

1 **BILL NO. S-15-02-08**

2 SPECIAL ORDINANCE NO. S-_____

3 **AN ORDINANCE APPROVING NEW MEMBERS TO**
4 **THE DOWNTOWN IMPROVEMENT DISTRICT 2015**
5 **BOARD OF DIRECTORS**

6 **WHEREAS**, IC 36-7-22-11 establishes members of an
7 economic improvement board are to be appointed by the
8 Common Council of the City of Fort Wayne, Indiana; and

9 **WHEREAS**, the newly elected Downtown Improvement
10 District Board of Directors are:

11 Catherine Hill – 3 year term

12 Sean Collentine – 3 year term

13 Eric Fisher - 3 year term

14 Sharon Feasel - 1 year term

15 Nelson Peters - 1 year term

16 **NOW, THEREFORE, BE IT ORDAINED BY THE**
17 **COMMON COUNCIL OF THE CITY OF FORT WAYNE,**
18 **INDIANA:**

19 **SECTION 1.** That the newly elected members of the
20 Downtown Improvement District are hereby approved and
21 ratified.

22 **SECTION 2.** That this Ordinance is hereby in full force
23 and effect from and after its passage and any and all approval
24 by the Mayor.

25 _____
26 Council Member

27 APPROVED AS TO FORM AND LEGALITY

28 _____
29 Carol Helton, City Attorney
30

As added by P.L.195-1988, SEC.1.

IC 36-7-22-9

Ordinance; repeal or amendment

Sec. 9. An ordinance adopted under section 7 of this chapter may be repealed or amended only after notice of the proposed repeal or amendment is published and mailed in the manner provided by section 6 of this chapter.

As added by P.L.195-1988, SEC.1.

IC 36-7-22-10

Ordinance; exemption from special assessments

Sec. 10. An ordinance adopted under section 7 of this chapter may provide that businesses established within the district after the creation of the district are exempt from special assessments for a period not to exceed one (1) year.

As added by P.L.195-1988, SEC.1.

IC 36-7-22-11

Ordinance; economic improvement board

Sec. 11. An ordinance adopted under section 7 of this chapter must establish an economic improvement board to be appointed by the legislative body. The board must have at least three (3) members, and a majority of the board members must own real property within the district. However, if there is only one (1) property owner within a district formed before March 1, 2010, the legislative body shall appoint one (1) member to the economic improvement board who owns real property within the district and not more than two (2) other members who are not required to own real property within the district. After, February 28, 2010, a district formed under this chapter must have at least one (1) parcel of real property that is not owned by an owner of other parcels of real property in the district.

As added by P.L.195-1988, SEC.1. Amended by P.L.113-2010, SEC.136.

IC 36-7-22-12

Assessments; percentage of benefit; notice; hearing; decision; lien; certification; economic improvement districts

Sec. 12. (a) The board shall use the formula approved by the legislative body under section 7(a)(4) of this chapter to determine the percentage of benefit to be received by each parcel of real property within the economic improvement district. The board shall apply the percentage determined for each parcel to the total amount that is to be defrayed by special assessment and determine the special assessment for each parcel.

(b) Promptly after determining the proposed assessment for each parcel, the board shall mail notice to each owner of property to be assessed. This notice must:

- (1) set forth the amount of the proposed special assessment;
- (2) state that the proposed special assessment on each parcel of

STAKEHOLDER SERVICES



LETTER FROM THE PRESIDENT

Downtown Fort Wayne is in the midst of a renaissance unlike any seen before. Projects currently underway are initiatives that have benefited from the planning and thoughtful work of many people in the private and public sector laying a solid foundation for the future.

Strategic planning initiatives such as the Downtown Blueprint and Blueprint Plus illustrate the importance of a strong public and private sector, unified in its approach, and fostering an environment that is beautified, clean, safe and ready for investment. The recent update of the Downtown Blueprint along with the completion of the SWA Riverfront study provide structure to the energy and excitement within the Downtown ecosystem and reflects the value of our collaborative approach to community development.

