



FORT WAYNE'S DOWNTOWN IMPROVEMENT DISTRICT:
99 BLOCKS TO **LIVE**. 99 BLOCKS TO **WORK**. 99 BLOCKS TO **ENJOY**.

2015 ANNUAL REPORT



Photo By: Stephen J. Bailey

2015 News From Downtown Fort Wayne



STAKEHOLDER SERVICES



MARKETING & EVENTS



CLEAN & GREEN

STAKEHOLDER SERVICES



LETTER FROM THE PRESIDENT

As Downtown Fort Wayne surges forward with new projects and initiatives we at the Downtown Improvement District are mindful of the tax paying commercial property owners' continued commitment to keep the momentum.

The message was clear in 2015 when over 70% of these property tax paying ownership entities signed a petition to continue the Downtown Improvement District for another ten years.

Our continued efforts to advance Downtown Fort Wayne as the vibrant urban core of northeast Indiana are focused in three primary areas: Stakeholder Services, Marketing & Events and Clean & Green. By remaining actionable we have produced tangible results as illustrated in this annual report, but we couldn't have accomplished all this without the support of our sponsors and partners.

Collaboration is an essential element of community development. We have worked effectively with organizations, primarily Visit Fort Wayne, Arts United, Greater Fort Wayne Inc., the Downtown Development Trust, City of Fort Wayne and Allen County to ratify positive goals for our District. The impact of this team effort is abundant!

Through our outreach to various stakeholders during the reauthorization process, we discovered that while it is important to think "big picture" it is critical for the Downtown Improvement District to pay considerable attention to the "fine grain" elements of our emerging Downtown. We continue to develop the brand element of being street level to connect to our stakeholders and are excited to explore new opportunities while providing the core program services crucial to a vibrant Downtown!

Bill Brown

STAKEHOLDER INFORMATION & COMMUNICATION METRICS:

- Information requests, physical calls and visits to our location totals **≈ 4,500**
- Number of Downtown Owner Entities and Businesses contacted **≈ 325**
- Multimedia requests for stakeholder services information fulfilled **≈ 25,000**

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 2015

CHAIR: DAVE ARNOLD
Ambassador Enterprises

VICE CHAIR: MARK LUTTIK
Hilton Fort Wayne

TREASURER: MIKE TREVIÑO
DLZ Indiana

SECRETARY: PONE VONGPHACHANH
Upstate Alliance of REALTORS®

SHARON FEASEL
City of Fort Wayne

ERIC FISHER
Midtowne Realty

CATHERINE HILL
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 TIPPMMANN JR.
Tippmann Group

STAFF

BILL BROWN
President

FRANK HOWARD
Director of Marketing,
Environmental &
Business Services

MEGAN BUTLER
Events Manager

CODY LEMAY
Program Coordinator

MARK STUDLER
Clean & Green Manager

TREVOR COLLINS
Clean & Green Technician

STEPHEN BAILEY
Social Media Contractor

MARKETING & EVENTS



2015 EVENT ATTENDANCE

Our 2015 event season was fantastic with significant increases in attendance for Lunch on the Plaza, Busker Square, HolidayFest and Holly Trolley Shopping!



CELEBRATE DOWNTOWN: Jan. 29, 2015 Attendance $\approx$ 200 (annual meeting)



SPRING TROLLEY: May 16, 2015 Attendance $\approx$ 350



LUNCH ON THE PLAZA: Thursdays, June-Aug. Attendance $\approx$ 9,500 (season total)



BUSKER SQUARE AT TASTE OF THE ARTS: Aug. 29, 2015 Attendance $\approx$ 7,000



FRIGHT NIGHT: Oct. 17, 2015 Attendance $\approx$ 10,000



NIGHT OF LIGHTS/HOLIDAYFEST: Nov. 25, 2015 Attendance $\approx$ 22,500



HOLLY TROLLEY SHOPPING: Nov. 28, 2015 Attendance $\approx$ 4,500



LUNCH ON THE PLAZA: 2015 was a great year for our summertime concert series, Lunch on the Plaza. With a season attendance total of more than 9,500 LOTP was truly 2015's "can't miss" weekday event opportunity in Downtown Fort Wayne!



