



### LOCATION

City of Dayton, Ohio

### TASKS

- GIS Mapping
- Website Updates
- Stakeholder Engagement Activities

### HIGHLIGHTS

- Prepared GIS maps & analyses
- Maintained website content
- Assisted with stakeholder outreach and messaging

### PROJECT DESCRIPTION

The City of Dayton aimed to refocus efforts to market and redevelop its inner-ring neighborhoods. This Live Dayton project, for which BPS served as a subconsultant, was developed with the goal of leveraging existing neighborhood and housing market strengths and programs with a coordinated marketing outreach strategy to create a rental and homebuying landscape that addresses the needs of all segments of the market-rate audience.

For this project, BPS provided support on a variety of activities for the City of Dayton. BPS staff completed GIS maps, residential real estate market analyses and messaging, real estate professional/employer outreach and associated curriculum, and performed content updates for LiveInDayton.com. BPS also provided branding, public relations, media outreach, and marketing assistance to City of Dayton staff.