Momentum is a key element of a community on the move. Downtown Fort Wayne has momentum and is moving forward with a unified purpose. The continued collaborative efforts of organizations such as Arts United, Visit Fort Wayne, Greater Fort Wayne Inc., the Downtown Development Trust, Downtown Improvement District, and City and County governments are having a positive impact and cultivating a creative and connected ecosystem with a focus on the future. The abundant fundraising efforts of the not for profits also indicate a strong belief in Downtown and a desire to make it great. At the same time, private and public sector leadership is creating a truly dynamic business climate by offering interesting and exciting opportunities to live, work and play in Downtown Fort Wayne.

Bill Brown

STAKEHOLDER INFORMATION & COMMUNICATION METRICS:

- Printed material requests, physical calls and visits to our location totals **≈ 4,000+**
- Number of Downtown businesses contacted this year **≈ 225**
- Number of stakeholder issues/concerns addressed and resolved **≈ 100**
- Number of multimedia requests for stakeholder information fulfilled **≈ 42,000+**

PERCEPTION SURVEYS:

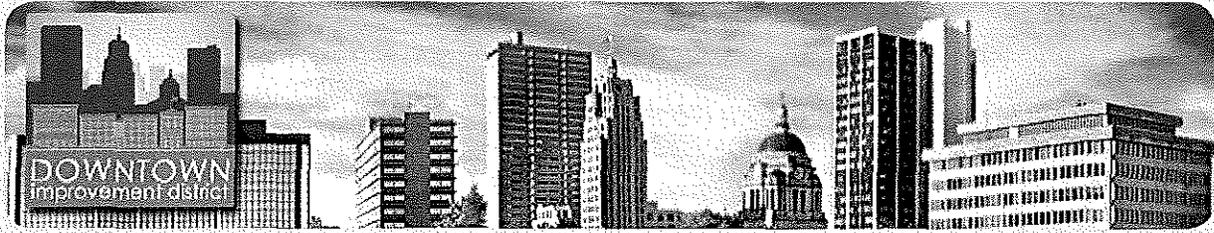
- **91%** of Stakeholders surveyed feel that the **business growth** has improved in Downtown over the last 5-10 years.
- **94%** feel that **restaurants and entertainment venues** have improved in Downtown over the last 5-10 years.
- **85%** feel that **visitor activity** has improved in Downtown over the last 5-10 years.
- **64%** feel that **communications with businesses** have improved over the last 5-10 years.

BOARD OF DIRECTORS 2014

- CHAIR: DAVE ARNOLD**
Ambassador Enterprises
- VICE CHAIR: MARK LUTTIK**
Hilton Fort Wayne
- TREASURER: RONDA HANNING**
Hanning & Bean
- SECRETARY: MIKE TREVIÑO**
DLZ Indiana
- THERESE BROWN**
Allen County
- SHARON FEASEL**
City of Fort Wayne
- ERIC FISHER**
Midtowne Realty
- KARI HUSTON**
The PNC Financial Services Group
- KENNETH JONES**
Lutheran Health Network
- TIM RIETDORF**
Murphy & Associates
- SUSAN SMETHERS**
Lincoln Financial Group
- DR. MATT SMITH**
University of Saint Francis
- TOM SMITH**
City of Fort Wayne
- JOHN TIPPMANN JR.**
Tippmann Group
- PONE VONGPHACHANH**
Upstate Alliance of REALTORS®

STAFF

- BILL BROWN**
President
- FRANK HOWARD**
Director of Marketing,
Environmental & Business
Services
- LARRY THOMAS**
Clean & Green Manager
- TANYA STIER**
Office Administrator
- ANITA HOMCO**
Events Coordinator
- STEPHEN BAILEY**
Social Media Contractor



FORT WAYNE'S DOWNTOWN IMPROVEMENT DISTRICT:
91 BLOCKS TO LIVE. 91 BLOCKS TO WORK. 91 BLOCKS TO ENJOY.

