

Programming Stats and Notables 2020



ART THIS WAY

In 2020 Art This Way facilitated ten permanent public art projects and two large-scale temporary art installations in Downtown Fort Wayne.

• Art This Way facilitated seven murals on the former Utopian Coffee Building at 222 Pearl Street. These murals represent a more inclusive Fort Wayne, and our partners in this project included Big Brothers Big Sisters, Turnstone Center for Children and Adults with Disabilities, Lutheran Life Villages, Fort Wayne Metals, AWS Foundation, Flagstar Bank and The Center for Nonviolence. The artists who painted these murals are Jeff Pilkinton, Bryan Ballinger, Julia Meek, Lyndy Bazile, Sky Rodriguez, Raul Perez, and

Theoplis Smith III. These projects are part of a strategic plan to link Promenade Park, The Landing and Downtown's central business core.

• Vandals disrupted peaceful demonstrations in May 2020, breaking windows and damaging private property. Art This Way partnered with local businesses to program artwork on the plywood which covered first-floor windows in Downtown. Over 50 artists visited Downtown to paint images of unity, love, social justice, reform and peace.

The works remain on display and was selected by **Arts United to win the Mayor's Arts Award.**

• Indiana Michigan Power Center Plaza was decorated with fifteen temporary murals in early September. These works were completed by local artists, and the pieces were meant to inspire unity, social justice, peace and love. The pieces were donated to local foundations and arts organizations. The project was funded by AEP.

• In an effort to encourage people to safely visit Downtown Fort Wayne, and promote a healthy active lifestyle, Art This Way began programming Experience Art This Way Scavenger Hunts powered by Lutheran Health Network. Four hunts will be released each year, and there are prizes given for best selfie and for correctly solving the clues.



10
NEW MURALS



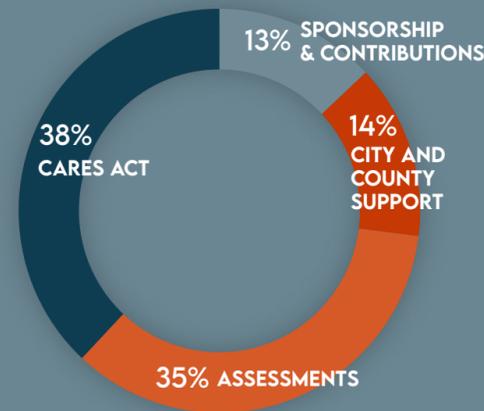
4
ART THIS WAY
SCAVENGER
HUNTS



2
LARGE
INSTALLATIONS

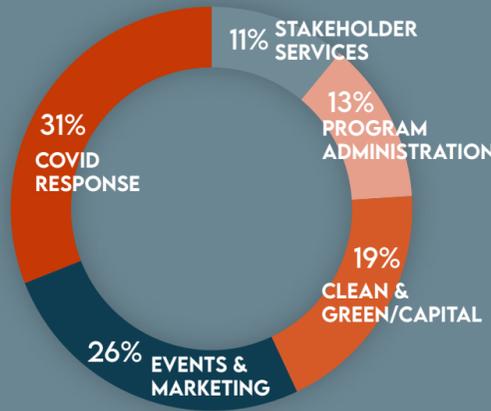
Budget and Sponsors 2020

2020 REVENUE



2020 Total Revenue: \$1,404,565

2020 EXPENSES



2020 Total Expense: \$1,341,019

2020 SPONSORS

PARTNER LEVEL

Fort Wayne Newspapers
Knight Foundation
Lutheran Health Network
PNC Bank
Sarkes Tarzian Inc.
WANE 15

Design Collaborative
Fort Wayne's NBC
Indiana/Michigan Power
PNC Foundation
Lincoln Financial Group
Majic 95.1
Model Group
Tricore Logic
Trinity English Lutheran
WPTA/ABC 21

SILVER LEVEL

AWS Foundation

GOLD LEVEL

97.3 WMEE
Alt 102.3
Allen County Courthouse
Classic Hits 101.7

DasFort Media
Do it Best Corp.
Fort Wayne Metals
Lutheran Life Villages
Markey's Rental & Staging
Perry proTECH
Premier Bank

BRONZE LEVEL

Allen County Public Library
Allen Business Machines
Arts United
Barrett McNagly LLP

Bona Vita Architecture
Bowen Center
Don Hall's Gas House
Embassy Theatre
Horizon Bank
Innovative Engineering Services
SVN Parke Group
Three Rivers Distilling
Trinity English Lutheran
Visit Fort Wayne
Mutual Bank

Special Thanks to the City of Fort Wayne for their partnership and support through CARES Act Funding which made possible a host of great Covid-Response program initiatives, benefiting so many in our shared community!

