



DAYTON



Marketing with a Mission



City of Dayton Water



City of Dayton Department of Water





CITY OF DAYTON
DEPARTMENT OF WATER
Michael Powell, Director

Annual Operating Budget of \$99.3 million

- **\$55.0 million (Water)**
- **\$37.1 million (Sanitary)**
- **\$ 7.2 million (Storm)**

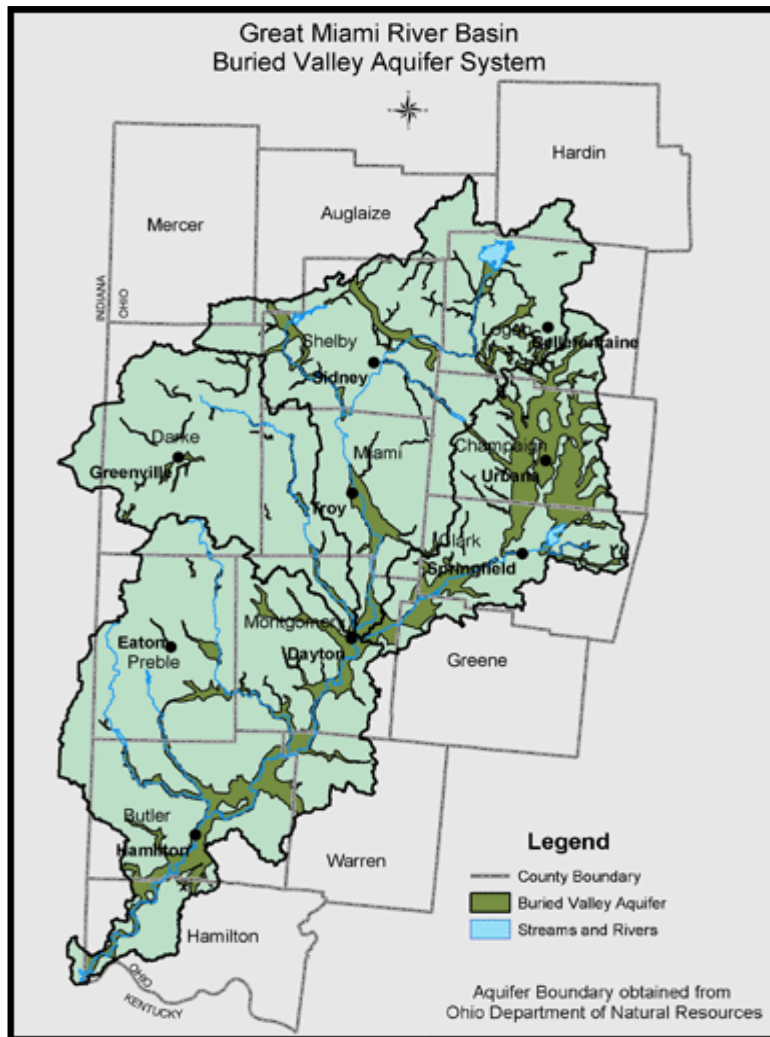
Annual Capital Improvement Plan of \$25.4 million

- **\$12.4 million (Water)**
- **\$12.0 million (Sanitary)**
- **\$ 1.0 million (Storm)**

Total Personnel count of 398 employees



SOURCE WATER PROTECTION



- Source Water Protection – Great Miami Buried Valley Aquifer (approximately **1.5 trillion gallons** of groundwater).
- Provides up to **200 million gallons** a day for residents of nine counties, including Greene, Miami and Montgomery.
- Principal drinking water source for an estimated **1.7 million** people.
- **Award-winning** source water protection programs designated by the US EPA.



Why Market Dayton Water?



- **Rate Increase**
- Private water company take over (Veolia)
- Residents and industry leave based on the performance/non performance of their water utility
- **Negative perception about their water quality**
- Misconceptions about your water utility/bad reputation
- Quality of life the utility provides
- Workforce development
- Community affinity
- **Source Water Protection**



The How?

Telling our Story

Marketing Campaign birthed with two initiatives:

To reconnect the community to their water utility and to highlight the affordable, high quality, great tasting water and water services

To expand the Department of Water's customer base through economic growth and development opportunities



Goal: **Household Name**

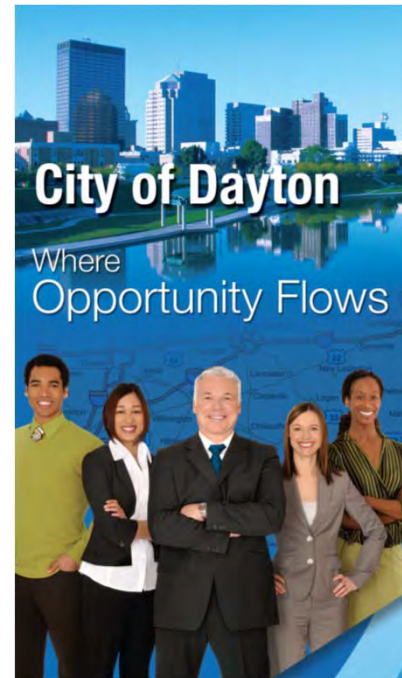
- ✓ Positive view on rate increase
- ✓ Safe Affordable Water
- ✓ Value Proposition
- ✓ Community Affinity
- ✓ Expert Staff





