largest Paved Trail Network. Where will you begin?

Visit **www.GreatMiamiRiverway.com/itineraries/cycling** for complete details and route maps

- *Please remember that cycling under the influence is a criminal offense. Please cycle and drink responsibly!*

Spokes and Strokes Public Art Ride (5 miles) - Starting at Rentschler Forest MetroPark, take the Great Miami River Recreational Trail to the Fitton Center for Creative Arts. Ride through the city and enjoy the multiple murals and sculptures scattered throughout downtown Hamilton. You'll wind through Marcum Park, enjoy a splash pad, and end your ride at Municipal Brew Works' sculptural bike rack.

Wheels to Wings Aviation Ride (20 miles) - If you are looking for some amazing aviation history, this is the route for you. From WACO Air Museum in Troy to the Wright Cycle Company and Dayton Aviation Heritage National Historical Park, this route on the Great Miami River Recreational Trail stretches through beautiful countryside and under large shade trees.

Pedals and Pals Ride (10 miles) - Whether it's through a craft brew or boutique shopping, this ride is all about our local culture. Visit Miamisburg's historic Main Street for boutique shopping and then take a ride over to the Second Street Brewery District. After that, hop on the Great Miami River Recreational Trail at Riverfront Park and ride to Carillon Historical Park in Dayton. Eat at Culp's Café or enjoy a refreshing cold drink at the only brewery located in a museum in the nation.

Weekend Century Ride (96 miles) - Each length of this trip is 96 miles long and takes you through historic downtowns while you meander through forests along the Great Miami River. We recommend you stop and rest at Rotary Park in Hamilton, spend a few hours exploring in the Dayton Art Institute, and definitely grab a piece of pie at The Spot in Sidney. Check out our hotels on the water for great places to extend your stay and make this a full weekend adventure.



Downtown Dayton Partnership

The Great Miami Riverway is home to 11 nationally-recognized experiences.

We think you should build your business here, but you should come visit us first.

Treat yourself to a top 10 steakhouse, or a top 10 bourbon bar to seal the deal.

The Great Miami Riverway is the only National Water Trail in Ohio. We are home to the nation's largest paved trail network.

Find Your Way.

In the Area



Cincinnati, home to the Cincinnati Reds and Fiona the hippo, is just east of the southern end of the Great Miami River. Located just 40 minutes away, it's the perfect day trip or an extended stay to add onto your Riverway adventure.



The Little Miami River runs just to the east of the Great Miami Riverway. Enjoy this State and National Scenic River as it travels through Clifton Gorge State Nature Preserve, the world-famous Native American Fort Ancient site, and Daniel Boone's history with the Shawnee Nation.



Factory tours abound in southwest Ohio including two must-visit stops. The Airstream Factory Tour and the KitchenAid Experience are short drives from the Riverway and will leave you with a new appreciation for these well-known products.



The National Museum of the United States Air Force is the official museum of the United States Air Force and a family favorite. It is the oldest and largest military aviation museum in the world, with more than 360 aircraft and missiles on display.

Paddling Itineraries

Here in the Great Miami Riverway, we are home to Ohio's only National Water Trail. With 99 miles to explore, where will you begin?

Visit **www.GreatMiamiRiverway.com/itineraries/paddling** for complete details and safety information.

- *Please remember that paddling under the influence is a criminal offense. Please paddle and drink responsibly!*
- *Please review all safety standards on our website before going out.*

Winged Paddle (easy, 8 miles) - In this short paddle, you will use the same stretch of river as the Wright Brothers, first seaplane bases. Start at RiverScape MetroPark (river mile 80.4) and paddle to Miami & Erie Canal Park (river mile 72.4). A short walk will take you to El Meson for a delicious Spanish meal.

Canal History Paddle (intermediate, 13.9 miles) - The Miami Erie Canal was a 274 mile canal that ran from Cincinnati to Toledo, creating a water route between the Ohio River and Lake Erie. Just down the road at Piqua's Lock Nine Park (river mile 113.1), your paddle today will take you on the Great Miami River. Start your paddle there and travel south to the City of Tipp City (river mile 99.0) on a quiet, forested journey.

Paddle with (21+) Pals (intermediate, 11.8 miles) - Starting at Crains Run Nature Park just north of Franklin (river mile 63.4), this trip takes you to Bicentennial Commons and the River Center in Middletown (river mile 51.6). You'll have a chance to re-group and use the restroom at River Center before walking up 2nd Ave. to S. Main St. and arriving at Rolling Mill Brewing Company.

Pro Paddle (advanced, 99 miles) - So, you want to paddle the entire 99 miles? Here's how you do it. Park at Custenborder Field in Sidney (river mile 128.0). On your first day, you'll paddle from Sidney through Piqua, Troy, Tipp City, and ending in downtown Dayton. Stop for lunch at Treasure Island in Troy. Public restrooms, a restaurant, and the Great Miami River Recreational Trail for walking or cycling are all available at this location. Your hotel for the evening is the Fairfield Inn and Suites by Marriott in Dayton. Take out at RiverScape MetroPark and enjoy a stroll or grab a Link (share) bike to explore downtown's restaurants, live theater and performing arts, galleries, independent films, or a Dragons Baseball game at Fifth Third Field. The next day, you'll continue your journey south through West Carrollton, Miamisburg, Franklin, Middletown, and end in Hamilton. Stop for lunch at Pisanello's Pizza in Franklin by stopping at the 2nd Street bridge (river mile 59.7). Once you arrive in Hamilton, you'll be spending the evening at the Courtyard by Marriott. Your take out point is adjacent to the hotel at RiversEdge Amphitheater and Marcum Park (river mile 35.5). Enjoy a short walk to restaurants and shops in downtown Hamilton.

ATTACHMENT 12 – LICENSE AGREEMENT

Great Miami Riverway License Agreement

This License Agreement (hereinafter the "agreement") is entered into between the Miami Conservancy District (hereinafter "the District") 38 E. Monument Ave., Dayton, OH 45402 and _____, (hereinafter the "Licensee") of _____, _____, Ohio _____.

In consideration of the promises and the mutual covenants set forth in this agreement and other valuable consideration, the parties agree as follows:

1. **Grant of License**. The District owns the Great Miami Riverway logo, which is trademarked, and attached to this document, (herein after "the logo").

   In accordance with this agreement the District grants to the Licensee a non-exclusive license to reproduce and imprint the logo for the permitted uses as set forth in this agreement only. Licensee may only reproduce and imprint the logo in accordance with the Brand Use Guidelines, which will be provided to Licensee upon permission being granted for use. The District retains all other rights to and ownership of the logo. License will not be granted unless an application for license is submitted to the Riverway Coordinator and approved.

2. **Permitted Uses**: Licensee may only imprint and use the logo upon and sell the following products so imprinted with the logo, in accordance with the samples or drawings that have been provided to the District by the licensee, as:

   A._____
   B._____
   C._____
   D._____
   E._____

   Licensee may submit for approval samples of additional items of the same nature at a later date. Permitted uses will be limited to those approved in the application submitted to the Riverway Coordinator.

3. **Modifications**: Licensee may not modify or change the shape, proportions or colors of either of the logo, set out hereinabove, in any manner.

4. **Prohibited uses**: Licensee is prohibited from use of the logo not expressly permitted herein. Prohibited uses include but are not limited to:

A. Imprinting and using the logo in a manner that is considered under applicable law to be pornographic, obscene, immoral, infringing, defamatory or libelous in nature, or that would be reasonably likely cause any person or property, reflected in the product upon which the logo are imprinted, to be seen in a false light.
B. Sub-license, assign or otherwise transfer the rights granted under this agreement
C. Permitting the use of any part of the logo as part of a trademark, design mark or trade name except as authorized in writing by the District.

5. **Items Exclusively Produced by the District:** The following items will be obtained by the District and are not subject to a License Agreement:

   A. Great Miami Riverway enamel pins

   B. _____

   C. _____

   D. _____

   Other items may be added as needed. The District may offer the above items at wholesale for a licensee who wishes to re-sell at retail prices.

6. **Term:** the grant of this license is effective as of the date of the signing of this License Agreement and shall continue in effect until December 31, 2019.

7. **Defaults:** If Licensee fails to abide by the terms of this agreement, including limitation of use of the logo to the permitted uses under paragraph "2. Permitted uses" hereinabove, then the District shall have the option to terminate this agreement by providing 10 days' written notice thereof to licensee. Licensee may prevent such termination by taking corrective action that cures the default within that 10 day period and notifying the District of such correction within that time period.

8. **Non-Waiver:** No failure or neglect by either party to exercise any right, power or privilege under this agreement shall constitute a waiver of any other right, power or privilege in any other instance.

9. **Mediation:** All disputes under this agreement that cannot be resolved by the parties shall be subject to mediation with a mediator mutually chosen by the parties before any court proceedings are initiated.

10. **Warranties:** The District warrants that it has the right to license the rights granted herein. The licensee accepts the logo "AS IS". In no event shall the District be liable for any direct, indirect, special, incidental or consequential damages that are in any way related to the logo or the licensee's actions under this agreement.

11. **Entire agreement:** This agreement contains the entire agreement and understanding between the parties and supersedes any prior written or oral agreements, representations and warranties between them respecting the subject matter of this agreement. If any part of this agreement or application thereof shall be declared by a court of competent jurisdiction to be invalid then the remainder of this agreement and application thereof shall remain in full force and effect.

12. **Notices:** All notices given pursuant to this agreement shall be in writing and may be either hand delivered or shall be deemed received within five (5) business days after mailing confirmation copies of e-mail notices to the parties as listed under their respective signatures below. If notices are delivered by e-mail, confirmation copies must be sent by regular U.S. mail. Either party may from time to time change its notice address or e-mail address by written notice to the other party.

By signing this agreement the parties acknowledge they have each read the entire agreement and have received a duplicate original copy of this agreement.

Signed this _____ day of _____, 2019.

Licensor:

GREAT MIAMI RIVERWAY

by_____
Janet Bly
General Manager, Miami Conservancy District

38 E. Monument Ave.

Dayton, OH 45402

e-mail: jbly@mcdwater.org

Licensee:

_____

by_____

Title _____
notice address:

_____

_____

e-mail: _____

ATTACHMENT 13 – COORDINATOR DUTIES

Miami Conservancy District (MCD) has an immediate opening for a dynamic, results-oriented destination marketing professional to champion the Great Miami Riverway. The Great Miami Riverway is a vibrant region of riverfront communities connected by land and water trails along the Great Miami River in southwest Ohio. The Riverway includes a rich diversity of unique river towns, abundant land and water recreation, arts, culture, historic destinations, programs, fun events and festivals.

This position will focus on marketing, communication and placemaking to attract visitors to the Great Miami Riverway while actively pursuing diverse funding opportunities such as grants, sponsorships and memberships.

The ideal candidate will have a Bachelor's degree and three to five years of relevant experience in planning, community development, placemaking, marketing, public administration, urban/community design or related field.

Salary commensurate with experience. For full job description please visit www.mcdwater.org.

Individuals interested in this position should submit cover letter and resume to:

Shannon Phelps, Manager of Administration
Miami Conservancy District
38 East Monument Avenue
Dayton, OH 45402
sphelps@mcdwater.org
Phone (937) 223-1271
Fax (937) 226-1592
OPEN UNTIL FILLED
www.mcdwater.org

The Miami Conservancy District is an Equal Opportunity Employer

ATTACHMENT 15 – MARKETING PLAN

Marketing Plan

Table of Contents

1. Executive Summary
2. Where We Stand
3. Selling Strategy
4. Objectives and Strategy
5. Timeline
6. Measurable Results

Executive Summary

We know that the key to any branding strategy in 2019 and beyond is the creation of a local powerhouse foundation of positive ambassadors. Our purpose is to enhance community connections to our river, trail, and each other. Our local population should feel pride and vitality along the river, sharing that positive atmosphere with those looking to visit and relocate.

> ***Our Core Belief: We believe when our communities are connected to their natural resources and each other we can achieve vitality in experiences, economy, and life.***

The majority of the general population along the river corridor is indifferent to the river itself – it is merely something to be crossed via bridges and overpasses. Ultimately, the success of our marketing campaign is almost entirely dependent upon converting indifference to appreciation and understanding.

As our foundation perception increases, so does our ability to market our region as a destination. When tourism grows, increased tax revenue to support infrastructure and community improvements, increased employment rates, and growth in our local businesses also occurs. Tourism supports one in ten jobs around the world and has outperformed the global economy for seven straight years, according to U.S. Travel.

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

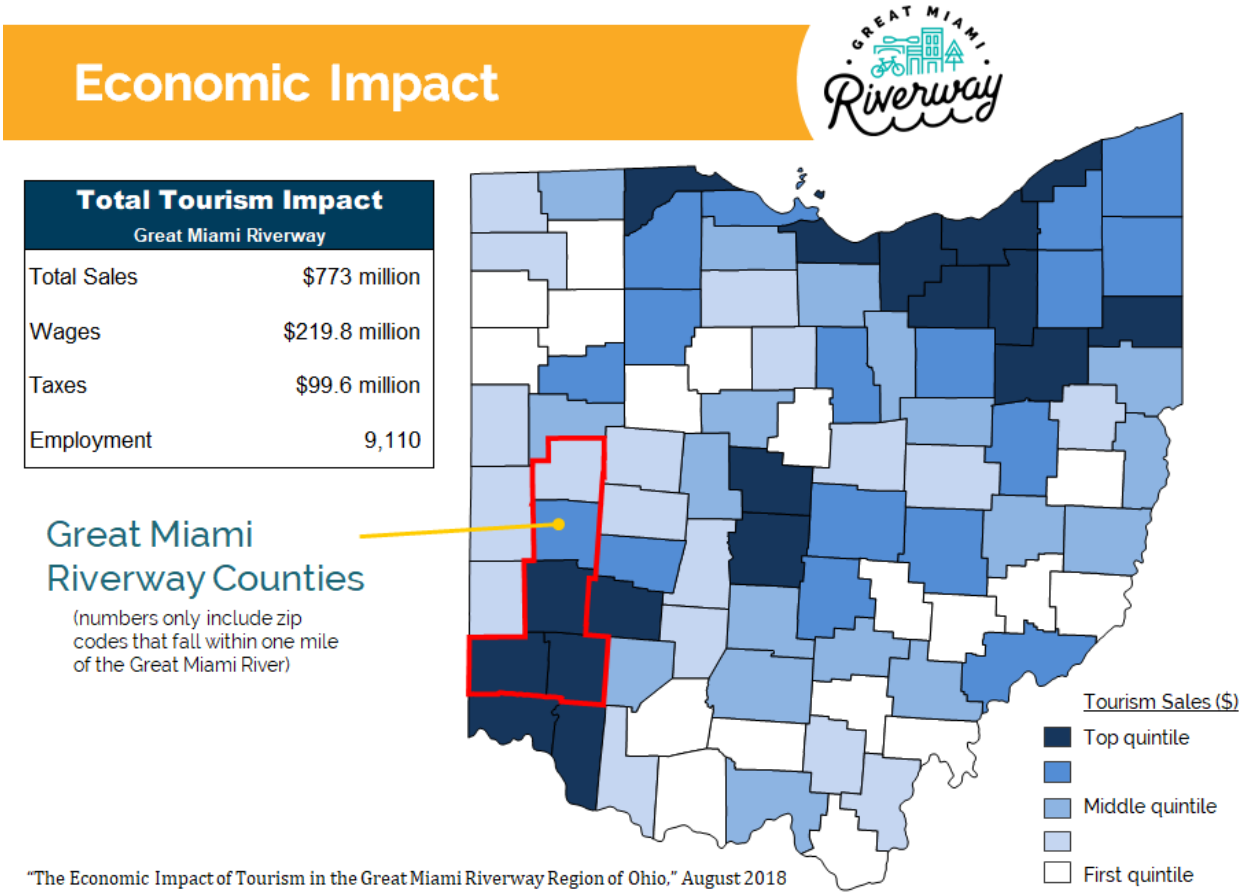
1) Increase use of recreational, historical, and cultural assets;

2) Attract more visitors;

3) Support economic development; and

4) Strengthen river corridor neighborhoods.

Where We Stand



Initial Marketing Objectives Achieved

- ✓ Create an interactive and responsive website that provides trail and region maps as well as travel tools
- ✓ Develop robust social media platforms that engage consumers and provide conversation (See Appendix A)
- ✓ Encourage use of Riverway-specific hashtags that filter into complete marketing campaign
- ✓ Create consumer database and begin marketing through e-newsletters
- ✓ Distribute brand guidelines and encourage use of Riverway branding in partner publications and stores
- ✓ Develop frontline one-sheets to assist with regional tourism questions
- ✓ Create a signature brand presentation that Riverway stakeholders can customize and present in their industry/local markets

Selling Strategy

Conceptual Target: Tourists, Current, and Future Residents. Current residents and visitors to the Great Miami Riverway will discover experiences that improve their quality of life while being encouraged to grow their engagement with the region.

Core Belief: Vital Connections. We believe when our communities are connected to their natural resources, and each other, we can achieve vitality in experiences, economy, and life.

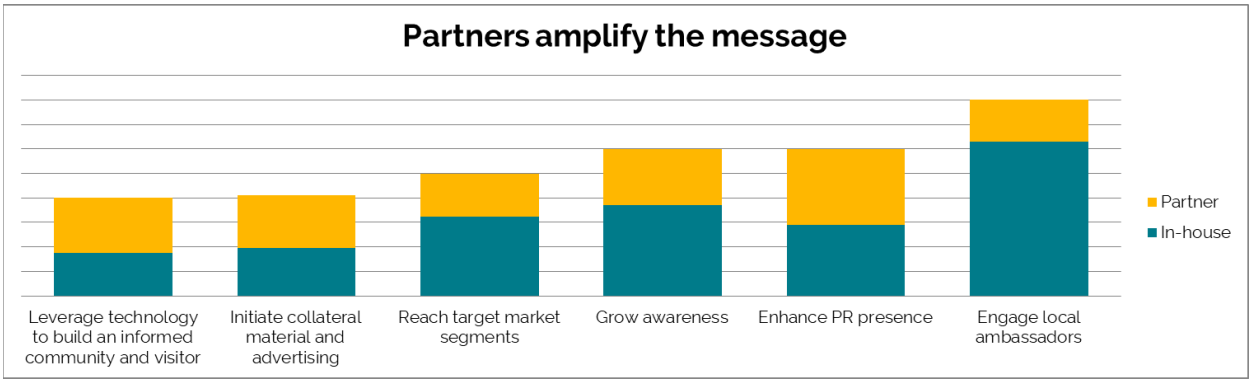
Brand Purpose: To enhance community connections to our river, trail, and each other - through communications, programs, outreach, and development - so that we can achieve regional vitality.

Compelling Truth: A diverse and approachable place of heritage and community. The Riverway offers distinct community explorations that are easily reached by foot, car, boat, or bike. Offering a variety of experiences in the heartland of America, our communities are each unique in character, but connected in leisure.

Selling Idea: Find Your Way. In a world where we hurry to our end destination, the Great Miami Riverway offers a relaxed, welcoming, and connected experience that is about the journey and the memories made while exploring our river, trails, and towns along the way.

Objectives and Strategies

The following objectives and strategies are divided into Riverway-funded and led strategies, and Partner-funded and led strategies. Due to limited funding, successful completion of these objectives and strategies will rely on partnership participation.



Objective 1: Leverage technology to build an informed community and visitor

In-house Strategies –

- Create an interactive and responsive website that provides trail and region maps as well as travel tools
- Develop robust social media platforms that engage consumers and provide conversation (See Appendix A)

- Encourage use of Riverway-specific hashtags that filter into complete marketing campaign
- Create consumer database and begin marketing through e-newsletters
- Build video and photo archive
- Create influencer messaging for distribution to partners

External Partner Strategies -

- Build video and photo archive
- Link Great Miami Riverway to all partner websites and vice versa
- Connect with social influencers

Objective 2: Initiate collateral material and advertising

In-house Strategies –

- Create a passport program
- Distribute brand guidelines and encourage use of Riverway branding in partner publications and stores
- Design booth exhibit for travel and tradeshows

External Partner Strategies -

- Create a biennial economic development insert for the Riverway to be distributed statewide
- Utilize Riverway brand in partner advertisements

Objective 3: Reach target market segments

In-house Strategies –

- Create regular toolkits and tip sheets to encourage partner use of key messaging (i.e. Nation's Largest Paved Trail Network, National Aviation Heritage Area, Main Street America)
- Create blog posts
- Develop niche market itineraries

External Partner Strategies -

- Coordinate with partner organizations to develop/manage specialized tours
- Utilize key messaging (i.e. Nation's Largest Paved Trail Network, National Aviation Heritage Area, Main Street America)

Objective 4: Grow awareness

In-house Strategies –

- Develop frontline one-sheets to assist with regional tourism questions
- Partner with TourismOhio on promotions
- Encourage addition of Great Miami Riverway logo to merchandise, store windows, menus, etc.
- Create a hikers' patch

External Partner Strategies -

- Install signage and wayfinding
- Work with state to improve highway signage on 1-75 and 1-70
- Place Riverway info in visitor centers and kiosks

Objective 5: Enhance PR presence

In-house Strategies –

- Educate local businesses/organizations on Riverway assets
- Send targeted pitches to regional publications
- Cultivate relationships with individual reporters and editors throughout Midwest
- Create stakeholder e-blasts and social postings to highlight infrastructure/attraction improvements

External Partner Strategies -

- Host FAM trips for regional and national writers/tour operators
- Invite travel writers/bloggers/social celebrities
- Include the Riverway in targeted pitches to regional publications
- Include the Riverway in relationships with individual reporters and editors throughout Midwest

Objective 6: Engage local ambassadors

In-house Strategies –

- Outreach to specific businesses to serve as local leaders
- Utilize Main Streets to act as ambassadors and help share the Riverway messaging
- Engage developers and realtors to use the Riverway in their marketing
- Ask for regular feedback from key Riverway stakeholders to ensure brand is in-line with regional priorities
- Invite social media takeovers
- Publish an annual report for the Riverway

- Create a signature brand presentation that Riverway stakeholders can customize and present in their industry/local markets
- Encourage Ohio Means Jobs and large companies/organizations to use Riverway visual assets and content in job recruiting

External Partner Strategies -

- Implement a volunteer program for free, guided walking tours along the river and trail systems

Timeline

In order to build our community foundation, our marketing will start in the centralized Great Miami Riverway region and build outward from there. 80% of annual in-house marketing efforts will focus on southwest and central Ohio markets. Successful completion of this marketing plan will rely on partnership promotions and funding.

2019 - 2020

Key Messaging:

> "The Great Miami Riverway helps connect me to my community"
>
> "The Great Miami Riverway supports my active lifestyle goals"
>
> "The Great Miami Riverway – home to a nationally designated water trail, national heritage trail, and the nation's largest paved trail network"

Goals: completed website, 150,000 annual reach on social media, 5x (ea.) annually earned media in Columbus and Cincinnati markets, store-driven Great Miami Riverway merchandise program initiated in four downtowns, multi-level Great Miami Riverway signage in all Riverway communities, Riverway content and visual assets used by workforce attraction and economic development industries

2021 - 2022

Key Messaging:

> "The Great Miami Riverway helps my community/business thrive"
>
> "The Great Miami Riverway is a beautiful weekend retreat from my busy schedule"
>
> "The Great Miami Riverway allows me to explore during my conference"
>
> "The Great Miami Riverway – home to a nationally designated water trail, national heritage trail, and the nation's largest paved trail network"

Goals: organic brand use in destination development and public spaces, robust merchandising, annual 10% increase of digital traffic, paid advertising in Cincinnati and

Columbus markets, annual earned media in Indianapolis (1x) in addition to Columbus (5x) and Cincinnati (5x), invitation to participate in site selection process

2023 - 2024

Key Messaging –

> "The Great Miami Riverway makes it easy to explore the Dayton region"
>
> "Driving along the Great Miami Riverway is an enjoyable alternative to I-75"
>
> "The Great Miami Riverway is a beautiful weekend retreat from my busy schedule"
>
> "The Great Miami Riverway – home to a nationally designated water trail, national heritage trail, and the nation's largest paved trail network"

Goals: recognized as a destination in the Midwest, regular organic promotions from all Riverway visitors bureaus, annual Midwest or national earned media, regional signage and wayfinding, establish strategic partnerships with other similar destinations, conduct a technology audit



Measureable Results

The following results will mark brand strategy success:

1. Increased investment in Riverway projects/properties, measured by communities
2. Increased brand awareness, measured by organic merchandise growth, logo usage, and social loyalty
3. Increased message reach, measured by publication mentions and digital analytics
4. Oxford Economics' Economic Impact Reports

Appendix A

Social Media Plan

Facebook and Google– Our strategy for Facebook and Google is to post content relating to events, happenings, attractions, and activities along the Great Miami Riverway. The focus is on content generated by the Great Miami Riverway, with a heavy concentration on driving traffic to www.GreatMiamiRiverway.com.

Our mission is to provide informative content that will help followers engage with their community or their vacation destination.

Strategy -

1. Utilize advertising to broaden reach to target geographic markets

Target Demographics –

1. Ages 21 – 60
2. Event participants, Residents, Tourists
3. Disposable income
4. High School graduation and higher

Twitter– Our strategy for Twitter is to network with users, groups, businesses, and organizations along the Great Miami Riverway. Shared content is balanced with Great Miami Riverway-generated content and the tone is kept conversational. Frequent participation in national hashtag campaigns increases our visibility to outside markets.

Our mission is to connect our riverfront communities to each other and to their users through approachable conversations.

Strategy -

1. Tag and connect Twitter account holders to each other based on their shared interest in the Great Miami Riverway
2. Foster a collaborative and fun environment where organizations and leaders are able to have online conversations and break down perceived communication walls

Target Demographics –

1. Ages 21 – 40
2. College Students, New Urbanism enthusiasts, Young Families, Couples, Entrepreneurs
3. College degree
4. Social personalities with values in community quality of life

Instagram– Our strategy on Instagram is to showcase beautiful and engaging imagery on our feed while covering events 'live' with Instagram stories. The use of hashtags is vitality important and user-generated content with #greatmiamiriverway is monitored for virality and brand awareness.

Our mission is to create brand ambassadors who embrace the beauty and charm of the Great Miami Riverway culture.

Strategy -

1. Increase use of #greatmiamiriverway among users to maintain at least a 40/60 split between user-generated and brand-generated content.
2. Curate content feed to maintain engagement rate of > 50 Likes per image, with at least 20 images showing

Target Demographics –

1. Ages 17 – 40
2. Prospective College Students, College Students, Young Families, Couples
3. Explorers, Tourists, "Experiencers"

LinkedIn– Our strategy on LinkedIn is to highlight community development, economic development, and quality of life for workforce attraction, job recruiting, and business recruitment. Personal connections are key, as well as regular engagement with partner economic development departments.

Our mission is to inform potential new employers and employees about the quality of life, sustainability, and natural resources we have available to them.

Strategy -

1. Create original posts through photography and testimonials about the quality of life for employees in the Riverway
2. Share news articles that highlight developments in the Riverway

Target Demographics –

1. Ages 21 - 65
2. Prospective employers and employees
3. High degree of education

ATTACHMENT 16 – SOCIAL MEDIA TOOLKIT

Social Media Toolkit 2018

How to use: These sample tweets and posts, and their accompanying graphics, are designed to help you talk about the Great Miami Riverway with your audiences. Use them as they are or feel free to add in your own hashtags and specific account handles before posting on Twitter, Facebook, or Instagram. We'd love to see YOU in the photos! Specific city posts are included at the end of this document. So, go outside, explore, and **find your way**.

Useful resources for creating content: Miami Valley Regional Planning Commission's **Tale of the Trails**, Miami Conservancy District's **Water Trail Segment Maps**, U.S. Travel Association's **Economic Impact Map**, and **www.greatmiamiriverway.com**.

Make sure to use #GreatMiamiRiverway in your posts and tag @GRMiamiRiverway (Twitter/Instagram) or @GreatMiamiRiverway (Facebook) so we can share.

Economic Development

Tourism in Ohio supports 427,000 jobs, an increase of 7,000 jobs since 2015. Tour our newest destination {insert attraction, restaurant, shop name here} and see why our @GRMiamiRiverway is growing. #OhioFindItHere #greatmiamiriverway #tourism #ohiojobs

The travel industry is America's seventh-largest employer—supporting 48,000 jobs in @GRMiamiRiverway five-county region which includes {insert city here}.

Two in five (40%) American workers whose first job was in the travel industry are now earning more than $100,000 per year. Where was your first job in @GRMiamiRiverway?

Travel employment created jobs faster than the rest of the economy generating 9% of all new jobs following the Great Recession (2010-2016). @GreatMiamiRiverway initiative boosts that positive momentum for SW Ohio.

Bicycling accounts for 700,000 jobs, $10B in taxes, and $81B in direct spending across America. Good thing @GreatMiamiRiverway is part of the Nation's Largest Paved Trail Network!

There are 19 partners in the @GreatMiamiRiverway Coalition. Their goals are to market and program the region to: increase use, attract visitors, support economic development, and strengthen river neighborhoods. What would you like to see promoted?

Travel and Tourism; Local Business



#DYK? The travel industry supports 1 in 9 jobs nationwide. Happy to be spending time in @GRMiamiRiverway at {insert destination here}. #GreatMiamiRiverway #OhioFindItHere



Among workers who began their careers in the travel industry, 33% earned at least a bachelor's degree, compared to just 28% in healthcare, 19% in construction and 18% in manufacturing.



The five counties of the @GreatMiamiRiverway were host to $3.1B in visitor spending in 2017. An increase of 16.4% over the past 5 yrs. #HelpingOhioGrow #TourismOhio



72% of #millennials prefer to spend money on an experience than on a material item. Good thing @GRMiamiRiverway is home to 11 National Experiences.



Stopping by {insert business name here} on the @GreatMiamiRiverway before heading to my next meeting. The Great Miami Riverway is 99 miles of paved trails, river, and connected communities. Encouraging you to #FindYourWay in our regional destination.



Ohio is ranked 12th in the nation for cultural tourism. Many amazing cultural attractions call @GRMiamiRiverway home. i.e. {insert local museums, art galleries, sculpture parks, aviation sites here}



Tourism-related construction in Ohio, led by the recreation sector, has outpaced overall investment within the state. Here in the @GreatMiamiRiverway, our communities have invested over $500M in riverfront development for recreation, community, and residential.



According to @USTravel, nearly 1/3 of new residents first visited their communities as tourists. So, welcome to the @GRMiamiRiverway all you future residents!

Trails



The @GRMiamiRiverway is part of the Nation's Largest Paved Trail Network. 16% of the users to our trail system are from outside the Miami Valley and spend locally.



The Nation's Largest Paved Trail Network, including @GRMiamiRiverway, generates $13.4M in economic activity.



Out on the trail today on the Nation's Largest Paved Trail Network. With @GRMiamiRiverway, it has 340 miles of connected trails. We connect over 40 communities in 11 counties!



Every year, Americans spend more money on outdoor recreation than they do on pharmaceuticals and fuel combined. Can you believe it? Outdoor Recreation is a larger economic driver than Computer Technology! Time to take your laptop to the @GreatMiamiRiverway.



In Ohio, outdoor recreation generates $17.4B in direct spending. Glad to be visiting {insert small business bike shop here} and supporting @GreatMiamiRiverway within the Nation's Largest Paved Trail Network.



I rode to my meeting at {insert destination here} today! Using @GRMiamiRiverway and the Nation's Largest Paved Trail Network. #BikeCommute

Water



In 2017, @GRMiamiRiverway invested $1.8M in river access improvements for our residents and visitors. #HometownProud #GetOutAndPlay #FindYourWay



In 2017, @GRMiamiRiverway invested $16M into our Great Miami River riverfront properties. New parks, luxury apts, small businesses – welcome! #smallbiz #ohiojobs



The @GRMiamiRiverway is one of only 22 National Water Trails in the United States. It is the only #NationalWaterTrail in Ohio. #OhioFindItHere #watertrail #rivers #greatmiamiriverway #nature #beauty



The @GreatMiamiRiverway is possible because of a system of dams and levees that protects 1M people, $5.1B in buildings and land, 60+ schools, 5 hospitals, and 814 miles of public roads.



Keeping our aquifer clean means keeping our @GRMiamiRiverway clean…and vice versa. Help protect 2.3M people by promoting clean water. https://www.mcdwater.org/preserve-our-water/clean-water-initiatives/

Fun Facts



#DYK the @GRMiamiRiverway is the birthplace of the parachute, airplane, and ice cream cone? #summertime #aviation #icecream



The National Aviation Heritage Area calls the @GreatMiamiRiverway home. See the original Wright B. Flyer, ride on a WACO biplane, or visit the National Museum of the U.S. Air Force.



Paddling the @GRMiamiRiverway National Water Trail. Looking forward to ending at the Fountain of Lights! It shoots water 200ft high and 400ft across. Perfect to cool off in. #paddleohio #ohiofindithere #greatmiamiriverway #getoutandplay



Have you visited the Packard Museum in @GRMiamiRiverway yet? It is a Top Ten Auto Museum in the United States. #cars #museums



#FunFact: The @GRMiamiRiverway connects to Indiana and D.C. through U.S. Bicycle Rte 50 and to New York and North Dakota through the North Country Trail. #explore #findyourway

Specific Cities in the 2018 Season (for full event listings, visit www.greatmiamiriverway.com)



[5/12/2018: Miamisburg] Joining @xploremore on the @GRMiamiRiverway for their River Ride today. #GetYourBikeOn #getoutandplay #bikelife



[5/31/2018: Sidney] The ingenuity of the Board of Trustees of the Peoples Federal Savings and Loan Association created a partnership with Louis Sullivan to establish a beacon in the architectural community that continues to this day, 100 years later. Stopping by for their anniversary celebration in the @GreatMiamiRiverway and enjoying some treats.



[6/2/2018: Troy] Today is the day! Troy Strawberry Festival in the @GreatMiamiRiverway is in full swing. So proud to say they were voted the Best Food Festival in Ohio for 2017.



[6/5/2018: Piqua] Learning about modern legends Cesar Chavez, Robert F. Kennedy, Benjamin O. Davis, Betty Friedan, and Erma Bombeck in @GRMiamiRiverway. Welcome @OhioHumanities!



[6/23/2018: Troy] Trying out a paddleboard for the first time at Treasure Island Riverfest. Wish me luck! @GRMiamiRiverway #paddleboard #river #findyourway #getoutandplay #homegrowngreat #miamicountyandme #greatmiamiriverway



[6/23/2018: Dayton] The Blue Angels never fail to amaze. In case you haven't already heard them, the Vectren Dayton Air Show is happening now. #GreatMiamiRiverway



[7/14/2018: Hamilton] Visiting the new Marcum Apts. overlooking the @GRMiamiRiverway. Great day for Hamilton Flea and blues/BBQ at Pyramid Hill Sculpture Park.



[7/20/2018: Middletown] Checking out the Ohio Challenge Hot Air Balloon Festival and am in awe. #hotairballoon #greatmiamiriverway #ohiofindithere #gettothebc



[7/20/2018: Great Miami River] I am proud to be volunteering today at the Great Miami River Clean Sweep on the @GreatMiamiRiverway. Every year since 1987, 1250 volunteers pick up, drag out, and lug over 850 tons of trash and tires out of the Great Miami River. That is the just shy of the weight of three fully loaded Boeing 777-300 aircraft.



[8/4/2018: Dayton] Supporting our future leaders at the Dayton Mini Maker Faire in @GRMiamiRiverway. #makersgonnamake #makerspace #makerfaire



[8/4/2018: Piqua] "Down a River, Down a Beer" has been such a catalyst for river support and community development in Piqua. See you on the river! @GRMiamiRiverway



[8/25/2018: Troy] When you all told me to come to Ohio's largest one-day cycling event, I didn't imagine quite so many donuts. So glad I came! #tourdedonut #ohiofindithere #greatmiamiriverway #donuts #bikelife #getoutandplay #findyourway #cycling



[9/14/2018: Troy] Learning from the best about how to fly a WACO biplane at the WACO Celebration and Fly-In. #aviatorintraining #greatmiamiriverway #WACO #biplane #aviation #historylovers #homegrowngreat



[9/29/2018: Hamilton] Pyramid Hill Art Fair in @GRMiamiRiverway is just one of the reasons our vibrant art scene supports 8,829 full-time equivalent cultural jobs.



[10/12/2018: Hamilton] Operation Pumpkin puts the pumpkins on parade. Any guesses as to what the heaviest will weigh? #greatmiamiriverway

…the year's not over yet! Check out **www.greatmiamiriverway.com** for more events.

The Great Miami Riverway is a 99-mile destination marketing campaign funded by 19 city, county, park district, and regional government partners from Sidney to Hamilton. We are located an hour away from Cincinnati and Columbus in southwest Ohio. **Find your way.**

Social Media Toolkit 2019

How to use: These sample tweets and posts, and their accompanying graphics, are designed to help you talk about the Great Miami Riverway with your audiences. Use them as they are or feel free to add in your own hashtags and specific account handles before posting on Twitter, Facebook, or Instagram. So, go outside, explore, and **find your way**.

Useful resources for creating content: Miami Valley Regional Planning Commission's **Tale of the Trails**, Miami Conservancy District's **Water Trail Segment Maps**, U.S. Travel Association's **Economic Impact Map**, and **www.greatmiamiriverway.com**.

Make sure to use #GreatMiamiRiverway in your posts and tag @GRMiamiRiverway (Twitter/Instagram) or @GreatMiamiRiverway (Facebook/LinkedIn) so we can share.

Economic Development

Tourism in Ohio supports 429,000 jobs, an increase of 9,000 jobs since 2015. Tour our newest destination {insert attraction, restaurant, shop name here} and see why our @GRMiamiRiverway is growing. #OhioFindItHere #greatmiamiriverway #tourism #ohiojobs



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Bicycling accounts for 700,000 jobs, $10B in taxes, and $81B in direct spending across America. Good thing @GreatMiamiRiverway is part of the Nation's Largest Paved Trail Network.



72% of #millennials prefer to spend money on an experience than on a material item. Good thing @GRMiamiRiverway is home to 11 National Experiences.



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Stopping by {insert business name here] before heading to my next meeting. The Great Miami Riverway is 99 miles of river, paved trails, and connected communities. With the nation's largest paved trail network and Ohio's only National Water Trail, it's easy to enjoy the journey. #FindYourWay



Tourism-related construction in Ohio, led by the recreation sector, has outpaced overall investment within the state. Here in the @GreatMiamiRiverway, our communities have invested over $500M yearly in riverfront development.



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We think you should build your company here, but that means you should come visit us first. Plan your trip in the @GreatMiamiRiverway here. www.GreatMiamiRiverway.com



Encourage your employees to explore their backyard. In the last two years, @GRMiamiRiverway invested $3M+ in river access improvements for our residents and visitors. #HometownProud #GetOutAndPlay #FindYourWay



The Great Miami Riverway is a 99-mile destination marketing campaign funded by 19 city, county, park district, and regional government partners from Sidney to Hamilton. We are located an hour away from Cincinnati and Columbus in southwest Ohio. **Find your way.**

The @GRMiamiRiverway is one of only 22 National Water Trails in the United States. It is the only #NationalWaterTrail in Ohio. #OhioFindItHere #watertrail #rivers #greatmiamiriverway #nature #beauty



What does your commute look like? Here's ours. Using @GRMiamiRiverway and the Nation's Largest Paved Trail Network. #BikeCommute #GreatMiamiRiverway #bikelife #ohiofindithere #ohiojobs



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Keeping our aquifer clean means keeping our @GRMiamiRiverway clean…and vice versa. Help protect 2.3M people by promoting clean water. #GreatMiamiRiverway #ValueWater https://www.mcdwater.org/preserve-our-water/clean-water-initiatives/



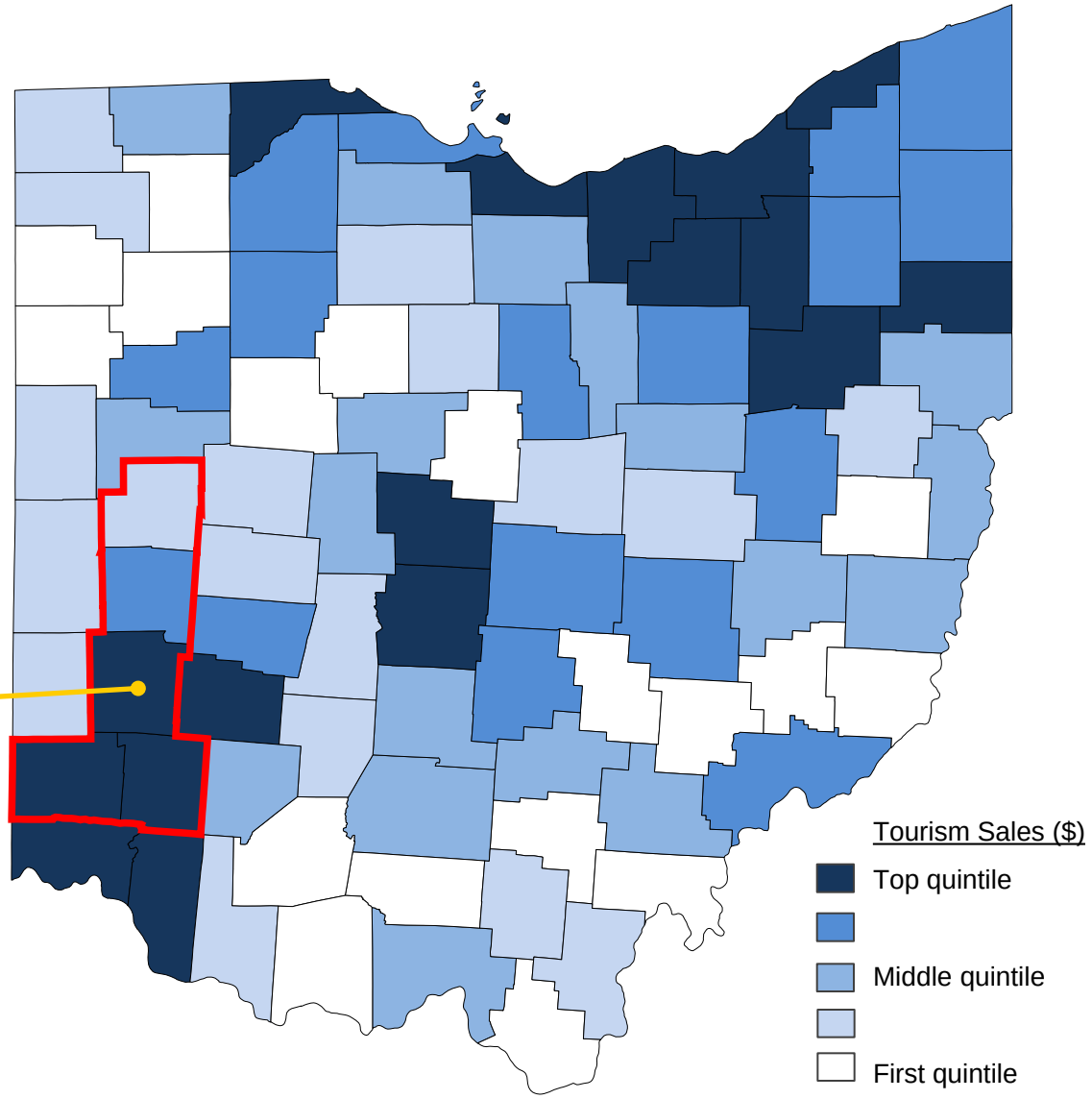
Paddling the @GRMiamiRiverway National Water Trail to start the weekend right. Looking forward to ending at the Fountain of Lights! It shoots water 200ft high and 400ft across. Perfect to cool off in. #paddleohio #ohiofindithere #greatmiamiriverway #getoutandplay #tgif

The Great Miami Riverway is a 99-mile destination marketing campaign funded by 19 city, county, park district, and regional government partners from Sidney to Hamilton. We are located an hour away from Cincinnati and Columbus in southwest Ohio. **Find your way.**

Great Miami Riverway tourism summary

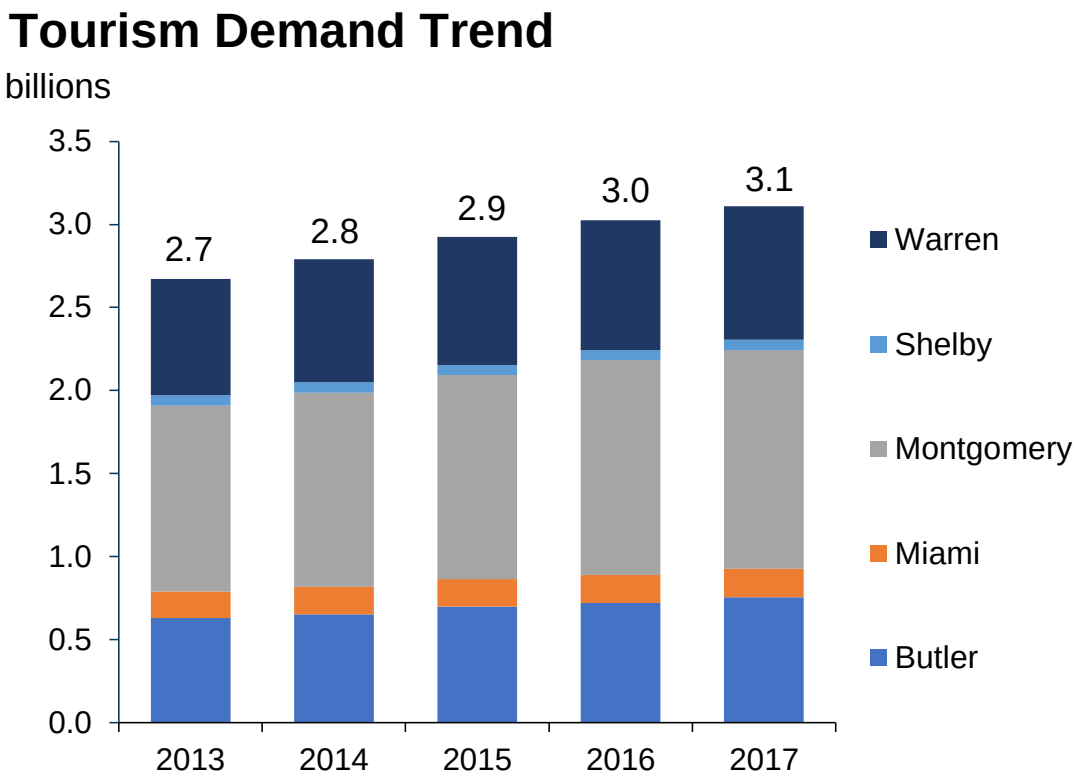
Total Tourism Impact Great Miami Riverway	
Total Sales	$773 million
Wages	$219.8 million
Taxes	$99.6 million
Employment	9,110

Great Miami Riverway Counties



Tourism demand growth

- The Counties of the Great Miami Riverway were host to $3.1 billion in visitor spending in 2017.
- This is an increase of 16.4% over the past five years.



Source: Tourism Economics

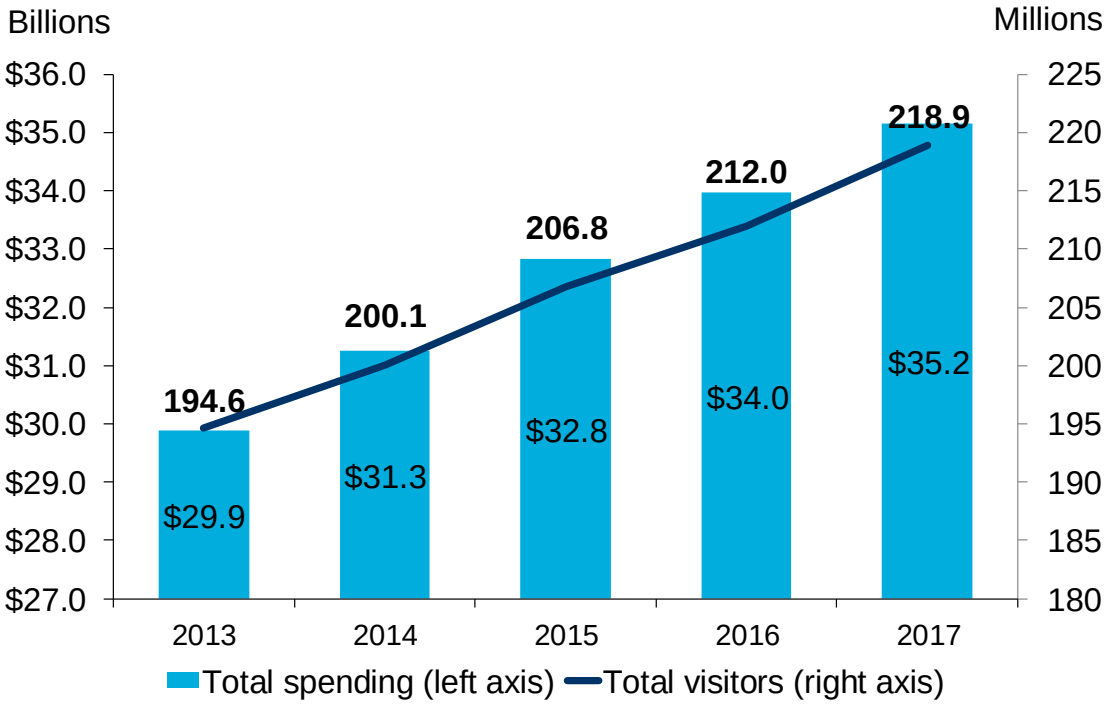
2017 results

219 million visitors traveled to Ohio in 2017, spending $35.2 billion in the state.

The number of person-trips reached 219 million in 2017.

The steady climb of visitor spending continued in 2017 as increased visitation supported more spending in a very low inflationary period.

Visitation and visitor spending in Ohio



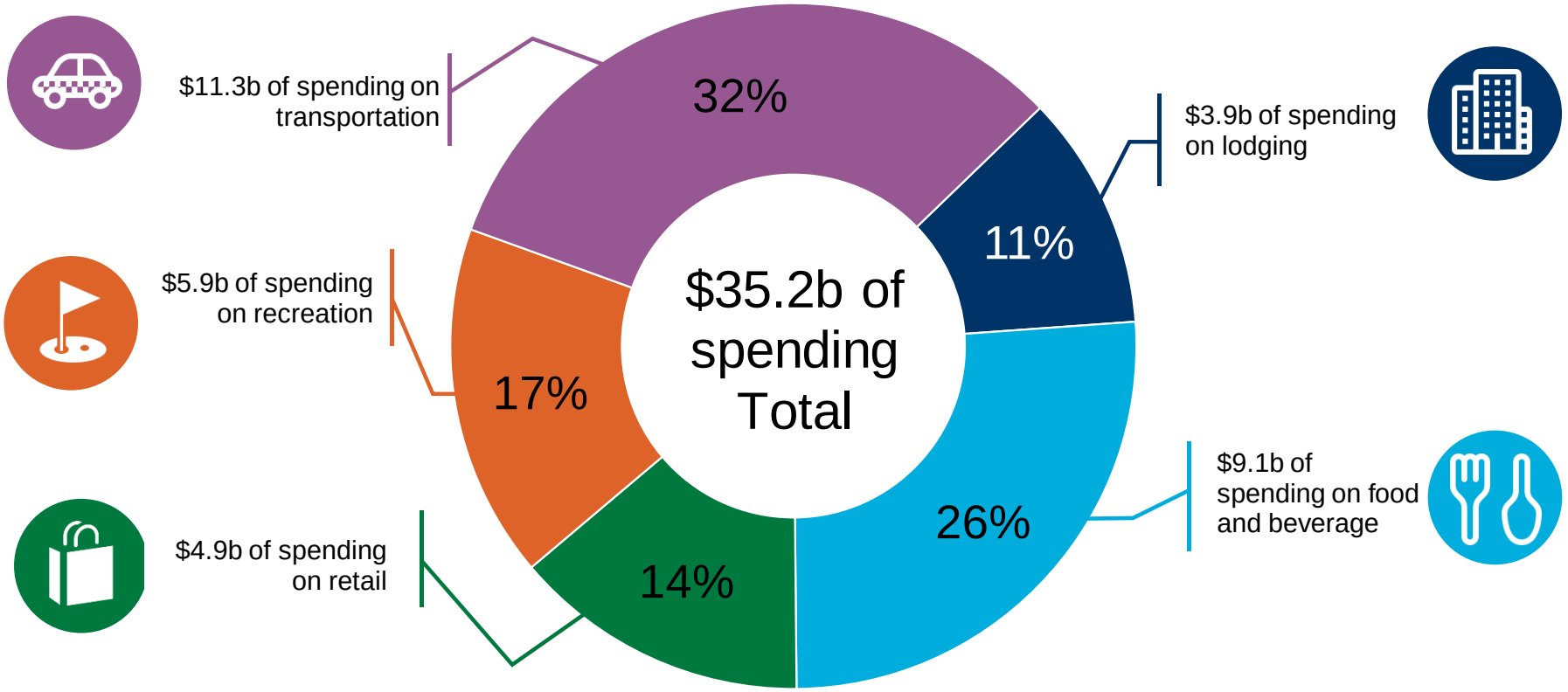
Source: Tourism Economics

Visitor spending in Ohio

Food & beverages spending captures a quarter of all visitor spending.

Visitor spending in Ohio, 2017

Dollars, millions and percent of total



Source: Tourism Economics

ATTACHMENT 17 – SPECIAL SOCIAL MEDIA TOOLKITS

ATTACHMENT 18 – E-NEWSLETTERS

Tra

View this email in your browser

The answer is just a few miles west of the Great Miami River in Butler County. Dr. Richter was famous for the Richter Scale used to measure earthquakes.

(National Trivia Day is January 4. Make sure to share this fun fact with your friends!)

Tag #GreatMiamiRiverway to share how you **Find Your Way** in the Riverway.



Muse: Mickalene Thomas

January 2-13 - Mickalene Thomas' photographic work functions as a personal act of deconstruction and reappropriation both of images she has created herself and images she has singled out as influential. This collection of portraits and staged scenes reflects a very personal community of inspiration.



Mamma Mia!

January 10 - A mother and daughter's world turns upside down on the eve of a wedding, in this tale of love, laughter and friendship woven around the story-telling magic of ABBA's timeless songs. Over 60 million people around the globe have fallen in love with *Mamma Mia!* the ultimate feel-good show!



Ice Fest 2019

January 18-19 - While highlighting spectacular ice sculptures created by international and local carvers, IceFest provides a fun, free and family oriented winter weekend celebration attracting thousands of visitors. Fire and Ice happens on Friday and Competition Alley features 12 sculptors on Saturday.



Cincinnati-Dayton RV Show

January 25-27 - An RV Show for RV enthusiasts! Many makes and models to choose from! Featuring the very latest makes and models of recreational vehicles from all the nation's top manufacturers. Special factory rebates, financing and on the spot loan approval makes this show a cannot miss!

Recommended January Itineraries

For the family: While the kids are out from school, make memories in downtown Dayton at Riverscape MetroPark. Sheltered under a pavilion, MetroParks' Ice Rink sets the scene as a perfect winter wonderland. If you aren't ready to head back home just yet, make sure to take the kids to Canal Street Deli for their free arcade games or to Proto Build Bar to solder their own guitar amp.

For the friends: The beginning of every month starts with a bang in downtown Dayton. First Friday is a free art hop featuring exhibit openings at the galleries, along with a variety of entertainment options, arts demonstrations, live music, and more. Add to that everything going on at the restaurants, bars, nightclubs, theaters, comedy club, movie theater...whew! You've got a busy night planned.

For the adventurer: Take a drive and visit our covered bridges while they are covered in snow. Eldean Bridge in Miami County and Ross Bridge in Shelby County highlight the region's history and provide a great opportunity to explore. For these locations and a complete list of things to do on the trail, click here.

The Great Miami Riverway is 99 miles of river, paved trails, and connected

Tra

Coalition Members

City of Sidney | City of Piqua | City of Troy | City of Dayton | City of West Carrollton | City of Miamisburg | City of Franklin | City of Middletown and Visitors Bureau | City of Hamilton | Montgomery County | Miami County | Miami County Park District | Five Rivers MetroParks | MetroParks of Butler County | Miami Conservancy District

Sponsors

City of Tipp City | Sidney/Shelby County Visitor Bureau | Miami County Convention and Visitor Bureau | Miami Valley Regional Planning Commission | Gem City Crew



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Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

mailchimp

Riverway E-News January 2019

Switch report

1,394 Recipients

Audience: Great Miami Riverway

Delivered: Wed, Jan 02, 2019 9:30 am

Subject: Dr. Charles F Richter was born where?

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate | Click Rate | Unsubscribes

34.6%

27.4%

22.4%

A combination of Male, Female and Another Identity, from 45 and up

200 - 2,000

This campaign's performance | Your average campaign performance | Your peers' average performance

Try resending your campaign to people who didn't already open it

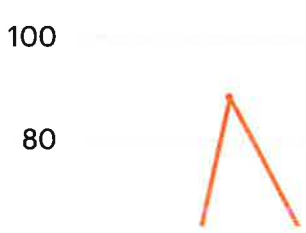
Replicate Campaign

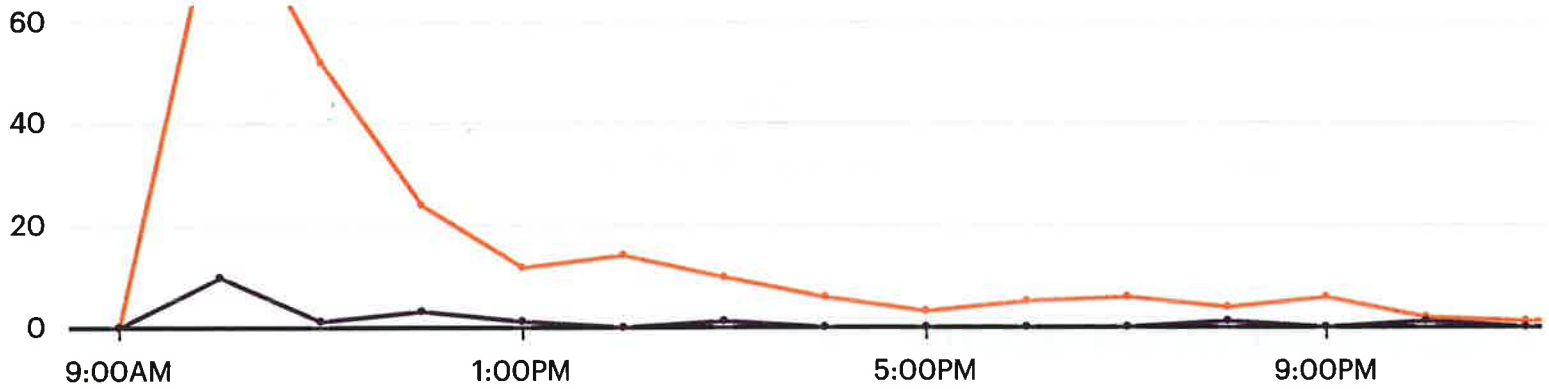
379	37	13	7
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**1,381** 99.1%	Clicks per unique opens	**9.8%**
Total opens	**683**	Total clicks	**55**
Last opened	12/10/19 1:44PM	Last clicked	4/6/19 5:25PM
Forwarded	**0**	Abuse reports	**1**

24-hour performance

Opens Clicks





Top links clicked

https://www.greatmiamiriverway.com/event-details.php?id=160	17
https://www.greatmiamiriverway.com/event-details.php?id=154	14
https://www.greatmiamiriverway.com/event-details.php?id=153	11
https://www.greatmiamiriverway.com/event-details.php?id=155	5
https://www.greatmiamiriverway.com/event-details.php?id=159	4

Subscribers with most opens

aphillips@mcdwater.org	15
jselanders@miamicountyparks.com	21
bgibson@mcdwater.org	24
joe.miller@epa.state.oh.us	10
jtomcisin@miamicountyhealth.net	22

Social performance

0	29	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	664	**99.7%**
Brazil	1	**0.2%**
India	1	**0.2%**



Riverway E-News February 2019

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

The answer is 1,000x more. While hundreds of thousands of migrating songbirds pass through the Great Miami Riverway every year, 150 million Valentine's Day cards are exchanged annually.

Tag #GreatMiamiRiverway to share how you **Find Your Way** in the Riverway.



Tour de Way

COMING SOON - Tour de Way, a #RiverwayGiveaway, lets you explore our region with 100 locations perfect for the adventurer, art lover, aviation enthusiast, beer connoisseur, and more. Win amazing prizes from SmithFly and Spoken Bicycles. Tour de Way runs from May 4, 2019 to March 2020



AleFest

February 2 - Dayton's premier craft beer and food pairing event is celebrating its 11th year. More than 30 local, national, and international craft breweries will present more than 80 beers to be paired with 16 fine food purveyors from the Miami Valley. Enjoy live music by Nick Mitchell while sampling



Jurassic Quest

February 8 - 10 - Jurassic Quest is the largest dinosaur event in North America, and now it's even bigger with more rides, dinosaurs, and activities. Guests walk through the Cretaceous, Jurassic, and Triassic periods to experience what it's like to be among living, breathing dinosaurs.



Rick Springfield

February 16 - The creator of some of the finest power-pop of the '80s, a Grammy-winning singer, songwriter, and musician who has sold 25 million albums and scored 17 U.S. Top 40 hits, Rick's latest Album "The Snake King" finds him traveling down a dusty dirt road to explore the blues side of his rock 'n roll.

Recommended February Itineraries

For the family: We rely on our kids all the time for help with technology. This time, they're going to help you with technology AND a full year of amazing adventures. Tour de Way is giving away prizes for visiting locations like Tawawa Park, renting a paddleboard, going to Troy Strawberry Festival, and over 100 more locations. To play along, you'll need to use QR codes. Don't know how? Ask your kids (or Google)!

For the friends: Meeting new people can be hard. That's why we've created Tour de Way to help you explore beyond your normal routine. Maybe you'll visit a new historic downtown or rediscover a museum you haven't visited since you were a child. Maybe you'll take an art class or go to a festival, maybe you'll try kayaking or yoga for the first time. Whatever you choose to do, bring friends, neighbors, and co-workers!

For the adventurer: Have you ever wanted to sleep in a tent on the water? If you answered yes, then the Shoal Tent by SmithFly is the perfect accommodation for you. Tour de Way is giving one away for free! Sign up here to participate. You have ten months to complete as many locations as you can

starting on May 4th.

You may have noticed a theme this month in our itineraries...

Tour de Way launches on May 4th. Sign up today to start and get bonus points! Keep an eye out on social media - temporary and pop up locations will be happening throughout the year and will help you win amazing prizes like a SmithFly Shoal Tent or a bicycle from Spoken Bicycles. #RiverwayGiveaway

The Great Miami Riverway is 99 miles of river, paved trails, and connected communities. Find your way.

Coalition Members

City of Sidney | City of Piqua | City of Troy | City of Dayton | City of West Carrollton | City of Miamisburg | City of Franklin | City of Middletown and Visitors Bureau | City of Hamilton | Montgomery County | Miami County | Miami County Park District | Five Rivers MetroParks | MetroParks of Butler County | Miami Conservancy District

Sponsors

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You are receiving this email because you opted in via our website, you are a partner of the Great Miami Riverway, or you are a friend of the Miami Conservancy District.

Our mailing address is:
Great Miami Riverway
38 E Monument Ave.
Dayton, OH 45402

Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.



Riverway E-News February 2019

Switch report

1,428 Recipients

Audience: Great Miami Riverway

Delivered: Fri, Feb 01, 2019 8:45 am

Subject: How many more songbirds to equal valentines?

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

How your email campaign compares

Open Rate | Click Rate | Unsubscribes

34.6%

22.8% 22.4%

Audience demographics

A combination of Male, Female and Another Identity, from 45 and up

200 - 2,000

This campaign's performance | Your average campaign performance | Your peers' average performance

Try resending your campaign to people who didn't already open it

Replicate Campaign

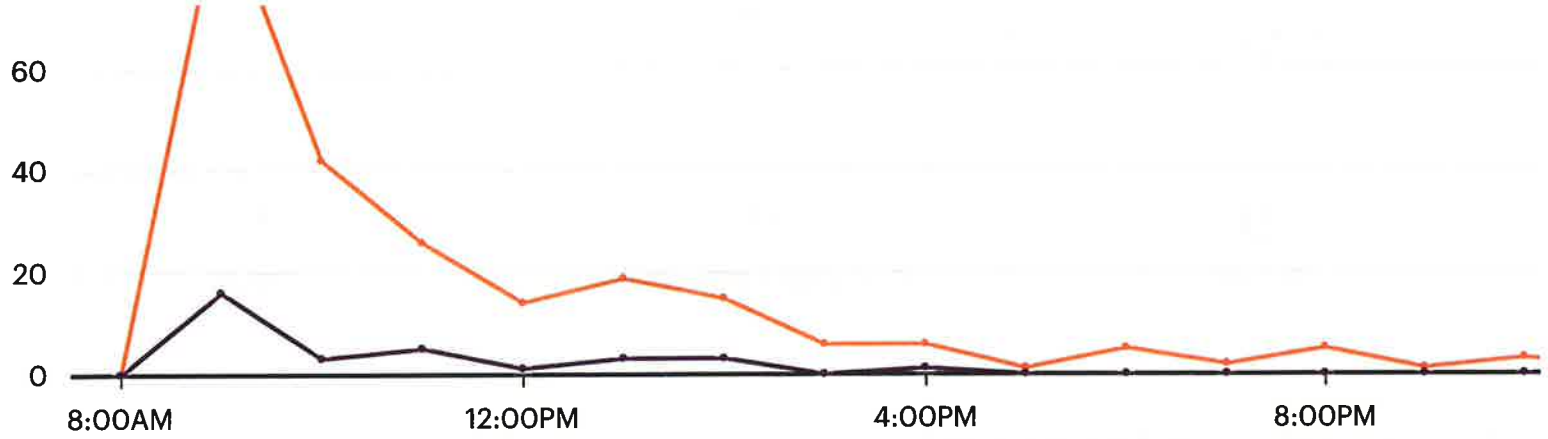
321	48	18	5
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**1,410** 98.7%	Clicks per unique opens	**15.0%**
Total opens	**584**	Total clicks	**80**
Last opened	1/17/20 9:06PM	Last clicked	4/26/19 9:02AM
Forwarded	**0**	Abuse reports	**0**

24-hour performance

Opens Clicks





Top links clicked

https://www.greatmiamiriverway.com/welcome/tour-de-way.php	34
https://www.greatmiamiriverway.com/event-details.php?id=156	19
https://www.greatmiamiriverway.com/event-details.php?id=175	14
https://www.greatmiamiriverway.com/event-details.php?id=174	12
https://www.greatmiamiriverway.com/calendar.php?month=02&year=2019	1

Subscribers with most opens

jypowell@daytoncvb.net	25
aphillips@mcdwater.org	14
drutter@oki.org	13
deb@bruknernaturecenter.com	12
lstewart@visitmiamicounty.org	14

Social performance

0	111	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	576	**99.8%**
Portugal	1	**0.2%**



Riverway E-News March 2019

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

Awkward Moments Day is March 18th. Be kind to your family, friends, and neighbors.

Tag #GreatMiamiRiverway to share how you **Find Your Way** in the Riverway.



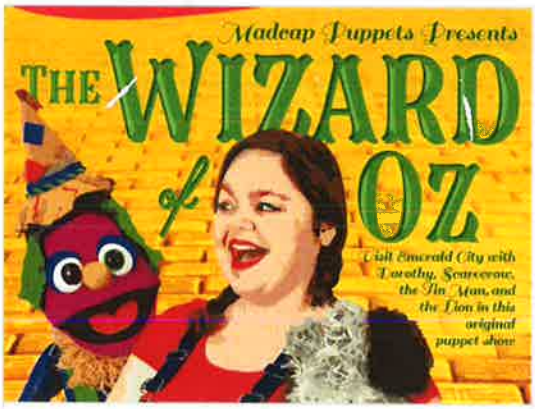
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Fairy Tale Misfits

March 16-17 - When a mysterious talking groundhog steals young Ellie's homework, she takes off down a hole and finds herself in the Land of Rejected Fairy Tale Characters. Here, Ellie meets a crazy assortment of misfits who were cut from the fairy tales we all know and love.



The Wizard of Oz

March 8 - This original puppet show is based on the classic novel of Frank L. Baum. When a tornado rips through Kansas, Dorothy and her dog Toto are whisked away in their house to the magical land of Oz. They follow the Yellow Brick Road toward the Emerald City to meet the Wizard.





Original Farm League Big Band March 23 - Cincinnati's hottest emerging jazz musicians come together to create one of the most exciting new acts to hit the Tri-State in recent years. Made up of recent graduates from some of the finest jazz programs throughout the nation. This is set to be an incredible night of music!

Recommended March Itineraries

For the family: Ready to get the kids out of the house? Head to the Fitton Center during Free Family Arts Day on March 30th from 10am-2pm. Still have energy after that? A short 10 minute drive away is Rentschler Forest MetroPark where your whole family can explore wooded trails and remnants of the Miami-Erie Canal.

For the friends: Don't forget that March 3rd is #NationalDayofUnplugging! While it's great to see what your friends are doing on social media, make sure to create memories of your own. Head outside for a breath of fresh air or find a new store in a downtown you haven't visited in a while. Maybe you'll even rediscover a classic board game...

For the adventurer: **ICYMI** Tour de Way launches on May 4th. Sign up today to start and get bonus points! Keep an eye out on social media - temporary and pop up locations will be happening throughout the year and will help you win amazing prizes like a SmithFly Shoal Tent or a bicycle from Spoken Bicycles. #RiverwayGiveaway

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Sponsors

City of Tipp City | Sidney/Shelby County Visitor Bureau | Miami County Convention and Visitor Bureau | Miami Valley Regional Planning Commission | Gem City Crew

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Great Miami Riverway
38 E Monument Ave.
Dayton, OH 45402

Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.



Riverway E-News March 2019

Switch report

1,432 Recipients

Audience: Great Miami Riverway

Delivered: Mon, Mar 04, 2019 10:15 am

Subject: How many awkward moments do you have a day?

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

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Try resending your campaign to people who didn't already open it

Replicate Campaign

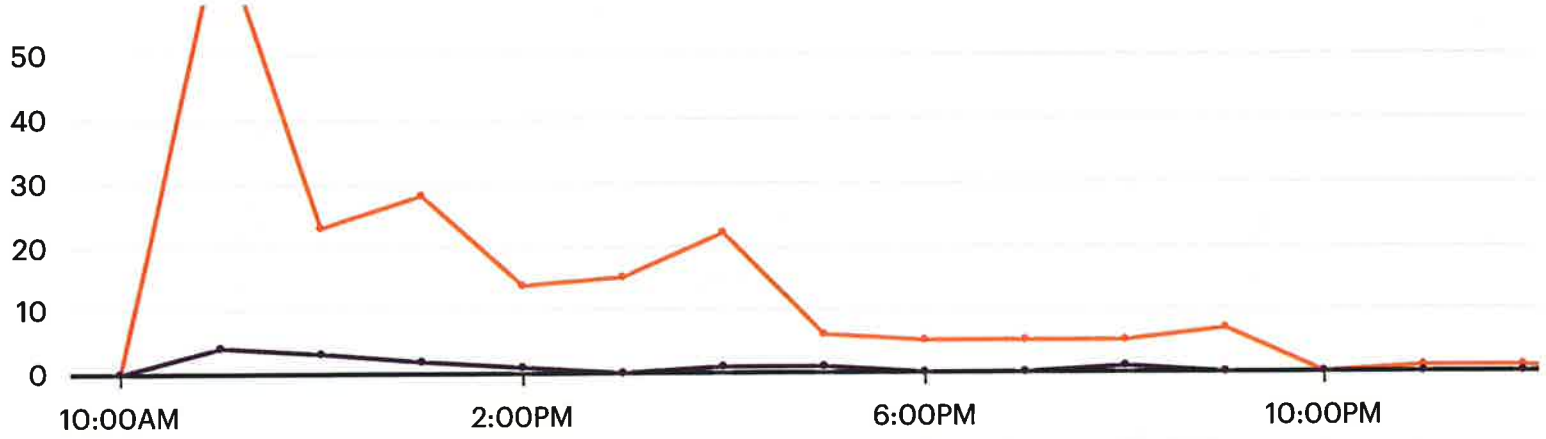
361	27	14	6
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**1,418** 99.0%	Clicks per unique opens	**7.5%**
Total opens	**667**	Total clicks	**48**
Last opened	1/7/20 12:47PM	Last clicked	3/22/19 7:38PM
Forwarded	**0**	Abuse reports	**0**

24-hour performance

Opens Clicks





Top links clicked

https://www.greatmiamiriverway.com/event-details.php?id=210	16
https://www.greatmiamiriverway.com/welcome/tour-de-way.php	11
https://www.greatmiamiriverway.com/event-details.php?id=181	9
https://www.greatmiamiriverway.com/event-details.php?id=219	7
https://www.greatmiamiriverway.com/event-details.php?id=177	3

Subscribers with most opens

jypowell@daytoncvb.net	29
rwile@uhins.com	12
nbyrge@hhoh.org	15
egglestont@tippcity.net	21
liesl@hamilton-ohio.com	17

Social performance

0	9	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	660	**99.5%**
Canada	3	**0.5%**



Riverway E-News April 2019

View this email in your browser

This month is Opening Day for Trails, but April also saw the first movie theater opening in 1902.

Tag #GreatMiamiRiverway to share how you **Find Your Way** in the Riverway.



Cin City Burlesque

April 6 - Expect class. Expect sass. Expect laughs. It's burlesque! This exotic, provocative and sensational ADULT ONLY burlesque dance performance will take the audience all the way back to the days of Roaring 20's Prohibition, with an eclectic modern twist!



2019 Riverway Summit

April 19 - After winning a state tourism award, garnering national media coverage as a "Next Best Paddling Town," and reporting a $773 million tourism impact, the Great Miami Riverway is hosting its annual Great Miami Riverway Summit on April 19, presented by the Troy Foundation.







Downtown Troy Cruise In

April 26 - Join Troy Main Street for a vehicle showcase and an evening full of games and fun for all ages. Visit the displays in Prouty Plaza, or register your own car! Get your spring started right with the first Cruise In of the season. Make sure to also check out all of Troy's newest boutiques and restaurants.



Bike to the Dragons

April 28 - Hop on your bike with the family and head downtown to watch America's favorite pastime. The first 50 cyclists to pre-register will receive complimentary lawn tickets and a prize pack. Valet Bike Parking will open at 1:00 pm to all who bike to the Dragons and pre-register for the bike parking.

Recommended April Itineraries

For the family: In honor of the Opening Day for Trails on April 13, bring your family to RiverScape MetroPark in downtown Dayton from 11-2pm. The trail will be filled with food trucks and exhibitors, and you can join in on a group hike or bike ride. Get your bike checked out with a free safety check courtesy of Links and Kinks. While on the trail, ride or walk to Carillon Historical Park and climb to the top of the new Brethren Tower to overlook the Great Miami River.

For the friends: Have you ever wondered what was behind that locked door? Or maybe in that old building on the other side of the block? On April 23 - 24 you'll have the chance to go on a Hidden Spaces, Secret Places Tour in downtown Sidney. Take a unique look at the historic buildings and while you're there, visit The Spot for pie or KB's Taphouse for a cold drink. Add in a hike at Tawawa Park and you have a full day of fun.

For the adventurer: April 13 is the official Opening Day for Trails. Explore 340+ throughout the Riverway, Miami Valley, and southwest Ohio. We are home to the nation's largest paved trail network! For trail head locations and a complete list of things to do while on the trail, click here.

The Great Miami Riverway is 99 miles of river, paved trails, and connected communities. Find your way.

Coalition Members

City of Sidney | City of Piqua | City of Troy | City of Dayton | City of West Carrollton | City of Miamisburg | City of Franklin | City of Middletown and Visitors Bureau | City of Hamilton | Montgomery County | Miami County | Miami County Park District | Five Rivers MetroParks | MetroParks of Butler County | Miami Conservancy District

Sponsors

City of Tipp City | Sidney/Shelby County Visitor Bureau | Miami County Convention and Visitor Bureau | Miami Valley Regional Planning Commission | Gem City Crew

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Great Miami Riverway
38 E Monument Ave.
Dayton, OH 45402

Add us to your address book

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Riverway E-News April 2019

Switch report

1,446 Recipients

Audience: Great Miami Riverway

Delivered: Mon, Apr 01, 2019 8:30 am

Subject: Opening day for ...whaaa??

