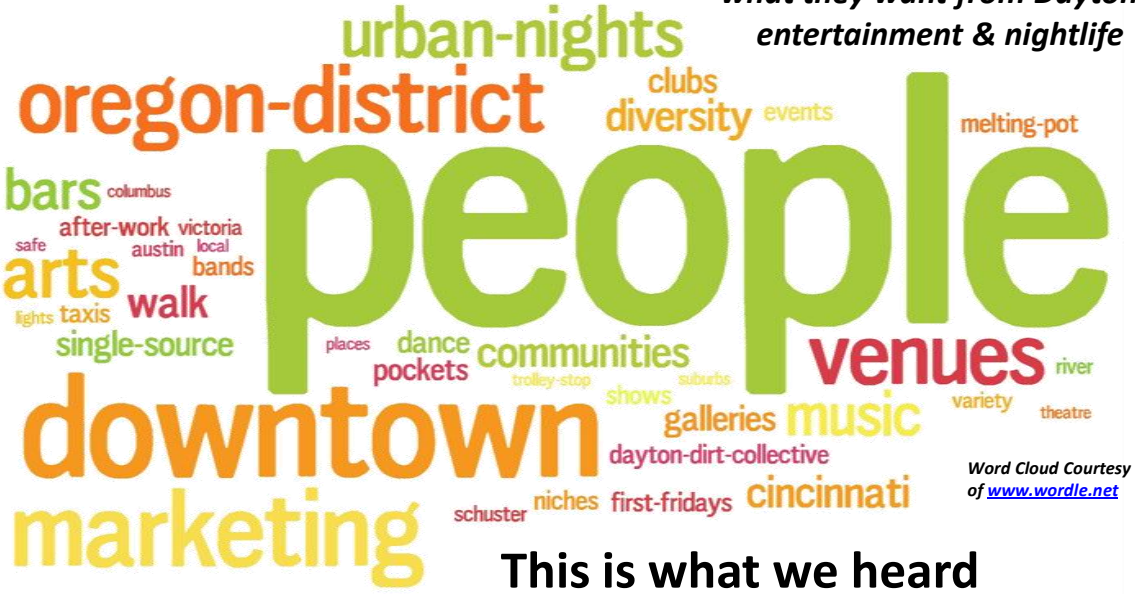
updayton.

talent on the rise

What do young creatives want from their entertainment & nightlife?

- Variety – not just in choices of where to hang out, but in the diversity of people they see when they go out
- To know what's going on – entertainment info needs to be easily accessible
- A vibrant arts scene that recognizes all ages and income levels
- A lot to do, close together – they want to walk when they go out, or at last have public transportation to connect amenities
- Activities right after work – if they go home, they are less likely to go out
- Locally owned everything: restaurants, bars, etc. – they create a sense of place

updayton asked young creatives what they want from Dayton's entertainment & nightlife



Word Cloud Courtesy of www.wordle.net

This is what we heard

What do young creatives like about Dayton's entertainment & nightlife?

- On Urban Nights Dayton feels like a melting pot and a big city
- Dayton's arts scene is world-class and young creatives are proud of it
- **Spots:** Oregon District restaurants, the galleries, Canal Street Tavern, The Neon, Therapy Café, Trolley Stop, Blind Bob's
- **Events:** Urban Nights, First Friday, Cityfolk Festival, Dayton Dragons

What frustrates young creatives about Dayton's entertainment & nightlife?

- They have trouble finding out what is going on and they don't want to rely on several different sources for entertainment information
- The lack of a downtown venue for mid-size musical acts (~1000 people). They are tired of driving to Columbus or Cincinnati to see the bands they want to see
- The region's lack of diversity in its entertainment and nightlife – everything is segregated into pockets. The big cities they've liked have the feel of melting pots.
- Downtown's many entertainment and nightlife destinations are separated by "no-man's lands" that young creatives don't want to walk through
- They just want more to do, more often. They want the feel of Urban Nights more frequently and they don't understand why it can't happen.