



**ADVANCING
DOWNTOWN
FORT WAYNE
AS THE VIBRANT,
URBAN CORE
OF NORTHEAST INDIANA**

DOWNTOWN
Fort Wayne

2024 ANNUAL REPORT

LETTER FROM THE INTERIM PRESIDENT & CEO

As we close out 2024, I am proud to reflect on the remarkable progress we've made together. This year has demonstrated the strength of collaboration and our community's commitment to further transforming Downtown Fort Wayne into a dynamic and thriving destination.

We've seen continued investment and development, enhancing our Downtown and creating welcoming environments for residents, businesses, and visitors alike. By focusing on inclusivity and quality-of-life amenities, we have helped ensure that Downtown remains a vibrant hub for all.

Our partnerships with local organizations and stakeholders have been vital in driving this success. Together, we've supported small businesses, improved public spaces, and fostered opportunities that make Downtown a place of connection and innovation.

As we look to the future, we remain dedicated to overcoming challenges and building on the momentum we've created. Thank you for your continued support in making Downtown Fort Wayne a place of pride and potential.

— **Bob Walters**, Interim President & CEO, Downtown Fort Wayne

2024 Staff

Michael Galbraith, President & CEO
Frank Howard, Director of Operations & COO
Preston Wallace, Director of Marketing
Tamara Cummins, Events & Programs Manager
Kim McCutchan, Business Services Manager
Anthony Racic, Clean & Green Manager
Juan Vasquez, Clean & Green Technician
Clay Bowers, Clean & Green Technician
Jennifer Bauer, Clean & Green Technician
Logan Bauer, Clean & Green Technician
Roland Bauer, Clean & Green Technician
Amelia Galbraith, Clean & Green Technician
Jordan Southwick, Clean & Green Technician

2024 Contractors

Alexandra Hall, Director of Art This Way & Public Realm Specialist
Stephen J. Bailey, Digital Media Developer
Molly Conner, Digital Content Writer
McKayla Nevers, Digital Video Producer
Russett Design, Graphic Design

2024 Board of Directors

Greg Allen, *Chair*, Premier Bank
Lorie Ailor, *Vice-Chair*, Lutheran Health Network
Amanda Muldoon, *Secretary*, Hanning & Bean Enterprises
Tom Ludwiski, *Treasurer*, Barrett McNagny
Zach Barrett, Barrett & Stokely
Rich Beck, Allen County Commissioners
Michelle Chambers, City Council of Fort Wayne
Tiffany Fries, Surack Enterprises
Pete Henry, Midwest Pipe & Steel
Brittany Kruse-Andrews, Ash Crest Corp.
Ted Kucinsky, Catalyst Marketing Design
Matt Reckman, Model Group
Andrea Robinson, City of Fort Wayne
Theoplis Smith III, Phresh Laundry
Bob Walters, Downtown Property Owner

2024 Board of Directors Legal Counsel

Justin Molitoris, Barrett McNagny



CLEAN & GREEN

Clean & Green services the 99-block District and surrounding Community Corridors 6 days a week, 52 weeks out of the year.

42 TONS

OF TOTAL DEBRIS AND LITTER COLLECTED BETWEEN OUR DOWNTOWN CORE AND NEIGHBORING BUSINESS CORRIDORS

99-BLOCK DISTRICT

46,000

TOTAL POUNDS OF DEBRIS AND LITTER COLLECTED



COMMUNITY CORRIDOR PROGRAM

In a partnership with the City of Fort Wayne, Clean & Green continued its extended services to 13 neighboring corridors leading into Downtown Fort Wayne.



To get involved with any future Clean & Green volunteer projects, please go to DowntownFortWayne.com.

Corridor

Total Pounds

| | |
|---------------------------|----------|
| Wells | 4,269.38 |
| W Main | 4,286.25 |
| Broadway | 3,881.25 |
| Fairfield | 3,037.50 |
| S Calhoun | 3,138.75 |
| Spy Run - 4th - N Clinton | 2,953.13 |
| E Berry | 2,851.88 |
| Hanna | 2,649.38 |
| Columbia | 1,603.13 |
| E Jefferson | 4,876.88 |
| E Washington | 4,451.63 |

37,999.16

TOTAL POUNDS OF DEBRIS AND LITTER COLLECTED

EVENTS

- Celebrate Downtown
- Weather the Fort
- Fort Wayne in Bloom
- Window Decorating Contest
- BuskerFest
- Lunch on the Square
- Downtown Live!
- Art This Way Art Crawl:
Alley Bash
- Fright Night
- Holiday Window
Decorating Contest
- HolidayFest featuring
the Night of Lights
- Holly Shopping

“ A special thanks to the AWS Foundation and My Autism Ally for partnering with us on the sensory alley at BuskerFest, which welcomed over 4,500 visitors. We’re excited to continue bringing more inclusion to our projects and programming in 2025!”