TO ALL OUR STAKEHOLDERS, SPONSORS AND SUPPORTERS IN 2020, YOU MADE IT HAPPEN SO THANK YOU!



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#DTFW

Advancing Downtown Fort Wayne as the vibrant urban core of Northeast Indiana



DOWNTOWN Fort Wayne

2020 ANNUAL REPORT DOWNTOWN IMPROVEMENT DISTRICT



Advancing Downtown Fort Wayne as the vibrant urban core of Northeast Indiana

Message from the President



Michael Galbraith
President & CEO

2020. What can we say but good riddance! We always try to plan for unexpected (black swan) or worst (hit by a bus) outcomes when we think about organizational planning. This year proved beyond a doubt why we go through such contingency planning. That being said, I am very pleased to bring forward this Annual Report. Our Board and staff pivoted to embrace the new challenges posed by COVID-19; bans on mass gatherings and events, work from home and office shutdowns, entire seasons shut down at Headwaters Park, Embassy Theater, Parkview Field and others. Our restaurant and retail environment went from booming to desperate in a single month, our parking issues disappeared in the same time frame, and bookings for our local entertainment and hospitality sectors evaporated. Between February and March, our challenges changed from how to bring people Downtown to how to avoid drawing a crowd. As you'll see from some of the stats in this report, we were able to take some of our traditional programs like Clean and Green, Lunch on the Square, Days of Holly Shopping, and Night of Lights and adapt them to a new virtual and socially distanced environment.

New emergency programs came into being quickly like our two-part restaurant support efforts. Our Waiter on the Way program initially ran March through June with some Downtown restaurants seeing a **400% increase in delivery sales**. More than one restaurant owner said that the cash flow thus generated kept them going in the worst part of the first shut down. Simultaneously we were working on expanding our outdoor dining options Downtown like the new "Hello" alley activation. Partnering with the City of Fort Wayne to leverage federal CARES funds allowed us to massively expand these two efforts in the fourth quarter. Eventually our Waiter on the Way program generated over **\$3,000,000 in revenue for local restaurants and service staff**. Outdoor heaters extended the season for restaurants, and new and expanded public dining areas like the Porch Off Calhoun and the Hello Alley will be popping up in the Spring. Our retail storefronts needed similar intervention – our Sidewalk Sale, gift card program and our month-long Holly Shopping marketing campaign meant that many of our retailers made it through the holiday season with better sales than 2019!

Our Art This Way program also had a banner year – 10 new murals Downtown, the 77 Steps light sculpture and pop-up activations like the plywood paint-out after Downtown Black Lives Matter protests and on the AEP Plaza. Art This Way also rallied to the call for small-scale public events with four free public Scavenger Hunts.

Now that we see a distant light at the end of the pandemic tunnel, we're hoping to see a renewal of festivals and baseball games in Downtown; Embassy Theater and Arts United light up with events again; a return of outdoor diners, crowds and full parking spaces. We'll also learn some lessons from 2020 and see some of our on-the-fly programs continue. **If 2020 taught us anything, it taught us that being creative is constantly necessary.**

You'll notice some new colors and designs in this Annual Report. We've always operated legally as the awkwardly named Economic Improvement District for the Downtown Fort Wayne Area. Most often people have thought of us in fewer words than that; the Downtown Improvement District. With the growth of Fort Wayne, a higher national profile and recognition for our city, as well as a growing Downtown Fort Wayne and #DTFW identity, we're leaning into the Downtown Fort Wayne portion of our name. Economic Improvement is still the "what" of our mission, the size and shape of our District (our "where") remains the same, as does the "how" demonstrated in this report, but we want to make sure that people know that our most mission critical element, our "why" and the reason we exist, is improving Downtown Fort Wayne.

