

1 **BILL NO. R-17-09-09**

2 **RESOLUTION NO. R- _____**

3
4 **RESOLUTION APPROVING THE 2018**
5 **BUDGET FOR THE DOWNTOWN FORT**
6 **WAYNE ECONOMIC IMPROVEMENT**
7 **DISTRICT.**

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

12 **Whereas**, On July 28, 2015 the Common Council of the City of Fort
13 Wayne ("Council") adopted Special Ordinance No. S-66-15 (Bill Number S-
14 15-07-08) which renewed the 'Downtown Fort Wayne Economic
15 Improvement District' ("District") for the calendar years 2016 through 2025;
16 and

17 **Whereas**, Indiana Code 36-7-22-17 requires that the Board of said
18 District submit for approval the 2018 Budget for the District; and

19
20 **Whereas**, the mission of the District is to increase the value of
21 downtown and mobilize leadership and resources to achieve the
22 community's vision for downtown;

23
24 **Whereas**, the attached budget (Exhibit A) directs the funding for the
25 District to maintain and promote its mission.

26
27 **NOW THEREFORE BE IT RESOLVED BY THE COMMON**
28 **COUNCIL OF THE CITY OF FORT WAYNE, INDIANA:**

29 **Section 1.** The 2018 Downtown Improvement District budget is
30 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.

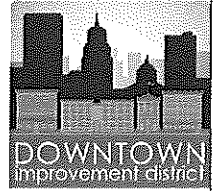
Council Member

APPROVED AS TO FORM AND LEGALITY

Carol Helton, City Attorney

DOWNTOWN IMPROVEMENT DISTRICT

904 SOUTH CALHOUN ST. FORT WAYNE, IN 46802
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September 19, 2017

The Honorable Tom Didier, President
Fort Wayne City Council
c/o City Clerk's Office
200 E Berry St, Suite 110
Fort Wayne, IN 46802

RE: 2018 Budget

Dear President Didier:

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 September 19, 2017 the Board of Directors unanimously approved the 2018 budget.

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

Sincerely,

Bill Brown

President

Downtown Fort Wayne Economic Improvement District Budget 2018

	<u>2018 Budget</u>
Ordinary Income/Expense	
Income	
4000 · DID Assessment	405,000.00
4650 · Downtown Dining District Dues	5,000.00
4100 · City of Fort Wayne Support	100,000.00
4105 · City - Infrastructure/Capital	50,000.00
4200 · County of Allen Support	50,000.00
4300 · Business Contributions	5,200.00
4400 · Individual Contributions	200.00
4600 · Event / Programming Revenue	
4610 · Sponsorships	65,000.00
4630 · Entrance/Participation Fees	4,100.00
Total 4600 · Event / Programming Revenue	<u>69,100.00</u>
4700 · Interest Revenue	300.00
Total Income	<u>684,800.00</u>
Expense	
6010 · Personnel Costs	
6010.1 · Staff Compensation	
6011 · Salaries	285,017.00
6012.1 · Payroll Taxes	23,571.00
6020 · Employee Benefits	
6022 · Health/Dental/Life/AD&D	34,065.00
6025 · Parking for Staff/Mileage Reimb	2,450.00
6024 · Retirement Plan	8,551.00
6013 · Workers Compensation	2,100.00
Total 6020 · Employee Benefits	<u>47,166.00</u>
Total 6010.1 · Staff Compensation	<u>355,754.00</u>
6710.1 · Contract Fees / Labor	
6810 · Accounting/Payroll Processing	10,500.00
6257 · Contract Labor	5,408.00
6830 · Legal	4,500.00
7122.1 · Social Media	21,000.00
7200 · Strategic Plan	15,000.00
7201 · Tech Support	5,040.00
Total 6710.1 · Contract Fees / Labor	<u>61,448.00</u>
Total 6010 · Personnel Costs	417,202.00
8000 · Bank and Finance Charges	950.00
6610.1 · Conferences / Meetings	
6260 · Business Club	800.00
6610 · Conferences/Training / Travel	4,400.00
6170 · Meals for Board Meetings	700.00
6410 · Meeting Expenses	600.00
Total 6610.1 · Conferences / Meetings	<u>6,500.00</u>
7800 · Depreciation Expense	2,225.00
6180 · Equipment	4,800.00
6710 · Events	
6712 · Event Production	65,000.00

