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## **Four New Businesses Open Downtown in Time for Friday's Urban Nights**

**Dayton, Sept. 12, 2012** — Interest by small business owners in a downtown location steadily has been growing since 2008, and a record number of new businesses will host soft or grand openings during the fall Urban Nights, held from 5 to 10 p.m. this Friday, Sept. 14. The new stores are listed below.

“These new businesses add to downtown’s eclectic mix of dining and shopping offerings,” said Sandy Gudorf, president of the Downtown Dayton Partnership. “Not only that, but these new businesses have transformed previously vacant space to vibrant storefronts, a key goal of the [Greater Downtown Dayton Plan](#).”

### **Brim**

464 E. Fifth St.

937-222-HATS (4287)

[www.brimonfifth.com](http://www.brimonfifth.com)

Hat shop [Brim](#) is the newest business to open in the Oregon District, and it will host a sneak peek of its renovated space during Urban Nights. Brim’s grand opening will happen later this month. For the sneak peek, Brim will offer 10 percent off all purchases and host a penny-counting contest in honor of the store’s handmade penny counter, built from salvaged doors. The contest winner will receive a free hat (up to a \$100 value).

Brim will stock more than 500 hats in classic and contemporary styles by a dozen different brands, including many that are made in America. The shop is owned by the husband-and-wife team of Brian Eastman and Amelia O’Dowd, who also live in the historical Oregon District. The couple has made significant renovations to the building, most recently home to an adult book store. They’ve painted the exterior, replaced the glass in the storefront and renovated the interior.

Brim will be open Tuesday through Friday from 1 to 8 p.m. and Saturday from noon to 8 p.m.

### **LIVV Interior Designs**

520 E. Third St.

419-304-2680

[www.livvinteriordesigns.com](http://www.livvinteriordesigns.com)

[LIVV Interior Designs](#), a home and office interior design firm with offices in Toledo and Columbus, has expanded into the Dayton market. Russell Cline, vice president of LIVV, said the company has been operating in the Dayton area since March 2011 from its other offices, but an increase in demand led it to open a new office in Dayton. The group chose a location in The Cannery due to the well-known building and the space’s retail potential. Cline said business already has started to pick up. Two Dayton employees have been hired, and he expects to hire up to six more by the end of the year. During Urban Nights, LIVV will offer a 25 percent discount on customers’ first purchases if they set up a future appointment with a designer during the event.

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### **OinkADoodleMoo Express**

10 W. Second St.

937-938-1729

[www.oinkadoodlemoo.com](http://www.oinkadoodlemoo.com)

**OinkADoodleMoo** will open its fourth area location in the lobby of the KeyBank Tower during Urban Nights, when it will feature its new and traditional menu items. The carry-out fast-casual restaurant will offer its typical menu featuring barbeque and hearty sides, along with new salad and cold sandwich grab-and-go options. It will have a small amount of seasonal outdoor seating and employ between eight and 10 people.

OinkADoodleMoo recently was named on *Fast Casual's* 2012 Top 100 Movers & Shakers list. OinkADoodle Moo Express will be open Monday through Friday from 10:30 a.m. to 2 p.m.

### **Sew Dayton**

16 Brown St.

937-234-7938

[www.sewdayton.com](http://www.sewdayton.com)

**Sew Dayton** is downtown's most recent Pop-Up Shop, part of an initiative to fill downtown storefronts called [Activated Spaces](#). Owned by two seamstresses and designers, the shop will host its grand opening during Urban Nights. The store offers fabric and patterns, vintage notions, custom dresses, bags, and a variety of accessories. Owners Tracy McElfresh and Jesy Anderson also will offer sewing classes at their location in the Color of Energy Gallery.

Sew Dayton will be open Tuesdays through Saturdays from 11 a.m. to 7 p.m. Hours will be extended to 9 p.m. during First Fridays and Urban Nights.

An estimated 30,000 people attend Urban Nights, which is held in downtown Dayton, the Oregon Arts District and Wright-Dunbar Business Village. A complete list of the more than 100 activities planned during the event — including live music on outdoor stages, art exhibit openings, tours of downtown housing, discounts at restaurants and retail shops, and much more — is [available online](#).

The Downtown Dayton Partnership's website, [www.downtowndayton.org](http://www.downtowndayton.org), has a complete list of downtown businesses, as well as a list of business resources, arts and cultural amenities, a dining guide, parking map, and much more. [Follow the Downtown Dayton Partnership on Facebook](#) to keep up with downtown events and news. Smartphone users can find places, events, parking and more with Find It Downtown Mobile: [mobile.downtowndayton.org](http://mobile.downtowndayton.org).

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