HOLLY TROLLEY SHOPPING: Holly Trolley Shopping took place on National "Shop Small Saturday," November 28, from 11am - 5pm and was a fantastic day of support for local retail and restaurants. With nearly 50 stops this year connecting attendees with unique shops, galleries and attractions in Downtown Fort Wayne as well as along the Wells Street and West Main Street Corridors, Holly Trolley had something for everyone!



HOLIDAY WINDOW DECORATING DOWNTOWN: We were pleased to facilitate the return of organized Holiday Window Decorating to Downtown Fort Wayne in 2015! More than 30 businesses and organizations participated in the inaugural year of the Downtown Holiday Window Decorating Contest. Voting ran from the Night of Lights, on November 25th through December 14. We were amazed at the skill, passion and dedication shown by the decorating participants and can't wait to see everyone's creations for the 2016 holiday season!



2015 SOCIAL MEDIA GROWTH

2015 was an excellent year of growth for the organization and its connectivity!



CONSTANT CONTACT: Total Contacts: 4,059 (Increase of 7% in 12 months)



LINKEDIN: Total Followers: 708 (Increase of 15% in 12 months)



FACEBOOK: Total Fans: 25,556 (Increase of 17% in 12 months)



TUMBLR BLOG: Active Followers: 414 (Increase of 17% in 12 months)



MAILCHIMP: Contacts: 1,879 (Increase of 19% in 12 months)

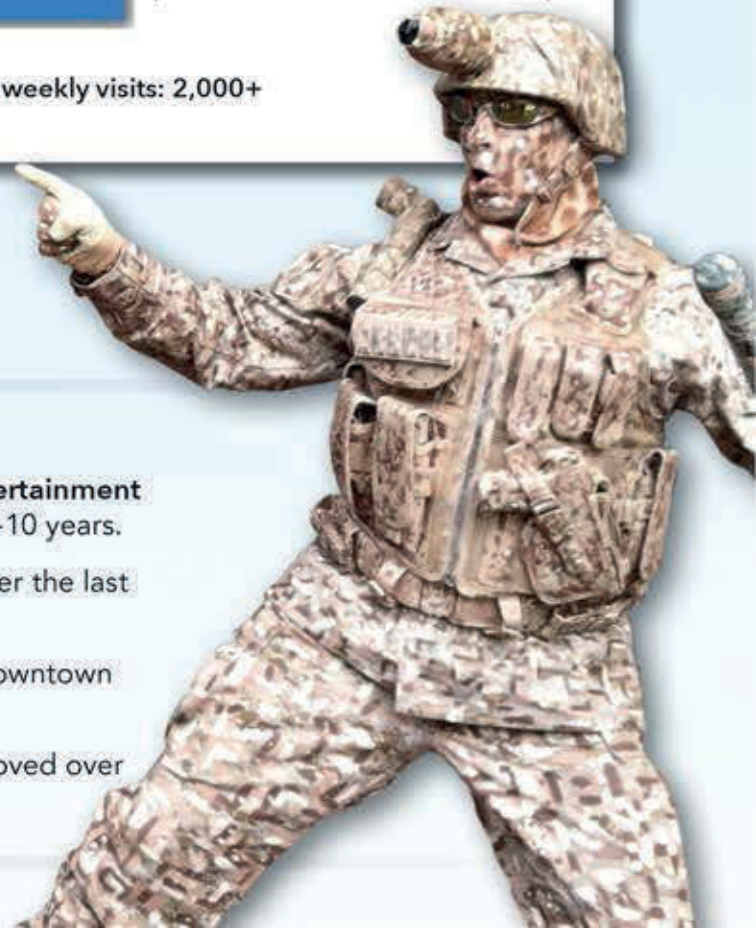


TWITTER: Total Followers: 10,700 (Increase of 39% in 12 months)



INSTAGRAM: Total Followers: 7,060 (Increase of 195% in 12 months)

WEBSITE: Total Visits: 104,215, Page views: 173,375, Average weekly visits: 2,000+



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. Assisted in the clearing of pedestrian walkways and intersections.
4. Acted as street ambassadors to our average daily Downtown population of more than **16,000 people!**

