

2010



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DTSB STAFF

Marco Mariani, *Executive Director*

Jitin Kain, *Assistant Director*

Julie Curtis, *Director of Marketing*

Tamara Nicholl-Smith, *Director of Downtown Business Recruitment*

Michael Rheams, *Operations Manager for Ambassador Program*

Cara Grabowski, *Special Projects Coordinator*



Chairman's Message



I am proud to say that DTSB has continued to move forward with our mission to create, promote, and market a vibrant downtown. As a regional center for the arts, culture and entertainment, downtown South Bend is flourishing. Our gifted team works hard to keep the downtown area festive and beautiful throughout every season with promotions and events. The DTSB Ambassador Crew provides safety and hospitality on a daily basis throughout downtown, making the streets safe and enjoyable for the people of South Bend and visitors alike.

We have a great appreciation for the businesses and public venues that comprise the downtown area and look forward to strengthening our partnerships as we build a better downtown. Although many positive changes have been implemented over this past year, we are continually looking to improve. The strong support from the city administration, in conjunction with our local private sector, enable us to make a positive impact each day. Our goal is to make downtown South Bend an even greater community to visit, live, and work.

I would also like to recognize the work and leadership that has been provided by Marco Mariani, our Executive Director, for the past several years. He has been an integral part of the downtown community for years, first with the City of South Bend, then with DTSB, and will continue to be as he moves to the role of Executive Director of South Bend Heritage Foundation. He has led DTSB to new levels of achievement and we wish him the very best as he continues to serve our community.

Greg M. Conrad
2010 Board Chairman

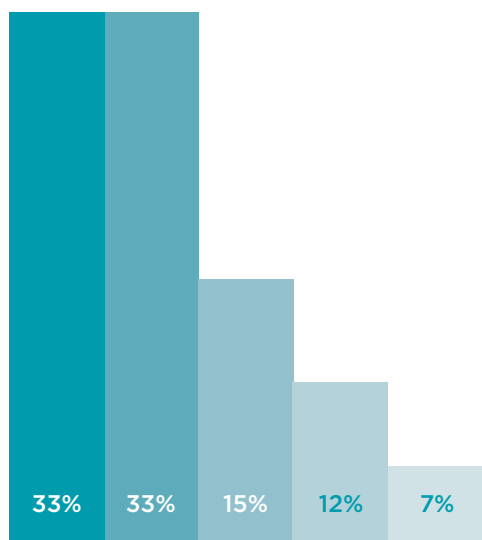
DTSB MISSION

Downtown South Bend, Inc. works to create, promote and market a vibrant downtown.

ABOUT DTSB

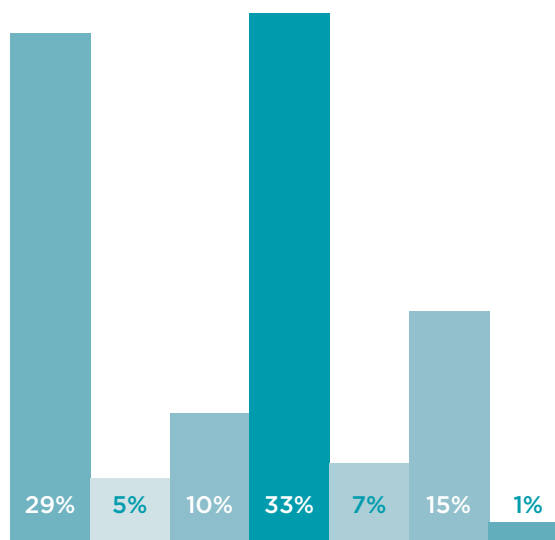
Incorporated in January 2002, Downtown South Bend, Inc. (DTSB) is a not-for-profit 501C(6) organization dedicated to

the continued growth and prosperity of downtown South Bend in partnership with the City of South Bend. DTSB is governed by a 20 member board which includes downtown business owners and residents, local business leaders, the University of Notre Dame and City officials. Officers of the board include Chair, Vice Chair, Treasurer and Secretary.