— **Tamara Cummins**,
Events & Programs Manager,
Downtown Fort Wayne

EVENT ATTENDANCE

| | |
|------------------------------------|--------|
| Celebrate Downtown | 80 |
| Weather the Fort | 2,000 |
| BuskerFest | 10,500 |
| Lunch on the Square | 6,000 |
| Downtown Live! | 1,500 |
| Art This Way Art Crawl: Alley Bash | 3,000 |
| Fright Night | 6,000 |
| Night of Lights | 25,500 |

54,580

TOTAL NUMBER OF ATTENDEES

11

PROGRAMMED EVENTS/
EVENT SERIES

\$2.6+ MILLION TOTAL ECONOMIC IMPACT



NIGHT OF LIGHTS

25,000+

TOTAL NUMBER OF ATTENDEES

ART THIS WAY

THE 2024 ART THIS WAY ART CRAWL: ALLEY BASH

The 2024 Art This Way Art Crawl: Alley Bash hosted 17 local artists, eight bands, four DJs, a silent disco, a 360-degree photo booth, an interactive flower installation powered by Brightmark, an interactive chalk activity empowered by YWCA, and a welcoming spaces mural hunt in partnership with Amani Family Services. This was the seventh year of this event and the second year of the event solely held in the art-filled alleyways of Downtown Fort Wayne.

Art This Way always works on new projects and provides community engagement opportunities. Art This Way hosted over 30 tours Downtown in 2024 and is actively developing five public art projects scheduled for 2025-2026.

ARTIST CAPACITY BUILDING WORKSHOP

In the spring of 2024, Downtown Fort Wayne's Art This Way program facilitated a two-part workshop with Artlink, Wunderkammer, and the Fort Wayne Public Art Commission (PAC). These workshops were designed to provide essential professional development for community creatives and garner participant feedback to help arts organizations be more inclusive and aware of creative needs within the community and region. An Arts United grant powered this program.

CLEAN DRAINS FORT WAYNE

A partnership with Fort Wayne City Utilities, Clean Drains is an education and community outreach/engagement initiative that utilizes art to convey the message *only rain in the drain!* This program helps reduce pollution and waste in the area's water system. The program hired fourteen local artists to install informative sidewalk murals in 2024. Fort Wayne City Utilities supported the fourth year of this program in partnership with Art This Way. The 14 murals were installed in July and August 2024.

THE PORCH OFF CALHOUN

Numerous events were held within the alleyway in 2024. The space hosted After Waves, a celebration held in partnership with the Embassy Theater for their Middle Waves Music Festival. Downtown Fort Wayne's Holly Village, featuring seven rotating artisans and chalets full of handmade crafts, jewelry, apparel, pottery, upcycled textiles, candles, and more, also utilized the space.

"WELCOME HOME" MURAL

Local muralist and art professor Tim Parsley installed a mural at the S Harrison Street parking garage entrance at The Riverfront at Promenade Park. The property, owned by Barrett & Stokely, has more than 200 units in Downtown Fort Wayne, and now residents and garage users are greeted by Parsley's mural, "Welcome Home."



MARKETING

TOP TEN WEB STORIES

What to Expect From The Landing's Newest Additions: Dana's, Night Train, and Blue Bottle

A Sneak Peek at The Pearl — Downtown's Newest Mixed-use Space

Downtown DORA: Cinco de Mayo Launch

Your Downtown Guide to 2024's St. Patrick's Day Festivities

What to Expect at This Year's Weather the Fort

Halloween Season in DTFW

Hindsight 2023: Insights From Retail

Rockin' Around the (U.S. Capitol) Christmas Tree

Brunch in the 99 Blocks

Hindsight 2023: Insights from Food & Hospitality

2.5+ MILLION TOTAL DIGITAL REACH

WEB, EMAIL & SOCIAL MEDIA

Downtown Fort Wayne added digital billboarding / concourse ads to our out-of-home advertising strategy as part of our annual multi-media marketing campaigns.