Downtown Fort Wayne Economic Improvement District Budget 2018

	2018 Budget
6720 · Grants-Jointly Sponsored Evts	30,000.00
Total 6710 · Events	95,000.00
6820 · Insurance - Commercial; D&O	5,890.00
6251 · Landscaping/Planters	24,935.00
6254 · Maintenance/Supplies	4,200.00
6430.2 · Marketing	
7100 · Co-Op Marketing	8,000.00
7135 · Downtown Dining District	5,000.00
6350 · Downtown Video	0.00
7130 · Sector Marketing	14,000.00
6430.1 · General Marketing/Branding	
6430.1 · General Marketing/Branding - Other	10,500.00
Total 6430.1 · General Marketing/Branding	10,500.00
7134 · Kiosks	4,800.00
7122 · Website & E-Newsletter	1,800.00
Total 6430.2 · Marketing	44,100.00
7400 · Miscellaneous	98.00
6110 · Occupancy	20,000.00
6100 · Office Expenses	
6620 · Dues/Subscriptions	1,250.00
6140 · Postage	650.00
6145 · Printing & Copying	1,800.00
6150 · Supplies	3,200.00
6130 · Telephone/Internet	1,800.00
Total 6100 · Office Expenses	8,700.00
6259 · Infrastructure / Streetscape	50,000.00
7999 · Volunteer Activities	200.00
Total Expense	684,800.00
Net Ordinary Income	0.00



DOWNTOWN FORT WAYNE D.I.D OPERATING PLAN 2016-2025

DID NAME

The Economic Improvement District for the Downtown Area of the City of Fort Wayne operates as the Fort Wayne Downtown Improvement District ("D.I.D").

LEGAL AUTHORITY

Economic Improvement Districts in Indiana is organized pursuant to Indiana Code 36-7-22 which provides for the approval and establishment of such Economic Improvement Districts ("EID"). An EID can be legally established by an ordinance passed by the legislative body of a municipality, when such legislative body determines that the petition seeking to establish such EID has been signed and approved by:

- A majority of the number of owners of real property; and
- Property owners constituting more than 50% of the assessed valuation.

Indiana Code 36-7-22-4 sets forth the contents and information that must be included in the petition submitted to the legislative body seeking establishment of an EID.

