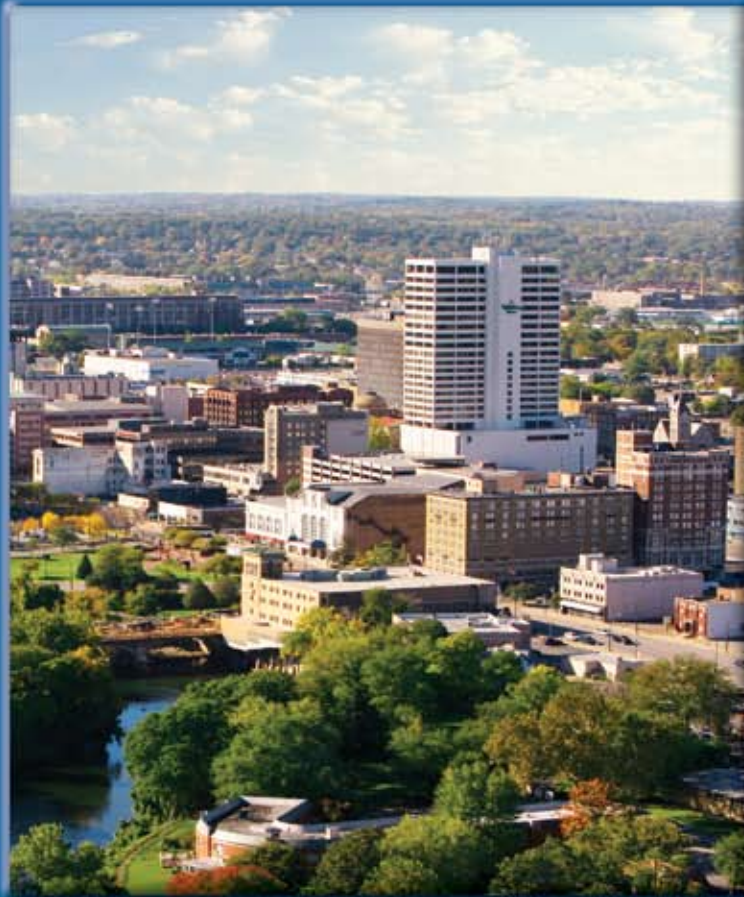


DOWNTOWN SOUTH BEND

At a Glance



We are pleased to present the Downtown South Bend, Inc. (DTSB) 2005 Annual Report. It has been an encouraging year full of promise for future investment and growth. Downtown experienced great strides in beautification with new plantings, fixtures and special seasonal decorations. We attracted a greater number of visitors due to the many exciting events held in downtown including Art Beat, Football Fridays and Santa's Village. A number of new businesses have opened their doors, improving the retail market base downtown. We continue to expand and enhance the Ambassador Program. DTSB Ambassadors improved the overall friendliness of our downtown street life. We made a stronger connection to the downtown neighborhoods by increasing our participation in neighborhood events, promotions and planning efforts. All of these activities have been a collaborative effort with the City of South Bend and other downtown partners. We will continue to improve the quality of life in Downtown South Bend, creating a more desirable place to work, play, live and shop.

*Laura Guy
Executive Director*

*Chip Lewis
Board Chairman*

2005 Annual Report



Design & Land Use

Visual appeal of the downtown area is a priority for DTSB. One program that has made a great impact in this area is the Façade and Streetscape Matching Grant Program. *Matching grants and architectural services were awarded to building owners totaling over \$120,000 this year* in order to promote good design of restoration and renovation projects within the downtown area. We were able to make broad strokes with beautifully maintained landscaping and other streetscape enhancements. *We planted and maintained 72,000 flowers in 80 pots, 40 beds/tree rings and a number of landscaped areas to include the*

Jon Hunt Plaza. We installed and maintained 272 hanging baskets, overflowing with color from May through October, as well as new decorative benches and trash receptacles. Adding to the color, DTSB created a new look and feel for each season with themed decorations including festive lighting and flags. Fostering partnerships with the City of South Bend and the University of Notre Dame School of Architecture created cooperative initiatives and discussions to provoke thoughts and concepts about future development of downtown.