TBTT Campaign

- ✓ Invested marketing \$\$ in brand recognition
- ✓ Top of the Mind Awareness (TOMA)
- ✓ Education, Outreach, Value



CITY OF DAYTON
DEPARTMENT OF WATER



B2B Marketing



DAYTON IS READY FOR BUSINESS
1.5 TRILLION
GALLONS OF FRESH WATER FOR BUSINESS AND INDUSTRY.

DAYTON, OHIO. WHERE OPPORTUNITY FLOWS.
DAYTONWATER.ORG

This advertisement features a clear glass of water with a splash of water being poured into it from a white pitcher. The background shows a cityscape with various buildings and a body of water under a blue sky.A large water drop is the central focus, surrounded by a circular splash of water. Within the splash, there are various scenes: a person on a surfboard, a hand holding a water tap handle, a group of people in a pool, a fire hydrant, a person in a yellow inner tube, a person in a red boat, a person walking, and a sign that says "LEMONADE 25¢".

Your demand ... our supply.

CITY OF DAYTON
water
one source
Regional • Reliable • Renewable
www.daytonwater.org



Next Steps

Economic Development and Department of Water Marketing Initiatives

Making Business Affordable

- Solely water focused
- No information on the City amenities
- Engaged thousands of people



Lessons Learned

- Water is **not** the sole driver for large water volume businesses for relocation and expansion



Relocating? Expanding? Tap into City of Dayton water

We have liquid assets to serve your business:

- Abundant water
- Plenty of treatment capacity
- Robust systems
- Safe, high-quality water
- Affordable softened water
- Low surcharges for wastewater
- Expert staff, model processes
- Great-tasting water
- Regional fire protection
- Opportunities for geothermal technology

The region's Great Miami Buried Valley Aquifer is the largest and most prolific groundwater system in Ohio. We have excess capacity – so let us meet your demand with our supply.

Regional • Reliable • Renewable

CITY OF DAYTON
water
ONE SOURCE
Regional • Reliable • Renewable

Come to Dayton for great water, great sites and great incentives.

Set your sights on our sites:
Our attractive properties are clean, versatile and ready for development. Hire our technical and economic development specialists. Help you investigate our available sites – all equipped with the water you need to relocate or expand.

Grow your business in a mid-sized region ranked #1 for corporate expansion:
Our city is rebounding and our local economy is growing. Dayton means business. We offer business and tax incentives for companies relocating or expanding. Plus, excellent programs for small businesses.

We are seeking regional partners and opportunities for collaboration in Dayton.
Tammie Clements, Director
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www.cityofdayton.org



Revamp

Economic Development and Department of Water Marketing Initiatives

Making Business Affordable 2

- Revised the concept to showcase the City and to make water a featured asset



Lesson Learned

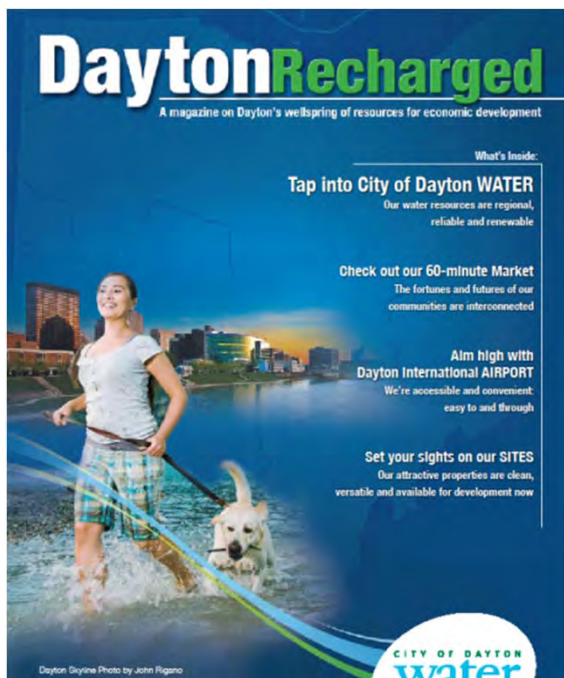
We needed to market to site selectors



Site Selectors Marketing Initiatives

Economic Development and Department of Water

C-Suite Level Executive



DaytonRecharged
A magazine on Dayton's wellspring of resources for economic development

What's Inside:

- Tap into City of Dayton WATER**
Our water resources are regional, reliable and renewable
- Check out our 60-minute Market**
The fortunes and futures of our communities are interconnected
- Aim high with Dayton International AIRPORT**
We're accessible and convenient: easy to and through
- Set your sights on our SITES**
Our attractive properties are clean, versatile and available for development now