Income Total = \$749,050

| | |
|-----------------------------------|------------|
| ■ Tax Increment Financing (TIF) | \$ 250,000 |
| ■ City General Fund | \$ 250,000 |
| ■ Corporate Partner Contributions | \$ 115,000 |
| ■ Event Sponsorships & Grants | \$ 89,050 |
| ■ Parking Lot Management | \$ 45,000 |



Expenses Total = \$749,050

| | |
|-------------------------------------|-----------|
| ■ Personnel and Non-Personnel | \$214,300 |
| ■ Hospitality & Safety | \$40,000 |
| ■ Business Recruitment & Retention | \$73,258 |
| ■ Beautification, Cleaning & Maint. | \$247,442 |
| ■ Marketing & Promotions | \$53,350 |
| ■ Events | \$109,000 |
| ■ Parking Lots | \$9,200 |

Creating a Vibrant Downtown



2010 HIGHLIGHTS

Throughout the year, DTSB Ambassadors spent a considerable amount of time cleaning, watering, conducting safety patrols and providing hospitality to visitors.

CLEANING & BEAUTIFICATION STATISTICS

- Beautified downtown by installing and maintaining 100 hanging flower baskets and 3,000 flowers in planters
- Spent 581 hours watering flowers
- Removed 70,160 lbs. of trash from downtown (includes trash collected during special events)
- Decorated the downtown with flags, banners and seasonal items including new items like holiday garland and special lighting
- Removed 221 graffiti items in downtown and reported an additional 19 instances to the South Bend Police Department
- Power-washed 39 block faces
- Spent 447 hours removing snow (includes clearing handicap ramps at street intersections and areas that the City of South Bend was unable to address)

HOSPITALITY & SAFETY STATISTICS

- Made 7,768 business contacts
- Provided 92 motorist assists (helping change tires, jump start, etc.)
- Made 24,148 hospitality contacts with visitors and residents
- Deterred 93 panhandling instances in downtown
- Conducted 1,394 hours of safety patrols

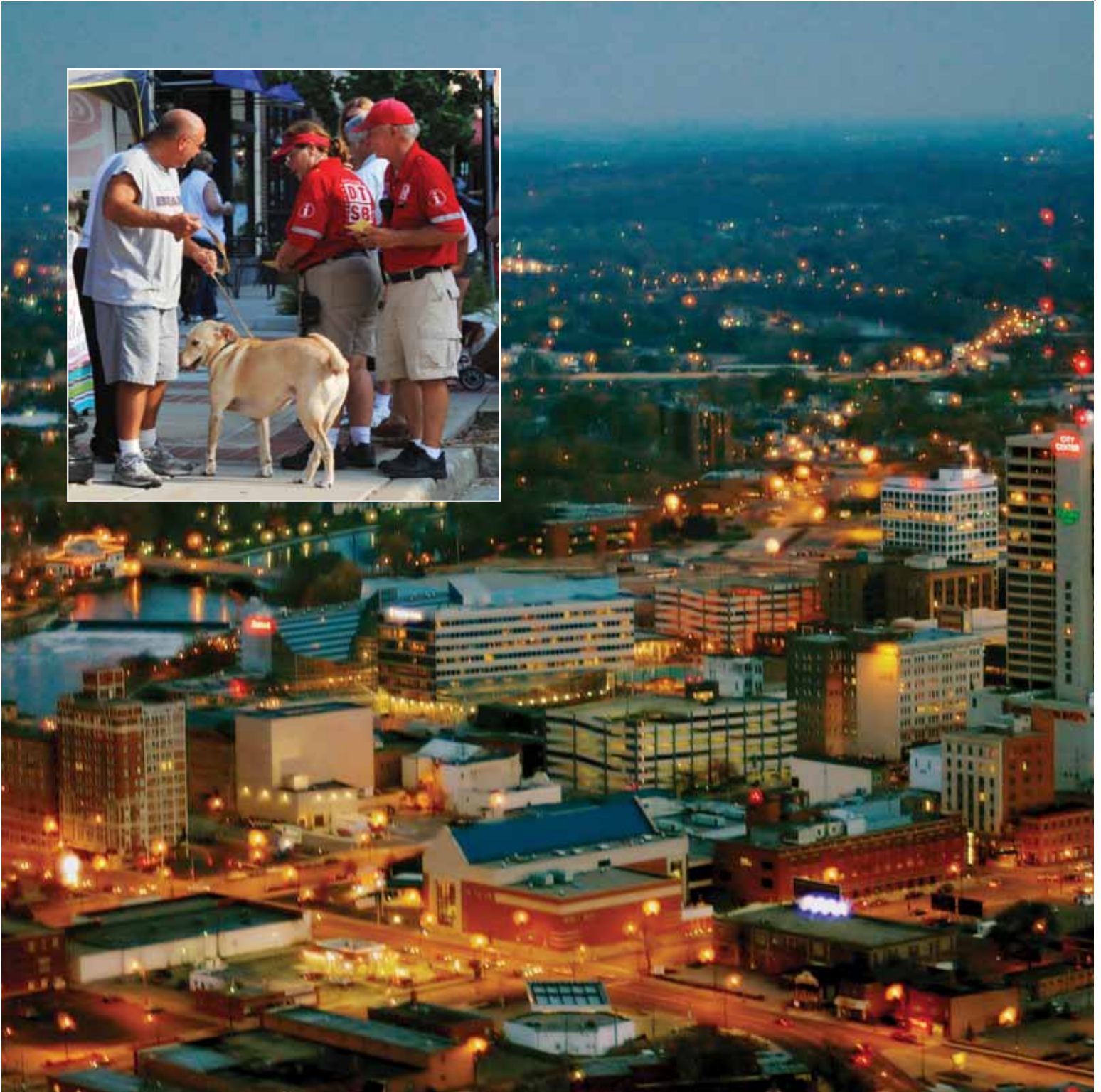
DTSB provides critical services such as business assistance, hospitality, safety, beautification and promotional activities that collectively make downtown the center for arts, culture, entertainment and commerce in Michiana.

