

# Downtown South Bend, Inc. Accountability Report

Marketing & Promotions	Activities	Successes	Community Impact
<p>To attract a greater number of people to Downtown South Bend and market the area as a premier destination for dining, shopping and entertainment</p>	<p>DTSB holds ten major events, daily lunchtime concerts from July through September and a holiday promotion in December. We distribute Shop &amp; Play Guides; send informational faxes, issue press releases and offer group and image advertising in regional and local media outlets. We maintain a website <a href="http://downtownsouthbend.com">downtownsouthbend.com</a>, which supplies a vast range of downtown information. We also offer "Downtown Dollars", a downtown gift certificate program to encourage retail spending in Downtown South Bend.</p>	<ul style="list-style-type: none"> <li>• 29,000 visitors and residents attend DTSB events yearly</li> <li>• 30,000 Shop &amp; Play Guides distributed yearly</li> <li>• 60,000 informational faxes sent yearly</li> <li>• Issue 100 press releases yearly</li> <li>• Print advertising campaigns reaching a local audience of 50,000 readers</li> <li>• Television advertising campaigns reaching 340,000 households, with a potential viewership of close to 1 million</li> <li>• Radio advertising campaigns reaching 275,500 unique listeners per week</li> <li>• DTSB website has 445,000 hits yearly with 2,000 unique visitors monthly</li> <li>• An average of 30 merchants and organizations participate yearly in DTSB sponsored group advertising campaigns</li> <li>• \$4,000 issued in Downtown Dollars yearly</li> </ul>	<ul style="list-style-type: none"> <li>• Increased visitors and residents to the Downtown and improved perception of Downtown South Bend</li> <li>• Generated interest in retail development</li> <li>• Increased retail traffic.</li> <li>• Created a feeling of identifiable destination.</li> <li>• More collaboration among organizations</li> <li>• Focused attention on the Arts &amp; Culture in Downtown</li> </ul>
Hospitality & Safety	Activities	Successes	Community Impact
<p>To improve the perception of safety through concentrated and highly visible initiatives.</p>	<p>DTSB employs a staff of 5 full-time ambassadors to provide hospitality and safety functions throughout the downtown district. Ambassadors proactively discourage panhandling, assist visitors, residents and downtown employees by providing information and directions, provide motorist assistance, assist with calls to emergency personnel and generally serve as the "eyes and ears" of the Police Department. Ambassadors undertake special cleaning projects including trash abatement in alleys to promote safety.</p>	<ul style="list-style-type: none"> <li>• Ambassadors address 270 incidents of panhandling per year</li> <li>• Ambassadors assist 3,225 pedestrians per year</li> <li>• Ambassadors assist 1,500 motorists per year</li> <li>• Ambassadors assist with 60 calls to emergency services per year</li> <li>• Ambassadors remove 20,000 pounds of debris per year</li> <li>• Ambassadors power wash 60 block faces per year</li> </ul>	<ul style="list-style-type: none"> <li>• Improved perception of safety</li> <li>• Reduction in the amount of loitering, panhandling, vagrancy and vandalism to the downtown area</li> <li>• Creating a welcoming, friendly and safe environment</li> <li>• Improved "pride of place" among property owners, businesses, employees, residents and visitors</li> </ul>

Design & Land Use	Activities	Successes	Community Impact
<p>To establish urban values by promoting and fostering communication to bring about good design, project transparency, and provoking thought and visions for Downtown South Bend.</p>	<p>DTSB's Design &amp; Land Use Committee promote good design through the creation of design &amp; streetscape guidelines, conducting design charettes to provide public dialogue for civic projects, and administer façade and streetscape grants. DTSB initiated and will be presenting the Downtown South Bend "Pride of Place" Awards recognizing good urban design in Downtown South Bend.</p> <p>DTSB plants and maintains hanging flower baskets, flower beds, tree rings and pots throughout the downtown. Seasonal decorations are displayed as well as flags and banners. High quality benches, trash receptacles and flower pots have been installed. Downtown Ambassadors conduct litter patrols, graffiti removal, weed abatement and special cleaning projects.</p>	<ul style="list-style-type: none"> <li>• Drafted Downtown Design and Streetscape Guidelines for public implementation</li> <li>• Conducted charettes to encourage thorough and coordinated project development.</li> <li>• In concert with City Planners, DTSB has administered 30 façade and streetscape grants, totaling \$445,000. Building owner investment was \$691,000, totaling 1.1 million in streetscape improvements</li> <li>• Beginning in February 2007, Pride of Place Award will make good design visible to the public and promote high quality design in the built environment.</li> <li>• 272 hanging flower baskets installed yearly</li> <li>• 3,225 flowers planted yearly in 173 beds, pots and tree rings</li> <li>• Seasonal decorations are installed in celebration of holidays and special events</li> <li>• Hundreds of flags and banners are displayed to promote a festive atmosphere and add color to the downtown streetscape</li> <li>• 21 decorative benches, 25 trash receptacles, 18 large bronze pots, 20 banner pots and 272 wrought iron hanging baskets have been purchased, installed and maintained</li> <li>• Ambassadors collect 20,000 pounds of trash, clean 50 incidents of graffiti and remove weeds from 250 block faces yearly</li> </ul>	<ul style="list-style-type: none"> <li>• Once fully implemented, design and streetscape guidelines will aid in creating a visually appealing and well coordinated downtown</li> <li>• Design for Main &amp; Colfax garage led to a more visibly appealing and safer facility which will increase usage by visitors and residents</li> <li>• Well maintained streetscape has led to increased pedestrian traffic and has created an overall "good feeling" about downtown</li> </ul>
R e d e v e l o p m e n t	Activities	Successes	Community Impact
<p>To actively participate with the city, developers and investors in Downtown redevelopment initiatives .</p>	<p>Actively participate in business expansion projects, redevelopment incentives and RFP process for public property development</p>	<ul style="list-style-type: none"> <li>•DTSB created an environment more conducive for public/private investment with \$71 million invested in expansion, renovation and new construction projects in 2005/2006 and \$114 million announced in future commercial, residential and public investments</li> </ul>	<ul style="list-style-type: none"> <li>• Attract new investors and expand existing investments</li> <li>• Improved collaboration between development agencies</li> <li>• Continue to act as a liaison between public and private sector</li> </ul>