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

How your email campaign compares

Open Rate	Click Rate	Unsubscribes

34.6%

25.1%

22.4%

Audience demographics

A combination of Male, Female and Another Identity, from 45 and up

This campaign's performance | Your average campaign performance | Your peers' average performance

200 - 2,000

Try resending your campaign to people who didn't already open it

Replicate Campaign

359	61	18	2
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**1,428** 98.8%	Clicks per unique opens	**17.0%**
Total opens	**647**	Total clicks	**81**
Last opened	10/11/19 12:11PM	Last clicked	4/19/19 6:45AM
Forwarded	**0**	Abuse reports	**0**

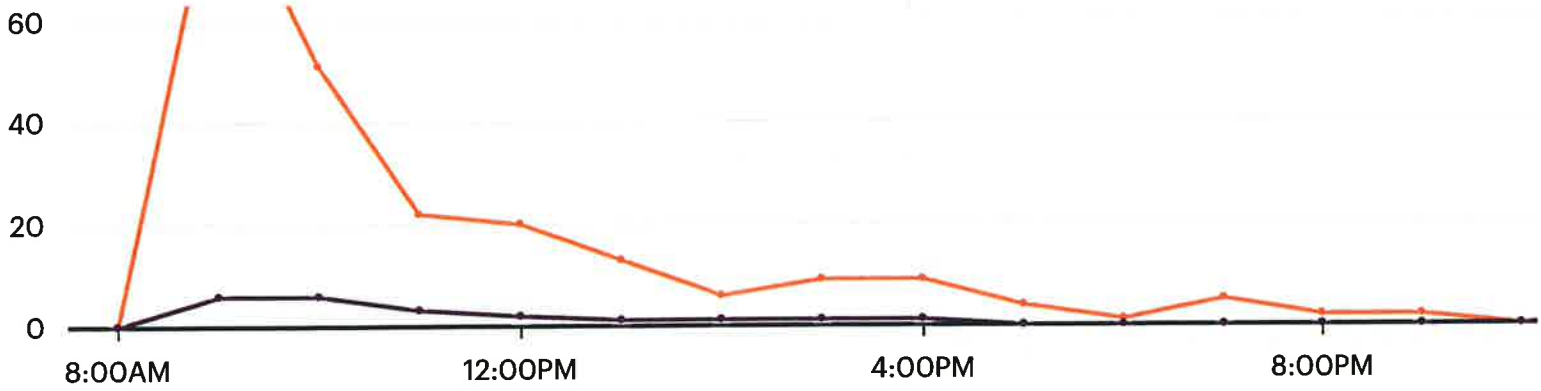
24-hour performance

Opens Clicks

100

80





Top links clicked

https://www.greatmiamiriverway.com/event-details.php?id=209	37
https://www.greatmiamiriverway.com/event-details.php?id=157	20
https://www.greatmiamiriverway.com/things-do-on-trail.php	7
https://www.greatmiamiriverway.com/event-details.php?id=182	6
https://www.greatmiamiriverway.com/event-details.php?id=234	6

Subscribers with most opens

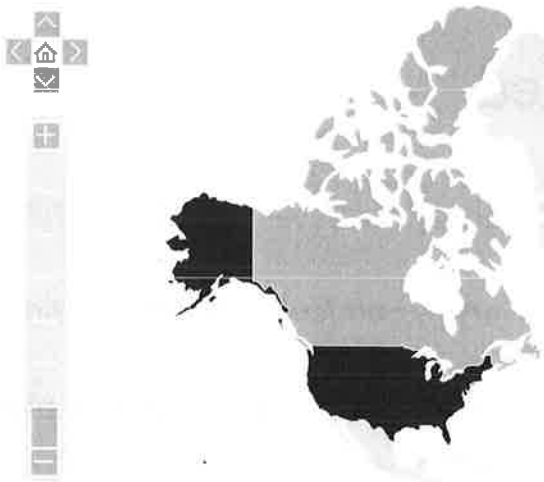
mubaslatl@mcohio.org	10
kmiller@riverside.oh.us	11
brewohio@gmail.com	24
vpopescu@cityofoxford.org	8
mvallieu@aimmediamidwest.com	12

Social performance

0	12	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	638	**99.7%**
Bahamas	1	**0.2%**
Canada	1	**0.2%**



Content | Design | Comments

Text

Boxed Text

Divider

Image

Image Group

Image Card

Image + Caption

Social Share

Social Follow

Button

Footer

Code

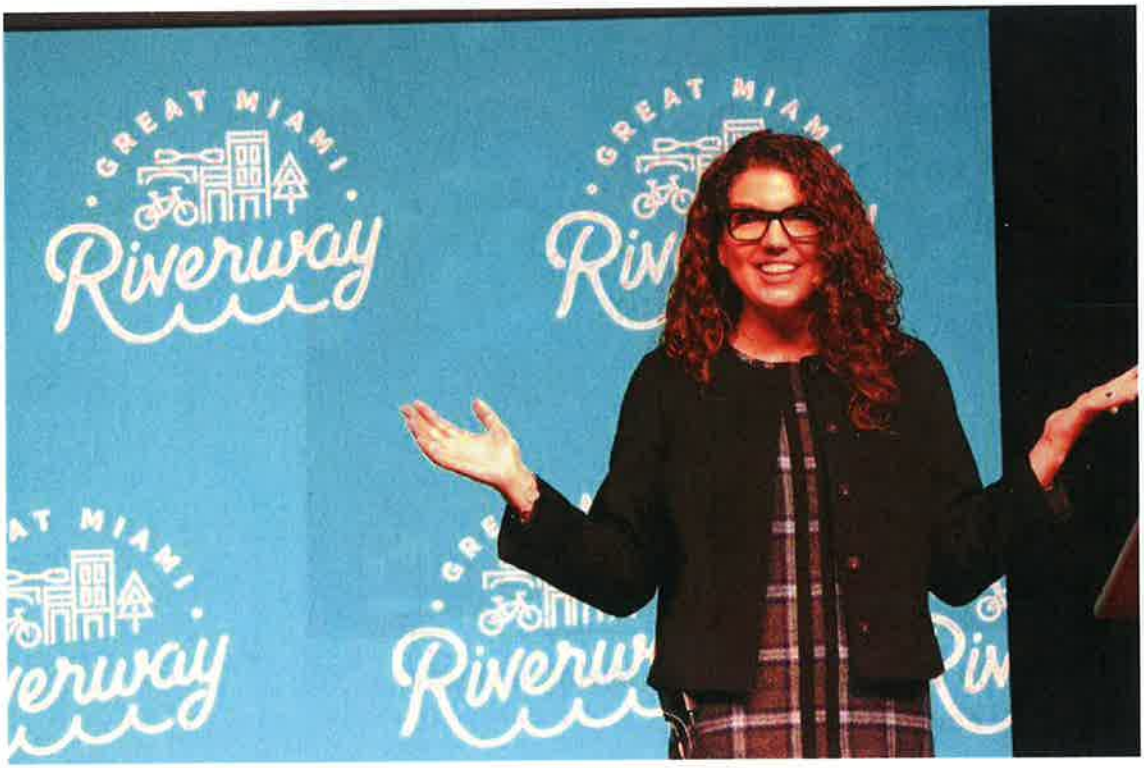
Video

Need a refresher? Take a quick tour.

2019 Summit Thanks

View this email in your browser

Thank you for attending the 2019 Great Miami Riverway Summit!



Elizabeth Fogarty, Director of Visit Grand Junction Colorado and the 2019 Great Miami Riverway Summit keynote speaker.

Following her presentation, Ms. Fogarty said this about the Great Miami Riverway: "I was most impressed with the partnerships and collaboration that has been achieved along the entire Riverway. It is evident that there is a tremendous amount of buy-in with this concept and strategy, and the momentum is noticeable."

Colorado Tourism Roadmap Video

Colorado Travel Regions Video

Care for Colorado Video

Keynote Presentation Slides



Record attendance numbers were set at our 2019 Great Miami Riverway Summit, presented by The Troy Foundation.





In summary,

- Congratulations to Stan Kegley, City of Troy, for his Outstanding Achievement Award
- Welcome to the City of Tipp City as the newest Great Miami Riverway Coalition Member
- Watch as over $500 million in developments happen in our riverfront communities
- Enjoy our 2019 commercials launching this spring
- Prescribe nature as a remedy for your children and family
- Sign up for Tour de Way and explore over 100 locations while you enter to win prizes like a SmithFly Shoal Tent and bicycle from Spoken Bicycles

Thank you sponsors!

The TROY FOUNDATION

Premier Health
Upper Valley Medical Center

HOME. GROWN. GREAT.
MIAMI COUNTY
VISITORS & CONVENTION BUREAU
OHIO

DAYTON

Make it yours.
TROY
OHIO

SmithFly

SPOKEN
BICYCLES

The Great Miami Riverway supports economic development, increases use of assets, attracts visitors, and strengt river corridor neighborhoods.

Coalition Members

City of Sidney | City of Piqua | City of Troy | City of Tipp City | City of Dayton | City of West Carrollton | Miamisburg | City of Franklin | City of Middletown and Visitors Bureau | City of Hamilton | Montgomery (Miami County | Miami County Park District | Five Rivers MetroParks | MetroParks of Butler County | I Conservancy District

Sponsors

Sidney/Shelby County Visitor Bureau | Miami County Convention and Visitor Bureau | Miami Valley Re Planning Commission

GREAT MIAMI
Riverway

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You are receiving this email as a previous attendee at Riverway Summit.

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Great Miami Riverway
38 E Monument Ave
Dayton, OH 45402-1210

Add us to your address book

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You can update your preferences or unsubscribe from this list.



2019 Summit Thanks

Switch report

108 Recipients

Audience: 2019 Riverway Summit attendees

Delivered: Fri, Apr 26, 2019 3:36 pm

Subject: Thank you for attending

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate | Click Rate | Unsubscribes

59.3%

32.7%

20.5%

A combination of Male, Female and Another Identity, from 45 and up

This campaign's performance | Your average campaign performance | Your peers' average performance

2,000 - 10,000

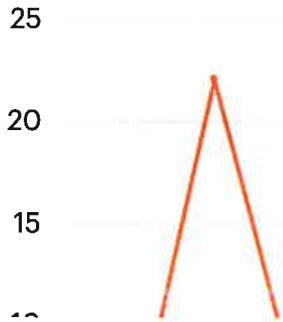
Well, this is exciting.
You're doing great!

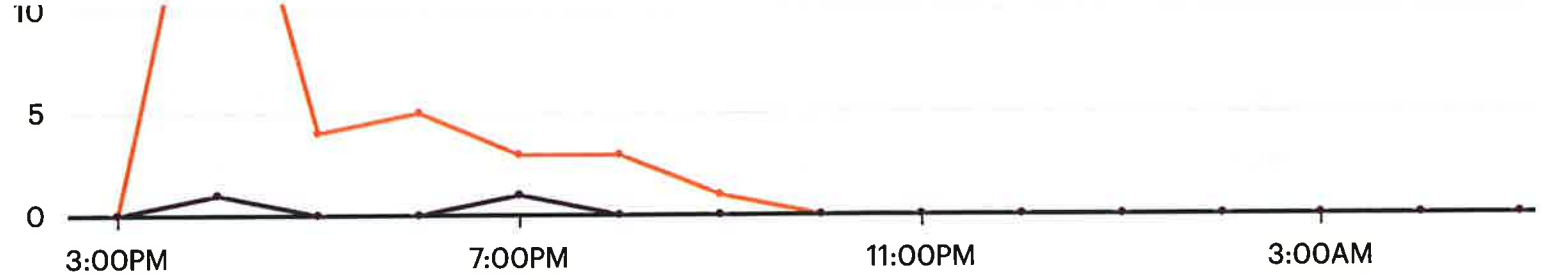
64	10	0	0
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**108** 100.0%	Clicks per unique opens	**15.6%**
Total opens	**230**	Total clicks	**16**
Last opened	11/22/19 8:26AM	Last clicked	5/7/19 8:50AM
Forwarded	**0**	Abuse reports	**0**

24-hour performance

Opens Clicks





Top links clicked

https://gallery.mailchimp.com/77e3fa925b4d1379c26eb77e0/files/64b55615-a825-46ae-ae...	5
https://www.greatmiamiriverway.com/tour-de-way.php	3
https://www.youtube.com/watch?time_continue=13&v=V_uO_oyOd5w	3
https://www.youtube.com/watch?v=KcJ_rT0bHtM&feature=youtu.be	3
https://www.youtube.com/watch?time_continue=7&v=JcY73nUhaQs	2

Subscribers with most opens

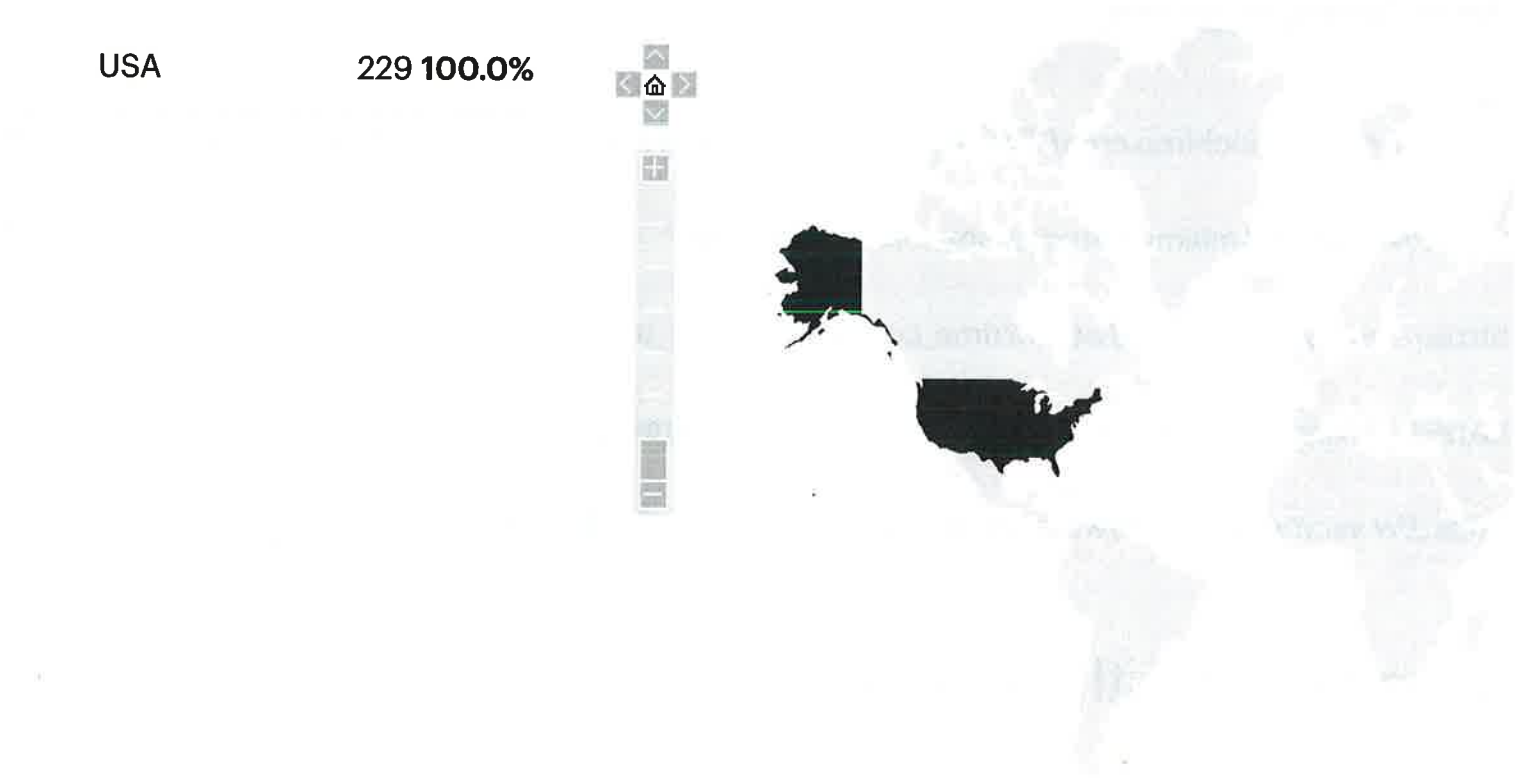
bharp@piquaoh.org	62
lauerk@mcohio.org	9
mary@visitmiddletownohio.com	8
byount@piquaoh.org	18
jeff@hamilton-ohio.com	13

Social performance

0	14	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	229 **100.0%**	



Tour De Way Pre-Launch

Switch report

227 Recipients

Audience: Tour de Way participants

Delivered: Thu, May 02, 2019 12:00 pm

Subject: Tour de Way launching at RiverCon

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate	Click Rate	Unsubscribes
49.3%	33.3%	46.4%

A combination of Male, Female and Another Identity, from 35 and up

This campaign's performance | Your average campaign performance | Your peers' average performance

< 200

Boost click rates and engagement with Send Time Optimization

Learn More

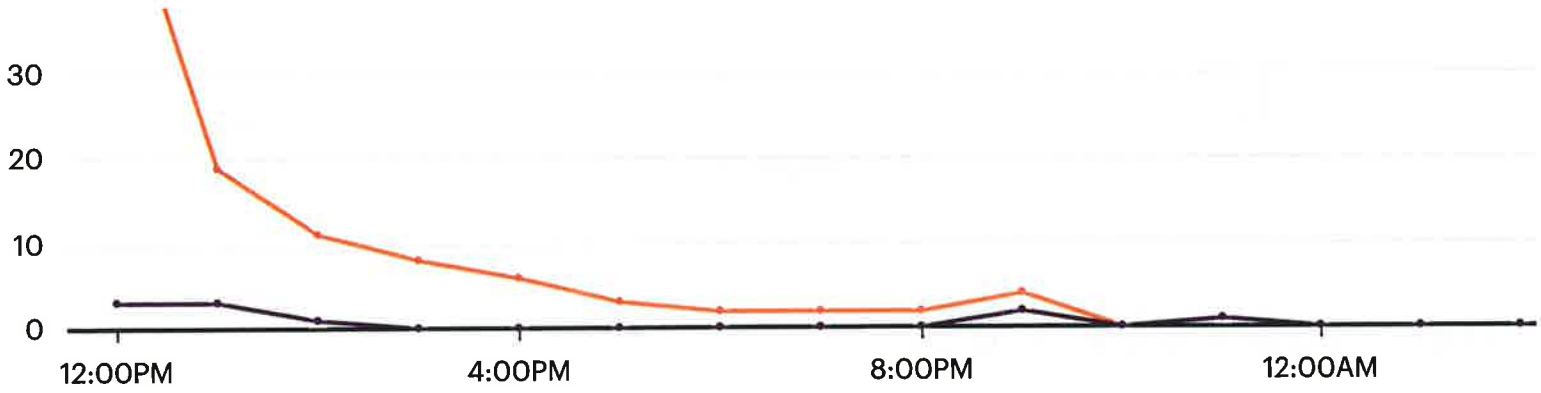
109	14	6	0
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**221** 97.4%	Clicks per unique opens	**12.8%**
Total opens	**238**	Total clicks	**22**
Last opened	1/1/20 11:43AM	Last clicked	5/14/19 9:48AM
Forwarded	**0**	Abuse reports	**0**

24-hour performance

Opens Clicks





Top links clicked

https://www.facebook.com/events/599361893864231/	11
https://www.greatmiamiriverway.com/tour-de-way.php	7
http://www.facebook.com/GreatMiamiRiverway	2
https://www.facebook.com/events/304548787073796/	1
https://www.westcarrollton.org/cycle-de-mayo-registration/?fbclid=IwAR1cADn48balu2UQ...	1

Subscribers with most opens

Dmurn@frontiernet.net	14
sbasbury@me.com	12
deb@bruknernaturecenter.com	13
protectingnature@miamicountyparks.com	12
colvin@downtowndayton.org	8

Social performance

0	6	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	238 **100.0%**	



Tour De Way June

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

Tag #RiverwayGiveaway on social to earn **DOUBLE** points.

Thank you for signing up for Tour de Way! We've loved seeing your posts, photos, and adventures over the last month.

Remember that in addition to the regular locations, the monthly bonus locations (below) will help you win those big prizes like a SmithFly Shoal Tent or a bicycle from Spoken Bicycles. The bonus locations only happen once so make sure you get them on your calendar now. Happy touring!



Top Point Earners

Tara B.
Joshua S.
Rosa M.
Nicole L.
Tony H.



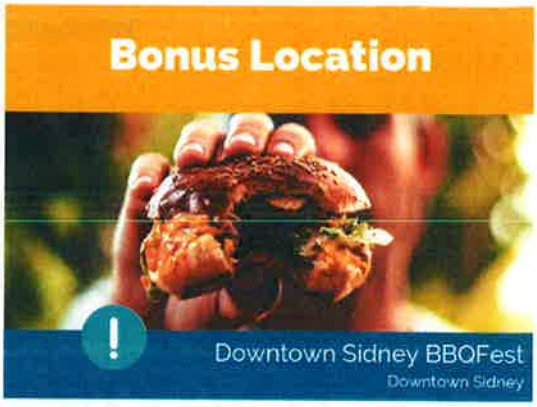
Great Dayton Adventure Race

June 1 - Teams will all receive a clue sheet and must find hidden clues, solve puzzles, or complete games or tasks at each location. ALL teams are eligible to win raffle prizes

Remember that prizes are drawn at random. The more locations you visit, the more chances you have to win!

are eligible to win name prizes, including merchandise and gift cards to downtown businesses. The competitive division teams are eligible to win a bonus cash prize. Pick your team members wisely!





Hamilton Flea

June 8 - Come and join local artisans, drink craft beer, eat from stellar food trucks, and enjoy free yoga on the lawn (from 9:00 AM-10:00 AM). We will be getting our flea on rain or shine! Please feel free to bring your dog and check out our Hamilton Flea beer booth for a doggie water bowl.

Downtown Sidney BBQFest

June 29 - Celebrate Sidney's best cooks and music. Judges will sample pork ribs, pulled pork, and BBQ chicken legs. The regular Farmer's Market begins at 8:00 a.m. BBQ vendors will begin selling their food at 11:00 a.m. The kids' activity area is full of games - bring your appetite and the whole family!

Tips and Tricks

This month's exclusive events and ideal day trips

- ONE WEEKEND ONLY! **Troy Strawberry Festival** is one of Ohio's best food festivals. See why (and sample a famous strawberry donut) on June 1st and 2nd.
- The weather is getting warmer which means we start screaming for ice cream! **Village Parlor Ice Cream** is a great stop after you've stopped by **Marcum Park** to take your walk to Hamilton's **Small Hydro**.
- Heading to Middletown for **Broad Street Bash** on June 5th? Bring your coworkers or meet up with friends to enjoy a brew at **Spoken Bicycles**. You'll undoubtedly have a sweet tooth and **Grandpa Joe's Candy Shop** can sweeten you right up.

Need something for a rainy day? How about

Need something for a rainy day? How about...

- Feeling gloomy? Eat a piece of homemade pie. Food is love and **The Spot's** pie in Sidney is a LOT of love.

@_heatherkathleen_ says...
"Storms to the west and wind in our faces... we chanced it anyway! These kids rode 11 miles on the Great Miami Riverway with friends today... and rocked it!" #RiverwayGiveaway

The Great Miami Riverway is 99 miles of river, paved trails, and connected communities. Find your way.

Coalition Members

City of Sidney | City of Piqua | City of Troy | City of Tipp City | City of Dayton | City of West Carrollton | City of Miamisburg | City of Franklin | City of Middletown and Middletown Visitors Bureau | City of Hamilton | Montgomery County | Miami County | Miami County Park District | Five Rivers MetroParks | MetroParks of Butler County | Miami Conservancy District

Sponsors

Sidney/Shelby County Visitor Bureau | Miami County Convention and Visitor Bureau | Miami Valley Regional Planning Commission | Gem City Crew

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Great Miami Riverway
38 E Monument Ave
Dayton, OH 45402-1210

Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.



Riverway E-News June 2019

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

According to the CDC, only 58% of men meet the physical activity guidelines for leisure aerobic activity. Treat your dad to family time on the trails this Father's Day.

Tag #GreatMiamiRiverway to share how you **Find Your Way** in the Riverway.



Patriotic Concert and Ice Cream

June 7 - As one of many celebrations planned in 2019 to commemorate the bicentennial of Shelby County, this open-air concert features the Wright Patterson Air Force Band of Flight on the lawn of the Shelby County Courthouse. Sponsored by the Great Miami Riverway. Free admission!



Hamilton Flea

June 8 - The Hamilton Flea urban market is hosted in downtown Hamilton's national award-winning Marcum Park. Open from 10am-4pm, it features a curated selection of top vendors, creators, and inventors. Make sure to get your Tour de Way pop-up code as well as the location stop at Marcum Park.







Dayton Walk of Fame
June 21 - This free event is located in the Wright Dunbar Business District. Come celebrate Dayton's rich history with food, music, more. Past recipients of the Dayton Region's Walk of Fame will be on hand. Don't forget to visit the Dayton Aviation Heritage National Historical Park for your Tour de Way points.



Great Downtown BBQ Fest
June 29 - Head to Sidney and celebrate their best cooks and music. Judges (and you!) will sample pork ribs, pulled pork, and BBQ chicken legs. The farmer's market begins at 8am, BBQ vendors start selling at 11am. A free kids' zone available for children aged 12 and under. Tour de Way stop.

Recommended June Itineraries

For the family: Hop on your bike with the family and head to downtown Dayton to watch America's favorite pastime. The first 50 cyclists to pre-register and bike to the Dayton Dragons game will receive complementary lawn tickets and a prize pack. While you're downtown, make sure to check out Dayton Art Institute's "Monet and Impressionism" exhibit.

For the friends: The Great Miami Riverway and Great Miami Crew are proud to offer Kayak at a Concert again this summer. Try out a paddleboard or kayak as you listen to live music at RiversEdge Amphitheater in Hamilton. Make a day of it and shop on Main Street and High Street before grabbing dinner and ice cream. Bonus - Village Parlor Ice Cream, along with many other downtown shops, is a Tour de Way location.

For the adventurer: Is it a rainy day, but you still want to get your body moving? Urban Krag Climbing Center features 10,000 square feet of textured and sculpted vertical terrain with heights ranging from 28 to 56 feet. Located in an old church within the Historic Oregon District of Dayton, the Center features the tallest lead wall in the state. After you've reached the top, enjoy a drink at Toxic Brewing Company or grab a bite to eat at one of the many Oregon District restaurants. A Link Bike Share station is available for more exploring throughout the city.

The Great Miami Riverway is 99 miles of river, paved trails, and connected communities. Find your way.

Coalition Members

City of Sidney | City of Piqua | City of Troy | City of Tipp City | City of Dayton | City of West Carrollton | City of Miamisburg | City of Franklin | City of Middletown and Middletown Visitors Bureau | City of Hamilton | Montgomery County | Miami County | Miami County Park District | Five Rivers MetroParks | MetroParks of Butler County | Miami Conservancy District

Sponsors

Sidney/Shelby County Visitor Bureau | Miami County Convention and Visitor Bureau | Miami Valley Regional Planning Commission | Gem City Crew

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Great Miami Riverway
38 E Monument Ave

38 E Monument Ave.
Dayton, OH 45402

Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.



Riverway E-News June 2019

Switch report

1,578 Recipients

Audience: Great Miami Riverway

Delivered: Thu, May 30, 2019 4:00 pm

Subject: What is the best Father's Day gift?

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate | Click Rate | Unsubscribes

34.6%

20.6%

22.4%

A combination of Male, Female and Another identity, from 45 and up

This campaign's performance | Your average campaign performance | Your peers' average performance

200 - 2,000

Try resending your campaign to people who didn't already open it

Replicate Campaign

318	28	37	5
Opened	Clicked	Bounced	Unsubscribed

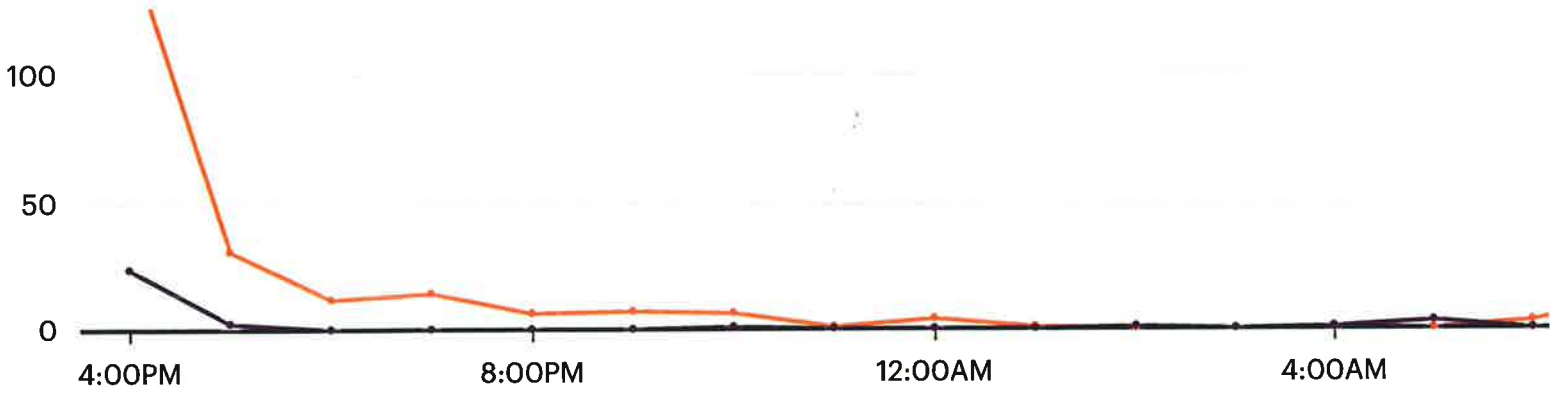
Successful deliveries	**1,541** 97.7%	Clicks per unique opens	**8.8%**
Total opens	**471**	Total clicks	**625**
Last opened	1/13/20 4:52AM	Last clicked	6/29/19 4:08AM
Forwarded	**0**	Abuse reports	**2**

24-hour performance

Opens Clicks

200

150



Top links clicked

https://www.greatmiamiriverway.com/event-details.php?id=187	122
https://www.greatmiamiriverway.com/event-details.php?id=241	119
https://www.greatmiamiriverway.com/tour-de-way.php	101
https://www.greatmiamiriverway.com/event-details.php?id=215	56
https://www.greatmiamiriverway.com/event-details.php?id=190	53

Subscribers with most opens

kegbert@sidneyoh.com	10
Annette.Purkey@oh.usda.gov	6
nienaberd@hotmail.com	7
vpopescu@cityofoxford.org	6
mcundiff@sidneyoh.com	5

Social performance

0	2	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	456	**98.5%**
Canada	2	**0.4%**
Dominican Republic	2	**0.4%**
Germany	1	**0.2%**
Romania	1	**0.2%**



Riverway E-News July 2019

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

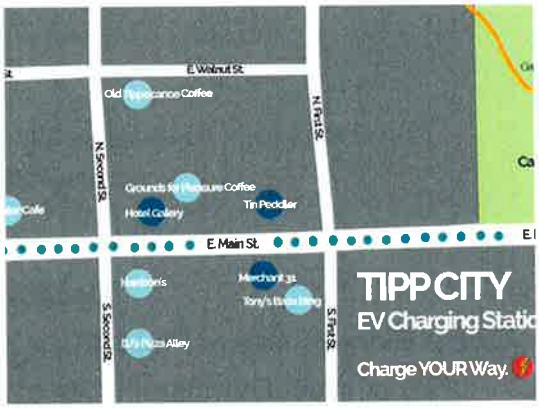
Japanese designer Shigetaka Kurita created the first collection of emoji in 1999. We look forward to seeing your river adventures in emoji form on World Emoji Day (July 17).

Tag #GreatMiamiRiverway to share how you **Find Your Way** in the Riverway.



July Events Calendar

It's time for fireworks over the Great Miami River! Franklin's All American Blast, complete with the Wettest Parade in Ohio, and Piqua 4th Fest invite you to celebrate the nation - on the nation's largest paved trail network. Throughout the month, enjoy outdoor concerts, historic walking tours, and the Ohio Challenge Balloon Festival.



Charge Your Way

Thank you, environmentally-conscience driver! Your electric vehicle is helping to keep Ohio's only National Water Trail and our national paved trail network healthy and vibrant. While you are charging your vehicle for the next part of your adventure, here are some great ways to spend time away from the 'pump'.



Family Fun Itinerary

Enjoy quality family time by taking the kids to Johnston Farm and Indian Agency in Piqua. Ride a canal boat and work up an appetite exploring the historic grounds. Head to Troy for lunch at Bakehouse Bread and Cookie Company before continuing your journey to Treasure Island Park. Meet up with Adventures on the Great Miami for SUP and paddle rentals.



Tour de Way

Last month, our participants met Rob Lowe at The Spot restaurant in Sidney. This month, who knows? It's the perfect time to take a hike in Tawawa Park or take a trip on the Piqua Bike Path Loop. If you ride on July 20 you'll also be in the neighborhood to attend the Rock Piqua Riverfront Concert to grab another location code. New? Start here.

The Great Miami Riverway is 99 miles of river, paved trails, and connected communities. Find your way.

Coalition Members

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Sponsors

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Riverway E-News July 2019

Switch report

1,570 Recipients

Audience: Great Miami Riverway

Delivered: Mon, Jul 01, 2019 4:00 pm

Subject: The first emoji was created when? 🚲 😄

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

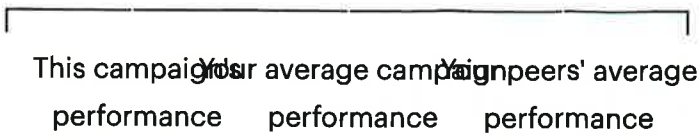
Open Rate | Click Rate | Unsubscribes

34.6%

22.2% 22.4%

A combination of Male, Female and Another identity, from 45 and up

200 - 2,000



Try resending your campaign to people who didn't already open it

Replicate Campaign

344	32	20	8
Opened	Clicked	Bounced	Unsubscribed

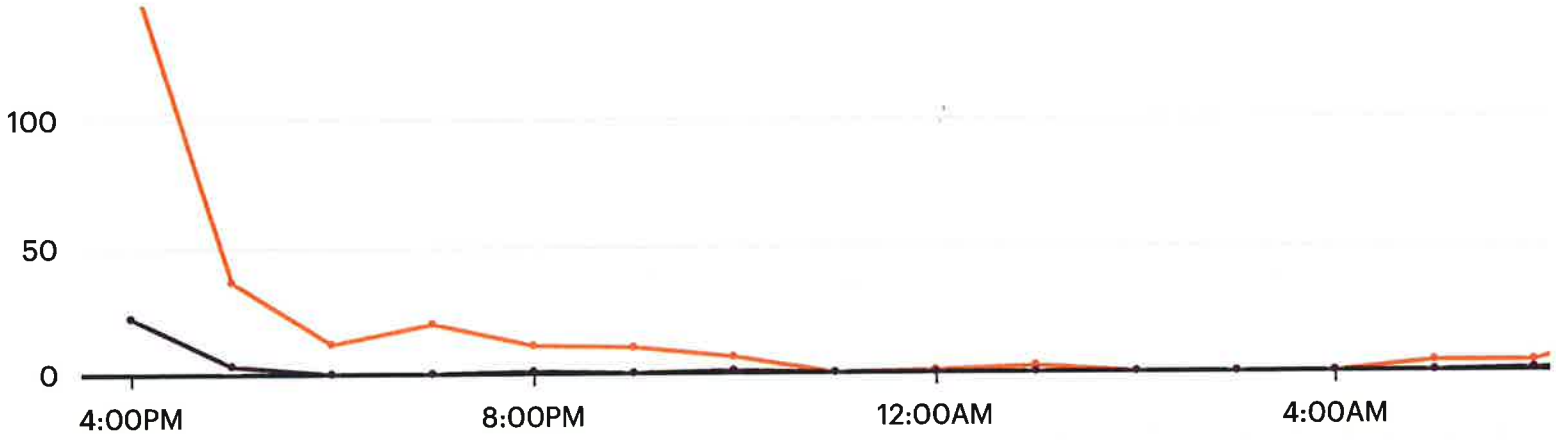
Successful deliveries	**1,550** 98.7%	Clicks per unique opens	**9.3%**
Total opens	**588**	Total clicks	**390**
Last opened	11/11/19 12:14PM	Last clicked	7/9/19 4:45PM
Forwarded	**0**	Abuse reports	**0**

24-hour performance

Opens Clicks

200

150



Top links clicked

https://www.greatmiamiriverway.com/calendar.php	112
https://www.greatmiamiriverway.com/place.php?id=58	63
https://www.greatmiamiriverway.com/place.php?id=98	61
https://www.greatmiamiriverway.com/tour-de-way.php	46
https://www.greatmiamiriverway.com/blog-entry/charge-your-way	44

Subscribers with most opens

robert.ware@co.warren.oh.us	20
jselanders@miamicountyparks.com	12
mainstreetpiqua@woh.rr.com	8
liesl@hamilton-ohio.com	28
jtomcisin@miamicountyhealth.net	8

Social performance

0	49	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	575	**99.3%**
Belgium	1	**0.2%**
Germany	1	**0.2%**
New Zealand	1	**0.2%**
Singapore	1	**0.2%**



Tour De Way July

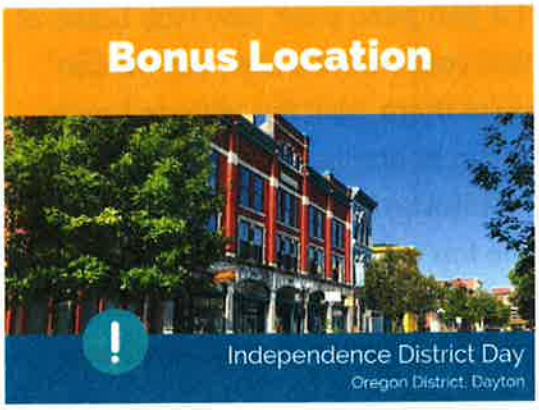
Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

Tag #RiverwayGiveaway on social to earn **DOUBLE** points.

Thank you for signing up for Tour de Way! We've loved seeing your posts, photos, and adventures over the last month.

Remember that in addition to the regular locations, the monthly bonus locations (below) will help you win those big prizes like a SmithFly Shoal Tent or a bicycle from Spoken Bicycles. The bonus locations only happen once so make sure you get them on your calendar now. Happy touring!



Independence District Day

July 6 - The perfect opportunity to visit your favorite Oregon District shops, services, and patios. Enjoy the vibrancy and diversity of the Historic Oregon District. This family

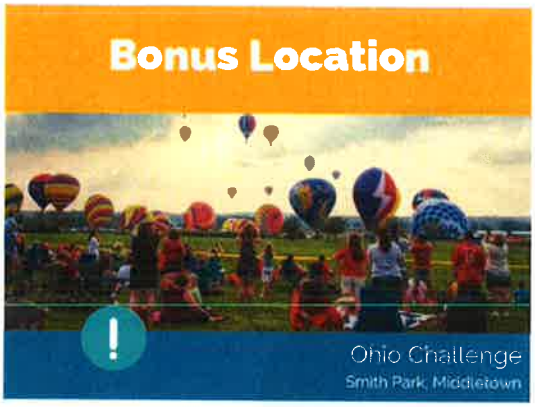


Charleston Falls Preserve

July 13 - Charleston Falls Preserve has over 216 acres of prairie and forests, and nearly four miles of trails. With it's unique waterfall, it's the perfect place to hike and view

Historic Oregon District. This family-friendly event is free and features live music, vendors, food, beer, and street games.

the perfect place to hike and view wildlife. Uncommon plants such as wild columbine and purple cliff rock are found in the gorge.



Ohio Challenge **Balloon Festival**
July 19-20 - Come out and enjoy a weekend of hot air balloon activities, festival food and drinks, live music, carnival rides, and the famous hot air balloon glow as the sun begins to set. It's the most popular balloon festival in Southwest Ohio.



Dayton **Celtic Festival**
July 26-28 - Saturate your senses in Celtic heritage. Shop for the finest products imported from Ireland, Scotland, and Great Britain. Eat, drink, and be merry in the Celtic food court. Enjoy Gaelic Storm's awesome performance.

Tips and Tricks

This month's exclusive events and ideal day trips

- ONE DAY ONLY! **July 4** celebrations in Franklin and Piqua are not to be missed.
- Did you see?? Last month's winner of a $50 prize pack saw Rob Lowe at **The Spot** in Sidney! We can't guarantee you'll meet a star, but we can guarantee an amazing meal. While you're there, visit the historic **Louis Sullivan Building** and continue marveling at architecture at the **Ross Historical Society** and **Monumental Building**.
- In the full bloom of summer, climb to the top of the **Adena Mound** in Miamisburg. From your lofty viewpoint, you'll see your next location - the **Cold War Discovery Center**. After that, head to the **2nd St. Brewery District** or visit **Main St.** for shopping and eating.

Need something for a rainy day? How about....

- Take a class at **Fitton Center for Creative Arts** and chase away those blues. Art makes everything more bright.

blues. Art makes everything more bright.

Tara B. says...

"Thought this was pretty cool...while adventuring out to The Spot in Sidney, we happened to run into Rob Lowe." - June winner #RiverwayGiveaway



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Audience: Great Miami Riverway

Delivered: Mon, Jul 01, 2019 4:00 pm

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0	$0.00	$0.00
Orders	Average order revenue	Total revenue

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Characteristics you and your peers share

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Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

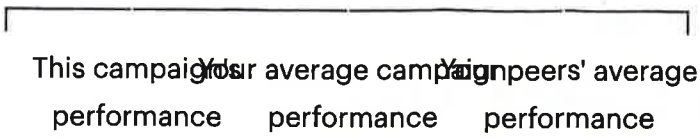
How your email campaign compares

Open Rate | Click Rate | Unsubscribes

34.6%

22.2% 22.4%

A combination of Male, Female and Another identity, from 45 and up



200 - 2,000

Try resending your campaign to people who didn't already open it

Replicate Campaign

344	32	20	8
Opened	Clicked	Bounced	Unsubscribed

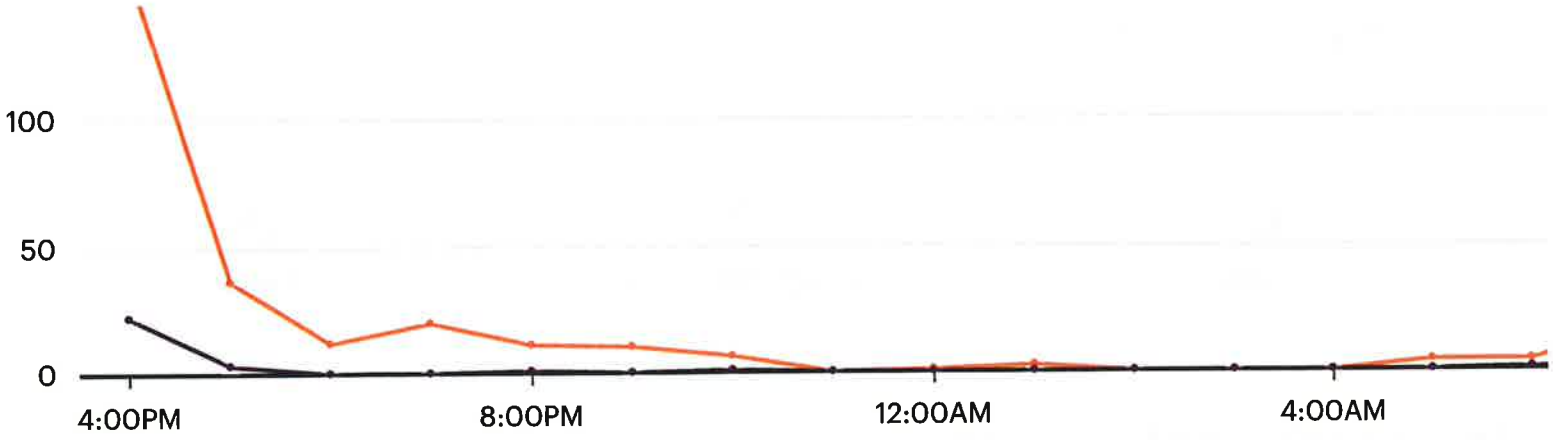
Successful deliveries	**1,550**	98.7%	Clicks per unique opens		**9.3%**
Total opens		**588**	Total clicks		**390**
Last opened		11/11/19 12:14PM	Last clicked		7/9/19 4:45PM
Forwarded		**0**	Abuse reports		**0**

24-hour performance

Opens Clicks

200

150



Top links clicked

https://www.greatmiamiriverway.com/calendar.php	112
https://www.greatmiamiriverway.com/place.php?id=58	63
https://www.greatmiamiriverway.com/place.php?id=98	61
https://www.greatmiamiriverway.com/tour-de-way.php	46
https://www.greatmiamiriverway.com/blog-entry/charge-your-way	44

Subscribers with most opens

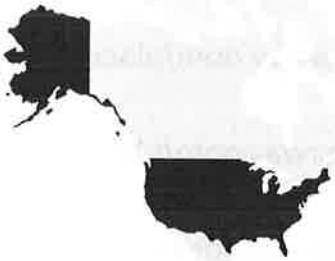
robert.ware@co.warren.oh.us	20
jselanders@miamicountyparks.com	12
mainstreetpiqua@woh.rr.com	8
liesl@hamilton-ohio.com	28
jtomcisin@miamicountyhealth.net	8

Social performance

0	49	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	575	**99.3%**
Belgium	1	**0.2%**
Germany	1	**0.2%**
New Zealand	1	**0.2%**
Singapore	1	**0.2%**



Tour De Way August

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

Tag #RiverwayGiveaway on social to earn **DOUBLE** points.

Thank you for signing up for Tour de Way! We've loved seeing your posts, photos, and adventures over the last month.

The following locations are only happening ONCE! Remember that in addition to the other regular locations, these (below) will help you win those big prizes like a SmithFly Shoal Tent or a bicycle from Spoken Bicycles. Happy touring!



Hops in the Hangar

August 10 - Gathering a blend of craft beer fans and aviation enthusiasts in an airplane hangar, Hops in the Hangar is an epic event. Beer just tastes better when it is served out of a huge, operating



Franklin Car Show

August 10 - For over 35 years Warren County Kustoms has been producing one of the BIGGEST and BEST Car Shows in the region. More than 800 show cars fill downtown Franklin with vendors

airport hangar.

food, and fun.



Down a River, Down a Beer
August 10 - Piqua's 6th annual riverside craft beer festival to promote great beer and to encourage appreciation and conservation of the Great Miami River as a valued resource for our communities.



Tour de Donut
August 24 - Join 2999 friends at the bakers dozen Tour de Donut. Ride distances of 10, 20, 40, and 62 miles with donut stops. For each donut you eat during the ride your finish time is reduced by five minutes!

Leader Board

- Jenny M. - AND last month's winner! Jenny won a prize pack from the National Aviation Heritage Area and will be taking a ride on a WACO biplane, enjoying a membership to Dayton History, and sampling BBQ from Texas Beef and Cattle Company.
- Joshua S.
- Tara B.
- Andrew W.
- Rosa M.

Need inspiration? How about....

- Visit **Troy's Farmer's Market** on a Saturday morning in August and then cycle to the **Robert J. Shook Bikeway Bridge**. You can finish (or start) your day at **Treasure Island Park** and rent a paddling experience or grab a bite to eat at Smith's Boathouse on the water.

From @amberjlong...
"At the trail's end #riverwaygiveaway"

At the trail's end #riverwaygiveaway



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GREAT MIAMI Riverway





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Tour De Way August

Switch report

635 Recipients

Audience: Tour de Way participants

Delivered: Wed, Jul 31, 2019 11:00 am

Subject: These August bonus locations will help you win Tour de Way

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate	Click Rate	Unsubscribes
31.6%	33.3%	46.4%

A combination of Male, Female and Another Identity, from 35 and up

< 200

This campaign's performance | Your average campaign performance | Your peers' average performance

Try resending your campaign to people who didn't already open it

Replicate Campaign

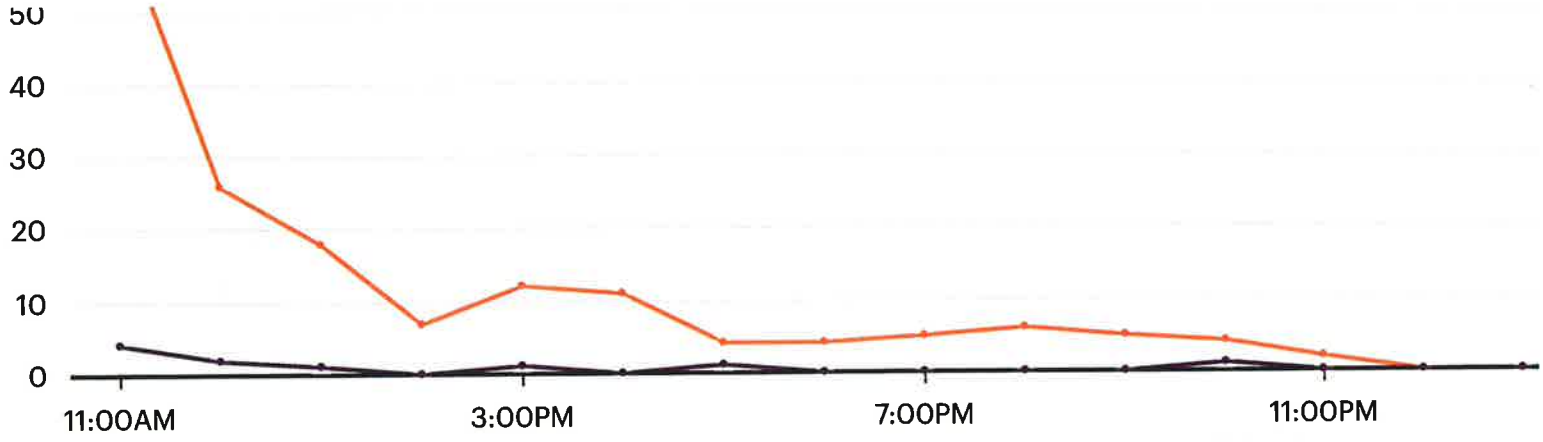
194	18	22	5
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**613** 96.5%	Clicks per unique opens	**9.3%**
Total opens	**311**	Total clicks	**24**
Last opened	1/31/20 4:01PM	Last clicked	8/3/19 12:07PM
Forwarded	**0**	Abuse reports	**0**

24-hour performance

Opens Clicks





Top links clicked

http://www.downtownmiddletown.org/hops-in-the-hangar	9
https://www.facebook.com/events/360335881279339/	7
https://www.facebook.com/events/360357064705646/	5
https://www.greatmiamiriverway.com/tour-de-way.php	2
http://www.franklinohio.org/community/events-activities/downtown-saturday-night-car-sh...	1

Subscribers with most opens

amberjlong@gmail.com	7
jeff.gardner@wright.edu	6
sbasbury@me.com	5
mmassarelli@cinci.rr.com	10
acharnish32@icloud.com	6

Social performance

0	0	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	306	**99.7%**
Canada	1	**0.3%**



Riverway E-News August 2019

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

A: It isn't a fan of dry humor. (National Tell a Joke Day is August 16th. Feel free to share this one with your friends.)

Tag #GreatMiamiRiverway to share how you **Find Your Way** in the Riverway.



August Events Calendar

It's hard to believe summer is almost over. Before we start thinking about pumpkins though, there are a few more events you should definitely mark on your calendar. This month: Down a River Down a Beer, Hops in the Hangar, Fitton Center Season Launch, The Amazing Downtown Race, and Tour de Donut - Ohio's largest single day cycling event.



Cycle to Cincy

Cincinnati, home to the Cincinnati Reds and Fiona the hippo, is just east of the southern end of the Great Miami River. Located just 40 minutes away, it's the perfect day trip or an extended stay to add onto your Riverway adventure. For those adventurous souls, we have recommended cycling and paddling itineraries to get you there.



Around the World Food Tour

Embark on a global culinary tour here in the Riverway. From traditional Irish breakfasts, to sweet Columbian arepas, or authentic Thai cuisine, our local restaurants will take you around the globe one dish at a time. Local favorites include El Meson in West Carrollton, Dublin Pub in the Oregon District Dayton, and Dobo's Delights Bakery in Piqua. Bon appetit!



Tour de Way

Our Tour de Way participants have discovered new events and new attractions this summer. What will you find this month? Happening only in August: Hops in the Hangar, a unique, craft beer tasting event in Middletown; Tour de Donut, where your ability to eat donuts is just important as your ability to ride quickly; and Down a River Down a Beer in Piqua. New? Start here.

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Riverway E-News August 2019

Switch report

1,592 Recipients

Audience: Great Miami Riverway

Delivered: Mon, Jul 29, 2019 10:31 am

Subject: Why does water never laugh at jokes?

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate | Click Rate | Unsubscribes

34.6%

22.8% 22.4%

A combination of Male, Female and Another identity, from 45 and up

This campaign's performance | Your average campaign performance | Your peers' average performance

200 - 2,000

Try resending your campaign to people who didn't already open it

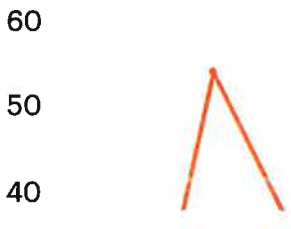
Replicate Campaign

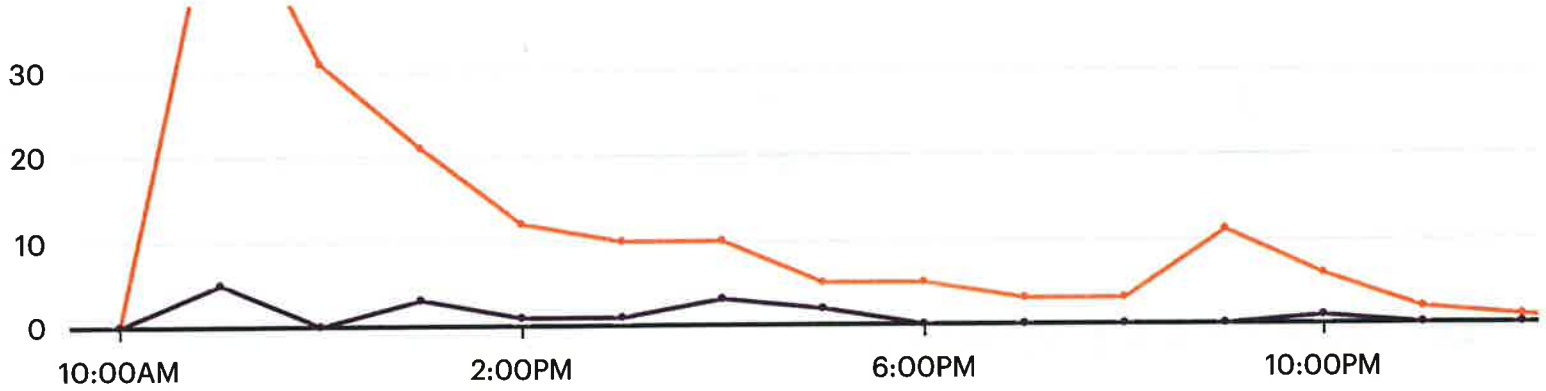
358	52	19	7
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**1,573** 98.8%	Clicks per unique opens	**14.5%**
Total opens	**601**	Total clicks	**393**
Last opened	1/31/20 4:42PM	Last clicked	8/1/19 2:15PM
Forwarded	**0**	Abuse reports	**1**

24-hour performance

Opens Clicks





Top links clicked

https://www.greatmiamiriverway.com/calendar.php	95
https://www.greatmiamiriverway.com/itinerary-details.php?id=6	92
https://www.greatmiamiriverway.com/itineraries/cincinnati	81
https://www.greatmiamiriverway.com/tour-de-way.php	76
http://instagram.com/GRMiamiRiverway	19

Subscribers with most opens

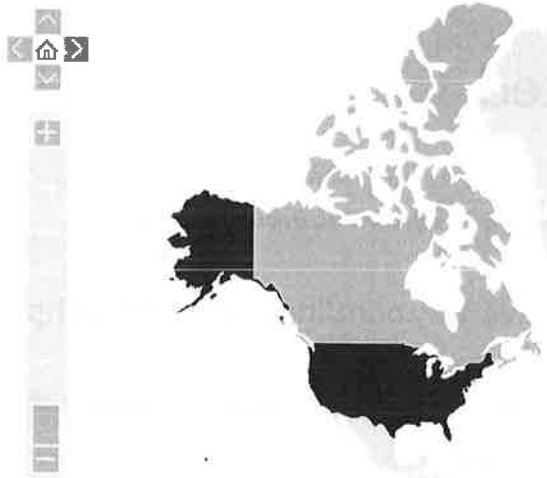
kegbert@sidneyoh.com	11
jselanders@miamicountyparks.com	45
trg@aviationheritagearea.org	7
mainstreetpiqua@woh.rr.com	12
gregg.harris@troyohio.gov	6

Social performance

0	12	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	590	**99.7%**
Canada	2	**0.3%**



Riverway E-News September 2019

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

200 million vacation days went unused in the United States last year. Turn Labor Day weekend into a longer vacation and use up those days! Your mind and body will thank you for it.

Tag #GreatMiamiRiverway to share how you **Find Your Way** in the Riverway.



September Events Calendar

We are racing into September with some of the year's most anticipated events. Annual favorites, incredible music, and true inspiration are on this month's events calendar. Check out this month: David Shaw's Big River Get Down, Hamilton Flea, the 2019 UpDayton Summit, Tipp City's Mum Festival, and Piqua's Arts and



Craft Brews from 1850 to Now

A refreshing craft brew is just around the corner - or just around the river bend, if you prefer. Grab a pint in any of our local craft breweries whether you are on the trail, on the river, or in our communities. We have Ohio's only gluten free brewery, the nation's only production brewery inside a museum, and yes -

Ale Festival.

it's fair to say we love our beer.





Places to Stay on the River

When you are visiting Ohio's only National Water Trail, it seems only appropriate for your hotel room to enjoy a river view. If you choose one of the Dayton hotels, rent a Link Bike to explore downtown. In Hamilton, make sure to take the time to discover the public art in the "City of Sculpture." After Instagram, go inside the boutique stores for the true experiences.

Tour de Way

Our Tour de Way participants have discovered new events and new attractions this summer. What will you find this month? Happening only in September: Riverblast on September 1. While you're in Miamisburg for this great event, snap a picture at the Great Miami Mosaic Wall, enjoy Heritage Village, and visit the "Kneeling by the Miami" water fountain. Start here.

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Riverway E-News September 2019

Switch report

2,129 Recipients

Audience: Great Miami Riverway

Delivered: Tue, Aug 27, 2019 4:00 pm

Subject: How will you use up your vacation time this year?

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate | Click Rate | Unsubscribes

34.6%

27.2%

22.4%

A combination of Male, Female and Another Identity, from 45 and up

200 - 2,000

This campaign's performance | Your average campaign performance | Your peers' average performance

Try resending your campaign to people who didn't already open it

Replicate Campaign

576	74	15	5
Opened	Clicked	Bounced	Unsubscribed

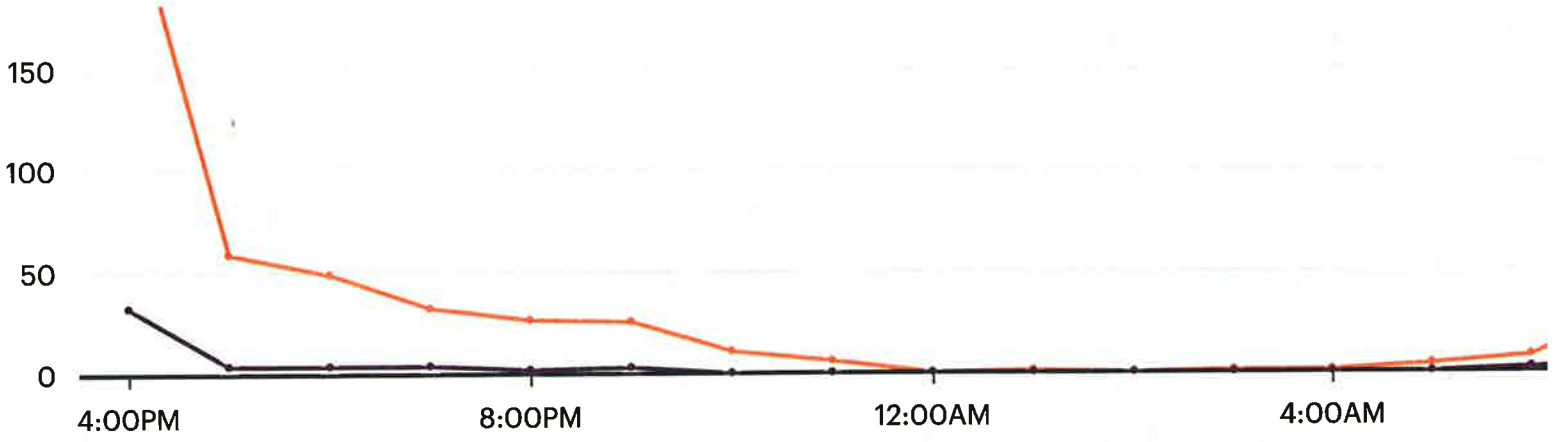
Successful deliveries	**2,114** 99.3%	Clicks per unique opens	**12.8%**
Total opens	**1,056**	Total clicks	**462**
Last opened	2/4/20 3:36PM	Last clicked	9/11/19 1:20PM
Forwarded	**0**	Abuse reports	**0**

24-hour performance

Opens Clicks

250

200



Top links clicked

https://www.greatmiamiriverway.com/calendar.php	180
https://www.greatmiamiriverway.com/place-stay-on-water.php	78
https://www.greatmiamiriverway.com/tour-de-way.php	68
https://www.greatmiamiriverway.com/itinerary-details.php?id=4	63
http://instagram.com/GRMiamiRiverway	30

Subscribers with most opens

ghammond02@gmail.com	42
lauerk@mcohio.org	13
brewohio@gmail.com	25
swolf1@mac.com	19
Jawrightuk@gmail.com	23

Social performance

0	7	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	1,031	**99.6%**
United Kingdom	2	**0.2%**
Germany	1	**0.1%**
India	1	**0.1%**



Riverway E-News October 2019

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

Pumpkin flavored sales totaled over $400 million in recent years. Some pumpkin-flavored products have seen consistent growth over recent years, including cookies, cereal, coffee, and even dog food. Dog food?!

Tag #GreatMiamiRiverway to share how you Find Your Way in the Riverway.



Events Calendar

Cooler weather is finally here and so our some of favorite fall events! Check out this month: Downtown Sidney Ghost Tours, Operation Pumpkin, Fall Farm Fest, Great American Bike Rally and you are going to need the Ghost 'n Goblin 5k



Tour de Way

Our contest - Tour de Way - is only half over! You can win monthly prizes for just having fun on the trail, or eating food in communities along the Great Miami Riverway. Discover new events and delicious restaurants this fall.

to run off all of those treats!



OctoBurg Fest

Come to Miamisburg on Saturday, October 19 for German-style biers on draft, live music at Star City Brewing Company and Lucky Star Brewery both breweries, food at Star City from the Hamburger Wagon and at Lucky Star's Cantina Kitchen, raffle prizes - it's going to be a great time down in the Star City! Entry is free, but $5 gets you a commemorative glass with a punch card entry for great raffle prizes!

Happening only in October: Vote for the Great Miami Riverway SCARECROW at the scarecrow competition at the Miami County Fall Fest on October 12 & 13.



Tour de Way Pop up Alert

Earn bonus points this weekend by attending Operation Pumpkin in Hamilton, Ohio. Scan the QR code at the Welcome/Information tent.

Recommended October Itineraries

For the family: This is the perfect time to view fall foliage. Tawawa Park, Twin Arch Reserve, Taylorsville MetroPark, and Rentschler Forest MetroPark are all great places to start, but why stop there? Head over to our interactive map and select the 'park' filter to explore all our outdoor facilities.

For the friends: Do you count the hours to your next pumpkin spice latte? Try our Coffee Lover's Trail. For those in need of a little caffeine fix, a great place to relax, or take a study break, the Riverway is home to several must-try coffee shops. Each location offers a unique theme and menu that is sure to satisfy every coffee lover's taste.

For the adventurer: Our 2019 trail season is winding down, but there is still time! For a list of trail access points with parking, we created this interactive map.

The Great Miami Riverway is 99 miles of river, paved trails, and connected communities. Find your way.

Coalition Members

City of Sidney | City of Piqua | City of Troy | City of Tipp City | City of Dayton | City of West Carrollton | City of Miamisburg | City of Franklin | City of Middletown and Middletown Visitors Bureau | City of Hamilton | Montgomery County | Miami County | Miami County Park District | Five Rivers MetroParks | MetroParks of Butler County | Miami Conservancy District

Sponsors

Sidney/Shelby County Visitor Bureau | Miami County Convention and Visitor Bureau | Miami Valley Regional Planning Commission | Gem City Crew

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You are receiving this email because you opted in via our website, you are a partner of the Great Miami Riverway, or you are a friend of the Miami Conservancy District.

Our mailing address is:
Great Miami Riverway
38 E Monument Ave.
Dayton, OH 45402

Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.



Riverway E-News October 2019

Switch report

2,332 Recipients

Audience: Great Miami Riverway

Delivered: Wed, Oct 09, 2019 10:21 am

Subject: Pumpkin-flavored WHAT?! 🎃🎃🎃

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate | **Click Rate** | **Unsubscribes**

34.6%

22.2% 22.4%

A combination of Male, Female and Another identity, from 45 and up

This campaign's performance | Your average campaign performance | Your peers' average performance

200 - 2,000

Try resending your campaign to people who didn't already open it

Replicate Campaign

505	73	56	11
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**2,276** 97.6%	Clicks per unique opens	**14.5%**
Total opens	**877**	Total clicks	**293**
Last opened	1/12/20 7:37PM	Last clicked	10/27/19 7:26PM
Forwarded	**0**	Abuse reports	**0**

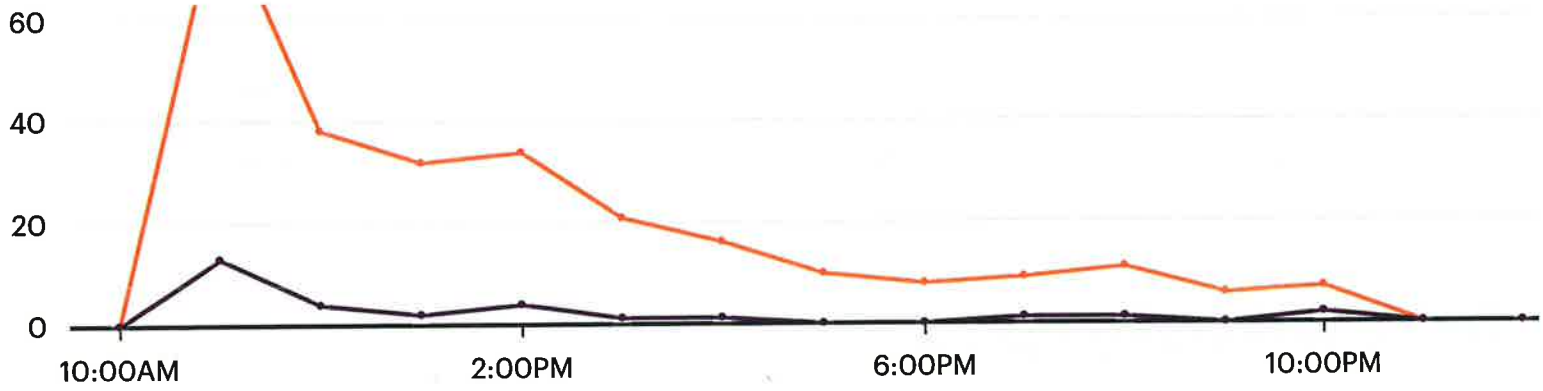
24-hour performance

Opens Clicks

100

80





Top links clicked

https://www.greatmiamiriverway.com/calendar.php	96
https://www.facebook.com/events/357679811736247/	50
https://www.facebook.com/operationpumpkin/	49
https://greatamericanbikerally.com/?fbclid=IwAR08P9Hvc0gh2UAYMWlTmCHdnNLvN0ZA...	24
https://www.facebook.com/miamicoparks/?__tn__=%2Cd%2CP-R&eid=ARA7uk7go_iUgjoy1g...	23

Subscribers with most opens

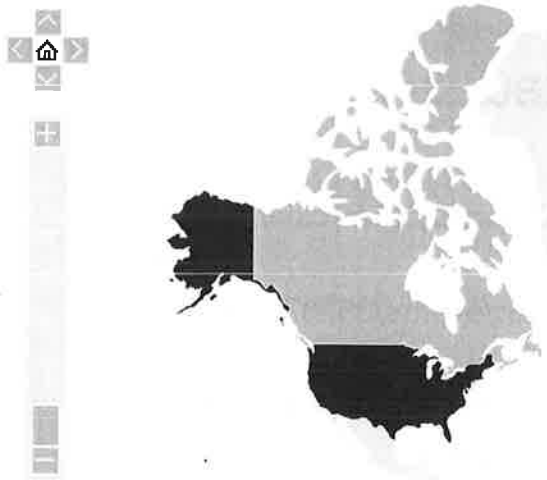
jgranville@yourmetroparks.net	15
shippensteel@miamiconservancy.org	21
dgaier@sidneyoh.com	18
swolf1@mac.com	13
joe.miller@epa.state.oh.us	20

Social performance

0	7	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	858	**99.8%**
Canada	1	**0.1%**
Germany	1	**0.1%**



Riverway E-News December 2019

Campaign Preview | HTML Source | Plain-Text Email | Details

View this email in your browser

1,280 candy canes fit in an average size kayak!

Tag #GreatMiamiRiverway to share how you **Find Your Way** during the holiday season in the Riverway.



Holiday Lights at Lost Creek

New this year! Be transported into a winter wonderland filled with over 50 animated light displays. Drive though the woods, down charming farm lanes and past the historic Knoop Homestead aglow with lights. Holiday Lights at Lost Creek Reserve – Making Spirits Bright!



Christmas of Yesteryear

Visit Shelby County's Christmas of Yesteryear open house. Santa will be there! You can decorate a gingerbread house or take an open carriage ride on the court square. And don't forget to grab some popcorn and chestnuts roasted on an open fire!





Light Up Middletown

Visit Middletown's Smith Park where you'll encounter a floating sea serpent in the lake, Santa's workshop and sleigh, a penguin village and plenty more festive fun. There are surprises around each sparkling turn.



A Carillon Christmas

See Carillon Historical Park's 65-acre campus transformed into a winter wonderland of sparkle, magic, and holiday cheer. Get your holiday cards in the 1930s print shop and view the Carillon Tree of Light on the banks of the Great Miami River.

Recommended December Itineraries

For the family: Spend a jolly day in downtown Hamilton. Don't miss the ChristkindImarkt on December 6 and 7 - Hamilton's only Christmas Market! Grab a cup of coffee at True West to keep you powered and go on the hunt for unique holiday gifts and stocking stuffers at stores like InsideOut Studio, Pet Wants Hamilton, Petals and Wicks, Sara's House, and more. For dinner, Basil

1791 or Roll On In offer great fusion and sushi options. Don't forget to visit Santa's House to let the kids tell Santa their wish list!

For the friends: Gather in Miamisburg for lunch at Mr. Pickles sandwiches or the famous Hamburger Wagon. Do some shopping for your best bud at The Bike Way Bike Shop or Grandpa Joe's Candy Shop, and cap off a fun day with dinner at Bullwinkle's or Ron's Pizza Shop.

For the adventurer: Grab your friends and head out for a unique outdoor experience on the river or bike trail this winter. Get on your winter paddling gear and sign up for the Frozen Pogie Paddle or take a bike ride on the **Great Miami River Recreation Trail - voted Best in Ohio 2019 - for the 2nd year in a row!**

The Great Miami Riverway is 99 miles of river, paved trails, and connected communities. Find your way.

Coalition Members

City of Sidney | City of Piqua | City of Troy | City of Tipp City | City of Dayton | City of West Carrollton | City of Miamisburg | City of Franklin | City of Middletown and Middletown Visitors Bureau | City of Hamilton | Montgomery County | Miami County | Miami County Park District | Five Rivers MetroParks | MetroParks of Butler County | Miami Conservancy District

Sponsors

Sidney/Shelby County Visitor Bureau | Miami County Convention and Visitor Bureau | Miami Valley Regional Planning Commission | Gem City Crew



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You are receiving this email as a previous attendee at Riverway Summit.

Our mailing address is:
Great Miami Riverway
38 E Monument Ave
Dayton, OH 45402-1210

Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

Riverway E-News December 2019

Switch report

2,435 Recipients

Audience: 2019 Riverway Summit attendees

Delivered: Fri, Dec 06, 2019 2:29 pm

Subject: How many candy canes can fit in a kayak? 🎄🎁🚣

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

Characteristics you and your peers share

Industry

Travel And Transportation

Your industry was either self reported or predicted using natural language processing techniques. You can update it in your settings.

Audience demographics

How your email campaign compares

Open Rate | Click Rate | Unsubscribes

32.7%

22.4%

20.5%

A combination of Male, Female and Another Identity, from 45 and up

2,000 - 10,000

This campaign's performance | Your average campaign performance | Your peers' average performance

Try resending your campaign to people who didn't already open it

Replicate Campaign

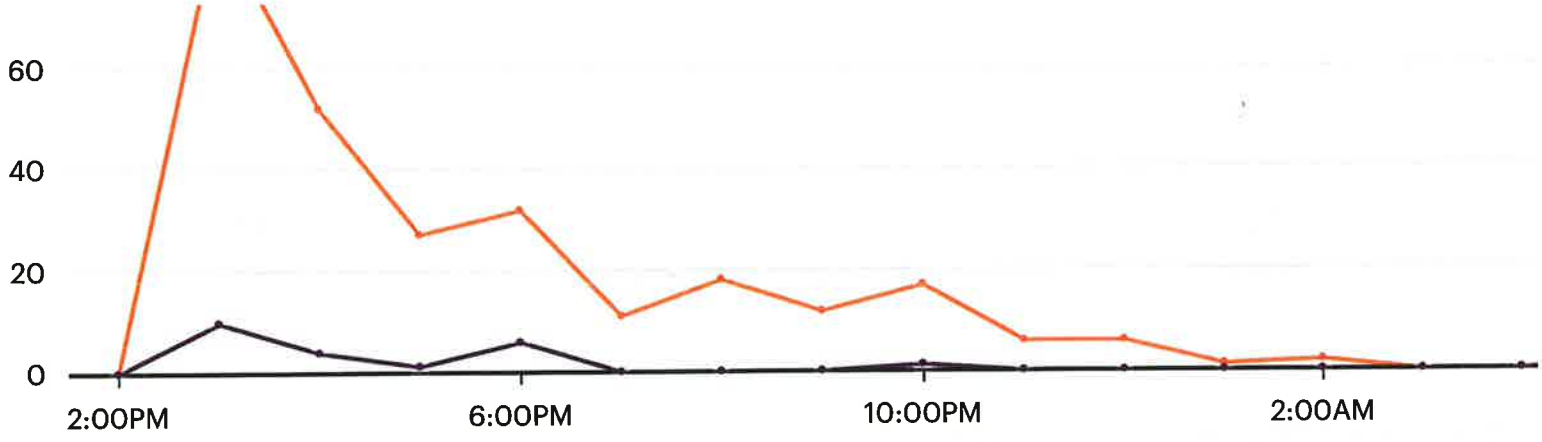
533	75	56	9
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	**2,379** 97.7%	Clicks per unique opens	**14.1%**
Total opens	**910**	Total clicks	**414**
Last opened	2/3/20 4:39PM	Last clicked	1/22/20 2:26PM
Forwarded	**0**	Abuse reports	**1**

24-hour performance

Opens Clicks





Top links clicked

https://www.greatmiamiriverway.com/calendar.php	182
https://www.greatmiamiriverway.com/event-details.php?id=150	57
https://www.greatmiamiriverway.com/event-details.php?id=80	46
https://www.greatmiamiriverway.com/event-details.php?id=83	26
http://instagram.com/GRMiamiRiverway	24

Subscribers with most opens

ltblagg@gmail.com	8
vangrovj@mcohio.org	12
Braunig.a@gmail.com	16
Annie.duckenfield@gmail.com	18
shippensteel@miamiconservancy.org	9

Social performance

0	6	0
Tweets	Campaign URL clicks	Likes

Top locations by opens

USA	888	**99.2%**
Japan	3	**0.3%**
Canada	1	**0.1%**
Singapore	1	**0.1%**
Thailand	1	**0.1%**



ATTACHMENT 19 – PULL UP BANNER

GREAT MIAMI

Riverway



From Sidney to Hamilton, 99 miles of river, paved trails, and connected communities.

Only an hour away from Columbus and Cincinnati at the Crossroads of America.

Explore your way.



Experience your way.



Find your way.