2014 ANNUAL REPORT



2014 News From Downtown Fort Wayne



STAKEHOLDER SERVICES



MARKETING & EVENTS



CLEAN & GREEN

MARKETING & EVENTS



2014 EVENT ATTENDANCE & IMPACT

Our 2014 event season was amazing with significant increases in attendance for Celebrate Downtown, Lunch on the Square, BuskerFest, Busker Square, Night of Lights and Holly Trolley Shopping!



CELEBRATE DOWNTOWN: Jan. 30, 2014
Attendance ≈ 180



BUSKER SQUARE AT TASTE OF THE ARTS: Aug. 23, 2014
Attendance ≈ 5,000



GROUND HOG OPEN: Feb. 6, 2014
Attendance ≈ 220



FRIGHT NIGHT: Oct. 18, 2014
Attendance ≈ 8,000



SPRING TROLLEY: May 17, 2014
Attendance ≈ 550



NIGHT OF LIGHTS/HOLIDAYFEST: Nov. 26, 2014
Attendance N.O.L ≈ 20,000



LUNCH ON THE SQUARE: June - Aug.
Attendance ≈ 300 /every Thursday



HOLLY TROLLEY SHOPPING: Nov. 29, 2014
Attendance ≈ 3,200



BUSKERFEST: June 28, 2014
Attendance ≈ 8,000

Estimated economic impact of 2014 event season ≈ **\$1,389,914**
(methodology supported by Americans for the Arts)



DISCOVER DOWNTOWN:

We were pleased to announce the return of the award winning good news series Discover Downtown! Host, Kari Huston presented an array of fun and informative segments showcasing the people and places that make Downtown Fort Wayne such a great place to live, work and enjoy. The season launched on September 20, 2014 and aired on WANE TV every Saturday morning after First News Saturday for 15 consecutive weeks.



CULTURAL DISTRICT:

The Downtown Improvement District continued its commitment to the development of the Cultural District through support of the 'Last Saturdays' program in 2014. Collaboratively promoting activities on the last Saturday of each month has created synergy amongst cultural partners and has proven successful. 2015 promises to be an exciting year for anyone who wishes to "Experience Art. Discover Downtown."



DOWNTOWN BUSINESS CLUB:

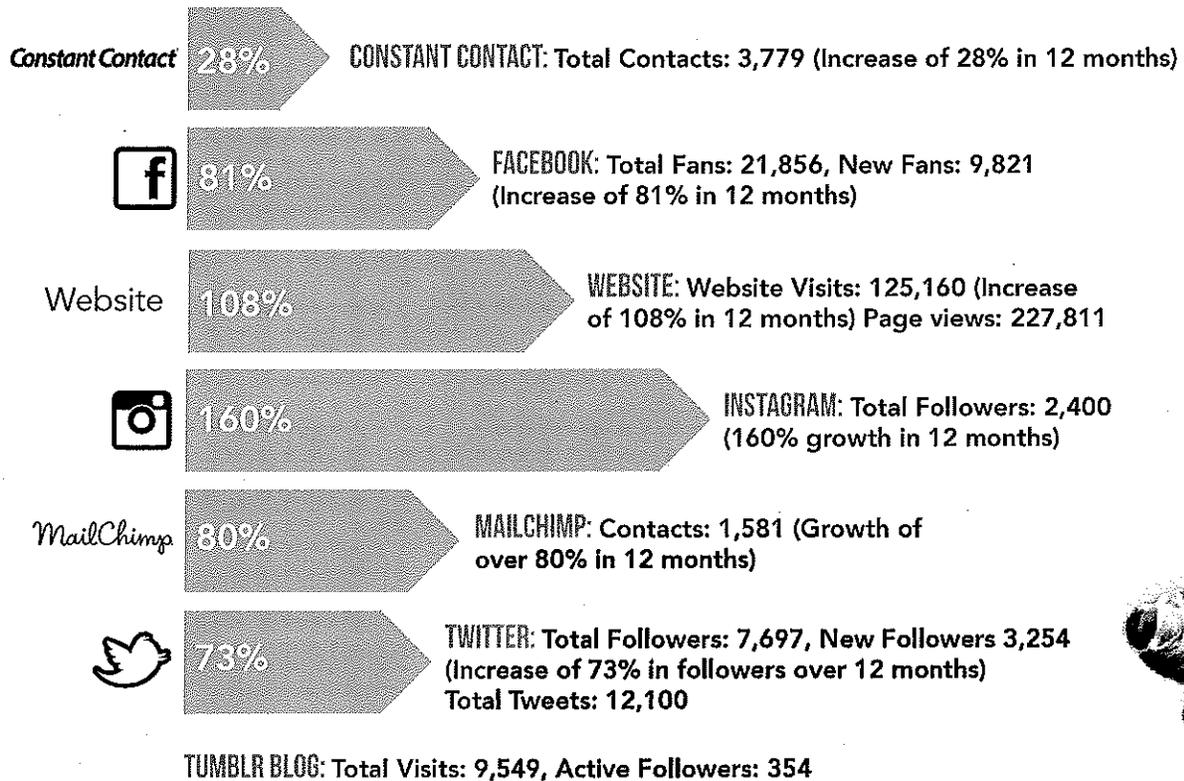
The Downtown Business Club is an ongoing opportunity that allows local Downtown stakeholders to connect with each other and hear new ideas for businesses, plans for development or how to best engage their friends and neighbors. The Downtown Improvement District promotes and coordinates the meetings for the benefit of our Downtown stakeholders and partners. The meeting allows professionals in the community to form bonds while learning valuable information pertinent to them.

