BILL NO. R-13-10-18

RESOLUTION NO. R- _____

RESOLUTION APPROVING THE 2014 BUDGET FOR THE DOWNTOWN FORT WAYNE ECONOMIC IMPROVEMENT DISTRICT

Whereas, On October 24,1995 the Common Council of the City of Fort Wayne ("Council") adopted Resolution R-70-95 (Bill Number R-95-09-21) which established the 'Downtown Fort Wayne Economic Improvement District" ("District"); and

Whereas, On January 10, 2006 the Common Council of the City of Fort Wayne ("Council") adopted Resolution R-08-06 (Bill Number R-05-12-22) which renewed the 'Downtown Fort Wayne Economic Improvement District" ("District") for the calendar years 2006 through 2015; and

Whereas, Indiana Code 36-7-22-17 requires that the Board of said District submit for approval the 2014 Budget for the District; and

Whereas, the mission of the District is to increase the value of downtown and mobilize leadership and resources to achieve the community's vision for downtown;

Whereas, the attached budget (Exhibit A) directs the funding for the District to maintain and promote its mission.

NOW THEREFORE BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF FORT WAYNE, INDIANA:

Section 1. The 2014 Downtown Improvement District budget is approved as described in Exhibit A attached.

Section 2. That this resolution shall be in full force and effect from and after its passage and any and all necessary approval by the Mayor.