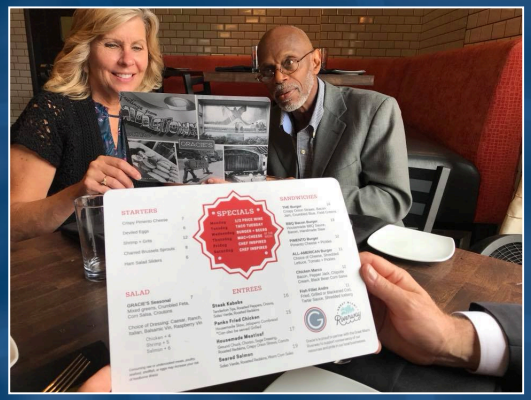
www.greatmiamiriverway.com

ATTACHMENT 20 – STEP AND REPEAT BANNER


GREAT MIAMI
Riverway

ATTACHMENT 21 – TOURISM ECONOMICS STUDY







The Economic Impact of Tourism in The Great Miami Riverway Region of Ohio

August 2018

Prepared for:

GREAT MIAMI Riverway

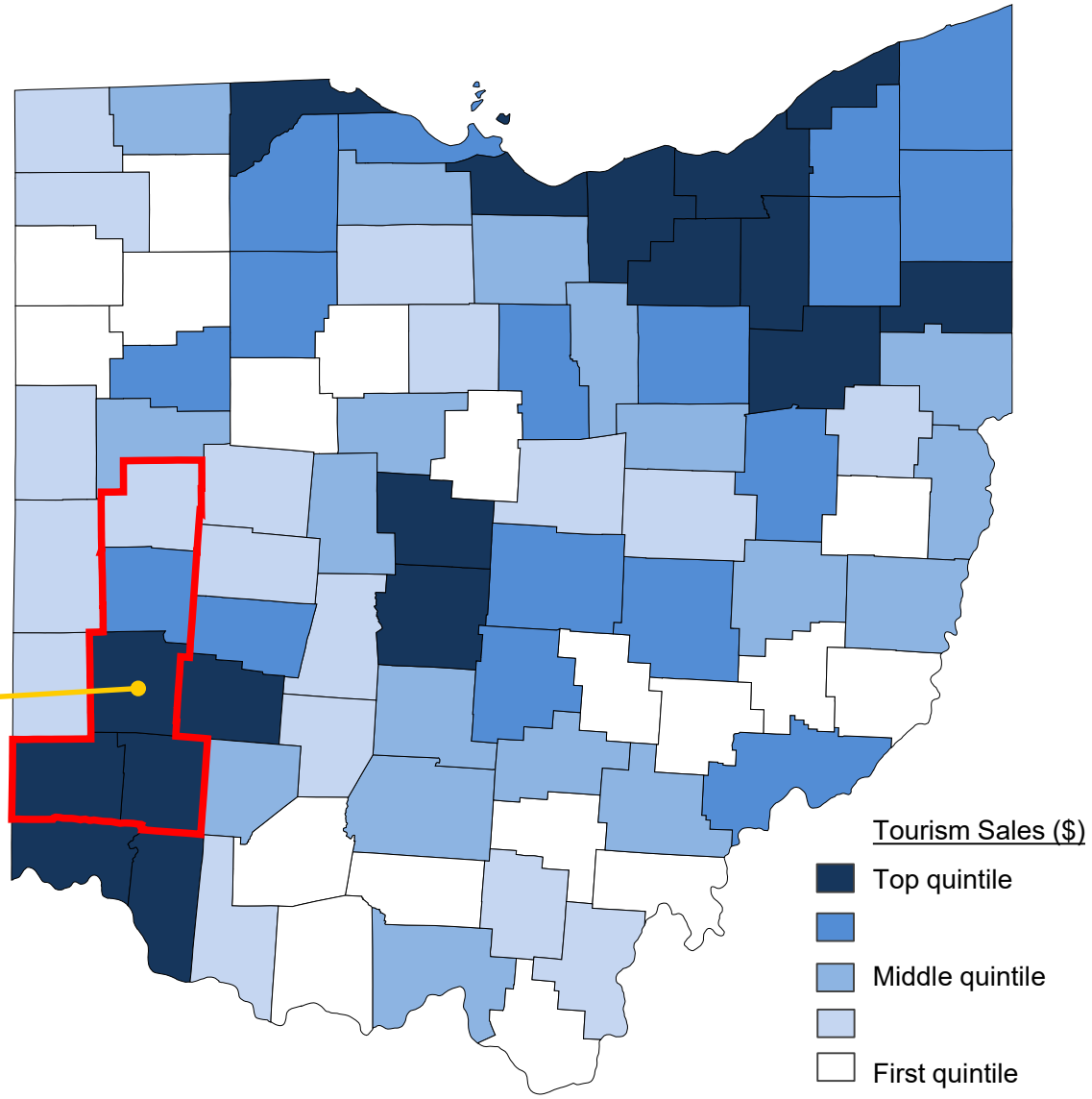
TOURISM ECONOMICS

AN OXFORD ECONOMICS COMPANY

Great Miami Riverway tourism summary

Total Tourism Impact Great Miami Riverway	
Total Sales	$773 million
Wages	$219.8 million
Taxes	$99.6 million
Employment	9,110

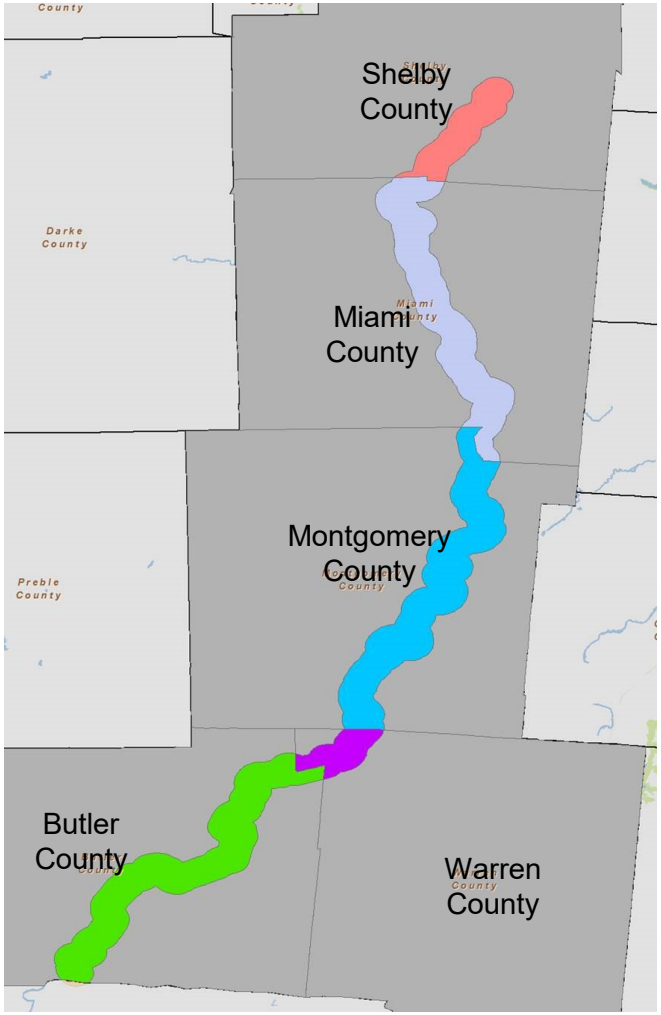
Great Miami Riverway Counties



Study area definition

The Great Miami Riverway Region

- The study region covers approximately 99 miles of the Great Miami River corridor in five counties of Ohio: Shelby, Miami, Montgomery, Warren, and Butler Counties.
- The region is further defined as the areas adjacent to the Great Miami River, going out 1 mile on both sides of the river, starting at river mile 130 upstream of the city of Sidney in Shelby County, to river mile 31 downstream of the city of Hamilton in Butler County.



Overview

1 Tourism drives jobs in the Great Miami Riverway region

- Tourism is an integral and driving component of the Great Miami Riverway economy, sustaining 5.7% of private employment.

2 Visitor spending brings in dollars to the local economy

- Visitors to the Great Miami Riverway region generated business sales of $773 million, directly and indirectly, in 2017.

3 Tourism benefits are diverse

- The benefits of tourism span across various industries, including transportation, recreation, retail, lodging, and food & beverage.

State Summary

Key findings

- As visitor spending growth continues, Ohio tourism's performance both in 2017 and over the life of the current expansion impresses.
- Visitor spending grew 3.5% in 2017 and has increased nearly 18% over 2013 results.
- Visitor spending increased by $1.2 billion in 2017 to reach $35.2 billion; spending is up by $5.2 billion since 2013.
- Ohio visitor volumes grew by 7 million to reach 219 million and have grown by more than 24 million since 2013.
- Visitor spending growth was led by spending on recreational activities with strong growth in food & beverages as lower gas prices, growing wages, and strong consumer confidence supported travel growth.

- Visitor spending of $35.2 billion generated $53.3 billion in total business sales in 2017 as traveler dollars flowed through the Ohio economy.
- Visitor activity sustained 493,625 jobs in 2017, both directly and indirectly.
- 1-in-11 jobs in the state is sustained by tourism activity – 8.9% of private employment in Ohio.
- Including indirect and induced impacts, tourism in Ohio generated $3.35 billion in state and local taxes and $3.3 billion in Federal taxes in 2017.
- In the absence of the state and local taxes generated by tourism, each Ohio household would need to pay an additional $725 to maintain the current level of government services.

Growth continues in 2017 as economic conditions help spur travel to Ohio

Key facts about Ohio's tourism sector

- Visitation reached 219 million in 2017
- Visitor spending rose 3.5% in 2017 to $35.2 billion
- Tourism spending supports 8.9% of all jobs in Ohio
- Tourism in Ohio generated $3.35 billion in state and local taxes in 2017

Key indicators in Ohio 2017

Dollar figures in millions

Tourism spending	**$35,162**
Total business sales	**$53,296**
Employment sustained by tourism	**493,625**
Income sustained by tourism	**$13,547**
Taxes sustained by tourism	**$6,666**
Federal	$3,315
State	$1,986
Local	$1,366

Source: Tourism Economics

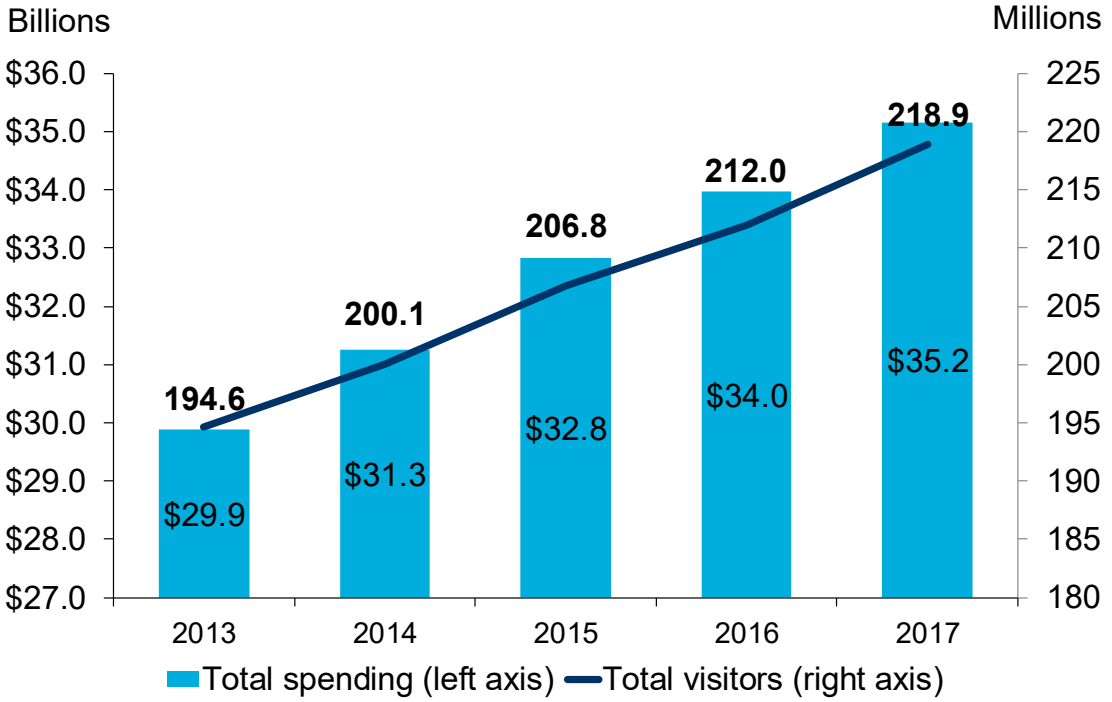
2017 results

219 million visitors traveled to Ohio in 2017, spending $35.2 billion in the state.

The number of person-trips reached 219 million in 2017.

The steady climb of visitor spending continued in 2017 as increased visitation supported more spending in a very low inflationary period.

Visitation and visitor spending in Ohio



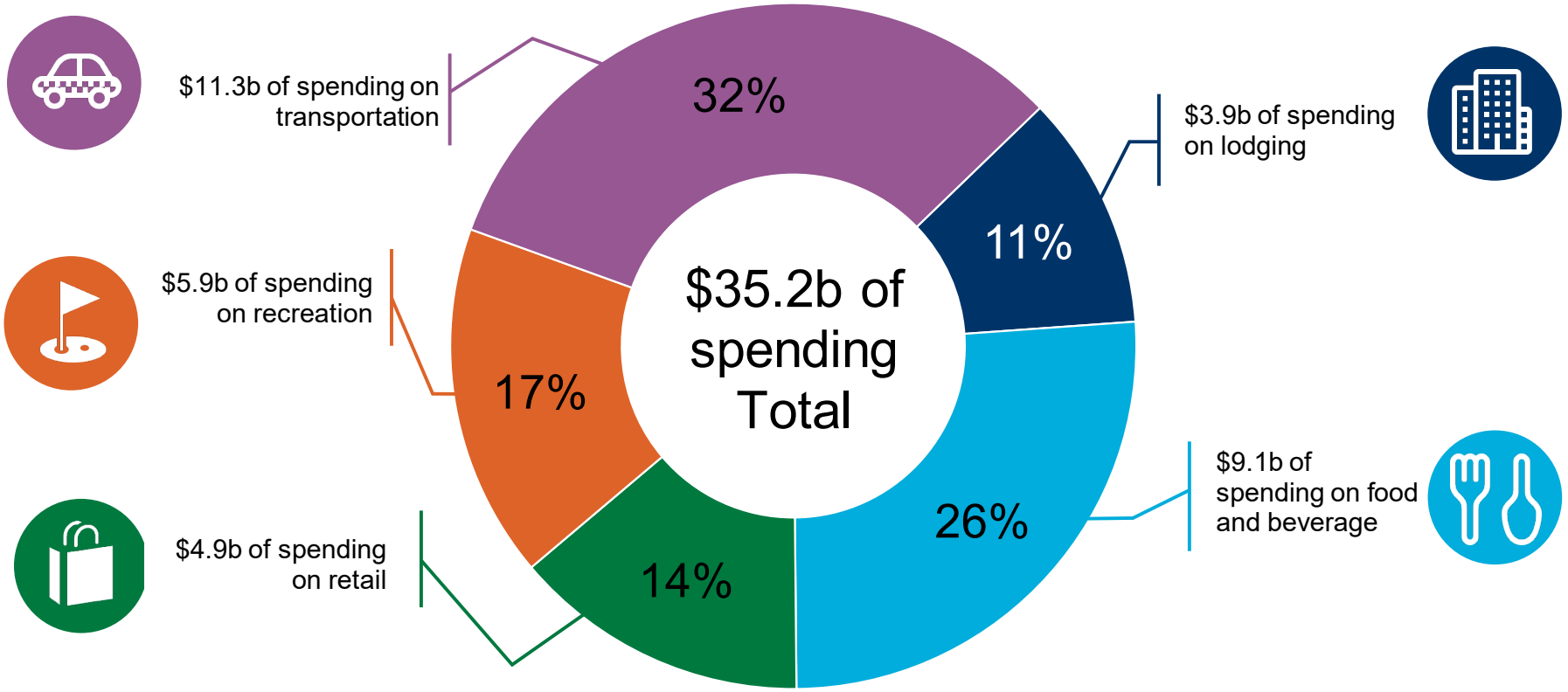
Source: Tourism Economics

Visitor spending in Ohio

Food & beverages spending captures a quarter of all visitor spending.

Visitor spending in Ohio, 2017

Dollars, millions and percent of total



Source: Tourism Economics

How tourism generates impact

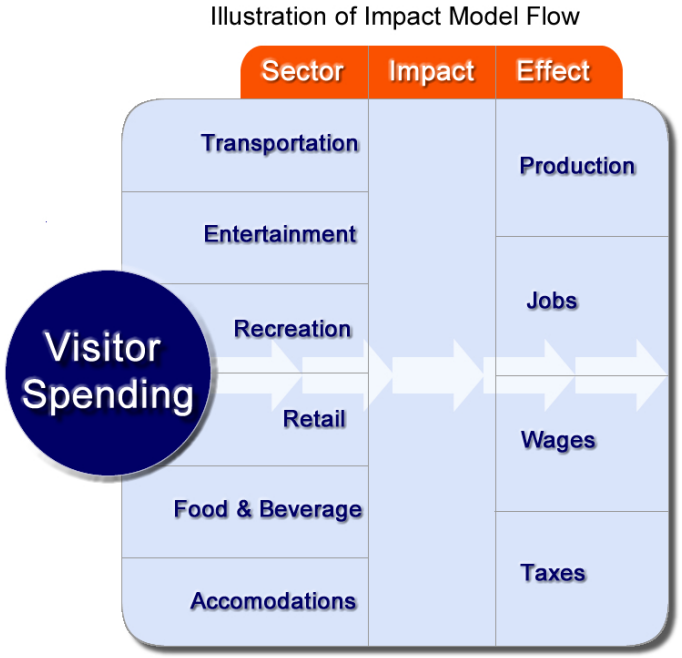
Tourism spending flows through the economy and generates economic benefit through multiple channels.

Our analysis of tourism's impact on Ohio starts with actual spending by tourists, but also considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in Ohio, we input tourism spending into a model of the Ohio's economy created in IMPLAN. This model calculates three distinct types of impact: direct, indirect, and induced.

- Travelers create **direct** economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called **indirect** impacts.
- Lastly, the **induced** impact is generated when employees whose wages are generated either directly or indirectly by tourism, spend those wages in the local economy.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

How tourism spending flows through the economy and generates economic benefits



Tourism's impact on business sales (1 of 2)

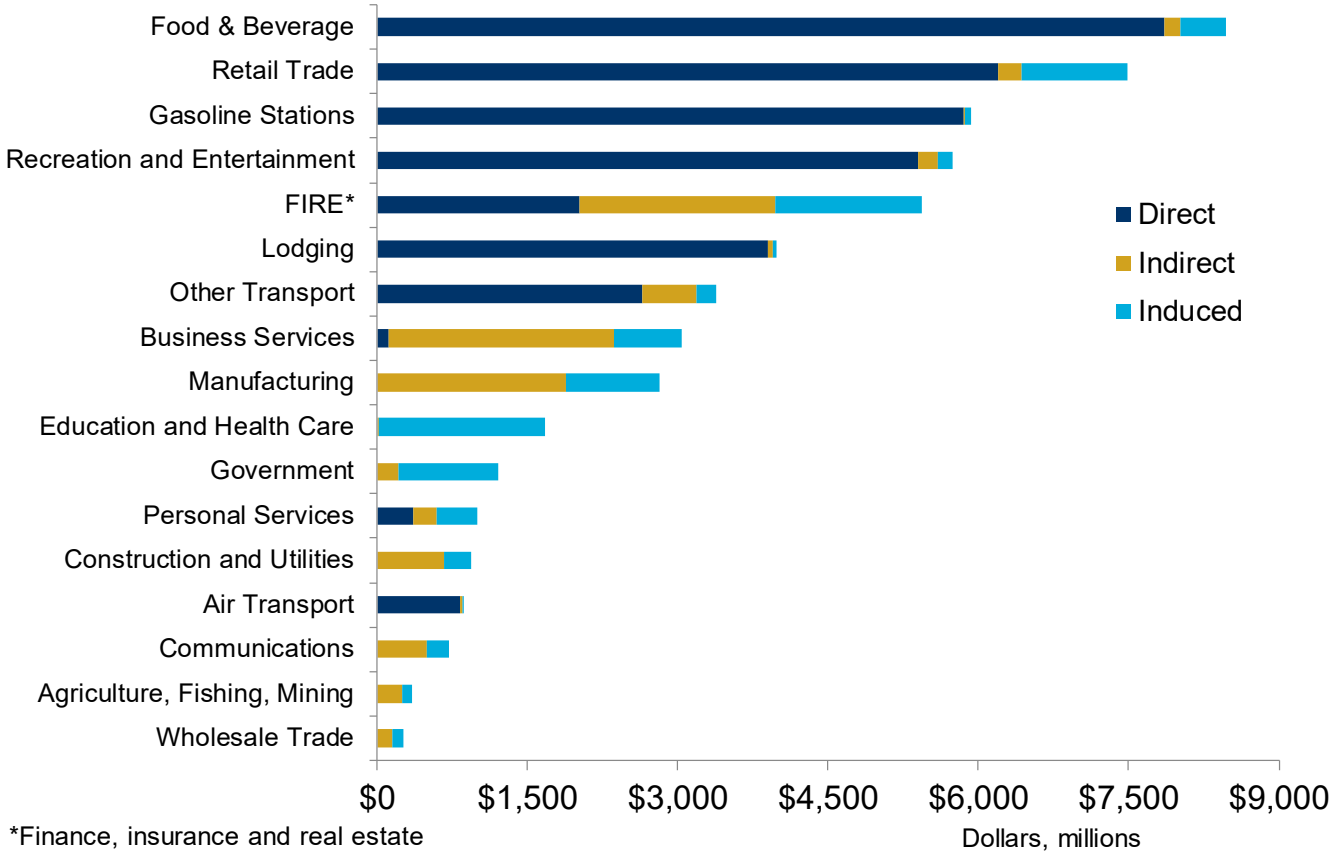
Visitors spent $35.2 billion in Ohio in 2017. This supported a total of $53.3 billion in business sales when indirect and induced impacts are considered.

Tourism economy generated business sales, millions				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	250.6	100.5	351.1
Construction and Utilities	-	669.2	268.9	938.0
Manufacturing	-	1,888.8	923.1	2,811.9
Wholesale Trade	-	155.5	102.8	258.2
Air Transport	831.7	19.1	16.0	866.7
Other Transport	2,644.9	537.1	204.4	3,386.4
Retail Trade	6,194.9	241.5	1,051.7	7,488.1
Gasoline Stations	5,848.9	16.3	63.2	5,928.5
Communications	-	489.8	231.1	720.9
Finance, Insurance and Real Estate	2,015.2	1,953.6	1,467.1	5,435.9
Business Services	117.7	2,245.1	672.9	3,035.6
Education and Health Care	-	10.0	1,668.4	1,678.4
Recreation and Entertainment	5,399.0	193.4	146.3	5,738.7
Lodging	3,898.6	47.4	43.8	3,989.8
Food & Beverage	7,858.3	153.4	456.9	8,468.5
Personal Services	353.2	240.1	403.0	996.3
Government	-	213.5	989.3	1,202.8
TOTAL	35,162.3	9,324.4	8,809.2	53,295.9
Growth Rate	3.5%	2.1%	5.2%	3.5%

Tourism's impact on business sales (2 of 2)

While the majority of sales are in industries directly serving visitors, over $2.2 billion in business sales occurs in business services as a result of their selling to tourism businesses.

Tourism economy generated business sales, 2017



*Finance, insurance and real estate

Source: Tourism Economics

Tourism's impact on local employment

Tourism supported a total of 493,625 jobs when indirect and induced impacts are considered.

Tourism economy generated employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	2,685	1,024	3,709
Construction and Utilities	-	1,992	461	2,452
Manufacturing	-	3,886	1,726	5,612
Wholesale Trade	-	651	430	1,082
Air Transport	3,364	58	57	3,479
Other Transport	32,850	5,070	1,860	39,779
Retail Trade	44,297	2,964	12,744	60,005
Gasoline Stations	12,348	189	703	13,239
Communications	-	1,833	694	2,527
Finance, Insurance and Real Estate	7,346	9,865	5,803	23,013
Business Services	137	19,473	5,908	25,518
Education and Health Care	-	196	17,137	17,333
Recreation and Entertainment	67,996	3,918	2,176	74,090
Lodging	42,606	596	518	43,720
Food & Beverage	155,410	2,805	7,809	166,024
Personal Services	2,230	2,454	5,791	10,476
Government	-	1,023	545	1,568
TOTAL	368,585	59,658	65,383	493,625
Percent Change	0.5%	1.8%	1.6%	0.8%

Source: Tourism Economics

Tourism's impact on local income

Tourism generated nearly $8.5 billion in direct income and $13.5 billion when indirect and induced impacts are added.

Tourism economy generated income, millions				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	62.7	28.1	90.8
Construction and Utilities	-	180.5	63.9	244.4
Manufacturing	-	240.5	112.3	352.8
Wholesale Trade	-	43.4	32.6	76.0
Air Transport	290.0	6.2	5.7	301.8
Other Transport	919.5	259.8	93.5	1,272.7
Retail Trade	958.0	88.9	363.6	1,410.5
Gasoline Stations	309.5	5.0	18.4	332.9
Communications	-	114.7	44.9	159.7
Finance, Insurance and Real Estate	193.8	363.8	260.3	817.9
Business Services	7.5	952.0	286.6	1,246.1
Education and Health Care	-	4.5	760.4	764.9
Recreation and Entertainment	1,736.8	70.9	53.5	1,861.2
Lodging	1,226.5	17.2	14.1	1,257.8
Food & Beverage	2,787.7	49.9	138.4	2,975.9
Personal Services	48.3	86.2	153.9	288.3
Government	-	64.2	29.6	93.8
TOTAL	8,477.5	2,610.2	2,459.8	13,547.5
Percent Change	3.5%	4.2%	3.7%	3.7%

Source: Tourism Economics

Tourism's impact on taxes

Visitor spending, visitor supported jobs, and business sales generated $6.7 billion in governmental revenues.

Tax revenue of $6.7 billion was directly and indirectly generated by tourism in 2017.

State and local taxes alone tallied $3.35 billion in 2017.

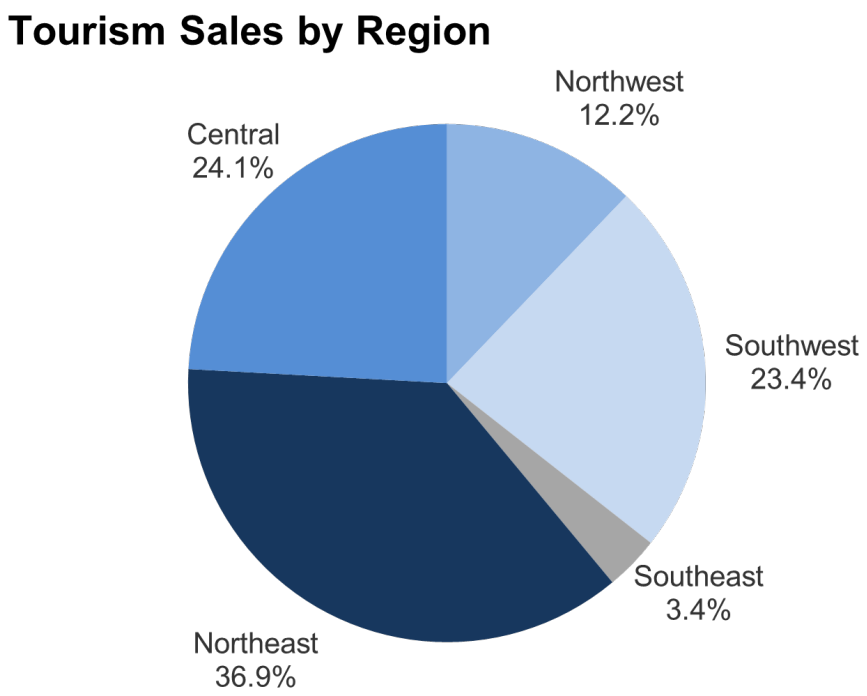
Each household in Ohio would need to be taxed an additional $725 per year to replace the traveler taxes received by state and local governments.

Tourism-Generated Taxes
(US$ Million)

	2012	2013	2014	2015	2016	2017
Federal Taxes	2,741.0	2,802.2	2,949.2	3,085.2	3,200.8	3,314.8
Corporate	499.3	483.4	536.0	553.9	567.7	578.0
Indirect Business	253.6	265.6	278.2	291.7	301.7	307.6
Personal Income	834.3	861.6	896.0	939.8	978.3	1,016.3
Social Security	1,153.8	1,191.6	1,239.1	1,299.7	1,353.0	1,412.9
State Taxes	1,714.3	1,749.8	1,808.4	1,888.5	1,950.6	1,985.6
Corporate	425.2	411.6	456.4	471.6	483.4	470.2
Personal Income	337.6	348.6	311.5	326.7	340.1	351.4
Sales	814.5	852.8	893.3	936.9	969.0	1,003.2
State Social Security	61.0	63.0	65.5	68.7	71.5	72.4
Excise and Fees	76.1	73.7	81.7	84.5	86.6	88.4
Local Taxes	1,151.9	1,175.0	1,221.6	1,272.0	1,321.8	1,365.5
Personal Income	33.8	34.9	36.3	38.0	39.6	40.6
Sales	148.1	155.1	162.4	170.3	176.2	182.4
Property	730.6	730.6	730.6	757.5	785.4	814.3
Admissions	23.8	25.3	27.1	28.7	29.1	30.1
Lodging	144.3	160.1	188.7	198.3	210.5	215.1
Other Taxes and Fees	71.3	69.1	76.6	79.1	81.1	82.9
TOTAL	5,607.2	5,727.0	5,979.2	6,245.6	6,473.2	6,665.8

Regional Summary

Tourism sales

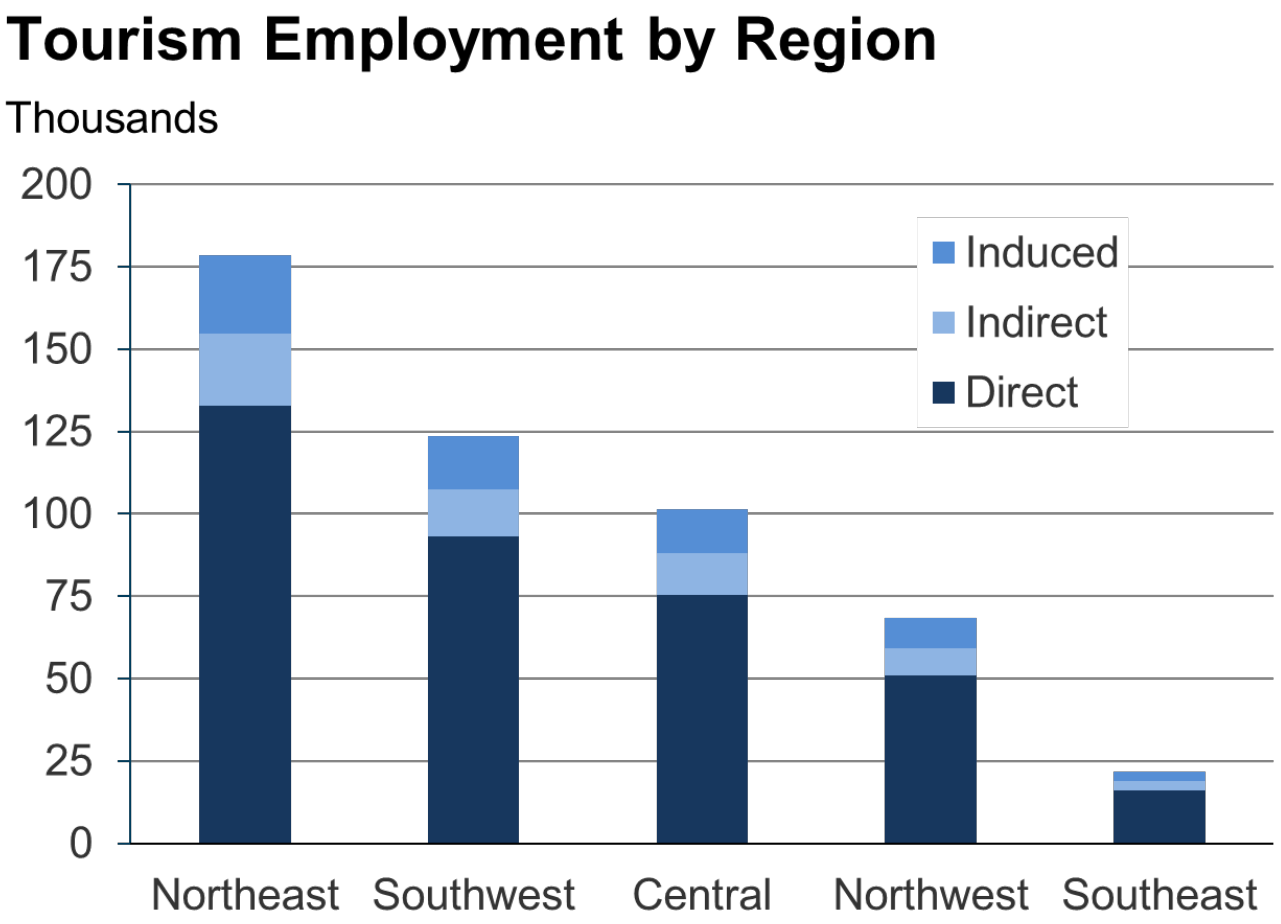


Cleveland (Northeast), Columbus (Central), and Cincinnati (Southwest), are key destinations and influence the distribution of the tourism economy across Ohio.

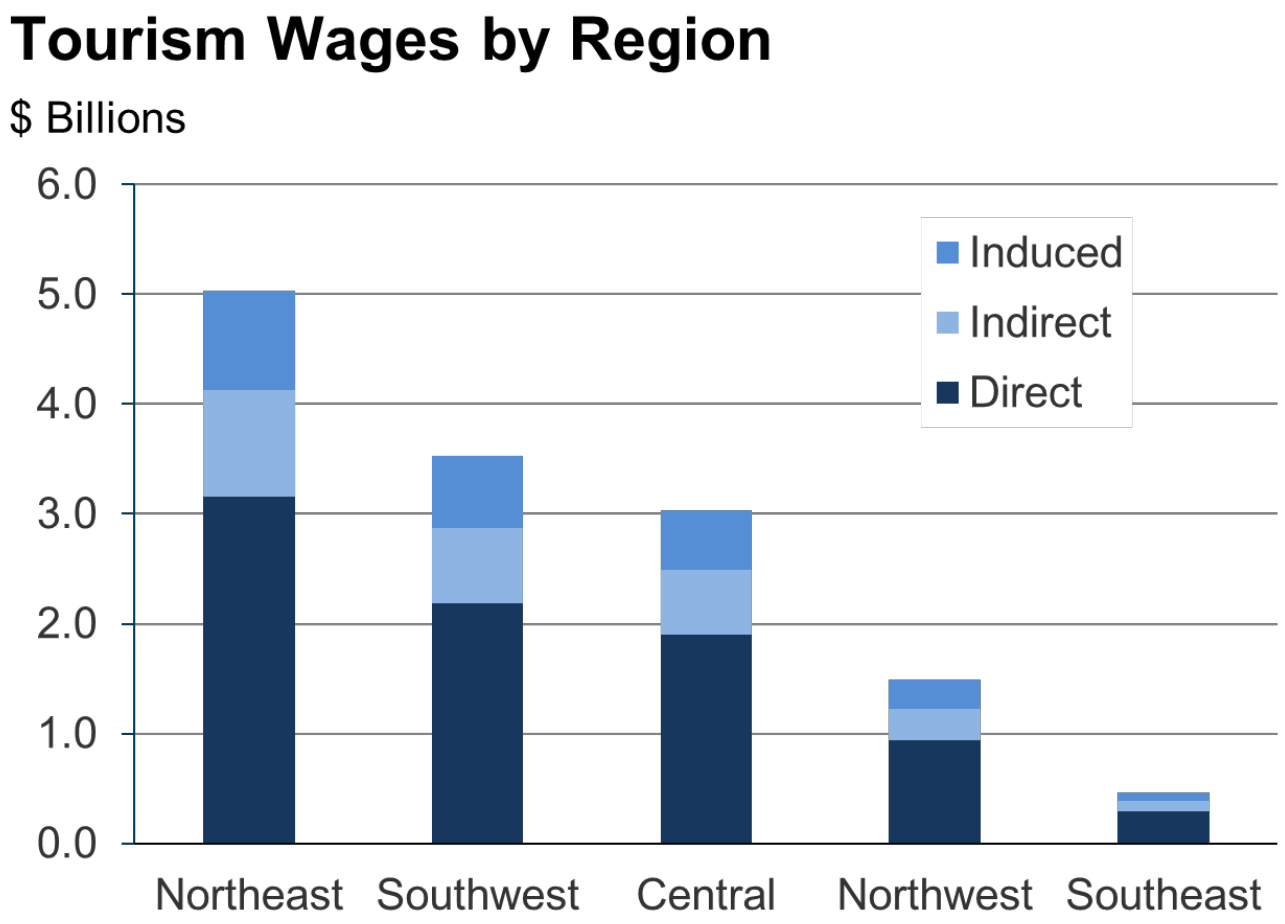
Relative to the size of their economies, tourism is still of significant importance to the Northwest and Southeast regions.

The five counties of the Riverway Region included in this study are in two regions: Shelby County is in the Northwest region, and Butler, Miami, Montgomery and Warren Counties are in the Southwest region.

Tourism employment



Tourism wages



Northwest Ohio tourism impact

Total Tourism Impact				
County	Sales ($mils)	Employment	Wages ($mils)	Tax Revenues ($mils)
Allen	338.3	4,649	95.9	43.2
Auglaize	126.6	1,651	31.7	15.2
Crawford	53.0	1,237	20.4	6.7
Defiance	87.3	1,361	27.6	11.1
Erie	1,735.9	11,118	285.3	208.3
Fulton	111.5	1,366	26.5	13.4
Hancock	267.3	3,452	81.2	34.7
Hardin	31.8	405	4.3	3.4
Henry	26.5	600	7.3	3.1
Huron	112.7	1,546	29.6	13.6
Lucas	2,100.3	21,848	496.9	261.5
Mercer	68.0	1,172	23.5	8.5
Ottawa	384.4	2,800	71.7	46.2
Paulding	11.0	167	2.5	1.0
Putnam	48.0	972	15.5	5.8
Sandusky	167.5	2,310	42.1	20.8
Seneca	89.7	1,515	27.0	11.2
Shelby	94.4	1,252	25.3	11.7
Van Wert	43.0	712	6.4	4.8
Williams	60.3	745	15.5	7.3
Wood	504.0	6,598	139.6	63.5
Wyandot	28.8	811	14.6	3.8
Region total	**6,490.2**	**68,287**	**1,490.6**	**798.7**

Southwest Ohio tourism impact

Total Tourism Impact				
County	Sales ($mils)	Employment	Wages ($mils)	Tax Revenues ($mils)
Adams	42.1	640	14.7	5.1
Brown	64.4	935	18.3	8.5
Butler	1,170.3	14,727	379.5	139.6
Champaign	54.0	365	6.6	5.8
Clark	417.2	4,505	99.8	51.1
Clermont	602.1	6,016	142.3	73.5
Clinton	100.7	1,128	32.4	12.9
Darke	73.8	1,304	23.4	9.3
Fayette	92.6	1,282	26.0	11.5
Greene	766.1	8,373	182.8	94.3
Hamilton	5,507.0	46,271	1,711.1	720.6
Highland	49.3	1,036	14.1	5.9
Miami	263.3	3,242	66.0	32.7
Montgomery	1,970.7	21,317	517.4	247.6
Preble	54.0	746	9.4	6.3
Warren	1,244.4	11,666	285.0	148.8
Region total	**12,471.9**	**123,554**	**3,528.7**	**1,573.6**

Note: Hamiltion County includes economic benefits of pass-through traffic

Miami Riverway Region Detail

Summary impacts by County

Summary Tourism Impacts by Riverway County	Total Sales ($mil)	Jobs	Income ($mil)	Taxes ($mil)
Butler County	111.7	1,618	39.8	13.7
Miami County	99.6	1,212	24.4	12.1
Montgomery County	521.7	5,802	145.6	69.0
Shelby County	17.1	256	5.0	2.2
Warren County	23.0	222	5.0	2.6
Five County Region total	**773.0**	**9,110**	**219.8**	**99.6**

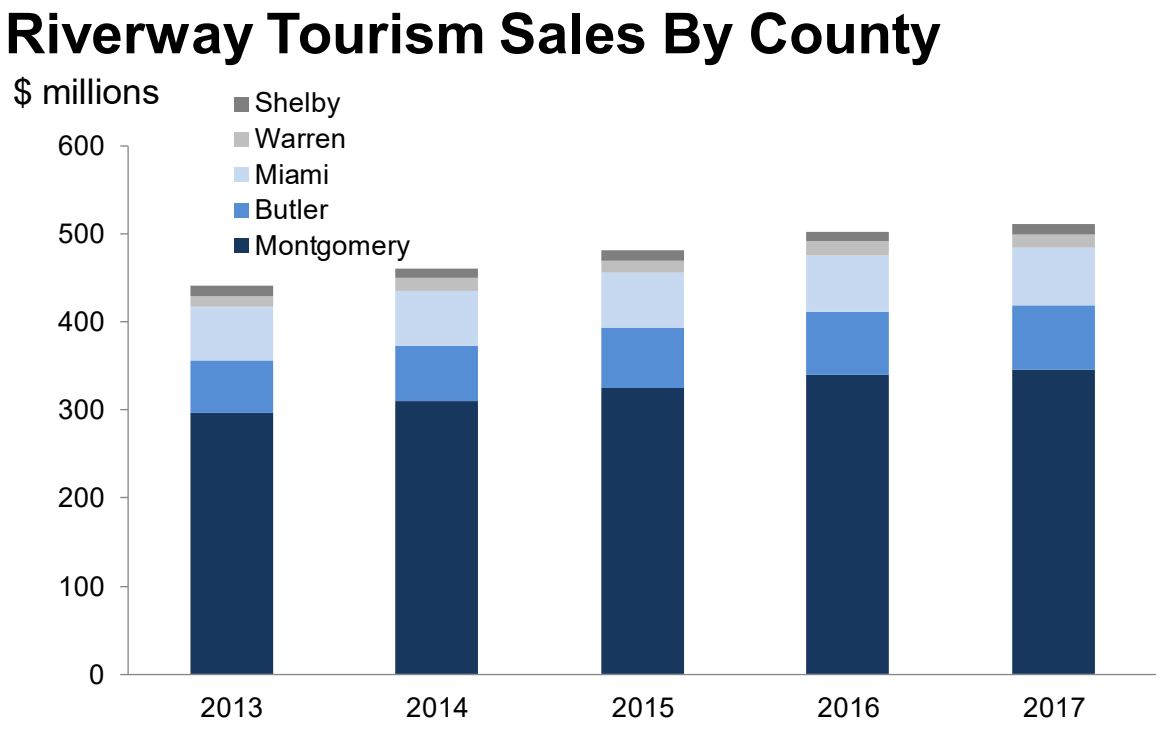
Tourism Jobs as a Share of Riverway Total	Total Jobs	Tourism jobs	Share, %
Butler County	24,414	1,618	*6.6*
Miami County	24,473	1,212	*5.0*
Montgomery County	97,662	5,802	*5.9*
Shelby County	8,858	256	*2.9*
Warren County	3,267	222	*6.8*
Five County Region total	**158,674**	**9,110**	***5.7***

Tourism sales trends

Recent Trends in Tourism Sales (Output)	2015	2016	2017
Great Miami Riverway Region			
Direct Sales volume ($mils)	481.4	502.0	510.9
Direct Sales growth, % change	4.5%	4.3%	1.8%
Sales trends for the state:			
Ohio Direct Sales growth, % change	4.9%	3.6%	3.5%

Recent Trends in Tourism Sales (Output) by County			
$ millions	2015	2016	2017
Butler Riverway	67.8	72.1	74.1
Miami Riverway	62.7	64.2	65.3
Montgomery Riverway	325.3	339.8	345.4
Shelby Riverway	11.1	10.9	11.0
Warren Riverway	14.4	14.9	15.2
Great Miami Riverway Region total	**481.4**	**502.0**	**510.9**

Tourism sales trends

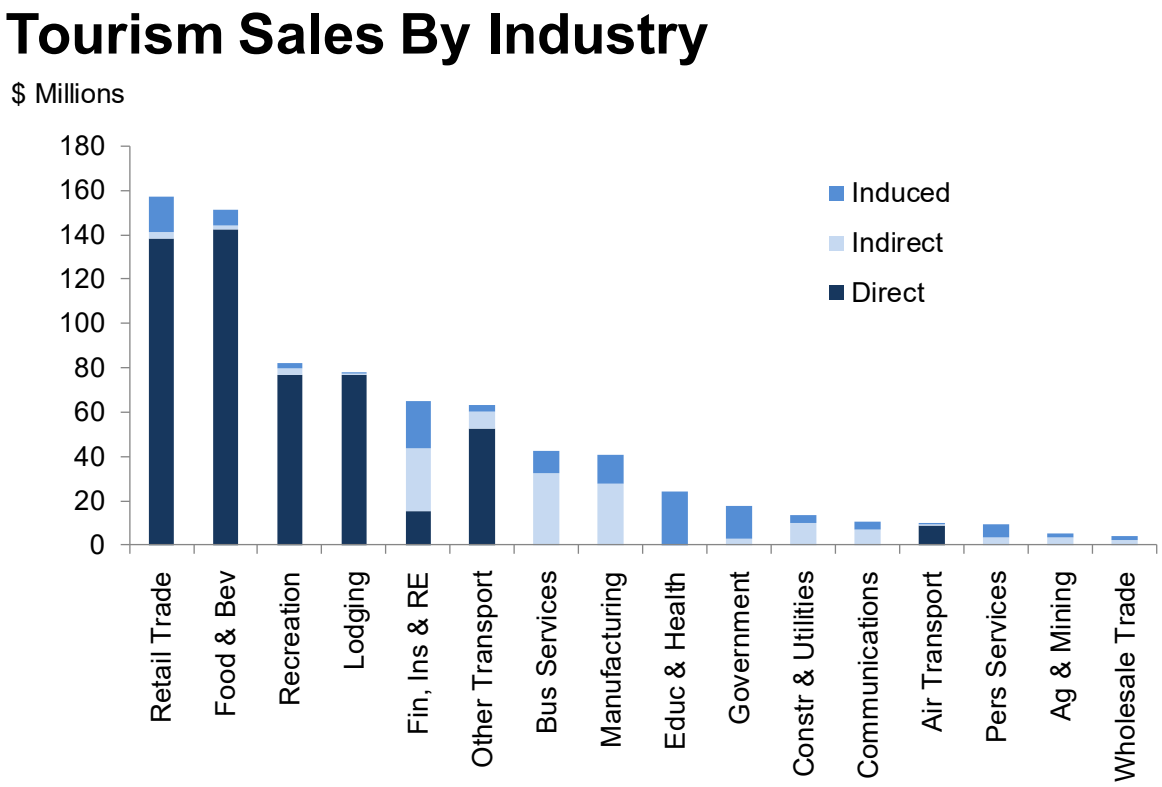


Tourism sales

Visitors generated $773 million in business activity in the Great Miami Riverway region in 2017.

Tourism Sales (Output) (US$)	Direct*	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	3,645,986	1,454,200	5,100,187
Construction and Utilities	-	9,737,384	3,889,472	13,626,856
Manufacturing	-	27,485,412	13,353,347	40,838,759
Wholesale Trade	-	2,262,152	1,486,927	3,749,079
Air Transport	8,900,338	278,264	230,876	9,409,478
Other Transport	52,642,106	7,815,028	2,957,586	63,414,719
Retail Trade	138,359,155	2,737,320	16,129,425	157,225,901
Communications	-	7,127,155	3,342,809	10,469,963
Finance, Insurance and Real Estate	15,024,778	28,427,749	21,223,772	64,676,299
Business Services	-	32,668,894	9,733,690	42,402,584
Education and Health Care	-	146,093	24,135,539	24,281,632
Recreation and Entertainment	77,055,288	2,814,148	2,116,088	81,985,524
Lodging	76,712,236	689,918	633,202	78,035,356
Food & Beverage	142,218,528	2,232,500	6,608,970	151,059,998
Personal Services	-	3,494,396	5,829,563	9,323,958
Government	-	3,107,222	14,310,915	17,418,137
TOTAL	510,912,430	134,669,619	127,436,381	773,018,430

Tourism sales

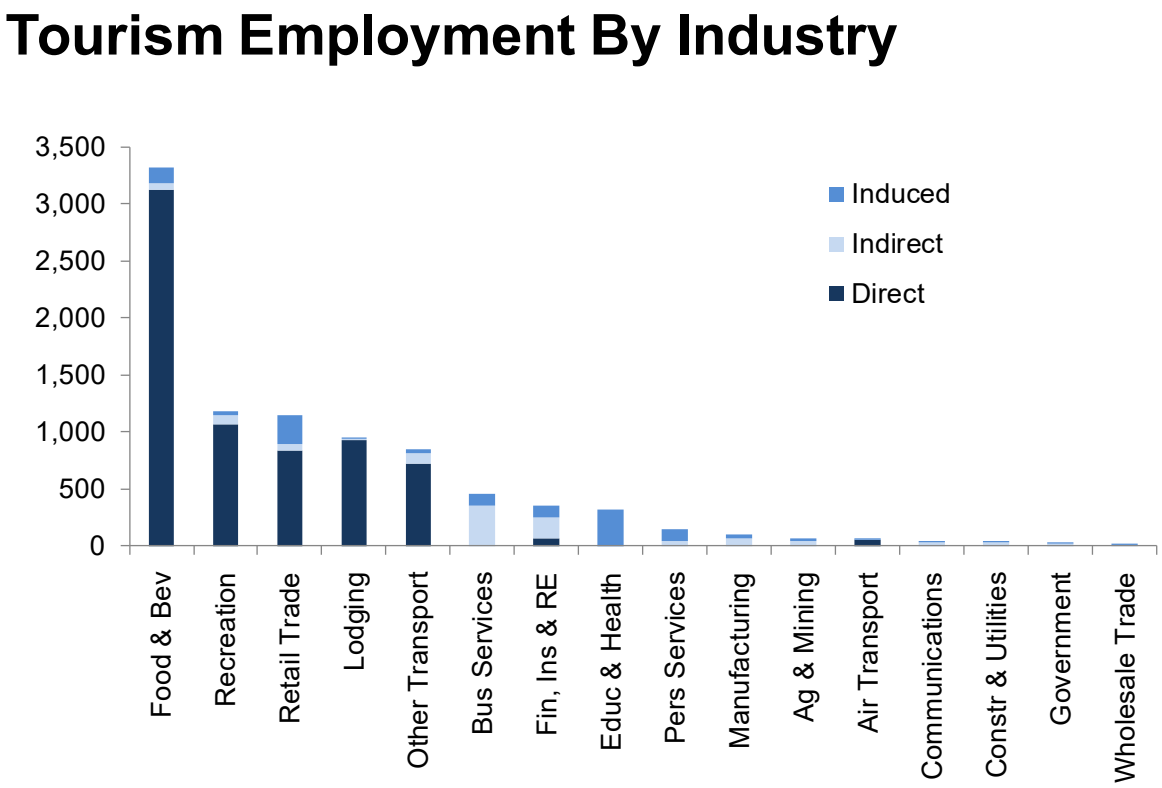


Tourism employment

With an estimated 159,000 jobs in the Riverway region, tourism supports 1 in every 17 jobs.

Tourism Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	49	19	68
Construction and Utilities	-	36	8	45
Manufacturing	-	71	32	102
Wholesale Trade	-	12	8	20
Air Transport	51	1	1	53
Other Transport	725	92	34	852
Retail Trade	843	57	248	1,148
Communications	-	33	13	46
Finance, Insurance and Real Estate	66	179	107	353
Business Services	-	354	109	463
Education and Health Care	-	4	316	320
Recreation and Entertainment	1,073	71	40	1,184
Lodging	934	11	10	954
Food & Beverage	3,129	51	144	3,324
Personal Services	-	45	107	151
Government	-	19	10	29
TOTAL	6,820	1,084	1,206	9,110

Tourism employment

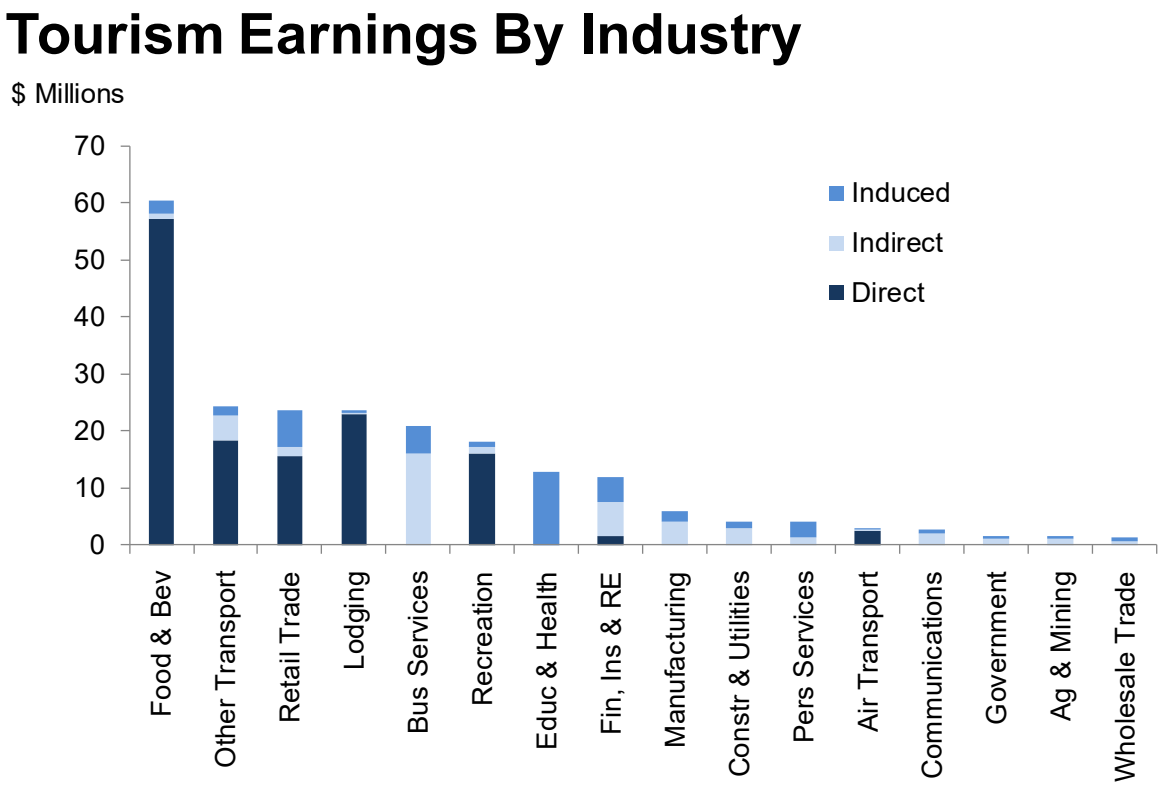


Tourism income

Tourism generated personal income of $219.8 million in 2017.

Tourism Income (Compensation) (US$)	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	1,054,450	471,641	1,526,091
Construction and Utilities	-	3,034,600	1,072,941	4,107,541
Manufacturing	-	4,043,250	1,885,879	5,929,129
Wholesale Trade	-	729,832	546,590	1,276,423
Air Transport	2,584,999	104,256	95,176	2,784,431
Other Transport	18,452,941	4,367,298	1,569,831	24,390,069
Retail Trade	15,671,588	1,578,024	6,412,288	23,661,901
Communications	-	1,928,858	754,210	2,683,069
Finance, Insurance and Real Estate	1,522,476	6,115,875	4,370,005	12,008,357
Business Services	-	16,004,991	4,811,052	20,816,043
Education and Health Care	-	75,296	12,765,028	12,840,323
Recreation and Entertainment	16,058,288	1,191,517	898,507	18,148,312
Lodging	23,008,705	288,860	236,168	23,533,733
Food & Beverage	57,277,680	838,600	2,323,196	60,439,476
Personal Services	-	1,448,938	2,582,895	4,031,833
Government	-	1,078,745	496,995	1,575,740
TOTAL	134,576,677	43,883,391	41,292,403	219,752,470

Tourism income



Tourism tax generation

Tourism generated $99.6 million in taxes in 2017, including $49.7 million in state and local taxes.

Tourism-Generated Taxes (US$)	Total
Federal Taxes	49,902,034
State Taxes	29,264,386
Local Taxes	20,420,074
TOTAL	99,586,494

Methodology notes

County level economic impact estimates are derived from the State of Ohio tourism economic impact report, also produced by Tourism Economics. Visitor spending estimates are based on several sources including:

- Visitor profile and spending estimates from Longwoods International, an international consumer research firm.
- STR data on hotel metrics including room demand, revenues, and occupancy rates.
- Statistics Canada data on spending in Ohio.
- Office of Travel & Tourism Industries estimates of overseas visits to Ohio.
- Sales tax data on lodging, retail, recreation sectors available from the Ohio Department of Taxation
- Local lodging tax data collected directly from the counties.

Economic data are compiled by industry at the county level, from the Bureau of Economic Analysis and Bureau of Labor Statistics. These provide industry detail on employment, value added, and wages by industry.

Data covering the study region and obtained from ESRI was used to develop the region's share of each county's visitor spending, income earned, and employment by industry, and tourism generated tax revenues.

The economic impact analysis uses an IMPLAN (www.implan.com) input-output model for the state of Ohio which tracks spending by visitors to industries and among industries and households. This estimates indirect (supply chain) impacts and induced (income effect) impacts as wages are spent in the state economy.

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Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.

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Ms. Tracye McDaniel
IEDC Chair

dear economic developer

It has been an honor to represent the International Economic Development Council as Chair of the Board of Directors in 2019. We can all be incredibly proud of what IEDC has accomplished this year.

Our 2019 highlights include an outstanding Annual Conference in Indianapolis with over 1,400 in attendance, a testament to the impressive efforts of the Host Committee and to IEDC's hard-working staff. This year's conference theme was Driving Growth, explored through sessions that included manufacturing best practices, engaging entrepreneurs across generations, economic resilience, and promoting inclusive livability. IEDC continues to innovate and grow its conference content with successful new session formats, including a community-driven Solution Room and a nine station "speed-dating" session.

We delivered several other excellent conferences this year: the Leadership Summit in Fort Lauderdale in January, the FED Forum in D.C. in March, and the Economic Future Forum in Salt Lake City in June.

The success of these four conferences would not have been possible without the generosity of the Chairman's Club sponsors: Accrisoft Corporation, Chmura Economics & Analytics, Development Counsellors International (DCI), Emsi, the International Council of Shopping Centers (ICSC), Research on Investment (ROI), and Research Consultants International (RCI). A sincere thank you to them for their valued support.

IEDC continues to assist communities affected by extreme weather events and economic disruptions. We have sent expert volunteers from IEDC's membership to Texas, North Carolina, South Carolina, Florida, Georgia, Puerto Rico, the Virgin Islands, Hawai'i, and the Commonwealth of the Northern Mariana Islands. Much of the funding for this assistance has come from the Economic Development Administration (EDA). We are very grateful to the IEDC members who have been central to this volunteering effort and to Southwest Airlines for their generous support of our recovery volunteers.

On the international front, we had another successful year. Our International Advisory Committee, chaired with distinction by Sam Driggers, Principal at Global Frontiers LLC, produced several exceptional events at the Annual Conference. We signed two MOUs to further our mission with the Hong Kong Trade Development Council and Economic Developers Alberta.

Our in-house think tank, the Economic Development Research Partners (EDRP), produced two excellent reports this year on workforce development and the future of manufacturing. EDRP also developed a great research program for 2020 at its successful July retreat in Michigan. As we move into a new year, IEDC will continue to champion the profession, working to communicate the value of economic development and the work we do in our communities.

Finally, I want to extend a personal thank you to our members, our Board of Directors, the Advisory Committees, our President and CEO, Jeff Finkle, and his excellent team for a great year. I look forward to continuing to serve IEDC and working with our new Chair, Kenny McDonald, as Immediate Past Chair in 2020.

Onward,



Ms. Tracye McDaniel
IEDC Chair and President at TIP Strategies, Austin, Texas

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PAGE *11*



PAGE *17*



PAGE *33*

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TABLE OF CONTENTS

What Is Blockchain? 5
A Primer for Why It Matters for Economic Development
by Jon Roberts and John Karras
While blockchain has become a topic of considerable interest, it is not widely understood within the economic development community. This article examines blockchain's relevancy to the profession and seeks to place it in the larger context of public policy. The article concludes with a series of recommendations for economic developers and public officials.

Ann Arbor SPARK 11
Developing an Entrepreneurial Tech Hub in the Midwest
by Laura Berarducci
Since its inception in 2006, Ann Arbor SPARK has supported the growth of a vibrant entrepreneurial ecosystem through the creation and management of services, tools, and resources. Ann Arbor SPARK's entrepreneurial services program received IEDC's 2019 Gold Award for Entrepreneurship.

The Great Miami Riverway in Southwest Ohio..... 17
River Communities Join Forces to Generate Outsized Tourism, Quality of Life, and Economic Development Impact
by Jordan Schotz
Through the Great Miami Riverway Coalition, communities in southwest Ohio have been able to utilize a common asset, the Great Miami River, to create a unified brand identity, increase tourism, and boost overall economic development efforts. The Great Miami Riverway Coalition received IEDC's Silver Award for Regionalism & Cross-Border Collaboration in 2019.

Introduction to the Legal Cannabis Economy 27
The Calgary Experience
by Matthew Zabloski
Calgary is Canada's fourth largest city by population, but in the year since non-medical cannabis was legalized for sale on October 17, 2018, it has established Canada's largest cannabis retail network. While each community is unique, Calgary's experience provides insight into one community's challenges and opportunities that come with legalizing cannabis.

Big Impacts, Small Towns..... 33
Rural Placemaking
by Lindsey Wallace
Rural communities are increasingly focusing on place-based assets and placemaking practice to stimulate and sustain economic development in their commercial districts and downtowns. The National Main Street Center incorporates placemaking practice into its tried-and-true approach,while seeking and demonstrating methods to measure the impact of place-based strategies incorporated into local economic development.

The Shortfall in the Production of Housing and Its Effects 41
Policy Recommendations to Increase Housing Supply
by Aaron Gruen, Debra Jeans, and Andrew Ratchford
Not enough housing units have been produced in many metropolitan areas where job and economic growth has occurred. This article presents the primary effects of the shortfall in housing production and estimates of the size of the shortfall for our nation's largest metropolitan areas. It suggests policy reforms to increase the supply of affordable housing and improve economic development opportunities and living standards.

IEDC News..... 25

IEDC Calendar of Events 26

what is blockchain?

By Jon Roberts and John Karras

Understanding blockchain is daunting. If blockchain becomes as big as the Internet, as some futurists are arguing, we need to have a solid understanding of what it is. Like the Internet itself, however, accepting it as part of our lives is much easier than offering a useful definition. Imagine trying to explain the Internet to someone who has no prior experience with it – and doing it in a way that makes it easy for them to understand. It's far from simple. The idea of a "world wide web" is similarly mind boggling, especially if the idea of connecting individual computers isn't part of your lexicon. Similarly, there are still people for whom the "cloud" is a mystery. The idea of huge buildings filled with servers and connected with an array of fiber optic cables and wireless transmitters and receivers as an explanation of the cloud would be enough to make even a forward-looking person in 1980 queasy.

TAKEAWAYS

1. While it is difficult to predict what the next big thing in tech is going to be, the transformative effect of blockchain on Internet commerce and security is already being felt. Understanding the implications for both the private and the public sector is essential for economic developers and public officials generally.
2. In addition to blockchain, other game-changing technologies are set to transform how business is done. IOT (the Internet of Things), 5G mobile technology, cloud computing and edge computing, as well as VR and AR need to become part of the economic developer's playbook.
3. Private capital is flowing into blockchain startups at an accelerating pace. According to Crunchbase, US venture capital investment in blockchain companies rose from nothing in 2011 to $2.3 billion in 2018.
4. Major companies are making even larger investments in blockchain. These include tech firms like Amazon and Facebook, financial institutions, and traditional industries ranging from transportation and logistics to the hospitality industry.
5. In the article, we recommend several practical steps economic developers can take to prepare for blockchain opportunities. Ultimately, we believe that economic development organizations must become more tech savvy and more collaborative to remain relevant.

BLOCKCHAIN IN THE CONTEXT OF CRYPTOCURRENCIES

You may be most familiar with blockchain in the context of Bitcoin. Bitcoin and other cryptocurrencies were originally driven in large measure by the desire to keep monetary transactions untraceable. If you dealt in drugs, arms, or human trafficking, having untraceable cryptocurrency was just the thing. This sordid history did much to taint the impression of Bitcoin, but it is no more representative of cryptocurrency now than the explosion of online pornography is of the Internet.

What makes cryptocurrency possible – the backbone of an alternative financial value structure – is blockchain. Essentially, we can say that it is a technology designed to ensure data security. And data security is essential to our economic future.

We have all come to appreciate that securing our own data (our bank accounts, email, private correspondence, medical records, etc.) is a matter of considerable urgency. Legions of data miners and scammers are constantly trying to hack into our computers, hold cities ransom, influence elections, and mold our consumer preferences. Blockchain can be the answer to this problem.

Blockchain, often described as a "distributed ledger," is a system that ensures against hacking, the ability to alter records, and fraud. Data are protected by not being in a single location (hence "distributed"). And those data sets – your bank account or the software that may control a nuclear power plant – are distributed across a variety of discrete blocks (called "ledgers"). It is not possible to alter the core data, because they are not on a single

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A PRIMER FOR WHY IT MATTERS FOR ECONOMIC DEVELOPMENT

While blockchain has become a topic of considerable interest, it is not widely understood within the economic development community. This article examines blockchain's relevancy to the profession and seeks to place it in the larger context of public policy. The article concludes with a series of recommendations for economic developers and public officials. The article was inspired by a presentation on "How States Are Developing Opportunities in Blockchain Technology" at the IEDC 2019 Economic Future Forum in Salt Lake City by Jon Roberts, managing partner of TIP Strategies and Chad Bennett, founder of HEROIC Cybersecurity.

server. Think of it in terms of your physical signature: to forge it even a single time, you would have to change it hundreds or thousands of times across multiple devices. These "blocks" of data are connected to each other in a "chain." It's a brilliant concept and makes possible a broader linkage of computers and servers whose potential is still being uncovered.

THE LARGER TECHNOLOGY CONTEXT FOR BLOCKCHAIN

Blockchain technology may be more understandable and palatable in the context of an application that isn't cryptocurrency. Let's start with an example of a blockchain company that is setting out to tackle a thorny problem using the new technology.

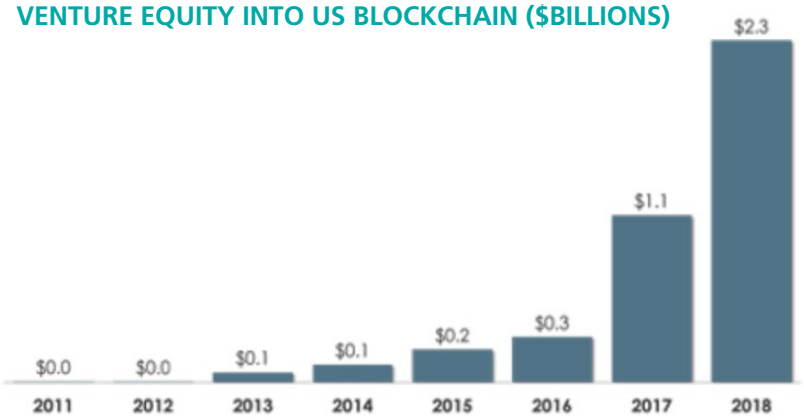
Whistle AI is an Austin-based startup seeking to disrupt corruption on a global scale. The company's mission is to expose crime and corruption affecting big targets like Wall Street, major corporations, and national governments; and smaller targets like local businesses, nonprofit groups, and local governments. Co-founder Ed James describes Whistle AI as "a decentralized platform wherein whistle blowers can safely and anonymously 'blow the whistle' without fear of retaliation." The company is working to develop a global marketplace that offers whistle blowers anonymity and allows them to monetize information that, until now, would never have seen the light of day. For buyers of information, such as journalists, new media, or watchdogs, Whistle AI uses a unique combination of artificial intelligence (AI) and crowd-sourcing to verify the accuracy of the information being sold, while keeping the substance of the information private and unknown to anyone but the seller. None of this is possible without the privacy protection built into blockchain.

WHY BLOCKCHAIN MATTERS TO ECONOMIC DEVELOPMENT

At this point, you may be asking yourself "so what?" Sure, Whistle AI sounds exciting and I hope they succeed in their mission, but what does all this have to do with economic development in my community? Good question. For a moment, let's put aside the potential applications of blockchain and narrow our focus to the flow of money related to blockchain.

According to Crunchbase, US venture capital investment in blockchain companies rose from nothing in 2011 to $2.3 billion in 2018. The pace of growth in blockchain investment is likely to accelerate, more than doubling *each year* for the next few years.

VENTURE EQUITY INTO US BLOCKCHAIN ($BILLIONS)



Source: Crunchbase

According to Crunchbase, US venture capital investment in blockchain companies rose from nothing in 2011 to $2.3 billion in 2018. The pace of growth in blockchain investment is likely to accelerate, more than doubling *each year* for the next few years. [see chart]

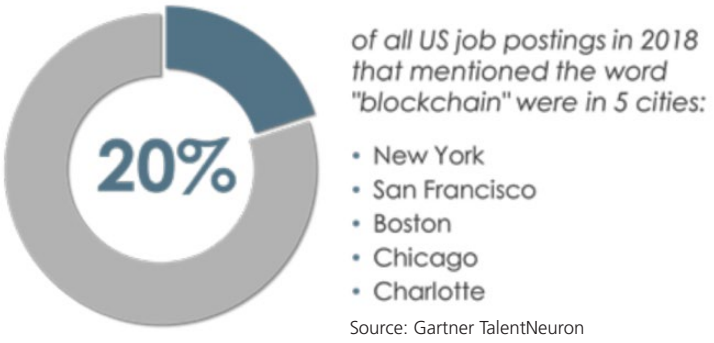
We could stop there and simply say "money is flowing into it, so we should pay attention," but let's take a closer look at why understanding blockchain is important for economic developers.

For additional evidence of how "real" blockchain is becoming and its relevance for our future economy, look no further than Amazon. Arguably the world's most disruptive and influential company, Amazon has finally embraced blockchain after being notoriously resistant to adoption. At the AWS re:Invent 2018 conference, Amazon unveiled two distinct blockchain services. The first, known as Amazon Quantum Ledger Database (QLDB), is a fully-managed ledger database with a central trusted authority. The second, Amazon Managed Blockchain, allows users to create and manage blockchain networks using the Ethereum or HyperLedger models. Amazon's blockchain offerings are now available and being used by small and large businesses in a range of industries and business functions such as finance, HR and payroll, manufacturing, retail and supply chain, and insurance.

Facebook is also making big investments in blockchain technology with its plan for a new global cryptocurrency known as Libra. Why another cryptocurrency? Libra is designed to solve one of the problems present in current cryptocurrency transactions: the uncertainty created by fluctuations in the value of the currency. Libra's solution involves investing user purchases of the new currency in government bills and other safe assets denominated in a basket of established currencies. The idea is that this will make Libra inherently more stable than any other digital currency or traditional currency.

Alongside the news about Facebook's big plans to remake the global financial system through Libra, the Wall Street Journal reported on June 27, 2019 that Facebook is in talks to lease 1 million square feet of space in a skyscraper currently under construction in Manhattan's new Hudson Yards development. Facebook's growing pres-

ence in NYC is interesting from a site location perspective, given the new building's location along the 7 train just two miles west of Amazon's cancelled $2.5 billion Long Island City, Queens campus. It's also relevant for another important reason. In 2018, 20 percent of all job postings that mentioned the word "blockchain" were in five cities: New York, San Francisco, Boston, Chicago, and Charlotte. These places form the backbone of our nation's banking and finance sector. [see chart]



Source: Gartner TalentNeuron

But the use of blockchain is not limited to the tech and banking industries. The new technology is receiving attention from some of the world's oldest industries. On July 2, 2019, the Wall Street Journal reported on a new blockchain initiative for seaborne cargo, aimed at cutting costs and improving tracking, is underway with involvement from five of the world's six largest container shipping operations. The initiative called TradeLens is a blockchain-based platform launched by A.P. Moller-Maersk and IBM. It allows participants to use blockchain technology to share information on goods moving through maritime supply chains and could significantly reduce the cost of paperwork. Maersk, the world's largest shipping operator, says the required documentation to process and administer goods shipped each year makes up roughly 20 percent of transportation costs. Using blockchain can potentially reduce those costs and create more efficient supply chains for global trade.

HOW ECONOMIC DEVELOPMENT ORGANIZATIONS NEED TO CHANGE

To date, the interaction between EDOs and blockchain has been limited and not always positive. Many economic developers have been confronted with site selectors seeking to locate massive data centers on vacant land with cheap power and ample water. These data mining operations offer little in the way of jobs and, depending on how liberally incentives are offered, even less in recoverable tax base. Meanwhile they put a significant strain on the power grid.

Rockdale, Texas, can serve as a cautionary tale of a community that hitched its hopes to the prospect of a blockchain server farm. Rockdale is a town of less than 6,000 residents about an hour northeast of Austin. Rockdale and surrounding Milam County (about 25,000 residents) have suffered multiple economic setbacks in recent years. An Alcoa smelter plant that opened in the early 1950s to produce aluminum for fighter planes, skyscrapers, and automobiles finally ceased operations in 2008. The adjacent coal-fired power plant closed in 2018. Two hospitals in the county also closed, taking their 200 jobs with them. After a decade of plant closures and job losses, local business and community leaders were eager to find a solution to re-invigorate the local economy.

In the summer of 2018, the promise of prosperity returned to Rockdale and Milam County in the form of Bitmain, a Chinese company that makes custom computers for mining cryptocurrency. Bitmain planned to create the world's largest cryptocurrency mining operation in Rockdale, promising to invest $500 million and create between 400 and 600 jobs at the old Alcoa plant. The facility would house the data processing and computing infrastructure to power the blockchain technology that records Bitcoin, Ethereum, and other cryptocurrency transactions.

How did Bitmain find Rockdale? In part, it was because of the county's highly improbable pitch offering the Alcoa site with its 33,000 surrounding acres to Amazon as a potential site for HQ2. Of course, there was never a realistic chance Amazon would select Milam County for its second headquarters. But the long-shot bid succeeded in attracting national attention from the Wall Street Journal, other media outlets, and ultimately, companies like Bitmain seeking a site like the shuttered Alcoa plant.

Unfortunately for Rockdale, as Bitmain was ramping up its local hiring and investment plans in Milam County, the price of Bitcoin took a plunge, losing about half its value in a few weeks starting in November 2018. The price drop affected not only investors, but also companies like Bitmain that provide the mining operations for cryptocurrencies. The volatility didn't wipe the company out entirely, but it did force them to shelve their expansion plans for Rockdale, once again leaving the town's economic future looking gloomy. For a much more detailed description of how Rockdale bet on Bitcoin and lost, see Mark Dent's July 11, 2019 article in Wired.

To date, the interaction between EDOs and blockchain has been limited and not always positive. Many economic developers have been confronted with site selectors seeking to locate massive data centers on vacant land with cheap power and ample water. These data mining operations offer little in the way of jobs and, depending on how liberally incentives are offered, even less in recoverable tax base. Meanwhile they put a significant strain on the power grid.

While these server farms are clearly necessary to support blockchain, they should be thought of as distinctly separate from the technology that blockchain enables. In this sense, they are just like the Internet itself. If, as an economic developer, the only advantage you saw in the Internet was the data centers that might locate in your region, you would have missed the whole point of what the Internet does for businesses, individuals, and governments. The same mindset needs to drive our thinking about blockchain.

AN ACTION PLAN FOR ECONOMIC DEVELOPERS

At the 2018 IEDC Leadership Summit, TIP Strategies delivered a keynote address on the topic of "disruption," including a checklist of 10 actions for EDOs. That list of practical steps EDOs can take to prepare communities for disruption is still relevant (https://tipstrategies.com/blog/2018/02/2018-iedc-leadership-forum-keynote-on-disruption/). In the context of this discussion, we will focus on four specific actions you can take to get ahead of the opportunities (and threats) related to blockchain.

1. Educate elected officials.
2. Identify new industry targets.
3. Engage with the tech sector and higher education.
4. Create networking and support systems for blockchain workers and companies.

In each of these recommendations, there is a role for economic development organizations to play.

1. Educate elected officials.

As an economic developer, to prepare your community for the future, you should go beyond just educating your elected officials, though that is the starting point. You should also encourage them to experiment and innovate.

In the fall of 2018, through its IT department, Dublin, Ohio, put out an RFP to evaluate the potential uses of blockchain in local government citizen services, data security, and operational efficiencies. In July of 2019, the city announced its selection of a partner, Software Verde LLC, to build a blockchain-based proof of concept to provide three functions for residents of Dublin: a digital identity, an electronic polling system, and a token of value.

Joshua Green, CEO of Software Verde LLC, described the partnership in a statement: "The Dublin token is intended to be a reward and barter system for Dublin's citizens – to incentivize positive behavior. For instance, citizens may receive 'Dublin Points' for participating in volunteer programs and can use the points in exchange for city-branded swag, for priority parking, or can be redeemed by vendors for goods or rewards." Green concluded his remarks by saying, "We are excited to be releasing the first US government blockchain token and are thankful for having a local community that is both innovative and eager to dive into the future." The city of Dublin views this project as an important piece of their broader goal to enhance the community's reputation as a center of innovation.

As an economic developer, to prepare your community for the future, you should go beyond just educating your elected officials, though that is the starting point. You should also encourage them to experiment and innovate.

Wyoming, the least populous US state, has emerged as an unlikely leader in blockchain. Thanks to a progressive, business-friendly legislature and a group of activists led by the Wyoming Blockchain Coalition, the state has enacted 13 blockchain laws in the last two years, with additional proposals in the pipeline. In the absence of clear federal rules governing cryptocurrencies and blockchain companies, Wyoming has stepped in with a proactive stance toward blockchain – similar to Delaware's famous business-friendly legal framework for corporations.

Partly in response to its struggling coal industry, Wyoming is motivated to stoke the growth of new business opportunities tied to blockchain. It's too early to determine if the state's approach will lead to significant long-term benefits, but early indicators are good. US blockchain companies are taking notice, as are Canadian and European firms. Canada-based BlockCrushr Labs, a blockchain venture development studio that creates consumer and infrastructure-based products based on blockchain, leased space in Wyoming in early 2018 in anticipation of increased activity in the state.

2. Identify new industry targets.

You can follow trends in blockchain venture capital investment to understand there is a significant and rapidly growing group of companies to pursue as recruitment targets. You can take the size of the investments as proof that people are starting to take this technology seriously.

Take the case of Blockchains LLC. The company was founded by Jeffrey Berns, a lawyer and cryptocurrency investor who invested $300 million of his own wealth in the company, including $170 million to purchase 67,000 acres of undeveloped land east of Reno, Nevada. The land is adjacent to Tesla's giga-factory and near compa-

You can follow trends in blockchain venture capital investment to understand there is a significant and rapidly growing group of companies to pursue as recruitment targets. You can take the size of the investments as proof that people are starting to take this technology seriously.

As important as blockchain is, economic developers need to see it in the context of tech innovation across a variety of sectors. Look for an explosion of new apps that take advantage of 5G networks. Expect virtual reality and augmented reality (AR) programs and devices to proliferate. Staying atop of these changes and understanding how they relate to blockchain is daunting, but it's necessary to prepare for the next wave of target industries. It is also necessary to predict what workforce skills will be required and where companies will cluster.

nies such as Google, Apple, and Switch. The vision for this property and the company is bold. In addition to serving as the Blockchains LLC headquarters and R&D center, Berns said the site will function as an "Innovation Park," eventually evolving into a master-planned community with residences, stores, schools, and other uses that will demonstrate "the true power of the public blockchain." Just as Bitcoin allows the transfer of money without using banks, people like Berns believe the blockchain technology will enable ordinary people to control their own data without relying on big tech companies or governments.

The thinking behind Blockchains LLC may sound far-fetched and utopian, but the investment is real. That specific investment is no guarantee of future growth, but in the context of other major investment in blockchain technology, it would be unwise to ignore its growing impact. For a more detailed look at Blockchains LLC and the plans for a blockchain-focused community, see Nathaniel Popper's November 1, 2018 NYT article.

3. Engage with the tech sector and higher education.

As important as blockchain is, economic developers need to see it in the context of tech innovation across a variety of sectors. Look for an explosion of new apps that take advantage of 5G networks. Expect virtual reality and augmented reality (AR) programs and devices to proliferate. Staying atop of these changes and understanding how they relate to blockchain is daunting, but it's necessary to prepare for the next wave of target industries. It is also necessary to predict what workforce skills will be required and where companies will cluster.

However, no real insight is possible without fully engaging with tech companies and research institutions. In one sense, embracing this new technology is no different from what economic development practitioners have been doing: understanding the supply chain, participating with trade associations, and hosting seminars and conferences. More specifically, however, we need to fully understand the technology transfer that is occurring through our state's private and public universities. Groups like Research Bridge Partners are actively trying to draw research out of heartland institutions to commercialize technologies developed in universities. In addition, innovation hubs are increasingly specializing in specific tech sectors, many of which link to blockchain.

