



# 2015

ANNUAL REPORT



# DTSB LEADS | Board & Staff

## Board of Directors

**President | Regina Emberton**  
Michiana Partnership

**Vice President | Matt Gray**  
Key Bank

**Secretary | Rob DeCleene**  
Visit South Bend Mishawaka

**Treasurer | Dan Smogor**  
Krugger Lawton CPAs

**Chris Barth**  
Bradley Company

**David Cangany**  
Transpo

**Daniel Collins**  
enFocus

**Diana Custer**  
Memorial Hospital

**Angie Dvorak**  
1st Source Bank

**John Farrell**  
Crove Horwath

**Scott Ford**  
City of South Bend / Community Investment

**Jeanine M. Gozdecki**  
Barnes & Thornburg LLP

**Greg Hakanen**  
University of Notre Dame

**Calvin Johnson**  
State Farm Insurance

**Tyler Kelsey**  
Holladay Properties

**Jill Kuharic**  
Beehive Salon

**Kintae Lark**  
Inspiration Barber-Salon

**John Mazurkiewicz**  
Catalyst Marketing

**Joan McClendon**  
St. Mary's College

**Mark McDonnell**  
LaSalle Grill

**James Mueller**  
Mayor's Office

**Mark Robinson**  
AEP

**Dan Rousseve**  
TCU

**Tim Scott**  
South Bend Common Council

**Jeanne Skelton**  
Inspire Me!

**Jerry Thoma**  
Environmental Health Labs (Ret)

**Scott Tuma**  
South Bend Clinic

## A Word from Our President

As we dive into 2016, let's pause to celebrate the many successes from the last year and to thank everyone who worked in small and large ways to make downtown South Bend such a vibrant hub of our community.



Collectively, we've been able to achieve remarkable growth and success over the past year. Let me recount a few of the ways ...

- The leadership and vision of our Executive Director Aaron Perri guided many initiatives that came to light (literally) during 2015. As he embarks in a new role, we thank him for the impact he has made, and will continue to make, on downtown South Bend.
- Happy Birthday! The DTSB staff, an army of volunteers, and the entire SB150 committee worked tirelessly and well beyond expectations to ensure a successful SB150. While the year of celebration has ended, the civic pride instilled during 2015 will last for generations.
- The permanent art installations of the "I Heart South Bend" sculpture and the River Lights bring attention and energy as we continue to develop downtown as a destination for art and entertainment.
- Our dedicated board of directors and community partners continue to commit to advocating, investing, advising, sponsoring, volunteering, and participating.
- Continued collaboration with the City of South Bend enabled user friendly, efficient delivery of services as we embrace Smart Streets, the river, parks, museums and other cultural amenities.
- Citizens who have inspired, collaborated, and ultimately created the places and experiences that make downtown South Bend.

The people involved with DTSB during 2015 generated lasting impact in these and many more ways. Thank you for loving DTSB!

*Regina Emberton*

Regina Emberton, President

## DTSB's 501c(3) Designation

In 2015 DTSB established a 501(c)(3) sister organization, Downtown South Bend, Inc. Foundation. As the DTSB organization continues working to transform spaces, places, and perceptions the potential for growing this important work is essential. A major benefit of obtaining a 501(c)(3) status is the impact on funding and increased ability to forge new partnerships and seek new grant opportunities. With increased corporate support we can anticipate growth in the development of the organization to enhance downtown programming and strategies directly benefiting the community.

## DTSB's Mission

Downtown South Bend, Inc. is committed to the advancement and vitality of downtown, through three primary areas of focus:



*Incorporated in January 2002, Downtown South Bend, Inc. (DTSB) is a not-for-profit 501c(6) organization dedicated to the continued growth and prosperity of downtown South Bend in partnership with the City of South Bend. DTSB is governed by a 26 member board with includes downtown business owners and residents, the University of Notre Dame and City officials.*

## DTSB Staff



**Aaron Perri**  
Executive Director



**Jackie Appleman**  
Director of Communications and Development



**Jill Scicchitano**  
Director of Business Engagement



**Kylie Carter**  
Events and Operations Coordinator



**Jamie Higginson**  
Ambassador General Manager



**Amy Paul**  
Ambassador Operations Manager

## DTSB Financial Summary

### 2015 REVENUE

CIP/TIF Contracts	\$565,000
Corporate Partners	\$117,600
Combined Parking Management	\$684,950
Event Income & Sponsors	\$244,401
Co-operative Marketing Program	\$86,533
Other	\$10,658
<b>TOTAL</b>	<b>\$1,709,142</b>

