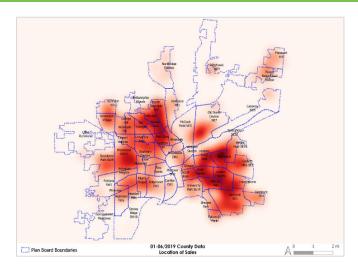
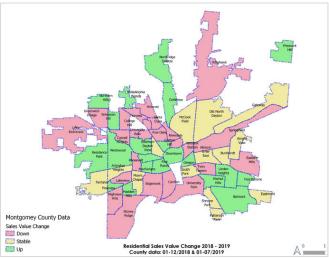


# LIVE DAYTON NEIGHBORHOOD SERVICES

# CITY OF DAYTON







#### **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 LivelnDayton.com. BPS also provided branding, public relations, media outreach, and marketing assistance to City of Dayton staff.