Staff and Board

STAFF

Michael Galbraith, President & CEO

Frank Howard, Director of Operations; COO

Rick Zolman, Events & Programming Manager

Crissy Moloney, Stakeholder Services Manager

Kim McCutchan, Office & Program Coordinator

Brooke Owens, Art This Way Intern

Anthony Racic, Clean & Green Coordinator

Mark Studler, Clean & Green Senior Technician

Juan Vasquez, Clean & Green Technician

CONTRACTORS

Stephen J. Bailey, Digital Marketing Specialist

Alexandra Hall, Art This Way / Public Realm Specialist

BOARD OF DIRECTORS 2021

Greg Allen, Premier Bank

Laurie Ailor, St. Joseph Hospital

Rich Beck, Allen County

Eric Fisher, Midtowne Realty

Alison Gerardot, Community Foundation of Fort Wayne

Ben Hall, Don Hall's Restaurants

Ted Kucinsky, Catalyst Marketing Design

Tom Ludwiski, Barrett McNagny

Geoff Paddock, City of Fort Wayne

Matt Reckman, The Model Group

Andrea Robinson, City of Fort Wayne

Kylee Shirey, Ash Brokerage

Theoplis Smith III, Phresh Laundry

Miguel Trevino, DLZ Indiana

Melody Wang, Fortezza Coffee

Programming Stats and Notables

2020

MARKETING

Promoting and messaging Downtown Fort Wayne as "Open For Business" became even more critical during the COVID-19 crisis of 2020. DID staff was ready and implemented a robust and responsive marketing strategy that included:

- Targeted multi-media retail and restaurant support marketing campaigns like the two-day Summer Sidewalk Sale and Days of Holly Shopping which invited people to safely engage Downtown for shopping and dining. Ultimately the Summer Sidewalk sale was cited by many retailers as their biggest shopping day since before the Covid shutdown and the Days of Holly Shopping was reported by many as being responsible for holiday shopping sales in December in excess of the previous year!

- Direct spending investments in restaurant and retail with multiple gift card giveaways and promotions over the course of the year.

- The development of a Covid-19 Resource Page and the dedicated promotion of community resources to ensure businesses, workers, and residents had access to accurate and up to date information.

- An active and thriving social media offering that found new and unique ways to inform and entertain during periods of shutdown and isolation and was instrumental in showcasing Downtown as "Open For Business" as restaurants and retailers reopened.

WEBSITE & SOCIAL MEDIA

WEBSITE

Total Web Hits: **85,000+**

FACEBOOK

Growth: **2%**
Total Followers: **39,000+**
Total Clicks: **150,000+**
Total Engagement: **70,000+**

INSTAGRAM:

Growth: **16%**
Total Followers: **32,000+**

LINKEDIN:

Growth: **32%**
Total Followers: **5,800+**

MAILCHIMP:

Growth: **14%**
Total Followers: **5,700+**

TUMBLR:

Growth: **1%**
Total Followers: **500+**

TWITTER:

Growth: **2%**
Total Followers: **15,400+**
Total Engagement: **25,000+**

YOUTUBE:

Subscribers: **200+**
Total Views: **37,000+**

**Total Digital Reach for 2020
OVER 3.1 MILLION**

STAKEHOLDER SERVICES

We wanted to ensure stronger communication and collaboration with our businesses and property owners to ensure we were responding to their needs and doing our best support their continued existence. Amongst a host of projects we implemented to support our shared community, we found that one of the only ways that restaurants could maintain cash flow and continue to employ their kitchen staff, was to emphasize pickup and delivery options. In response to these difficulties the DID partnered with Downtown business Waiter on the Way (WOW) to provide free deliveries from any Downtown Restaurants who participated. The pilot program was so successful we were pleased to bring on an additional partner with the City of Fort Wayne to extend these benefits to participating restaurants city-wide. The response and engagement was astounding and we're proud to share the results of this collaboration below.

In 2020, our WOW partnership helped to generate a reported increase of up to 200% – 300% and even 400% increases in restaurant deliveries and more than **\$2.8 MILLION** in delivery sales with an extra **\$150,000** in tips to wait staff for a total economic impact of over **3 MILLION DOLLARS!!!**

EVENTS

2020 presented perhaps the most ongoing and unique challenges for event producers and we are proud to report that staff at Downtown Fort Wayne showed both flexibility and ingenuity in creating safe and substantial opportunities for people to continue to engage their center city. Beginning with our Lunch On Your Couch digital concert series during the period of lockdown which evolved to the socially distanced return of our Summertime concert series Lunch On The Square at Freimann Square in July for eight consecutive weeks of outdoor lunchtime concerts with no reported cases or exposures associated with the production. Our summer production schedule included multiple micro activations including impromptu musical and performance art performances in different locations which encouraged people to visit Downtown and fostered an environment chocked full of pleasant surprises.