____

Council Member

APPROVED AS TO FORM AND LEGALITY

____

Carol Helton, City Attorney

EXHIBIT

tabbies

A

Downtown Improvement District Board approved 2014 Budget

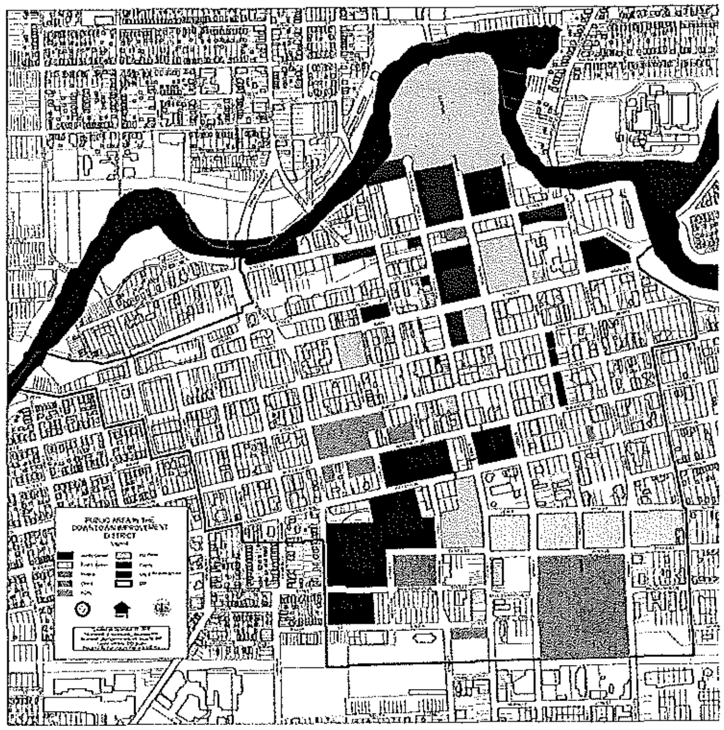
	2013 Approved Budget	2014 Approved Budget	Change 2013 to 2014 Budget
Support and Revenue			
Assessment	300,000.00	300,000.00	0.00
City of Fort Wayne	100,000.00	100,000.00	0.00
City of Fort Wayne - Infrastructure	50,000.00	50,000.00	0.00
Allen County	50,000.00	50,000.00	0.00
Individual Contributions	1,500.00	500.00	(1,000.00)
Sponsorships	46,100.00	45,000.00	(1,100.00)
Participant Fees	11,500.00	11,500.00	0.00
Contract Fees	5,000.00	0.00	(5,000.00)
Investment Earnings	200.00	100.00	(100.00)
Total Support and Revenue	**564,300.00**	**557,100.00**	**(7,200.00)**
Expenses			
Staff Compensation			
Salaries	251,080.00	192,980.00	(58,100.00)
Payroll Taxes	19,200.00	15,675.00	(3,525.00)
Benefits			
Health/Disability Ins	19,595.00	13,235.00	(6,360.00)
Parking	3,300.00	3,300.00	0.00
Retirement	5,000.00	2,620.00	(2,380.00)
Workers Compensation Ins	2,200.00	2,200.00	0.00
Total Staff Compensation	**300,375.00**	**230,010.00**	**(70,365.00)**
Contract Fees/Labor			
Accounting/PR Processing	9,600.00	9,600.00	0.00
Contract Labor	3,600.00	6,500.00	2,900.00
Event Manager	0.00	21,000.00	21,000.00
Human Resource Support	2,400.00	1,000.00	(1,400.00)
Legal	4,500.00	6,500.00	2,000.00
Social Media (Bailey)	21,000.00	21,000.00	0.00
Strategic Planning	1,500.00	1,500.00	0.00
Tech Support	6,500.00	6,500.00	0.00
Total Contract Fees/Labor	**49,100.00**	**73,600.00**	**24,500.00**
Total Personnel Costs	**349,475.00**	**303,610.00**	**(45,865.00)**
Bad Debt Expense	0.00	500.00	500.00
Bank/Finance Charges/Fees	100.00	100.00	0.00
Conferences / Meetings			
Annual Meeting	2,000.00	3,000.00	1,000.00
Business Club	1,600.00	1,600.00	0.00
Conferences/Training	7,500.00	4,500.00	(3,000.00)
Meals for Board Meetings	1,000.00	600.00	(400.00)
Meeting Expenses	1,200.00	1,200.00	0.00
Total Conferences/Meetings	**13,300.00**	**10,900.00**	**(2,400.00)**
Contingency	1,000.00	0.00	(1,000.00)
Depreciation	4,500.00	4,500.00	0.00
Equipment	3,600.00	3,600.00	0.00
Events			
Event Marketing			
Event Marketing Design	6,000.00	2,000.00	(4,000.00)
Event Marketing Materials	6,000.00	2,000.00	(4,000.00)
Event Advertising	10,000.00	4,000.00	(6,000.00)
Total Event Marketing	**22,000.00**	**8,000.00**	**(14,000.00)**
Event Production	27,500.00	63,940.00	36,440.00
Grants for Jointly Sponsored Events	17,500.00	19,000.00	1,500.00
Total Events	**67,000.00**	**90,940.00**	**23,940.00**
Façade Assistance	3,000.00	0.00	(3,000.00)
Insurance (Liab/Comm)	4,500.00	5,000.00	500.00
Landscaping/Planters	7,500.00	15,000.00	7,500.00
Maintenance / Supplies	7,500.00	4,500.00	(3,000.00)
Marketing			
Coop Marketing	4,500.00	4,750.00	250.00
Downtown Video	12,165.00	4,500.00	(7,665.00)
Downtown Marketing Tech Asst	2,500.00	1,000.00	(1,500.00)
General Marketing/Branding	8,360.00	10,100.00	1,740.00
Kiosks	3,000.00	6,800.00	3,800.00
Sector Marketing	5,000.00	5,000.00	0.00
Website & E-Newsletter	3,300.00	3,300.00	0.00
Total Marketing	**38,825.00**	**35,450.00**	**(3,375.00)**
Miscellaneous	0.00	1,000.00	1,000.00
Moving Expense/Remodel	0.00	0.00	0.00
Occupancy rent	900.00	18,900.00	18,000.00
Office Expense			
Dues/Subscriptions	1,600.00	1,600.00	0.00
Postage	400.00	800.00	400.00
Printing	2,500.00	4,600.00	2,100.00
Supplies	4,800.00	3,600.00	(1,200.00)
Telephone	3,800.00	2,400.00	(1,400.00)
Total Office Expense	**13,100.00**	**13,000.00**	**(100.00)**
Infrastructure/Capital	50,000.00	50,000.00	0.00
Travel	0.00	100.00	100.00
Total Expenses	**564,300.00**	**557,100.00**	**(7,200.00)**

SERVICES PLAN 2014

DOWNTOWN
improvement district

TABLE OF CONTENTS

Frequently Asked Questions..............2
Stakeholder Services..........................3
Clean & Safe...4
Marketing & Events.............................5



CREATING A CLEAN, SAFE, WELCOMING ENVIRONMENT DOWNTOWN: The Role a Property Owner Plays

This brochure is designed to answer questions about the Fort Wayne Downtown Improvement District, and the new Services Plan for 2014.

The District includes all property within the boundaries of Clay St. on the east. Headwaters park on the north, Broadway on the west, and Baker St. on the south.

State statute requires signatures from property owners representing more than 50% of the non-residential property and more than 50% of the non-residential real property value to be renewed to authorize a commercial district.

Should you have questions unanswered by this brochure, contact one of the officers of the Downtown Improvement District Board of Directors or the Executive Director listed on the next page.

