BILL NO. R-15-10-19

RESOLUTION NO. R-_____

RESOLUTION APPROVING THE 2016 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 2015 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 2016 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

DOWNTOWN IMPROVEMENT DISTRICT

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

DOWNTOWN improvement district

October 21, 2015

The Honorable John Crawford, President
Fort Wayne City Council
c/o City Clerk's Office
200 E Berry St, Suite 100
Fort Wayne, IN 46802

RE: 2016 Budget

Dear President Crawford:

The Fort Wayne Downtown Improvement District, an economic improvement district organized under IC 36-7-22, and authorized by City Council on July 28, 2015, has a budget subject to approval by City Council (IC 36-7-22-11).

In accordance with its By-Laws, the Downtown Improvement District annually adopts the budget. At their meeting on October 20, 2015 the Board of Directors unanimously approved the 2016 budget.

The Downtown Improvement District respectfully submits this budget to City Council for final approval.

Sincerely,

Wm G Brown

Bill Brown

President

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

Downtown Fort Wayne 2016

Downtown Fort Wayne is seeing significant investment in new developments and riverfront improvements, has seen an increase in residents, and is benefitting from successful community events and activities. The stage is set for continued strategic growth downtown.

The Downtown Improvement District will:

- Continue to provide critical and much-needed services that help facilitate economic growth and increase overall vitality downtown.
- Expand our leadership role and create stronger partnerships to shape the vision for downtown, advance economic development, and build the downtown brand.
- Leverage assessment revenues to bring additional investment into the downtown, and increase impact.

Core Services to be provided by the Downtown Improvement District in 2016

- **Marketing & Events:** The Downtown Improvement District will continue to develop and deliver an experience that encourages locals and visitors of all ages to visit downtown again and again by maintaining and enhancing the image, awareness and usage of downtown as a vibrant hub of regional activity where people eat, shop, stay, live, work and play.

  This will include:
  - ✓ Working with community partners to develop an authentic, compelling and clear brand for downtown
  - ✓ Targeted marketing and messaging to the community and visitors through basic and enhanced marketing programs
  - ✓ Year-round programming and activities that bring in diverse demographic groups to experience and explore downtown
  - ✓ Generating media coverage through strategic media relationships

- **Clean & Green:** The Downtown Improvement District remains vigilant about keeping downtown clean, welcoming and safe to support the growing and thriving mixed-use neighborhood.

  Projects to ensure the public realm remains accessible and interesting include:
  - ✓ Development of a unifying aesthetic for downtown's public spaces and right of way, as well as new public realm enhancements and amenities
  - ✓ Sidewalk cleaning, litter and weed cleanup, graffiti removal and snow clearing assistance at key intersections during the winter months
  - ✓ Streetscape beautification such as flowers, greening, and plantings

- **Stakeholder Services:** The Downtown Improvement District will continue to be the go-to resource for its stakeholders on all things downtown, providing leadership, business support and advocacy where it's critical to those who live and work here.

  Projects to support the stakeholders will include:
  - ✓ Downtown visioning and planning, while advocating and championing on behalf of downtown stakeholders
  - ✓ Providing business support and information for current and potential downtown businesses
  - ✓ Working with community partners to help shape and support the retail, restaurant and overall storefront experience in downtown Fort Wayne

EXHIBIT

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Downtown Fort Wayne Economic Improvement District
2016 Budget

	2016 Budget Approved
Revenue	
4000 · DID Assessment	$ 300,000.00
4100 · City of Fort Wayne Support	100,000.00
4105 · City Support - Infrastructure/Capital	50,000.00
4200 · County of Allen Support	50,000.00
4400 · Business Contributions	5,200.00
4400 · Individual Contributions	400.00
4600 · Event / Programming Revenue	-
4610 · Sponsorships	56,000.00
Total 4600 · Event / Programming Revenue	56,000.00
4700 · Interest Income	300.00
Total Revenue	561,900.00
Expense	
6010 · Personnel Costs	
6010.1 · Staff Compensation	
6011 · Salaries	244,360.00
6012.1 · Payroll Taxes	21,658.68
6020 · Employee Benefits	-
6022 · Health/Dental/Life Insurance	24,481.25
6025 · Parking for Staff/Mileage Reimb	2,328.00
6024 · Retirement Plan	6,450.00
6013 · Workers Compensation	1,908.75
Total 6020 · Employee Benefits	35,168.00
Total 6010.1 · Staff Compensation	301,186.68
6710.1 · Contract Fees / Labor	
6810 · Accounting/Payroll Processing	9,750.00
6257 · Contract Labor	2,600.00
6830 · Legal	5,500.00
7122.1 · Social Media	21,000.00
7200 · Strategic Planning	1,500.00
7201 · Tech Support	5,040.00
Total 6710.1 · Contract Fees / Labor	45,390.00
Total 6010 · Personnel Costs	346,576.68
8000 · Bank and Finance Charges	100.00
6610.1 · Conferences / Meetings	
6260 · Business Club	900.00
6610 · Conferences/Training / Travel	3,900.00
6170 · Meals for Board Meetings	600.00
6410 · Meeting Expenses	800.00
Total 6610.1 · Conferences / Meetings	6,200.00
7800 · Depreciation Expense	6,410.00
6180 · Equipment	2,400.00
6710 · Events	
6712 · Event Production	59,750.00
6720 · Grants for Jointly Sponsored Events	30,000.00
Total 6710 · Events	89,750.00

(continued)

Downtown Fort Wayne Economic Improvement District
2016 Budget

	2016 Budget Approved
6820 · Insurance - Commercial; D&O	$ 5,800.00
6251 · Landscaping/Planters	21,000.00
6254 · Maintenance/Supplies	3,800.00
6430.2 · Marketing	
7100 · Co-Op Marketing	17,500.00
6350 · Downtown Video	600.00
6430.1 · General Marketing/Branding	8,600.00
7134 · Kiosks	8,400.00
7130 · Sector Marketing	12,000.00
7122 · Website & E-Newsletter	1,800.00
Total 6430.2 · Marketing	48,900.00
7400 · Miscellaneous	1,263.32
6110 · Occupancy	18,500.00
6100 · Office Expenses	
6620 · Dues/Subscriptions	1,200.00
6140 · Postage	600.00
6145 · Printing & Copying	1,800.00
6150 · Supplies	3,200.00
6130 · Telephone/Internet	2,000.00
Total 6100 · Office Expenses	8,800.00
6259 · Infrastructure/Capital	50,000.00
7999 · Volunteer Activities	400.00
Total Expense	609,900.00
Change in Net Assets Before Transfer from Reserve Funds	(48,000.00)
Transfer from Reserve Funds (Equity / Net Assets)*	48,000.00
	-
Excess / (Deficit) of Revenues & Transfers over Expenses	-

*The expansion of the District's boundaries, which becomes effective on January 1, 2016, will increase service costs for 2016. Stakeholder assessments billed in 2016 will not be received until 2017. The transfer from reserves is being made to offset the increased services costs.