2014 Downtown Business Club Attendance Averaged ≈ **40**



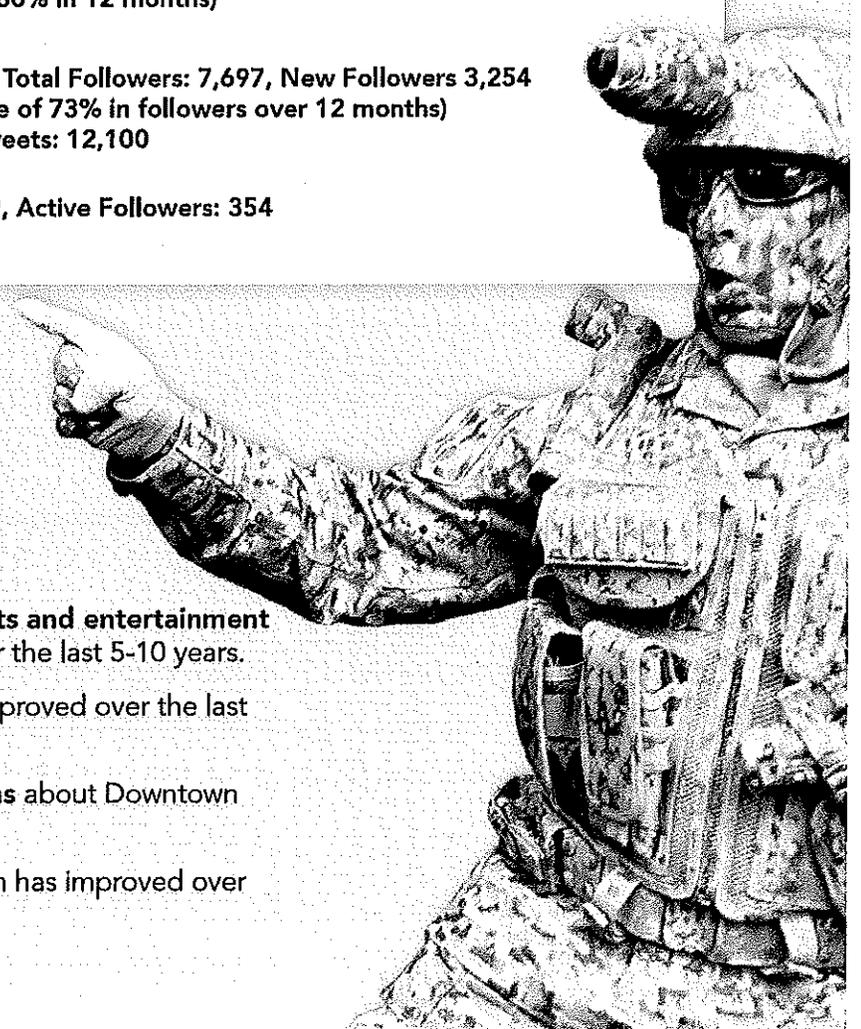
2014 SOCIAL MEDIA GROWTH

2014 was an incredible year of growth for the organization and its connectivity!



PERCEPTION SURVEYS:

- 96% of Stakeholders Surveyed feel that **events and entertainment** have improved in Downtown Fort Wayne over the last 5-10 years.
- 98% feel that the **image** of Downtown has improved over the last 5-10 years.
- 90% feel that **marketing and communications** about Downtown have improved over the last 5-10 years.
- 96% feel that the overall **vitality** of Downtown has improved over the last 5-10 years.



CLEAN & GREEN



BEAUTIFICATION SERVICES DELIVERED:

1. Collected litter and debris, provided weeding and tree maintenance services.
2. Eliminated graffiti and vandalism.
3. Cleared pedestrian walkways and intersections of ice and snow.
4. Acted as street ambassadors to our average daily Downtown population of more than **16,000 people!**

- Total Clean & Green litter/debris removal \approx **422 Barrels** (U.S. standard 42 gallon barrel)
- Clean & Green Team daily operations removed \approx **322 Barrels**
- Clean & Green Corps. of Volunteers quarterly volunteer cleanups removed \approx **100 Barrels**
- DID/Protechs Inc. Graffiti Elimination Partnership: **12 Downtown locations serviced**