Frequently Asked Questions

What is a Downtown Improvement District?

Downtown Improvement Districts are designated zones within which services can be provided above and beyond the level currently offered by local government. Through the mechanism of an independent assessment district, property owners can decide what kind and what level of downtown management services they need and exert direct control over the delivery of the services.

What is a Services Plan?

The Downtown Services Plan outlines the services and activities to be funded by the assessment paid by the property owners within the district.

Why does downtown need coordinated management and marketing services?

Suburban properties, including office parks and shopping malls are developed, managed and marketed by a single ownership group or management company. By contrast, ownership of downtown buildings and land is divided among individuals and companies with no coordinated management to advocate their interests, provide common services or promote the downtown as a product. This situation makes it difficult to accomplish such tasks as facilitating environmental and safety services, promoting downtown as a destination, and gathering and disseminating pertinent data on downtown's progress. Such obstacles can easily be overcome by property owners working together and collaborating on initiatives for mutual benefit.

How much do the services cost me?

By Indiana state statute IC 36-7-22-3, the Downtown Improvement District assessment may be apportioned among all non-residential property owners within the district boundaries. The assessment is capped at $300,000 through 2015 and is proportionately assessed.

How will I pay the assessment?

District assessments will continue to be collected by the Allen County Auditor's Office. Notification that your assessment is due will appear as part of your semi-annual property tax bill.

Does everyone in the District have to pay the assessment?

If the owners representing a majority of the non-residential property in the District sign the petition, then all non-residential tax paying property owners within the District will receive an assessment for their required portion.

What safeguards exist to ensure property owners benefit from the services?

The district is governed by its own board of directors who primarily own property or represent property owners within the district. Another safeguard is that the organization's renewal is determined by the property owners.

Fort Wayne Downtown Improvement District Board of Directors

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MKM Design
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STAKEHOLDER SERVICES

Objective:	Support business and residential retention and growth in downtown
Impact Measures:	Number of stakeholders assisted (and effectiveness), DID viewed as "one stop" Source for downtown data/information
Capacity Measures:	Requests for services and quality of information provided; number and quality of partnerships

Provide Business Support for Current and Potential Downtown Businesses	Key Measures
• Advocate for and foster a climate conducive to the growth of current and potential downtown businesses by working with partner agencies on downtown development and improvement projects deemed important to the advancement of the organization's mission. • Address issues/concerns of businesses currently located in the district through proactively contacting businesses on an annual basis. • Leverage partnerships with civic partners and business support agencies to identify growth and location opportunities for businesses in the district, including small businesses, minority owned businesses and women-owned businesses. • Hosts monthly Downtown Business Club meetings with speakers to facilitate relationships and increase activity. • Support a retail growth strategy by connecting with private sector leadership.	• Number of current businesses contacted that plan to remain downtown • Number of business issues/concerns addressed and resolved • Requests for information fulfilled • Downtown Business Club attendance and testimonials

Meet Information Needs of Downtown Stakeholders and Other Partners	Key Measures

• Deliver a comprehensive profile of all aspects of downtown through compilation and publication of information, including but not limited to
    o Annual State of Downtown Report
    o Semi-Annual State of Downtown Updates
• Serve as a "one-stop" resource for information pertaining to downtown for current and perspective business owners, property owners, residents and developers.
• Identify, address and help develop solutions for issues of accessibility and parking downtown.
• The DID's strategic goals are based upon stakeholder input and quality satisfaction assurance.
	• Feedback on and number of requests for DID publications/information
	• Turnaround time for fulfillment of requests for information
	• Calculation of quality assurance measures

Promote Downtown Residential Living	Key Measures
• Raise awareness and interest in downtown living through relevant events. • Leverage networks and proactively exchange information with current downtown residents and residential recruitment/retention leaders. • Assist residents, residential prospects and others to facilitate downtown residential growth and development.	• Attendance at relevant events • Requests for information fulfilled

CLEAN & SAFE

Objective:	Enhance the clean, green, safe and welcoming environment downtown
Impact Measures:	Perception, litter collection statistics and documented testimonials
Capacity Measures:	Civic engagement, leveraged partnership, productivity