Economic Development & Business Recruitment

2005 was a year of groundbreakings and new openings. *Over \$42,000,000 was invested in expansion, renovation and new construction projects*, including a new home for the Studebaker Museum as well as new medical facilities, reinforcing downtown as a regional destination for attractions and healthcare services. Downtown welcomed eleven new shops and restaurants, adding to the growing interest in urban entrepreneurship. Downtown continues to be the professional and governmental hub of the metro area. We maintained our strong employee base and our occupancy rates have improved. *Plans were announced for \$111,000,000 of future commercial, residential, and public investments*, creating a domino effect and raising investor confidence in Downtown South Bend.

In 2004, DTSB sponsored an Ambassador "Pilot" Program to provide hospitality services in Downtown South Bend. Due to its success, the program was extended through 2005. *DTSB provided 4,400 hours of Ambassador service, creating a welcoming and safe environment to customers, employees, and visitors.* Ambassadors assisted in the daily communication to businesses and building owners. In addition, they distributed thousands of posters, flyers, and other advertising and informational materials to promote downtown events and provide general information. Ambassadors personally greeted and/or assisted over 25,000 visitors and addressed a range of quality of life issues, from panhandling to litter removal. *In a recent survey of downtown residents, visitors and employees, 88% of the respondents felt the Ambassador Program was effective at promoting and providing hospitality in Downtown South Bend.* Due to the strong public support of this program, DTSB will improve and expand the Ambassador Program in 2006.



Hospitality & Safety

DTSB values the passion and strong sense of ownership demonstrated by the residents of our downtown neighborhoods. DTSB staff attended many neighborhood meetings and provided development, marketing, and logistic assistance to neighborhood events keeping us in touch with this ever growing population of dedicated downtown dichards. *Neighborhood groups played key roles in downtown events and promotions, further reinforcing the connection between downtown and its contiguous neighborhoods.* Developing strong neighborhoods is an important step in creating the "I want to be there" mentality. We will continue to develop strategies and dedicate resources to further enhance the livability of Downtown South Bend.



Neighborhood Relations



Marketing & Promotions

In 2005, over 600 events were held in downtown attracting over 500,000 residents and visitors. *Downtown South Bend's unique urban setting, with its combination of historic and contemporary design, serves as the perfect venue for special events.* DTSB has contributed to many of these events through financial and marketing support as well as connecting event planners with the downtown businesses community. *DTSB partnered with other organizations to produce special interest events to provide one-of-a-kind experiences like Art Beat, St. Paddy's Day, Football Fridays and Red Table Plaza.* Themed promotions like "Making Sprits Bright" brought back tradition

by featuring Santa's Village which attracted over 4000 visitors this holiday season. DTSB offered a number of advertising opportunities for downtown merchants at subsidized prices as well as provided image marketing and branding of the downtown area as a destination for shopping, dining, and entertainment.

DTSB MISSION STATEMENT

Downtown South Bend, Inc. (DTSB) is a not-for-profit public/private partnership with the City of South Bend working to make our downtown a great place to work, play, live and shop. DTSB continually strives to improve our community's long-term viability by providing creative marketing and promotions, effective redevelopment and recruitment initiatives, successful business retention programs and visible beautification projects.



DTSB STAFF

Laura Guy, *Executive Director*

Robin Slutsky, *Marketing and Development*

Shannan Schmidt, *Project Development Manager*

Christina Garcia, *Executive Assistant*

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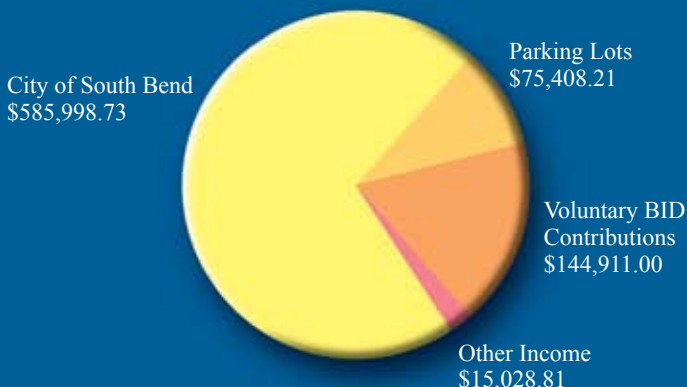
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DTSB 2005 RESOURCE SUMMARY



DTSB 2005 EXPENSE SUMMARY