4. Create networking and support systems for blockchain workers and companies.

In the early days of the Internet, it was not at all obvious what the tech work force was going to look like. The same is true for blockchain and the many technologies it will spawn. Clean room technicians, app developers, Dell financial support services – all these and dozens of other occupational classifications fit under "tech worker." In short, we don't yet know exactly what the jobs associated with blockchain will look like.

Cybersecurity occupations, broadly speaking, will be at the forefront of the blockchain explosion. But even that prediction doesn't necessarily add clarity to the discussion. As the examples of Whistle AI and Blockchains LLC show, we cannot yet accurately predict the actual skill sets associated with this technology. As a result, our recommendation is to engage with the tech community more broadly, to attend conferences, and to work specifically with businesses in the cybersecurity space.

MISTAKES TO AVOID

Tying your community's fortunes to those of a single company or industry. This is no different than the age-old risk associated with depending too much on a single large employer. The risks however are magnified for communities hosting new and highly volatile operations such as blockchain companies and cryptocurrency mining operations.

Dismissing blockchain as a fad. Everyone's talking about it, but no one is doing it. That's a critique often leveled at new things, especially new technologies that are in the early stages of development and have yet to

In the early days of the Internet, it was not at all obvious what the tech work force was going to look like. The same is true for blockchain and the many technologies it will spawn. Clean room technicians, app developers, Dell financial support services – all these and dozens of other occupational classifications fit under "tech worker." In short, we don't yet know exactly what the jobs associated with blockchain will look like.

become scalable for widespread commercial application. You can say that about blockchain, AR, or any number of relatively new concepts that have entered the national discussion in the economic development field. But there is a lot of "doing" (not just talking) happening in the real economy (not just cryptocurrency investing) in the realm of blockchain. And by doing, we mean investing in companies, creating jobs, hiring workers, and developing real estate.

Focusing only on blockchain and ignoring the broader technology and economic landscape. This is an important reminder that as economic developers, our job is less about understanding the ins-and-outs of a single new technology or industry and more about understanding the big picture. Blockchain is one piece of a bigger picture that includes a range of disruptive technologies at various stages of development. As we mentioned earlier, these include the Internet of Things, 5G mobile technology, cloud computing and edge computing, cyber security, virtual reality and augmented reality, robotics, 3-D printing, artificial intelligence, and machine learning. These technological transformations are happening alongside major social, environmental, and demographic trends affecting industries and economies in the US and globally. The pace of change can be overwhelming. Nevertheless, these new technologies represent avenues for economic growth that never existed before.

Blockchain is one piece of a bigger picture that includes a range of disruptive technologies at various stages of development. As we mentioned earlier, these include the Internet of Things, 5G mobile technology, cloud computing and edge computing, cyber security, virtual reality and augmented reality, robotics, 3-D printing, artificial intelligence, and machine learning.

CONCLUSION

The emergence of blockchain is only the latest in a series of potentially game-changing technologies that will affect how business is done. Understanding the relationship of these technologies to the traditional approaches of economic development, whether in target industries or workforce development or incentives, will require increased sophistication. To remain relevant, economic development organizations must become more tech savvy and more collaborative.



ann arbor SPARK

By Laura Berarducci

Ann Arbor SPARK's entrepreneurial services provide resources for startup companies, spurring jobs and business growth in southeast Michigan.

Ann Arbor, home to the University of Michigan, is earning its reputation as a thriving hub of entrepreneurial innovation. In the past five years, startup successes based in the area have garnered national headlines – most notably the acquisition of Ann Arbor-based startup Duo Security by Cisco for $2.35 billion in 2018.

While the Ann Arbor region is currently a thriving destination for entrepreneurship, this was not always the case. In the early 2000s, leaders at the University of Michigan were concerned that Ann Arbor was not fostering the caliber of entrepreneurial community expected around a major research university. When the Michigan Economic Development Corporation (MEDC) earmarked funding through the statewide SmartZone program to help drive regional economic development, Ann Arbor's community, business, and university leaders saw an opportunity to unify and strengthen economic development efforts, resulting in a new regional economic development organization – Ann Arbor SPARK.

Ann Arbor SPARK has a dedicated 12-person team implementing the various entrepreneurial-focused programs at two locations – one in downtown Ann Arbor and the other in the neighboring city of Ypsilanti. Referred to as the Ann Arbor SPARK Regional Incubator Network, the two locations serve as startup incubators, business accelerators, co-working spaces, and event venues.

ABOUT ANN ARBOR SPARK

Ann Arbor SPARK, a non-profit organization, is advancing the Ann Arbor region by encouraging and supporting business acceleration, attraction, and retention. The organization identifies and meets the needs of business at every stage, from startups to large organizations. Ann Arbor SPARK collaborates with business, academic, government, and community investor partners to achieve its mission. SPARK Entrepreneurial Services are financially supported by the Ann Arbor/Ypsilanti SmartZone Local Development Finance Authority (LDFA) which receives funds from the state of Michigan designated for local company and product development.

Since its inception in 2006, Ann Arbor SPARK has fulfilled the founders' vision to support the growth of a vibrant entrepreneurial ecosystem neighboring the University of Michigan, which in 2018 was the top public research university in the country with a $1.55 billion fiscal year research budget. Ann Arbor SPARK's entrepreneurial services program received IEDC's 2019 Gold Award for Entrepreneurship.

Ann Arbor SPARK focuses its efforts on the four innovation-driving industries identified by the state's SmartZone program: automotive and mobility; life sciences and healthcare; data and information; and technology.

CENTERS OF INNOVATION

Ann Arbor SPARK has a dedicated 12-person team implementing the various entrepreneurial-focused programs at two locations – one in downtown Ann Arbor and the other in the neighboring city of Ypsilanti. Referred to as the Ann Arbor SPARK Regional Incubator Network, the two loca-

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DEVELOPING AN ENTREPRENEURIAL TECH HUB IN THE MIDWEST

Since its inception in 2006, Ann Arbor SPARK has supported the growth of a vibrant entrepreneurial ecosystem through the creation and management of services, tools, and resources. With funds earmarked by the Michigan Economic Development Corporation and budget oversight provided by the Ann Arbor/Ypsilanti SmartZone Local Development Finance Authority (LDFA), Ann Arbor SPARK's entrepreneurial programs are available to bootstrapped entrepreneurs. Reporting a measurable impact on the region, Ann Arbor SPARK's entrepreneurial services program received IEDC's 2019 Gold Award for Entrepreneurship.

One of the benefits of engaging with Ann Arbor SPARK is access to the numerous public and invite-only events designed to inform and encourage entrepreneurship. From casual networking events to strategic workshops, these events help entrepreneurs engage with like-minded individuals and develop everything from their soft skills to their business acumen while cultivating camaraderie and collaboration across the ecosystem.

tions serve as startup incubators, business accelerators, co-working spaces, and event venues.

The SPARK Central Innovation Center is based in Ann Arbor and is the heart of the entrepreneurial ecosystem for the region, occupying three floors of a building on a major downtown corridor. The SPARK East Central Innovation Center is located in downtown Ypsilanti and recently underwent a major renovation, updating many of the amenities and modernizing the space.

Throughout both centers, there are open desks for virtual tenants to use when they drop in, seated tenants at dedicated desks, larger startups working in clusters and suites, and spacious event spaces where SPARK and community partners host curated workshops and networking events. There is a number of amenities as well, from access to Wi-Fi to all the freshly brewed, locally roasted coffee an enterprising founder may need to fuel his or her work throughout the day. In 2018, 68 startups identified the SPARK Innovation Centers as their headquarters.

WHAT'S IN THE ANN ARBOR SPARK ENTREPRENEURIAL TOOLBOX

While providing a physical space for early stage startups to establish themselves, the real advantage to participating in the Regional Incubator Network is access to the services, tools, and resources curated by Ann Arbor SPARK. Investors considering potential companies for investment have greater confidence financially backing startups being supported by a world-class startup incubator and business accelerator.

Events Designed to Inform and Grow Networks

One of the benefits of engaging with Ann Arbor SPARK is access to the numerous public and invite-only events designed to inform and encourage entrepreneurship. From casual networking events to strategic workshops, these events help entrepreneurs engage with like-minded individuals and develop everything from their soft skills to their business acumen while cultivating camaraderie and collaboration across the ecosystem.

On average, SPARK hosts 70 events per year including Meetups that fulfill a very specific need for networking. By sponsoring partner and club events in its spaces, community stakeholders and potential clients gain valuable exposure to SPARK's available resources.

In addition to hosting events, Ann Arbor SPARK listened to the entrepreneurial community and identified a need to provide for more in-depth training opportunities. Designed to both inspire and inform, SPARK entrepreneurial educational programs present best practices, targeted skills training, and opportunities to check-in with knowledgeable business leaders.

Entrepreneur Boot Camp

Twice a year, Ann Arbor SPARK invites a dozen development stage, pre-revenue startups to participate in Entrepreneur Boot Camp. This eight-week program based on The Lean Startup methodology is designed to guide entrepreneurs through market evaluation and validation. Seasoned entrepreneurs, angel investors, and business executives are paired with each startup, providing guidance and support while asking the tough questions and pushing the entrepreneurs out of their comfort zones. Over the eight weeks, participants will either confirm their ideas or pivot to viable paths.

While it is not uncommon for businesses to "fail" during Boot Camp, it is more common for those entrepreneurs to reformulate their ideas and try again. Ultimately, Boot Camp participants experience a shortened time to attract capital, customers, and are more assured of their path to commercialization and confident in the ability to scale in the future.



SPARK Entrepreneur Bootcamp participants and mentors participate in Mentoring Days, two intensive days of Lean Startup methodology presentations and one-on-one feedback sessions.

SPARK.ed

After Boot Camp, entrepreneurs can look to Ann Arbor SPARK to fill the gap for continuing education and guidance by attending SPARK.ed. Twice a month, SPARK invites business experts to present specific, actionable strategies to a small group of attendees. Topics such as hiring best practices, auditing sales functions, and series fund raising are specifically tailored for a growing startup. The goal of these workshops is to provide focused attention on answering questions in a small, safe group environment. For anything that needs a deeper dive or a more private discussion, attendees can schedule one-on-one sessions with the expert during office hours.

SUCCESS VIGNETTES

SkySpecs

In the fall of 2012, SkySpecs joined the SPARK client roster as a Boot Camp participant. Since then, it was a tenant at the SPARK Central Innovation Center, received funding from the Michigan Angel Fund, and was awarded grants for legal, business development, and marketing services that were critical to the company's growth. In 2018, SkySpecs raised an impressive $8 million Series B and moved into new, expanded office space in downtown Ann Arbor to accommodate its growing team. The company also expanded internationally, opening an office in Amsterdam.

Groundspeed

From its start as a Boot Camp participant in 2015 to its $2 million Series A in 2017 and its $30 million Series B in 2018, insurance data automation and analytics firm Groundspeed Analytics' growth has been meteoric. Prior to expanding from the SPARK Central Innovation Center to its current office, Groundspeed tapped into a range of SPARK services. From grants to produce its brand identity to funding for intern support, Groundspeed Analytics benefited from SPARK's programs designed to help startups grow at an accelerated speed. Groundspeed also received support from the Michigan Angel Fund. In 2019, Groundspeed continues to grow its team of 90 employees (and counting).

Spellbound

Spellbound is a startup that uses patented augmented reality technology to reimagine patient experience through pain management, patient education, and helping patients engage with treatment. It graduated from the SPARK Central Innovation Center in 2018, to an office in downtown Ann Arbor that affords the opportunity to grow. Prior to the move, Spellbound had been incubated by SPARK since 2015. Spellbound has benefited from numerous SPARK services, including grants to support marketing, legal, and internship needs, and Entrepreneur-in-Residence mentoring. Supporting the move was its recently closed seed round, which was oversubscribed by investors from the Midwest and Washington, DC.

While both Boot Camp and SPARK.ed provide valuable connections between entrepreneurs and the broader business community, they also help showcase the tools, services, and resources available at Ann Arbor SPARK to influential business leaders. Many referrals to SPARK come through these connections.

Business Accelerator Grants

For bootstrapped startups, founders often have to make decisions based on limited financial resources versus what may be best to grow the business. Fortunately, Ann Arbor SPARK can award business accelerator grants to eligible companies to help pay for consultants, vendors, and talent on a project- or time-based engagement to overcome hurdles and achieve growth. The worth of these grants often extends beyond the actual monetary value. Between 2013-2018, SPARK awarded $4.62 million in business accelerator grants as part of our contract with the MEDC and the Ann Arbor/Ypsilanti SmartZone Local Development Finance Authority (LDFA).

Professional Business Services

Some of the most frequent grant requests are to help cover business services such as legal, accounting, and marketing. For example, a SPARK client might apply for a grant to help with the legal costs that come with patent applications or developing user agreements. Eligible startups must apply for the grant specifying a specific business need, work with a SPARK approved consultant, and agree to the contractual obligations detailed in the agreement.

Internships

Business accelerator grants also help fund the Ann Arbor SPARK internship program which contributes to talent development and retention within the region. Companies can apply for one-off grants and recruit their own interns or participate in the Summer Digital Engagement Clinic internship program, a partnership between SPARK and the Eastern Michigan University's Center for Digital Engagement.

"The internship program is win-win," said Bill Mayer, Ann Arbor SPARK vice president of entrepreneurial services. "Cash-strapped startups are pulled in a lot of different directions financially and often can't afford to bring interns – who provide valuable support – on board. Interns who want to work in a dynamic startup environment are left without options as a result. Ann Arbor SPARK is bridging that gap while showing soon-to-be graduates there are dynamic and exciting career opportunities available in our region."



Students from the University of Michigan, Eastern Michigan University, and Washtenaw Community College join local tech startups in a speed networking event hosted at the SPARK Central Innovation Center.

The Summer Digital Engagement Clinic Interns work in teams of two for companies housed in Ann Arbor SPARK's centers of innovation. Example projects include digital advertising, social media, content creation, analytics, web design and development, SEO, video production and graphic design, mobile app development, and project management. The internships are for 10 hours per week over a nine-week period, culminating in a graduation ceremony where students are awarded a Digital Media Certificate. For the students to earn their CDE/SPARK Digital Media Certificate, they must complete the 90-hour internship with their assigned local startup, attend weekly panel discussions, and get certified in Google Analytics or AdWords. In the past five years, more than 120 students have participated, many of whom remain in the region post-graduation working within the tech ecosystem.

Entrepreneur-in-Residence

Business accelerator grants are also available to connect executive leaders who have a proven record of success in early-stage companies with up-and-coming startups. The Entrepreneur-in-Residence (EIR) program can help first-time founders overcome specific challenges or develop meaningful deliverables. The program also helps retain experienced leaders in the region who may be transitioning from other positions, or it provides a soft landing for C-level talent interested in relocating to Ann Arbor.



Local startup Backyard Brains shows 2019 A2 Tech Trek attendees some of its cutting-edge tech being built in Ann Arbor.

In 2018, Kinetica Labs – a University of Michigan spin out that develops technology for occupational safety and health – applied for and received an EIR business accelerator grant. As Kinetica's EIR, Brenda Jones helped the company's founder, Professor SangHyun Lee, create a business plan, finalize a license agreement with the University of Michigan, and negotiate the company's first distribution agreement. "While working together during the EIR program, Dr. Lee and I found that we had complementary skills and a great working chemistry. I was able to assess the market potential of the technology, and Dr. Lee was able to assess my abilities to launch a successful company. This led to Dr. Lee asking me to become the CEO of the company."

Marketing and Communications Strategist

Marketing support is one of the most requested services from our entrepreneurial services clients. One of the newest resources – two dedicated marketing and communications professionals, a strategist and an associate – addresses this need. Working in tandem, these two can help early stage startups with one-off requests, like a press release announcing a product release or a successful funding round, or be available to advise on higher level strategy development, like ramping up a social media presence. This differs from the SPARK business accelerator grants that are ideal to hire an outside vendor for more robust projects, especially those involving graphic design. Now, startups that need a marketing advocate to help guide strategy have access to one.

ANNUAL EVENT: a2Tech360

An Ann Arbor SPARK initiative, a2Tech360 dedicates itself to promoting the Ann Arbor region as an area of innovation during a week of tech-related events. Each event is designed to connect key stakeholders – innovators, researchers, investors, businesses, educational institutions, non-profits, job seekers and the general public – to generate discussion, ideas, and new opportunities.

The series of events launched in 2014 with the premier of A2 Tech Trek. A self-guided open house tour of leading technology companies, businesses open their doors to the public and showcase their latest innovations. Over the years, more events were added to the program including Tech Talk, Ann Arbor Mobility Summit, and the Women in IT Leadership Conference, presented by DaySmart Software.

"a2Tech360's growth demonstrates that there is a strong desire for collaboration and cohesion between the organizations and businesses looking to promote the region as a desirable place to grow a business and a career," said Paul Krutko, Ann Arbor SPARK president and CEO. "It's a labor of love for these organizations, including Ann Arbor SPARK, to put our collective best foot forward in an impactful way that leaves no doubt that the tech-related activity taking place here year-round is worthy of attention and excitement."



Attendees of A2 Tech Trek get first-hand experience with the technology being developed in the region.

Capital Programs

Ann Arbor SPARK also administers capital programs with support from state and local stakeholders. These programs fill an important funding gap by investing in very early stage companies across the state that are not yet primed for venture and other sources of capital. The Pre-Seed Capital Fund made investments between 2007 and 2014 and continues to reinvest returns. The Michigan Angel Fund (MAF) is a for-profit, pooled, and professionally managed equity fund which focuses on near- or at-revenue, Michigan-based tech companies with the ability to acquire customers, expand markets, and grow the company. MAF is the largest angel organization in Michigan with 120 members and 16 companies in its portfolio.

MAF added only four early stage companies to its portfolio in 2018 – all of them with women at the helm. "We didn't intentionally seek out only women entrepreneurs in 2018," acknowledged Skip Simms, managing partner of the Michigan Angel Fund and senior vice president of Ann Arbor SPARK. "However, I do believe it's indicative of a larger trend that we've seen over the past few years throughout the state. It's noteworthy – and perhaps a tipping point – for one fund to have 100 percent of new investments go to women-led organizations in a single year."

In 2018, MAF invested $13.8 million into 24 Michigan-based companies with 259 employees. These companies attracted $156 million in funding to the state.

THE SUM OF SUCCESS

Ann Arbor SPARK tracks multiple parameters to measure the effectiveness of its entrepreneurial services program, including the total number of companies served, full-time equivalent employees (FTEs), FTE jobs created, and companies graduating from the incubator to establish their own office. SPARK staff reports these metrics on a one-year and a five-year basis, with the fiscal year running from July – June. (See chart.)

One of the most telling metrics is the survival rate for companies that receive SPARK entrepreneurial services: 97 percent have a one-year survival rate and 82 percent have a five-year survival rate. Comparatively, according to the Small Business Administration (SBA) Office of Advocacy, roughly 80 percent of U.S. small businesses survive the first year and only half of all establishments survive five years or longer (https://www.sba.gov/sites/default/files/advocacy/Frequently-Asked-Questions-Small-Business-2018.pdf).

Supporting the survival of early-stage companies is the ultimate goal. By joining the Ann Arbor SPARK Regional Incubator Network, startups have access to more resources to grow and eventually transition from a sustainable company to a profitable one. It is when companies benefiting from SPARK's entrepreneurial programs reach this milestone that they graduate to their own offices. From 2013-2018, 135 startups graduated from the Regional Incubator Network.

INSIGHTS AND LESSONS

Ann Arbor SPARK's success is anchored by three key principles which other communities can apply when building their own entrepreneurship services programs: industry specificity, private-public partnerships, and targeted service-based solutions.

Industry Specificity

Critical to creating a program that is meaningful for entrepreneurship and growth is first identifying the industries that will have the most impact within a community. Look to amplify what is already present versus cre-

Ann Arbor SPARK EntrepreneurialServices Results

	1-Year Results	5-Year Results
Unique Companies Served	175	419
Companies Served FTEs	695	2,954
Incubator Tenants Nurtured	68	186
Incubator Graduates	4	135
Job Creation	152	913

Data for 2017/18 FY. Cumulative data 2013 – 2018 FY

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ating from scrap. This will also focus the program goals that produce measurable results. Casting a net too wide will dilute results. There will always be an opportunity to grow and expand once the program is established.

Private-Public Partnerships

Michigan's SmartZone program, which financially supports SPARK's entrepreneurial services, specifically sought to promote resource collaborations between universities, industry, research organizations, government and other community institutions. With all of these entities working toward a common goal – to grow technology-based businesses and jobs – there's a sense of ownership across all stakeholders.

Targeted Service-Based Solutions

Small efforts add up and help businesses take off in a number of significant ways. Business accelerator grants are awarded to help achieve specific milestones that will help further advance a company's path to commercialization and profitability. Keep a well-vetted list of mentors and seasoned entrepreneurs who can help founders develop their own leadership skills. Cultivate a community of business professionals who have a shared appreciation of entrepreneurship.

CONCLUSION

For more than a decade, the Ann Arbor area has flourished as an entrepreneurial tech hub with guidance from Ann Arbor SPARK, the region's economic development organization. The organization's entrepreneurial services program fosters startup incubation and business acceleration through its tools and resources while working closely with the University of Michigan. Ann Arbor SPARK also manages capital programs such as the Michigan Angel Fund which provides an important funding gap by investing in very early stage companies across the state that are not yet primed for venture and other sources of capital.

ADDITIONAL RESOURCES

Ann Arbor SPARK	annarborusa.org
a2Tech360	a2tech360.org
Michigan Economic Development Corporation	michiganbusiness.org
Michigan Angels Fund	michiganangels.org
University of Michigan Office of Research	research.umich.edu
Eastern Michigan University Center for Digital Engagement	centerfordigitalengagement.org



the great miami riverway

IN SOUTHWEST OHIO

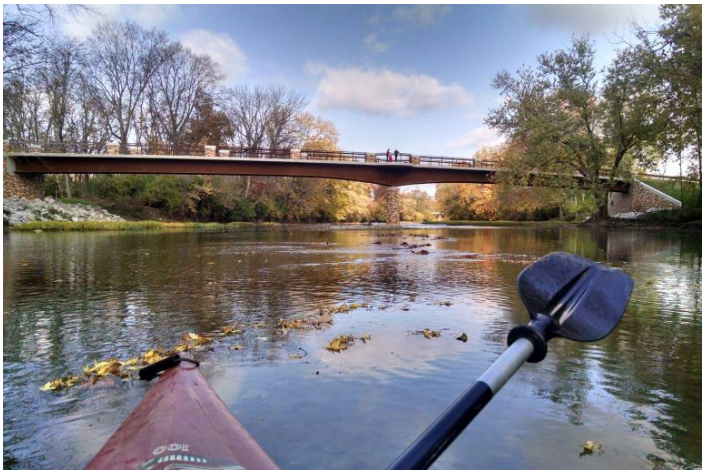
By Jordan Schotz

INTRODUCTION

The riverfront communities in southwest Ohio have seized an opportunity to leverage the Great Miami River corridor to increase tourism and economic development for the benefit of the entire region. The Great Miami Riverway is a 99 mile, regional destination marketing and placemaking brand focused on economic development through tourism, promotion, and workforce attraction. More than just the 99 miles of land and water trails that connect the partner communities, the Riverway includes the vibrant city waterfronts and beautiful natural scenery as well as the multitude of events and activities that take place within the corridor. The Great Miami Riverway Coalition received IEDC's Silver Award for Regionalism & Cross-Border Collaboration in 2019.

A coalition of member cities and counties funds and guides the Riverway initiative, which stretches from Sidney in the north, through the Greater Dayton region, and to Hamilton in the south. These riverfront communities agree on common goals and pool their resources, expertise, and passion to leverage greater awareness of and engagement with the assets along the Great Miami River.

As one of ten member communities, the City of Hamilton has seen major economic benefits from aligning ourselves with this regional tourism initiative. We are a community that believes strongly in supporting and growing our small business and arts communities, and the Riverway has proven to be an excellent resource to attract new faces to explore, dine, and shop in Hamilton. Furthermore, Riverway initiatives have fostered increased outdoor recreation in the city, which leads to even greater future investments in public quality of life amenities. The city is proud to be part of the Great Miami Riverway, but more than that, the positive economic impact we have experienced proves that the investment of time and money is worthwhile.



Each year, thousands of visitors and residents enjoy the natural beauty and recreational activities that can be found on the Great Miami River.

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THE GREAT MIAMI RIVER AND THE FLOOD OF 1913

The Great Miami River is most well-known for its part in the Flood of 1913, a devastating natural disaster that impacted 13 states throughout the Midwest, caused millions of dollars of property damage, killed hundreds, and left more than a quarter million people homeless. The corridor along the Great Miami River was one of the hardest hit areas from this disaster. The impacts of the flood

RIVER COMMUNITIES JOIN FORCES TO GENERATE OUTSIZED TOURISM, QUALITY OF LIFE, AND ECONOMIC DEVELOPMENT IMPACT

Through the Great Miami Riverway Coalition, communities in southwest Ohio have been able to utilize a common asset, the Great Miami River, to create a unified brand identity, increase tourism, and boost overall economic development efforts. As a member of this partnership, the City of Hamilton (population~ 63,000) has seen a major return on investment. This article explores the benefits to such a regional collaboration and the mechanisms through which other communities can take advantage of shared resources or identity markers to generate regional economic growth. The Great Miami Riverway Coalition received IEDC's Silver Award for Regionalism & Cross-Border Collaboration in 2019.

can still be seen today in the "flood mud" caked into the walls of historic buildings, and there are numerous monuments in the region indicating high-water marks and memorializing the event.

In response to the flood, then-Governor James Cox signed the Ohio Conservancy Act in 1914, which created regional agencies to provide flood protection to communities on rivers. The Miami Conservancy District (MCD), which manages flood protection for communities along the Great Miami River, was organized in June 1915 and is among the oldest conservancy districts in Ohio.

The flood control projects implemented by MCD included dry dams, retarding basins, and levees along the river. These measures provided a nearly unparalleled level of protection but also blocked off many communities from their riverfront. This, combined with the memories of the destruction in the Flood of 1913, caused many communities to turn their backs entirely on the river as a cultural and recreational asset.

REVERSING A TREND

This trend began to reverse during the 1970s and 80s, when some riverfront cities designed and built trails, parks, and access points along the Great Miami River. One project was a paved bikeway, the Great Miami River Recreational Trail, which started as two disconnected sections of trail in both Troy and Dayton in 1976 before growing to an extensive, linked trail system in later years. These early recreational developments were typically site-specific projects rather than part of a comprehensive or region-wide plan, but the growing popularity of the bikeway system in particular stimulated greater interest in more comprehensive recreational amenities along the river corridor.

In 2008, community leaders convened for the first River Summit at the University of Dayton to begin conversations on how to embrace the river as an asset, better utilize riverfronts, and increase riverfront development within regional communities. This meeting included county commissioners, mayors, MCD, and other community leaders along a 99 mile stretch of the Great Miami River.

Leaders quickly realized that a regional partnership could foster greater cooperation and exchange of ideas as well as increased development of the riverfront. The resulting nonprofit formed, Ohio's Great Corridor Association, was dedicated to developing a shared regional vision to guide riverfront development, but struggled to attract sustainable funding.

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When the request for the study was made, several new riverfront parks or recreation amenities were in various stages of visioning, planning, design, and implementation. Communities and river-focused organizations throughout the region recognized the potential to maximize these riverfront investments and benefit all communities by approaching the river corridor as a single connected, regional asset.

DEVELOPING A SHARED REGIONAL UNDERSTANDING

In late 2012, MCD and the Montgomery County Commissioners jointly requested the U.S. Army Corps of Engineers to perform a study on the river corridor under the Planning Assistance to States Program. The Great Miami River Corridor Study was commissioned to evaluate the existing conditions of the 99 mile stretch of the river corridor.

When the request for the study was made, several new riverfront parks or recreation amenities were in various stages of visioning, planning, design, and implementation. Communities and river-focused organizations throughout the region recognized the potential to maximize these riverfront investments and benefit all communities by approaching the river corridor as a single connected, regional asset. The study was an important step in developing a shared regional understanding of river and riverfront recreation along the Great Miami River corridor. The report:

- Provided a regional perspective;
- Analyzed the existing conditions of the river corridor;
- Evaluated how projects currently planned along the river corridor would change the existing conditions;
- Benchmarked against multijurisdictional riverfront and recreational case studies; and
- Incorporated both background inventory information and findings from stakeholder meetings.

Results from the study found that, compared with other river corridors across the US, the region's work to improve the Great Miami River corridor together was "on the right path." Despite this, there were a number of physical and programmatic challenges to overcome, including:

Physical challenges

- Gaps in the Great Miami River Recreational Trail
- Low-head dams that impact navigability, safety, and water quality

- Lack of facilities that serve as activity hubs
- Levees that create visual and physical barriers to the river
- Need for more lodging and other accommodations for overnight stays
- Improvements needed to make some parks accessible, functional, and inviting

Programmatic challenges

- Lack of a strong, unified identity for the Great Miami River corridor
- Need to promote the historic and cultural resources to increase tourism
- Community events that don't currently incorporate the river

CREATING A UNIFYING IDENTITY

To begin to address the programmatic challenges in particular, one of the next steps identified was to "create a well-articulated and unifying identity to promote the wide variety and enormous wealth of assets found along the 99 mile river corridor." Members of Ohio's Great Corridor Association hired a brand and marketing consultant in 2016 to gather extensive community and stakeholder input with the goal of creating a stronger identity. Soon after, the Great Miami Riverway brand was created and the Ohio's Great Corridor Association identity was retired. MCD was instrumental in launching this brand, facilitating the new and improved partnership, and hiring a full-time coordinator.

To begin to address the programmatic challenges in particular, one of the next steps identified was to "create a well-articulated and unifying identity to promote the wide variety and enormous wealth of assets found along the 99 mile river corridor."

Today, the Great Miami Riverway is a partnership of ten cities: Sidney, Piqua, Troy, Tipp City, Dayton, West Carrollton, Miamisburg, Franklin, Middletown, and Hamilton; two counties: Montgomery and Miami; and several park districts: Five Rivers Metroparks, MetroParks of Butler County, and the Miami County Park District. The Riverway is additionally sponsored by Gem City Crew, Miami Valley Regional Planning Commission, Miami County Convention & Visitors Bureau, and Sidney/Shelby County Visitors Bureau.

These entities each enter into an agreement with the Miami Conservancy District, which acts as the project manager and fiscal agent, and oversees the staff and the implementation of the Riverway's goals. A representative from each of the funding partners, which makes up the coalition, meets regularly to provide community updates and discuss the progress of the initiative.

A SHARED HISTORY

One of the first challenges in forming a cross-jurisdictional regional partnership is that a 99 mile river corridor is a large geographical area, and the communities in this region have different characteristics and histories. This could have made it difficult to unite every individual community under a single cause. However, in addition to the Great Miami River, every city has at least one other unifying trait.

Southwest Ohio is part of the Rust Belt, an area known for its once-abundant and lucrative heavy manufacturing, but which has seen major decline and experienced huge economic losses over the past half century. Many once-thriving small communities have seen their economic bases dry up, their downtown business districts go quiet, and their building stock fall into disrepair. With all this, and the accompanying population loss as residents left to find work elsewhere, it was difficult to imagine these communities could foster a decent quality of life, let alone become tourist attractions.

The City of Hamilton was no exception; High Street, our main thoroughfare and Butler County's historical center of business, had only a two percent occupancy rate at its lowest point. Almost no one was living downtown, which meant no one was recreating along the Great Miami River. Most people who came to our city passed right through, believing that Hamilton was dead and closed for business.

But this region of the Rust Belt is also famous for resilience, innovation, and collaboration. The riverfront brought these traits to the table in creating the Great Miami Riverway Coalition. Reversing the image of dead urban districts and increasing economic prosperity throughout the region became one of the driving forces of the partnership.

THE DIFFICULTIES OF COORDINATION

Collaboration is challenging. Despite any shared identity, there were a number of ways the Coalition might have failed in its early days. Having so many stakeholders at the table could make it difficult to agree on goals, and if just a few communities became disengaged, then an enormous amount of pressure would be put on the other members to implement projects. Perhaps worst of all, participants might find it difficult to put their individual priorities aside and focus instead on regional priorities. However, the commitment from each community's leadership and unique funding structure of the Riverway has helped to ensure the efficacy and equality of the partnership.

Each of the ten member communities funds the Great Miami Riverway based on its own population and has a single representative on the board. Leadership rotates on a bi-annual basis, and the chair and vice chair of the board cannot be from the same county. Coalition communities commit to a certain length in the partnership and have annual goals specific to their community. This ensures that small cities like West Carrollton (population ~13,000) do not have to take on projects as the same scale as Dayton (population ~140,000).



Through its marketing efforts, the Riverway promotes and encourages many forms of recreation on and along the river.

Finally, each community is also encouraged to send at least one representative to subcommittees, groups which work to advance and implement the stated annual goals of the Coalition. These mechanisms ensure a truly regional focus and hold member communities accountable to actually participate in and implement Riverway plans to the best of their abilities.

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

1. Increase use of the recreational, historical, and cultural assets of the Great Miami River corridor for the benefit of the region's residents;
2. Attract more visitors to the Great Miami River corridor and the region;
3. Support and increase economic development opportunities in and along the corridor;
4. Draw new residents to the river corridor neighborhoods and strengthen urban neighborhoods; and
5. Support and advocate for physical improvements to the river corridor as a whole.

With these common goals, the member communities engage in recreational, cultural, and economic development projects, and come together to enhance placemaking and advance tourism in southwest Ohio. The efforts of the Riverway focus on three areas: marketing, placemaking (or destination development), and signage & wayfinding.

MARKETING & PLACEMAKING

Implementing a strategic marketing plan has meant pursuing a variety of tactics, including launching a website and blog, creating an award-winning podcast, and maintaining a robust social media presence. Advertisements are placed in printed materials such as rack cards, bike and river maps, and tourism guides. Multimedia ads have also been placed on the radio and online in video form. These marketing efforts promote and spread positive stories about the Great Miami River and its communities, both inside and outside the region. Since we began telling the story of the Great Miami Riverway as a unified entity, we have seen a documented increase in positive press coverage across the corridor, from Sidney to Hamilton.

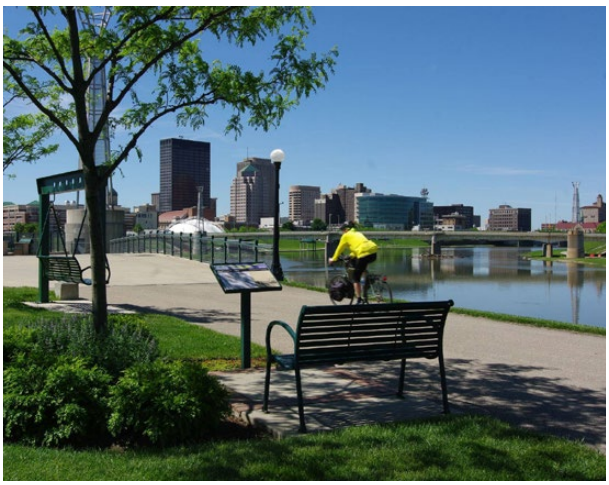
One of the most exciting marketing and engagement initiatives is Tour de Way, a passport program which launched in April 2019. Tour de Way encourages visitors and residents alike to explore the region by identifying 10 unique locations – from restaurants to art installations, small businesses to breweries – in each of the ten Riverway communities. Participating locations or events have signage with a unique QR code. For every QR code scanned, participants are entered into a contest to win monthly or annual prizes.

This "gamification" of the Riverway has helped spread brand awareness to those who might not otherwise have been aware or interested. The Tour de Way passport program has proven to be an excellent way to help visitors find the best places to eat, shop, and drink, but it is also beneficial for those who already live in this region. The City of Hamilton has found that our own citizens are often our best ambassadors, and Tour de Way empowers residents of the region to really understand and appreciate the amenities in neighboring communities. Armed with the knowledge of what's going on throughout the corridor, these residents can then spread the message of the Riverway to their family and friends: that there are great things happening in this part of Ohio.

CREATING AND ENHANCING PHYSICAL INFRASTRUCTURE

A critical physical challenge identified in the planning study is that several gaps still exist in the Great Miami River Recreational Bike Trail, also designated as part of Ohio State Bike Route 25. Once the trail has been completed, this region will have a continuous pedestrian and bike trail connecting communities, businesses, and neighborhoods for 99 miles.

Currently, 83.8 miles of the 99 total are completed, with three connections left to be made. One connection is planned to be paved in 2020, another is in the final design process, and a third is partially funded. To ad-



The Great Miami River and Recreational Trail run through the heart of Dayton, Ohio, and connect communities along 99 miles of riverfront.

dress the other physical challenges, a Destination Development Committee is creating a "desert map" to identify development opportunities and working with a placemaking consultant to pull all of the small plans into a larger regional plan.

The third area of focus for the Riverway is to implement a signage and wayfinding plan. In 2018, 10 wayfinding kiosks were installed along the trail to help visitors find their way around riverfront communities and to help them understand the region as a whole. The kiosks provide helpful information such as the location of bike racks and bike-friendly businesses, hotels in the area, and local shopping and dining. In addition to being an excellent resource for anyone new to the community or region, the kiosks promote and reinforce brand awareness.

RESULTS

The Great Miami riverfront communities originally invested over $1 million into the Riverway initiative, and this partnership continues to grow. The impact of tourism in the region was $773 million in 2017. This impact generated more than $510 million in sales, $219.8 million in wages, $99.6 million in federal taxes, and created 9,110 jobs. Additionally, the unifying message and pooled resources of member communities have allowed the Great Miami Riverway to attract new visitors, place ads, and draw press coverage, such as the article in Canoe and Kayaking Magazine hailing the Great Miami Riverway as one of only 22 National Water Trails. By drawing this kind of awareness to our region, the Riverway helps its communities tap into Ohio's $35+ billion annual tourism industry.

In Hamilton specifically, the Riverway has been an excellent tool to boost our own redevelopment efforts. Our community has seen over $250 million invested into public and private development projects within a mile of the Great Miami River over the last decade, not including the millions that have been invested in infrastructure leading to and from the river. These developments include: several new or repurposed apartment buildings that have created nearly 200 new units downtown; RiversEdge at Marcum Park, a six-acre amphitheater and greenspace in the heart of downtown Hamilton that won a national placemaking award from the American Planning Association in 2018; more than 50 new small businesses opening in the last five years; almost a dozen new bars, restaurants, and breweries; and quality of life amenities such as public sculptures and large-scale murals.



Riverfront developments such as RiversEdge Amphitheater, Marcum Park, and the Marcum Apartments have driven a massive increase in Hamilton's downtown tourism in recent years.

Jacob Stone, Hamilton's Public Relations Specialist, served as the chairperson of the Great Miami Riverway Coalition in 2018, and our community will be hosting the annual Riverway Summit in 2020. By engaging so closely with the Riverway, we have been able to truly take advantage of all the great resources and initiatives from the partnership. Some of our small businesses have created cross-promotional products, such as the Great Miami Riverway branded candles from Petals & Wicks. Several of our restaurants have put Riverway logos on their menus, which in turn allows the Riverway to promote those restaurants online and in its printed materials. Additionally, the Coalition has recently focused on telling the story of how outdoor amenities can bring major economic development benefits, a message which resonates well with Hamilton's own story of post-recession recovery.

Recreational use of the Great Miami River in Hamilton has greatly increased in recent years. The Great Miami Rowing Center (GMRC) has long been an important institution in the city, and through the Riverway partnership, the GMRC has increased its profile and engagement in the community. Now, they offer free kayaking and stand-up paddleboarding during weekly summer concerts at RiversEdge, which sits on the bank of the river. Though we have not conducted a study on the use of the recreational trail, we can say anecdotally that there has been an increase in walkers, runners, and cyclists passing through downtown Hamilton. This fact spurred the city to invest three quarters of a million dollars in a new bike ramp leading to and from RiversEdge.

Finally, being part of a branded regional initiative has allowed Hamilton to leverage our marketing dollars more effectively than if we were acting on our own. The Great Miami River is a single connecting entity in our region, much like the Grand Canyon or the White River in Indiana. When tourists visit the Grand Canyon, they conceptualize the area as a unified whole, not as many separate



Many restaurants and retail shops in the corridor have co-branded with the Great Miami Riverway to promote brand awareness.

cities. Similarly, Hamilton utilizes the Great Miami River corridor to identify ourselves as part of a unique area within the state of Ohio which shares a collective story and identity. Like the Grand Canyon, our story is much more powerful when we tell it together.

THE FUTURE

Going forward, the Great Miami Riverway will continue to enhance economic development opportunities along the corridor. The Riverway has established a strong brand over the past few years, and will continue to strengthen this image and invest in marketing initiatives. It will also increase its focus on placemaking efforts over the next five years. The Destination Development Committee is working to identify development opportunities and create a cohesive regional plan for physical improvements along the riverfront. A key goal will be to encourage and facilitate an increased level of private investment along the corridor. Finally, the partnership will continue to enhance safety and wayfinding signage on the trail. Due to the terrific efforts and the momentum of the Coalition, the future for the Great Miami Riverway region is bright.

The City of Hamilton is sold on the idea that investment in quality of life amenities leads to major economic returns. Our most exciting upcoming project, which also happens to be the single largest redevelopment project in Hamilton's history, is the Spooky Nook Sports Champion Mill complex. This facility, modeled after the Spooky Nook complex created in Lancaster, Pennsylvania, will host business and trade shows as well as youth sports tournaments of up to 500 teams. It is expected to bring more than a million visitors to Hamilton and the surrounding communities every year, and will generate tens of millions of dollars in off-site spending by tourists.

The Spooky Nook site in Hamilton will be at the former Champion Paper Mill location, a paper manufacturer that helped drive the growth of Hamilton over its 100+ years of operation. This repurposed industrial space on the Great Miami River will boost and amplify the profile of the river and bring even more people to experience and travel through our beautiful region. We are excited to discover all the ways that our businesses can partner with the Great Miami Riverway in the coming years to bring even more recognition to what Abraham Lincoln famously called the "garden spot of the world."

One of the most important takeaways we have learned through the Great Miami Riverway initiative is the importance of diversifying approaches to marketing, messaging, and branding. This kind of partnership is one that can be easily implemented in any region with a unifying and marketable asset.

The Great Miami Riverway is an excellent partnership to both unify and market the southwest Ohio region. Having a mix of communities of different sizes, with different histories and demographics, and across such a wide geographical distribution means that together our partnership is greater than the sum of its parts.

One of the most important takeaways we have learned through the Great Miami Riverway initiative is the importance of diversifying approaches to marketing, messaging, and branding. This kind of partnership is one that can be easily implemented in any region with a unifying and marketable asset. Indeed, as previously mentioned, tourism work like this is already being done around assets such as the Grand Canyon and the White River. While each member community maintains its own unique identity and autonomy, the benefits of aligning ourselves with neighboring communities along the corridor have provided an even better return on investment than we had hoped.



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IEDC would like to thank the sponsors and exhibitors of the 2019 Annual Conference for demonstrating their commitment to the important work of economic developers. It is through their generous support that IEDC has brought leaders of the profession together for this forum of professional development, peer networking, and discussions of the most imperative issues facing economic developers today. We proudly recognize the following sponsors and exhibitors as partners in helping economic developers to build strong, more vibrant communities.

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NEWS FROM IEDC

2020 LEADERSHIP SUMMIT

IEDC is hosting our annual Leadership Summit in Tampa, Florida, on February 9-11. The preeminent gathering of top economic development leaders, this year's summit highlights economic development outcomes of social impact investments.

In addition to this year's theme, the 2020 Leadership Summit features session topics and speakers addressing challenges and opportunities facing economic development today. We will also have plenty of sessions that speak to the heart of leading in economic development, including board relations, human resources, finance, and strategic planning. Economic development leaders and CEcDs won't want to miss this gathering.

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IEDC is offering 12 monthly webinars in 2020, with topics ranging from Opportunity Zones to workforce development. Join IEDC on Thursdays throughout the year as we explore both emerging topics as well as new looks at foundational economic development themes. Consider inviting your colleagues to join you on the webinar and make the most out of your organization's investment in professional development. Webinar registrations are offered individually, half series, or full series. Each 90-minute webinar can also be used to satisfy CEcD recertification requirements. Visit iedconline.org for more details.

SARNIA-LAMBTON ECONOMIC PARTNERSHIP ACCREDITED!

Sarnia-Lambton Economic Partnership in Sarnia, Ontario was accredited in September. It is the second accredited economic development organization in Ontario. There are currently 65 accredited organizations throughout North America.

Organizations are required to apply for reaccreditation every three years to maintain their accreditation. The Laredo Economic Development Corporation in Laredo, Texas, and the Great Falls Development Authority in Great Falls, Montana, recently achieved reaccreditation for three years.

Accredited organizations find the rigorous process allows for self-learning and provides an outside perspective on how to strengthen operations and goals. Learn more about becoming a member of the prestigious AEDO community at www.iedconline.org/AEDO.

NEW REPORT FROM IEDC SHOWCASES HOW BUSINESSES PROMOTE WORKER PROSPERITY IN A TIGHT LABOR MARKET



The Economic Development Research Partners (EDRP) program released its latest whitepaper titled, *Great for Business, Great for Workers: Strategies that Boost Worker Prosperity and Meet Business Needs*, during IEDC's 2019 Annual Conference in Indianapolis, IN, in October. The paper examines three sets of strategies that businesses use to become more attractive to workers by addressing worker needs. These strategies increase productivity and reduce turnover, and are a win-win for both firms and low- and middle-skill workers.

The publication's goal is to provide economic developers with examples of business strategies that are in widespread use now in order to share information and ideas with employers who face similar challenges. The report is available for download for free to members, and can be ordered through the bookstore by non-members.

CHECK OUT NEW COURSE CALENDAR

IEDC's 2020 Professional Development Guide and course calendar is now available online. Our interactive courses are the leading source of education for economic developers at all levels of experience and provide an international perspective focusing on real-life experiences, best practices, and tools you can use in your community. Working with our partners, IEDC is bringing 21 in-person training courses to a region near you, along with offering core competency and elective courses online to help cut costs to attendees. To learn more about IEDC's upcoming training courses and register, please go to www.iedconline.org/ProDev.

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CALENDAR OF EVENTS

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For more information contact Jenny Murphy, editor, at murp@erols.com (703-715-0147).

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL



IEDC sponsors an annual conference and a series of technical conferences each year to bring economic development professionals together to network with their peers and learn about the latest tools and trends from public and private experts. IEDC also provides training courses and webinars throughout the year for professional development, a core value of the IEDC. It is essential for enhancing your leadership skills, advancing your career, and, most importantly, plays an invaluable role in furthering your efforts in your community. For more information about these upcoming conferences, webinars, and professional development training courses, please visit our website at www.iedconline.org.

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2020 Leadership Summit
February 9-11
Tampa, FL

2020 FED Forum
April 26-28
Washington, D.C.

2020 Economic Future Forum
June 21-23
Calgary, Alberta

2020 Annual Conference
October 11-14
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2020 TRAINING COURSES

Workforce Development Strategies
January 8, 15, 22, 29
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February 6-7
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February 25-26
Baltimore, MD

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Baltimore, MD

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March 10, 17, 24, 31
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Business Retention & Expansion
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Buffalo, NY

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April 2-3
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April 23-24
Washington, D.C.

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Cleveland, OH

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May 5,12,19,26 (online)

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May 7-8
Albuquerque, NM

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May 14-15
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June 3-5
Cleveland, OH

Entrepreneurial & Small Business Development Strategies
June 18-19
Calgary, AB

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July 7, 14, 21, 28 (online)

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August 6-7
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March 19

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May 21

Best Practices in Rural Marketing & Attraction
June 18

Matchmaking: Workforce & Business Development
July 16

Agri/Ecotourism: Put Your Surroundings to Work
August 20

Thriving in a New World: Supporting Immigrant Investors & Entrepreneurs
September 17

Not So Foreign Trade Zones
October 22

On Successful Pitches & RFP Responses: Putting Your Best Foot Forward
November 19

A Multilayered Approach to Economic Development Finance
December 17

introduction to the legal
CANNABIS ECONOMY

By Matthew Zabloski

Over the past two years, the term "legalization" has become synonymous with the legalization of non-medical cannabis across Canada. But referring to it with a singular title, and as a singular event, oversimplifies the ongoing, distinct and iterative processes that are playing out across hundreds of jurisdictions. Federally, there is one set of laws intended to govern the country, but these laws only establish the foundation for each jurisdiction to craft its own response. Canadian provinces, territories, municipalities, and first nations are responding to federal legalization in unique and diverse ways in order to address the elements of legalization that their communities perceive to be the most important. The city of Calgary has taken its own distinct approach to legalization informed by the views of its citizens and the best practices of other jurisdictions.



A grow room at one of Aurora Cannabis' facilities, one of the larger cannabis companies in Canada.

Adding to the complexity of the process is the constant state of change. The legal cannabis sector is evolving at a rapid pace, and from a regulatory perspective this means that laws and policies are continually being adjusted to address the unforeseen.

HOW TO NAVIGATE THE CHANGING REGULATORY ENVIRONMENT

Canada's multi-tiered regulatory system has resulted in what many are referring to as a patchwork of laws. Each province and territory has taken a regional approach, and in many cases each municipality has unique regulations under the presiding framework. To the entrepreneur there is little doubt that this patchwork would be daunting. With no one-size-fits-all approach, would-be cannabis businesses have had to become experts in navigating federal, provincial, and municipal regulations.

Adding to the complexity of the process is the constant state of change. The legal cannabis sector is evolving at a rapid pace, and from a regulatory perspective this means that laws and policies are continually being adjusted to address the unforeseen. At a federal level, cannabis legalization was delayed by several months following concerns that the original deadline was too tight; the excise tax system was amended to address financial worries from provinces and municipalities; and cannabis edible, topical, and extract products were only legalized on October 17, 2019, as lawmakers felt they required additional scrutiny.

Alberta's provincial government, which initially had no cap on the number of retailers, implemented a moratorium on issuing licenses when it became apparent there was going to be a shortage of product. In Calgary, concern over the clustering of cannabis businesses in the downtown core resulted in

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THE CALGARY EXPERIENCE

Calgary is Canada's fourth largest city by population, but in the year since non-medical cannabis was legalized for sale on October 17, 2018, it has established Canada's largest cannabis retail network. Calgary's success in balancing safety and economic benefit has demonstrated the importance of preparation, context, and flexibility in a new and rapidly evolving industry. While each community is unique, Calgary's experience provides insight into one community's challenges and opportunities that come with legalizing cannabis.

policy changes to space businesses further apart. Adaptability has been key to the early success of both regulatory bodies and industry representatives.

Those looking to the "green rush" as an easy way to get rich quick have rapidly had to come to terms with the difficulties posed in trying to navigate a new and evolving legal industry. However, with change comes opportunity. For regulatory bodies, the evolution of legalization provides the ability to better respond to the unforeseen circumstances. Acknowledging that legalization is an ongoing process has resulted in many governments approaching cannabis legalization with flexibility and responsiveness. For those involved in the industry, many regulatory changes have also afforded the opportunity to provide input and to better understand the views and perceptions of a community. Those willing to put in the legwork to understand and become involved in the process have not been as susceptible to the many pitfalls of this nascent sector.

The cannabis businesses that have demonstrated early success in Calgary have all been proactively involved in the process. This has included taking part in provincial and municipal engagement and reaching out directly to the city's planning department to better understand processes and timelines. Multiple potential business owners attended City Council and committee meetings to provide input on proposed bylaws and policies. This afforded them the opportunity not only to influence the proposed regulations, but also to gain insight into the rationale behind them.

BEST PRACTICES FOR PREPARING A COMMUNITY FOR LEGALIZATION

The legalization of non-medical cannabis has been nothing if not an experiment. Canada and Uruguay are the first two countries to attempt this experiment on a national scale, and similar experiments are playing out throughout the US at the state-level. When Canada's *Cannabis Act* was first tabled on April 13, 2017, there were nine US states which had legalized non-medical cannabis. Many in Canada looked to these experiments when trying to determine what conditions should be controlled for when non-medical cannabis was to be legalized in 2018.

Several Canadian regulators, including representatives from the city of Calgary, visited states that were undergoing legalization to understand the implications and to learn how to mitigate or avoid undesirable outcomes. Regulators conducted research to better understand the aspects of legalization that Calgarians viewed as important, and examined other industries, viewed as the most similar to cannabis, to determine any relevant lessons.



On the first day of legalization, lineup outside Nova Cannabis, one of Calgary's first cannabis retail stores.

Several Canadian regulators, including representatives from the city of Calgary, visited states that were undergoing legalization to understand the implications and to learn how to mitigate or avoid undesirable outcomes. Regulators conducted research to better understand the aspects of legalization that Calgarians viewed as important, and examined other industries, viewed as the most similar to cannabis, to determine any relevant lessons.

While research on best practices is key, it's also important to understand that no two communities will be the same. The Canadian patchwork of cannabis regulations is a direct reflection of the values and concerns that are distinct to each community. One won't be able to transplant the rules and regulations that have proven successful in one community and expect the exact same outcome in another.

An early foundation is also important. A best practice for any community should always be establishing the guiding principles at the outset. In Canada, the federal government established three key principles upon which it based its policy and regulations: The protection of public health, keeping profits out of the hands of the criminals, and keeping cannabis out of the hands of youth. These principles helped guide the response to legalization at the provincial and municipal level. They also helped hopeful entrepreneurs understand the basis for regulations and how best to form their business model to address these priorities.

In preparing for legalization, it was important in Calgary to take stock of what makes our community unique. Unlike other major urban centers in Canada, Calgary was not facing a rash of illicit cannabis dispensaries prior to legalization. These dispensaries had proven difficult to address in municipalities such as Vancouver and Toronto, involving a tremendous amount of resources and resulting in creative policy and regulatory amendments that pre-dated legalization. Although Calgary didn't face these challenges, there was little question that there was substantial demand for cannabis in the city.

With medical cannabis having already been legal for Canada for years, Calgary city staffers knew that in early

2018 there were 114,000 people registered for access to medical cannabis in Alberta, second only to Ontario with 129,000 registrants in a province with more than four times the population. Calgary was fortunate in that it did not face many of the challenges faced by other municipalities in combating illicit storefronts, but city officials also knew that the lack of these storefronts did not imply a lack of demand.

In Calgary, early research and community engagement was key in establishing municipal priorities. The city employed a number of measures to ensure that citizens were engaged when drafting new regulations, and that these new regulations were properly communicated. Online surveys were utilized, along with a statistically representative phone survey, stakeholder workshops, in-depth interviews, and focus groups.

Citizen engagement and research made clear that citizens were comfortable with how other "similar" sectors operated and that they expected cannabis to be regulated in much the same way. There were specific expectations around limited public consumption. In many ways including expectations around store separation distances, operating hours, and public consumption, it was evident that most Calgarians felt that cannabis should be regulated in much the same way as liquor was regulated.

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FIGURE 1. PUBLIC CONSUMPTION PREFERENCE

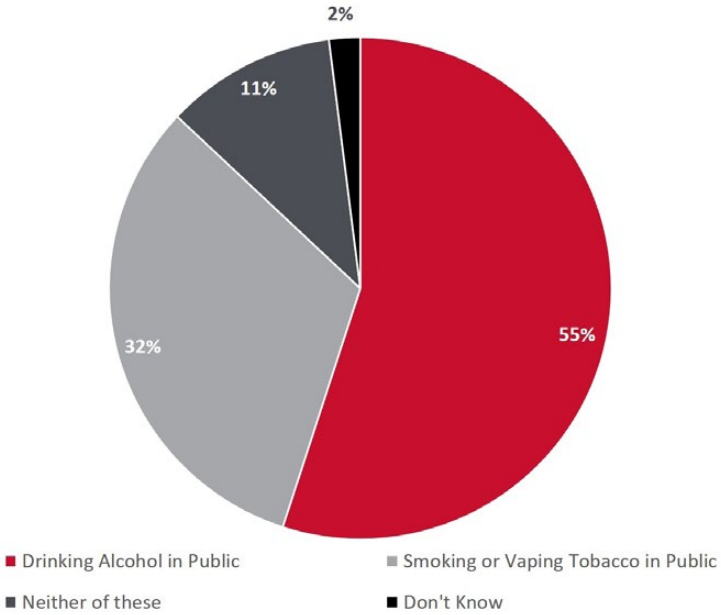


Figure 1 shows the response to a Calgary research questionnaire: "Do you think the rules around public consumption of cannabis should be more like the rules for drinking alcohol in public, or more like the rules for smoking or vaping tobacco in public?"[i] This survey, coupled with other community engagement, and best practices research from other jurisdictions informed Calgary's public consumption and land use bylaws.

Calgary regulations for cannabis retail stores were established mirroring many of the ways in which liquor stores addressed associated concerns. Buffering zones were established between stores and sensitive uses such as schools and emergency shelters. Minimum distances were also established between cannabis stores themselves to ensure that there would not be a clustering of businesses in any given block or community.

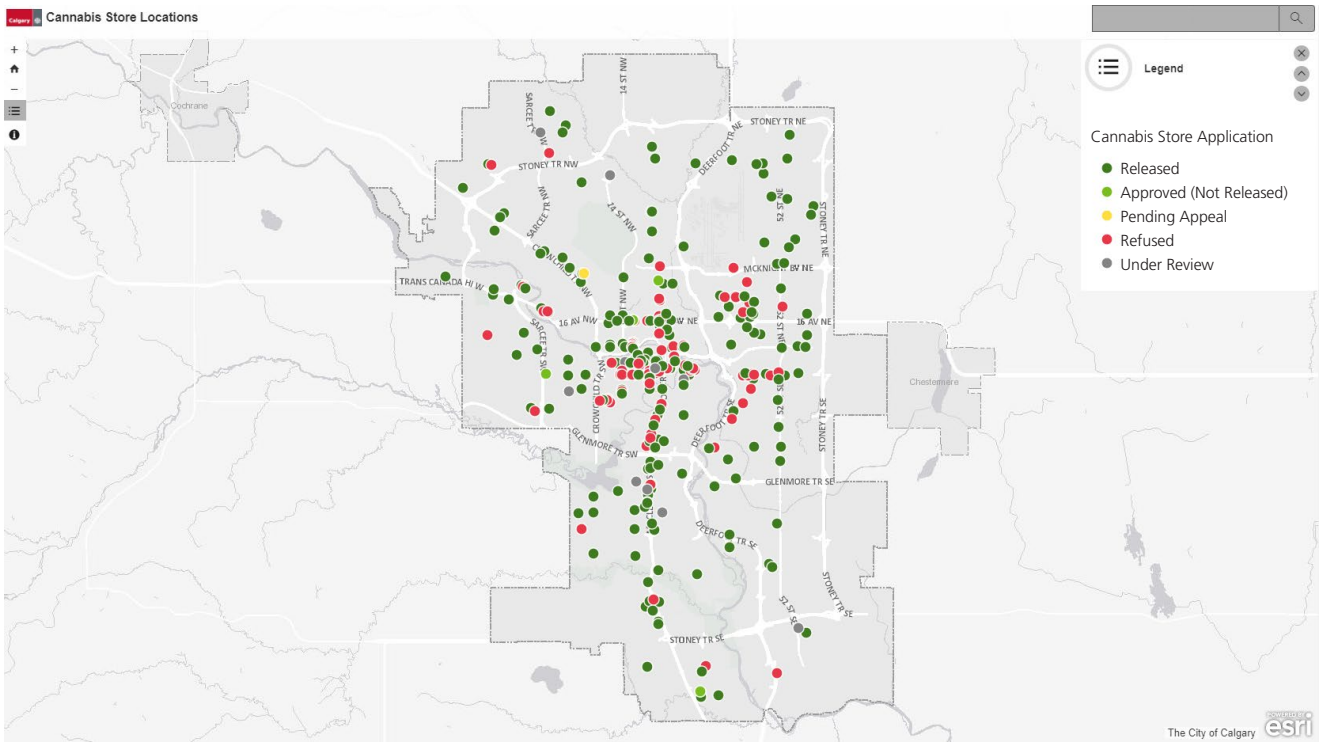
The more savvy entrepreneurs in Calgary educated themselves on the existing regulations and the associated application process. They had a strong understanding of local processes and potential timelines well before they even had the opportunity to apply. Cannabis retail stores in Calgary are defined in the city's land use, or zoning, bylaw as a "discretionary use." This means that even when these stores meet all the bylaw regulations concerned/affected citizens can appeal a store's approval. For this reason, several cannabis entrepreneurs took it upon themselves to meet with the citizens in their community either at town halls or by door-knocking to introduce themselves and to determine what steps they could take to allay concerns associated with a cannabis store being located nearby.

TOOLS FOR SUPPORTING STARTUPS AND SMALL BUSINESSES IN THE CANNABIS INDUSTRY

Another priority for Calgary was to ensure that if there were regulatory roadblocks preventing potential businesses from opening that they wouldn't be municipal regulations. The stated vision for the city of Calgary is ensuring that the city is a great place to make a living, a great place to make a life. With this in mind, the city established a variety of measures to facilitate the anticipated influx of cannabis store applications. First and foremost, the municipal bylaws were amended roughly three months before legalization was originally scheduled to take effect. The intention was to give prospective business owners the time required to apply for the necessary permits and business licenses, to build out their stores, and to have the doors open for the first day of legalization.

The second measure taken by the city was to create an online application portal, where applicants could apply for a development permit, a building permit, and a business license all through the same page at the same time. This system was the first of its kind in Canada and was implemented in order to facilitate the large number of ex-

FIGURE 2



Screen capture of Calgary's online cannabis retail store development permit mapping system.[ii]

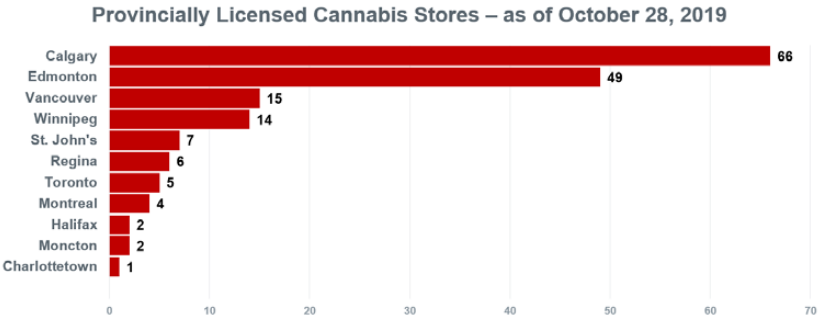
pected applications. The applications for cannabis stores in Calgary were decided upon in the order in which they were accepted. This, coupled with the separation distance requirement between stores, led to a large influx in the first moments of the system accepting applications. Calgary started accepting applications for stores at 8:00AM on April 24, 2018, and by 8:20AM had accepted 200 applications. At the time of writing, there have been more than 450 development permit applications for cannabis retail stores in Calgary, roughly half of them have been approved.

In addition to the online applications, the city also created an online mapping tool which tracked where in the city there were applications for cannabis retail stores and the applications' progress. The intent of this mapping tool was to aid potential applicants in determining whether a store location was too close to another store or other sensitive uses. However, the map has also garnered a lot of interest from media outlets and local communities that are interested in the location of stores. In addition to applicants, the map allows citizens to understand where applications have been made and to track the progress throughout the development process. In just over a year, the map has garnered more than 235,000 views. (See Figure 2)

More recently, Calgary's new cannabis regulations have already been amended to assist the would-be businesses. When it became apparent that the supply level of legal cannabis was insufficient to stock the shelves of all the applications it had received, the Alberta Gaming, Liquor and Cannabis Commission (AGLC) indefinitely suspended issuing further licenses. This halt, coupled with Calgary's land use regulations, which stipulated that approved development permits must commence their use within a year of approval, meant that more than 170 applicants were facing the potential cancellation of their approved development permits for cannabis retail spaces. City officials identified this concern shortly after the AGLC's license suspension and consequently amended the bylaw to allow the approvals for these businesses to subsist in the wake of the provincial suspension.

The approach in Calgary has been to treat cannabis retail stores as similar as possible to other comparable uses. At the time of writing, there are 66 cannabis retail stores in Calgary operating with a provincial sales license, and with the AGLC recently announcing a gradual lifting of the suspension there are more being added each week. The focus on facilitating business has resulted in Calgary currently having more legal cannabis storefronts than any other city in Canada. (See Figure 3)

FIGURE 3. CANNABIS IN CALGARY



Number of provincially-licensed cannabis retail stores by major Canadian municipality.[iii]



Above: Lineup on the first day of legalization outside one of Calgary's first cannabis retail stores – Four20 Premium Market.

Below: Inside of Four20 Premium Market on the first day of legalization.



HOW CANNABIS CAN DRIVE ECONOMIC GROWTH

Cannabis is not a silver bullet for a struggling economy. However, at a time when Calgary is wrestling with stubborn unemployment numbers and high vacancy rates in its downtown core, it represents a unique opportunity to diversify the local offerings. In addition to the 66 stores that have their provincial license, there are more than 150 additional stores which have a land use approval and are in various stages of build-out. They are on track to be granted municipal licenses once they have completed their building permits and successfully completed their requisite inspections. The city tracked the estimated value of construction for cannabis-related building permits and found that from 2018 to October 2019 there was more than $16M worth of construction projects applied for in the city.

According to Statistics Canada, between October 2018 and August 2019 there was just over $170M worth of cannabis retail sales in Alberta. The province of Alberta is forecasting $30 million in cannabis tax revenue in 2018-2019 and $70 million in 2019-2020.[iv] These may not be the large numbers that were touted by analysts in the lead-up to legalization but they certainly are not insignificant. The federal legalization of non-medical edible, topical and extract cannabis products in October 2019 is also expected to provide a further boost to the retail trade.

In addition to facilitating economic investment through low fees, ease of application, and reducing regulatory roadblocks, the city has also taken a proactive approach to encouraging cannabis-related economic development. In 2018, the city's Real Estate and Development Services business unit identified two city-owned industrial parks as being ideally located for agribusinesses. City staff worked with Calgary Economic Development and attended conferences to promote these spaces to prospective licensed producers looking for strategic locations with access to major transportation hubs and a skilled workforce.

In addition to cannabis retail stores, Calgary is currently home to four federally licensed cannabis producers with several more applications in review. Calgary's regulations for cannabis facilities were drafted so as to encompass as broad a range of cannabis related activities as possible. This includes growing, processing, packaging, testing, destroying or storing cannabis. This provides a straightforward, easily understood municipal application regardless of whether an applicant intends to grow plants or process edible products for the next phase of legalization. Further, the definition does not have any upper or lower limits on the size or capacity of a facility and therefore also would accommodate micro-cultivators and micro-producers as defined under the recent federal regulations.

In addition to facilitating economic investment through low fees, ease of application, and reducing regulatory roadblocks, the city has also taken a proactive approach to encouraging cannabis-related economic development. In 2018, the city's Real Estate and Development Services business unit identified two city-owned industrial parks as being ideally located for agribusinesses. City staff worked with Calgary Economic Development and attended conferences to promote these spaces to prospective licensed producers looking for strategic locations with access to major transportation hubs and a skilled workforce. Additionally, the city has partnered with a company providing on-site power-generation in one of the industrial parks, the added incentive of lower power rates being of particular importance to cannabis producers. While this work has attracted a licensed producer-applicant to one of the industrial parks and solicited interest from several other applicants, an announcement

by Health Canada in early 2019 put a damper on future investment in Canada's cannabis production industry.

In May 2019, Health Canada released a statement that any new applicants intending to cultivate or process cannabis would be required to have a fully-built site that met all requirements at the time of application. There is little doubt that this regulatory shift has stifled further investment in the micro-cultivating and micro-processing areas of the cannabis economy, but should there be a future resurgence in the cannabis production or craft cannabis market, Calgary's regulations have been drafted to accommodate it.

CONCLUSION

The experiment of non-medical cannabis legalization has been playing out in several US states for years, and has just marked its first anniversary here in Canada. While the individual approaches of federal, state, municipal, and indigenous governments have resulted in a patchwork of regulations, they have also allowed each community to address cannabis legalization in the manner they best see fit. Equally as important, this regulatory mix has meant that there are now hundreds of experiments that can be reviewed to determine what is working well, what challenges there are, and what lessons can be applied to the next iteration. Cannabis legalization will continue to evolve in Canada, the United States, and around the world. The lessons learned by these early experiments will no doubt inform policy for years to come.

Lessons Learned:

- **Do your homework** – understand the successes and failures of others but also understand that these successes and failures may not be universally transferable.
- **Engage the community** – each jurisdiction will have its own unique concerns and challenges when dealing with legalization. Understanding the community is key for both regulatory bodies and cannabis entrepreneurs. Engagement and interaction is crucial for easing concerns and addressing the stigma associated with cannabis.
- **Be flexible and responsive** – there has yet to be a perfect implementation of cannabis legalization. Changes will be required, often under tight timelines. Although one can't be prepared for every eventuality, bracing for the unexpected will be necessary.
- **Continue to learn** – cannabis legalization is an experiment. Those looking for improved outcomes have countless examples they can now look to in order to better their own approach.

ENDNOTES

[i] Source: https://www.calgary.ca/CSPS/ABS/Documents/Calgary-Cannabis-Research-Report.pdf

[ii] Source: https://www.calgary.ca/PDA/pd/Scripts/land-use-bylaw/cannabis-store-info-map.html

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[iv] Source: https://open.alberta.ca/dataset/3d732c88-68b0-4328-9e52-5d3273527204/resource/2b82a075-f8c2-4586-a2d8-3ce8528a24e1/download/Budget-2019-Fiscal-Plan-2019-23.pdf



big impacts, small towns

By Lindsey Wallace

As a practice and philosophy, placemaking prioritizes community engagement, unique attributes, and comprehensive planning. In simplest terms, placemaking refers to a collaborative, community-led, comprehensive approach to the planning, design, and management of places, e.g. public spaces, commercial districts, streets, etc.

In rural places, especially those that have lost their primary employers, these priorities become crucial to the economic transformation of distressed downtowns and commercial districts. That's why, as an organization committed to revitalizing commercial districts and supporting strong local economies, Main Street America (MSA) [www.mainstreet.org], a program of the National Main Street Center (NMSC), promotes placemaking practice as a strategy to bolster traditional economic development methods.



The Main Street Approach™

Credit: © National Main Street Center, Inc., 2016 All Rights Reserved.

THE MAIN STREET APPROACH™ TO COMMUNITY REVITALIZATION

A subsidiary of the National Trust for Historic Preservation, MSA has been helping revitalize older and historic commercial districts for 40 years. Today, it is a network of more than 1,600 neighborhoods and communities, rural and urban, that share both a commitment to place and to building stronger communities through preservation-based economic development.

The Main Street Approach™ [www.mainstreet.org/mainstreetamerica/theapproach] is centered around Transformation Strategies, which articulate focused, deliberate paths to strengthening downtowns or commercial districts' economies. Transformation Strategies are implemented through comprehensive work in four broad areas, known as the **Four Points**:

- **Economic vitality** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
- **Design** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.
- **Promotion** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- **Organization** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Lindsey Wallace is the Director of Strategic Projects and Design Services at the National Main Street Center, a Chicago-based 501c(3) organization that has been helping revitalize older and historic commercial districts for more than 35 years. (lwallace@savingplaces.org)

RURAL PLACEMAKING

As the traditional economic drivers change, leave, or dissolve, rural communities across the country are increasingly focusing on place-based assets and placemaking practice to stimulate and sustain economic development in their commercial districts and downtowns. As an organization focused on commercial district revitalization, the National Main Street Center incorporates placemaking practice into its tried-and-true approach, while seeking and demonstrating methods to measure the impact of place-based strategies incorporated into local economic development.

Used in over 2,000 communities nationwide since 1980, our approach focuses on a community's unique market position to maximize economic impact and strives for tangible, quantifiable outcomes. Since our inception, we have collected data on our collective impact [www.mainstreet.org/mainstreetamerica/mainstreet-impact] across the country, finding that communities using the Main Street Approach™ have seen:

- Nearly $80 billion reinvested back into their communities
- Over 280,000 older and historic buildings rehabilitated for continued use
- Over 640,000 net gain in jobs
- Over 140,000 net gain in businesses in the commercial district

MAIN STREET APPROACH™ + PLACEMAKING PROCESS

By the comprehensive nature of their work, Main Street district leaders are already practicing placemaking – they just might not call it that. Like placemaking, the Main Street Approach™ centers place factors as the primary drivers of economic success. Place-based strategies focus on a community's unique human, built, and natural resources and geographic proximity to metro markets that give it competitive advantages within the marketplace.

By the comprehensive nature of their work, Main Street district leaders are already practicing placemaking – they just might not call it that. Like placemaking, the Main Street Approach™ centers place factors as the primary drivers of economic success. Place-based strategies focus on a community's unique human, built, and natural resources and geographic proximity to metro markets that give it competitive advantages within the marketplace.

Taken as a whole, a community's unique attributes – everything from market position to architecture and transportation systems to community history and culture to public infrastructure to housing market to entrepreneur and small business resources to its members – play key roles in developing strategies toward a sustainable local economy.

And, like placemaking, the Main Street Approach™ prioritizes community engagement, unique attributes, and comprehensive planning. Both processes:

1. Start with assessing the communities' needs and attributes, before assuming the solutions.
2. Emphasize community engagement and stakeholder collaboration.
3. Develop strategies specific to the unique traits, assets, and needs of the specific places.
4. Value learning from incremental implementation.
5. Aim to be transformative.

PLACEMAKING PROGRAMS

Training

Since early 2015, MSA has partnered with Project for Public Spaces (PPS), an NYC-based nonprofit organization and international placemaking leader, to help revitalize towns and communities through the combination of Lighter, Quicker, Cheaper (LQC) placemaking [https://www.pps.org/article/lighter-quicker-cheaper] and long-term, place-based economic development strategies. Programmatic highlights from the MSA/PPS partnership include: the 2016 White House Convening on Rural Placemaking, the 2017 Convergence of Health, Place, and Economy convening, and the *Cultivating Place in Main Street Communities* training program.

Cultivating Place in Main Street Communities was a series of two-day intensive training workshops that began in five pilot states in 2016 – Alabama, Connecticut, Missouri, Montana, and Oregon – and continued with a second round with six more states in 2017: Delaware, Louisiana, Michigan, Oklahoma, Pennsylvania, and Wyoming. At each workshop, 35-70 leaders and resource providers from communities throughout each state came together to learn placemaking strategies and to share resources and best practices with each other.

Generously supported by the Anne T. and Robert M. Bass Foundation, these workshops not only instructed Main Street communities how to integrate placemaking principles into their Main Street work, but also draw for them a path to implementation. As a result of these ten workshops and the incredible work from the state and local Main Street programs:

- More than 650 community activists and civic leaders learned placemaking skills,
- More than $14 million in 100 projects has been generated for placemaking projects overall, and
- In the year following their workshops, three states created placemaking grant programs or used existing grant funds for placemaking projects.

Crowdfunding

In an effort to help support Main Street leaders implement LQC placemaking projects, MSA then partnered with the national, nonprofit crowdfunding platform ioby, which stands for in our back yards, [ioby.org] on three rounds of crowdfunding campaigns. Drawing small donations for a cause or project from a wide variety of do-

nors, crowdfunding seemed to fit well with the community-driven work exemplified by Main Street leaders. As an organization with extensive experience with community development projects and local fundraising, ioby's platform allowed project leaders to raise funds, cultivate a local donor base, find volunteers, and build visibility for their projects, all with one-on-one support and training from ioby staff.

In 2017, MSA launched two rounds of Cultivating Place on Main Street: Crowdfunding Challenge [https://www.ioby.org/campaign/cultivating-place-challenge], a crowdfunding campaign, again supported by the Anne T. and Robert M. Bass Foundation. In these crowdfunding campaigns, 21 selected projects received matching funds of $1,500 each and could keep any amount they raised, even if it far exceeded the required match. These two rounds were available specifically to Main Street communities in states that participated in the *Cultivating Place in Main Street Communities* training program: Alabama, Connecticut, Missouri, Montana, and Oregon (Round 1); Delaware, Louisiana, Michigan, Oklahoma, Pennsylvania, and Wyoming (Round 2).

Thanks to the generous support of Edward Jones, MSA provided match funds to support placemaking projects in Main Streets nationwide through the Edward Jones Placemaking on Main Crowdfunding Challenge [https://ioby.org/campaign/edward-jones-placemaking-main-street-challenge]. In this crowdfunding challenge, ten selected Main Street programs each received $2,500 in match funds and worked with ioby to raise funds for LQC placemaking projects while also building local fundraising capacity.

As a result of the crowdfunding challenges:

- Thirty-one communities in 18 states received placemaking microgrants and crowdfunding dollars.
- A total of $178,000 was raised toward placemaking projects.
- Communities raised $109,797 from within their communities, with an average donation of $259.

Examples of Crowdfunding Projects:

- Artsy Alleys in Wilson, NC, population: 49,000. Historic Downtown Wilson, Inc. (HDW) led the creation of murals in four underused alleys connecting to their downtown commercial district to activate the dead space and attract more people downtown. Each featured their own distinct theme, and HDW engaged community members to help with their design and creation. With a $2,500 matching microgrant, HDW raised an additional $5,675 in local donations, far exceeding their match goal.
- Tulotoma Snail Trail in Wetumpka, AL, population: 8,200. In honor of the indigenous Tulotoma river snail, Main Street Wetumpka built an art and history trail through their downtown, creating a series of art installations and historical signage to commemorate their unique history – and to increase foot traffic downtown. Main Street Wetumpka raised $9,500 in local match, exceeding their initial match goal by $8,000.



Main Street Wetumpka's crowdfunded Tulotoma Snail Trail celebrates their region's unique faunal history.
Credit: Main Street Wetumpka

Made on Main Street

Taking placemaking grants one step further, MSA and One Main Financial [https://www.onemainfinancial.com/] launched Made on Main Street, a grant program that provided seven $25,000 Community Action Grants for innovative, community impact projects led by inspirational local leaders. In 2018, Made on Main Street focused on Main Street member communities in seven states: Arizona, Georgia, Michigan, North Carolina, Ohio, Oregon, and Washington.

Selected Made on Main Street projects represent a variety of creative and practical community transformation approaches from a variety of different communities. These projects are currently being implemented, with the final project scheduled to be completed by spring 2020.

Examples of Made on Main Street Projects:

- Public Art in Goldsboro, NC, Population: 36,000. Goldsboro, NC, is well-known for three things: its U.S. Air Force Base, its strong connection to the arts, and its African-American music heritage. To celebrate all three and to showcase its recent inclusion in an African-American Music Trail of North Carolina, Downtown Goldsboro Development Corporation (DGDC) and the Arts Council of Wayne County have spearheaded a multi-pronged community



Historic Downtown Wilson, Inc. worked with local artists and local volunteers to create public art in underused alleyways, connecting adjacent streets to their downtown corridor. Alley before, during, and after completion of a mural.
Credit: Historic Downtown Wilson, Inc./City of Wilson.