Enhance Appearance of Streets, Sidewalks and Public Spaces • Deliver DID Clean & Green Ambassador Services to maintain and enhance the appearance of sidewalks, curbs and right-of-way via litter patrols, power washing and detailed cleaning, e.g. weed and graffiti removal. • Through public/private partnerships, coordinate and leverage sanitation/cleaning services in an effective and efficient manner. • Work closely with property owners and other partners to ensure clean, healthy and litter-free environment. • Proactively work with City and County on built-environment issues including sidewalks, planters, bike racks, street trees and grates, etc. as well as the purchase and installation of litter/recycling receptacles and other streetscape additions.	**Key Measures** • Services delivered • Number of stakeholders engaged • Numbers of contacts made • Present statistics
Improve Safety and the Perception of Safety Downtown • Provide highly visible street presence throughout the District by delivering DID Environmental Program Services. • Support Fort Wayne Police Department by facilitating partnership with Downtown Residents and other strategically aligned programs. Work with the City of Fort Wayne to assist with social service outreach efforts that help control panhandling, vagrancy etc. • Address issues such as lighting, blighted buildings, etc. through partnerships with the City of Fort Wayne, Allen County and others. • Continue to actively eliminate graffiti within the district.	**Key Measures** • Services delivered • Perception surveys • Number of partnerships
Encourage Pride in Location and Space • Facilitate partnerships among retailers, restaurants and property owners to enhance and optimize storefronts, lighting and maintenance. • Support façade and landscape design through technical assistance grants. • Lead beautification efforts in collaboration with Parks and Recreation, Urban Forestry and others to increase tree canopy, flower planting and sidewalk repair. • Help improve front-line hospitality through briefings and other information on features and benefits of downtown for visitors and residents.	

MARKETING & EVENTS

Objective:	Maintain and enhance the image, awareness and usage of Downtown as a vibrant hub of regional activity where people eat, shop, stay and play
Impact Measures:	Usage trends, e.g., sales, traffic, perception surveys, quality assurance of rate payers and tracking whether events are increasing downtown
Capacity Measures:	Productivity, partnerships

Promote Positive Attributes of Downtown through Communication Program

- Generate positive, accurate media coverage through strategic media relations, closely monitoring all organizational media coverage to assure accuracy, and meeting regularly with members of the media to establish strong relationships.
- Leverage resources and coordinate messages through partnerships with the City, County and key civic organizations including Visit Fort Wayne, Greater Fort Wayne Inc., Regional Partnership, Arts United and others.
- Continuously make efforts to strengthen organizational exposure to individuals, companies and regions that are not familiar with the Downtown Improvement District.

Increase Downtown Usage through Basic and Enhanced Marketing Programs

- Provide, enhance and maintain primary state-of-the-art downtown website: downtownfortwayne.com.
- Distribute annual Downtown Fort Wayne Guide plus holiday guide.
- Partner in annual holiday retail promotions e.g. Holly Trolley Shopping.
- Implement sustainable retail support initiatives, e.g. Downtown Gift Card, Be a Tourist in your own Hometown promotions and facilitate/foster the formation of a Retail Merchant Association and Dining District Restaurant and Hospitality Association.
- Inform key stakeholders through regular communication in meetings, annual reports and email e.g. Downtown Business Club.
- Restaurants, retailers, attractions and events mentioned by name in media vehicles.
- Multicultural outreach to include ethnic radio and newspaper with relevant message.

Further Increase Downtown Usage through Strategic Event Production

- Improve attitudes and perceptions of Downtown Fort Wayne through the production of a strategic and responsive event season to increase visitation by number, duration and per-capita spending.
- Encourage a broader market to visit a transformed downtown through signature events effectively promoted with resources including newspaper, magazine, radio, billboard, direct mail and available internet media such as Constant Contact, YouTube, Twitter, Facebook and Instagram.
- Facilitate and provide encouragement to other entities towards effective execution of their downtown special events and initiatives that support businesses within the district through information lending, marketing assistance and strategic grant allocations.

Key Measures

- Research and Surveys
- Media placement
- Message reach
- Website visits
- Sales and attendance figures
- Parking usage
- Perception and quality assurance surveys
- Overall tracking and reporting of grant awards

DOWNTOWN
improvement district

October 16, 2013

The Honorable Sandra Kennedy
Clerk, City of Fort Wayne
City-County Building – Room 122
One Main Street
Fort Wayne, Indiana 46802

Dear Ms. Kennedy:

As an Economic Improvement District, we are required by the terms of I.C. 36-7-22-17 to prepare and submit a budget before November 1 for the following calendar year to the fiscal body for the municipality.

The attached 2014 budget has been reviewed and approved for submission by the Board of the Economic Improvement District of the Downtown Area of the City of Fort Wayne (the "Downtown Improvement District") on its most recent regular meeting on October 15, 2013.

I am prepared to meet with you of any of the Council member to explain any items about where there may be questions.

Let me know if there is any other information I can provide that would be helpful.

Yours very truly,

Bill Brown
President

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