PARTNERSHIP WITH OUTFRONT MEDIA

1,867,959

TOTAL PLAYS

24,139,130

TOTAL IMPRESSIONS

WEBSITE MARKETING

139,000

TOTAL PAGE VIEWS

66%

AVERAGE MOBILE VISITS

EMAIL/NEWSLETTER MARKETING

10,700

TOTAL CONTACTS

33%

AVERAGE OPEN RATE

SOCIAL MEDIA

FACEBOOK

7.8%

FOLLOWER GROWTH

49,500+

TOTAL FOLLOWERS

INSTAGRAM

7%

FOLLOWER GROWTH

39,400+

TOTAL FOLLOWERS

LINKEDIN

10.3%

FOLLOWER GROWTH

9,250+

TOTAL FOLLOWERS

TOP TEN WEBPAGES VIEWED

Homepage: **27,600**

HolidayFest: **10,500**

Parking: **8,400**

BuskerFest: **8,200**

Fright Night: **7,600**

Lunch on the Square: **5,700**

Downtown Live!: **4,200**

DORA: **3,900**

Holly Shopping: **3,200**

Blog: *What to Expect From The Landing's Newest Additions: Dana's, Night Train, and Blue Bottle*: **3,200**

BUSINESS SERVICES

275+

BUSINESSES SERVICED AND SUPPORTED WITHIN THE 99-BLOCK DISTRICT

5

TARGETED BUSINESS SECTORS
RETAIL · HOSPITALITY · RESIDENTIAL ·
ATTRACTIONS/ ENTERTAINMENT · PROPERTY OWNERS

7

NEW BUSINESSES OPENED IN THE 99-BLOCK DISTRICT

DOWNTOWN GIFT CARD

In 2024 we have continued to grow our Downtown Gift Card program through Yiftee. Since our launch one year ago, we have sold over \$21,000 in gift cards and have 45 participating locations in the 99 blocks Downtown.

DOWNTOWN SAFETY COMMITTEE

The Downtown Safety Committee is a collaborative group focused on enhancing the safety, security, perception, and overall well-being of the Downtown Fort Wayne community through partnerships, initiatives, and proactive solutions.

BUSINESS SERVICES ROUNDTABLES

In 2024 four Business Services Roundtables were held, one each quarter and two DORA meetings for participating businesses in the area. Both provided networking opportunities, community engagement and Q & A opportunities.

RETAIL COMMITTEE

The retail committee has been meeting to discuss potential growth opportunities for our retail sector and will continue to convene throughout 2025.

DESIGNATED OUTDOOR REFRESHMENT AREA (DORA)

23

PARTICIPATING APPROVED DESIGNATED PERMITTEES



“ Launching the Designated Outdoor Refreshment Area (DORA) for Downtown Fort Wayne has been a proud milestone, transforming a vision of enhancing the Downtown experience into reality. Through months of collaboration and strategic planning, DORA has become a dynamic initiative that boosts local businesses and fosters community by inviting residents and visitors to explore and enjoy Downtown in fresh, exciting ways.”

— **Preston Wallace**, Director of Marketing, Downtown Fort Wayne

SPONSORS

THANK YOU!

A special thank you to our stakeholders, sponsors and community partners in 2024.

With your support, Downtown Fort Wayne continued to grow as the vibrant, urban core of northeast Indiana.

PARTNER/PRESENTING LEVEL

Brightmark
Centier Bank
Edward Jones
Federated Media
Fort Wayne Newspapers
Horizon Bank
Indiana/Michigan Power
JH Specialties
Lutheran Health Network
Model Group
OUTFRONT Media
PNC Bank
Premier Bank
ProFed Credit Union
TriCore
WANE 15

GOLD LEVEL

Adams Radio Group
Allen County Courthouse
Barnes & Thornburg LLP
Fort Wayne Metals
Hanning & Bean Enterprises
Lake City Bank
Lincoln Financial Group

SILVER LEVEL

Do it Best Corp.
Fort Wayne Recovery
Peterman Brothers
Steel Dynamics
T-Mobile
Trinity English Lutheran
Xfinity

BRONZE LEVEL

Allen Business Machines
Allen County Public Library
Arts United
Barrett & McNagny LLP
Big Apple Pizza
Flagstar Bank
Mutton Rentals
Palmer Trucks
Peerless Cleaners
SST Services
Surack Enterprises
Strahm Building Solutions
SVN Parke Group
Sweetwater Sound
TW Logistics
Union Street Market
Visit Fort Wayne
YMCA