Competitively selected local artists bring their winning designs to life in downtown Goldsboro's primary intersections.
Credit: Lindsey Wallace

impact project, which includes six semi-permanent crosswalk murals and two permanent wall murals in downtown Goldsboro.

In the RFP and mural creation processes, DGDC prioritized the hiring of regional artists and sought input from city officials and the public in the selection of the mural designs. In addition, DGDC has committed to continuing community connection through the use of an interactive musical instrument installation, and the city of Goldsboro plans on supporting further downtown crosswalk murals sometime in the near future.



Local artists Jamil Burton (l) and Maximillian Mozingo (r) stand with Wendy Snow-Walker (center) of the Arts Council of Wayne County in front of their winning design for the African American Music Trails of North Carolina wall mural in downtown Goldsboro, NC.
Credit: Downtown Goldsboro Development Corporation, Inc. and the Arts Council of Wayne County

– Neon Restoration in The Dalles, OR, Population: 15,600.
  The Dalles Main Street is harnessing the power of neon to make their downtown a more vibrant – and eye-catching – destination. The Dalles Main Street and the National Neon Museum are partnering to light up downtown with restored historic neon signs strategically placed on various downtown properties, giving travelers from the freeway and pedestrians a glimpse into a colorful past.
  As part of this project, interested downtown property owners will apply to place one of the six restored neon signs on their buildings. To generate continued community interest and attract visitors, The Dalles Main Street and the National Neon Museum also plan to create a walking tour app focused on the history of the signs and of the downtown district.

PLACE FACTORS AND ENTREPRENEURSHIP

Beyond lighter, quicker, cheaper placemaking projects, Main Street leaders also use comprehensive, long-term placemaking strategies in economic strategy development. In *Placemaking as an Economic Development Tool*, Michigan State University's Land Policy Institute and the MIplaceTM Partnership Initiative [https://www.canr.msu.edu/resources/pmedtguidebook] break standard (comprehensive) placemaking practice into three specialized types:

– Tactical – focused on lighter, quicker, cheaper projects and physical infrastructure
– Creative – focused on activation through art and design
– Strategic – focused on supporting workforce and entrepreneurship

While Main Street leaders practice comprehensive placemaking through their wide-ranging, multi-stakeholder work, much of MSA's recent work focuses on what MSU calls "strategic" placemaking – making great places that support local entrepreneurship as key to sustainable, impactful economic development strategy.

In rural places, focusing on place in the development of robust local economies can be especially transformative. Small communities throughout the U.S. are encountering significant economic challenges as large employers that used to drive local economies go out of business, change location, or remain in the community but downsize. Places hardest hit – like small Appalachian communities affected by the loss of extractive economies – have to look inward in order to survive, which is why innovative, place-based strategies focused on local entrepreneurship become crucial to long-term economic success.

In recent years, entrepreneurs and employers alike are more often prioritizing place in their decisions on where to locate. By also prioritizing place in entrepreneurship attraction strategies, employers and community leaders recognize that historic and older business districts – like many rural downtowns – have the character, building stock, and walkable human scale that attract new business owners and celebrate a shared sense of ownership among existing local entrepreneurs.

These recent reports from leaders in the fields of planning, placemaking, and economic development demonstrate the increasing importance of place factors in guiding employers and prospective employees' decisions to locate.

In *Core Values: Why American Companies Are Moving Downtown* [https://smartgrowthamerica.org/resources/core-values-why-american-companies-are-moving-downtown/], Smart Growth America and Cushman & Wakefield surveyed 500 companies that made moves into walkable downtowns and commercial districts. They found:

- Talent attraction and retention is the most common reason why businesses ultimately made the decision to move to a downtown.
- Architecture, especially converted warehouses and lofts, impress potential workers and allow employers to put a surplus of underutilized buildings back into use.
- Entrepreneurs wanted to be in "live/work/play" neighborhoods, located near bars, restaurants, and cafes.

Community Builders' *Place Value Report* [https://communitybuilders.org/uploads/Reports/PlaceValue_11lowresa.pdf] related a similar emphasis on place in creating economically sustainable communities. They surveyed nearly 1000 business owners and community members in the Intermountain West, and found:

- When choosing a place to live or start a business, business owners and community members prioritize community quality above and beyond other relevant factors, like employment opportunities, salary or business climate.

In recent years, entrepreneurs and employers alike are more often prioritizing place in their decisions on where to locate. By also prioritizing place in entrepreneurship attraction strategies, employers and community leaders recognize that historic and older business districts – like many rural downtowns – have the character, building stock, and walkable human scale that attract new business owners and celebrate a shared sense of ownership among existing local entrepreneurs.

Shifts in consumer choices and the rise of locally focused economies are driving the increase in small-scale manufacturing. Community residents and commercial district visitors are more frequently voicing their preference for locally made products that appeal to their individualism. From microbrewers to apparel producers to bike manufacturers, entrepreneurs are more often blending retail, manufacturing, and wholesaling opportunities at smaller scales, leading to growing tourism, diversified employment, and well-paid job opportunities for local residents.

- Seventy percent of business owners surveyed established their residence in a community first, and then decided to start a business later.
- In the Rocky Mountain region, people are willing to accept a lower salary in order to live in a community that offers these qualities.

Growth in one specific industry– small-scale manufacturing – demonstrates the significance of place factors in selecting locations for entrepreneurial enterprises. Matthew Wagner, Ph.D., MSA's Vice President of Revitalization Programs and lead on entrepreneurship initiatives, sees the rise of small-scale manufacturing as the breaking down of traditional barriers, such as start-up capital and access to global markets, and recent shifts in logistics, equipment costs and scale, and technology that has equalized the playing field with regard to market access. Examples of common small-scale production include makers and crafters, jewelers, and carpenters; food and drink producers like brewers, distillers, and bakers; and personal goods makers like soap-makers and homegood fabricators.

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Depending on what they produce, small-scale manufacturers may need different types of physical spaces to be successful. For instance, makers, artisans, and crafters tend to be 1-5 employee pipeline businesses that produce their wares in their houses, whose growth needs are micro, showcase spaces either in their own storefronts or in a co-located space. On the other hand, traditional small-scale producers may need larger storefront retail spaces to attract foot traffic and produce and distribute locally or regionally.

CASE STUDY: WYOMING

In spring 2019, Shopko announced the liquidation of its Hometown stores across Wyoming. In many of these rural communities, Shopko was often the only pharmacy in town and one of the only stores where residents could purchase school supplies, household goods, and small appliances. While some communities have alternative sources for these essentials, closures in smaller and more rural communities mean that shoppers will have to drive an hour or more to find them. In addition, the loss of these stores leads to significant job loss, as well as the loss of dollars coming into the community from sales taxes and utility payments. [http://www.wyomingbusiness.org/news/when-retail-giants-fall-sense-of-/11417]

In an effort to help mitigate some of these potential losses, economic development leaders in Wyoming decided to focus on growing local economies from within – rather than looking for the next big retailer and employer to come to town. The Wyoming Business Council, the Wyoming Small Business Development Center, and economic development leaders from several Wyoming communities worked with MSA first to identify immediate gaps, needs, and resources, then to build place-based, market-driven entrepreneurial ecosystems in support of local, sustainable small business development.

In addition to this Shopko work, and building on its existing suite of resources supporting commercial districts, Wyoming Main Street also partnered with MSA to create and launch a pilot program in two Wyoming Main Street communities, Laramie and Rock Springs. The program will place small-scale manufacturers in vacant, downtown commercial spaces to grow entrepreneurship and expand business diversity in downtowns and commercial districts. After six to 12 months of process and program development in Laramie and Rock Springs, the Wyoming Business Council intends to expand the program into other Wyoming communities [http://www.wyomingbusiness.org/news/wyoming-main-street-launches-made-on-/11517]

Small-Scale Manufacturing in Main Street Districts, 2015-2016
NMSC and Jon Stover and Associates

	Within Main Street	City-Wide	Difference
Manufacturing Business Growth Rate	5.1%	0.0%	5.1%
Manufacturing Sales Growth Rate	31.7%	27.7%	4.0%
Manufacturing Job Growth Rate	15.9%	9.0%	6.9%

A study of predominantly rural Main Street districts shows the growth of small-scale manufacturing in Main Streets is outpacing growth in their greater city areas.

Credit: National Main Street Center and Jon Stover Associates

Few places can meet these physical space and individualistic consumer needs like Main Street commercial districts. MSA and Jon Stover and Associates in Washington, D.C., studied small-scale manufacturing in 900 Main Street districts (70 percent of them rural) in comparison to their city-wide data. They found that Main Streets experienced:

- 5.1 percent higher growth rate in manufacturing
- 4 percent greater manufacturing sales growth rate
- 7 percent higher growth rate in manufacturing jobs
- Greater manufacturing growth within district boundaries than other locations within cities

The Role of Place in Entrepreneurial Ecosystems

In rural communities especially, small businesses and entrepreneurship have long played a critical role in the life and livelihood of downtowns and commercial districts, helping to fuel local economies, delivering goods and services, and providing unique experiences for consumers. Given the significance of small businesses to rural economies and the demonstrated importance of place factors, leaders in rural communities can create sustainable economic impact by supporting and attracting entrepreneurs through the creation of place-focused entrepreneurial ecosystems.

The term "entrepreneurial ecosystem" refers to the strategic alignment of a variety of public and private efforts – including government policies, funding and finance, human capital, and regulatory frameworks – to provide necessary financial, social, and human capital to foster entrepreneurship in innovative and creative ways.

Often minimized or overlooked in the most common definitions, place and the physical environment are critical factors in developing and growing economic impact. By creating and supporting great places and spaces for people to live and work, commercial district leaders can attract new businesses and new ideas, thus contributing directly to the development of the local entrepreneurial ecosystem.



Main Street America centers place and the physical environment as critical factors in developing and growing sustainable economic impact.

Credit: National Main Street Center

Creating Great Places for Entrepreneurs

In 2017, MSA developed *Entrepreneurial Ecosystems and the Role of Commercial Districts*. This resource guide focused on helping commercial district managers better understand the multi-faceted factors involved in an entrepreneurial economy, demonstrate the role revitalization leaders have in helping entrepreneurs thrive, and position quality places as a primary consideration in achieving success.



With support from US Bank, Main Street America developed Entrepreneurial Ecosystems and the Role of Commercial Districts, a resource guide for practitioners and community leaders interested in building out place-focused entrepreneurship support in their communities.
Credit: National Main Street Center

In this guide, district leaders are guided through strategies to begin creating great places that support entrepreneurs, i.e., placemaking. As with any placemaking work, placemaking for entrepreneurial ecosystems prioritizes:

- *Assessment:* Understanding unique entrepreneurial assets and prioritizing initial projects
- *Convening:* Engage the community, identify stakeholders, and build connections between entrepreneurs and those who can provide resources
- *Implementation:* Create targeted activities based on filling the gaps and leveraging unique market opportunities within your district

As a first step, community leaders are encouraged to review place-based factors that they might need to support entrepreneurship:

- Physical Entrepreneurship Support Factors
  - Maker spaces
  - Food and mobile truck spaces
  - Farmers' market venues
  - Drop-in/coworking spaces
  - Pop-up venues
  - Incubators or accelerators
  - Diversity of housing
  - Public art
  - Historic buildings
  - Co-located spaces (e.g., a bike shop with a coffee bar)
  - Industry-specific spaces
- Quality Infrastructure
  - Fiber
  - Cell
  - Wireless
  - Rightsized streets
  - Public parking
- Non-physical place-based factors
  - Financial incentives such as rental subsidies for small business, low interest loans for new entrepreneurs
  - Programming, such as "Shark Tank" idea contests
  - Local policies, like guidelines for new development, flexible zoning, easy-to-understand permit processing
  - A complementary existing business mix
  - Presence of an anchor institution, such as a library, university or hospital

Following the assessment, district leaders convene the public to identify needs and stakeholders to identify resources. Then, they can offer direct support or facilitate connections with specialist resource providers according to the following entrepreneurs' needs:

Basic Support

- Connection to basic business services: legal, marketing, production, financial, accounting
- Raising awareness of the role of entrepreneurs in the community
- Facilitating networking opportunities and connections to mentors

Advanced Support

- Entrepreneurship classes for adults
- Financial access beyond self-financing
- Promoting the community and its entrepreneurial ecosystem as a great place to start a small business

High Performance Support

- Comprehensive services offering 1:1 support for entrepreneurs
- Equity capital resources
- Entrepreneurship support organization

As an expansion of our entrepreneurial ecosystem work, MSA is also piloting an Entrepreneurship Ecosystem Audit tool that helps community leaders determine where they fall on a spectrum of support for local entrepreneurs and more importantly, where efforts can be made to strengthen that support. The Entrepreneurship Ecosystem Audit tool uses seven key factors: place fac-

As an expansion of our entrepreneurial ecosystem work, MSA is also piloting an Entrepreneurship Ecosystem Audit tool that helps community leaders determine where they fall on a spectrum of support for local entrepreneurs and more importantly, where efforts can be made to strengthen that support.

tors, government policy and regulations, financial capital, social capital, education and training, culture, and human capital/workforce. Unlike other tools in this growing ecosystem field, MSA's audit tool centers the importance of place-based factors, with 16 specific indicators to rate, including: existence of incubator or accelerator spaces, local digital infrastructure, diversity of housing, transportation options, easy permitting processes, etc.

After rating each indicator within the seven factors, scores place community district leaders in four distinct stages, with the goal of progression through the stages in subsequent audits:

- *Dormant Stage*. A community in this range is not well organized to support local entrepreneurs and new business startups.
- *Emerging Stage*. A community in this range has begun to accumulate the needed assets to create an Entrepreneurial Ecosystem.
- *Thriving Stage*. A community in this range has a strong Entrepreneurial Ecosystem underway.
- *Sustainable Stage*. A community in this range has a well established Entrepreneurial Ecosystem that has the strength to maintain a vibrant program over time.

As of September 2019, MSA has begun testing the Entrepreneurship Ecosystem Audit tool in Chicago and throughout communities in Michigan and Wyoming.

Community leaders interested in learning more about this tool can reach out to our technical services team by contacting mainstreet@savingplaces.org.

LESSONS LEARNED

MSA's decades of economic development work and more recent focus on entrepreneurship have shown that place factors are critical considerations for rural community leaders working to revitalize and sustain local economies. In rural places where large industries and employers leave, facing inward is usually the most viable path toward economic growth and stability. Whether through lighter, quicker, cheaper strategies or through "tactical" placemaking, Main Street district leaders who incorporate placemaking practice into their comprehensive economic development plans will more readily engage their community and leverage their unique attributes to create those great places that attract and support local entrepreneurs and sustainable local economies.

MSA's past, current, and ongoing placemaking work has demonstrated several key lessons learned:

- Main Street leaders are already practicing placemaking, but they may not realize it.
- Economic development strategy that considers place factors IS placemaking.
- Microgrants can make a big impact, especially when combined with crowdfunding and local investment.
- By necessity, many rural communities are facing inward in the advancement of new economic development strategies.
- Entrepreneurial ecosystems in rural communities must center place factors in order to best support entrepreneurs.

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

UPCOMING IEDC EVENTS

Training Courses and Workshops

Workforce Development Strategies
January 8, 15, 22 and 29, 2020 | Online

Economic Development Ethics Workshop
February 9, 2020 | Tampa, FL

Real Estate Development and Reuse
February 25-26, 2020 | Baltimore, MD

Economic Development Marketing and Attraction
February 27-28, 2020 | Baltimore, MD

Foreign Direct Investment and Exporting
March 10, 17, 24 and 31, 2020 | Online

Business Retention and Expansion
March 26-27, 2020 | Buffalo, NY

CEcD Exams

Certified Economic Developer (CEcD) Exam
February 8-9, 2020 | Tampa, FL

Primer to the CEcD Exam Process: What You Need to Know
February 13, 2020 | Online

Conferences

2020 IEDC Leadership Summit
February 9-11, 2020 | Tampa, FL

2020 IEDC Fed Forum
April 26-28, 2020 | Washington, DC

2020 IEDC Economic Future Forum
June 21-23, 2020 | Calgary, AB

2020 IEDC Annual Conference
October 11-14, 2020 | Dallas, TX

See all of IEDC's upcoming events at iedconline.org/upcomingevents

the shortfall

IN THE PRODUCTION OF HOUSING AND ITS EFFECTS

By Aaron Gruen, Debra Jeans, and Andrew Ratchford

INTRODUCTION

In the early 1970s a sea change occurred in regulations and public attitudes governing land use and private property rights.

Supported by legal decisions including *Golden v. Planning Board of Ramapo*[i], a 1972 decision of the New York Court of Appeals (the state's highest court) and *Construction Industry Association of Sonoma County v. City of Petaluma*[ii], a 1975 Federal District Appellate Court decision, local municipalities have increasingly usurped the power of private property owners to make development and land use decisions. This property rights revolution has reduced the elasticity of housing supply; that is, growth controls such as urban service boundaries and growth moratoria and limitations on the use of vacant land and agricultural land for housing reduce the quantity of developable land and thus the ability of housing supply to increase in response to increases in housing demand. Large lot zoning (intended to reduce density), "fiscal zoning" (intended to minimize the fiscal impact of residential land uses), imposition of high fees and exactions, and reduced capital funding for transportation, water and wastewater infrastructure further restrict the supply of housing, resulting in increased housing costs given growing demand.

As described by Edward Glaser in a 2014 essay entitled "Land Use Restrictions and Other Barriers to Growth"[iii]: "(i)n the 1960s, developers found it easy to do business in much of the country…. In the past 25 years, construction has come to face enormous challenges from any local opposition. In some areas it feels as if every neighbor has veto rights over every project…. To most residents, a new project is nothing but a bother. They don't care about the welfare received by the new resident, or the benefits earned by the builders or by the employers who have to pay lower wages when

High housing prices cause resources to be misallocated and distort the spatial allocation of labor.

TAKEAWAYS

1. High housing prices cause resources to be misallocated and distort the spatial allocation of labor. In addition to lower national productivity and labor earnings for households, the long-term effects of housing production shortfalls produce a shift in where jobs are located and shifts in the locations for the demand for building space.
2. Only three of the metropolitan areas with the fastest growth in housing prices are also among the metropolitan areas with the fastest growing jobs. These metropolitan areas are Austin, Houston, and Nashville.
3. Seventeen of the 50 largest metropolitan areas have produced less than 90 percent of the housing needed to simply accommodate workforce housing needs since 2001. A total estimated housing production shortfall of nearly 2.1 million units equates to an average of 122,000 additional units per year in those metropolitan areas that had jobs housing balances of less than 0.90.
4. Atlanta, Charlotte, Jacksonville, Orlando, Phoenix, Raleigh-Durham, and San Antonio are examples of metropolitan areas that have balanced relatively high rates of job growth and economic growth with reasonably adequate housing production relative to need.
5. Successful cities will facilitate the increase of the supply of land and housing units and reduce stringent regulations that preclude housing developers from responding to preferences of housing consumers. The concepts of housing production relative to housing need and job-housing balances can be used by cities and regions to monitor conditions, identify the factors influencing conditions, and take actions to encourage needed increases in housing production to improve the social and economic welfare of their communities.

Aaron Gruen, Debra Jeans, and **Andrew Ratchford** are members of Gruen Gruen + Associates, a land use market research, real estate economics, and public policy and pre-development services consulting firm founded in 1970 (www.ggassoc.com).

POLICY RECOMMENDATIONS TO INCREASE HOUSING SUPPLY

In many metropolitan areas where job and economic growth has occurred, not enough housing units have been produced. Since 2001, 17 of the 50 largest metropolitan areas have produced less than 90 percent of the housing needed to accommodate workforce housing needs. Housing production shortfalls encourage homelessness and reduce mobility and middle-class living standards. Unaffordable housing prices cause resources to be misallocated, including a mismatch between labor and jobs. Escalating housing prices deter attracting and retaining skilled workers and businesses to innovative locations and hinder the formation and preservation of strong economic agglomerations. Policy reforms are suggested to increase the supply of affordable housing and improve economic development opportunities and living standards.

housing costs are lower. Moreover, unaffordable housing isn't a problem to most homeowners – it represents an increase in the value of their biggest asset."

Professor Jonathan Levine of the University of Michigan in his book *ZONED OUT Regulation, Markets, and Choices in Transportation and Metropolitan Land Use* describes that zoning-based regulations have been used to stop diverse and compact development in the suburbs.[iv] Local governments use their regulatory powers to lower densities, segregate land uses, and mandate large roadways and excessive parking. This has also slowed the expansion of housing supply in fast-growing regions.

As a result of the sea changes in property rights and regulations in which antigrowth homeowners increasingly displaced the pro-growth factions in local governments, in many metropolitan areas where job and economic growth has occurred, too few of housing units have been produced to the detriment of the social and economic welfare of our citizens.

This article presents the primary effects of the shortfall in housing production and estimates of the size of the housing shortfall for our nation's largest metropolitan areas. It also presents policy recommendations that if adopted would result in an increase in the supply of affordable housing.

SHORT-RUN EFFECTS OF HOUSING PRODUCTION SHORTFALLS

The immediate and widely recognized effects of production shortfalls include making housing unaffordable to the poor. Unaffordable housing encourages homelessness, overcrowding, and slum creation because the reduction in supply competition decreases the need for investment in housing unit maintenance and remodeling. Housing production shortfalls also lower mobility and middle-class living standards as high costs of housing mean less resources are available to be spent on other goods and services. In addition, housing production shortfalls lead to increasing commuting time and traffic congestion as workers must travel further to find housing and more workers per household are needed to shoulder the burden of high housing costs.

The immediate and widely recognized effects of production shortfalls include making housing unaffordable to the poor. Unaffordable housing encourages homelessness, overcrowding, and slum creation because the reduction in supply competition decreases the need for investment in housing unit maintenance and remodeling.

In a study entitled "Homelessness in America, Homelessness in California," economists Quigley, Raphael, and Smolensky of the University of California at Berkeley found that the incidence of homelessness varies inversely with housing vacancy rates and that moderate increases in vacancy rates and moderate decreases in market rents are sufficient to generate substantial declines in homelessness.[v]

Homeless encampments now exist, for example, in San Jose and San Francisco, which have the two highest median household incomes in the United States, but which have extraordinarily high housing costs due to the underproduction of housing relative to need. As the poster child for the affordable housing crisis, the state of California continues to shed residents, losing a net 1,000,000 people from 2007 through 2016 according to the state of California Legislative Analyst's Office and the American Community Survey.[vi] A significant exodus of businesses from California continues with Toyota leaving for Dallas; Jacobs moving its headquarters from Pasadena to Dallas; Nestle USA moving its headquarters from Glendale to Rosslyn, Virginia; while Silicon Valley based Oracle is reportedly planning to open a very large office in Nashville. Google is expanding its finance function to Chicago rather than at its headquarters in Silicon Valley. The high cost of housing is a major factor in corporate relocation or expansion decisions out of California.

LONG-RUN EFFECTS OF HOUSING PRODUCTION SHORTFALLS

High housing prices cause resources to be misallocated. Hsieh of the University of Chicago and Moretti of the University of California at Berkeley, two leading urban economists, found that the nation's most productive and job rich cities have through stringent restrictions to new housing supply, effectively limited the number of workers who have access to such economic opportunities.[vii] Using a spatial equilibrium model and data from 220 metropolitan areas, Hsieh and Moretti found that these constraints lowered aggregate United States growth by 36 percent from 1964 to 2009. The high costs of housing in these cities distort the spatial allocation of labor nationwide. Hsieh and Moretti calculate that the cost of the misallocation of resources caused by unaffordable housing represented about 3.7 percent of United States GDP in 2014. This translates into an additional $3,685 in average annual earnings per worker.

The work of Hsieh and Moretti demonstrates that the welfare of households already owning a house – many of whom benefit from housing appreciation at least in the short run – may actually be decreased in the long run. High housing prices create an immediate hardship to low- and moderate-income households, but in the long term, the country's households eventually become poorer because the misallocation in housing decreases investments in other areas of the economy and lowers the productivity of the entire country. In addition to lower national productivity and labor earnings for households, the long-term effects of housing production shortfalls produce a shift in where jobs are located and shifts in the locations for the demand for building space.

INCREASE IN HOUSING COSTS

The problem of housing affordability is illustrated by the increase in housing costs over time.

Based on measures of movements in single-family housing prices maintained by the Federal Housing Finance Agency, the cost of shelter increased by 300 percent from 1975 to 2000 and by 60 percent from 2000 through 2018. The all transactions index increased by 85 percent since 2000. This period covers the Great Recession during which housing prices plummeted. (See Table 1.)

TABLE 1

PERCENTAGE CHANGE IN SHELTER INDEX AND HOUSING PRICES

	1975-2000	2000-2018
Consumer Price Index Shelter in U.S. City Average, All Urban Consumers https://fred.stlouisfed.org/series/CUSR0000SAH1	300%	60%
All-Transactions House Price Index https://fred.stlouisfed.org/series/USSTHPI/	280%	85%

Sources: Bureau of Labor Statistics; Federal Housing Finance Agency; Gruen Gruen + Associates.

As a result, the middle class has had to work harder and commute longer[viii] to afford housing while for the poor the prospect of subsidies or inclusionary housing becomes like the odds of winning the lottery with too little housing to help those in need. The only way adequate housing has been made available to the households on the lower ends of most of the income strata has been by what developers and builders dread: by overbuilding to cause excess supply to be produced relative to demand.

Under inclusionary zoning, a fraction of the demand for market rate housing from higher income households is intended to generate a supply of housing units affordable to the middle class. The quantity of "below market" affordable housing created by this regulatory mechanism is so short in meeting the demand that the new units have to be allocated through lotteries. In New York City, the odds faced by potential beneficiary households to win the lottery are usually below 0.001 (1/1000)[ix]. Requiring developers to produce units priced below market acts as a tax on the production of new market produced units, and therefore reduces the creation of supply. Thus, the impact of inclusionary zoning is to make housing more expensive for those who can afford it and scarcer for those who rely on the program to attain housing.[x] Inclusionary zoning is an example of a well meaning policy involving housing that may push up prices to such an extent that the negative side effects are more harmful than the problem the policy is intended to correct.

The following section presents a review of the shortfall in housing production in many metropolitan areas that inclusionary zoning and other policies intended to promote affordable housing have failed to accomplish. We begin by defining two key concepts: housing need based on job growth and jobs-housing balances. We apply these concepts to estimating how well or how poorly metropolitan areas have produced housing relative to need.

HOUSING NEED AND JOBS-HOUSING BALANCE DEFINITIONS

We define housing need as growth in jobs divided by workers per household. Table 2 uses 2017 workers per household and job growth from 2001 through 2017 for the growth in jobs using Columbus (Ohio) and San Francisco metropolitan areas as an example of the formula to show the number of housing units needed.

TABLE 2

HOUSING NEED = GROWTH IN JOBS / WORKERS PER HOUSEHOLD

Example using 2017 for workers per household and 2001 through 2017 for growth in jobs

COLUMBUS, OH MSA
229,405 added jobs/1.76 workers per household = 130,508 housing units

SAN FRANCISCO-OAKLAND-HAYWARD, CA MSA
603,245 added jobs/1.97 workers per household = 305,766 housing units

We define jobs-housing balance as housing completions (defined as the change in housing units over the specified time period based on estimates from the U.S. Census Bureau which uses building permits, estimates of non-permitted construction, mobile home shipments, and estimates of housing loss to estimate change in the housing stock) divided by the need, using the same two metropolitan areas, Columbus and San Francisco as examples in Table 3:

TABLE 3

JOBS-HOUSING BALANCE DEFINED 2001-2017

COLUMBUS, OH MSA: Completions 135,612 Units/ Need 130,508 Units = 1.04

SAN FRANCISCO-OAKLAND-HAYWARD, CA MSA: Completions 181,726 Units/ Need 305,766 Units = 0.59

Based on the growth in housing supply/divided by housing needs, the Columbus metropolitan area has a jobs-housing balance of 104 percent while the San Francisco metropolitan area has a jobs-housing balance of 59 percent. Housing production in the Columbus metropolitan area matched the added housing need, while housing production in the San Francisco metropolitan area met less than 60 percent of the added housing need.

Single-family housing prices increased by only 51 percent in the Columbus metropolitan area from 2001 through 2017. Housing prices more than doubled in the San Francisco metropolitan area. (See Table 4.)

The dramatically higher rate of increase in housing prices in San Francisco reflects a significant shortfall in production of housing. Housing prices increased much more slowly in Columbus where adequate housing was produced relative to need. This example shows that housing is not immune or exempt from the laws of supply and demand. Housing, especially single-family housing, has been significantly underproduced in the San Francisco metropolitan area and the average price

TABLE 4

CHANGE IN SINGLE-FAMILY HOUSING PRICES IN COLUMBUS AND SAN FRANCISCO: 2001-2017

	Columbus	San Francisco
2001 Fourth Quarter	154.12	181.18
2017 Fourth Quarter	233.18	401.28
Average Price Increase 2001-2017	51.3 %	121.5%

Index is a weighted, repeat sales index (i.e., it measures average price changes in repeat sales or refinancings of the same properties.

Sources: National Housing Finance Agency, House Price Index; Gruen Gruen + Associates.

more than doubled. In Columbus, which has produced housing commensurate with need, home prices have escalated at much more modest rates.

METROPOLITAN AREAS WITH FASTEST HOUSING PRICE INCREASES, 2001-2017

The data summarized in Table 5 show metropolitan areas with the fastest housing price increases between 2001 and 2017 also had among the lowest housing affordability levels by 2018.

With the exception of Washington DC and Philadelphia, all of the metropolitan areas had an affordability index below 60 percent – that is, the percentage of homes sold which are affordable to median income households. Austin and Houston had fast housing price increases, but housing is still affordable to 54 percent and 57 percent of the median income households, respectively. Salt Lake City experienced annual housing price increases of 4.7 percent while nearly 50 percent of median income households can afford housing.

Only three of the metropolitan areas with the fastest growth in housing prices are also among the metropolitan areas with the fastest growing jobs. These metropolitan areas are Austin, Houston, and Nashville (highlighted in red in Table 5). Note they have better affordability than the other metropolitan areas with the fastest growing housing prices. Over the 16-year period, Austin, Houston, and Nashville have housing balances (new housing units added compared to housing units needed) of 98 percent, 110 percent, and 90 percent, respectively.

The Los Angeles and San Francisco-Oakland metropolitan areas, where housing prices have increased by more than five percent annually since 2001, are not among the fastest growing regions (with respect to jobs) and have very low ratios of housing units produced relative to need at 49 percent and 59 percent, respectively.

HOUSING PRICE INCREASES

Map 1 shows the historical annual price increases for the 50 largest metropolitan areas. It shows the metropolitan areas of Nashville, Austin, Denver, and Salt Lake City are the only four metropolitan areas not located on the

TABLE 5

METROPOLITAN AREAS WITH FASTEST HOUSING PRICE INCREASES: 2001-2017

Metropolitan Statistical Area*	Average Annual Increase in Single-Family Home Prices	Homes Affordable to Median Income Households**
Los Angeles-Long Beach-Anaheim, CA	5.7	7.7
Seattle-Tacoma-Bellevue, WA	5.4	36.8
Portland-Vancouver-Hillsboro, OR-WA	5.2	32.7
Austin-Round Rock, TX	5.1	54.3
Miami-Fort Lauderdale-West Palm Beach, FL	5.1	25.7
San Francisco-Oakland-Hayward, CA	5.1	6.0
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	4.8	68.4
Salt Lake City, UT	4.7	49.2
Nashville-Davidson-Murfreesboro-Franklin, TN	4.6	N/A
Washington-Arlington-Alexandria, DC-VA-MD-WV	4.6	66.3
Denver-Aurora-Lakewood, CO	4.5	41.9
Houston-The Woodlands-Sugar Land, TX	4.5	57.5
Riverside-San Bernardino-Ontario, CA	4.5	27.1
San Diego-Carlsbad, CA	4.5	14.0
San Jose-Sunnyvale-Santa Clara, CA	4.5	12.7

*Metros highlighted in Red are also among 10 fastest growing in jobs since 2001.
** Data as of Q4 2018.

Sources: National Housing Finance Agency, House Price Index; National Association of Home Builders, NAHB/Wells Fargo Opportunity Index; Gruen Gruen + Associates.

MAP 1



coasts which are in the top quartile of historical housing price growth. Nearly all Midwestern metro areas have experienced the lowest rates of housing price increases.

METROPOLITAN AREAS WITH SLOWEST HOUSING PRICE INCREASES, 2001-2017

As would be expected, metropolitan areas with the slowest housing price increases between 2001 and 2017 have higher proportions of homes affordable today to median income households.

With the exception of Chicago, all of the metropolitan areas in Table 6 have an affordability index exceeding 70 percent. With the exception of Detroit and Cleveland which experienced average annual price increases of less than one percent, all other metropolitan areas experienced average annual housing price increases of 1.7 percent to 2.3 percent. With the exception of Chicago, housing production relative to housing need exceeded 116 percent for all the metropolitan areas.

All of the metropolitan areas listed except Kansas City and Minneapolis-St. Paul were among the slowest jobs growing areas in the nation during the 16-year period shown. Housing affordability by itself, then, is no panacea. Many of the most affordable housing markets are economically distressed or challenged, particularly those located in the industrial heartland.

Metropolitan areas in the top 10 of fastest job growth which did not rank in the top 10 for fastest housing price increases include Raleigh, Orlando, Las Vegas, San Antonio, Dallas, and Charlotte. (See Table 7.)

Housing prices in these six metropolitan areas grew at average annual rates of approximately three percent, much less than those metropolitan areas in the top 10 of fastest housing price increases which generally experienced average annual price increases of 4.5 percent and higher.

Atlanta, Charlotte, Jacksonville, Orlando, Phoenix, Raleigh-Durham, and San Antonio are examples of metropolitan areas that have balanced relatively high rates of job growth and economic growth with reasonably adequate housing production relative to need. (See Table 8.)

TABLE 6

METROPOLITAN AREAS WITH SLOWEST HOUSING PRICE INCREASES: 2001-2017

Metropolitan Statistical Area*	Average Annual Increase in Single-Family Home Prices	Homes Affordable to Median Income Households**
Detroit-Warren-Dearborn, MI	**0.2**	**72.9**
Cleveland-Elyria, OH	**0.8**	**81.2**
Memphis, TN-MS-AR	**1.7**	**70.4**
Chicago-Naperville-Elgin, IL-IN-WI	**1.8**	**65.0**
Cincinnati, OH-KY-IN	**1.8**	**81.1**
Hartford-West Hartford-East Hartford, CT	**1.9**	**80.9**
Milwaukee-Waukesha-West Allis, WI	**2.1**	**71.3**
Kansas City, MO-KS	2.3	74.1
St. Louis, MO-IL	**2.3**	**79.7**
Minneapolis-St. Paul-Bloomington, MI-WI	2.3	72.6

* Metropolitan areas in **bold** also had slowest rates of job growth over the 2001-2017 period.

**Data as of fourth quarter 2018.

Sources: National Housing Finance Agency, House Price Index; National Association of Home Builders, NAHB/Wells Fargo Opportunity Index; Gruen Gruen + Associates.

TABLE 7

METROPOLITAN AREAS WITH FASTEST GROWING HOUSING PRICES AND FASTEST GROWING JOBS

Rank	Fastest Growing Housing Prices: 2001-2017*	Rank	Fastest Growing Jobs: 2001-2017*
1	Los Angeles	1	**Austin**
2	Seattle	2	Raleigh
3	Portland	3	Orlando
4	**Austin**	4	**Riverside/San Bernardino**
5	Miami	5	Las Vegas
6	San Francisco-Oakland	6	San Antonio
7	Philadelphia	7	Dallas
8	Salt Lake City	8	**Houston**
9	**Nashville**	9	Charlotte
9	Washington DC	10	**Nashville**
10	Denver		
10	**Houston**		
10	**Riverside-San Bernardino**		
10	San Diego		
10	San Jose		

*Metros in **bold** are among the fastest growing in housing prices and jobs.

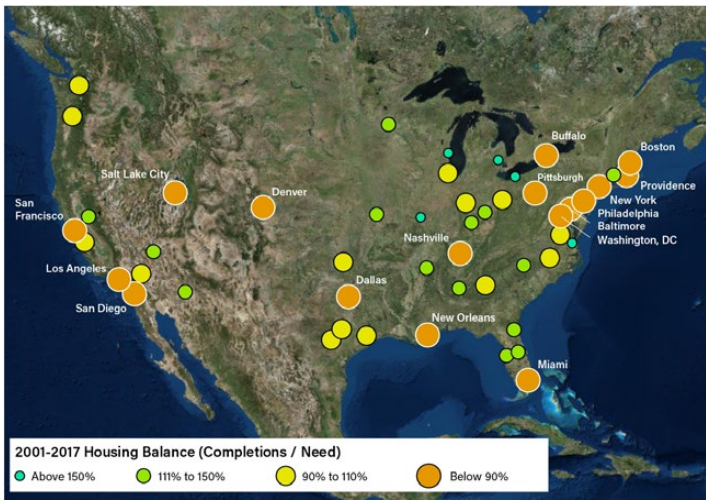
Sources: Bureau of Labor Statistics; National Housing Finance Agency, House Price Index; Gruen Gruen + Associates.

As a result, single-family housing has remained comparatively affordable. These metropolitan areas tend to have less stringent regulatory constraints on the production of housing.

HOUSING PRODUCTION SHORTFALL

Seventeen of the 50 largest metropolitan areas have produced less than 90 percent of the housing needed to simply accommodate workforce housing needs since 2001. These metropolitan areas are shown on Map 2 in the largest orange bubbles.

MAP 2



A large share of the absolute housing production shortfall for these 17 metropolitan areas is concentrated in the Northeast, along the I-95 corridor from Washington DC to Boston, and on the West Coast – specifically San Francisco and Southern California.

The 17 metropolitan areas that have underproduced workforce housing grew by more than 11 million nonfarm jobs between 2001 and 2017. We estimate these regions would have required about 5.9 million new housing units to meet the needs of their growing workforces over the period. However, fewer than 3.9 million new units were produced, resulting in a total housing production shortfall of nearly 2.1 million units. This shortfall equates to an average of 122,000 additional units per year in those metropolitan areas that had jobs housing balances of less than 0.90. (See Table 9.)

WHAT SUCCESSFUL CITIES AND REGIONS CAN DO TO INCREASE THE SUPPLY OF HOUSING

Successful cities will facilitate the increase of the supply of land and housing units and reduce stringent regulations that preclude housing developers from responding to preferences of housing consumers. The concepts of housing production relative to housing need and job-housing balances used to identify and estimate the housing production shortfall described here can be used by cities and regions to monitor conditions, identify the factors influencing conditions, and take actions to encourage needed increases in housing production to improve the social and economic welfare of their communities.

TABLE 8

METROPOLITAN AREAS WITH COMPARATIVELY AFFORDABLE HOUSING AND HIGH JOB GROWTH

Metropolitan Statistical Area	Average Annual Job Growth: 2001 – 2017 %	Homes Affordable to Median Income Households %
Raleigh, NC	2.7	55
Orlando-Kissimmee-Sanford, FL	2.6	51
San Antonio-New Braunfels, TX	2.5	53
Dallas-Fort Worth-Arlington, TX	2.2	46
Charlotte-Concord-Gastonia, NC-SC	2.2	66
Phoenix-Mesa-Scottsdale, AZ	2.0	56
Salt Lake City, UT	1.9	49
Atlanta-Sandy Springs-Roswell, GA	1.8	65
Jacksonville, FL	1.7	64
Tampa-St. Petersburg-Clearwater, FL	1.3	63
Richmond, VA	1.3	74
Oklahoma City, OK	1.3	80
Indianapolis-Carmel-Anderson, IN	1.2	86
Columbus, OH	1.2	70

Sources: Bureau of Economic Analysis; National Association of Home Builders, NAHB/Wells Fargo Opportunity Index; Gruen Gruen + Associates.

TABLE 9

HOUSING PRODUCTION AND SHORTFALL FROM 17 METROPOLITAN AREAS[1]: 2001-2017

	2001-2017
Nonfarm Job Growth[2]	11,007,000 jobs
Workforce Housing Needed[3]	5,919,000 units
Total Housing Completions	3,853,000 units
Housing Balance (Completions/Need)	**65%**
Housing Production Shortfall	2,066,000 units
Average Annual Production Shortfall	122,000 units
Shortfall as Percentage of Production	54%

[1] Of the 50 Metropolitan Statistical Areas reviewed, 17 were found to have a housing balance below 0.9.

[2] These 11 million jobs represented 50 percent of the total jobs added within the 50 largest Metropolitan Statistical Areas over the 2001-2017 period.

[3] Based on average number of workers per workforce household, for the 17 Metropolitan Statistical Areas with a housing balance below 0.9.

Sources: U.S. Census Bureau; Bureau of Economic Analysis; Gruen Gruen + Associates.

Policy reforms that would result in increasing the supply of housing include the following:

- **Plan for growth** by developing financial plans to fund needed infrastructure including road, storm drainage, sewer, and transport network to serve households and the labor innovative companies need.
- **Remove regulatory impediments to compact, mixed-use development** including residential uses in and near employment centers such as business parks.
- **Zone more land for higher density housing** than has historically been the case in the old economy to make new in-city and suburban housing financially viable at attainable price points. Housing development that is affordable to local employees and built near retail, entertainment, and experience-rich activity clusters will also attract residents and help regions achieve their economic potential. Higher minimum suburban densities from 14 units per acre and in-city densities to several hundred per acre must be allowed in enough desirable locations to keep land prices from escalating the way they did that led to the sub-prime mortgage bust, financial crisis, and Great Recession.
- **Formally recognize housing as a critical component of local and regional economic development policy.** Economic developers typically attend land use hearings for nonresidential uses, but not so often for proposed residential developments. Economic developers and office and industrial developers should support housing developments and encourage local land use regulators to zone more land for relatively higher density housing. Office and industrial building space occupancy rates will increase when appropriately skilled workers do not have to demand higher pay or leave the area in order to find affordable housing that meets the needs of their households.
- **Expedite approval processes, lowering impact fees and taxes when feasible, and evaluating how regulations affect housing affordability**, especially before approving new regulations. Communities should evaluate and monitor how regulations affect housing affordability perniciously in order to alter those policies that discourage housing production and increase costs.

Measures that restrict residential land supply, slow growth in the immediate area where the policies are in place, and push up housing prices can be very attractive to voting households who already own their own homes. In the short run, imbalances between housing need and supply put upward pressure on housing prices, which existing homeowners may like. The effect of housing price increases as a constraint to job growth and quality of life are not always immediately apparent. In the long run, however, unaffordable housing prices lower quality of life, reduce economic development opportunities, and harm the social and economic welfare of households.

ENDNOTES

[i] 30 N.Y.2d 359 (1972) https://www.leagle.comdecision/197238930ny2d3591345#;

[ii] No. 74-2100 (9th Cir. August 13, 1975) https://elr.info/sites/default/files/litigation/5.20519.htm

[iii] https://www.cato.org/publications/cato-online-forum/land-use-restrictions-other-barriers-growth

[iv] https://taubmancollege.umich.edu/faculty/faculty-publications/zoned-out-regulation-markets-and-choices-transportation-and

[v] http://www.vanneman.umd.edu/socy789b/QuigleyRS01.pdf

[vi] https://lao.ca.gov/LAOEconTax/Article/Detail/265

[vii] https://faculty.chicagobooth.edu/chang-tai.hsieh/research/growth.pdf

[viii] According to Census Bureau estimates, nationwide, the share of workers commuting more than 30 minutes to work increased from 34 percent in 2000 to 38.5 percent by 2017.

[ix] https://pix11.com/2016/05/12/heres-how-you-can-apply-for-affordable-housing-in-nyc/

[x] See for example, https://www.strongtowns.org/journal/2018/4/10/is-inclusionary-zoning-creating-less-affordable-housing; https://scholarworks.boisestate.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1008&context=econ_facpubs; https://reason.org/wp-content/uploads/files/6f862323a38147b4cdb3282ccb9ccbc2.pdf; and http://www.sjsu.edu/economics/docs/BMR.Mandates.2010.10.pdf



ATTACHMENT 23 – Signage and Wayfinding Plan



Signage and Wayfinding Plan

2018 - 2025

Adopted by the Great Miami Riverway Coalition on

May 17, 2018

Signage and Wayfinding Plan 2018 - 2025

1. Introduction
2. Project Framework
3. Medallion Design Intent
4. Kiosk Design Intent
5. Kiosk Bid Package (Performance Specifications)
6. Implementation Plan
7. Riverway Signage Best Practices

Introduction

In 2014, the U.S. Army Corps of Engineers completed their river asset inventory for the Great Miami River. They noted the region "has many of the physical characteristics and management systems found in noteworthy recreational corridors." Throughout their 99-mile study of the Great Miami River, they challenged our riverfront communities to improve the signage and wayfinding from the trails to the communities and back again. Their note: "Way-finding signage along the trail is frequent; however, signage to the trail from roadways is lacking."

> *"The Great Miami River corridor needs to grow its brand recognition as a region and destination. Each of the several communities in the Miami Valley has begun to develop a vision of its own identity and future; most are building, to a greater or lesser degree, on their place along the Great Miami River. These multiple initiative should be blended into a strong corridor identity finding the common threads and vision, and those commonalities that are the basis for an overall theme and brand."*

In 2016, Guide Studio (aka Studio Graphique) was hired to create that brand and with it, an integrated sign family. In 2017, the kiosk and medallion design intents were completed along with Phase I Kiosk Location Plans. In 2018, Riverway Summit attendees highlighted the top missing resources and safety concerns for the Riverway:

- Amenity signage/wayfinding from trail
- Better signed access points
- Singular wayfinding signage (unified)
- Bridge signage for river users
- Low head dam signage

To address the challenges laid out by our stakeholders and the U.S. Army Corps of Engineers, this plan was adopted by the Great Miami Riverway Coalition on May 17, 2018.



GREAT MIAMI RIVERWAY WAYFINDING
PROJECT FRAMEWORK

STUDIO GRAPHIQUE ▪ *design with direction*

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MCD1430 | JAN 2017

INTRODUCTION

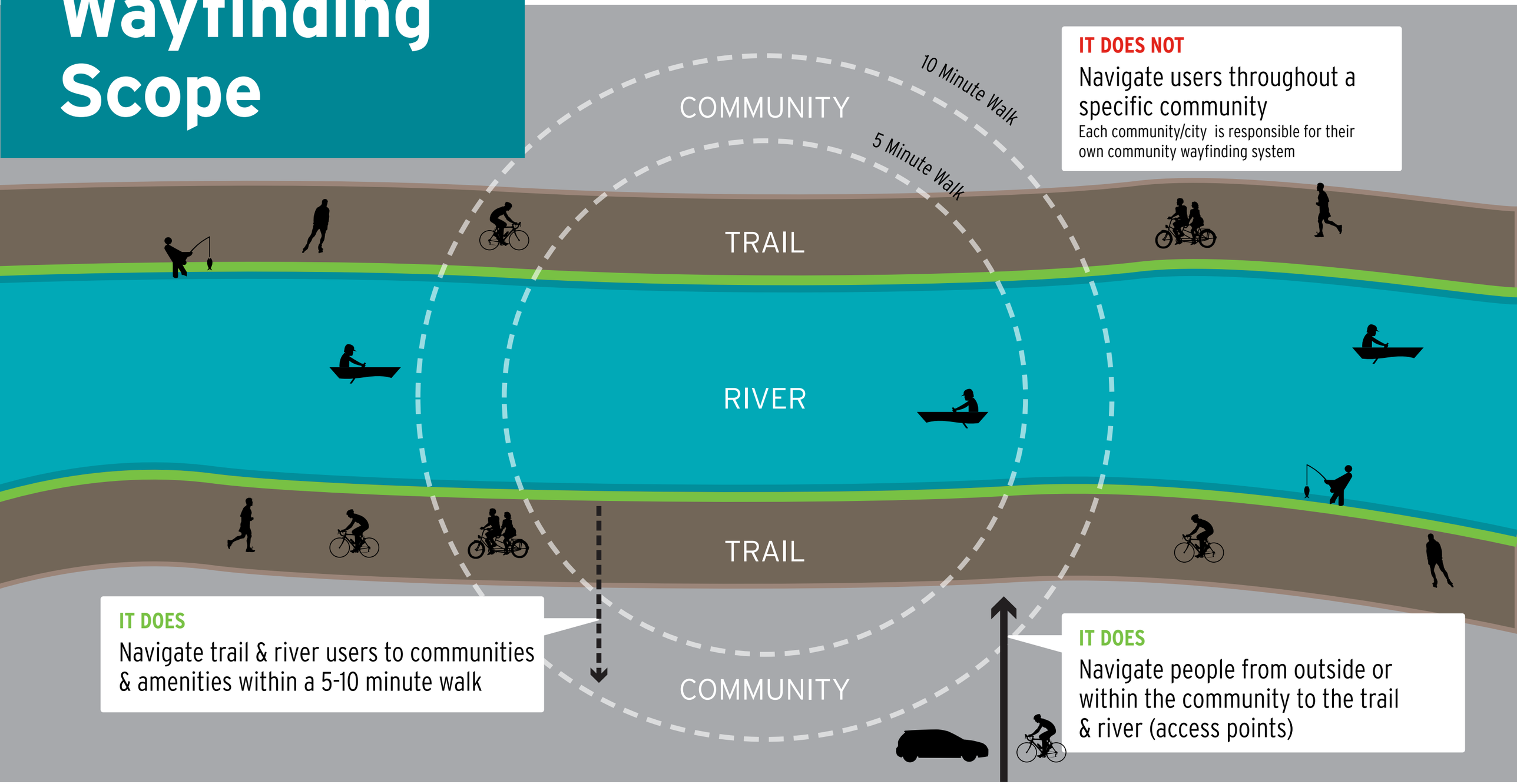
The Great Miami Riverway connects the land and water trails of the Great Miami River with vibrant riverfront communities, offering access to abundant recreational activities, making it easy for users to enjoy the region's outdoor recreation scene and create memorable experiences. As an extension of your brand, your signage program should reflect those same characteristics. The signage program is one of the first physical interactions with your site and will make an impression—either positive or negative—to visitors and guests.







Wayfinding Scope



IT DOES NOT

Navigate users throughout a specific community

Each community/city is responsible for their own community wayfinding system

IT DOES

Navigate trail & river users to communities & amenities within a 5-10 minute walk

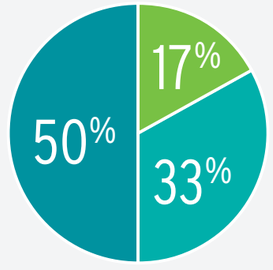
IT DOES

Navigate people from outside or within the community to the trail & river (access points)

WAYFINDING DISCOVERY SURVEY SUMMARY

18 Cities Parks Systems Partners
PARTICIPANTS



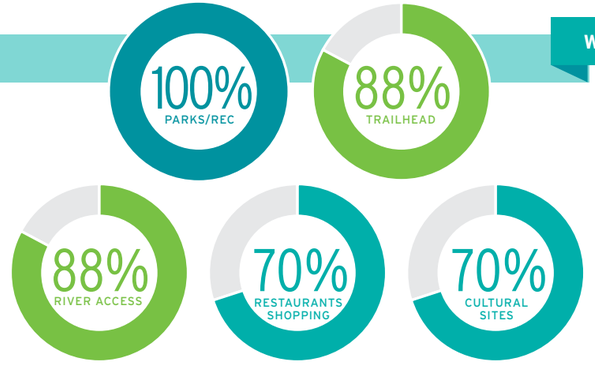


1. Yes, in place
2. Yes, planned
3. No

DOES YOUR SIGANGE INCLUDE WAYFINDING TO RIVERWAY DESTINATIONS?

6 YES — Troy, Five Rivers MetroParks, Metroparks of Butler County, Miamisburg, Tipp City, Piqua

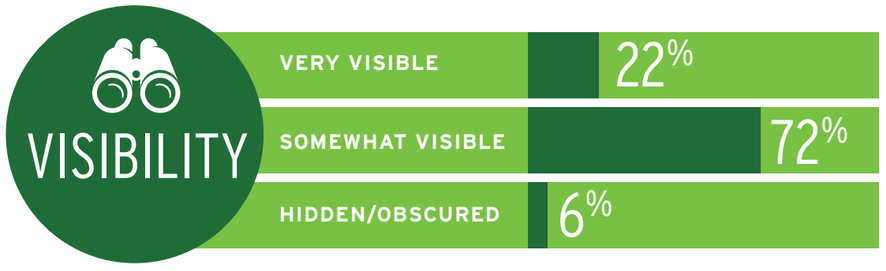
4 NO — Dayton, University of Dayton, Miami Conservancy District, Sidney



WHICH RIVERWAY DESTINATIONS DO YOU OFFER?

100%	Parks & Recreation Area
88%	Trailhead with Parking
88%	Boating/River Access w/Parking
70%	Historic/Cultural Sites
70%	Restaurants/Shopping

HOW VISIBLE ARE TRAIL ACCESS POINTS IN YOUR CITY?



WHAT ARE THE TOP 5 DESTINATIONS ALONG THE CORRIDOR?



DISCOVERY SESSION PROJECT GOALS

What do you want a Riverway user to REMEMBER or FEEL?

- *Pleasantly surprised*
- Discovering new stuff
- Small town + big city
- *Want to go to the next city (continue exploring)*
- *Sense of community*
- Sense of relaxation and restoration, connect with natural environment
- *Not only do they want to come back, but they make plans and know how & where to do that*
- What a great place it is (the Midwest), historic & "neat"
- *Safe and secure, have fun*
- *Want to come back & spend money*
- Opportunity with all the investment and development happening
- A cool place
- Energized
- Sense of vibrancy in a college town
- *A unique place*

- *Kayak/canoe launch*
- *How to get from the major roads to the trails & river*
- Better integrate this asset into our downtown business districts making us a destination for those using the recreational trail
- *Access/location*
- Downtown festivals
- To stop in, shop & dine in downtown
- City murals
- *How great of an amenity it is to our community*
- *Off this Riverway is a welcoming exciting place for you*
- Riverfront development & connection to downtown
- To know it is there for them
- *Historic sites*
- Connectivity to the other trails
- *Trail system*
- Neighboring amenities
- Restaurants
- We are building a River Center next to the GMRT and river to assist in providing a positive economic impact to the region
- To connect to nature
- *Water trail*

What do you want people to KNOW about or ENGAGE with in your City/ Organization?

DISCOVERY SESSION **OPPORTUNITIES**

Enhance appearance of the river

Signage from major roads to river access

Mile markers/road names on river

Resource for activity planning

Marketing awareness

Increase parking

Finish gaps in the Great Miami Recreation Trail

Billboard on I-75

What OPPORTUNITIES do you see for improving the CONNECTION between your community or organization with the Great Miami Riverway?

ODOT federal trail designation added to existing GMRB signage

Unified website

Better lighting on trail

Portage around dams

Improve perception of water quality

Wayfinding to trail access points

Parking signs

Community activity board

Printable map of the trail & recreation opportunities

Highlight view of river from I-75

More bike & kayak parking

Mile markers on crossroads over GMR to promote access/ safety on river

Information map kiosk

Less confusing bike parking

More amenities (restrooms)

Create more resting spots

Signs to promote river access

Make low dams safer

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WAYFINDING GOALS

- Create positive perception of the Great Miami Riverway with a consistent, recognizable and inviting sign family that creates a safe and welcoming atmosphere.
- Develop an authentic and meaningful sign system to enhance the visitor experience.
- Establish clear and concise messaging that utilizes consistent nomenclature, that will set the tone for other communications pieces.
- Produce easy-to-maintain and expandable signage to allow necessary changes and updates due to the ongoing developments.

KEY PROJECT OBJECTIVES

Get direct users on and off the Riverway & into Riverway Cities

Make people feel welcome, safe, and comfortable

Introduce the Great Miami Riverway brand to users

Encourage longer and repeatable trips

Help users to see the Riverway as a whole experience

DISCOVERY AUDIT OBSERVATIONS

Studio Graphique visited representative communities and park systems to observe the existing wayfinding and signage systems in place.



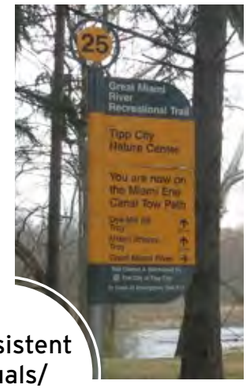


Sign Clutter



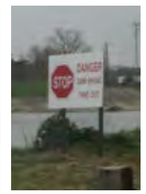


Inconsistent Visuals/ Messaging









ISSUES/OBSERVATIONS

- Multitude of sign systems throughout the Riverway: city wayfinding and gateway signs, park identification, Miami Valley Recreational Trail signage variations, National/State routes, interpretive, regulatory
- Reroutes/trail end points and gaps
- The trail signage system contains lots of information, making this one sign type work really hard.







Multitude of sign systems/ types





Re-routes/ trail end points/gaps

















ISSUES/OBSERVATIONS

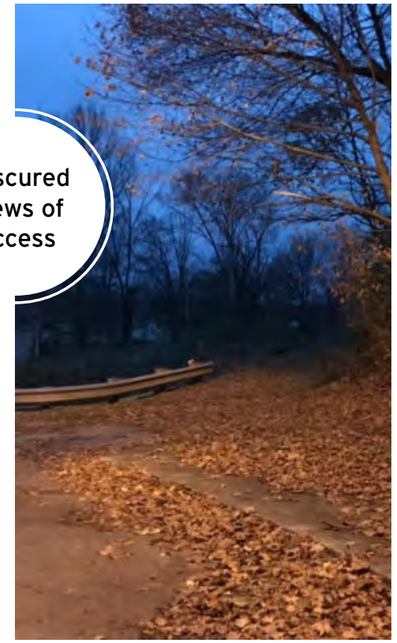
- Need the presence of Riverway-branded identification signage
- Lack of signage on the Great Miami River, beyond warning signs
- Lack of signage from the Trails into the Riverway cities (for the most part)
- Lack of signage or inconsistent signage at water and river trail access points and parking lots (secret/club)
- Obscured sight lines to the River and Trail
- Inconsistent nomenclature/No introduction to the nomenclature or overall picture of the Riverway or trail sign system



Lack of Signage in Parking Lots



Obscured Views of Access









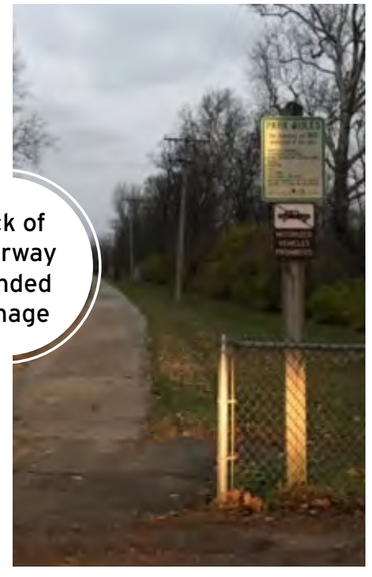
"Secret" River access Points

Lack of Signage at River access Points





Lack of Riverway Branded Signage





Low Dams

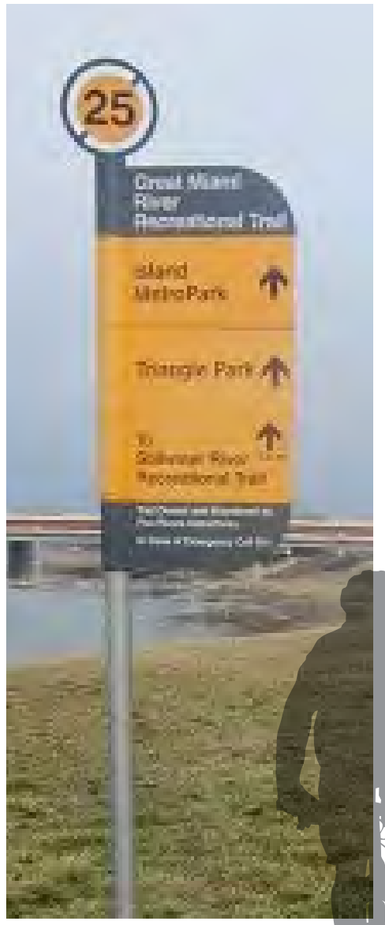


FRAMEWORK CONSIDERATIONS

WORKING WITH EXISTING SIGNAGE

We recognize that an investment has been made in current signage.

- The sign program for the Miami Valley Bikeways is a consistent element along the Recreational Trail. It does a lot of heavy lifting—functioning as gateway, directional, and mile marker for that system.
- The US Bike Route and green bike route signs are well-recognized and universal.
- Existing city and park sign programs have been established and implemented.





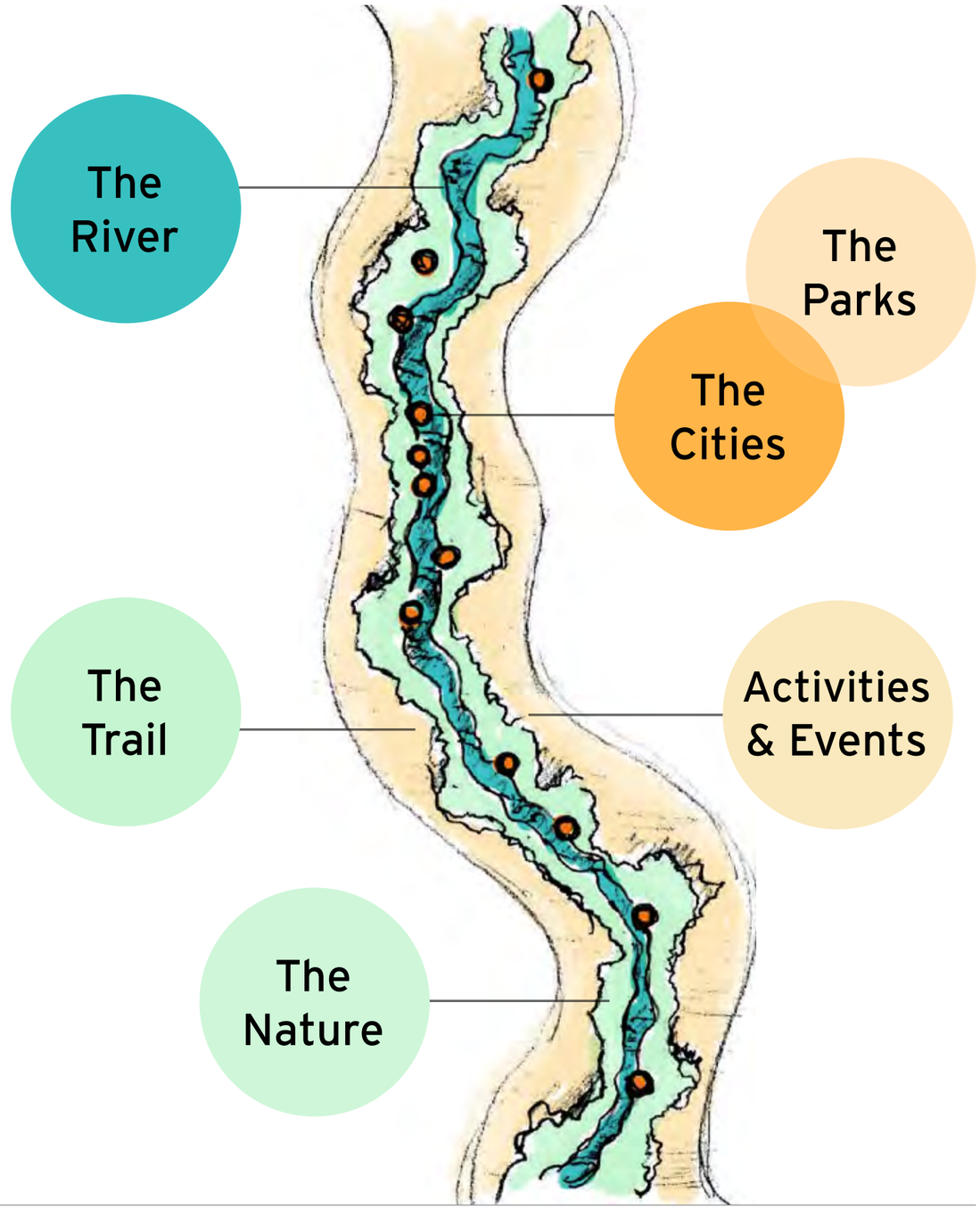
ONE-SIZE DOES NOT FIT ALL

Because there are variables, this sign program will need to flex/provide options based on the conditions in each Riverway community.

- Existing/proposed sign programs vs. no sign program
- Different community and park sizes
- Different access scenarios and trail amenities/conditions
- Different processes for getting signage installed

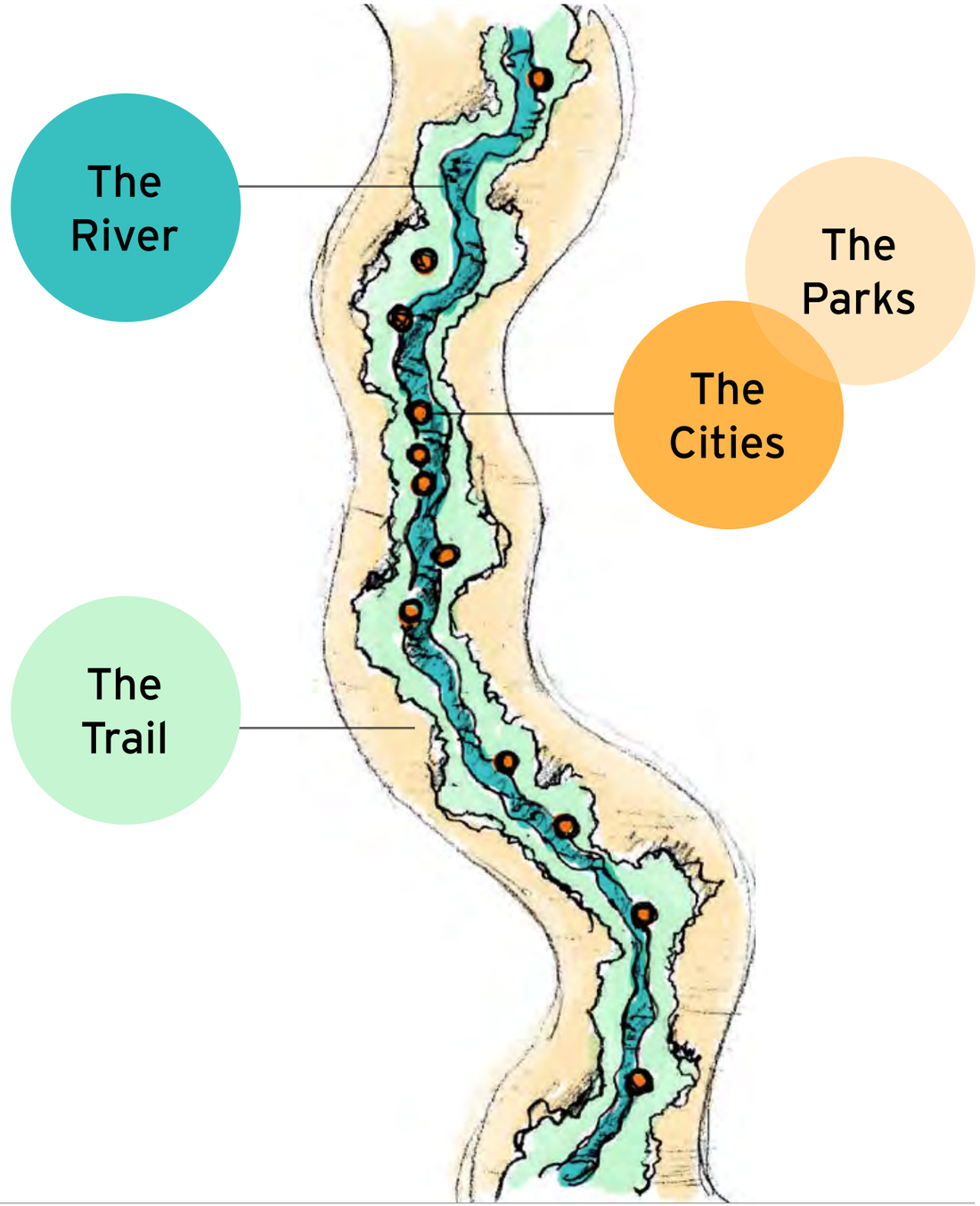
WHAT IS THE GREAT MIAMI RIVERWAY?

The Great Miami Riverway is more than just the River or the Trail, it is the entire Riverway region. This includes the towns and nature connected by the Riverway, and the activities and events that happen along the Riverway.



WAYFINDING HIERARCHY

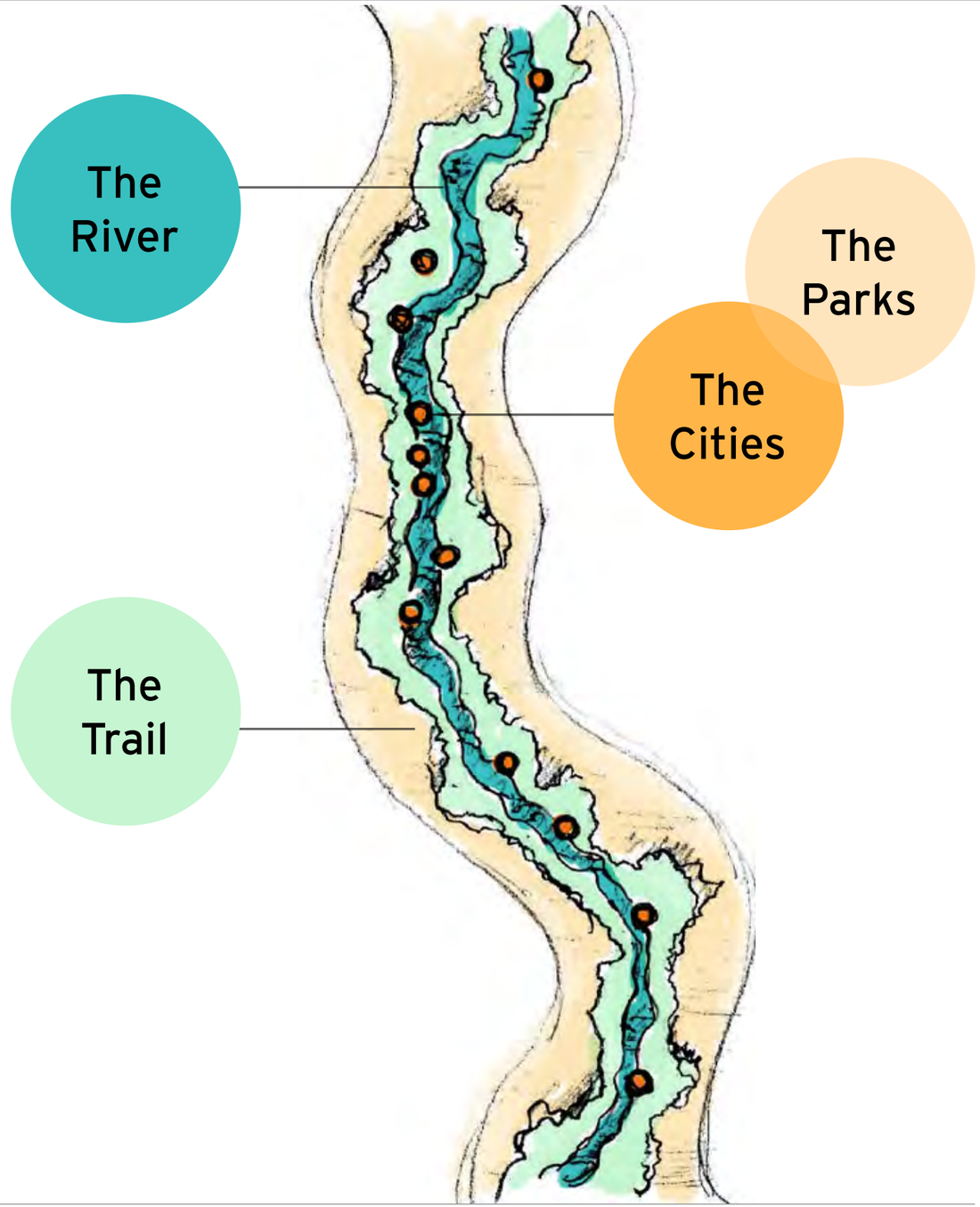
The wayfinding program can be grouped into three signage families based on user/ function. While the signs within each family may have slightly different elements or characteristics, all should feel part of a cohesive sign program, falling within the Great Miami Riverway brand umbrella.



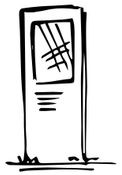
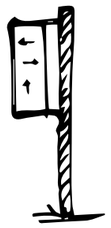
WAYFINDING FAMILIES

THE CITIES/PARKS

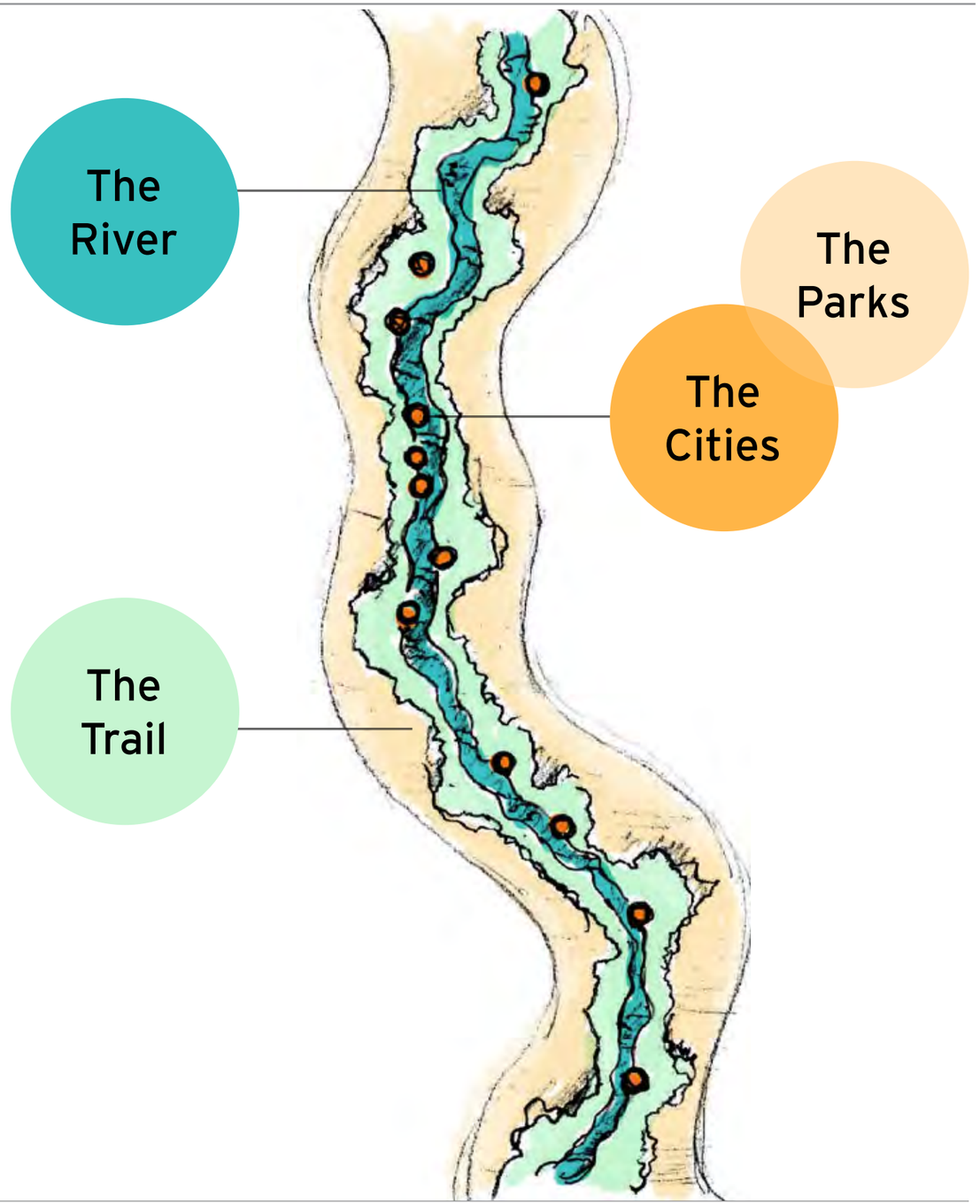
SIGN TYPE		DESCRIPTION/FUNCTION
Highway Wayfinding		Great Miami Riverway message added to existing ODOT signs.
Gateway/ Identification		Great Miami Riverway brand element incorporated into city's entry experience (added to existing city gateway sign/park identification sign, new stand-alone structure, etc.)
Directional		Messaging or Great Miami Riverway brand element added to existing city/county sign program.
Trailblazer		**Existing:** Great Miami Riverway brand element added to existing USBR Bike Route sign posts. **New:** Stand-alone Great Miami Riverway branded sign providing direction and acting as confidence markers along main routes to the Riverway region, river &/or trail.
Parking Identification		**Existing:** Great Miami Riverway brand element or message added to existing city parking sign. **New:** Great Miami Riverway identification at unmarked parking lots/areas. May include regulatory information such as hours, reserved parking, etc.
Park/Amenity Identification		Great Miami Riverway brand element added to existing signage or a new stand-alone sign.



WAYFINDING FAMILIES

THE TRAIL		
SIGN TYPE		DESCRIPTION/FUNCTION
Trailhead ID/ Orientation		Identification at trailheads & access points. May include wayfinding/directional messaging, rules & regulations, a map (display & take-along) & additional river/community information.
Directional		**Trail:** Existing color-coded/numbered bikeway signage system. May add Great Miami Riverway brand element. **Amenity:** Riverway-branded directionals to pull users off of the trail and into the City Downtown destinations. We recommend implementing signage that's part of the Riverway sign family rather than only visually connecting to the existing yellow and black bikeway signage.
Regulatory		Indicates important instructional messages such as warnings rules, restrictions, etc.
Mile Markers		Stand-alone structures that provide mileage information along the trail. May incorporate city name as an additional level of placemaking & wayfinding.

Parking Identification—See Page 13, The Cities/Parks Wayfinding Family:
Parking signage for the trail in most cases can be grouped into the City sign family, either as an add-on to existing city signage or as a new Great Miami Riverway Parking sign. Parking areas specifically for trail users may be marked accordingly using secondary identification, alternate design, nomenclature, etc.