DTSB Ambassador Program

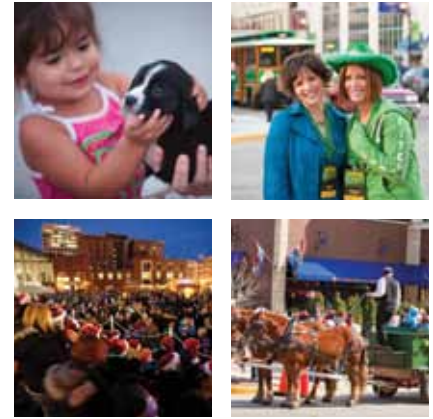
The Downtown Ambassador Program fulfills a critical part of DTSB's mission to create a welcoming, clean and safe atmosphere for local residents as well as out of town visitors. The Ambassadors are visible in their bright red shirts throughout the day and into the evening conducting cleaning, safety or hospitality patrols.

Ambassadors are hired locally and trained to assist merchants, residents and visitors in the downtown. Ambassadors are supplied with materials, such as maps and brochures,

which are offered to visitors to enhance their downtown experience. Ambassadors also take time to speak with business owners and managers to learn their issues and concerns, as well as provide information and opportunities available through DTSB. In addition to hospitality, Ambassadors discourage panhandling and promote safety. They also report code violations, damage and/or hazards to the appropriate city departments. DTSB Ambassadors are available Monday - Saturday from 7 am to 10 pm.



Boosting Downtown Tourism



NEW DIRECTOR OF MARKETING HIRED

In December, Julie Curtis replaced Michele Kastner as Director of Marketing. Julie is primarily responsible for planning and marketing all DTSB signature events. She brought a wide variety of event planning, marketing and advertising experience to DTSB.



DTSB regularly organizes large events in downtown for all age groups bringing visitors and residents to experience our unique downtown. In addition to advertising, communication tools such as the DowntownSouthBend.com website, monthly E-Newsletter, Facebook & Twitter ensure that we're informing and responding to the community on a regular basis.

General Marketing & Promotions

Group marketing opportunities are offered to downtown businesses throughout the year to brand downtown as a destination for arts, culture, dining and entertainment. DTSB works with various media outlets to offer discounted advertising opportunities to downtown merchants. Additionally, image/branding advertisements run on local television and radio stations to raise awareness of what downtown has to offer.