- Number of leveraged beautification, safety and maintenance partnerships \approx **12**

SAFETY AND PERCEPTION:

- Acting as Downtown Ambassadors to residents and visitors
- Graffiti removal and mitigation
- Street tree and grate replacement/refurbishment addressed 5 blocks in 2014
 - Total 2014 street tree grates repaired = **58**
 - Total 2014 dead trees removed = **22**
 - Total 2014 street trees planted = **23**



PERCEPTION SURVEYS:

- **98%** of Stakeholders surveyed feel that the **appearance** of Downtown has improved over the last 5-10 years.
- **98%** feel that the **image** of Downtown has improved over the last 5-10 years.
- **91%** feel that the **cleanliness** of Downtown has improved over the last 5-10 years.
- **76%** feel that the perception of **safety** Downtown has improved over the last 5-10 years.

2014 SPONSORS

GOLD

PNC Bank
 Hanning & Bean Enterprises, Inc.
 3 Rivers Federal Credit Union
 WFFT Local
 95.1 Best FM
 97.3 WMEE

SILVER

Catalyst Marketing
 Do it Best Corp.
 Fort Wayne Newspapers
 Hilton Hotel
 JK O'Donnell's Irish Ale House
 St. Joseph Hospital/Lutheran Health Network

BRONZE

Barrett & McNagny, LLP
 Fort Wayne Metals Research Products
 Gay & Lesbian Gift Fund
 Indiana Michigan Power/ AEP
 Office 1 To Go
 TAG Art
 Target Services PC
 Wells Corridor Business Association
 Visit Fort Wayne
 3Rivers Federal Credit Union
 96.3 XKE