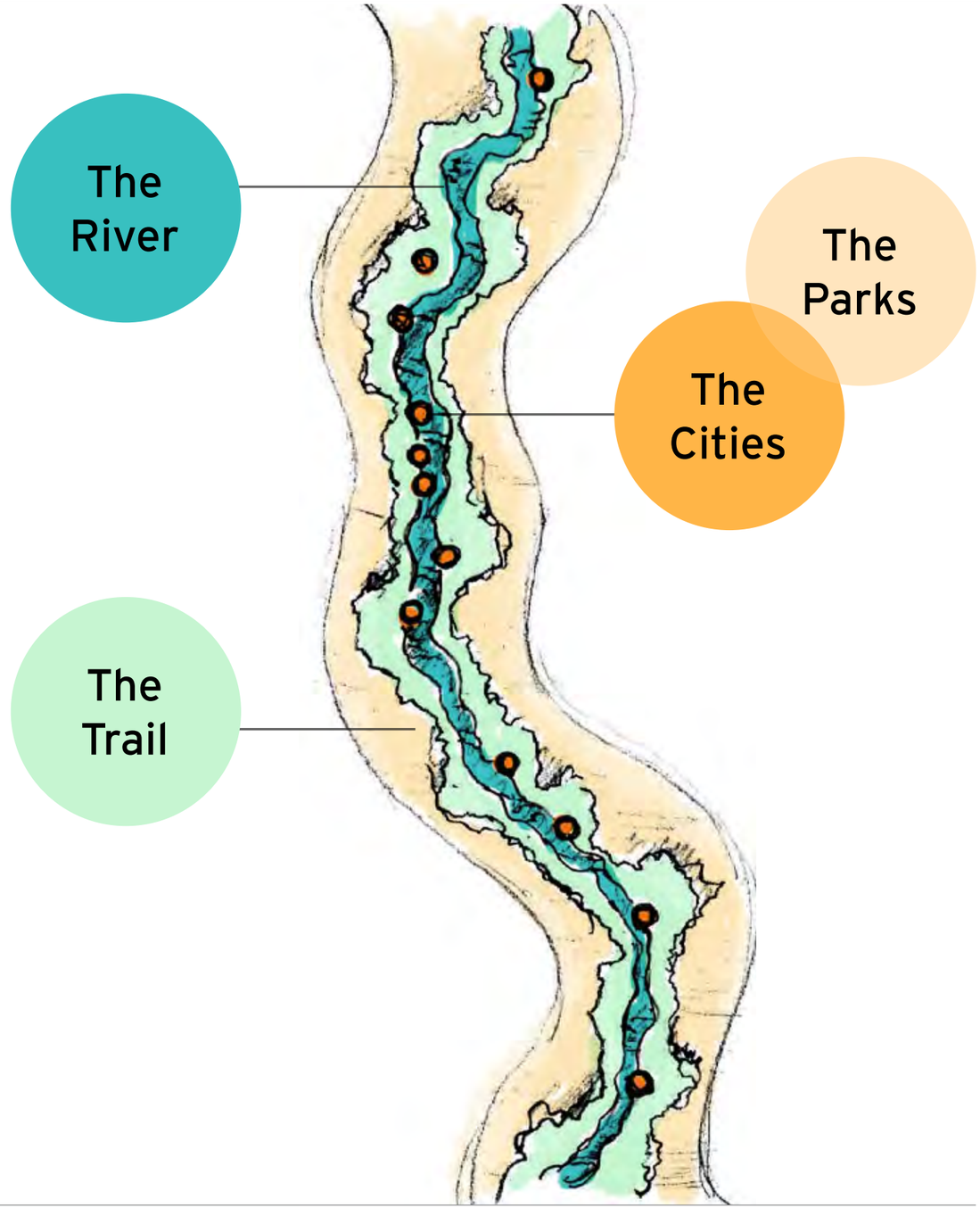


WAYFINDING FAMILIES

THE RIVER

SIGN TYPE		DESCRIPTION/FUNCTION
Gateway/ Identification		**Put-ins:** Identification near river access points. May include rules & regulations, a map or additional river/community information. **Bridge:** Large scale identification (city, bridge/ street name) on bridges to aid in wayfinding and act as confident markers. May incorporate mile marker.
Regulatory		Indicates important instructional messages such as portage, warnings, rules, restrictions, etc. May incorporate directional messages as well.
Recognition		Identifies/honors sponsors and donors.

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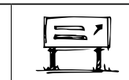


WAYFINDING HIERARCHY

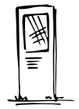
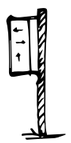
The Great Miami Riverway brand is the overarching element of the wayfinding program. The River, Trail and Cities/Parks signage families are the components of the Riverway system.



THE CITIES/PARKS

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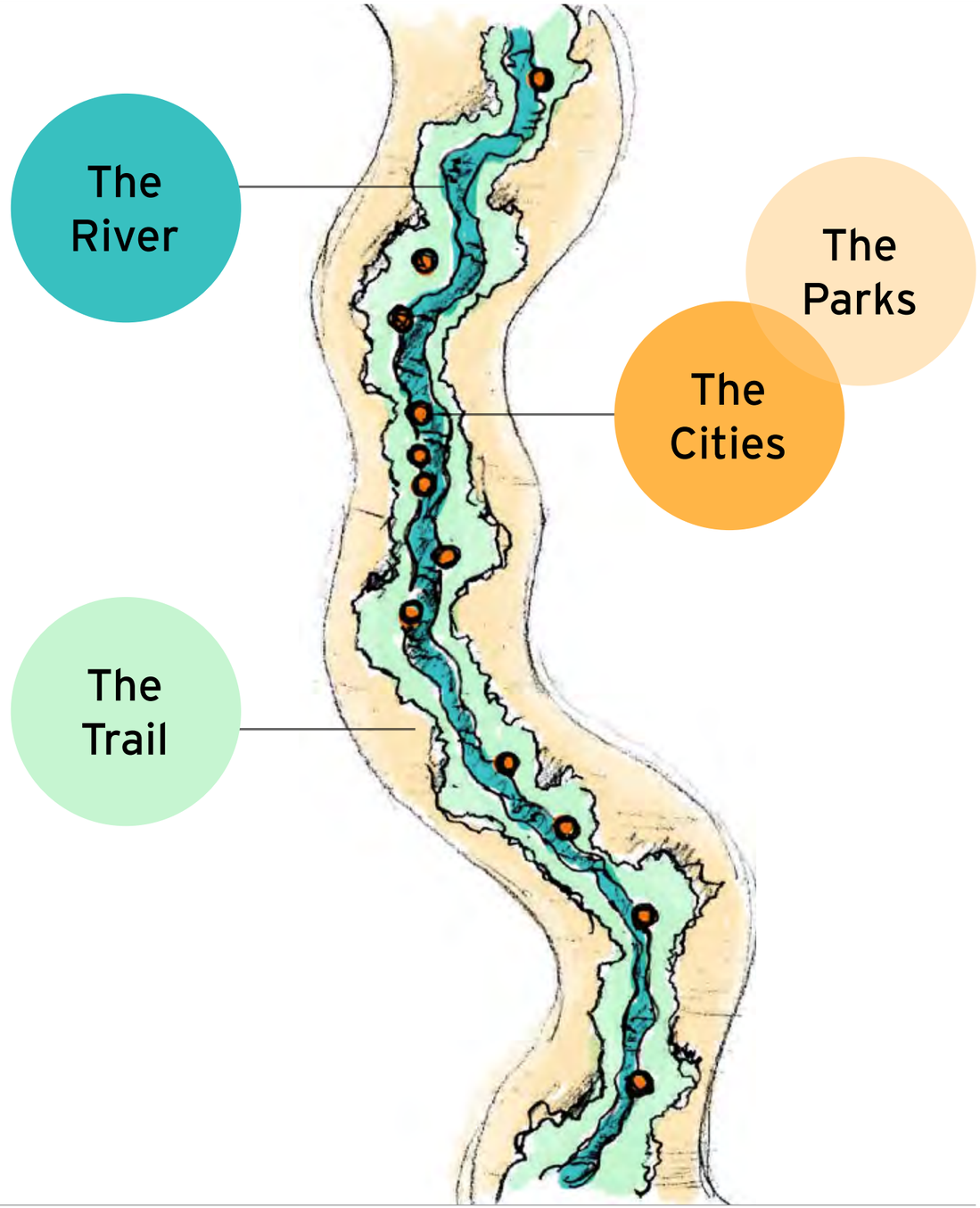
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Regulatory		Indicates important instructional messages such as portage, warnings, rules, restrictions, etc. May incorporate directional messages as well.
Recognition		Identifies/honors sponsors and donors.

NOMENCLATURE

The Great Miami Riverway wayfinding program should include nomenclature that is consistent across all mediums and from city to city, including city sign programs, websites, printed materials and verbal directions from employees and staff.

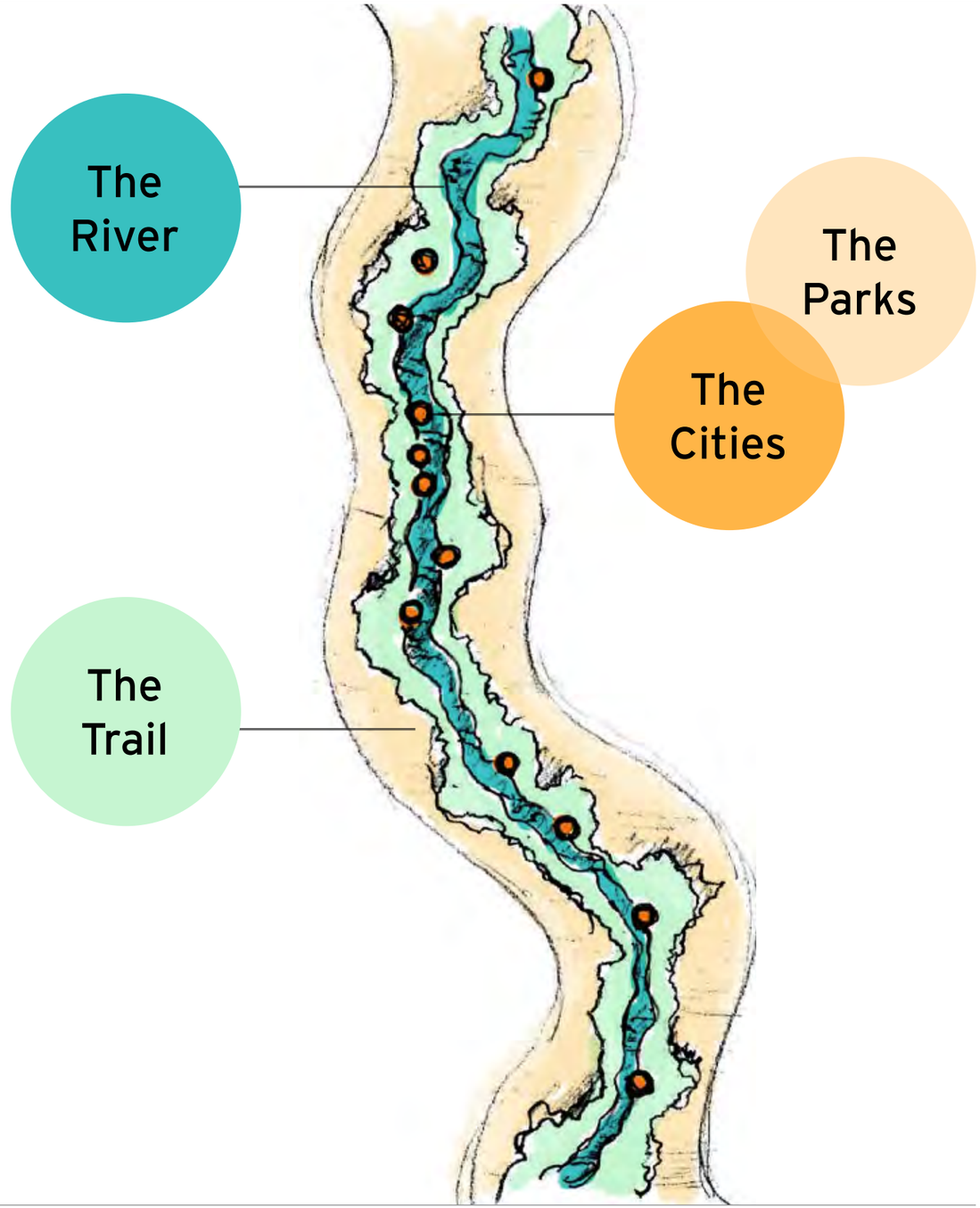
A consistent nomenclature system is critical to a cohesive and connective experience.



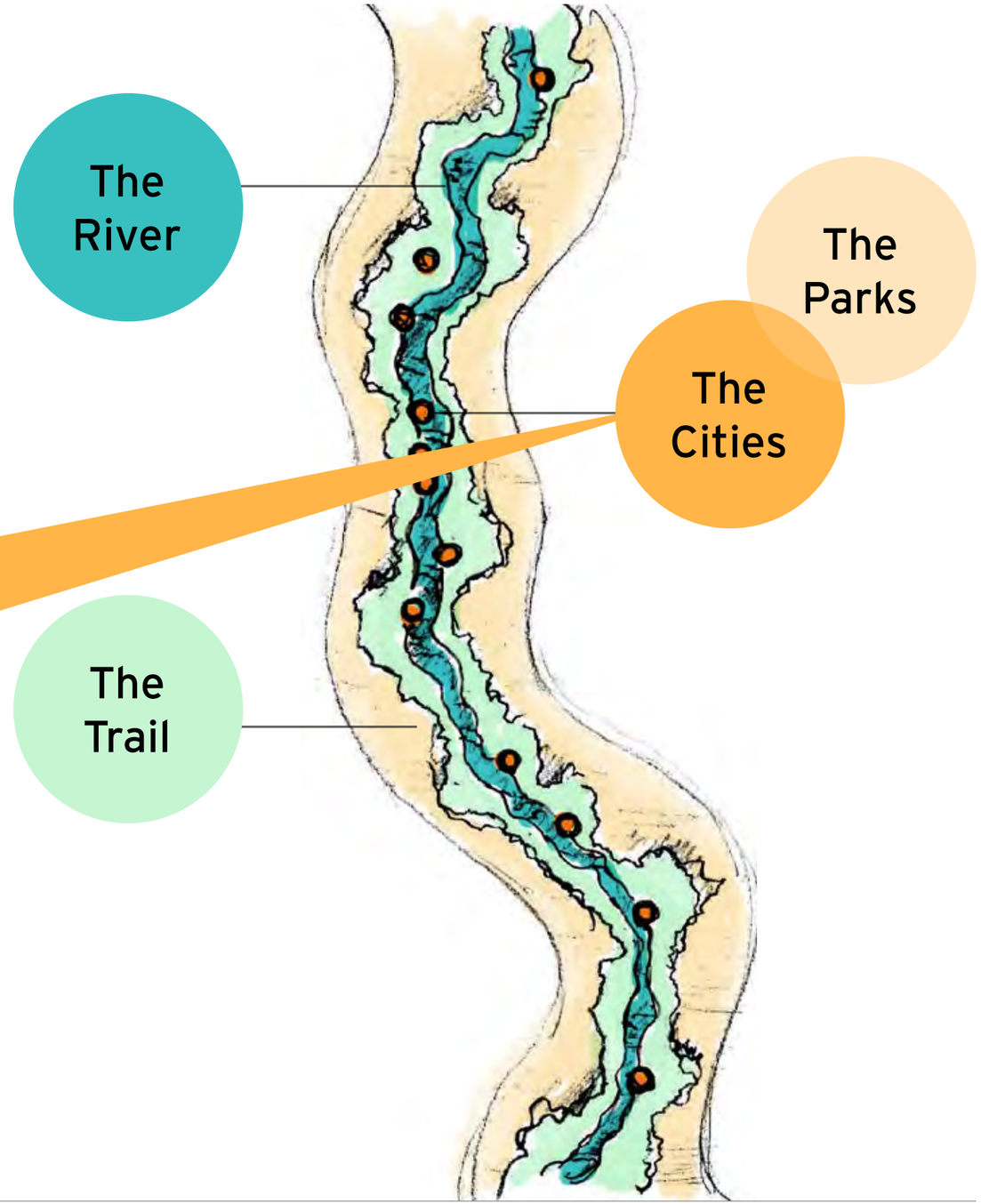
NOMENCLATURE

GREAT MIAMI
Riverway

- Great Miami Riverway (formal)
- Riverway (informal)



NOMENCLATURE



- Great Miami Riverway
- Trail
- River
- River Access *or* Put-in
- River *or* Trail Parking
- [City Name]
- "A Great Miami Riverway Community"

Whichever terminology is selected, nomenclature should be used consistently in all locations

NOMENCLATURE

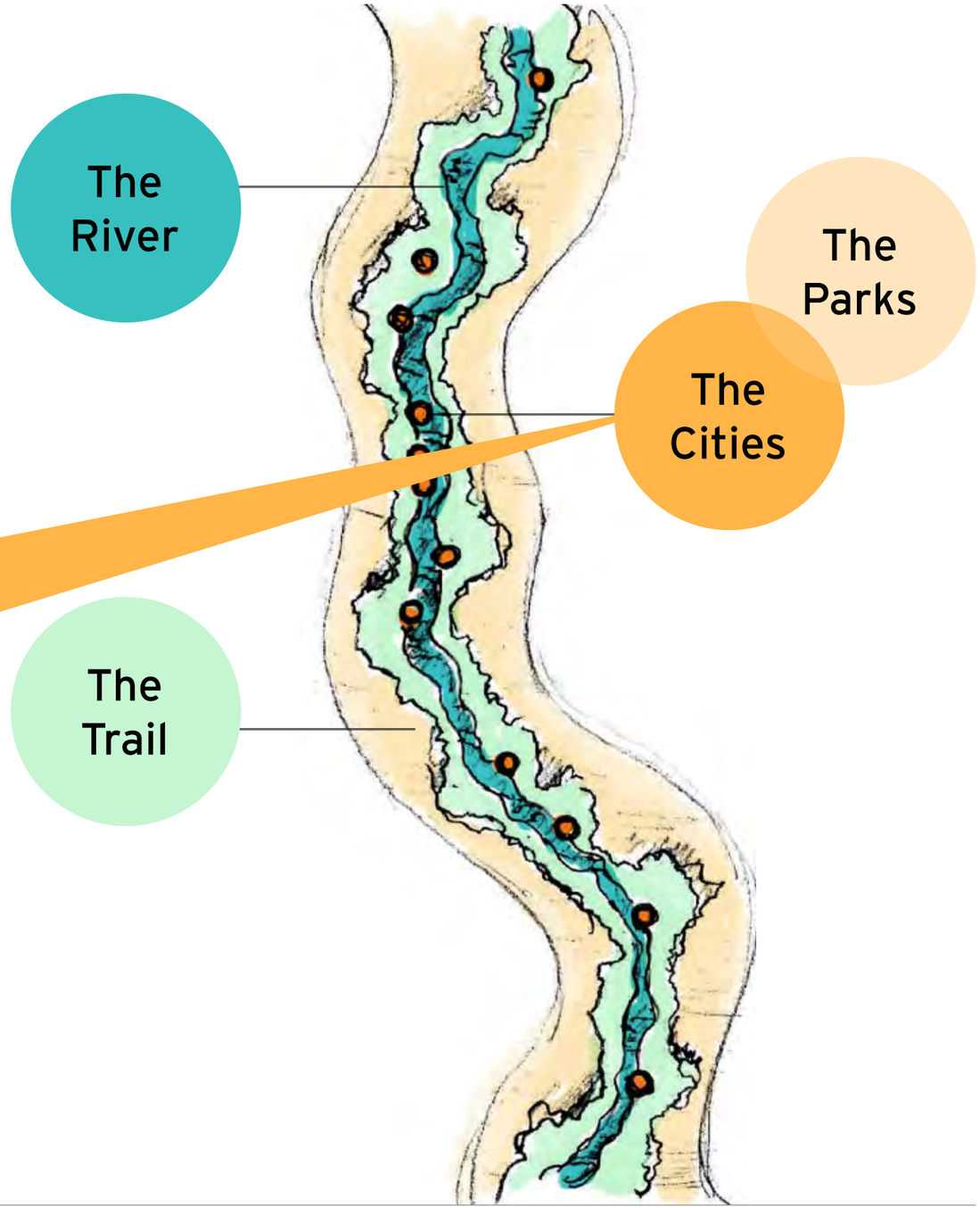


"Bike Trail" is limiting, as the Trail is a multi-purpose trail for walking, cycling, running, rollerblading, etc.

- Great Miami Riverway
- Trail
- River
- River Access *or* Put-in
- River *or* Trail Parking
- [City Name]
- "A Great Miami Riverway Community"

Since "Trail" is used to describe the multi-purpose trail, having two "trails" could be confusing, especially for vehicular traffic needing to make quick decisions. "River" is straight-forward and provides distinction from the trail.

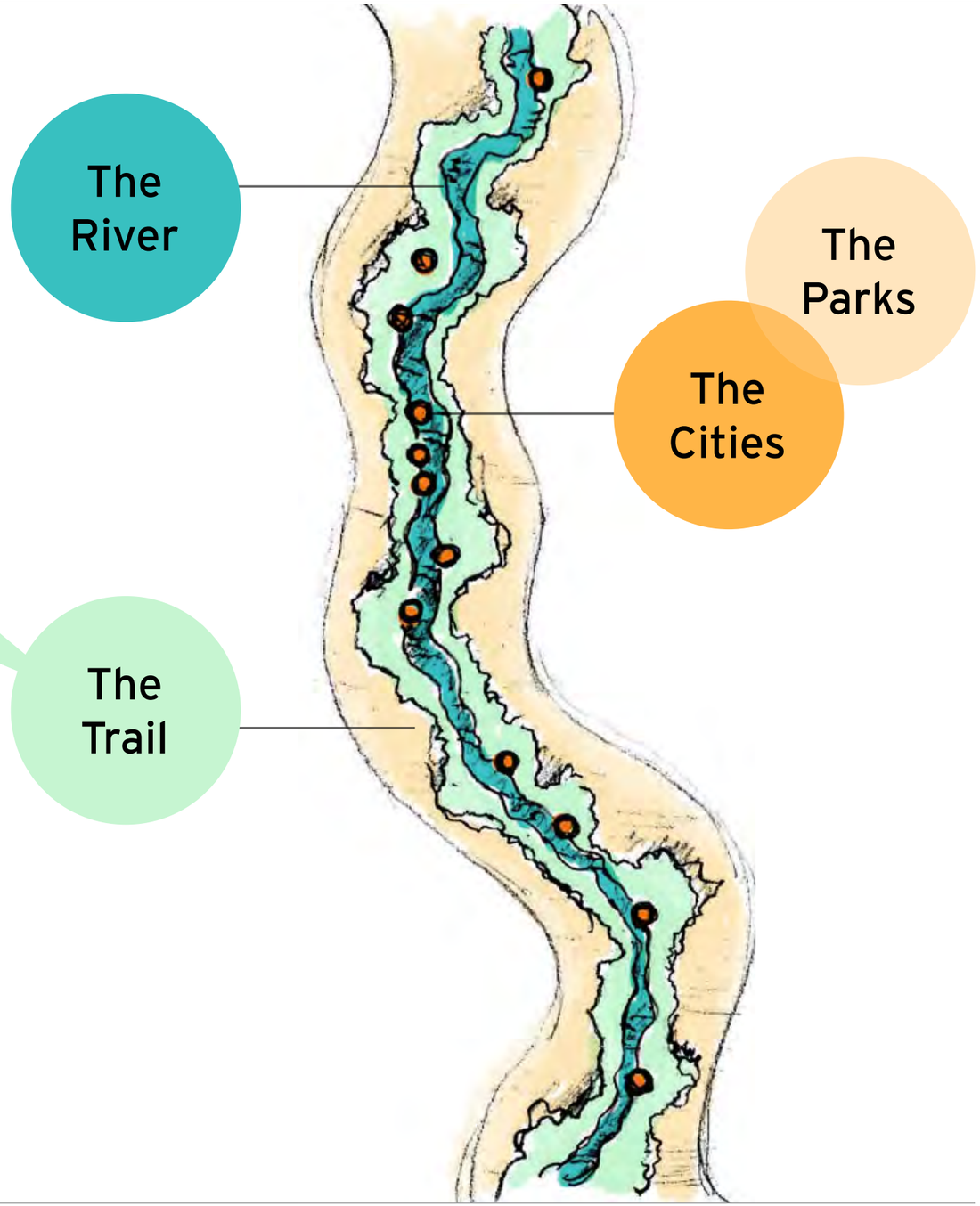
"Water Trail" can continue to be used when required for sponsor recognition at specific destinations.



NOMENCLATURE

- Great Miami River Recreation Trail
- [Route No.]
- [Amenity Name]
- [City Name]
- [Park Name]
- River Access *or* Put-in

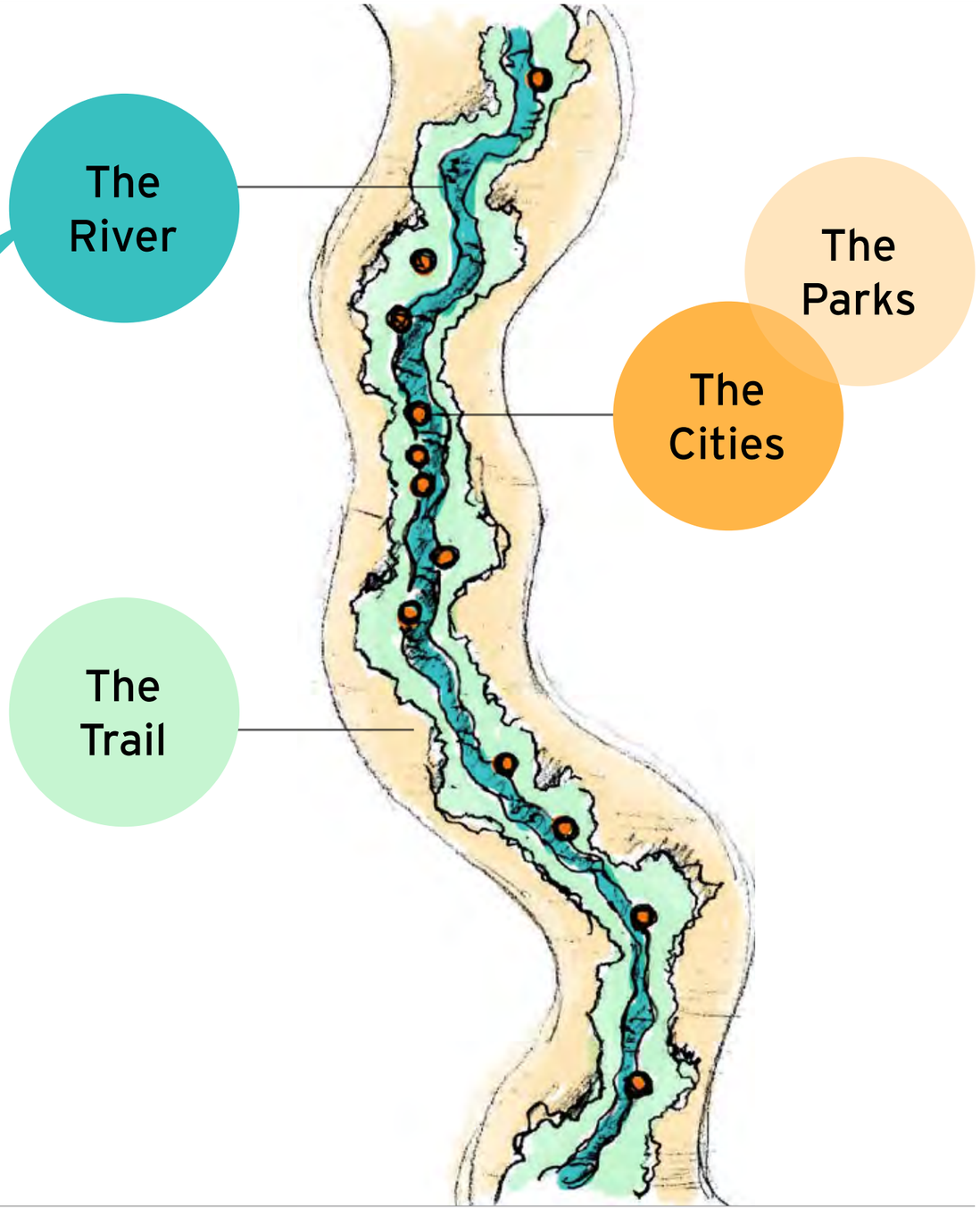
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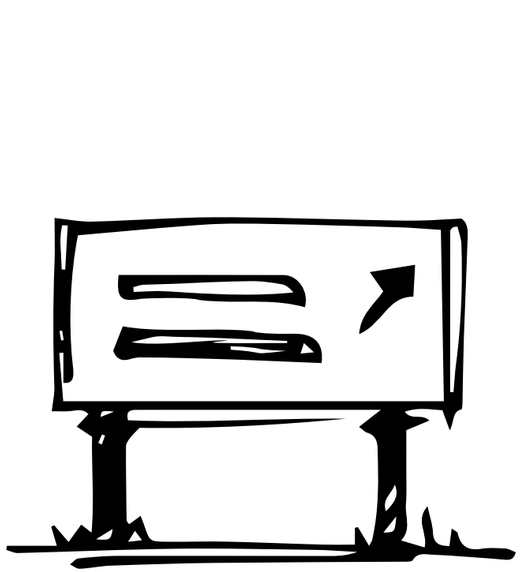
NOMENCLATURE

- Great Miami River
- Mad River
- Stillwater River
- [City Name]
- [Bridge/Street Name]
- RiverScape MetroPark
- [Park Name]
- [Amenity Name]
- Portage *or* Take-out
- River Access *or* Put-in

Whichever terminology is selected, nomenclature should be used consistently in all locations



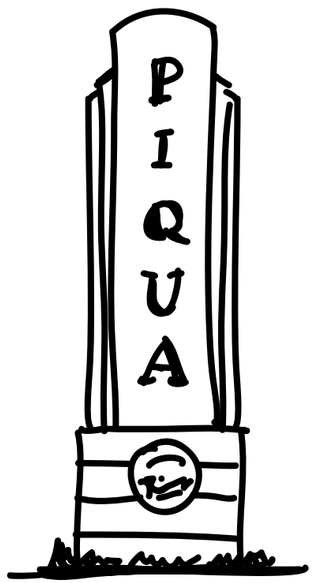
NOMENCLATURE HIERARCHY



HIGHWAY WAYFINDING

Great Miami Riverway
City

Order to be determined based on ODOT regulations



CITY GATEWAY (EXISTING)

City
Great Miami
Riverway
(A Great Miami
Riverway Community)

GMR brand is an add-on element to the City's gateway sign



GATEWAY (NEW)

Great Miami Riverway
City

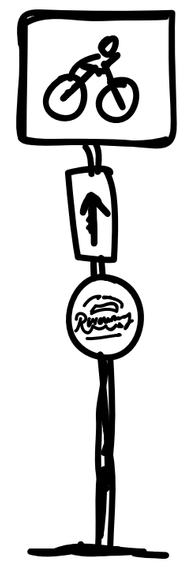
GMR logo incorporates the city's name as sub-text below



TRAILBLAZER

Great Miami Riverway
River
Trail

GMR brand only

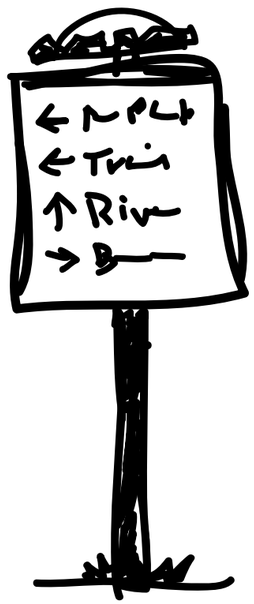


TRAILBLAZER (EXISTING USBR)

USBR
Great Miami
Riverway
(GMR brand element)

GMR brand element added to existing sign

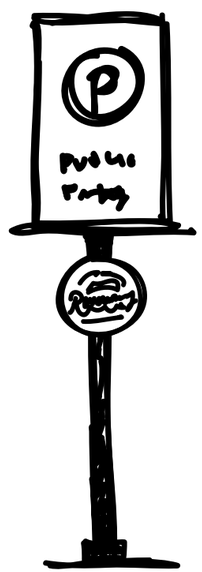
NOMENCLATURE HIERARCHY



CITY DIRECTIONALS (EXISTING)

City
River
Trail

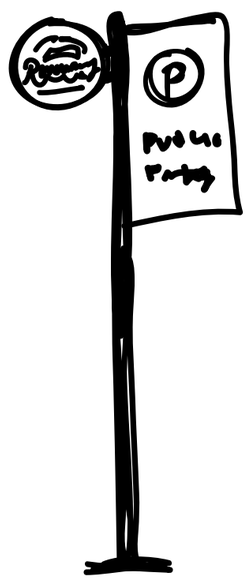
River/Trail nomenclature should be used consistently in all cities (GMR brand could also be an added visual element to City wayfinding program)



PARKING SIGNS (EXISTING)

Public Parking (City)
Great Miami Riverway
(GMR brand element)

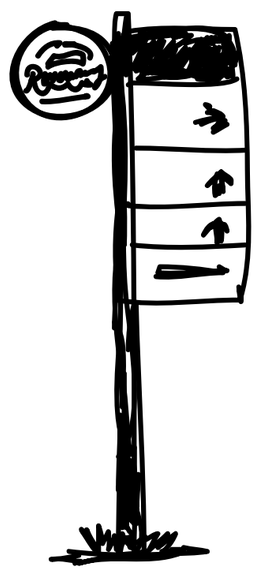
GMR brand is an add-on element to the City's parking signage



PARKING SIGNS (NEW)

Great Miami Riverway
Public Parking

GMR brand only



AMENITY DIRECTIONAL

Great Miami Riverway
City
Amenity/Destination
River Access/Put-in

Since the Cities & their amenities are part of the Great Miami Riverway, signage directing off the trail should be GMR branded (Existing color-coded trail signage remains)

ADDITIONAL BRAND APPLICATION EXAMPLES













FRANKLIN

SMALL RIVERWAY CITY

w/o wayfinding signage program

UNIQUE RIVERWAY ATTRIBUTES:

- Separate access points for the trail and river

GREAT MIAMI Riverway FRANKLIN, OH

N to Miamisburg, West Carrollton, Moraine and Dayton

CRAINS RUN NATURE PARK

HARDING MUSEUM

GM LEVEE DECK BICYCLE & KAYAK CLUB (Possible future parking lot)

MUSEUM OF SPIRITUAL ART

MURALS (throughout Downtown)

KAYAK LAUNCH

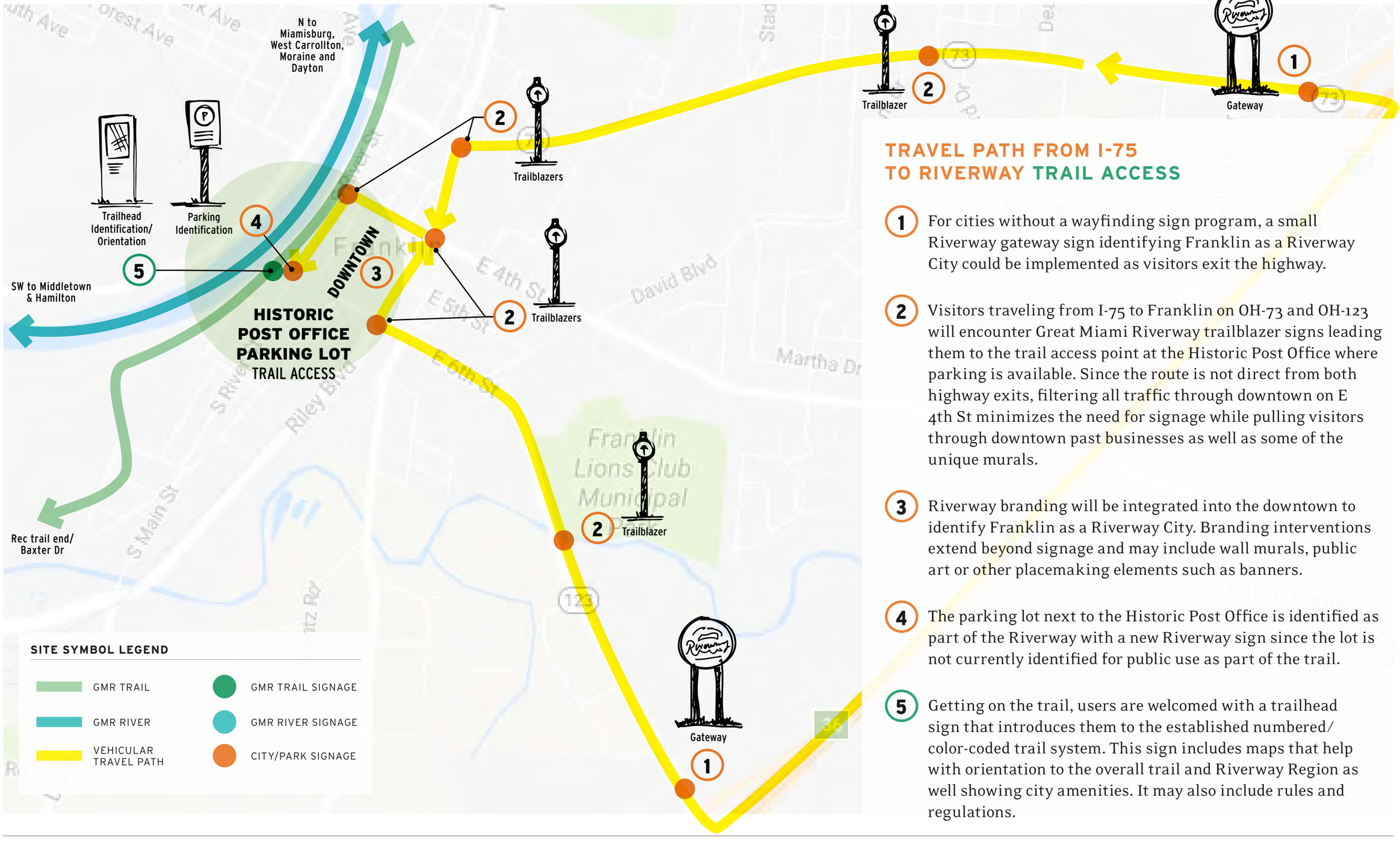
HISTORIC POST OFFICE (log cabin)

Trail end/ Baxter Dr

SW to Middletown & Hamilton

SITE SYMBOL LEGEND

- GMR TRAIL
- GMR RIVER
- ISOLATED SECTION OF TRAIL
- TRAIL ARRIVAL AND/OR ACCESS
- RIVER ARRIVAL AND/OR ACCESS
- PARKING



TRAVEL PATH FROM I-75 TO RIVERWAY TRAIL ACCESS

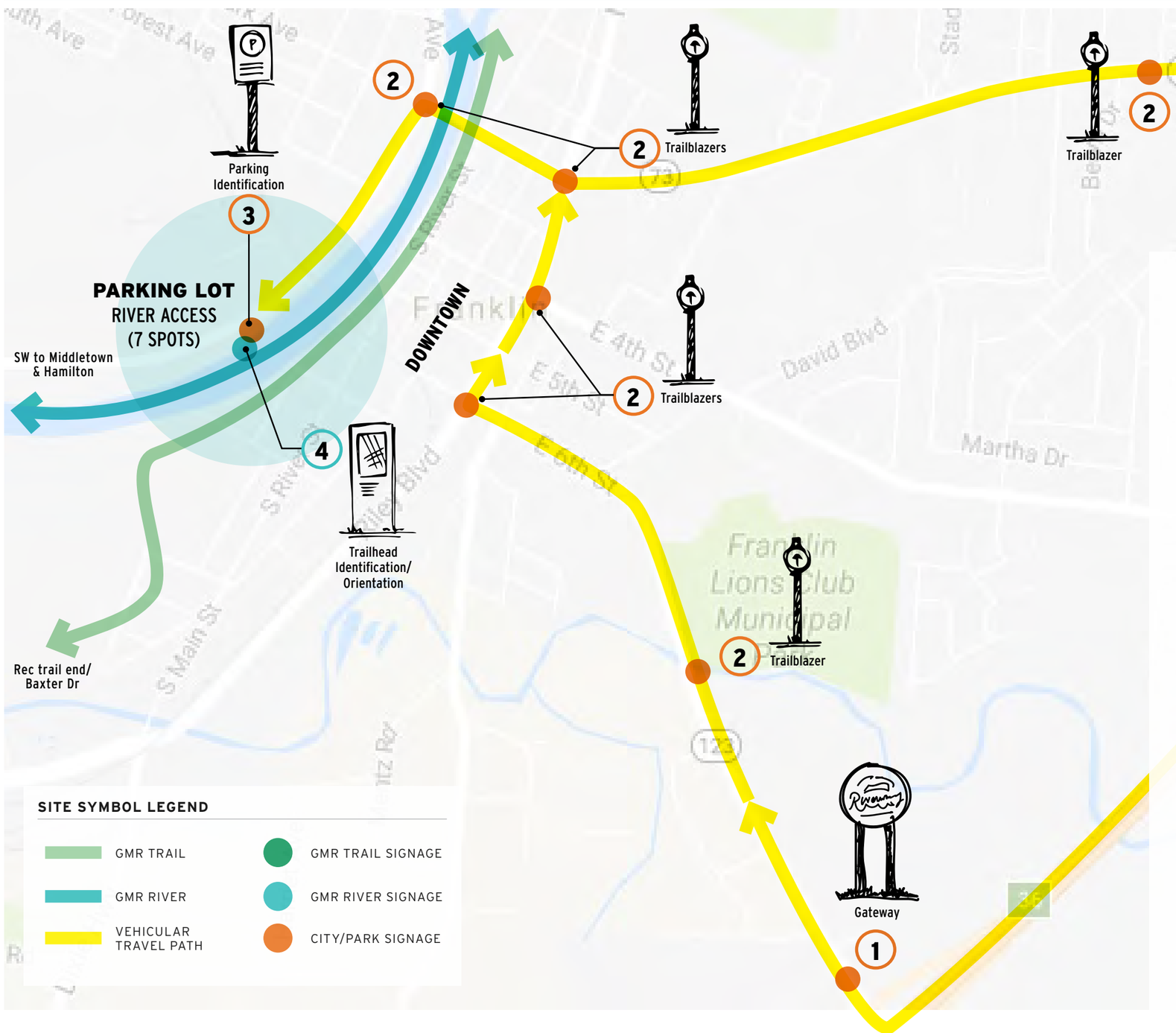
1 For cities without a wayfinding sign program, a small Riverway gateway sign identifying Franklin as a Riverway City could be implemented as visitors exit the highway.

2 Visitors traveling from I-75 to Franklin on OH-73 and OH-123 will encounter Great Miami Riverway trailblazer signs leading them to the trail access point at the Historic Post Office where parking is available. Since the route is not direct from both highway exits, filtering all traffic through downtown on E 4th St minimizes the need for signage while pulling visitors through downtown past businesses as well as some of the unique murals.

3 Riverway branding will be integrated into the downtown to identify Franklin as a Riverway City. Branding interventions extend beyond signage and may include wall murals, public art or other placemaking elements such as banners.

4 The parking lot next to the Historic Post Office is identified as part of the Riverway with a new Riverway sign since the lot is not currently identified for public use as part of the trail.

5 Getting on the trail, users are welcomed with a trailhead sign that introduces them to the established numbered/ color-coded trail system. This sign includes maps that help with orientation to the overall trail and Riverway Region as well showing city amenities. It may also include rules and regulations.



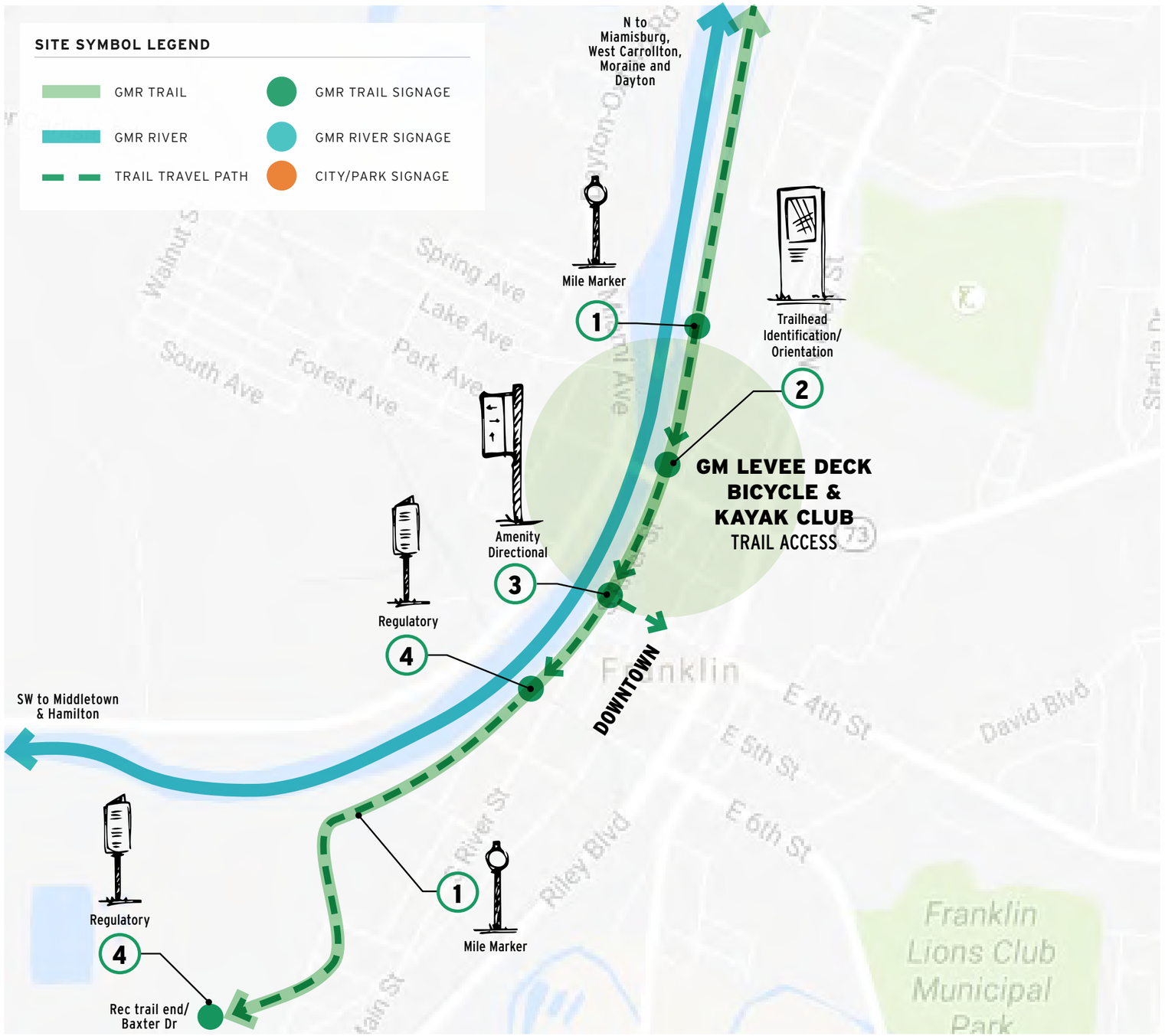
TRAVEL PATH FROM I-75 TO RIVERWAY RIVER ACCESS

1 For cities without a wayfinding sign program, a small gateway sign identifying Franklin as a Riverway City could be implemented as visitors exit the highway.

2 Visitors traveling from I-75 to Franklin on OH-73 and OH-123 will encounter Great Miami Riverway trailblazer signs leading them to the river access point parking lot on Miami Ave. The trailblazers will need to separate river-user traffic from trail-user traffic at various points along Riley Blvd.

3 The river access point parking lot is identified as part of the Riverway with a new Riverway sign since the lot is not currently identified as a river put-in for public use.

4 Trailhead Identification/Orientation signage is placed near the parking lot and river put-in to provide Riverway orientation information for the river, trail and Franklin amenities. This sign could also incorporate any necessary regulatory information.



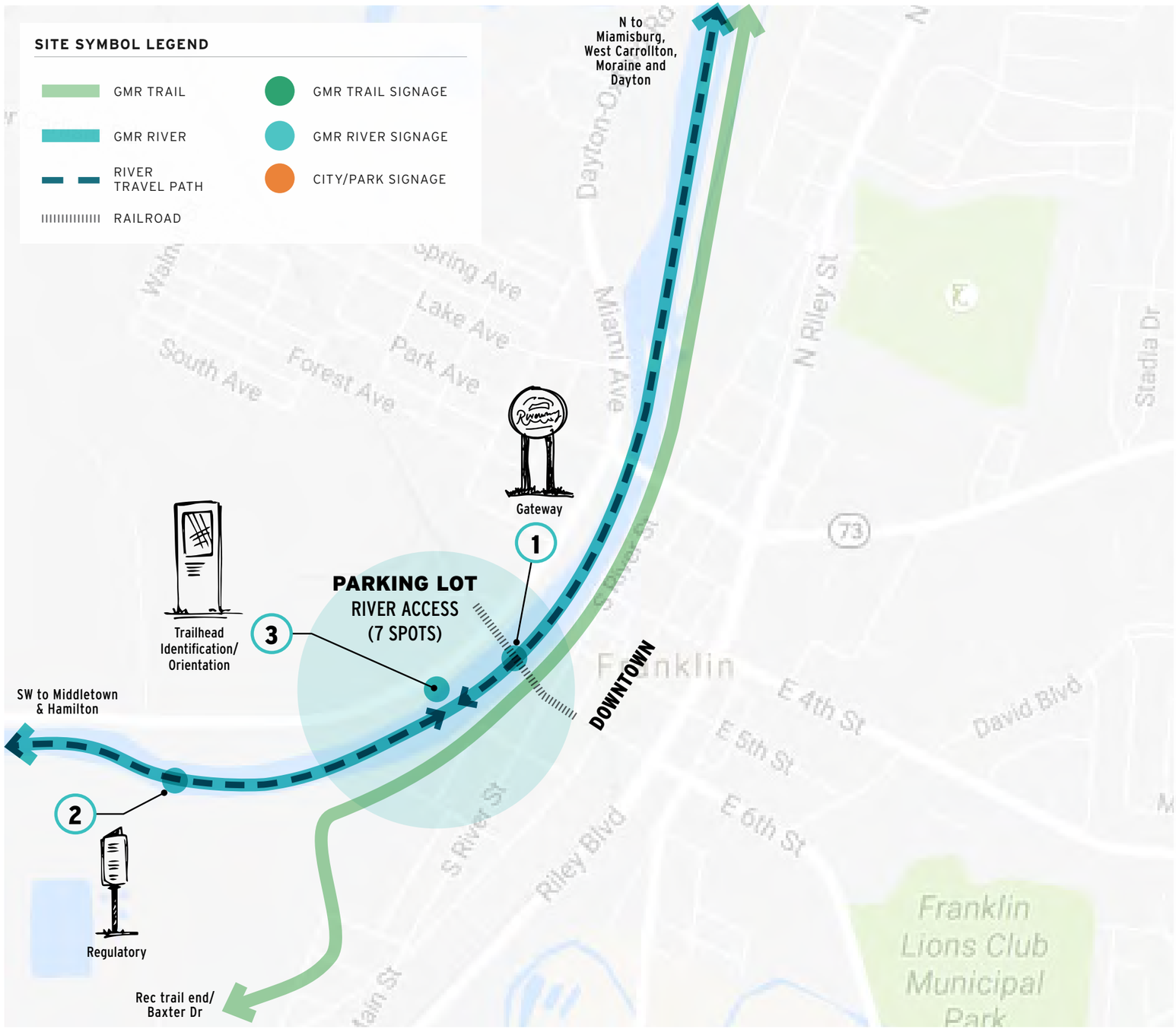
TRAVEL PATH FROM THE TRAIL TO THE RIVERWAY CITY

1. Independent mile markers along the trail provide users with helpful mileage information while also serving as confidence markers to reassure trail users that they're still on the Riverway trail. Mile markers May incorporate city name as an additional level of placemaking & wayfinding.

2. As trail users approach the Great Miami Levee Deck Bicycle and Kayak Club, Trailhead Identification/ Orientation signage is placed to provide Riverway orientation information for both the trail and river as well as identify accessible amenities within Franklin. The Levee Deck serves as a good place for trail users to stop and either take a break or gain a better sense of their location. This sign could also incorporate any necessary regulatory information provided by the city.

3. While orientation maps occur at the Levee Deck, directional signs are placed further down the trail since the trail runs close to the downtown, providing the optimal place to pull users off of the trail and toward Downtown Franklin destinations including the Museum of Spiritual Art.

4. Any necessary Riverway recreational trail regulatory signage placed within the parking area provides information while reinforcing the Riverway brand.



TRAVEL PATH FROM THE RIVER TO THE RIVERWAY CITY

1. A Riverway gateway sign hanging from the railroad bridge located close to the river access parking lot welcomes river users to Franklin and identifies it as a Riverway city. Gateway signs would occur twice along the river to bookend the city boundaries.

2. Regulatory signs alerting river users to low dams or other necessary safety information will also be placed along the river. These signs are larger and closer to the scale of vehicular traffic signage in order to be large enough for users to see since river conditions will vary.

3. Trailhead Identification/Orientation signage is placed near the parking lot and river put-in to provide Riverway orientation information for the river, trail and Franklin amenities. This sign could also incorporate any necessary regulatory information provided by the city.

HAMILTON
LARGE RIVERWAY CITY
w/ wayfinding signage program

UNIQUE RIVERWAY ATTRIBUTES:

- Separate access points for the trail and river
- Hamilton segment of trail does not connect to the rest of the trail
- River contains dams that prevent a continuous path close to the downtown area

GREAT MIAMI Riverway HAMILTON, OH

N to Middletown

Are river users who access the river at Combs Park relegated to the two mile reservoir area of the river? Or is it possible to easily traverse the dam?

COMBS PARK

DAM

RENTSCHLER FOREST METROPARK
Trail beginning/end

DAM

Prospective Champion Sports Complex (possible Beltline trail access)

DAM

RIVER ARRIVAL ONLY, NO ACCESS

HAMILTON ELECTRIC PRODUCTION
Former Ford Micro Hydro plant

SEE DOWNTOWN INSET

HAMILTON BOAT DOCK

DAM

MIAMI UNIVERSITY HAMILTON

LOW HEAD DAM FISHING PIER

Trail ends just outside of Hamilton



SITE SYMBOL LEGEND

- GMR TRAIL
- GMR RIVER
- TWO MILE RESERVOIR
- TRAIL ARRIVAL AND/OR ACCESS
- RIVER ARRIVAL AND/OR ACCESS
- PARKING

ENTRY TRAVEL PATHS TO RIVERWAY TRAIL ACCESS

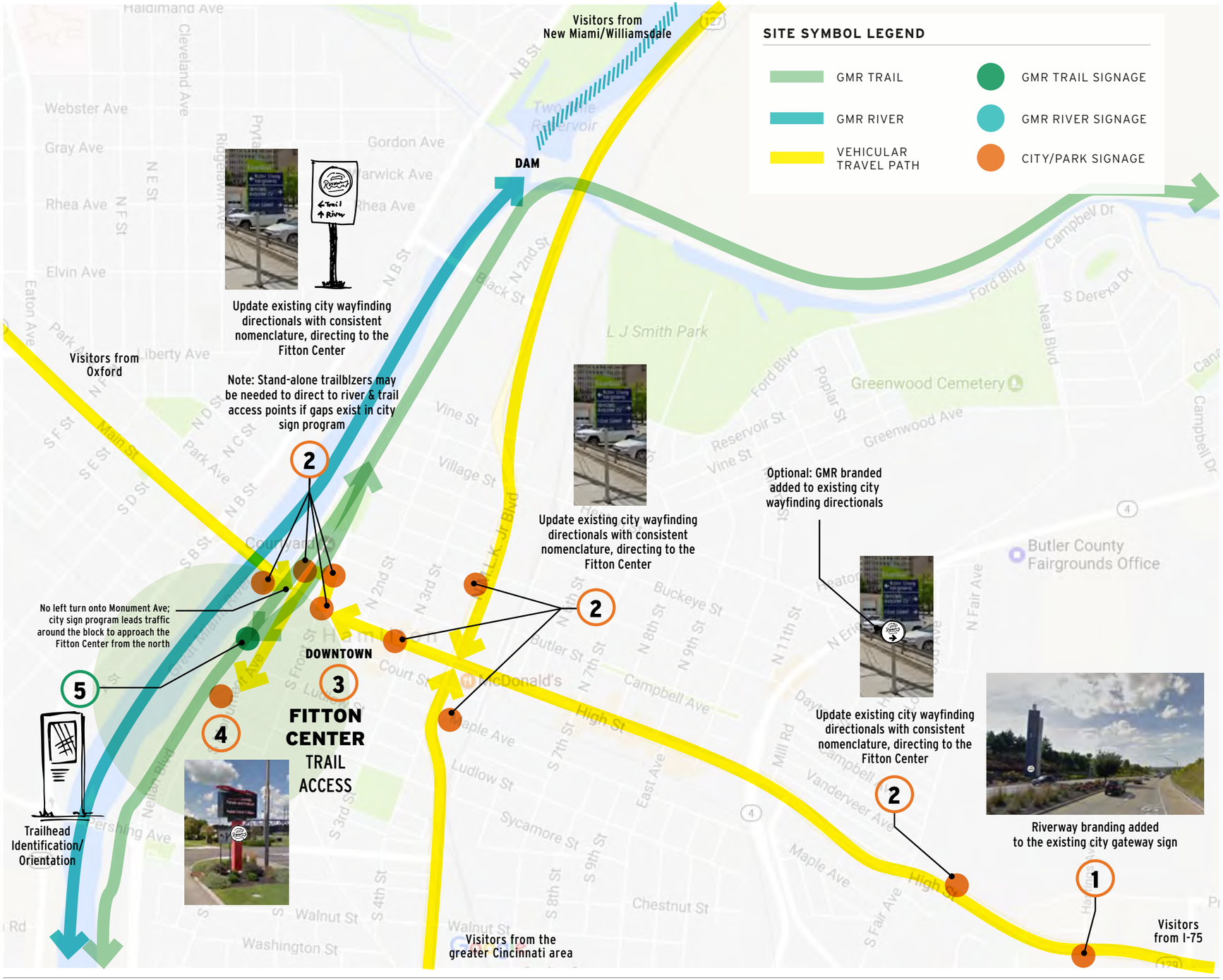
1. Since Hamilton has a city signage program, we suggest adding a plaque to the existing sign identifying the city as part of the Riverway.

2. Visitors entering Hamilton from various points will encounter Great Miami Riverway trailblazer signs that are either added to the existing sign program or separate panels on independent poles, leading them to the trail access point at the Fitton Center parking lot. Vehicular traffic for trail and river users will need to be separated in downtown since their access points are in different locations.

3. Riverway branding will be integrated into the downtown to identify Hamilton as a Riverway City. Branding interventions extend beyond signage and may include wall murals, public art or other placemaking elements such as banners.

4. A Riverway sign panel is added to the existing Fitton Center sign to identify the parking lot for public use as part of the Riverway trail.

5. Getting on the trail, users are welcomed with a trailhead sign that introduces them to the established numbered/color-coded trail system. This sign includes maps that help with orientation to the overall trail and Riverway Region as well showing city amenities. It may also include rules and regulations.



ENTRY TRAVEL PATHS TO RIVERWAY RIVER ACCESS

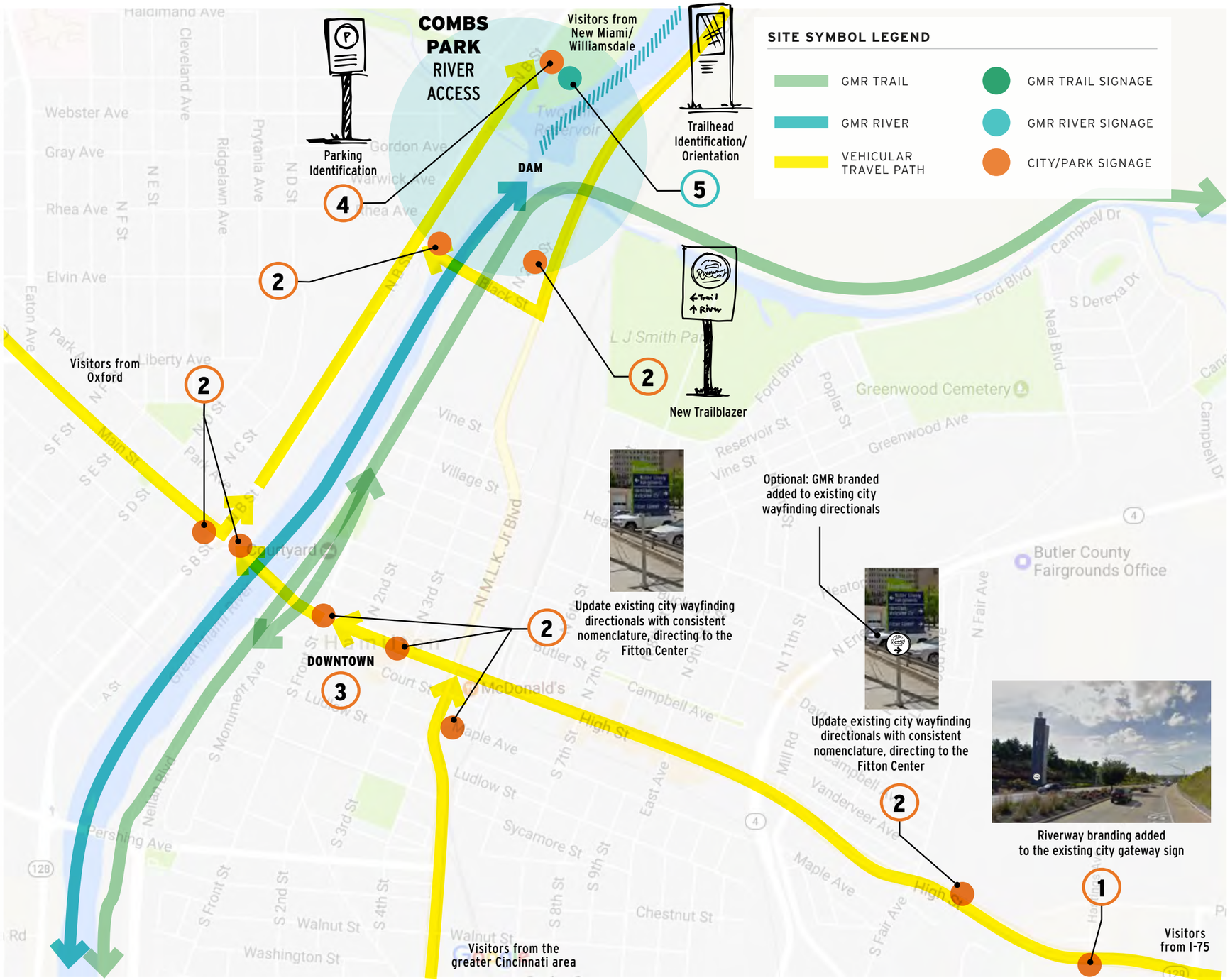
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2 Visitors entering Hamilton from various points will encounter Great Miami Riverway trailblazer signs that are either added to the existing sign program or separate panels on independent poles, leading them to the river access point at Combs Park. Vehicular traffic for trail and river users will need to be separated in various places since their access points are in different locations.

3 Riverway branding will be integrated into the downtown to identify Hamilton as a Riverway City. Branding interventions extend beyond signage and may include wall murals, public art or other placemaking elements such as banners.

4 Combs Park is identified as part of the Riverway with a new Riverway parking lot sign since the lot is not currently identified as a river put-in for public use.

5 Trailhead Identification/Orientation signage is placed near the parking lot and river put-in to provide Riverway orientation information for the river, trail and Hamilton amenities. This sign could also incorporate any necessary regulatory information.



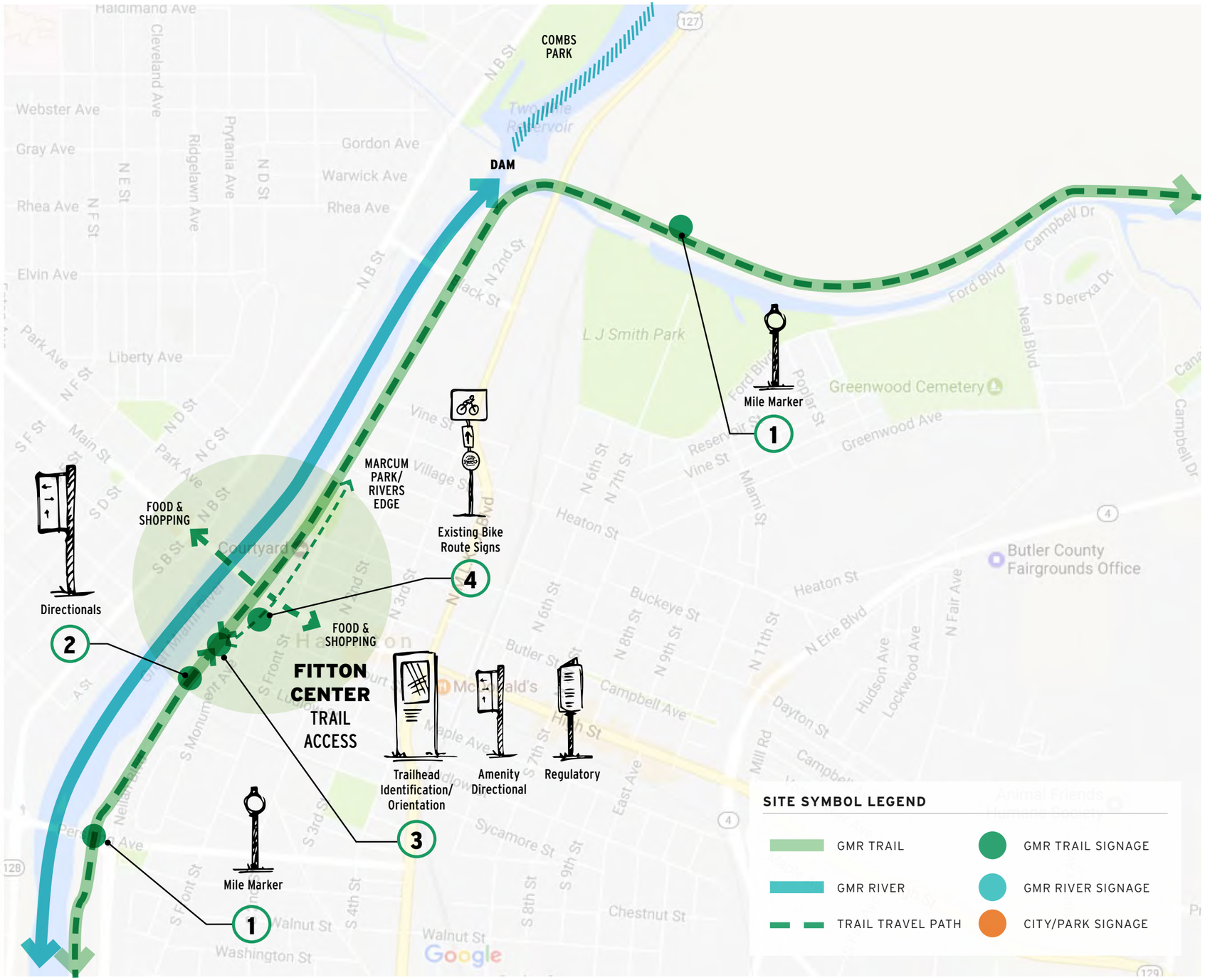
TRAVEL PATH FROM THE TRAIL TO THE RIVERWAY CITY

1. Independent mile markers along the trail provide users with helpful mileage information while also serving as confidence markers to reassure trail users that they're still on the Riverway trail. Mile markers May incorporate city name as an additional level of placemaking & wayfinding.

2. Directional signs are placed along the trail to guide users to the Fitton Center access point. Since the trail is located next to the levee and physically removed from the city, directional signs pull users off the trail and into the downtown.

3. Trailhead Identification/Orientation signage is placed within the Fitton Center parking lot to provide Riverway orientation information for both the trail and river as well as identify accessible amenities within Hamilton. This sign could also incorporate any necessary regulatory information. Directionals will also be necessary to guide users to amenities downtown or across the river, or from the parking lot to the trail.

4. The Riverway brand is added as an element to the green and white bike route directional signs to identify the path as part of the trail.



TRAVEL PATH FROM THE RIVER TO THE RIVERWAY CITY

1. A Riverway gateway sign hanging from the railroad bridge prior to the downtown alerts river users that they're entering a Riverway city. Ideally, gateway signs would occur twice along the river to bookend the city boundaries.

2. Regulatory signs alerting river users to low dams or other necessary safety information will also be placed along the river. These signs are larger and closer to the scale of vehicular traffic signage in order to be large enough for users to see, since river conditions will vary.

3. A regulatory sign is used to alert and direct river users to continue on to the right to avoid the dam.

4. A Riverway-branded regulatory sign near the shore alerts river users to the portage area.

5. Trailhead Identification/Orientation signage is placed near the parking lot and river put-in to provide Riverway orientation information for the river, trail and Hamilton amenities. This sign could also incorporate any necessary regulatory information provided by the city.



1 Create a ***sign family*** by developing sign types of appropriate scale and content. Sign types create a hierarchy that helps ***prioritize, clarify*** and ***differentiate*** kinds of information.

2 Provide an introduction to the wayfinding system through additional sign types, maps, websites and marketing materials.

3 Develop a signage system that simplifies the amount of information and visual cues. Remove and replace existing signage that does not fit the Riverway brand.

4 Institute a content policy for who takes priority on signage and establishes consistent nomenclature on river, trail and community signs, maps and other materials. Develop a signage standards manual to help manage implementation.

5 Establish a hierarchy of brand and information (Great Miami Riverway and City) based on location and function of signage.



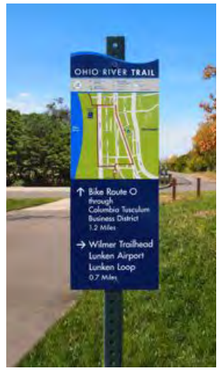














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Maps that introduce the color-coding & numbering system would be beneficial. Take-along maps could be provided at trailheads and other key points.

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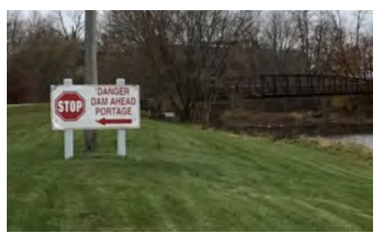
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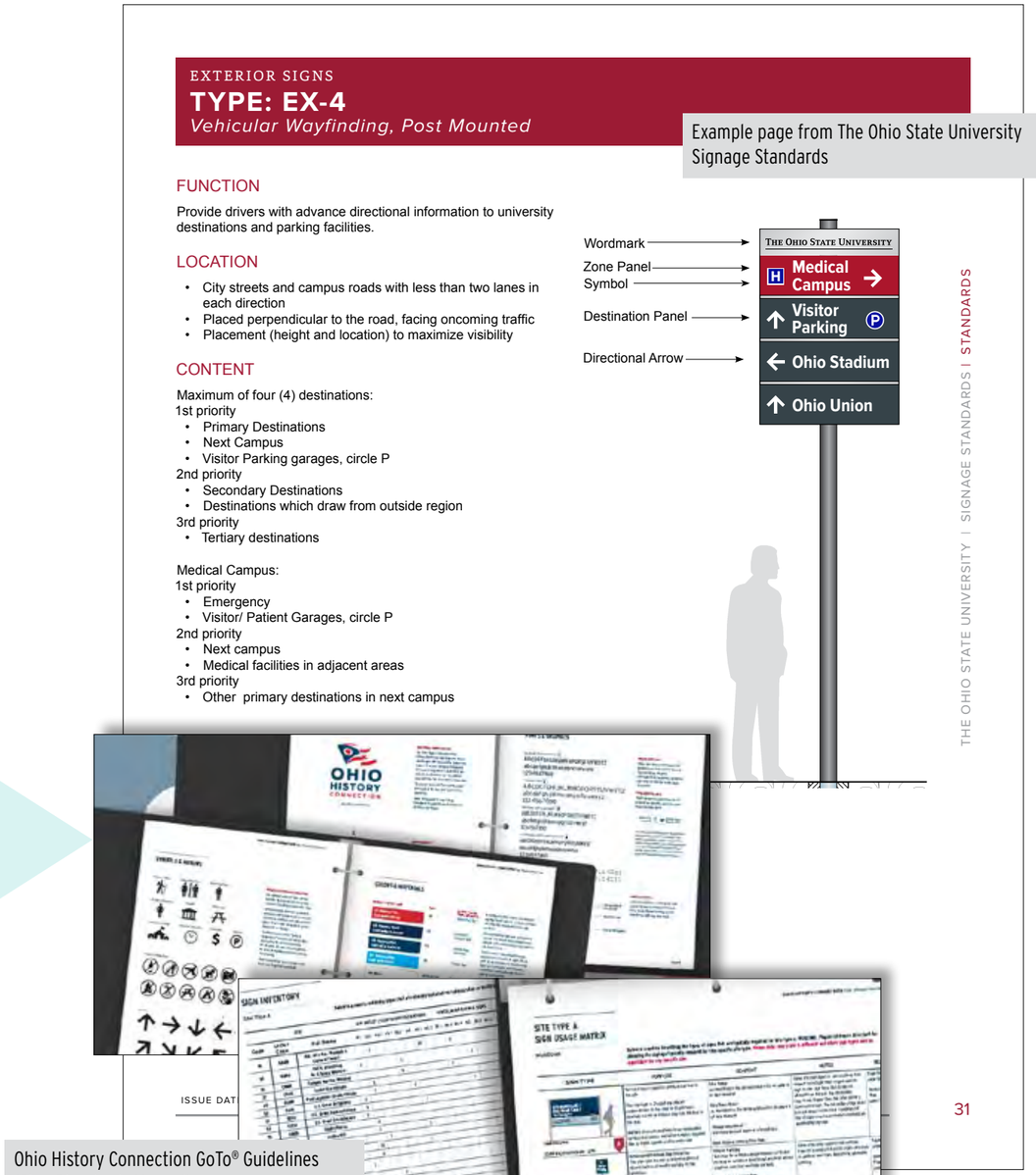
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Example page from The Ohio State University Signage Standards



Ohio History Connection GoTo® Guidelines (Sign Standards Manual)

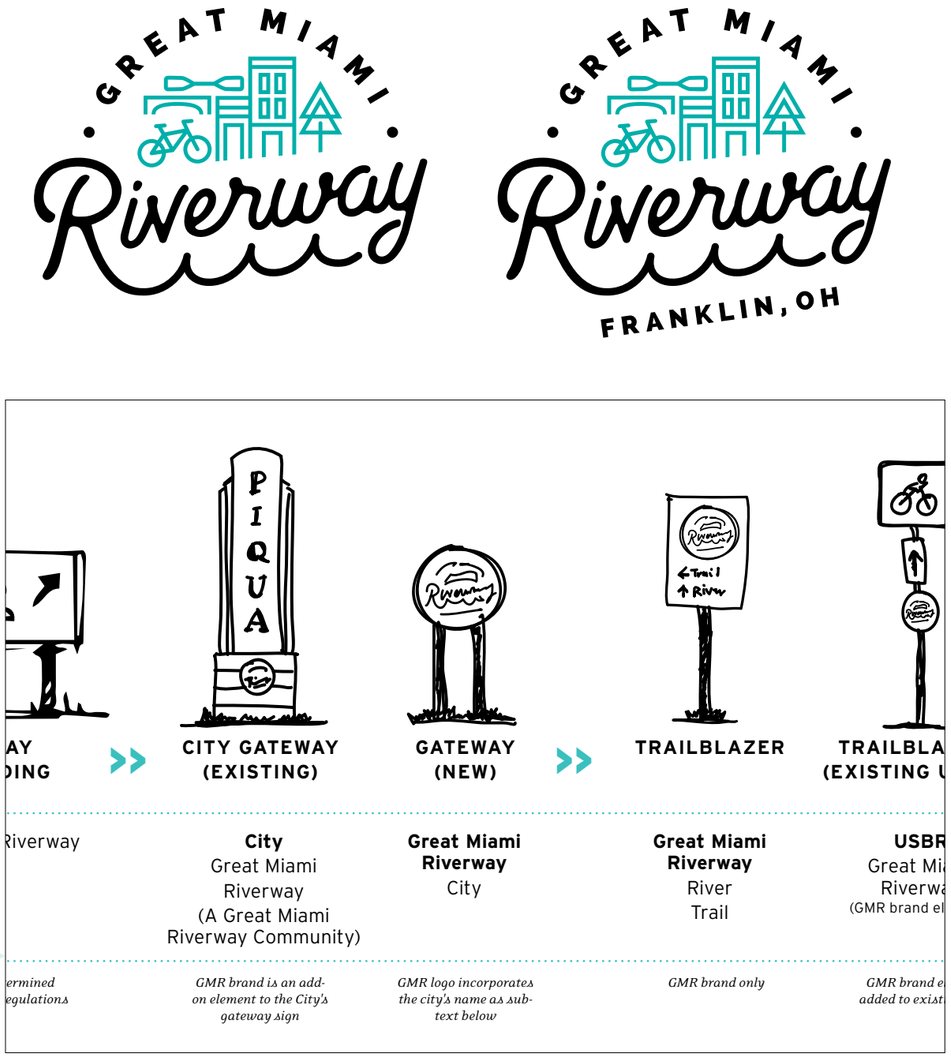
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6 Develop ***river*** signage as part of the Riverway sign program to help ***orient*** users along the water, as well as ***aligning*** the restrictive/warnings to the Riverway brand.

7 Add bridge, city and/or street names, on the bridges to help with wayfinding and placemaking on the river.

8 Implement mile markers along the river and trail to serve as informational elements, as well as wayfinding/ confidence cues.

9 Implement clear parking identification for river and trail users, either by adding onto existing city signage or establishing a Riverway-branded sign.

10 Improve regulatory signage and travel-path experience to make the Riverway, particularly the river and trail, feel more inviting, comfortable and safe.