- Total Clean & Green litter/debris removal $\approx$ **510 Barrels** (U.S. standard 42 gallon barrel)
- Clean & Green Team daily operations removed $\approx$ **405 Barrels**
- Clean & Green Corps. of Volunteers quarterly volunteer cleanups removed $\approx$ **105 Barrels**
- Number of leveraged beautification, safety and maintenance partnerships $\approx$ **14**

SAFETY AND PERCEPTION:

- Street tree and grate replacement partnership addressed 20 blocks in 2015
 - Total grates cut/leveled = **73**
 - Total trees/stumps removed = **14**
 - Total trees planted = **29**



Photo By: John Felts

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.

2015 SPONSORS

GOLD

Fort Wayne Newspapers
Fun 101.7
Hanning & Bean Enterprises, Inc.
Majic 95.1
Old National Bank
PNC Bank
TriCore Logic
WFFT Local
97.3 WMEE

SILVER

Catalyst Marketing
Club Car Limousine & Trolley
Do it Best Corp.
Fort Wayne International Airport
Fort Wayne Newspapers
JK O'Donnell's Irish Ale House
PBS 39
St. Joseph Hospital/Lutheran Health Network
Strahm Building Solutions
TAG Art

BRONZE

Barrett & McNagny, LLP
Fort Wayne Metals Research Products
Gay & Lesbian Gift Fund
Hilton Fort Wayne
Indiana Michigan Power/ AEP
Midtowne Realty, Inc.
TAG Art
Targeted Services PC
Visit Fort Wayne
Wells Corridor Business Association
West Main Street Business Corridor
3Rivers Federal Credit Union

DOWNTOWN PLANTER PROGRAM

Hanning & Bean Enterprises, Inc. – Gold
PNC Bank – Gold
Trinity English Lutheran Church – Gold
Allen County Public Library – Bronze
Midwest Pipe and Steel – Bronze
Sperry Van Ness Parke Group – Bronze

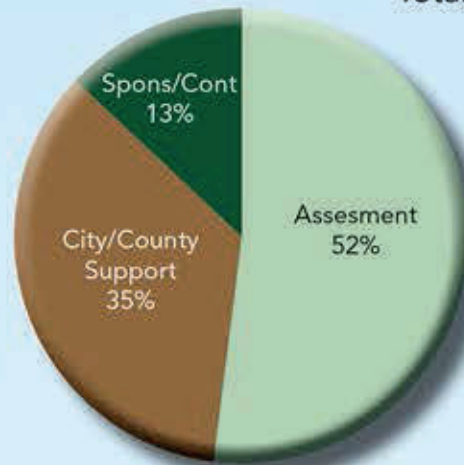
CLEAN & GREEN

PNC Bank – Silver

2015 BUDGET

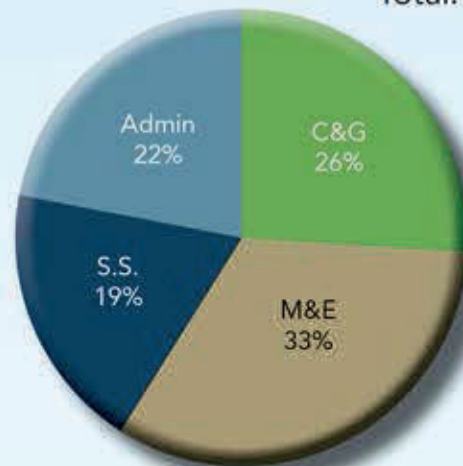
REVENUE:

Assessment.....	\$300,193
City/County Support.....	\$200,000
Sponsorships/Contributions.....	\$72,029
Total:	\$572,222



EXPENSES:

Clean & Green.....	\$146,436
Marketing & Events.....	\$182,062
Stakeholder Services.....	\$105,662
Administrative.....	\$125,810
Total:	\$559,970



**TO THESE AND ALL OF OUR OTHER PARTNERS
AND SUPPORTERS IN 2015, THANK YOU!**

Downtown Improvement District
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DOWNTOWNFORTWAYNE.COM