CLEAN & GREEN

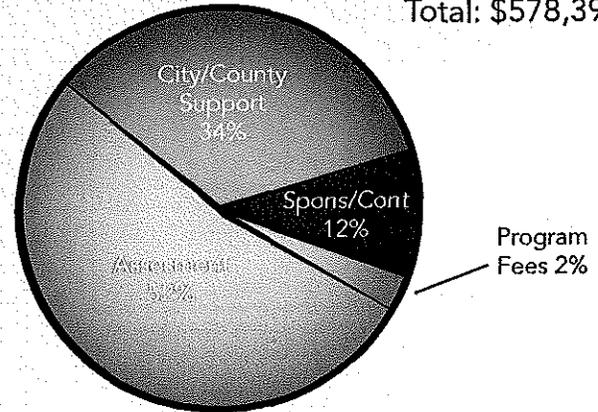
Protechs Inc. - Gold
 PNC Bank - Gold
 Sperry Van Ness Parke Group - Bronze

**TO THESE AND ALL OF OUR OTHER PARTNERS
 AND SUPPORTERS IN 2014, THANK YOU!**

2014 BUDGET

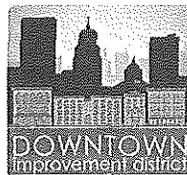
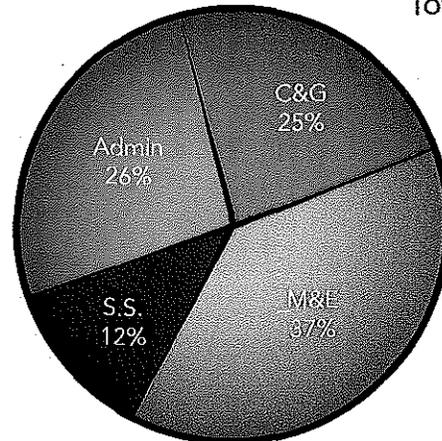
REVENUE:

■ Assessment.....	\$302,078
■ City/County Support.....	\$200,000
■ Sponsorships/Contributions.....	\$67,040
■ Program Fees.....	\$9,279
Total:	\$578,397



EXPENSES:

■ Clean & Green.....	\$147,441
■ Marketing & Events.....	\$216,498
■ Stakeholder Services.....	\$67,787
■ Administrative.....	\$152,464
Total:	\$584,190



Downtown Improvement District
 904 South Calhoun St. 46802
 (260) 420-3266

DOWNTOWNFORTWAYNE.COM



DOWNTOWN IMPROVEMENT DISTRICT

904 SOUTH CALHOUN ST. FORT WAYNE, IN 46802
TELEPHONE # 260-420-3266 FAX # 260-467-1606
WWW.DOWNTOWNFORTWAYNE.COM



February 4, 2015

The Honorable John Crawford, President
Fort Wayne City Council
c/o City Clerk's Office
200 East Berry Street, Suite 110
Fort Wayne, IN 46802

RE: 2014 Annual Report and Approval of New Board Members for 2015

Dear President Crawford:

Each year the Fort Wayne Downtown Improvement District, an economic improvement district organized under IC 36-7-22, and authorized by City Council under R-08-06 on January 10, 2006 has a membership subject to appointment by City Council (IC 36-7-22-11) and also is required to make an annual report prior to February 15th.

In accordance with its By-Laws, the Downtown Improvement District annually elects new board members for consideration and approval by City Council. At their meeting on January 20, 2015 the Directors nominated for consideration and approval by the Council new members to fill vacated seats for terms beginning 2015:

Catherine Hill designated by PNC Financial Services to complete a three year term
Sean Collentine designated by Hanning & Bean for a three year term
Eric Fisher owner of Midtowne Realty for a three year term
Sharon Feasel nominated by the Mayor of the City of Fort Wayne for a one year term
Nelson Peters nominated by the Commissioners of Allen County for a one year term

These nominations were unanimously approved for submittal to Council by the Board of Directors of the Downtown Improvement District at their meeting on January 20, 2015. The Board of the Fort Wayne Downtown Improvement District also certifies, in accordance with IC 36-7-22-11, that a majority of its members, including those proposed for approval in this letter, represent property owners within the District.

Thank you for the attention of City Council to these appointments to the Board of Directors of the Downtown Improvement District.

Sincerely,

Bill Brown
President