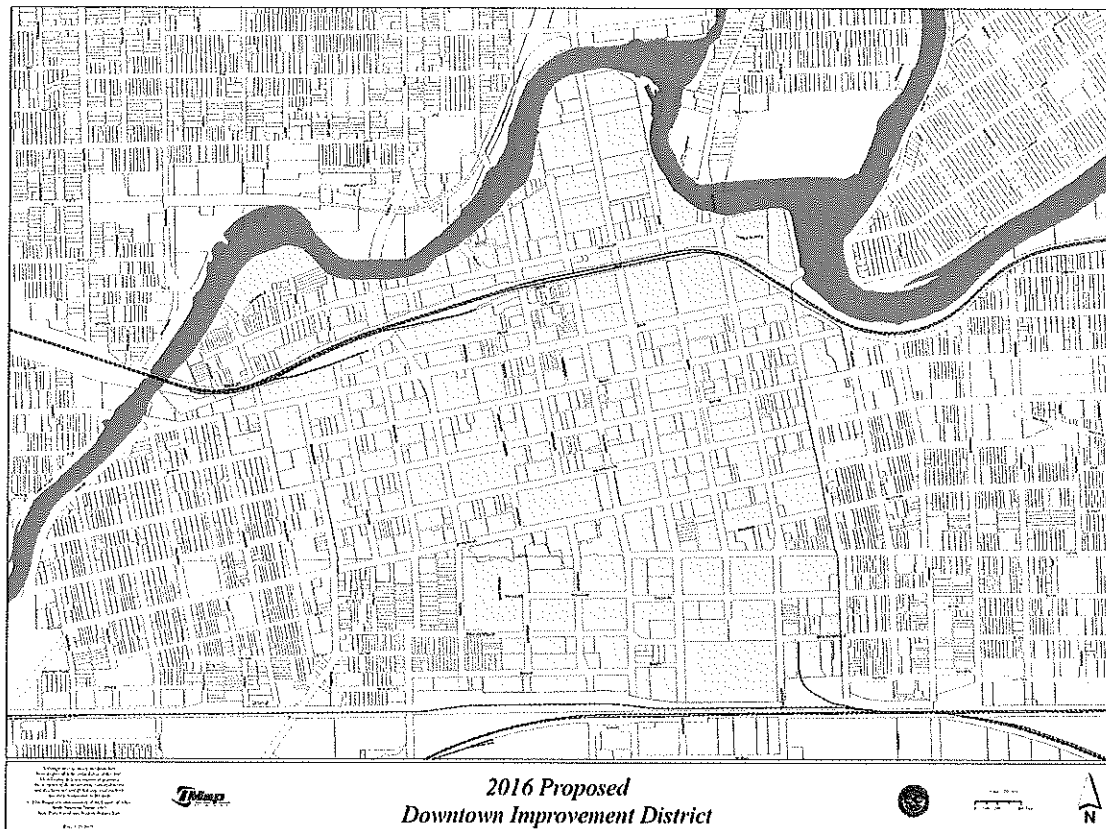
D.I.D OBJECTIVES/PURPOSE

The D.I.D is celebrating 20 years of continuous operations in 2015. This also marks the end of the D.I.D's second 10-year term, requiring action by property owners within the D.I.D boundary and the City of Fort Wayne City Council to reauthorize the D.I.D. This reauthorization process is an opportunity to take a fresh look at downtown today, where it is going, and what role the D.I.D can play in supporting downtown well into the future. The key objectives of this D.I.D reauthorization plan are to:

- Continue to provide critical and much-needed services that help facilitate economic growth and overall increased vitality downtown.
- Expand the D.I.D's leadership role and create stronger partnerships to shape the vision for downtown, advance economic development, and build the downtown brand.
- Grow the boundaries of the D.I.D to create a more comprehensive downtown provision of services.
- Establish a flexible assessment structure that will allow the D.I.D to be responsive to the changing needs of downtown Fort Wayne.
- Leverage the D.I.D assessment revenues to bring additional investment into the downtown, and increase impact.

DOWNTOWN IMPROVEMENT DISTRICT BOUNDARIES

The proposed D.I.D boundaries are identified in the map below:



The name and address of each parcel and owner of land within the district, a description of the existing land use, and the zoning classification of each parcel will be included with the final plan.

SERVICES

The following services will be provided within the proposed boundaries by the DID:

- **Marketing and Events:** The D.I.D will continue to develop and deliver an experience that encourages locals and visitors of all ages to visit downtown again and again. Projects will include:
 - Working with community partners to develop an authentic, compelling and clear brand for downtown Fort Wayne that uniquely identifies the downtown's distinctive offer
 - Assisting in producing targeted marketing and messaging to the community and visitors
 - Developing year-round programming and activities that bring in diverse demographic groups to experience and explore downtown
 - Facilitating events that drive traffic into businesses and help people explore the downtown offer
 - Hosting unique events by community partners that support a vibrant downtown experience
 - Public and community relations in support of growing the downtown Fort Wayne audience

- **Clean and Green:** The D.I.D will be vigilant about keeping the downtown clean, welcoming and safe to support the growing and thriving mixed-use neighborhood. Projects to ensure the public realm remains accessible and interesting will include:
 - Development of a unifying aesthetic for downtown's public spaces and right of way
 - Sidewalk cleaning and power washing, litter and weed cleanup and graffiti removal
 - Snow removal at intersections and critical public access areas as required
 - Greening, including planting and maintaining flower plantings around downtown, and growing the number of flowers planted
 - Adding public realm enhancements and amenities throughout downtown, including more benches, bike racks, public art and trash/recycling cans
 - Investing in additional wayfinding signage and gateways into downtown

- **Stakeholder Services:** The D.I.D 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, while creating an environment that's welcoming to the larger community and visitors. Projects to support the stakeholders will include:
 - Downtown visioning and planning work in coordination with our stakeholders and our community partners, to shape the future of downtown. This includes supporting the priorities and recommendations of the Riverfront Development Strategy to ensure downtown is well connected to this important amenity as it is developed.
 - Serving as advocate and champion for Downtown Fort Wayne on issues important to ensuring long-term sustainable growth. This advocacy will include but not be limited to support for context-appropriate development and planning, parking supply, physical improvements to the downtown environment, promoting highest and best use of existing facilities and other items as deemed appropriate by the D.I.D board.
 - Provide business support for current and potential downtown businesses, serving as the "concierge" for all things downtown and helping them succeed.
 - Meeting information needs of downtown stakeholders and partners, including tracking policies, data, and information about all things downtown.
 - Working with community partners to shape the retail, restaurant and overall storefront experience in Downtown Fort Wayne by developing and implementing a strategy for strengthening the offer on the ground-level throughout downtown.
 - Promoting downtown residential living to create a true mixed-use downtown and a 24/7 economy.

Yearly service plans will be developed by the D.I.D board identifying specific projects to be carried out.

Additionally, the D.I.D intends to work with other public and private sector partners and community organizations to achieve goals that are collectively important for the downtown, including but not limited to the City of Fort Wayne, Allen County and Greater Fort Wayne Inc.

TERM

The D.I.D will operate for a ten-year term commencing January 1, 2016 and ending December 31, 2025, payable 2026.