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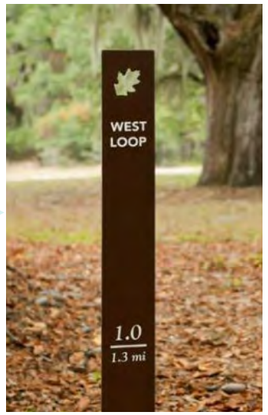
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10 Improve regulatory signage and travel-path experience to make the Riverway, particularly the river and trail, feel more ***inviting, comfortable*** and ***safe.***











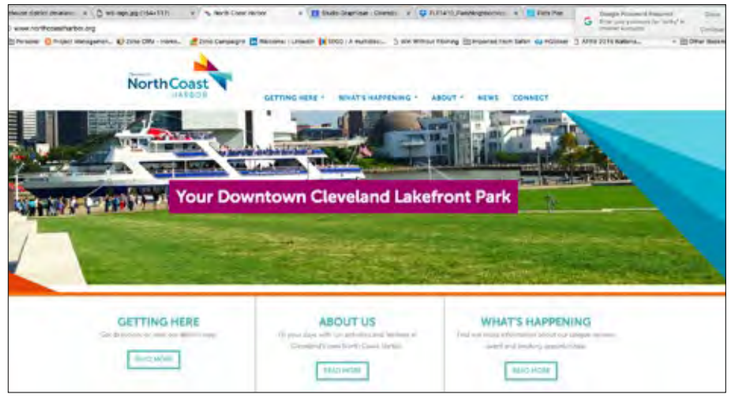
1 Design and implement a Great Miami Riverway ***website*** to give users information about the Riverway all in one place before visiting. Consider a ***smartphone app*** in the future.

2 Improve ***lighting*** along the river and trails to make the experience feel more ***exciting, welcoming*** and ***safe.***

3 Clarify the Riverway brand ***cohesively*** to better communicate what it ***includes*** and its ***assets*** in order to attract visitors, new business and partnerships while also strengthening existing relationships.

4 Improve ***perception*** and ***appearance*** of the river by providing a better and more ***connective*** experience between it, the trail and the cities.

5 Add branded elements as ***placemaking*** devices to create a ***cohesive*** experience that encompasses the entire Great Miami Riverway region.













INSPIRATION

- Activity
- Energy
- Motion
- Interaction
- Fun
- Life
- Nature
- Flow

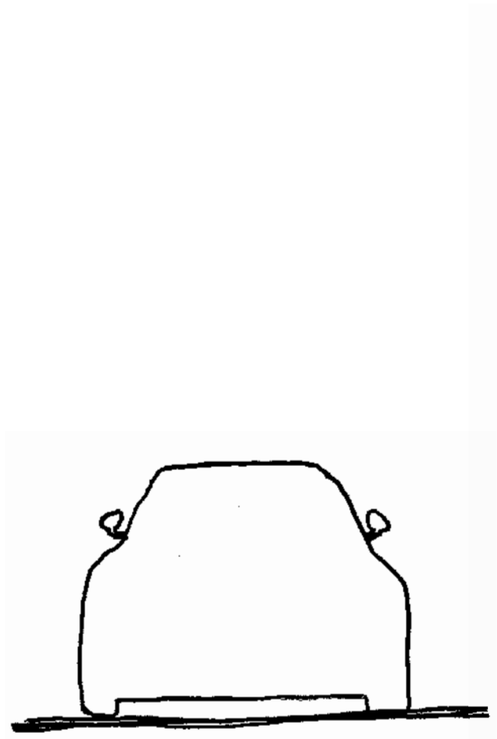


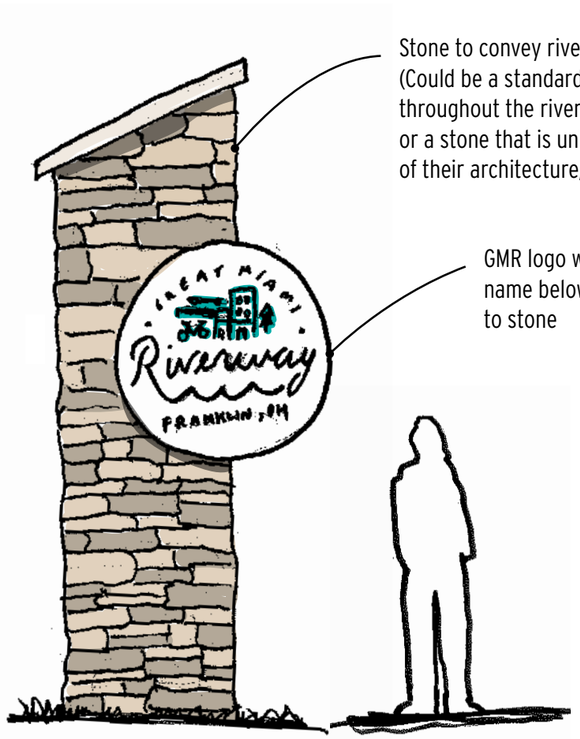








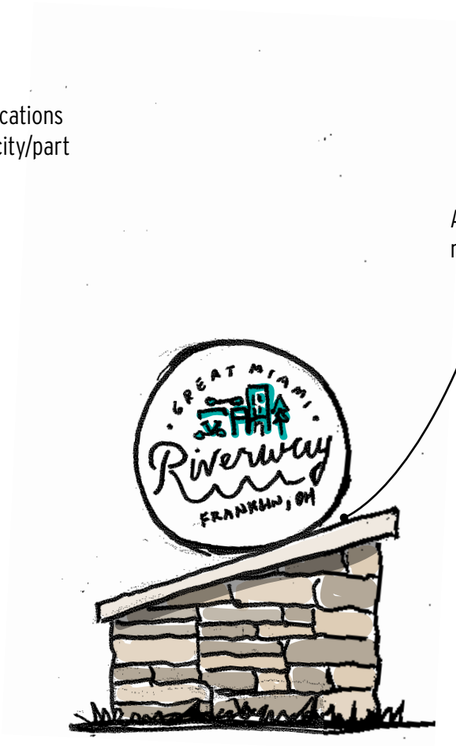




Stone to convey river/nature
(Could be a standard stone found throughout the river used in all locations or a stone that is unique to each city/part of their architecture/landscape)

GMR logo with city name below attached to stone

Option 1



Angled top & circle implies motion/activity/energy

Option 2

RIVERWAY CITY GATEWAY
(Stand-Alone)

COLOR PALETTE

GMR brand

Industrial, natural, urban

Established trail color-coding (Miami Valley Bikeways)

INSPIRATION

- Activity
- Energy
- Motion
- Interaction
- Fun
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- Nature
- Flow



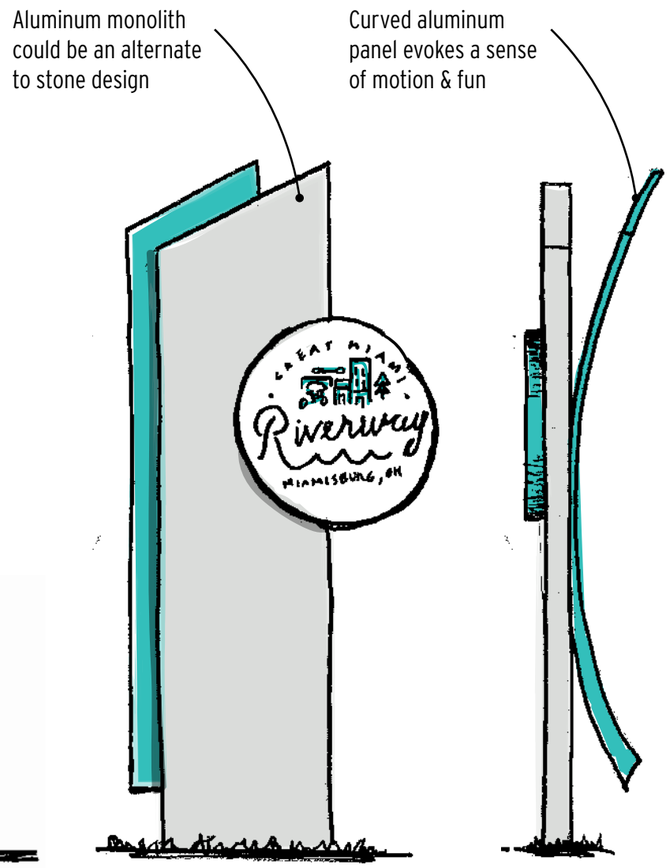






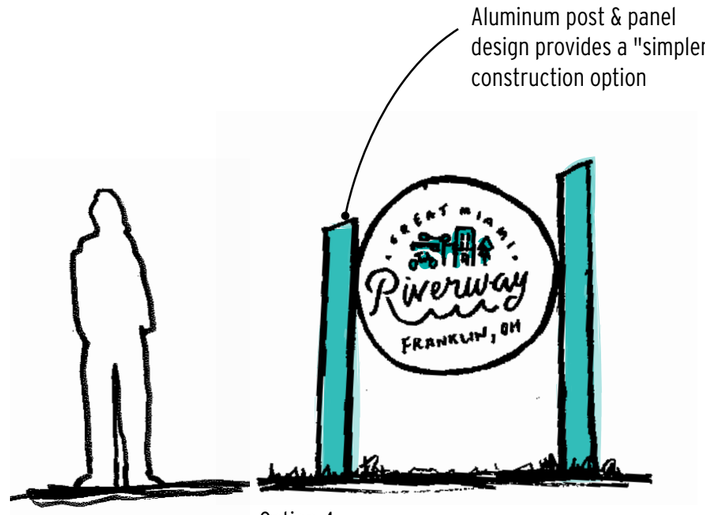






Option 3

Side View



Option 4

RIVERWAY CITY GATEWAY
(Stand-Alone)

COLOR PALETTE

GMR brand

Industrial, natural, urban

Established trail color-coding (Miami Valley Bikeways)

INSPIRATION

- Activity
- Energy
- Motion
- Interaction
- Fun
- Life
- Nature
- Flow

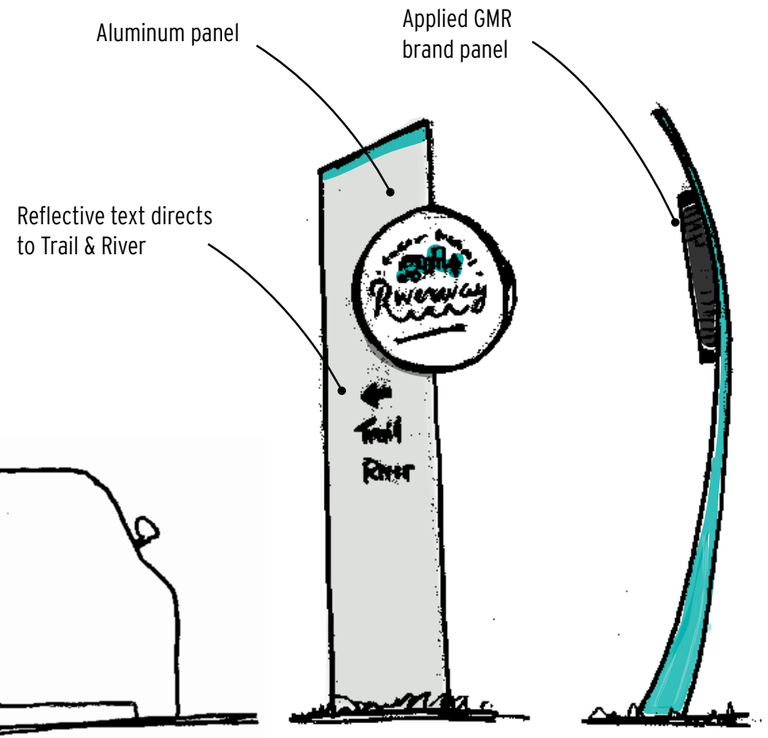






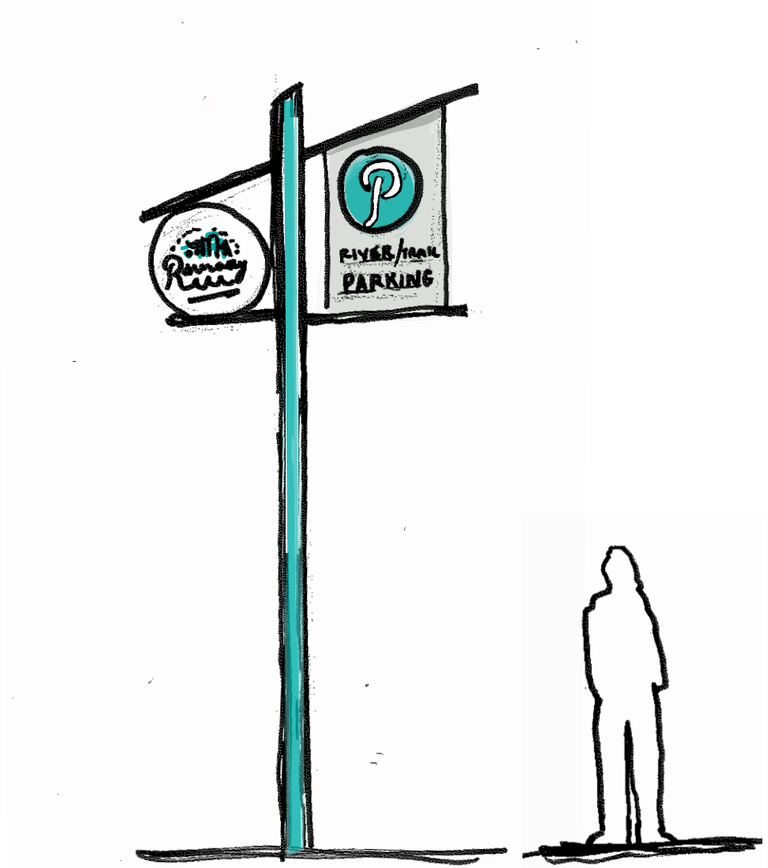






Side View

TRAILBLAZER



PARKING ID
(When city lot ID does not already exist)

COLOR PALETTE

GMR brand

Industrial, natural, urban

Established trail color-coding (Miami Valley Bikeways)

INSPIRATION

- Activity
- Energy
- Motion
- Interaction
- Fun
- Life
- Nature
- Flow

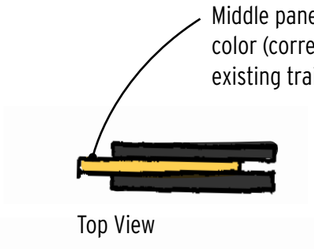




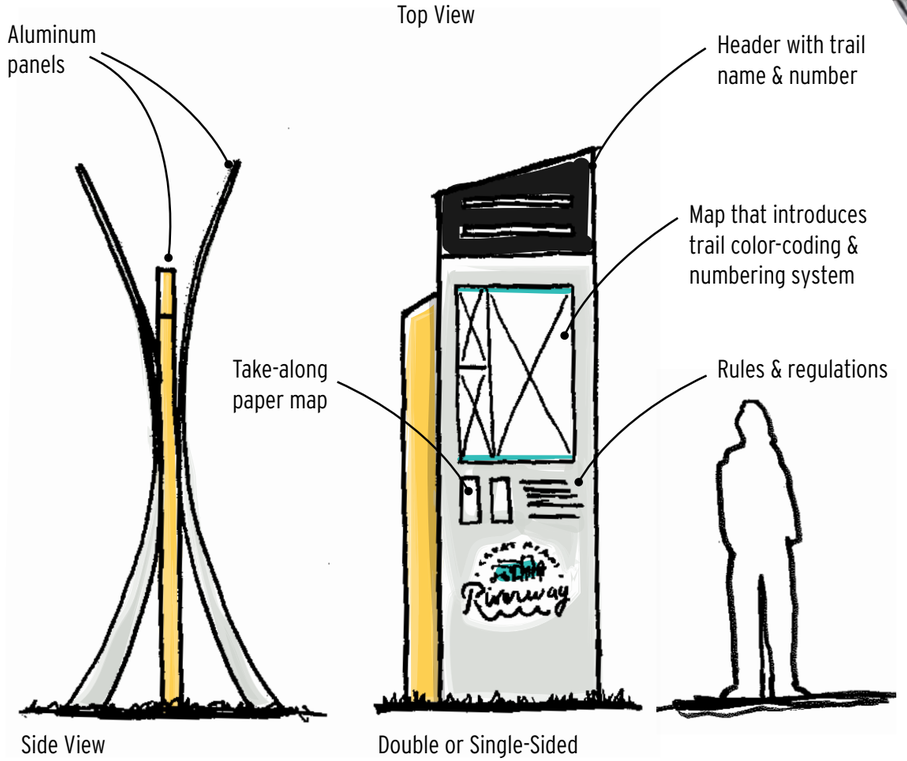


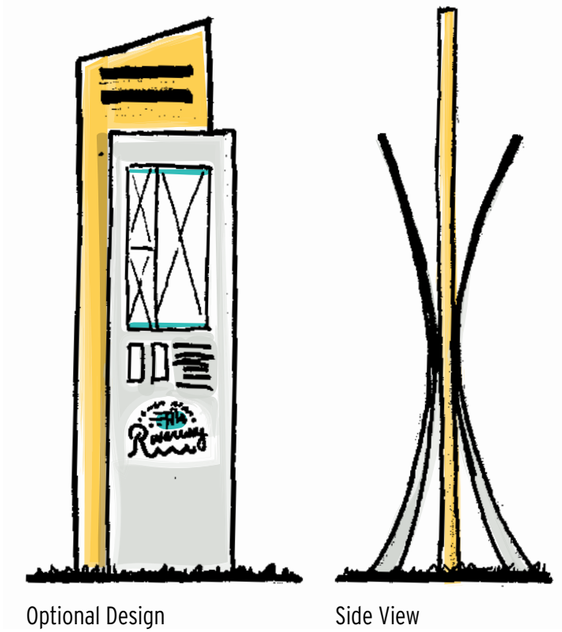












TRAILHEAD ID/ORIENTATION

COLOR PALETTE

GMR brand

Industrial, natural, urban

Established trail color-coding (Miami Valley Bikeways)

INSPIRATION

- Activity
- Energy
- Motion
- Interaction
- Fun
- Life
- Nature
- Flow











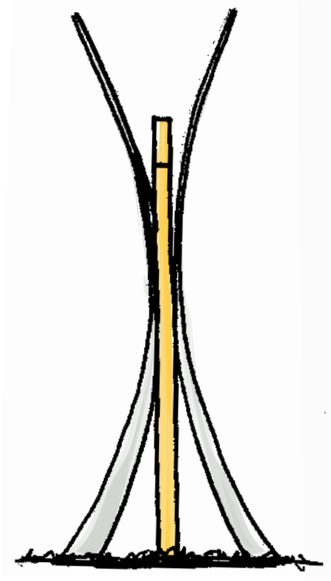


Top View



GMR brand should be applied to existing signage to reinforce that trail it is part of the comprehensive Riverway system

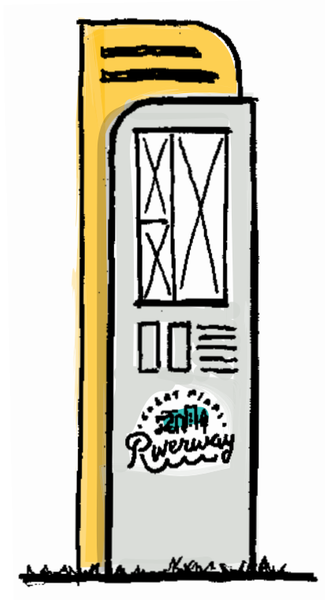
Radiused corners further correspond with existing trail signs



Side View



Double or Single-Sided



Optional Design



Side View

TRAILHEAD ID/ORIENTATION
(ALTERNATE DESIGN)

COLOR PALETTE

GMR brand

Industrial, natural, urban

Established trail color-coding (Miami Valley Bikeways)

INSPIRATION

- Activity
- Energy
- Motion
- Interaction
- Fun
- Life
- Nature
- Flow

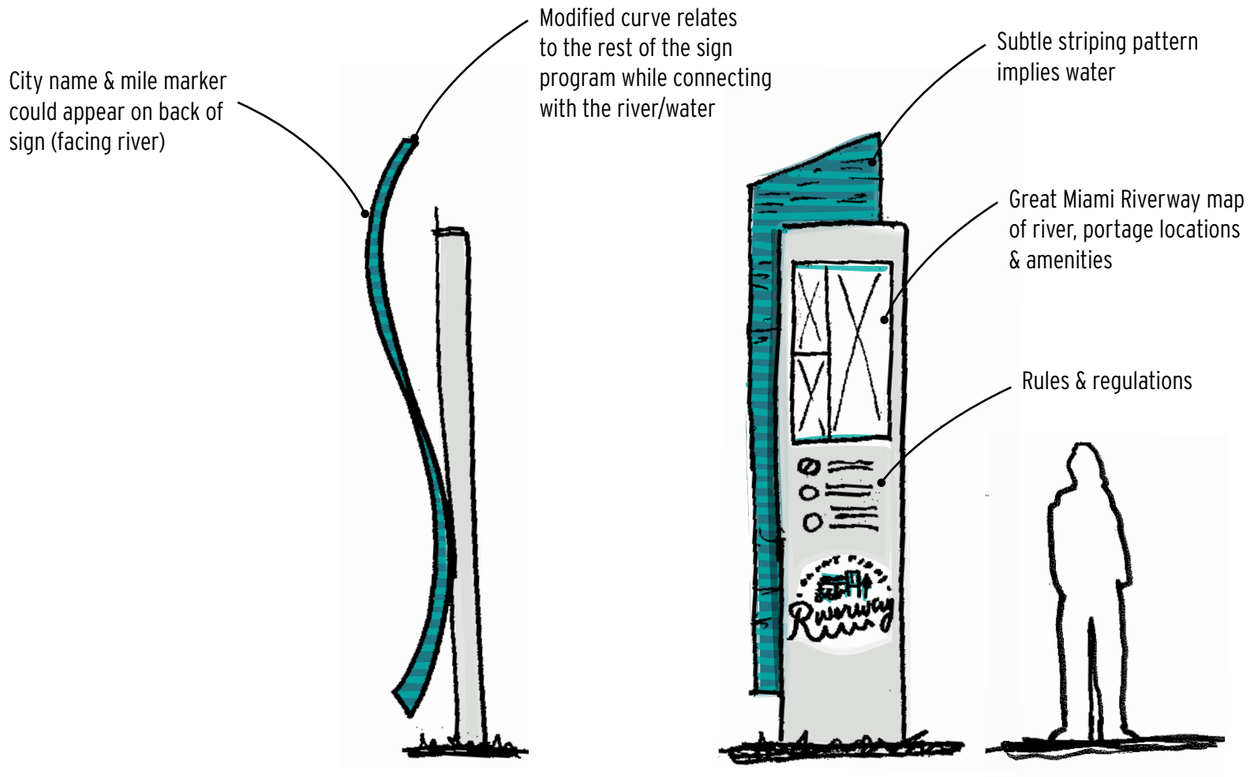












Side View

Single-Sided

RIVER ACCESS/PUT-IN ID

COLOR PALETTE

GMR brand

Industrial, natural, urban

Established trail color-coding (Miami Valley Bikeways)

INSPIRATION

- Connection
- Nature
- Industry
- Urban
- Playful
- Modern
- Intertwine
- Symbology







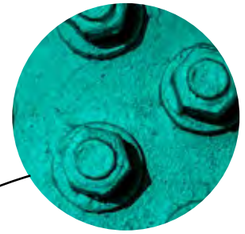




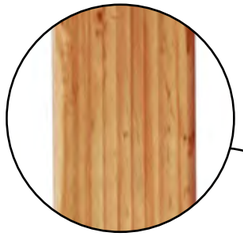


GMR logo elements routed out of painted steel/aluminum

Steel sleeve wraps around square post and forms channel to attach sign panel to the post

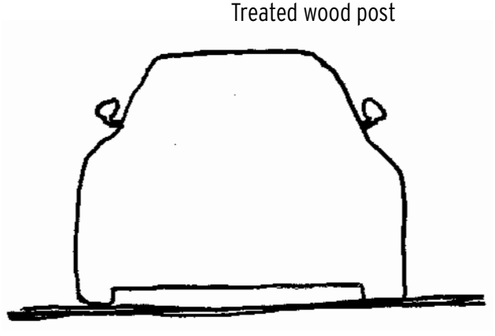


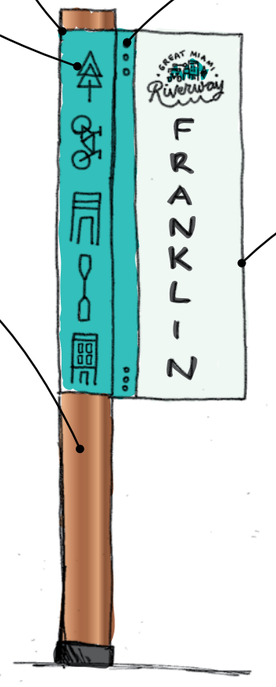
Painted bolt connection detail

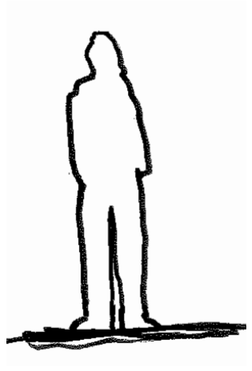


Treated wood post

Painted aluminum sign panel with dimensional letters

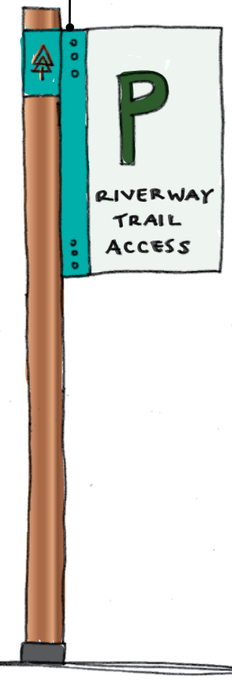






RIVERWAY CITY GATEWAY
(Stand-Alone)

Steel sleeve wrap becomes more minimal for regulatory sign types while the materials operate in the same manner as the more celebrated gateway signs



PARKING ID
(When city lot ID does not already exist)

COLOR PALETTE

GMR brand

Urban, natural, fun

INSPIRATION

- Connection
- Nature
- Industry
- Urban
- Playful
- Modern
- Intertwine
- Symbology

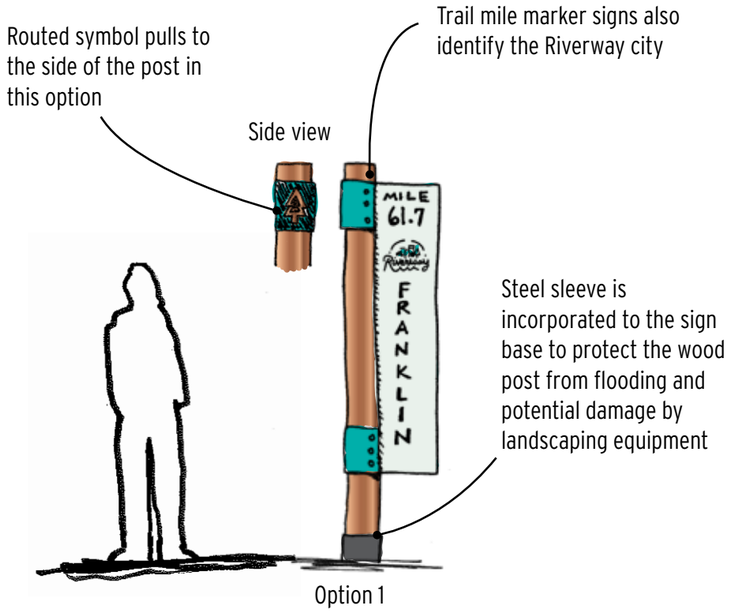












TRAIL MILE MARKER

COLOR PALETTE

GMR brand

Urban, natural, fun

INSPIRATION

- Connection
- Nature
- Industry
- Urban
- Playful
- Modern
- Intertwine
- Symbology

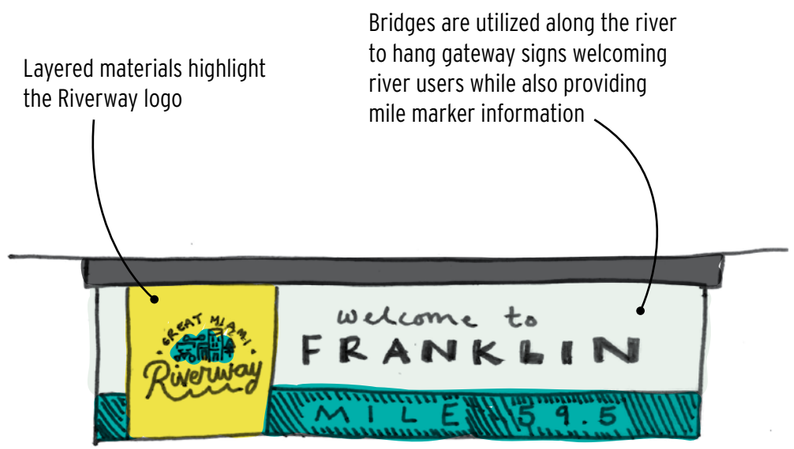




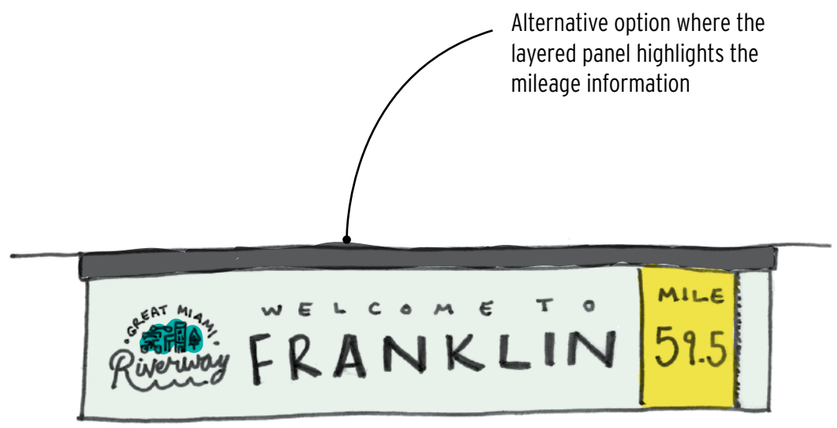






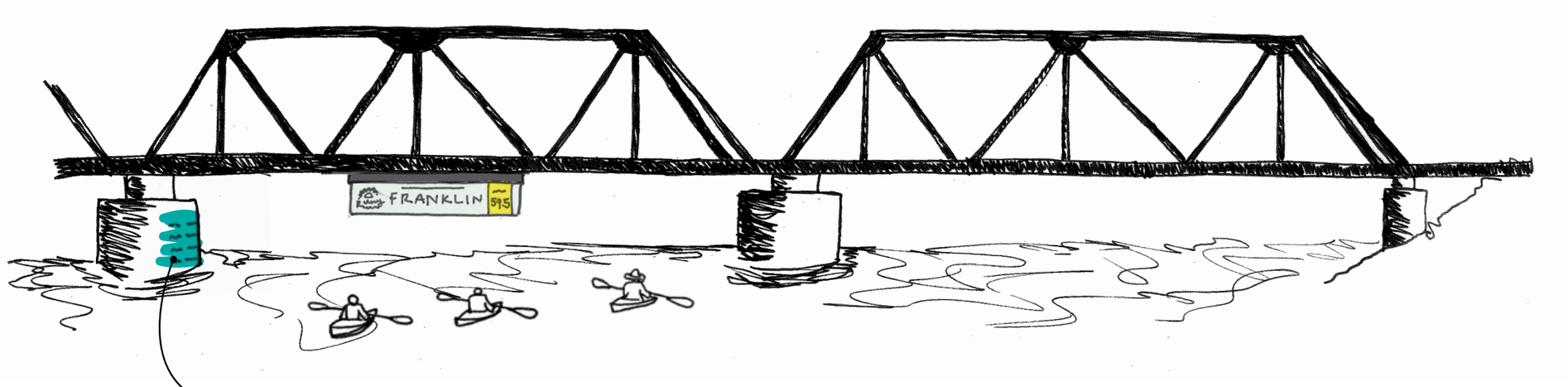


Option 1



Option 2

RIVER GATEWAY



COLOR PALETTE

GMR brand

Urban, natural, fun

INSPIRATION

- Connection
- Nature
- Industry
- Urban
- Playful
- Modern
- Intertwine
- Symbology

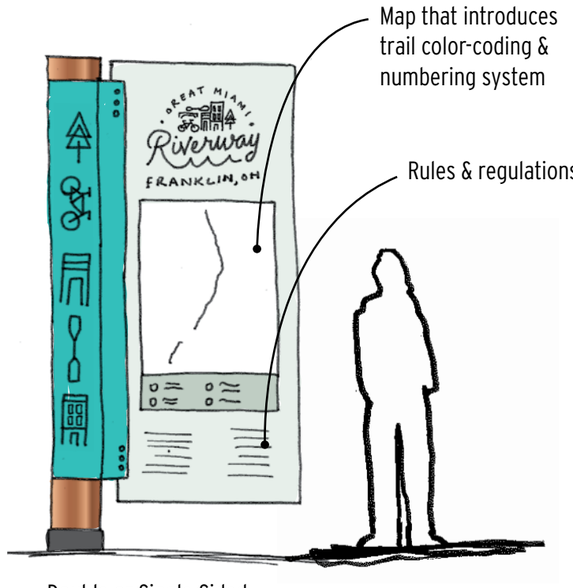






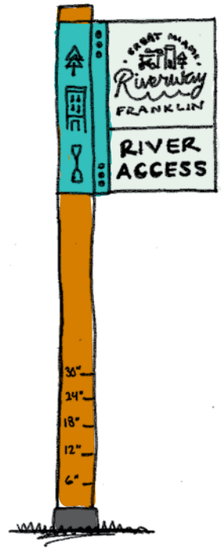






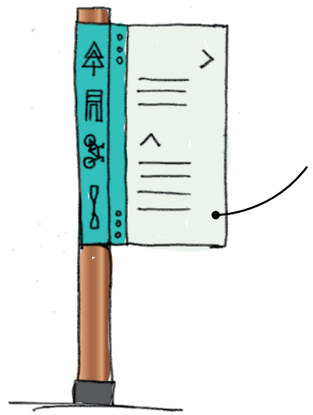
Double or Single-Sided

TRAILHEAD ID/ORIENTATION



REGULATORY – RIVER ACCESS





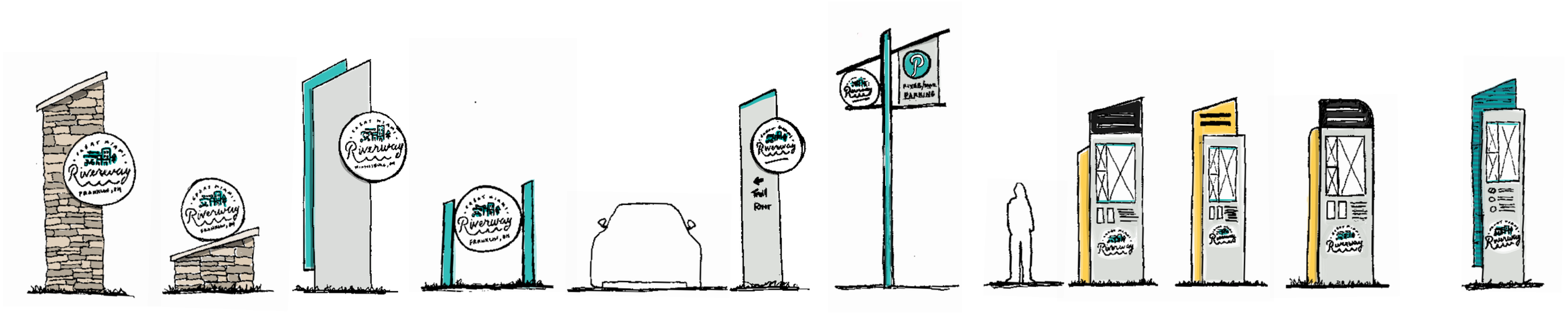
Amenity directional does not replace the existing GMR trail signage as shown above. As a part of the Riverway sign family, it's utilized along the trail and river to direct users off the trail/river into cities and city amenities.

AMENITY DIRECTIONAL

COLOR PALETTE

GMR brand

Urban, natural, fun



CONCEPT A

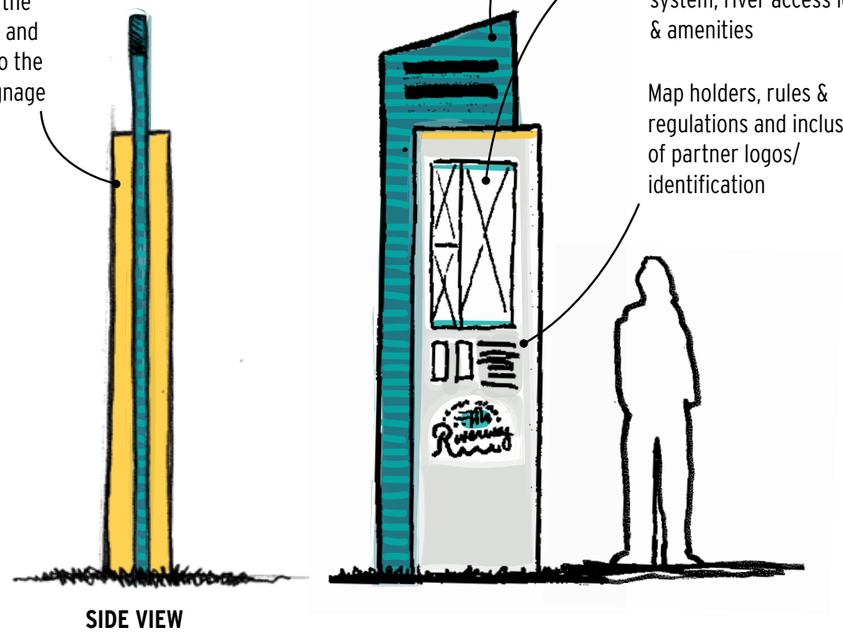
CONCEPT B

Yellow accent color integrated into the side of the sign and subtly relates to the current trail signage

Subtle striping pattern

Map that introduces trail color-coding & numbering system, river access locations & amenities

Map holders, rules & regulations and inclusion of partner logos/ identification



SIDE VIEW

TRAILHEAD ID / RIVER ACCESS ID (MAJOR) & ORIENTATION

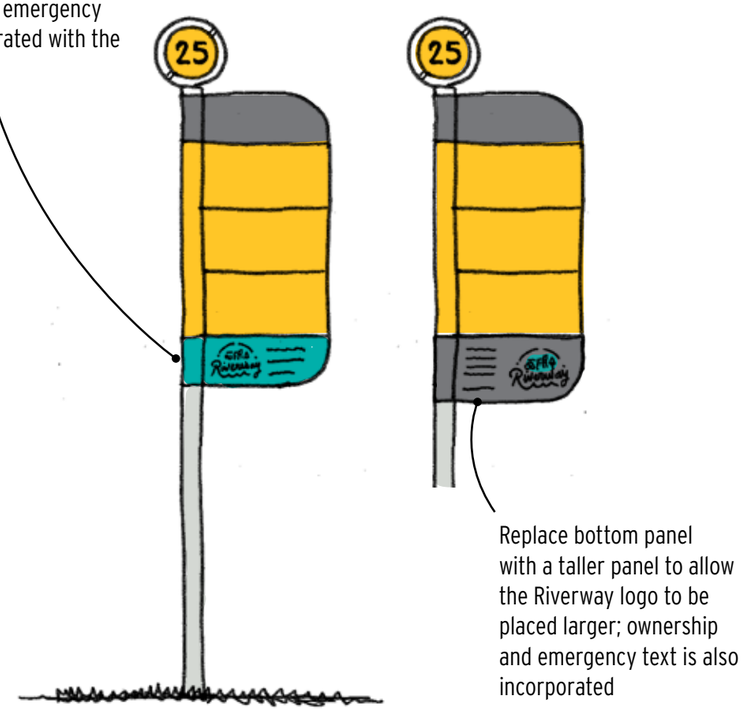
Replaces current river access signs or placed at secondary/smaller river access locations



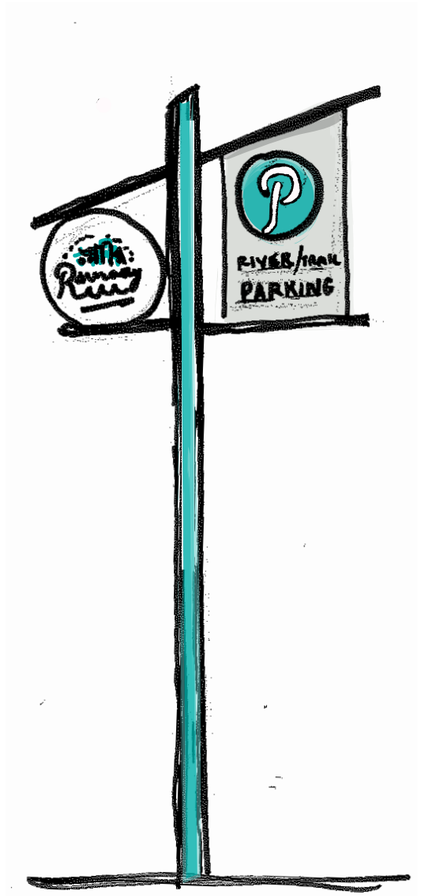
RIVER ACCESS -SECONDARY

Place vinyl over the current bottom panel and pull in the Riverway brand color; ownership and emergency text is incorporated with the Riverway logo

Replace bottom panel with a taller panel to allow the Riverway logo to be placed larger; ownership and emergency text is also incorporated



EXISTING TRAIL SIGNAGE



PARKING ID
FOR LOTS THAT HAVE NO CURRENT IDENTIFICATION

Text paired with the logo further reassures visitors that they're allowed to park in City lots to access the Riverway trail and river



TREATMENT B

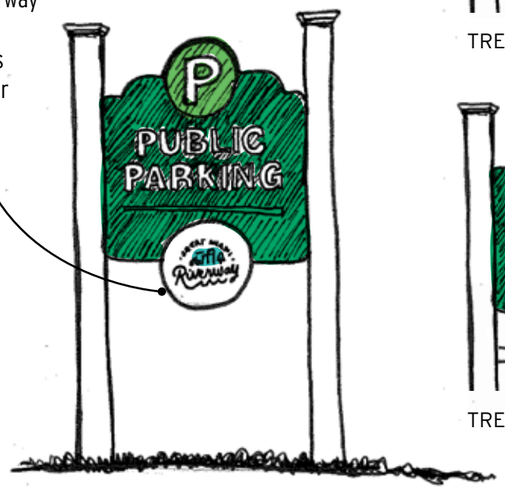


TREATMENT C



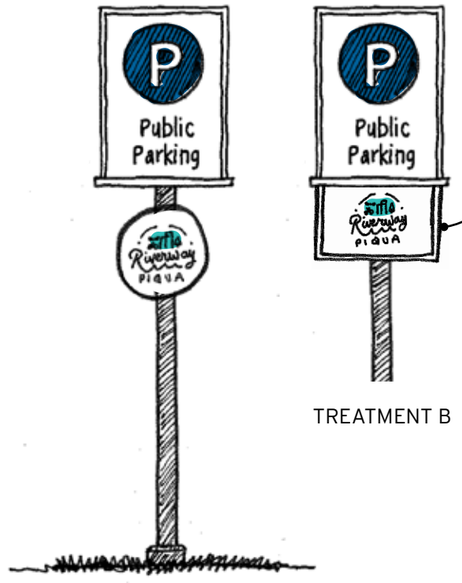
TREATMENT D

The addition of a panel identifying the Riverway alerts visitors that existing parking lots are also available for Riverway parking



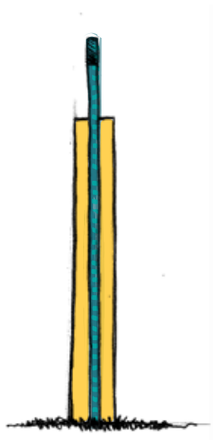
EXISTING PARKING ID SIGNAGE–MIAMISBURG
TREATMENT A

The additional Riverway panel could be customized to align with the City Parking ID sign design



TREATMENT B

PROPOSED PARKING ID SIGNAGE–PIQUA
TREATMENT A

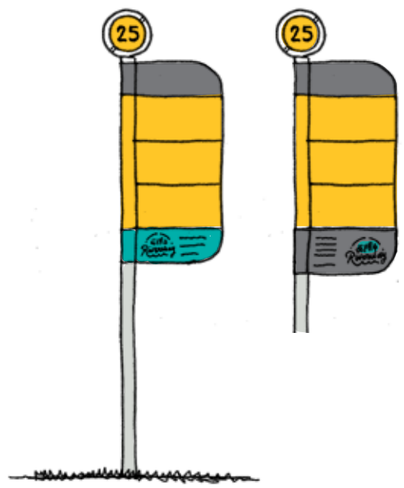


SIDE VIEW

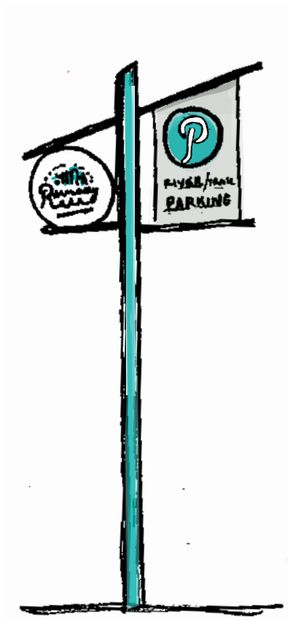
TRAILHEAD ID/ORIENTATION



REGULATORY–RIVER ACCESS



EXISTING TRAIL SIGNAGE



PARKING ID



TREATMENT B



TREATMENT C



EXISTING PARKING ID SIGNAGE–MIAMISBURG
TREATMENT A



TREATMENT D



TREATMENT B

PROPOSED PARKING ID SIGNAGE–PIQUA
TREATMENT A





Optional layered medallion – oversized backer circle painted brown to match sign with white logo panel applied on top (thicknesses TBD)



MEDALLION

Size varies, added to existing posts/ sign structures

GREAT MIAMI Riverway DAYTON, OH

GREAT MIAMI Riverway

Material Options:

1. Painted aluminum panel with vinyl or painted logo and text; Clear coated with Matthews HP Clear, satin finish
2. Match material/fabrication style of existing sign

Fasten with concealed, tamper-resistant stainless steel hardware or adhesive

date 10.19.17	contact	project MCD1488	phase 2 revision 1	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Medallion/Add-On	1

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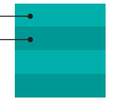
Option 1 – Match colors of existing sign



Option 2 – Brand colors

PANEL
Size & shape varies based on existing sign

AkzoNobel ColorMap 459A5
AkzoNobel ColorMap 459B3
(or Matthews Paint match)



STRIPE DETAIL





Material Options:

1. Painted aluminum panel with vinyl or painted logo and text; Clear coated with Matthews HP Clear, satin finish
2. Match material/fabrication style of existing sign

Fasten with concealed, tamper-resistant stainless steel hardware or adhesive

date 10.19.17	contact	project MCD1488	phase 2 revision 1	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Medallion/Add-On	2

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TRAIL SIGN

Replace footer panel with Riverway branded panel



EXISTING

AkzoNobel ColorMap 459A5
AkzoNobel ColorMap 459B3
(or Matthews Paint match)

STRIPE DETAIL



Options:

1. New aluminum footer panel
2. Cover existing footer with new vinyl graphics



ALT 1
Leave mounting ring as is



ALT 2
Solid color background



ALT 3
Maintain gray color
This option may only require existing vinyl to be removed and new white vinyl applied (Depends on condition of existing footer)

date 10.19.17	contact	project MCD1488	phase 2 revision 1	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Medallion/Add-On	3

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Material Options:

1. Painted aluminum panel with vinyl or painted logo and text; Clear coated with Matthews HP Clear, satin finish
2. Match material/fabrication style of existing sign

Fasten with concealed, tamper-resistant stainless steel hardware or adhesive

AkzoNobel ColorMap 459A5
AkzoNobel ColorMap 459B3
(or Matthews Paint match)

STRIPE DETAIL



New bar and panel







MISC. TREATMENTS

Medallion, panel or graphic added to existing signage



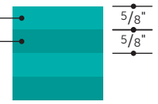
Existing Sign

Message to reinforce that people can park for extended periods of time to use the river & trail

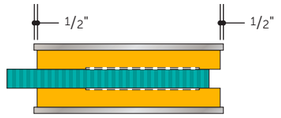
date 10.19.17	contact	project MCD1488	phase 2 revision 1	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Medallion/Add-On	4

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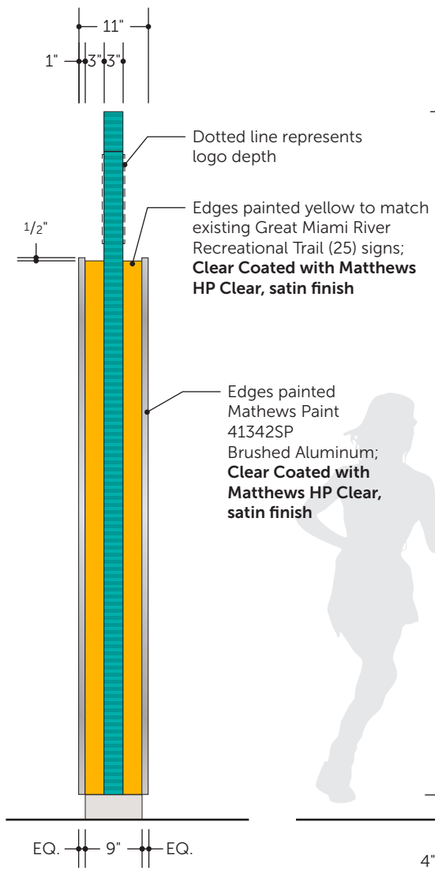
AkzoNobel ColorMap 459A5
AkzoNobel ColorMap 459B3
(or Matthews Paint match)



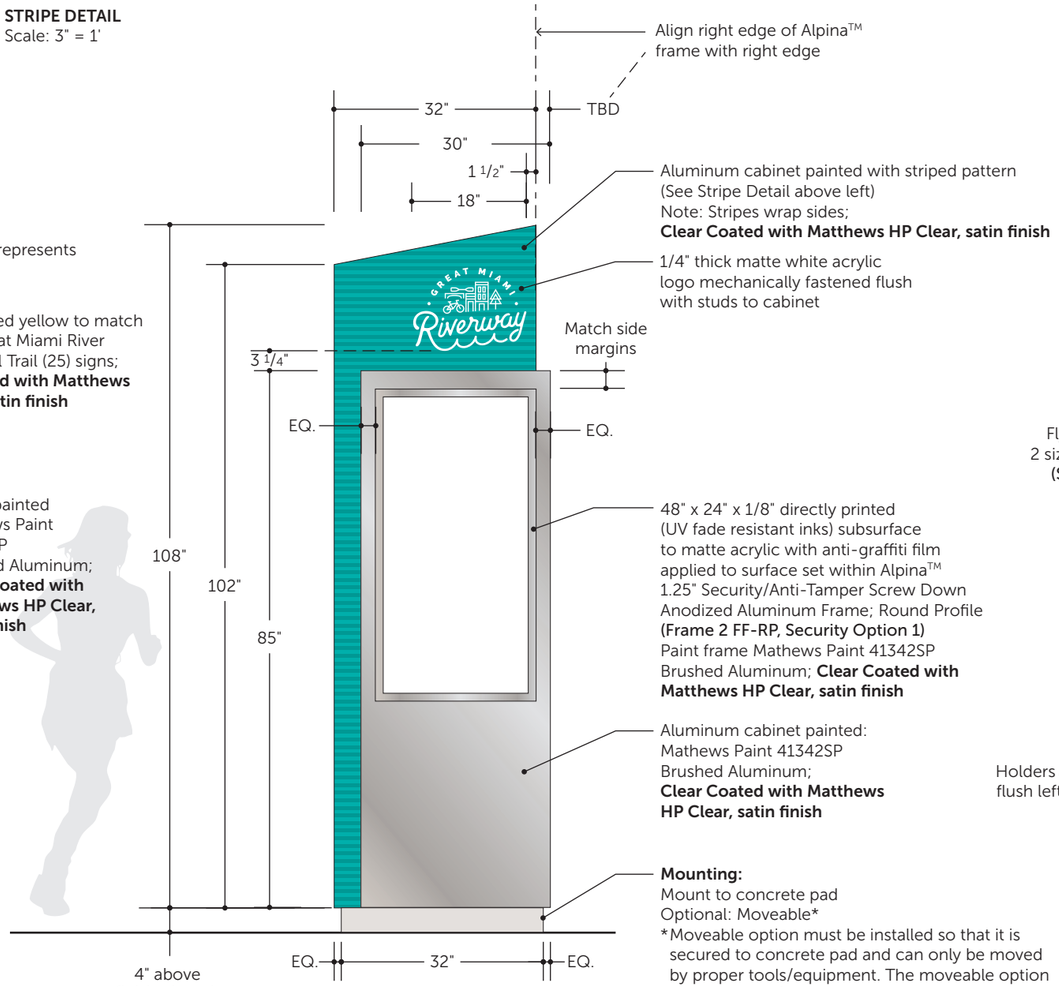
STRIPE DETAIL
Scale: 3" = 1'



TOP VIEW
Scale: 1/2" = 1'



SIDE VIEW
Scale: 1/2" = 1'



FRONT VIEW
Scale: 1/2" = 1'

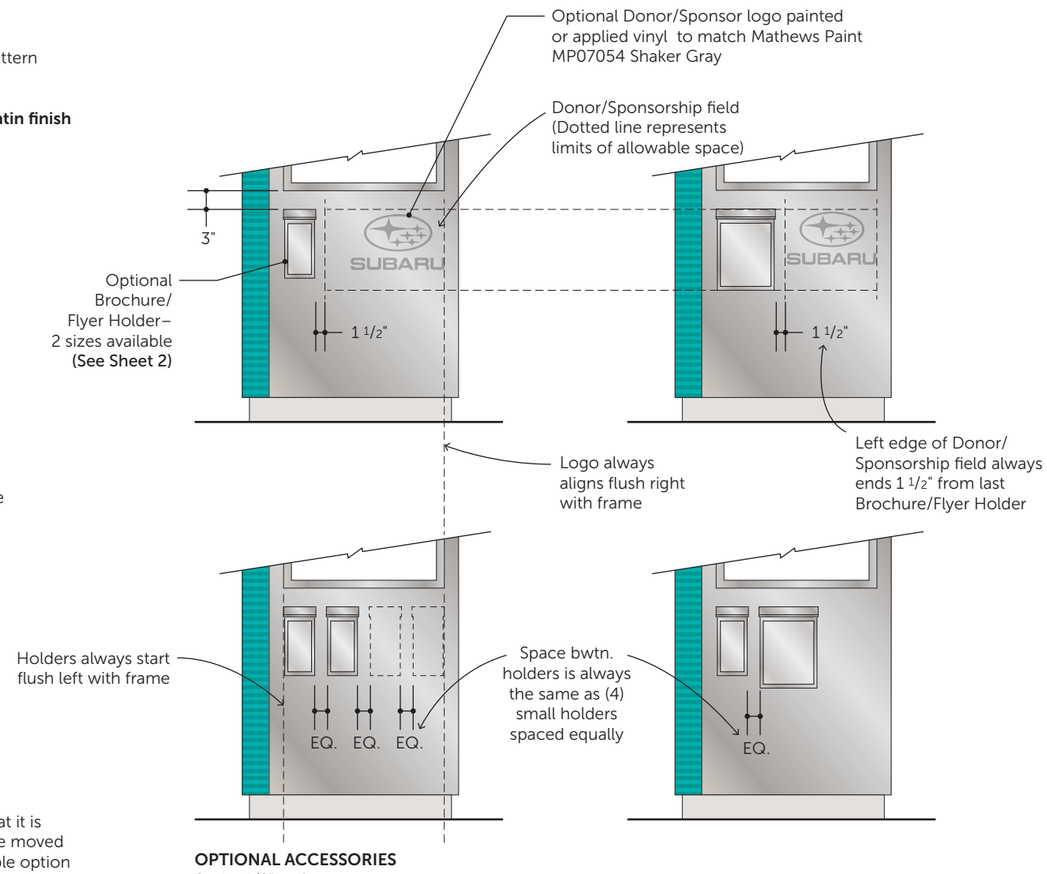
*Moveable option must be installed so that it is secured to concrete pad and can only be moved by proper tools/equipment. The moveable option is for re-using/moving the sign if major construction or renovation occurs, not frequent location changes.

Note: Concrete pad may not be needed if mounted on sidewalk or pavement (confirm prior to implementation)

DOUBLE-SIDED, NON ILLUMINATED

GENERAL NOTES

1. Sign contractor shall be responsible for design and engineering of supports, anchors and miscellaneous steel or metal required for installation.
2. The sign contractor's structural engineer shall be licensed in the State of Ohio and certify all connections and support details.
3. Isolate dissimilar materials as required.
4. Field dimensions shall be taken by the sign contractor prior to preparation of shop drawings and fabrication where possible. It is the responsibility of the sign contractor to site verify all sign locations for accuracy, fit, and potential obstacles. Sign contractor shall notify appropriate person(s) of any issues, discrepancies and potential obstacles per the specified communication process.
5. It is the responsibility of the sign contractor to contact OUPS and verify locations of underground utilities.
6. Sign contractor must obtain all permits and field inspection approvals necessary to complete work per City requirements.
7. Masonry dimensions must appear on shop drawings for review and approval.

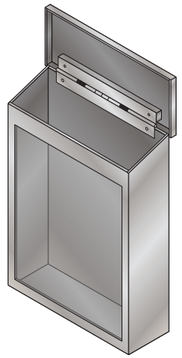


OPTIONAL ACCESSORIES
Scale: 1/2" = 1'

Views shown above represent example configurations. Other combinations may be utilized, but the standards shown above regarding size and layout must be maintained.

date 10.04.17	contact	project MCD1488	phase 2 revision 2	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Kiosk	1

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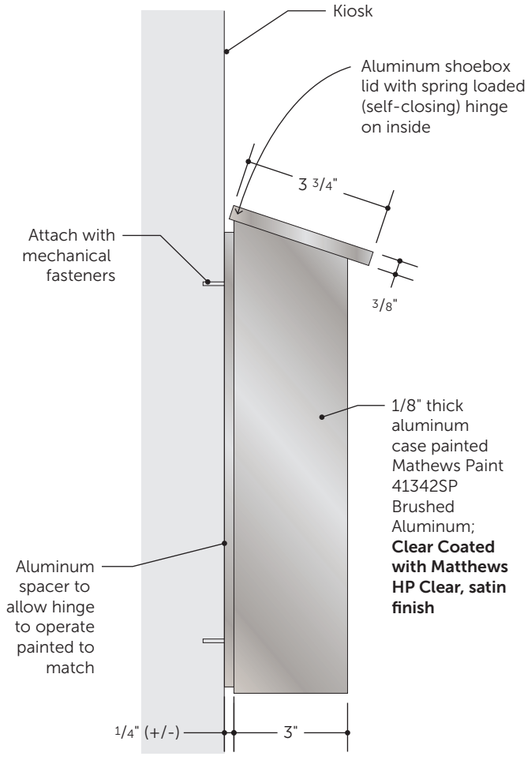
AXONOMETRIC
Scale: 1 1/2" = 1'

GENERAL NOTES

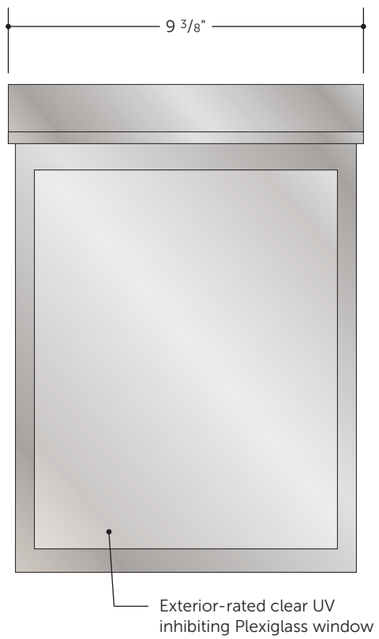
1. Sign contractor shall be responsible for design and engineering of supports, anchors and miscellaneous steel or metal required for installation.
2. The sign contractor's structural engineer shall be licensed in the State of Ohio and certify all connections and support details.
3. Isolate dissimilar materials as required.
4. Field dimensions shall be taken by the sign contractor prior to preparation of shop drawings and fabrication where possible. It is the responsibility of the sign contractor to site verify all sign locations for accuracy, fit, and potential obstacles. Sign contractor shall notify appropriate person(s) of any issues, discrepancies and potential obstacles per the specified communication process.
5. It is the responsibility of the sign contractor to contact OUPS and verify locations of underground utilities.
6. Sign contractor must obtain all permits and field inspection approvals necessary to complete work per City requirements.
7. Masonry dimensions must appear on shop drawings for review and approval.

DRAWING NOTES:

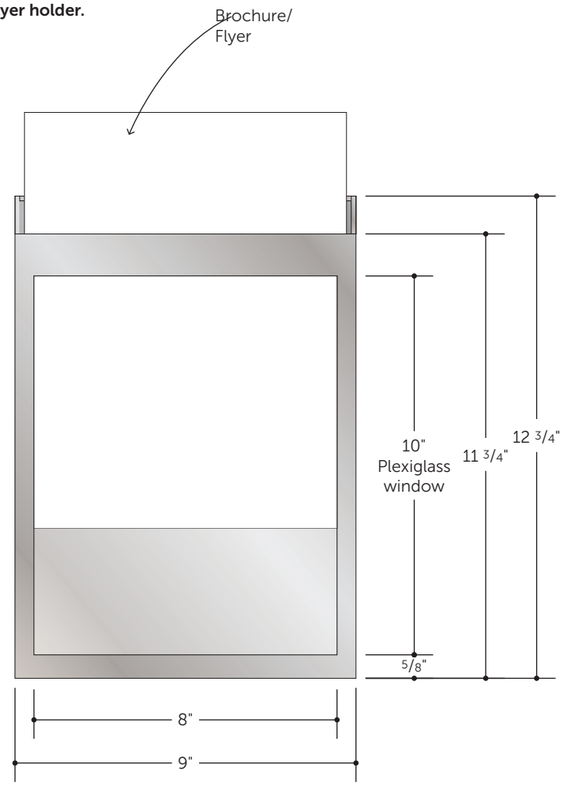
- **Brochure/Flyer holder must constructed to be weather tight.**
- **All views shown here are for visual & sizing reference only. Sign Contractor is responsible for construction details necessary for proper operation of brochure/flyer holder.**



SIDE VIEW
Scale: 3" = 1'



BROCHURE/FLYER HOLDER:
Holds up to 8 ½" x 11" Material
Scale: 3" = 1'



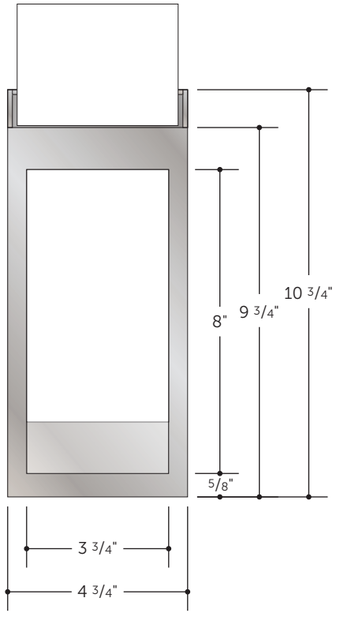
SHOWN WITHOUT LID
Scale: 3" = 1'



SIDE VIEW
Scale: 3" = 1'



BROCHURE/FLYER HOLDER:
Holds up to
4 ¼" x 9" Material
Scale: 3" = 1'



SHOWN WITHOUT LID
Scale: 3" = 1'

date 10.04.17	contact	project MCD1488	phase 2 revision 2	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Kiosk Accessories	2

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Guide

Great Miami Riverway Priority 1 Sign Types

Performance Specifications

MCD1488 | 30 OCT 2017

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1.0 General

1.1 Related Documents

Design Intent Drawings: These drawings/specifications are for the sole purpose of visual design intent only and not intended for construction purposes.

A. The Sign Contractor is responsible for engineering, design, construction technique, materials and installation.

B. The Owner, Contract Owner and Owner's Representative shall review the shop drawings only for conformance with general design intent, and will in no way be responsible or liable for any results of construction from working drawings, materials selection, shop drawings, contract documents or other agreements other than agreement with the Owner authorizing these documents.

C. Sign Contractor shall verify and be responsible for all dimensions and conditions shown in the Design Intent documents. If dimensions are missing or are unclear — consult the Project Owner for direction. The Owner must review shop details prior to fabrication.

1.2 Summary

This Section includes the following exterior sign types:

1. Sign Type: Riverway Kiosk
2. Sign Type: Medallion/Add-On

1.3 Performance Specifications Introduction

The purpose of this document is to serve as a reference which identifies materials, construction specifications, and quality controls, as well as signage contractor's responsibilities and obligations. Signage Contractor(s) shall furnish and install signs and/or graphics as detailed on drawings and/or described in these specifications.

Refer to these performance specifications for details on designer expectations of Sign Contractor and fabrication process.

2.0 Definition of Terms

2.1 Documents

Refers to the drawings and specifications, including all addendum and modifications incorporated therein for their execution. When applicable, additional appendages provided by Owner or Designer shall become part of the documents.

2.2 Project Owner

Shall refer to:
Miami Conservancy District
38 E. Monument Avenue
Dayton, Ohio 45402
(937) 223-1271
Contacts:
Sarah Hippensteel Hall, Manager, Watershed Partnerships, shippensteel@mcdwater.org
Elizabeth Connor, Great Miami Riverway Coordinator, econnor@mcdwater.org

2.3 Designer

Shall refer to:
Guide Studio, Inc.
13110 Shaker Square, Suite 101
Cleveland, OH 44120
216-921-0750
Contacts: Gina Gerken, Creative Director, gina@guidestudio.com
Kevin Fromet, Design Consultant, kevin@guidestudio.com

2.4 Signage Contractor/Fabricator

Refers to the group(s), firm(s), or corporation(s) designated in an Agreement with the Owner, and shall apply to any such group(s) under contractual obligation to perform any fabrication, installation, finishing, printing or other work related to signs and graphics, as referred in this document.

2.5 Work

As employed herein, includes any materials, equipment, construction, labor, installation, service or maintenance, and warranties required to complete the fabrication prescribed in these specifications and contract documents. This shall include, but is not limited to, all of the sign types shown in the drawings.

2.6 Addendum

Covering changes, corrections, and special interpretations of the drawings and specifications; shall become part of the documents.

2.7 Substitutions

When one or more than one product is specified and the signage contractor wishes to offer a substitute product which will completely accomplish the purpose of the contract documents, see section 6.0 for the conditions governing all substitutions.

2.8 NIC

Refers to work not included in this contract.

2.9 Final Completion

The date when the Owner finds the entire work as described in the contract documents acceptable and fully performed, as written in the final certificate of payment.

3.0 General Conditions

3.1 Quality Assurance

The Signage Contractor shall be responsible for the quality of materials and workmanship required for execution of this contract including the materials and workmanship of any firms or individuals who act as sub-contractors.

It is intended that the work described in these documents be of sound, quality construction. The Signage Contractor shall be solely responsible for the inclusion of adequate amounts to cover installation of all items indicated, described and/or implied.

3.2 Commencement

The work described in these documents shall only begin when a Owner-authorized, written contract has been issued to the Signage Contractor with instructions to proceed, provided other requirements have been met.

3.3 Contract Administration

Reviewing the quality and progress of the work and submittals received from the Signage Contractor, the Owner has no responsibility to assist the Signage Contractor in the supervision or performance of work. No action by the Owner shall in any way relieve the Signage Contractor from the responsibility for the performance of the work in accordance to the contract documents, or give rise to any negligence or other action against the Owner or anyone acting for their behalf.

Signage Contractor shall allow Owner or an authorized representative access to his plant, excluding such areas or processes judged by the Sign Contractor to be proprietary in nature for the purpose of inspecting production techniques, materials, or other items related to the manufacturing of which

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the Owner is committed, or which may be contemplated.

Upon notification from the Signage Contractor that the work is complete, the Owner or authorized representative will inspect the final installation for compliance with all approved documents.

3.4 Bidding Process

A. All Bidders are required to complete the Bid Worksheet included as part of this package.

B. Incomplete Bid Worksheets may be cause for rejection of the bid.

C. The Owner shall have the right to reject any or all bids, parts of such bid, and reserves the right to waive any informalities in the bid.

D. In addition to bid price, the Owner reserves the right to consider all elements entering into the question of determining the responsibility of the Bidder. Any bid which is incomplete, conditional, obscure, contains additions not called for, or irregularities of any kind, may be cause for rejection of the bid.

E. Bidders must present evidence to the Owner, when required by them to do so, to show they are fully competent and have the necessary source of supply, facilities and pecuniary resources to fulfill the conditions of the contract and specifications.

F. RFI Process: All Requests for Information (RFI) must be submitted in writing via email to the following distribution list: shippensteel@mcdwater.org; econnor@mcdwater.org;

Under no circumstances will RFIs submitted via direct phone call be answered. Responses to RFIs will be via email to all Bidders.

3.5 Artwork

The Signage Contractor will produce all artwork for all graphics, symbols and lettering, and will submit to the Owner for review prior to fabrication. Artwork for specific items and logos, as noted on the drawing documents, shall be provided electronically by the Designer. All other artwork, as well as final artwork for final fabrication is to be provided by the Signage Contractor.

3.6 Other

Field dimensions shall be taken by the Signage Contractor prior to preparation of shop drawings and fabrication where possible. Time shall be allowed for trimming and fitting wherever the taking of field measurements before fabrication might delay work.

All supplementary parts necessary to complete each item shall be furnished by the Signage Contractor, even though such parts are not definitely shown or specified. All anchors and other fasteners for securing work shall be included.

4.0 Signage Contractor Responsibilities

4.1 Design Responsibility

The graphic design requirements shown by the details on the sign type drawing documents are for design intent only and intended to establish basic dimensions of units or modules, profiles and sight lines of members, and appearance. Within these limitations, the Signage Contractor is responsible for fabrication of the entire system, and to make whatever modifications and/or additions to the details as may be required. The visual design concept shall be maintained as shown, including members sizes, profiles and alignment of components as accurately as possible.

The Signage Contractor shall supplement the general design shown with detailed shop drawings for the Owner's approval. The shop drawings shall include major aspects of the system proposed, such as sections, shapes and connections of components and joints, how temperature movement is handled, venting, and anchorage to structure.

4.2 Statement of Application

The Signage Contractor, by commencing the work of the project, assumes overall responsibility, as part of his warranty of the work, to assure that all assembled components and parts shown that are required within the work of this project comply with the contract documents. The sign contractor shall fully warrant:

A. That all components specified, or required, to satisfactorily complete the installation, are compatible with each other and with the conditions of installed and expected use.

B. The overall effective integration and correctness of individual parts and the whole system.

C. Compatibility with adjoining substrate, materials and other work by other trades.

D. There shall be no premature material failure due to improper design of fabrication of the system. All materials are to fully perform to their normal life expectancy.

4.3 Statement of Execution

The Signage Contractor shall be responsible for all work done under his contract, including:

A. Faulty or improper work of sub-contractor(s) and others under him by contract or otherwise.

B. Diligent execution of work and giving personal attention and supervision to the same until complete.

C. All delays caused by neglect on the part of the Sign Contractor or those under him by contract or otherwise.

D. Compliance with all laws, ordinances and regulations bearing on the conduct of the work as drawn and specified.

E. Obtaining, at the Sign Contractor's own cost, sign/construction permits, inspection certificates which may be required of the project by local authorities, or any other governing body. The Signage Contractor shall procure and pay for all permits, licenses and approvals necessary for the execution of the work.

4.4 Submittals

By the approval and submission of shop drawings and samples, the Signage Contractor thereby represents that he has determined and verified all field measurements, including heights, field construction criteria, materials, catalogue numbers and similar data or will do so, and that he has checked and coordinated each shop drawing and sample with the requirements of the work and the contract documents. Refer to Section 5.0 for list of required submittals.

4.5 Special Instructions

Signage contractor shall halt the graphics work when notified of a proposed change, or unsatisfactory results are anticipated. Signage contractor shall notify the Owner or authorized representative immediately and proceed only after receiving additional instructions from the Owner or authorized representative.

4.6 Protection and Handling of Products

Signage contractor shall store all graphic items under cover and off ground; handle in such manner as to protect surfaces and to prevent damage during storage, transport, installation and throughout remaining construction; protect exposed finishes by covering with adhesive paper or other suitable covering where adhesive is not appropriate for finish material; and apply covering prior to shipment from the fabricator or finishing shop. The covering shall not adversely affect finish. Signage contractor shall remove protective coverings when there is no longer any potential for damage to the graphics work from other work yet to be performed.

4.7 Shipping and Transportation

Signage Contractor will be responsible for proper shipping and transportation of all signage to the job site and will specify whether it will be common carrier or their own trucks. Signage Contractor will be liable for all damage incurred during shipping and loss of time in the installation schedule.

4.8 Storage of Equipment

Space for storage of material prior to installation will be designated by the Owner. The Signage Contractor must give advance notice of deliveries and space requirements so the proper provision may be made. If deliveries are to be made to the premise at times other than normal working hours, the Signage Contractor will be required to reimburse Owner for any overtime costs incurred by

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Owner.

4.9 Warranty

A. Upon final completion, the Signage Contractor will warrant all work and materials to be fully complete and in accordance with the contract documents and the agreement between Owner and Signage Contractor, and requirements appertaining thereto; that all work and materials are free from any and all defects and imperfections, and fully meet the manufacturer's published performance criteria for use and purposes for which each and every part is specified.

B. The Signage Contractor also agrees that, should any defect develop or appear, which the Owner finds was not caused by improper use, the Signage Contractor shall promptly, upon demand, fully correct, substitute and make good any such defective material without cost to the Owner and will save the Owner harmless against any claim, demand, loss or damage by reason of any breach of this warranty.

C. The period of this warranty shall commence on the date on which the Owner determines the Signage Contractor has met all Final Completion requirements. The period of said warranty shall last twelve (12) months unless otherwise specified.

D. The special warranty specified in this Article shall not deprive the Owner of other rights the Owner may have under other provisions of the Contract Documents and shall be in addition to, and run concurrent with, other warranties made by the Contractor under requirements of the Contract Documents.

E. Special Warranty: Manufacturer's standard form in which manufacturer agrees to repair or replace components of signs that fail in materials or workmanship within specified warranty period.

F. Failures include, but are not limited to, the following:

1. Deterioration of polymer/acrylic finishes beyond normal weathering.
2. Structural failures.
3. Noise or vibration caused by thermal movements.
4. Failure of system to meet performance requirements.
5. Failure of operating components to function normally.

4.10 Signage Contractor Responsibilities

The period of this warranty shall commence on the date on which the Owner determines the Signage Contractor has met all Final Completion requirements. The period of said warranty shall last twelve (12) months unless otherwise specified.

5.0 Submittals

All submittals and shop drawings are to be delivered to the Owner for distribution.

5.1 Schedule

A detailed graphic schedule by phases of production and installation is to be submitted by the Sign Contractor within five (5) business days of signing of contract with the Owner.

5.2 Samples

A. The Sign Contractor shall submit (3) 3"x 3" samples of each color and finish of exposed materials, accessories and exposed fasteners, or final material substrate to be used in the project.

B. The Sign Contractor shall submit samples of each masonry material, including stone and mortar color to be used in the project. Brick and stone samples should be large enough to show variation in color adequate for review.

5.3 Shop Drawings

The Sign Contractor shall submit (1) one copy of electronic shop drawings in 11" x 17" format for the manufacturing, fabrication and erection of signs and graphic work at large scale, which shall show joints, anchorage, accessory items, and finishes. Shop drawings shall include accurately scaled masonry details, including finished sizes of brick, stone, mortar joints and foundations. Shop drawings shall be completed within 2 weeks the start of the Contract.

A. Acceptance of shop drawings does not in any way change the documents. Documents may only be changed in writing.

B. The Signage Contractor is responsible for reviewing shop drawings for conformance with the design intent documents and notifying, in writing, the Owner of any variation from the documents.

C. Changes to the shop drawings are to be made by the Signage Contractor as directed by the Owner. The Sign Contractor will receive 1 week for changes/updates.

5.4 Manufacturer's Data

Signage Contractor shall submit (1) copy of the manufacturer's printed specifications, anchorage details and installation, and maintenance instructions for all products to be used in the fabrication of signs and graphics work.

6.0 Substitutions

6.1 Any substitution requested will be considered under these cases:

A. When specified product is not available.

B. When certain product or process is specified, a warranty of performance is required, and, in the judgement of the Signage Contractor, the specified product or process will not produce the desired results.

C. When such substitutions is in the best interest of the Owner.

6.2 Requests for substitutions of products, materials or processes other than those specified will be accompanied by the evidence that the proposed substitution...

A. Is equal in quality and serviceability to the specified item;

B. Will not entail changes in details and construction related to work;

C. Will be acceptable in consideration of the required design and artistic effect;

D. Will provide cost advantage to the Owner.

The Sign Contractor shall furnish with his request such drawings, specification samples, performance data and other information as may be required of him to assist the Owner in determining whether the proposed substitution is acceptable. The burden of proof shall be upon the Signage Contractor.

6.3 Regardless of the evidence submitted or any review or independent investigation by the Owner, a request for a substitution of products, materials, or processes is a warranty by the Signage Contractor to the Owner that the requested substitution...

A. Is equal in quality and serviceability to the specified item;

B. Will not entail changes in details and construction related to work;

C. Will be acceptable in consideration of the required design and artistic effect;

D. Will provide cost advantage to the Owner.

6.4 Proposed substitutions will be made after the signing of the contract and not during the bid phase. Signage Contractor shall submit requests for substitutions to the Owner in writing with the first round of shop drawings, giving sufficient information and samples for evaluation with the differences in costs, if any. Substitutions must be approved in writing by the Owner before they may be used.

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7.0 Products of Fabrication

Shop fabrication and tolerances shall conform to the standards of the industry. Signage Contractor shall perform high-quality, professional workmanship, attach materials with sufficient strength, number and spacing not to fail, and fabricate all work to be truly straight, plumb, level and square and to sizes, shapes and profiles indicated on the approved shop drawings.