### 2015 EXPENSES

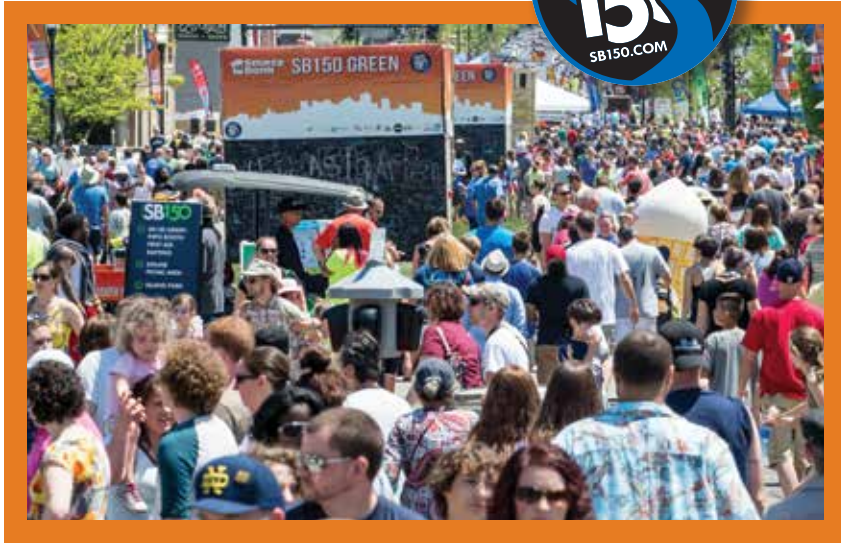
Operating & Personnel	\$322,068
Parking Management	\$615,163
Streetscape, Maintenance, Landscaping	\$254,753
Safety & Hospitality	\$74,118
Business Resources & Grants	\$49,691
Marketing & General Advertising	\$98,034
Special Events & Promotions	\$243,454
Other	\$41,382
<b>TOTAL</b>	<b>\$1,698,663</b>

## Thank You

A special thank you to our **12 interns** and **100+ volunteers** for their time, dedication and commitment to advancing the vibrancy and mission of Downtown South Bend throughout the year.

# DTSB Connects | Communications

## SB150 Celebration



SB150, our sesquicentennial celebration, was two years in the making. Our goal was to create a year-long, city-wide celebration to rally residents and visitors around our storied past, our present accomplishments, and our promising future. With an army of generous supporters and volunteers, our community answered the call to create a year that will be remembered as one that changed the course of South Bend's future.

The months were filled with "Discover... South Bend," a

series that explored landmarks, faith and culture, athletics, manufacturing, and more. The SB150 logo blanketed the city on marquees, company signs, coffee mugs, buttons, and other creative surfaces. Celebration Partners dedicated their events, programs, and projects to boost the observance to every corner of the city. Hundreds of people volunteered to plan and execute events. The Birthday Weekend in May crowned the year with one of the most diverse, dynamic, and well-attended events in our city's long history. And of course, it was that weekend when we first turned on South Bend River Lights, an instant South Bend icon reflecting our commitment to arts and culture and paying tribute to our city's rich history along the St. Joseph River.

Looking forward, partnerships were built that will far outlast 2015. An entire city was engaged, inspiring groups and individuals to experience South Bend in a new way. A community was galvanized to believe in itself. I look forward to seeing this momentum continue to grow and transform our city.

Many thanks to all who made 2015 a banner year!



Aaron Perri  
SB150 Chair

## SB150 Celebration Statistics

<p><b>12</b> Discover South Bend events</p>	<p><b>Turned on</b> South Bend River Lights</p>	<p>Awarded <b>\$23,000</b> in grant money</p>	<p>Welcomed <b>60,000+</b> people to SB150 Birthday Bash</p>	<p><b>200+</b> Celebration Partner events</p>
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## DTSB's Media Reach

In 2015, DTSB engaged approximately 340 million people in St. Joseph County and the surrounding region through print, online and social media. With the new website and outreach campaign, we have seen a dramatic increase in downtown awareness over the past year.



## SoBe Awards

**NEW!** The 2015 Downtown SoBe Awards Ceremony celebrated, thanked, and honored all those who have been committed to the growth and development of downtown over the past few years. The awards not only recognized businesses, but also the individuals who have contributed to downtown's progression.

