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## **Young Creatives Summit Generates Four Actionable Ideas**

*April 17, 2010 – Dayton, Ohio:* On Friday, April 16, approximately 200 participants shared their vision for a greater Dayton region and selected project ideas that will make Dayton more appealing to young talent. Participants will come together again at 6 PM on Monday, May 3 at c{space (20 N. Jefferson St., Dayton) to determine next steps to implement their plans.

Projects came out of four categories that are of importance to this demographic – communities, diversity, entertainment, and entrepreneurship. Projects include:

**Entrepreneurship – “Make me over, Dayton”** This group is going to connect entrepreneurs to opportunities in building deconstruction. Groups hope to deconstruct old houses and businesses – get sellable materials out, clean it up, and re-purpose it for another viable project. The goal is to clean up the neighborhoods as well as provide a business experience. The group is aware of Deconstruction Depot and they hope to team with them as they move forward.

**Diversity – “Greater Dayton Stories”** This group wants to overcome negative press by creating weekly videos, radio stories, or press releases that highlight the good news in Dayton. They want to promote the positive stories from all areas of the region and demonstrate the people who are making Dayton great.

**Entertainment – “Street Buzz”** This group will be throwing weekly parties to create some buzz around town. Young creatives will know that there will always be something happening with the Street Buzz. They will create hot spots around town by moving to different neighborhoods for the weekly party, and they will advocate closing 5th Ave to street traffic.

**Communities - “Howdy Neighbor”** This group will partner with neighborhood associations and priority boards to recognize the good work that is being done by individuals in the neighborhoods. They intend to highlight the people who are creating vibrant spaces and work to create a sense of community. Using South Park (and other revitalized neighborhoods) s a model, they can create a weekly newsletter and format other ways to let neighbors know about the good work that’s being done.

Although projects at this point remain somewhat nebulous and abstract, it is at the Action Plan Launch on Monday, May 3 that details will begin to emerge and the projects will solidify.

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*An initiative of the DaytonCREATE project, updayton strives to spur economic growth within the region by attracting and retaining young talent. updayton is connecting young creative professionals to the Miami Valley and engaging them in the region’s decision making.*