The Holidays presented new opportunities for our shared community to engage annual traditions in novel ways. Our annual lighting tradition, *The Night of Lights* was transformed from live lightings to the creation of *Merry and Bright: A Season of Lights*, a public awareness and safety campaign which communicated how people could engage Downtown safely to allow them to continue to observe their annual holiday traditions. Some of the pivotal productions of this campaign were *Merry & Bright: A History of the Night of Lights*, a 30-minute television special which was produced with our partners and aired on the evening of the traditional kickoff of the Night of Lights and *The Downtown Holiday Window Decorating Contest* which encouraged people to come to Downtown to observe the beautifully decorated windows of our local businesses and outdoor lighting displays all season long!

COVID RESPONSE SPONSORED EVENTS:

Downtown Fort Wayne sponsored 17 organizations as part of it COVID Response Support Program. These activities included community favorites like the YLNI Farmer's Market, a special Summer edition of Savor Fort Wayne, and the Headwaters Ice Rink. These organizations did a fantastic job and their productions, both digitally and in person brought thousands to Downtown to engage our center city in a safe and socially responsible way.

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CLEAN & GREEN/PUBLIC REALM:

COVID-19 PREVENTATIVE SANITATION SERVICES

In a proactive effort to slow the spread of COVID-19 and support a healthier shared community, with support from PNC, the Clean & Green Program technicians added the periodic sanitizing of commonly touched outdoor surfaces to their ongoing Downtown cleaning and maintenance efforts in 2020.

COMMUNITY CORRIDORS PROGRAM

In October 2020, Clean & Green extended its services and maintenance efforts to five neighboring business corridors. The extension has been a great success and supported approximately 147 businesses and organizations in the region.

**TOTAL LITTER & DEBRIS TAKEN
FROM CORRIDORS IN Q4 =
15,663 LBS**

PUBLIC REALM

Outdoor Dining Support Project:

The DID in collaboration with the City of Fort Wayne and generous donors, was given the opportunity to support multiple Downtown locations with the Downtown Improvement District's Outdoor Dining Support Program. Some of the hallmarks of this program included purchase and distribution of equipment such as outdoor seating and standing patio heaters to our restaurants to help them extend their outdoor dining season as well as the distribution of PPE and sanitizer to businesses to support our shopping and dining institutions.



2020 DOWNTOWN DISTRICT LITTER COLLECTION METRICS:

Total Bags: **549**

Total Gallons: **27,360**

Total Downtown Litter Collected:

41,040 LBS

Graffiti removed > **50 Tags**

Safety hazards removed or mitigated > **200**

Streetscape items Sanitized > **20,000**



“ Thank you, Downtown Improvement District, for your cleanup in recent weeks. Your efforts were noticed and appreciated.

Looking forward to warmer weather and enjoying more frequent D.I.D. visits to South Calhoun Street. ”

TERESA ROYER
ABM (Allen Business Machines)

“ Without the DID coming forward, we may have canceled our 18th season of the ice-skating rink. Covid-19 had put substantial restrictions on operating the rink, and without help from the DID we probably would have put a pause on this year's season. Thank you to the DID for stepping forward and saving the day. Your sponsorship and financial support helped us get through a very tough time. ”

GEOFF PADDOCK,
Executive Director,
Headwaters Park Alliance

“ I want to thank the Downtown Improvement District for their hard work and creativity in developing a safer and fun way for our customers to visit their favorite Downtown shops. ”

DAVID RABIDEAU
David Talbott



“ Because of the work and communication of the Downtown Improvement District, my tenants know who the DID is and what they do. Thank you to the DID staff for the hard work during the holidays. ”

ERIC FISHER
Midtowne Realty

“ I thought DID was very creative and thinking outside the box! ”

JIMMY TODORAN
Coney Island

“ Downtown Improvement District has been vital to our success and their hard work has been noticed. Sales were up 11% for December. ”

MELANI WILSON
The Find