- Ali on the Boulevard**  
*Rookie of the Year*
- Becky Bonham**  
*Impact Award*
- Chicory Café**  
*Business Transformation*
- City of South Bend**  
*Exterior Enhancement*
- Great Lakes Capital**  
*Exterior Enhancement*
- John & Jennifer Griffin**  
*Exterior Enhancement*
- Judy Wein**  
*Community Service*
- Marcia Qualls**  
*Community Service*
- Mark McDonnell**  
*Downtown Commitment*
- Memorial Hospital**  
*Community Partner*
- Purple Porch Co-op**  
*Exterior Enhancement*
- South Bend Brew Werks**  
*Impact Award*
- South Bend Chocolate Café**  
*Outdoor Placemaking*
- South Bend Cubs**  
*Impact Award*
- The Exchange**  
*Interior Enhancement*
- Willow Wetherall**  
*Community Service*



# DTSB EMPOWERS | Business Engagement

Storefront occupancy **83%**  
Highest in more than 5 years

## Business Resources

**4 SCHOLARSHIPS AWARDED**

NEW! for business training and continued education. Designed to provide matching scholarship to subsidize fee for workshops and training sessions.



### R.A.S. RIBBON

A recognition program for acknowledging downtown restaurants, attractions, and shops who go above and beyond to exceed imaginations and make downtown a great place to visit.

**2015 Recipients:**

- Morris Performing Arts Center
- Indiana Rug Co.
- Dream Coach Carriages
- Ali on the Boulevard
- Barnaby's

**6**

### R.A.S. Meetings

R.A.S. meetings are bi-monthly gatherings of restaurant, attraction and shop owners to network and to discuss downtown news and events

### Tapastrie



**6**

### Ribbon Cuttings

### UMBRELLA MARKETING INITIATIVES

NEW! **BOOK CLUB**

This club, made up of 12 participants was designed to spur discussions on business theory among downtown business owners and high-level managers. It drew upon personal experiences and used both participating businesses and Howard Schultz's *Onward* as foundations for study.

## Grants

**\$48,650**

Grant Money Awarded



LaSalle State Bank

**\$195,500**

private investment spurred



The Exchange

### EXTERIOR ENHANCEMENT GRANT

- Buccellato Design
- Tapastrie
- Flamingo's
- Edward Jones
- Great Lakes Capital/ The Exchange

### INTERIOR IMPROVEMENT GRANT

- Explore Media
- South Bend Seamstress

### RETAIL MINI ASSISTANCE GRANT

- The Acting Ensemble

## Business Openings

**11**

Business Openings

**60+**

New Jobs

**83%**  
Storefront Occupancy

Highest in more than 5 years

- Fab Forty Maternity Boutique
- Finnies Next Door
- Inspiration Barber Salon
- Laura Johnson Skin Care & Massage
- Liberty & 33rd
- Morgan Counseling Services, LLC
- South Bend Seamstress
- Tapastrie
- The Branch *relocated into new expanded space*
- Therapeutic Indulgence *relocated into new expanded location*
- Wear-Abouts
- Women's Boutique

**\$1,455,000+**

Spent in Downtown Private Investment

## Municipal Riverfront Licenses

**5**

New Liquor Licenses Awarded

- Cinco 5 International
- Render Sense
- Tapastrie
- Vegetable Buddies

Estimated

**\$105,000**

in business startup savings

## Downtown Dollars

**57**

participating restaurants, attractions, and shops

**Program's First Full Year**

**\$45,000**


in certificate sales



# DTSB ATTRACTS | Events

DTSB events are designed to attract visitors and highlight downtown as the destination for arts, entertainment, and dining. Through these events, visitors create memories and experiences that instill an emotional connection to the downtown and provide a sense of community and vibrancy.

## JANUARY



**First Fridays - SB150 Kickoff**  
*The official start to an SB150 celebratory year included a horse-drawn procession and mayoral proclamation from balcony of the State Theater, followed by fireworks*

## FEBRUARY



**First Fridays - Mad About Science**  
**Winter Restaurant Week**  
 · 16 participating restaurants

**DTSB FACT**  
*South Bend's River Lights attraction is the only interactive lighting display on a body of water in the world.*

## MARCH




**First Fridays - March Madness**  
**St. Paddy's Day Tent Party & Pub Tour**  
 · 17 participating pubs  
 · Over 4,500 attendees  
 · Improved food and beverage service from Navarre Hospitality Group

**Egg Stravaganza**  
 · 30 Spring activities offered

**RECORD ATTENDANCE**


## APRIL



**First Fridays - Under the Big Top**


**DTSB FACT**  
*In 2015, DTSB planned, promoted and executed over 100 events, and provided event support and promotion to 1,000+ other downtown events.*

## MAY



**First Fridays - Vintage Downtown**  
**Wednesday Wine Walk**  
**Then and Now Architectural Walking Tour**  
**SB150 Birthday Weekend Celebration**  
 · Over 60,000 in attendance