7.1 Materials and Workmanship

A. The Signage Contractor shall use, whenever possible, standard sizes and readily available materials to reduce cost of fabrication. All materials shall be of the highest quality and shall meet all industry standards. To establish a standard quality, design and function desired, portions of the Design Intent Documents and specifications may be based on products or manufacturers herein. When specific products are mentioned, it should be noted that the manufacturers of similar products may be considered for approvals as "equal" by the Owner upon receipt of adequate supporting data.

B. All materials utilized for the work of this contract shall meet all applicable codes, including Fire and Life Safety codes, of authorities having jurisdiction over the projects. The Sign Contractor shall immediately report any discrepancies to the Owner for resolution. The Contractor shall not substitute products without obtaining prior written approval from the Owner.

C. All sign faces shall be smooth and even, free from imperfections and disfiguring caused by such things as welding, material being too thin, fasteners and welds not being ground smooth, oil canning, staining, discoloration or uneven coloration, puckering, or any other problems not specifically mentioned herein.

D. Climate conditions of the project site must be considered and the sign units designed and engineered to prevent problems caused by weather, expansion, contraction, condensation, and any other possible problems resulting from exposure to the elements.

E. Weep holes, heat vents, etc. shall be considered for incorporation by the Sign Contractor on each sign type as required and/or necessary. Weep holes, vents, access panels and other functional, but non-aesthetic, components must be placed so as to be inconspicuous as possible. All such items must be shown on the shop drawings for approval prior to fabrication.

F. All finish work shall be smooth and free from abrasion, tool marks, visible welds, exposed fasteners or similar defects. All corners, reveals and joints shall be milled to matching adjoining pieces and shall be fabricated so that they are straight and/or configured to match the Design Intent Documents.

G. Defective workmanship of any type shall not be tolerated and will result in rejection of the supplied product.

7.2 Systems Performance Requirements

A. General: Signage Contractor shall engineer, fabricate and install signs to meet Performance Requirements included in these Specifications and the following criteria:

1. Code Compliance: Work, including structural loading, shall comply with all applicable Federal, State and Local Codes and applicable regulations of authorities having jurisdiction including ADA compliance.
2. Design Criteria: The Drawings and Specifications indicate sizes, colors, layouts, profiles, critical details and dimensional requirements of signs.

B. Windloading: All sign types and supporting devices, anchorage, etc. must be designed to withstand a wind speed of 100 mph (unless specified otherwise by the Ohio Building Code or local ordinances) on the total sign area applied in all directions and comply with all applicable codes.

C. Thermal Movement Temperature Change (range): 120 degrees Fahrenheit ambient, 180 degrees Fahrenheit material surfaces.

D. Control of Corrosion: Prevent galvanic action and other forms of corrosion by insulating metals and other materials from direct contact with incompatible materials.

7.3 Typography & Graphics

A. The Sign Contractor shall report any discrepancies or conflicting sign specifications, such as message too long for specified format, to the Owner for resolution.

B. The applicable typefaces for this project shall be indicated in the design documents.

C. Electronic art for graphics, logos and symbols shall be supplied by the Designer for the Sign Contractor's use in producing electronically cut images, patterns, or friskets. This is the only acceptable source of art for the logos and symbols. Sign Contractor shall not use artwork included as part of these Documents for final photography or digitizing.

D. All fonts specified must be purchased by the Sign Contractor for use in this program.

E. All final output or implementation of typography and graphics are to be sharp (without serrated or irregular edges) and exactly true to the letter style and/or design form.

F. Sign Contractor shall allow for hand kerning of messages, at no additional cost, in which letters and numbers, although adequately spaced, appear to the Owner to be less readable, or unsatisfactorily spaced.

7.4 Color

A. Color Specifications: Sign Contractor shall provide products matching those listed below in both color and quality. For colors requiring a match, products shall be used which best match the Matthews Paint swatch specified. Samples shall be submitted in accordance with the requirements of Section 5.0 and of these Specifications for approval prior to fabrication.

B. Color specifications for the work of the project are listed in the Design Documents.

C. Consult the Design Documents to ascertain all sign components to receive color.

D. Coatings are to accurately match the color specified. The number of coatings must be adequate to achieve the color specified. Three (3) samples of each color using the actual coating type must be submitted for approval prior to production, in accordance with Section 5.0 of these Specifications.

7.5 Finish

A. All coating applications are to be smooth and consistently uniform. The cured coating surface is to have a uniform finish that matches the specified color and finish.

B. Exact identification of all coatings and a description of the method of application shall be identified in the Shop Drawings.

C. Color breaks that occur on the sign face are to be sharp, even, with no serration or color bleed. All splatters, drips, spills and over sprays shall be removed.

D. Comply with NAAMM's "Metal Finishes Manual for Architectural and Metal Products" for recommendations for applying and designating finishes.

E. Protect mechanical finishes on exposed surfaces from damage by applying a strippable, temporary protective covering before shipping.

F. Appearance of Finished Work: Variations in appearance of abutting or adjacent pieces are acceptable if they are within one-half of the range of approved Samples. Noticeable variations in the same piece are not acceptable. Variations in appearance of other components are acceptable if they are within the range of approved Samples and are assembled or installed to

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minimize contrast.

7.6 Screen Printed Media

A. All screen-printed graphics shall be produced with ABS paint compatible with the substrate, using mesh of 390 or finer to produce clean, sharp edges.

B. All media are to be opaque, with full even coverage, and free from dust bubbles, blemishes and other foreign matter.

C. There shall be no streaking created by drawing squeegee over screen.

7.7 Masonry

A. Scope: The Contractor shall furnish all labor, materials, tools, equipment and scaffolding, transportation, cartage, etc., required for the complete installation of all masonry as shown on the drawings and specified herein.

B. Built-in Items: The Contractor shall build into the masonry, where required, all bolts, anchors, inserts, and the like.

C. Protection: Masonry work shall be protected from freezing and from the elements at all times. The tops of masonry walls shall be covered at nights and at other times as required when not being worked on, with a waterproof covering to prevent water from entering the wall.

D. Workmanship: All masonry work to be built up with true and even surfaces to proper heights, dimensions and forms, and carefully plumbed and leveled in all cases. All work is to be carried up continuously insofar as practicable.

E. Performance: All exterior masonry construction shall be so built that it will be completely weather-tight and for a period of one (1) year from the completion and final acceptance of the building, the Masonry Contractor shall so guarantee.

7.8 Digitally Printed Graphics

A. Applied graphics should securely adhere to sign surfaces, and be applied smoothly: free of peeling, bubbling or other application defects. Graphics are expected to resist peeling and hold to applied surfaces considering the exterior conditions (resistant to temperature fluctuations and moisture).

B. Opaque continuous tone photo-quality print - minimum 720 DPI per sq. inch. Graphics may be printed directly to substrate and be applied smoothly: free of peeling, bubbling or other application defects. Graphics are expected to hold to applied surfaces. Graphics should utilize inks resistant to UV-A, UV-B, Xenon and weather. Any graphics used outside should be exterior-rated: resistant to vandalism, fading and other weather-related defects.

C. Where applicable, digital graphics shall be printed on reflective white and must be retro-reflective per MUTCD standards unless specified otherwise in the Design Intent Drawings.

7.9 Vinyl Film

A. Contractor shall provide opaque or reflective high performance vinyl film as indicated on the Drawings, 2 mil maximum thickness, with pressure sensitive adhesive, suitable for outdoor application to vinyl, painted surfaces, and metal applications.

B. All machine cut vinyl typography and graphics are to be on high-grade self-adhesive 2 mil maximum high performance, cast vinyl films with a minimum of (7) years durability or approved equal (or otherwise noted). The application of the vinyl characters is to be smooth, without bubbles, ridges or other imperfections.

C. All vinyl typography (including letters, arrows, numbers, symbols, logos, etc.) shall be digitally reproduced, and machine cut.

D. Surface coatings should be allowed to dry a minimum of 3 to 4 days before applying vinyl letters or graphics in order to avoid bubbles forming in the vinyl from out-gassing of the curing coating.

E. Letters for sign panels are to have positionable pressure-activated gray pigmented adhesive to provide minimal color show through.

F. Vinyl shall be retro-reflective per MUTCD standards unless specified otherwise in the Design Intent Drawings.

7.10 Aluminum & Steel

Separation of Metals: There shall be no bare aluminum in contact with any other metals, wood or concrete. Contact surfaces shall be separated by a coating of zinc chromate and aluminum paint, or a heavy body bituminous paint or by a gasket.

A. Aluminum Castings: ASTM B 26/B 26M, of alloy and temper recommended by sign manufacturer for casting process used and for use and finish indicated.

B. Aluminum Sheet and Plate: ASTM B 209 (ASTM B 209M), alloy and temper recommended by aluminum producer and finisher for type of use and finish indicated, and with at least the strength and durability properties of Alloy 5005-H32.

C. Aluminum Extrusions: ASTM B 221 (ASTM B 221M), alloy and temper recommended by aluminum producer and finisher for type of use and finish indicated, and with at least the strength and durability properties of Alloy 6063-T5.

D. Steel Members Fabricated from Plate or Bar Stock: ASTM A 529/A 529M or ASTM A 572/A 572M, 42,000-psi (290-MPa) minimum yield strength.

E. For steel exposed to view on completion, provide materials having flat, smooth surfaces without blemishes. Do not use materials whose surfaces exhibit pitting, seam marks, roller marks, rolled trade names, or roughness.

7.11 Laser-cut Characters

Provide characters with square-cut smooth edges.

7.12 Acrylic Sheet

Acrylic Sheet: ASTM D 4802, Category A-1 (cell-cast sheet), Type UVA (UV absorbing).

7.13 Paints/Coatings/Finishes

A. Surface Preparation: Signage Contractor shall remove mill scale and rust, if present from uncoated steel and prime for painted finish.

B. Only highest quality 2-part catalyst-hardened acrylic polymer coatings are to be used. Color fastness is of utmost importance as well as quality and other assurances against abnormal deterioration such as peeling, cracking, crazing, etc.

C. Coatings shall be prepared as designated by the manufacturers latest literature for surface preparation and application but in no case less than one (1) applicable primer coat and two (2) final full coats. All finished surfaces shall be uniform.

D. All coatings (paint, ink, etc.) should have UV inhibitors, and should not fade or discolor when exposed to ultraviolet light.

E. Colors shall match color designations as indicated on the drawings.

F. Sign Contractor shall protect mechanical finishes on exposed surfaces from damage by applying strippable, temporary protective covering before shipping.

G. All paint finishes are to be satin unless otherwise noted in the Design Drawings.

H. All signs and components are to be clear coated with Matthews HP Clear, satin finish or approved equal to protect against water damage

7.14 Fasteners

Signage Contractor shall use concealed fasteners fabricated from metals that are not corrosive to the

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sign material and mounting surface. All dissimilar materials must be separated from contact with each other. Fasteners shall be compatible with adjacent materials and substrates.

A. Anchors and Inserts: Signage Contractor shall use nonferrous metal or hot-dipped galvanized anchors and inserts for exterior installations and elsewhere as required for corrosion resistance. Signage Contractor shall use expansion bolts or other fastening devices for drilled-in-place anchors designed to withstand all required loads. Signage Contractor shall furnish inserts, as required, to be set into concrete or masonry work.

B. Exposed Fasteners: Sign Contractor shall finish exposed fasteners to match adjacent surfaces and as directed by Owner to achieve an attractive, finished appearance.

8.0 Fabrication

Signage Contractor shall provide sign copy to comply with the requirements indicated for size, styles, spacing, content, positions, materials, finishes, and colors of letters, numbers and symbols, and other graphic devices and construct to accurate details and dimensions as shown, and as reviewed on shop drawings. Exposed fasteners on finished sign faces will not be allowed, unless specifically indicated. Signage Contractor shall conceal wiring, conduit, and other electrical items within sign enclosures.

8.1 Shop Assembly

Signage Contractor shall pre-assemble items in shop to greatest extent possible to minimize field splicing and assembly. Signage Contractor shall disassemble units only as necessary for shipping and handling limitations. Signage Contractor shall clearly mark units for reassembly and coordinated installation.

8.2 Welding

All welding procedures shall conform to applicable AWS specifications. Type of alloy filler metal and electrodes to be that which is recommended by producer of metal to be welded, and as required for color match, strength and compatibility in the fabricated items.

8.3 Flatness of Panels

Panels shall show no visible distortion when viewed in installed position.

8.4 Cutting/Routing

Signage Contractor shall cut and route in a manner to produce smooth, true, and clean edges and corners of finished graphics and letterforms. Graphics and letterforms having positive or negative corners, nicked, cut or ragged edges are not acceptable. Signage Contractor shall align and maintain parallel baselines and margins as indicated on the drawings.

9.0 Execution

Quality and acceptability of the fabricators' work will be monitored throughout the fabrication and installation phases of the project. Work will be reviewed by the Owner.

9.1 Shop Reviews

Contractor shall notify Owner at least 48 hours in advance of operations requiring reviews.

9.2 Scheduled Reviews

Sign Types A, B, C and D shall require a shop review of each fully assembled structure after welding and before prime or paint application.

9.3 Site Reviews

Upon arrival of any shipment of sign units or materials, the Sign Contractor shall inspect the shipment to verify that no damage has occurred that will adversely affect the performance or appearance of the units or materials. The Owner shall not accept, as approved, any units or materials previously rejected by the Owner and not repaired or revised to the Owner's satisfaction.

9.4 Sign Locations

The Sign Contractor shall field-verify all proposed sign locations in the field and conduct a walk-thru with the Owner in order to obtain a written approval of the proposed locations before installation of the sign units. All locations must be permitted through the City's process (by Sign Contractor).

9.5 Punch List

Immediately after installation of the signs, the Sign Contractor shall arrange for the Owner to review the work in place and give written notice of any deviations, errors, omissions or other unacceptable condition in a punch list to be prepared and distributed to the proper fabricators or consultants for correction.

9.6 Final Sign-Off

At final completion of all work, including punch list items for each group of signs, the Sign Contractor shall arrange for a final review by the Owner for the purpose of obtaining a written approval of the fabrication and installation of the units.

10.0 Installation

The installation of fixed materials shall be under the general direction of the Owner in accordance with applicable specifications and layout drawings.

10.1 Preparation

Signage Contractor shall coordinate setting drawings, diagrams, templates, instructions and directions for the installation of items having integral anchors which are to be embedded in concrete. Signage Contractor shall coordinate delivery of such items to applicable trades for installation. Sign Contractor is also responsible for procuring any required signage or building permits, including obstruction permits that may be necessary while installing within city streets and public right-of -ways. Sign Contractor is responsible for coordinating with utility companies regarding the location of underground utilities prior to installation.

10.2 Delivery to Premise

Sign Contractor is responsible for securing staging and storage areas. Unless indicated to the contrary, items of loose material shall be delivered, uncrated, assembled, set in proper place and installed ready for use, free from breakage, blemishes or other defects.

10.3 Anchors and Inserts

Signage Contractor shall furnish inserts and anchoring devices which must be set in concrete or built into masonry for installation of this work, provide setting drawings, templates, instructions and directions for installation of anchorage devices and provide units with exposed surfaces matching the texture and finish of metal item anchored.

10.4 Cutting/Fitting/Placement

Signage Contractor shall perform all cutting, drilling and fitting required for installation, set work accurately in location, alignment and elevation, plumb, level and true, measured from established lines and levels, and provide temporary bracing or anchors as required.

Signage Contractor shall form tight joints with exposed connection accurately fitted with uniform reveals and spaces for sealants and joint fillers. Where cutting, welding and grading are required for proper shop fitting and jointing of the work, Signage Contractor shall restore finishes to eliminate any evidence of corrective work.

Signage Contractor shall not cut or abrade finishes which cannot be completely restored in field. Signage Contractor shall return items with such finishes to the shop for required alterations, followed by complete refinishing or providing new units at Signage Contractor option.

10.5 Erection

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All surfaces shall be covered with protective non-deleterious to finish for protection until final installation or erection. Signage Contractor shall complete all connections in proper alignment and tighten bolts securely. Leveling is to be done only by instruments; measuring equal distances from existing surfaces will not be acceptable as a basis of level and/or plumb. After erection, all surfaces marred during erection and exposed bolts, bolt heads, etc., shall be retouched with same paint as previous.

10.6 Protective Coverings

Sign Contractor shall restore protective coverings which have been damaged during shipment or installation of the work, remove protection when requested for inspection of finishes and replace, retain protective coverings intact and remove simultaneously from similar finished items to preclude non-uniform oxidation and discoloration and remove protective coverings only when there is no possibility of damage from other work yet to be performed at the same location.

10.7 Cleaning of Premises/Signs

The Signage Contractor shall use special care in the disposition of excess materials and rubbish. Rubbish shall not be allowed to accumulate but shall be consistently collected and removed at the completion of this work, on a daily basis.

After installation, Signage Contractor shall clean soiled sign surfaces according to manufacturer's written instructions, Signage Contractor shall protect signs from damage until acceptance of Owner and shall touch up all nicks, scratches, fasteners that require color.

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Guide

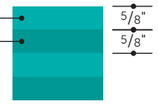
Great Miami Riverway Priority 1 Sign Types

Design Intent Drawings

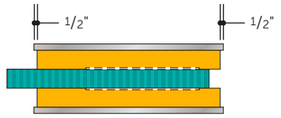
MCD1488 | 30 OCT 2017

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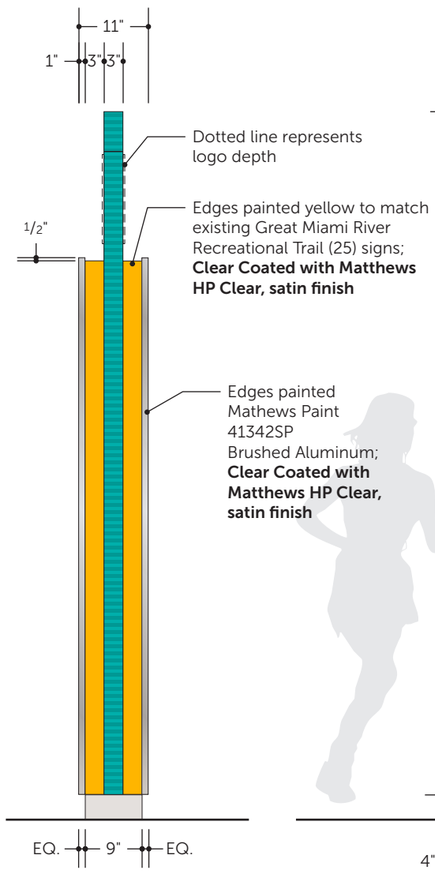
AkzoNobel ColorMap 459A5
AkzoNobel ColorMap 459B3
(or Matthews Paint match)



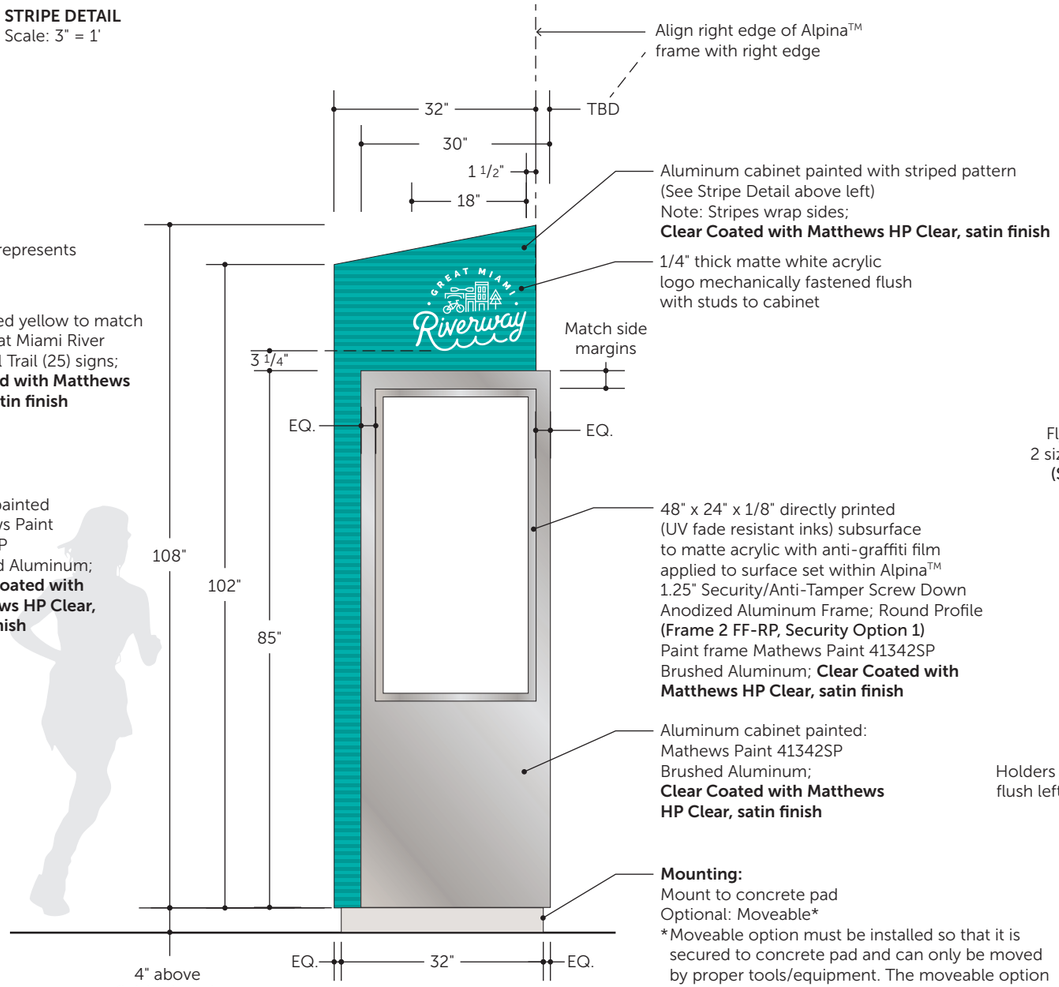
STRIPE DETAIL
Scale: 3" = 1'



TOP VIEW
Scale: 1/2" = 1'



SIDE VIEW
Scale: 1/2" = 1'



FRONT VIEW
Scale: 1/2" = 1'

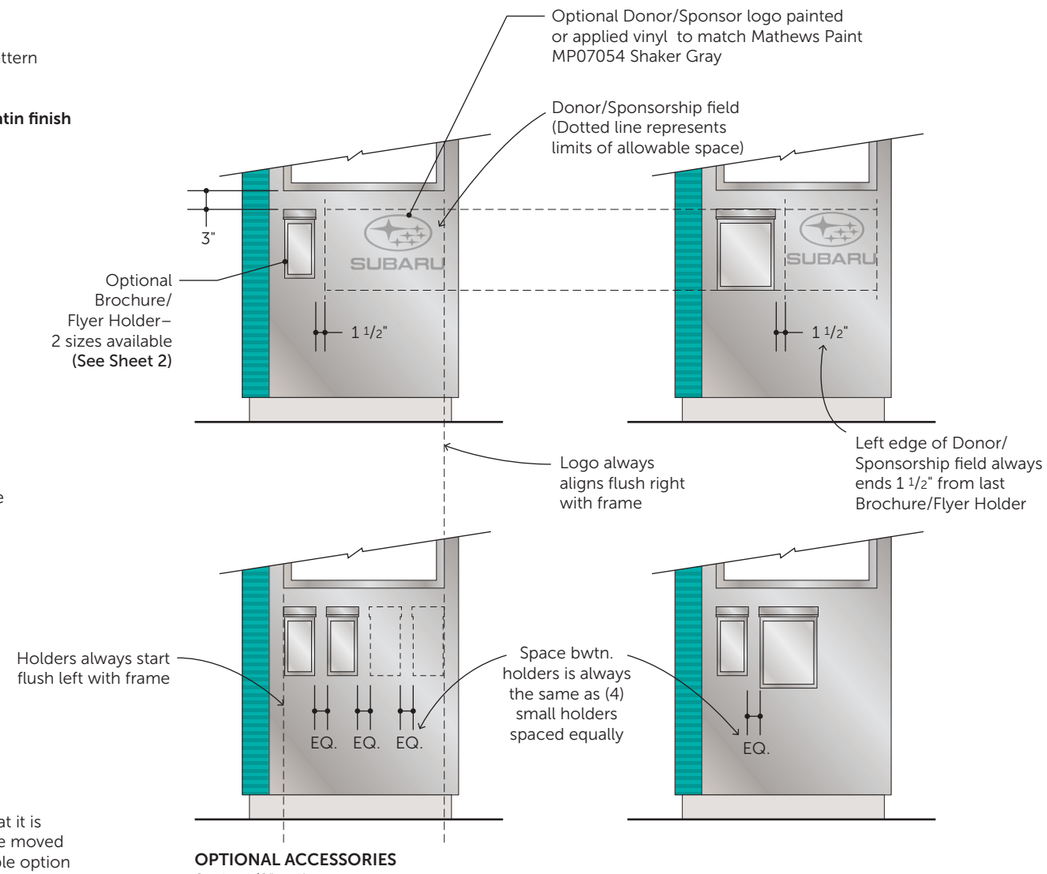
*Moveable option must be installed so that it is secured to concrete pad and can only be moved by proper tools/equipment. The moveable option is for re-using/moving the sign if major construction or renovation occurs, not frequent location changes.

Note: Concrete pad may not be needed if mounted on sidewalk or pavement (confirm prior to implementation)

DOUBLE-SIDED, NON ILLUMINATED

GENERAL NOTES

1. Sign contractor shall be responsible for design and engineering of supports, anchors and miscellaneous steel or metal required for installation.
2. The sign contractor's structural engineer shall be licensed in the State of Ohio and certify all connections and support details.
3. Isolate dissimilar materials as required.
4. Field dimensions shall be taken by the sign contractor prior to preparation of shop drawings and fabrication where possible. It is the responsibility of the sign contractor to site verify all sign locations for accuracy, fit, and potential obstacles. Sign contractor shall notify appropriate person(s) of any issues, discrepancies and potential obstacles per the specified communication process.
5. It is the responsibility of the sign contractor to contact OUPS and verify locations of underground utilities.
6. Sign contractor must obtain all permits and field inspection approvals necessary to complete work per City requirements.
7. Masonry dimensions must appear on shop drawings for review and approval.

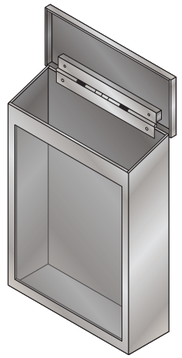


OPTIONAL ACCESSORIES
Scale: 1/2" = 1'

Views shown above represent example configurations. Other combinations may be utilized, but the standards shown above regarding size and layout must be maintained.

date 10.04.17	contact	project MCD1488	phase 2 revision 2	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Kiosk	1

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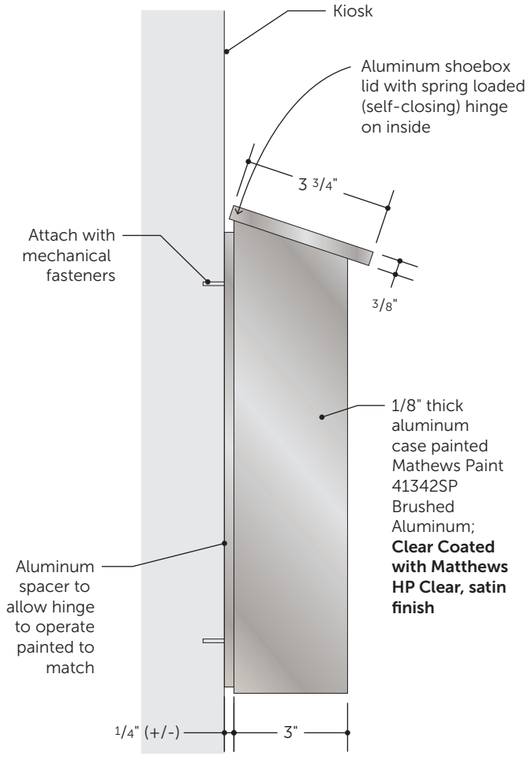
AXONOMETRIC
Scale: 1 1/2" = 1'

GENERAL NOTES

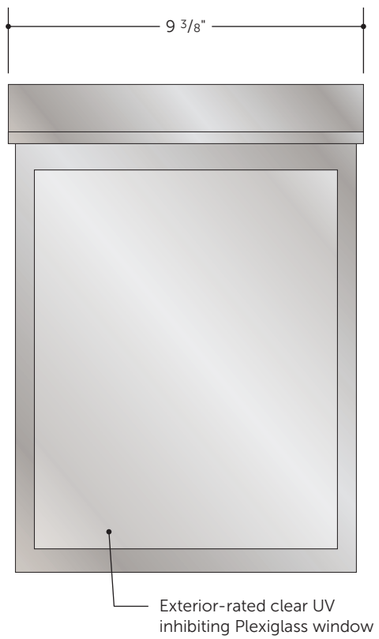
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DRAWING NOTES:

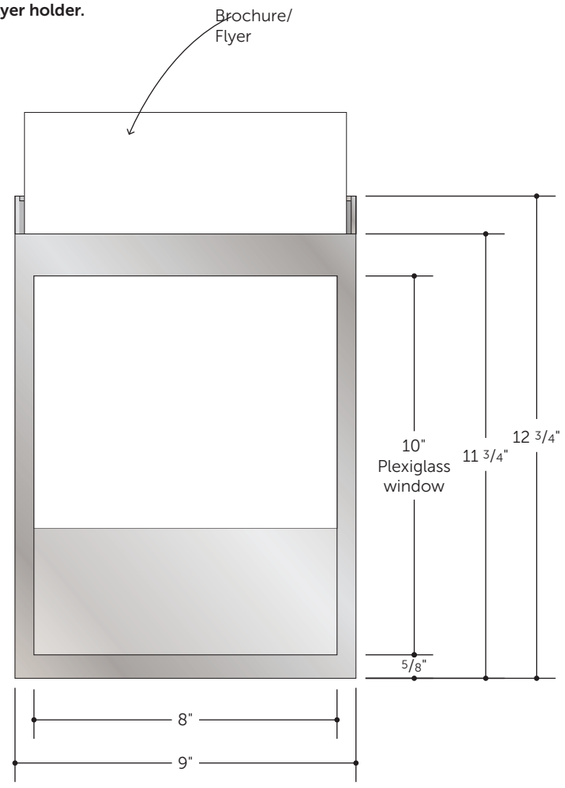
- **Brochure/Flyer holder must constructed to be weather tight.**
- **All views shown here are for visual & sizing reference only. Sign Contractor is responsible for construction details necessary for proper operation of brochure/flyer holder.**



SIDE VIEW
Scale: 3" = 1'



BROCHURE/FLYER HOLDER:
Holds up to 8 ½" x 11" Material
Scale: 3" = 1'



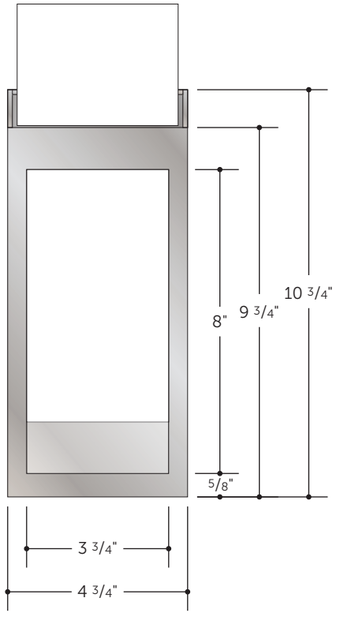
SHOWN WITHOUT LID
Scale: 3" = 1'



SIDE VIEW
Scale: 3" = 1'



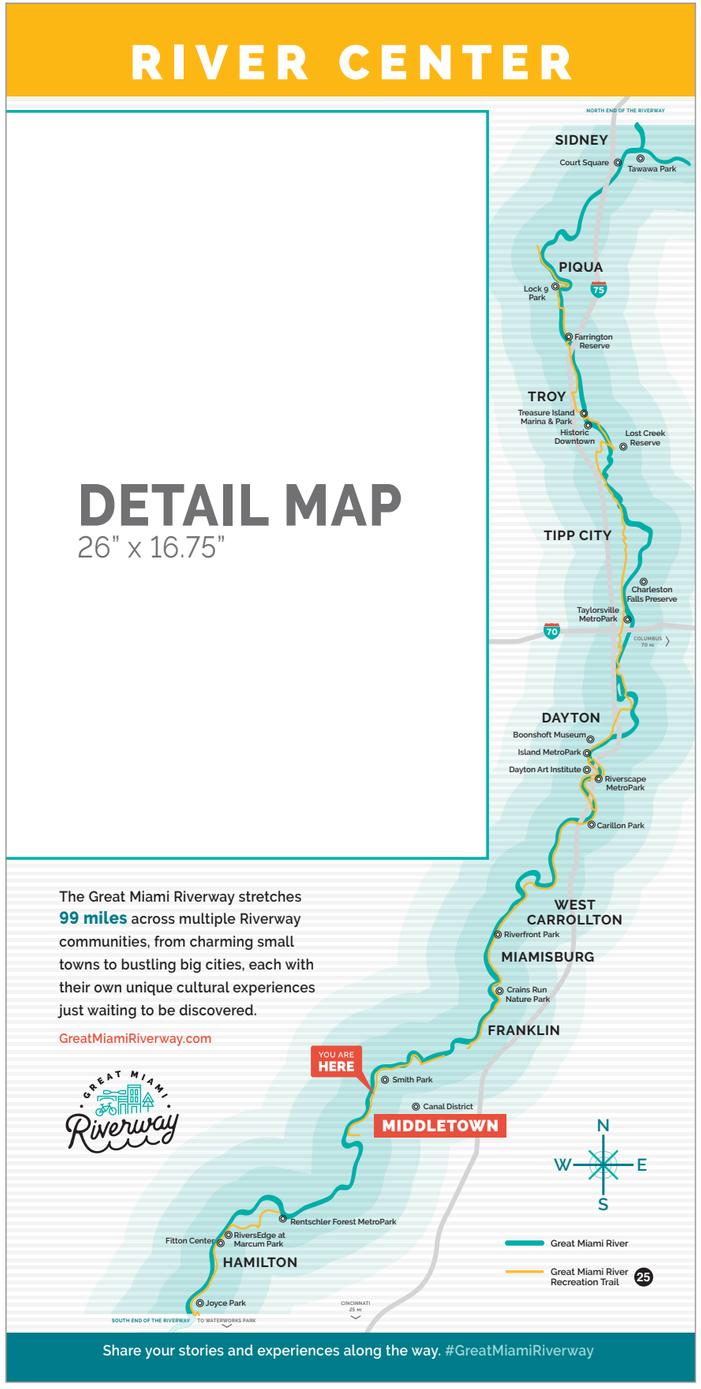
BROCHURE/FLYER HOLDER:
Holds up to
4 ¼" x 9" Material
Scale: 3" = 1'



SHOWN WITHOUT LID
Scale: 3" = 1'

date 10.04.17	contact	project MCD1488	phase 2 revision 2	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Kiosk Accessories	2

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EXAMPLE OF 48" X 24" MAP INSERT:
Each location will have a unique map to be provided by the responsible entity. Overall map art has been provided for the locations outlined in this document, but each community or organization will need to add the inset detail map in the 26x16.5 area shown here.

Scale: NTS

GENERAL NOTES

1. Sign contractor shall be responsible for design and engineering of supports, anchors and miscellaneous steel or metal required for installation.
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6. Sign contractor must obtain all permits and field inspection approvals necessary to complete work per City requirements.
7. Masonry dimensions must appear on shop drawings for review and approval.

date 12.15.17	contact	project MCD1488	phase 2	revision 2	sheet
Guide	pm G. Gerken design K. Fromet	Miami Conservancy District Great Miami Riverway – Priority 1	Riverway Kiosk Map Insert		3

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Guide

Great Miami Riverway Priority 1 Sign Types

Location Plans

MCD1488 | 30 OCT 2017

NOTE: This section contains all potential kiosk sign locations determined as of October 30, 2017. Locations may change and should be verified with the responsible community or organization prior to fabrication or installation. Requests for bid should include specifics on which locations should be included in the scope of work.

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Sidney | Custenborder Field



K-01a



K-01

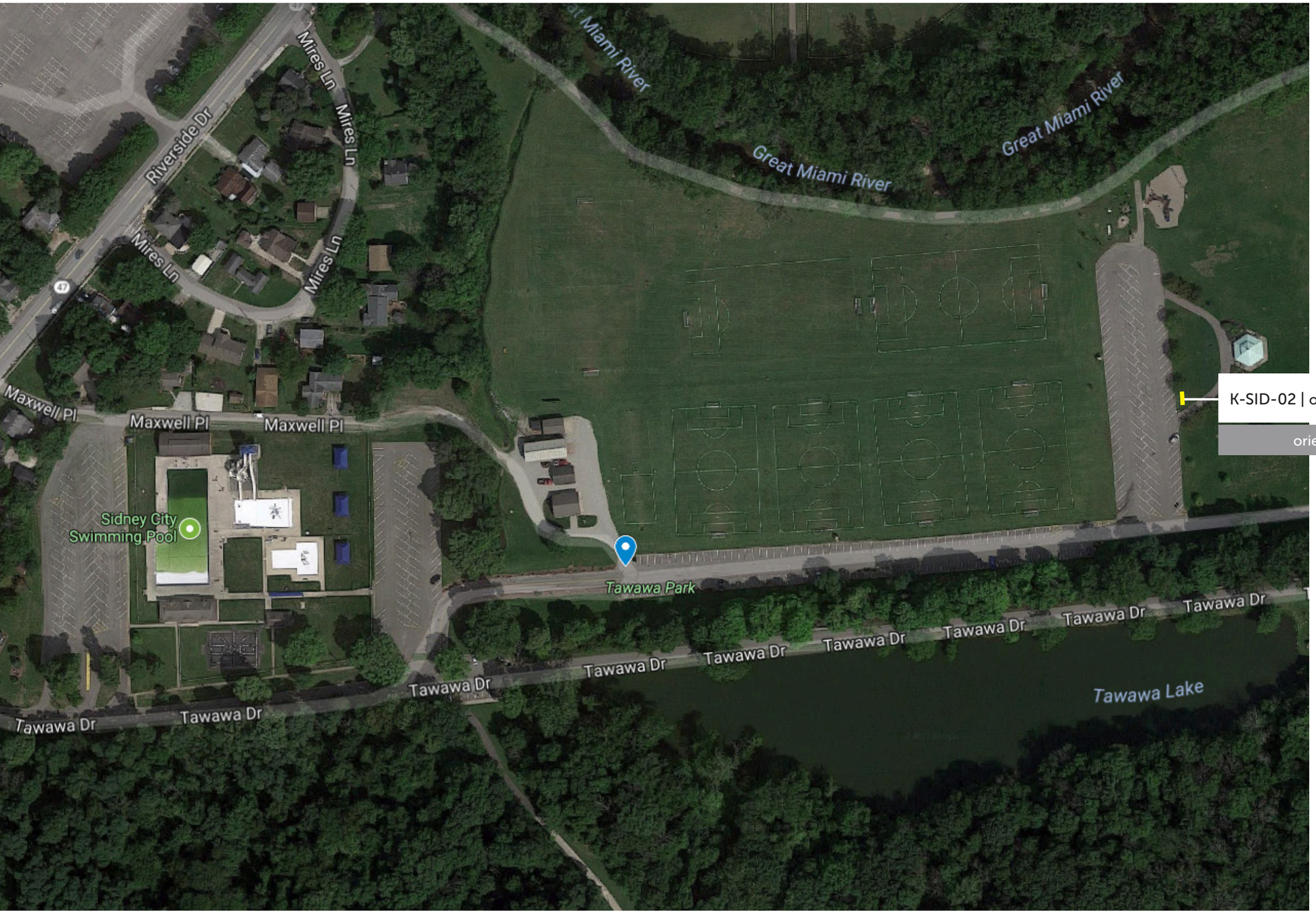
NOTES:

K-SID-01 is the preferred location
Recommend replacing the existing kiosk with a Riverway kiosk. An alternate option would be to add a kiosk if Sidney would like to keep the existing kiosk.

K-SID-01a is an alternate or additional location to consider.

Consideration should be taken that kiosks in Sidney may need to be moved.

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NOTES:

K-SID-02 location is approximate. We don't have a detail photo of this location.

Consideration should be taken that kiosks in Sidney may need to be moved.

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Sidney | Canal Feeder Trailhead





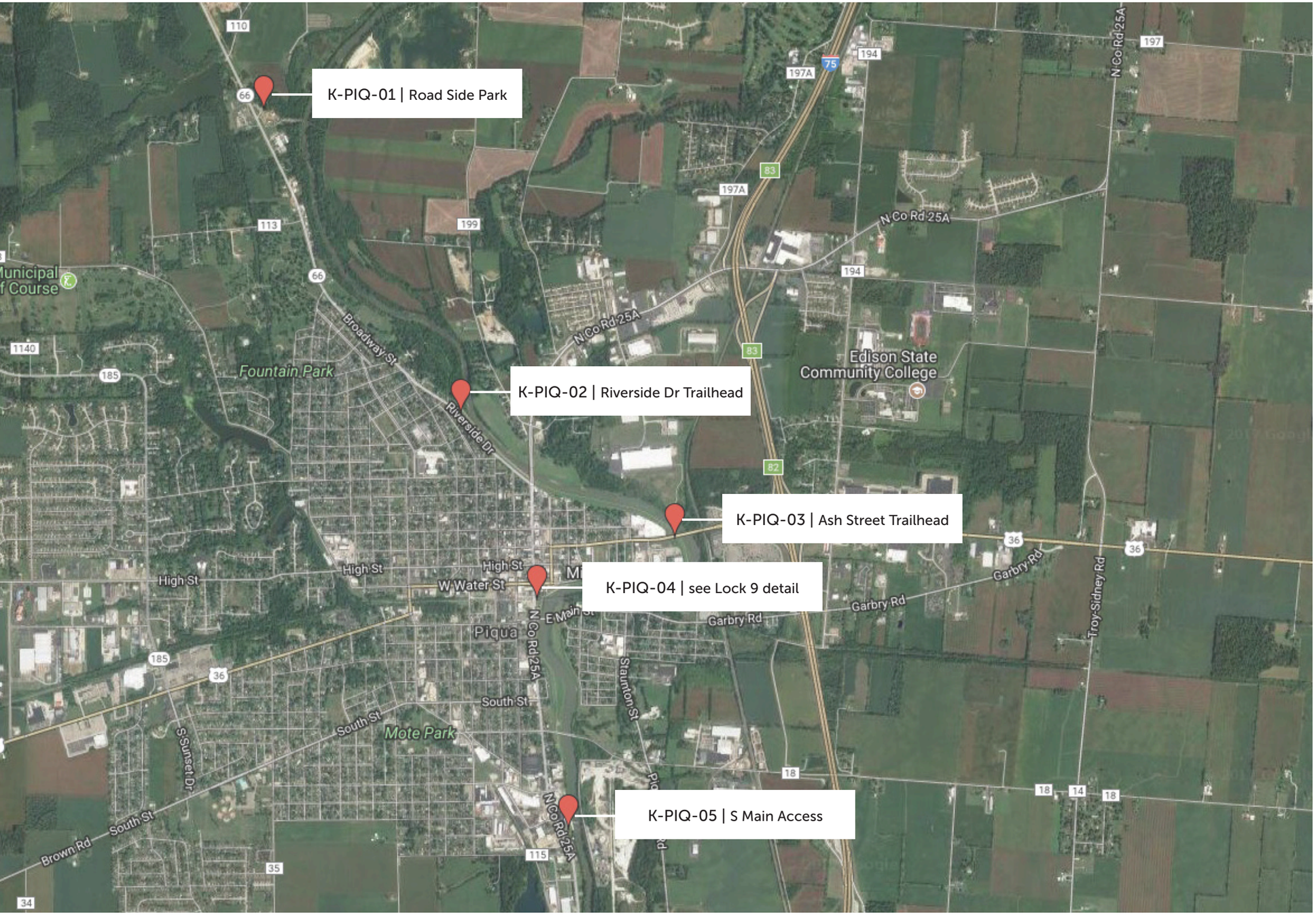
NOTES:

K-SID-03 located in Graceland Cemetery at Canal Feeder Trailhead. Kiosk is used at this location, so you could consider the alternate location if you don't want to replace the kiosk.

Consideration should be taken that kiosks in Sidney may need to be moved.

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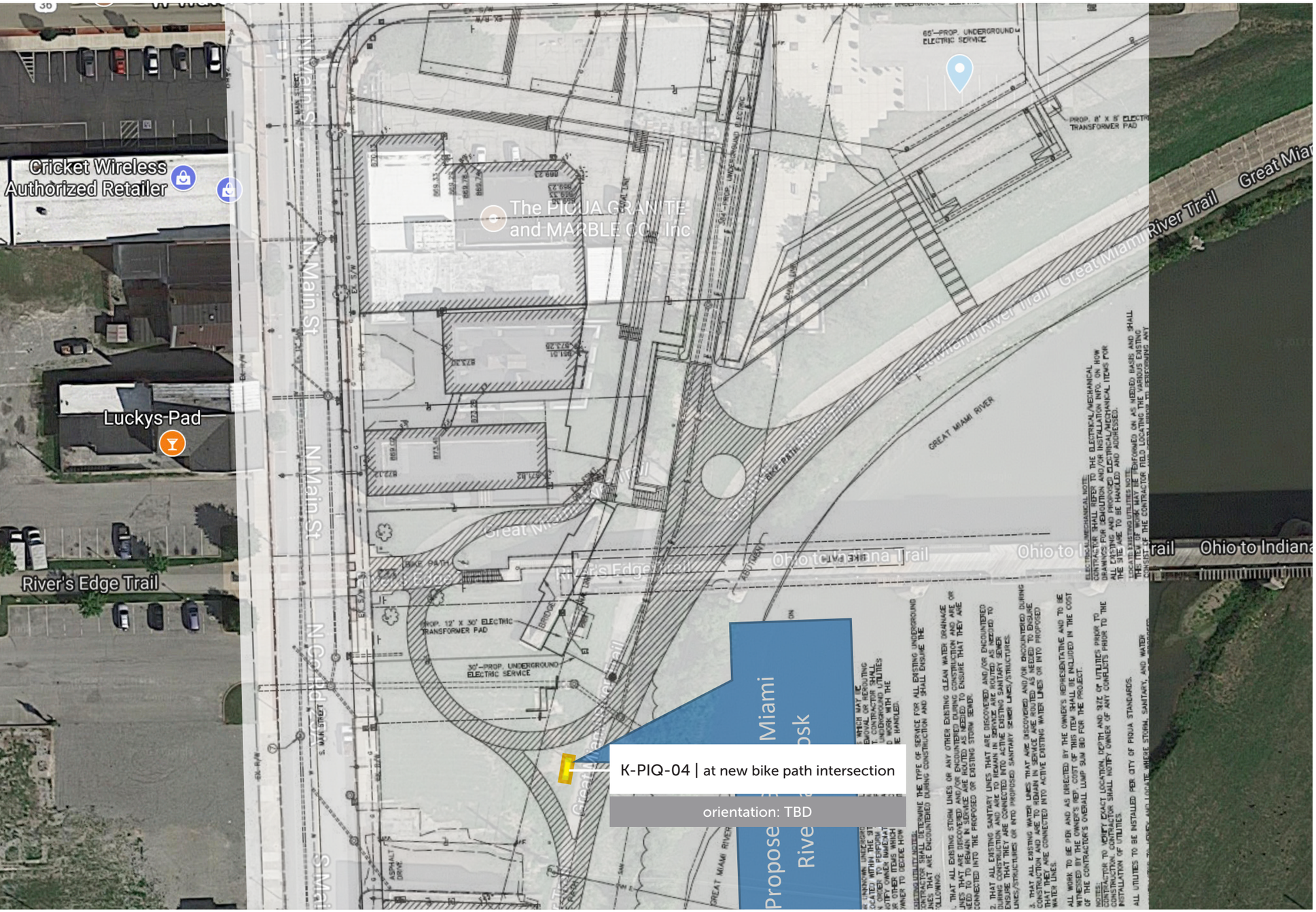
Piqua | New Kiosk Locations



NOTES:

Kiosk locations noted here should be verified with the City of Piqua. Specific placement and orienation TBD.

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NOTES:

K-PIQ-04 exact location TBD once Lock 9 Park construction is finalized.



NOTES:



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K-TRY-01 | edge of boat parking lot

orientation: perpendicular to trail

Great Miami River Recreational Trail

N Co Rd



Recommend combining three signs into one directional





N Co Rd 25A

N Co Rd 25A

Great Miami Riv

NOTES:

There are a lot of individual signs on posts at this location. Recommend that signs be combined/ consolidated where possible.

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NOTES:

Troy might consider two locations on either side of the park since it is such a large space with multiple lots.

Google map is not representative of current conditions at Treasure Island.

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Troy | Miami Shores



K-TRY-03

K-TRY-03 | in front of pavilion/bike station

orientation: perpendicular to trail

river access

Great Miami River Recreational Trail

Miami Shores Golf Course

Recommend reducing sign clutter in this location

Great Miami River

Great Miami River Recreational Trail



NOTES:

There are a lot of individual signs on posts at this location. Recommend that signs be combined/ consolidated where possible.

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Tipp City | City Park





NOTES:

Tipp City also might consider kiosks at Canal Lock Park

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NOTES:

Consider locations where traffic is highest. Indicated locations are non-specific and should be evaluated prior to installation.

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NOTES:

If possible, consider consolidating the low (assuming interpretive) signs here, and placing the Riverway kisok in location **K-DAY-01a.**

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NOTES:

Recommend moving the MCD sign to the right side of the path, incorporating the no parking sign in place of the brown river access sign (can be removed).



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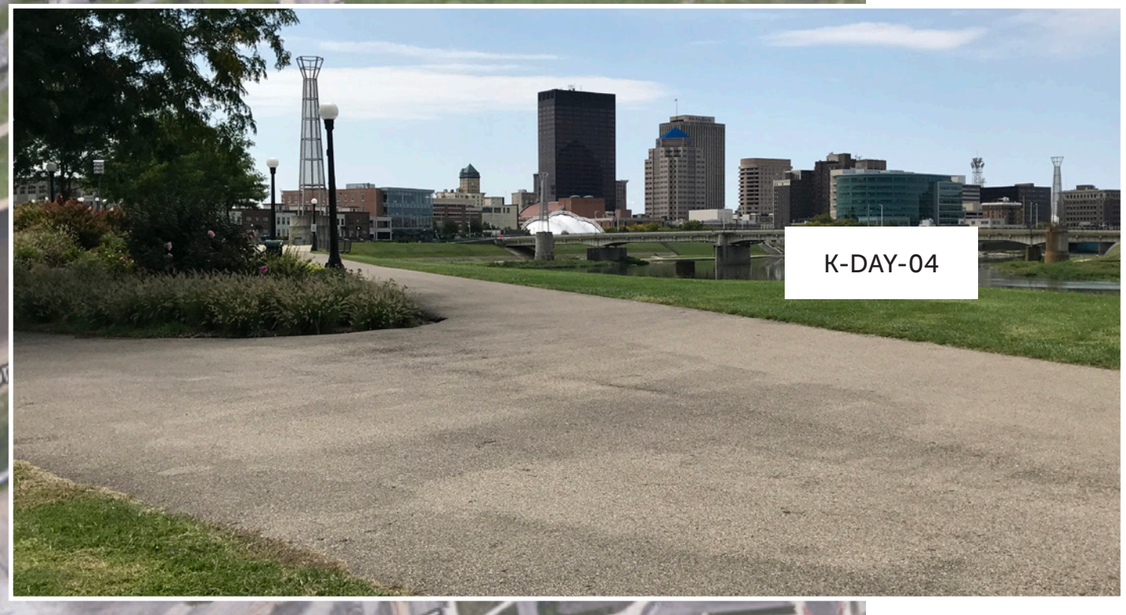
NOTES:

K-DAY-03 location suggestion is in the center of the grass.

This location is preliminary; coordinate final location with Riverfront Master Plan.

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NOTES:

Other locations could be considered here, but the hardscape programming and views are nice here, and we didn't want to disturb that.

This location is preliminary; coordinate final location with Riverfront Master Plan.

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K-DAY-04



K2-DAY-01 | in place of or a modification of the existing kiosk

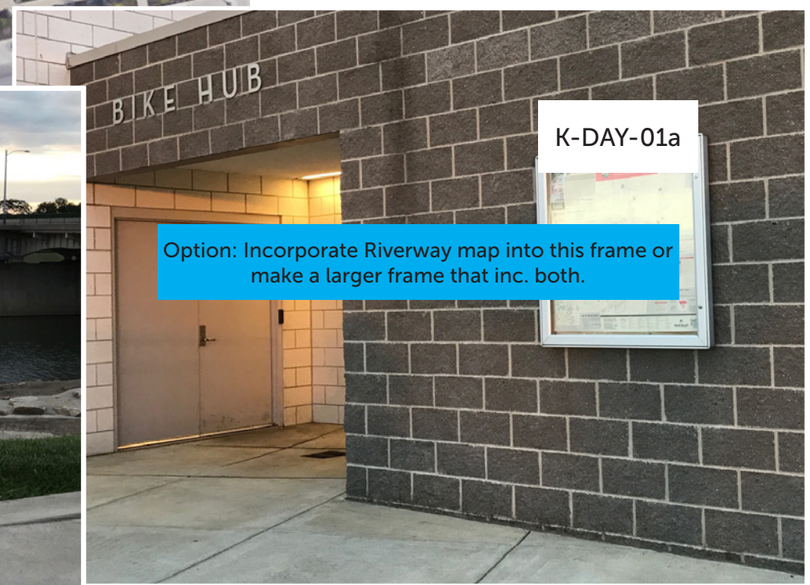
orientation: TBD based on kiosk design

K2-DAY-01a

K-DAY-05 | across from Jefferson St crosswalk

orientation: TBD based on space avail

K2-DAY-01



K-DAY-01a

Option: Incorporate Riverway map into this frame or make a larger frame that inc. both.

NOTES:

Location K2-DAY-01 RiverScape has the potential to be a hub for the Riverway. Consider a multi-sided special kiosk for this location that is able to house information about all of the trails that converge in this location/RiverScape info.

It may also be possible to retrofit the existing kiosk at this location to contain the Riverway map and medallion as an interim solution.

Location K-DAY-05 may utilize the typical kiosk design.

These locations are preliminary; coordinate final locations with Riverfront Master Plan.

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K-DAY-06 | near plaza at top of stair

orientation: TBD

NOTES:

There was construction in this area, and we question if this location is the most appropriate. We're showing an alternate at the Wright Dunbar gateway area.

This location is preliminary; coordinate final location with Riverfront Master Plan.



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K-DAY-07a | across from trail directional

orientation: perpendicular to trail

K-DAY-07 | next to trail beyond fence

orientation: perpendicular to trail

NOTES:

Parking lot needs signage as a trailhead.



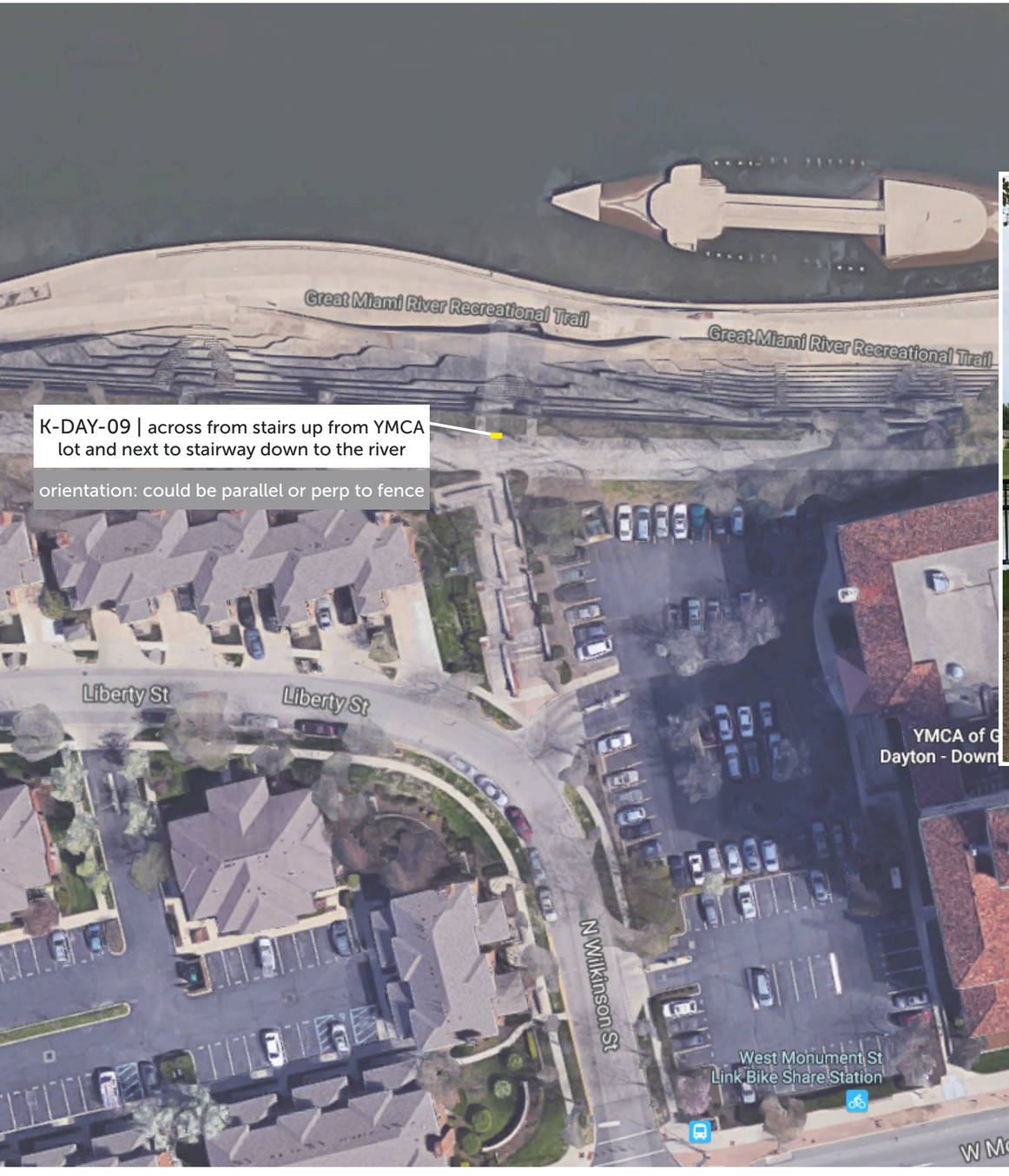
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NOTES:

We don't have a good, current satellite or other photo of this location. Placement should be re-evaluated prior to install.

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NOTES:

K-DAY-06 is located across from the stair up from the YMCA parking lot and in front of the fence in front of the steps leading down to the river.

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K-DAY-10 | Replace existing kiosk

orientation: same as existing kiosk



K-DAY-06

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NOTES:

Either location may work here.



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MCD | Dayton | University of Dayton Courtyard Marriott



NOTES:

We do not have an inset picture for this sign.
Exact location TBD,

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NOTES:

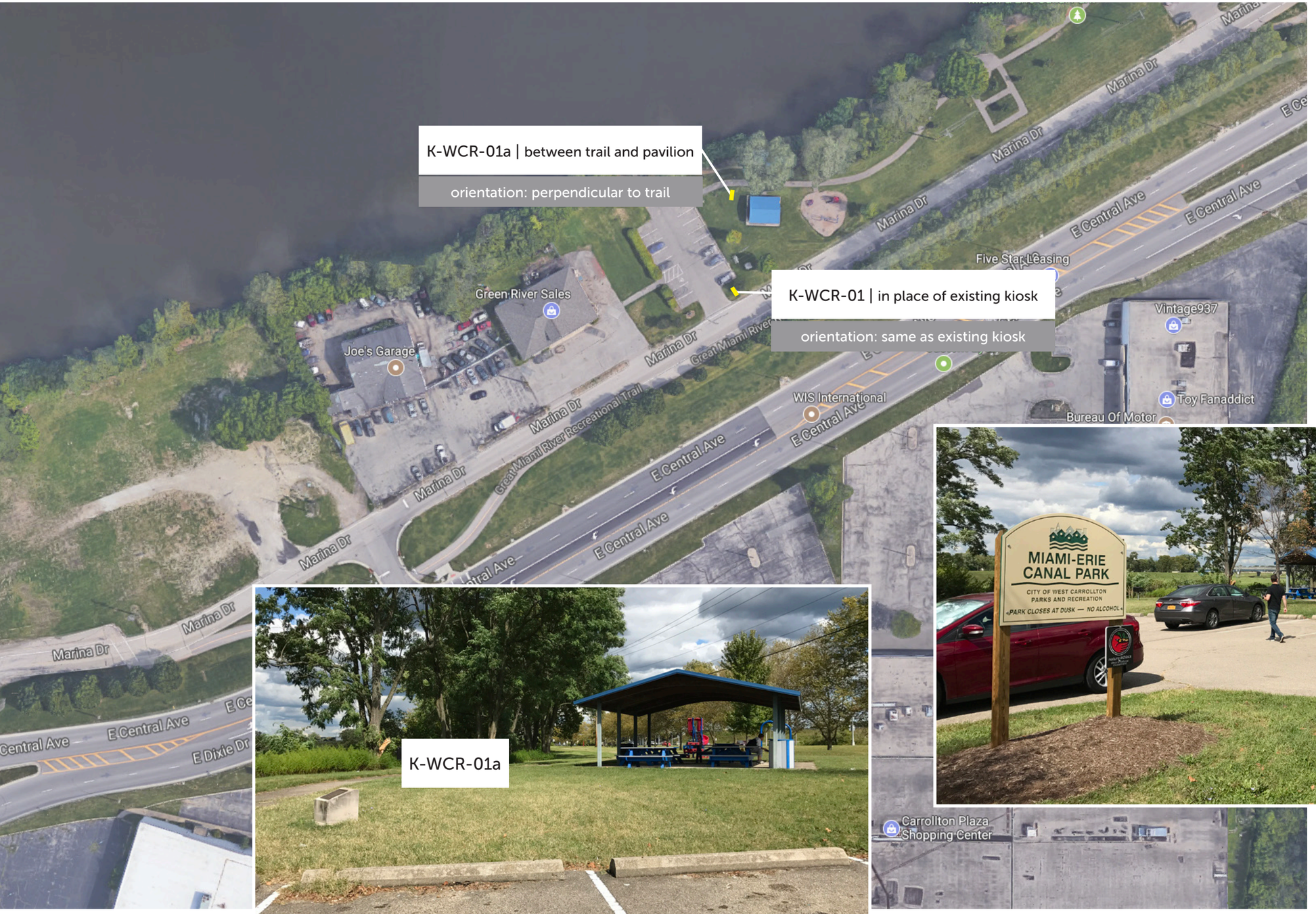
Location TBD. Anticipated placement near parking lot per future site plan.

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NOTES:

K-WCR-01 is the preferred location, assuming this kiosk is the one that MCD would like to replace with the Riverway kiosk. We are showing an alternate location (K-WCR-01a) between the trail and the pavilion.

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West Carrollton | Future site of Miami Bend Whitewater Park





NOTES:

K-WCR-02 may be a temporary solution, dependent on the plan for the Miami Bend Whitewater Park.

Let us know if this isn't the primary access point. We see that there are two parking lots that may be options as well.

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Hydraulic Rd
Hydraulic Rd
Hydraulic Rd
Great Miami River Recreational Trail
Hydraulic Rd
Hydraulic Rd
K-WCR-03 | near the trash can
orientation: TBD


K-WCR-03
Hydraulic Rd
AHEAD
STOP





NOTES:

K-MIA-01 is the preferred location, based on the idea that you'd see the most traffic on the main street, and have the ability to use the kiosk to highlight what's downtown and what's on the Riverway. This could be a kiosk were Miamisburg uses the opposite side of the kiosk for their info.

You might also consider an additional kiosk at the corner of Linden and Main **K-MIA-02.**

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Miami Township | Crains Run Nature Park North Lot





NOTES:

We didn't know which lot was the most used (North or South), so we're showing both as options. If both are well-used, you may consider a kiosk in each location.

Recommend relocating no vehicles sign to rules post to the left.

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Miami Township | Crains Run Nature Park South Lot





NOTES:

Consider omitting this kiosk since we are replacing the existing on the trail.





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NOTES:

Parking lot needs ID signage as well



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Franklin | River Street





NOTES:

K-FRA-02 is the preferred location. Assuming people can park in this lot to use the trail/spend time downtown, this sign will help orient them.

K-FRA-02a is an alternate location to consider, though it will be a tighter fit.

Franklin might also consider a kiosk at the Miami Ave River access point (K-FRA-02)



Middletown | Smith Park



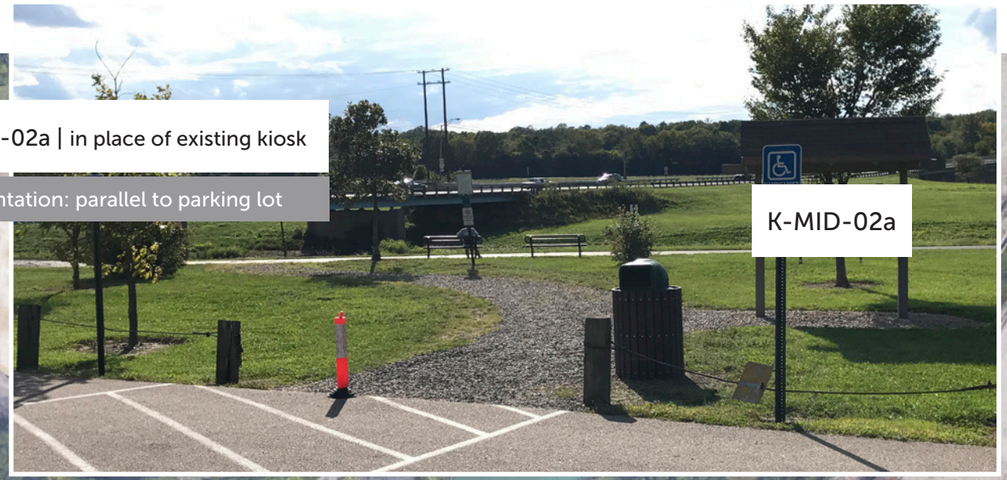


NOTES:

K-MID-01 may be placed in the grassy area on either side of Smith Park Path

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NOTES:

K-MID-02 is the preferred location, assuming people park across the street for events at the amphitheater.

K-MID-02a is an alternate or additional location to consider if people primarily park and access the trail from Columbia Lot. The kiosk could also be placed on the opposite side of the path if you'd rather keep the existing kiosk.

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K-HAM-01 | next to boat launch sign
off parking lot next to playground

orientation: parallel to boat launch sign



NOTES:

Consider adding river access to main directional sign.



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NOTES:

K-HAM-02 exact placement TBD based on master plan development. May hold on this sign until master plan is complete.

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NOTES:

K-HAM-03 exact placement TBD based on the location of the sculptural bike rack



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Hamilton | Low Dam across from Miami U (Kevin Lauder Park)



NOTES:

K-HAM-04 is the preferred location. Kiosk may be placed parallel or perpendicular to the water fountain in the paver area.

K-HAM-04a is an alternate or additional location to consider if you'd rather keep this in the grass.

This should not be installed on the levy.

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NOTES:

This location is preliminary; coordinate final location with master plan.



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NOTES:

K-HAM-05 is the preferred location.

K-HAM-05a is an alternate or additional location to consider. Recommend replacing the existing kiosk with a Riverway kiosk. Park information may be relocated to another post.

The Fitton Center may also be a potential kiosk location. Exact location and orientation TBD.

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Kiosk Sign Count

City	Location	Sign #
Sidney	Custenborder Field	K-SID-01
Sidney	Tawawa Park	K-SID-02
Sidney	Canal Feeder Trailhead	K-SID-03
Piqua	Road Side Park	K-PIQ-01
Piqua	Riverside Drive Trailhead	K-PIQ-02
Piqua	Ash Street Trailhead	K-PIQ-03
Piqua	Lock 9 Park	K-PIQ-04
Piqua	S Main Access	K-PIQ-05
Miami County Parks	Farrington Reserve	K-PIQ-02
Miami County Parks	Twin Arch Reserve	K-TRY-01
Troy	Treasure Island	K-TRY-02
Troy	Miami Shores Golf Course	K-TRY-03
Tipp City	City Park	K-TIP-01
Tipp City	Kyle Park	K-TIP-02
Five Rivers MetroParks	Taylorsville MetroPark	K-DAY-01
Five Rivers MetroParks	Taylorsville MetroPark	K-DAY-02
Five Rivers MetroParks	Island MetroPark	K-DAY-03
Five Rivers MetroParks	Deeds Point MetroPark	K-DAY-04
Five Rivers MetroParks	RiverScape MetroPark	K2-DAY-01*
Five Rivers MetroParks	RiverScape MetroPark	K-DAY-05
Five Rivers MetroParks	Sunrise MetroPark	K-DAY-06
Five Rivers MetroParks	Miami Villa	K-DAY-07
MCD	N. River Walk	K-DAY-08
MCD	River's Edge Park	K-DAY-09
MCD	Carillon at Patterson	K-DAY-10
Dayton History	Carillon Historic Park	K-DAY-11
MCD	U.D. Marriott Hotel	K-DAY-12
MCD	Tait Station Reservoir	K-DAY-13
MCD	East River Landing	K-DAY-14
West Carrollton	Miami-Erie Canal Park	K-WCR-01
West Carrollton	Miami Bend Park	K-WCR-02
MCD	Miami Bend Park	K-WCR-03
Miamisburg	Riverfront Park	K-MIA-01
Miamisburg	Downtown (optional)	K-MIA-02
Miami Township	Crain's Run Nature Park North	K-MIA-03
Miami Township	Crain's Run Nature Park South	K-MIA-04
MCD	Crain's Run Nature Park	K-MIA-05
MCD	Baxter	K-FRA-01
Franklin	River Street	K-FRA-02
Franklin	Miami Ave (optional)	K-FRA-03
Middletown	Smith Park	K-MID-01
Butler MetroParks	River Center	K-MID-02
Butler MetroParks	Rentschler Park	K-HAM-01
Hamilton	Combs Park	K-HAM-02
Hamilton	Rivers Edge at Marcum Park	K-HAM-03
Hamilton	Kevin Lodder Park	K-HAM-04
MCD	Hamilton Ponds at Fairview	K-HAM-05
Hamilton	Joyce Park	K-HAM-06
Hamilton	Fitton Center	K-HAM-07
Totals		46-49

*unique sign type, design and cost TBD

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Implementation Plan

Goal	Year
Install 10 kiosks	2018
Install 15 medallions per city	2018
Identify virtual wayfinding needs and locations	2018
Provide digital directions to access points	2018
Host workshops to improve virtual wayfinding	2019
Install 10 kiosks	2019
Install 15 medallions per city	2019
Have all trailheads/parking lots/access points signed	2019
Have all bridge abutments stenciled	2019
Have all inconsistent messaging and excess signage removed	2019
Host workshops to improve virtual wayfinding	2020
Have all city wayfinding programs planned and identified	2020
Install 10 kiosks	2020
Install 30 medallions	2020
Identify 2 gateways	2020
Formulate emergency signage plan	2020
Complete yearly digital wayfinding inventory	2021
Have all emergency signage and mile markers installed	2021
Have all city wayfinding programs implemented, including Riverway, Great Miami River Recreational Trail, and river access	2021
Install 10 kiosks	2021
Install 30 medallions	2021
Complete yearly digital wayfinding inventory	2022
Install 2 gateways	2022
Install 10 kiosks	2022
Install 30 medallions	2022
Install 2 bridge water trail gateways	2022
Complete kiosk/medallion installations	2022
Complete yearly digital wayfinding inventory	2023
Formulate highway signage plan	2023
Complete kiosk/medallion assessment	2023
Install 2 bridge hanging water trail gateways	2023
Complete yearly digital wayfinding inventory	2024
Install 20 non-traditional signs i.e. Riverway benches, Riverway murals, Riverway bike stations	2024
Have all Great Miami River Recreational Trail signage include the Riverway logo	2024
Complete yearly digital wayfinding inventory	2025
Install 20 non-traditional signs i.e. Riverway benches, Riverway murals, Riverway bike stations	2025
Install highway signage “Now Entering the Great Miami Riverway” on I-75, I-70, Rt. 35, Rt. 4	2025

Riverway Signage Best Practices

Signage and Wayfinding throughout the Great Miami Riverway provides visitors and residents with a clear navigation system to get to and from the Great Miami River Recreation Trail and National Water Trail. Riverway Signage connects our communities to our trail systems as well as creates a positive perception of the Great Miami Riverway with a consistent, recognizable, and inviting sign family that creates a safe and welcoming atmosphere.

Goals: develop an authentic and meaningful sign system to enhance the visitor experience; establish clear and concise messaging that utilizes consistent nomenclature, that will set the tone for other communications pieces; produce easy-to-maintain and expandable signage to allow necessary changes and updates due to the ongoing developments

Objectives: get direct users on and off the Riverway and into Riverway Cities; make people feel welcome, safe, and comfortable, introduce the Great Miami Riverway brand to users; encourage longer and repeatable trips; help users to see the Riverway as a whole experience

All signs must be registered with the Great Miami Riverway for our database. Please call 937-223-1271 or email econnor@mcdwater.org to register your sign.

Location

- The Riverway's geographic region is 99 miles from Sidney to Hamilton. The boundaries of the Riverway are one mile off each river shore or at specially designated areas.
- Riverway signs should be placed in areas of high traffic for the best visibility
- Riverway signs should direct users to the trails from the communities, and from the trails to the communities and attractions
- Riverway signs should be prioritized to commercial attractions, cultural assets, historical/architectural assets, recreational assets, tourist services, dining, lodging, and transportation
- Riverway signage is not appropriate for municipal buildings, chain stores, hospitals, or schools

Frequency

- At a minimum, all public access parking, trailheads, river access points, and Recreation Trail access points should include Riverway signage at their location
- Roadway Riverway signage should include destination signage, under one mile directional signage, within five miles directional signage, and within ten miles directional signage
- Non-vehicular roadway signage should be considered based on local geography and city standard specifications

    - All signs shall be retro reflectorized for use on bikeways, including shared-use paths and bicycle lane facilities
    - Where used on a shared-use path, no portion of a sign or its support shall be placed less than 2 feet laterally from, or less than 8 feet vertically over the entire width of the shared-use path
    - Mounting height for post-mounted signs on shared-use paths shall be a minimum of 4 feet, measured vertically from the bottom of the sign to the elevation of the near edge of the path surface
    - For more detailed information on state non-vehicular signage standards, please visit ODOT (http://www.dot.state.oh.us/Divisions/Engineering/Roadway/DesignStandards/traffic/OhioMUTCD/Documents/2012_Part09_011312_Final_bookmarked.pdf)
- Non-vehicular trail signage should follow both the Riverway Signage and Wayfinding Plan and the implemented bike trail sign program by Miami Valley Regional Planning Commission

Nomenclature

- GREAT MIAMI RIVERWAY 1st time, formal; RIVERWAY informal or subsequent mentions within a paragraph/piece of content
- Use "Great Miami Riverway" in a stand-alone reference to the brand. Use "the Great Miami Riverway" in the context of a sentence. Note that "the" is not part of the proper name, and therefore, is not capitalized unless it is the first word of a sentence
- A GREAT MIAMI RIVERWAY COMMUNITY, or a RIVERWAY COMMUNITY is formal vs. informal, and 1st mention vs. subsequent mentions
- RIVERWAY DEFINED The Great Miami Riverway is more than just the River or the Trail, it is the entire Riverway region. This includes the towns and nature connected by the Riverway, and the activities and events that happen along the Riverway
- RIVER ACCESS refers to any point along the river where a user can access the water. This could be a boat dock, a dirt trail, a parking lot, etc.
- BIKE TRAIL ACCESS refers to any point along the Great Miami River Recreation Trail where a user can access the trail. This could be a street crossing, a parking lot, roadside parking, etc.
- PORTAGE is the act of removing your boat/kayak/canoe from the water in order to follow a walking trail around the dangerous portion of the river
- WATER TRAIL/BIKE TRAIL/RECREATION TRAIL are all acceptable terms for the trails in the Riverway. When speaking of trail "25", it should be referred to as the Great Miami River Recreation Trail. Special designations, such as National Scenic Trail and National Water Trail, are also applicable to the Great Miami River Recreation Trail. i.e. The Great Miami River Recreation Trail, a National Scenic Trail, is 99 miles of natural beauty.

Brand Hierarchy

- WATER TRAIL/BIKE TRAIL/RECREATION TRAIL/RIVER ACCESS/BIKE TRAIL ACCESS text should be listed as **equal** with other attraction navigation
- Riverway medallions act as a **secondary** brand when added to access signs, attraction destination signs, parking signs, and city navigation signs
    - Riverway medallions on city gateways should not be included with other medallions such as rotary or community groups. The Riverway should be included as part of the community's branding and second in hierarchy only to that community.
    - When possible, the Riverway brand through the logo or "a Great Miami Riverway Community" text should be included in community/asset signage as part of the sign design. Medallions should only be used on previously existing signage.
- The Riverway brand is the **primary** brand on Riverway kiosks
- The Riverway brand is the **only** brand on custom pieces such as cement stamps, murals, benches, water fountains, etc. unless combined with "a Great Miami Riverway Community" text or a specific City/Park Riverway logo. Secondary sponsor brands may be approved by local jurisdictions.
- For digital sign messaging, please refer to the Brand Use Guidelines

Safety

- Mile markers for both the Great Miami River Recreation Trail and Great Miami River National Water Trail are a regional effort. All safety or emergency mile markers should be approved by your local first responders as well as the Great Miami Riverway to ensure a uniform system.
- All safety signage should include contact information for the local trail management in addition to 911

Types of Wayfinding

- Cement stamps, physical objects such as benches and water fountains, gateways, and murals are all examples of Riverway signage in addition to the more traditional sign family. Creativity in Riverway signage is encouraged.
- Virtual wayfinding is as important as physical wayfinding. A complete Riverway signage strategy in a community includes accurate Google listings and Riverway website listings.

Ordering

- Medallion and kiosk orders are facilitated through the Great Miami Riverway by calling 937-223-1271. Payment will go directly to the fabricator and contracts will be held between the fabricator and sign owner.

- Kiosk insert map orders are contracted by the kiosk owner and the designer of their choice. The designed template for the insert is required and must be used in all kiosks. The template may be requested from the Great Miami Riverway.
- All other types of signage and custom orders are placed directly by the sign owner with the fabricator of their choice. Riverway and Riverway City/Park logos may be requested from the Great Miami Riverway.