Events

Events planned and produced by DTSB staff give Michiana area residents another reason to visit downtown South Bend. Eight signature events throughout the year allow people to

gather, share laughs, make memories and have fun. These events help give downtown much of its energy. Here's a look at some of our signature events from 2010:

St. Paddy's Tent Party & Pub Tour: *In a city where everyone is Irish for a day, 4,500 people joined the celebration the Friday before St. Patrick's Day with a tent party, pub tour, and shuttle trolleys to get from stop to stop.*

Egg Stravaganza: *A day filled with fun activities for families and children of all ages! Downtown merchants and restaurants in cooperation with many partners teamed up to celebrate Spring in the heart of downtown.*

Eco Fest: *Over 1,000 residents participated in this event which showcased eco-friendly initiatives, programs, and activities helping to*



Dancers perform at Art Beat.

protect and preserve our natural environment and health. Festivities featured family-oriented fun for all ages at Howard Park along the St. Joseph River.

Red Table Plaza Lunchtime Concert Series: Offered downtown business men and women the opportunity to grab lunch and head outside to enjoy live musical performances Mondays through Fridays during the lunch hour on the Wells Fargo Plaza for eight weeks.

Summer Outdoor Film Series: In partnership with the University of Notre Dame Debartolo Performing Arts Center, DTSB hosted an outdoor film series at the College Football Hall of Fame Gridiron for all ages to enjoy. An average of 200 residents attended the outdoor screenings.

Art Beat: This one-day celebration of creativity offered over ten thousand visitors a taste of something special with everything from wine samples and fine food to musicians and performing artists enchanting crowds to dynamic art on display.

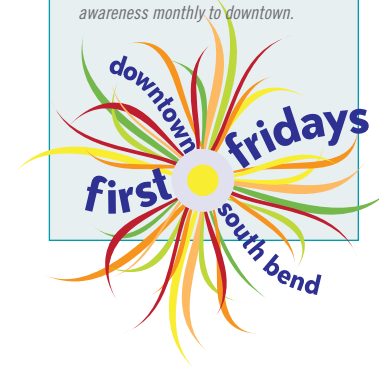
Downtown South Bend Football Fridays Block Party: Fans kicked off their tailgating for the Fighting Irish a day early during the first three University of Notre

Dame home football games. Hundreds of visitors from all over got into the cheering spirit with live music, tailgate food and drinks and a flag football league.

Downtown for the Holidays: Santa arrived with the annual lighting of the tree on the College Football Hall of Fame gridiron. Every weekend throughout December and the week of Christmas, Santa greeted children big and small while they told him if they were naughty or nice. From there, his workshop inside the College Football Hall of Fame was bustling with children decorating and eating cookies from Dainty Maid Bake Shop. The month long activities offer children and adults an opportunity to experience downtown South Bend and its unique shopping, dining and entertainment options.

FIRST FRIDAYS

2010 marked the first year of planning and marketing twelve consecutive First Fridays events. As the year progressed, themes were developed to shape the featured activities for the night. Downtown visitors began to anticipate each month's theme. Kids' Night Out in May and November, along with Dog Days of Summer in August, were the most popular themes of the year. First Fridays continues to bring awareness monthly to downtown.



Retaining and Recruiting Businesses

NEW POSITION ADDED



A joint effort between the City of South Bend and DTSB led to the creation of a new position in 2010. Downtown businesses were looking for someone to develop a targeted retail recruitment strategy while proactively soliciting and cultivating relationships for small retail prospects. As a result, Tamara Nicholl-Smith was hired as the Director of Downtown Business Recruitment. The position is with the Department of Community & Economic Development at the City of South Bend, but housed within DTSB.



Marigolds Uncommon Home & Garden opened in the East Bank Village neighborhood.

DTSB helps coordinate, support, and advocate for the downtown South Bend community in a number of ways including helping to retain existing businesses and working closely with the City of South Bend on recruiting new businesses to the downtown area. Tangible business assistance is offered to current and new businesses wishing to locate in downtown South Bend through multiple grant programs. Despite the uncertain economic climate, several independent business owners found downtown a compelling place to locate their business. DTSB welcomed many of them by hosting a ribbon cutting ceremony.

The new businesses include:

- Fanning Howey
- Lookin' Good New & Used Boutique
- Lewis & Wilkins LLP
- Main Street Coffee House
- Marigold's Uncommon Home & Garden
- Martin's High-Speed Auto Wash
- Pedro's Family Restaurant
- South Bend Gold & Silver Exchange

New Program Brings Life to Empty Storefronts

With the goal of enlivening the streets for the holiday season and bringing life to darkened storefronts, the Michigan Street Holiday Pop-up Shop Program was born. The program made empty storefronts available rent and utility free to selected applicants. Originally only two storefronts in scope, the program expanded to include five addresses and housed over eight distinct businesses including:

- A Homestead Shoppe
- Artrageous
- Gospel Gear
- Greta's Party, Work, & Play
- Imagine That!
- Indiana Home
- Michiana African American Chamber of Commerce Holiday Market
- Richard Allen Photography

The wildly successful program received radio, television, and print coverage by all the major media outlets in the area. The Pop-up Shop merchants were warmly welcomed by existing permanent downtown businesses and excited downtown workers and visitors.