Dayton Skyline Photo by John Rigano

CITY OF DAYTON
water
one source
Regional • Reliable • Renewable

www.cityofdaytonwater.org



Dayton—
your New Business Solution
Higher Speed - Lower Costs - Less Risk

With over \$1 billion of new investments since 2010, Dayton is reinventing itself as a premier business destination. Dayton's thriving logistics and manufacturing industries benefit from the I-70/75 corridor, a robust university system, convenient airport (DAY), and a nearly limitless water supply. Come see why GE Aviation, Casquil, Spectrum Brands, Emerson and DuPont have invested in Dayton, your new business solution.

daytonohio.gov/solutions

CITY OF DAYTON
water
ONE SOURCE
Regional • Reliable • Renewable

- 90 MGD available water plant capacity
- No tap fees for new development
- Low surcharges for high BOD wastewater
- 1.5 trillion gallon sustainable aquifer



Just Add WATER
City of Dayton

Why are we sending you a tree, a hand-painted pot, and a bottle of water?

CITY OF DAYTON
OHIO
ESTABLISHED 1803
WATERWORKS



The Water and ED Outcome

Growth
in Dayton

- Dayton is experiencing growth businesses

Water as
catalyst

- Disclaimer- there are no hard evidence linking water to economic growth
- Having good quality of water is vital to everybody
- Not having quality of water can lose business




DAYTON

Dayton Water is Making the Investment

Marketing budgets:

\$50k in 2005

\$75K in 2008

\$185K in 2010

\$209K in 2018

- Source Water Protection
- Outreach and Education
- Workforce Development
- Top of the Mind Awareness (TOMA)
- Product, Services and Value
- Brand Recognition

Marketing City of Dayton Water

Focus:

- Education
- Outreach
- Awareness -Top of the Mind (TOMA)
- Product-Services-Value
- Workforce Development

Avenues:

- Community Events
- Synergies and Community Partners
- Sponsorships
- Workforce Development & Employee Engagement
- Economic Development
- Partnering with other utilities and water industry organizations
- Social Media
- Radio



Source Water Protection

To learn more, visit www.Daytonwater.org.

Dayton's Hidden Treasure:

The Great Miami Buried Valley Aquifer

The Great Miami Buried Valley Aquifer is a 1.5 trillion-gallon aquifer that stretches across 13 Miami Valley counties and provides clean, potable water to the entire region.

Aquifer
water mixed with sand and gravel

Bedrock

It's up to all of us to protect this resource:

- Fix any vehicle oil and fluid leaks
- Recycle your trash, paint, and motor oil
- Limit your lawn care applications
- Properly dispose of any chemicals – **no dumping on the ground**
- Spread the word about keeping our water clean
- Report any spills or illegal dumping **(937) 333-4900**

Protecting our Water Resources



Out Reach and Education

Community and Sponsorships

- Source Water Protection ([Hydro Heroes](#))
- Dayton Dragons ([community event & workforce development](#))
- Dayton Flyers ([Future Flyers Club & workforce development/ engagement/community event](#))
- Dayton Boys and Girls Club ([sponsorship](#))



Workforce Development

- High School Water Career Conferences ([schools/universities/water industry professionals](#))
- SOCHE Program ([exposure/TOMA](#))
- Water Internships ([workforce development](#))



Economic Development

- Dayton Magazine ([education/TOMA/outreach](#))
- Discover the Dayton Region Magazine ([education/TOMA/outreach](#))
- Site Selectors Magazine ([site selectors](#))



Awareness Community Events



Sponsorship

Boys and Girls Club of Dayton



Workforce Development

Water High School Career Conference



Outreach

Children's Water Festival Pictures

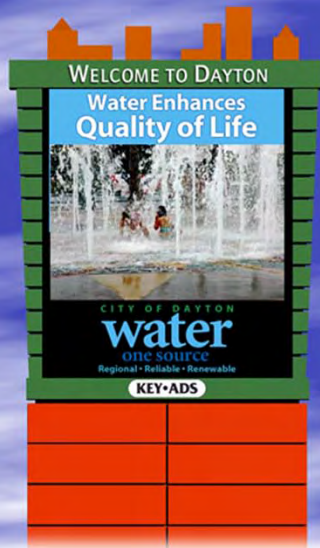


Products-Value-Services



- Lime Services
- Lab Services
- Grease Reduction Program
- Risk Management Services





Value of City of Dayton's Water Utility



Proud Stewards of your water and water Services



Regional Marketing Efforts

Hydro Heroes



Scarcity of Water

Conservation of Water

Responsible Use of Water

Source Water Protection



Hydro Hero



“I am Dayton Water”



- Award Winning Utility
- Lowest rates in the Midwest
- Expert staff/industry trainers
- Water meet and exceeds EPA
- High quality-great tasting water
- Abundant water (1.5 trillion)
- Excess capacity
- Robust systems
- Technology driver
- Lime plant 1 of 2 in the nation
- Invest millions in our infrastructure



Questions?



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