Business Recruitment	Activities	Successes	Community Impact
<p>To create an environment to encourage first floor retail and office investment in Downtown South Bend</p>	<p>Provide market data and list of all up-to-date properties on the downtown website. Proactively and reactively work with potential new "retail" investors in downtown. Work with potential new "office" investors in downtown. Creation of annual report to document and forecast progress in Downtown South Bend. Collect downtown market data.</p>	<ul style="list-style-type: none"> <li>• 500 hits to real estate section on DTSB website per year</li> <li>• 25 potential retail and office investors assisted per year</li> <li>• 5,000 annual reports distributed per year</li> <li>• Data updated yearly and published in 2007 as a market profile for Downtown South Bend</li> </ul>	<ul style="list-style-type: none"> <li>• Improved accessibility to downtown market data</li> <li>• Improved promotion of assets and resources to encourage new investments</li> <li>• Increased residential development</li> <li>• Improved communication to business sector</li> </ul>
Finance Development	Activities	Successes	Community Impact
<p>To create a funding mechanism of both public and private dollars to support and sustain the organization.</p>	<p>DTSB is pursuing a Business Improvement District (BID) to fund programs. Maintain operational funding from the city. Seek financial sponsors for DTSB events. Apply for grants to assist in DTSB project funding.</p>	<ul style="list-style-type: none"> <li>• \$135,000 raised per year by the Voluntary BID</li> <li>• \$133,000 received in grants and sponsorships for special events</li> <li>• \$230,000 in-kind sponsorships raised yearly</li> <li>• City funding pre-BID at \$500,000 per year</li> <li>• \$500,000 to be raised yearly by the proposed BID Initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Created a true public / private partnership funding strategy</li> <li>• Provided funds to implement programs and projects to create awareness of DTSB's impact</li> <li>• Generate excitement and enthusiasm in DTSB</li> <li>• Built momentum to support the BID</li> <li>• Stimulated investment in downtown</li> <li>• Provides multi-source funding mechanism for downtown projects and programs</li> </ul>
Neighborhood Relations	Activities	Successes	Community Impact
<p>To make downtown neighborhoods - including core commercial districts - more attractive places to live and to increase residential opportunities in the downtown area.</p>	<p>Provide communication network with neighborhood liaisons. Provide support to neighborhood events. Attend neighborhood meetings and presentations.</p>	<ul style="list-style-type: none"> <li>• 80 ambassador hours of assistance during neighborhood events per year</li> <li>• DTSB Staff and Board participate in 20 neighborhood meetings per year</li> <li>• Residents of downtown neighborhoods participated in DTSB sponsored events and programs</li> </ul>	<ul style="list-style-type: none"> <li>• Improved communication and participation in downtown activities and events</li> <li>• Provide support to downtown neighborhoods to further strengthen their community</li> </ul>

Organization Development	Activities	Successes	Community Impact
<p>To be the lead organization to promote the growth and vitality of Downtown South Bend.</p>	<p>Maintain a Board and committees to serve as vehicles for constituent involvement and direction. Maintain a downtown database. Provide parking lot management.</p>	<ul style="list-style-type: none"> <li>• 35 board members representing business professionals, residents, property owners and merchants/organizations.</li> <li>• 3 full-time staff members, providing a minimum of 7,500 hours of service per year</li> <li>• 100 hours of downtown database development yearly (tracking of properties, businesses and contacts)</li> <li>• 200 full-time parkers served in lots managed by DTSB</li> <li>• Provide parking for 11,000 event parkers per year</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a coordinated and organized management of downtown</li> <li>• Increase involvement of downtown stakeholders</li> <li>• Create a tool to further downtown development</li> <li>• Provide parking revenue for further funding of projects and programs</li> </ul>