A shopper looks closely at the merchandise for sale at A Homestead Shoppe.

Leveraging Partnerships to Assist Downtown Businesses

DTSB worked to build and strengthen relationships with the Northern Indiana Small Business Development Center (SBDC), SCORE, the Woman's Entrepreneurship Initiative (WEI) at Saint Mary's and professors and students from the University of Notre Dame Micro Venturing Program and the Gigot Center for Entrepreneurial Studies. These organizations provided free business guidance to current and prospective downtown businesses in the form of one-on-one coaching and by working with DTSB to provide targeted training courses.

Downtown Curb Appeal

CITY FOCUS ON DOWNTOWN

DTSB initiatives are bolstered by the City of South Bend economic and community development activities. In 2010, the city invested heavily in downtown enhancements, including:

- Clean-out of the LaSalle Hotel and ongoing maintenance and marketing of the property
- Completion & grand opening of WNIT
- \$3 million+ in infrastructure improvements to the Memorial Campus including beautification of the parking garage by adding a brick façade
- Completion of the historic American Trust Place project
- Plans for the upgrade of Coveleski Stadium and for the revitalization of the surrounding area
- Land acquisition for two future residential sites within the DTSB boundaries
- Improvements to the Century Center Island
- Sale of the Rink site to East Bank South Bend LLC to build market rate townhomes
- One-year extension of the College Football Hall of Fame presence in South Bend
- Began demolition of SJRMC in preparation for the new St. Joseph's High School



Grants Help New and Existing Businesses Increase Their Curb Appeal

DTSB awarded \$60,000 through its Façade and Streetscape Improvement Grant. This matching fund grant leveraged \$110,689 in private investments for a total investment of \$170,689. The purpose of the grant is to provide assistance in funding well-designed building façade and streetscape improvements that respect the building's history, original design integrity, and adjacent structures and that make a noticeable visual enhancement in the downtown area.



Main Street Coffee House was awarded a Façade and Streetscape Improvement Grant for new awnings.

Funds were awarded to Main Street Coffee House, Pedro's Family Restaurant, Fire Arts, South Bend Maennerchor, and South Bend Gold & Silver Exchange. In partnership with the City of South Bend, DTSB also facilitated the replacement of worn awnings on the State Theater building.

The Retail Assistance Mini-Grant was also launched. This grant helps existing businesses to make changes to their interior or exterior of their establishments that enhance the customer experience and work to draw more people into their store. DTSB awarded mini-grants to Art Post, CJ's Pub, and the newly re-branded Madi's Market (which DTSB worked in partnership with WEI to provide design guidance).

Community Partners

DTSB is funded by several Community Partners, TIF (Tax Increment Financing) funds, City of South Bend EDIT (Economic Development Income Tax) funds and parking lot management revenue. Additional funds are raised through individual donations, sponsorships and grants for special events. In 2010, we expanded our list of Community Partners and increased our corporate funding. Our 2010 partners were:

Founders Alliance (\$10,000 and above)

1st Source Bank

Crowe Horwath

Memorial Hospital & Health System

Downtown Diplomats (\$5,000 - \$9,999)

**CB Richard Ellis|Bradley
(Westminster-Leighton Plaza LLC)**

People Link

Teachers Credit Union

The South Bend Clinic

Core Supporters (\$1,000 - \$4,999)

AM General

Baker & Daniels LLC

Cassady Neeser & Brassuer

Gibson Insurance

Lawson Fisher Associates

Midas Auto Service & Tire

Press Ganey Associates

Schurz Communications

**South Bend Heritage Foundation
(Robertsons LLP)**

Underwriters Laboratories

Urban Pioneers (\$100 - \$999)

Ampco

Holladay Property Services Mid-West

Tuesley Hall Konopa LLP

University of Notre Dame





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

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