## JUNE - AUGUST




**First Fridays**  
**June - Dog Days of Summer**  
**July - As American As...**  
**August - Arts Alive**

**Wednesday Wine Walks (June, August)**  
**Wednesday Beer Walk (July)**

**Red Table Plaza Lunchtime Concert Series**  
 · 50+ daily attendance  
 · New this year: lunch specials from downtown restaurants

**Summer Outdoor Film Series**  
 · New interactive pre-show experiences

## SEPTEMBER




**First Fridays - Dancing in the Streets**  
 · New: First Fridays Tour Guides on Transpo Shuttle

**Wednesday Wine Walk**  
**Then and Now Architectural Walking Tour**

**NEW!**

## OCTOBER



**First Fridays - Kids Night Out**  
 · New partnership with ROC Ur Body

**Wednesday Beer Walk**

## NOVEMBER



**First Fridays - Downtown Flavor**  
**Small Business Saturday**  
**Capitol Christmas Tree visits South Bend**  
 · 3000+ attendance produced record sales for downtown businesses

## DECEMBER




**First Fridays - Downtown for the Holidays**  
 · Increased programming at Tree Lighting Ceremony\*  
 · 4,300 cookies decorated  
 · 14 Gingerbread House Contest entries  
 · 10 locations for Holiday Historic Walking Tour  
 · Over 6,000 visitors to see Santa\*

**NEW ADDITIONS:**  
 · Downtown Holiday Window Display Contest  
 · Large model train display in Santa's Workshop

**RECORD ATTENDANCE**

**NEW!**

**Summer Outdoor Fitness Series**  
 · 120+ weekly attendance  
 · New third hour of fitness opportunities  
 · Introduction of children's yoga

**Then and Now Architectural Walking Tour**

**Summer Restaurant Week (July)**  
 · 17 Participating restaurants

**Art Beat (August)**  
 · 7,000+ attendees  
 · Twice as many volunteers  
 · New additions: Culinary Demonstration Stage and Artist Welcome Bags

**RECORD ATTENDANCE**

**NEW!**

**DTSB NOURISHES** | Street Level Solutions

**SAFETY & HOSPITALITY**



In celebration of SB150 the DTSB Ambassadors went above and beyond to reach out and pay it forward. Collectively over 250 random acts of kindness have been performed by the DTSB Ambassadors.

**YOUNG  
AMBASSADORS  
PROGRAM**

A new program that partners with Tarkington school to provide 3rd and 4th graders a unique opportunity to develop a sense of service and pride by directly participating in community events.

**NEW!**



- 22 hours volunteered at DTSB events
- Performed several Ambassador duties at their school

**BEAUTIFICATION  
& CLEANLINESS**



## 2015 COMMUNITY PARTNERS

### FOUNDERS ALLIANCE (\$10,000 +)



### DOWNTOWN DIPLOMAT (\$5,000 - \$9,999)



### CORE SUPPORTER (\$1,000 - \$4,999)



### URBAN PIONEERS (\$100 - \$999)

Alliance Architects  
Ali on the Boulevard  
Baker's Bar & Grille  
Big Idea Company  
Café Navarre  
Chicory Cafe  
Christopher Burke Engineering  
Edward Jones  
Emporium

Fiddler's Hearth  
GTA Containers  
Grass Roots Media  
Hair Crafters  
LaSalle Grill  
Lehman & Lehman, Inc.  
Le Peep  
Linden Grill  
Mossberg & Company, Inc.

South Bend Brew Werks  
South Bend Chocolate Company  
Studebaker National Museum  
Studio C Salon  
Sunny Italy  
The Exchange  
Tippecanoe Place  
Tuesley Hall Konopa  
Woochi

### MAJOR EVENT SUPPORT

Barnes & Thornburg  
Blackthorn  
Bradley Company  
Community Foundation of St. Joseph County  
Crown Audio  
Healthworks! Kid's Museum  
Indiana Arts Commission  
Indiana Beverage  
Indiana Michigan Power  
Lawson Fisher  
Mahoney Family Dentistry  
Martin's Supermarkets  
Memorial Health & Lifestyle  
Metro PCS

Metronet Zing  
NIPSCO  
Physicians Urgent Care  
Pokagon Fund  
South Bend Airport  
South Bend Cubs  
South Bend Chocolate Café  
St. Joseph County 4-H  
Street Treats  
TCU  
Transpo  
U93  
United Beverage  
Visit South Bend Mishawaka



DTSB is a non-profit public/private partnership  
with the City of South Bend

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