

## 2009 Key IDI Plans

### Support Key Downtown opportunities, Mayor Ballard's Agenda and City Projects

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| <ul style="list-style-type: none"> <li>▪ BioCrossroads, Downtown Research Community</li> <li>▪ Indianapolis Cultural Trail: A Legacy of Gene &amp; Marilyn Glick construction               <ul style="list-style-type: none"> <li>✓ Manage east corridor</li> <li>✓ Construct north/northeast/Capital corridors</li> <li>✓ Design/construct southwest corridor</li> <li>✓ Develop/fund maintenance plan</li> </ul> </li> <li>▪ I-65/70 Washington/Market St. ramps relocation</li> </ul> | <ul style="list-style-type: none"> <li>▪ Indiana Convention Center construction</li> <li>▪ Indianapolis International City strategy</li> <li>▪ JW Marriott hotel complex construction</li> <li>▪ Plan for Final Four 2010, 2011 and Super Bowl 2012</li> <li>▪ Regional Center Plan 2020               <ul style="list-style-type: none"> <li>✓ Assess implementation status and update</li> </ul> </li> <li>▪ SustainIndy</li> </ul> |
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#### Development

#### Management

#### Marketing

##### Strategically Plan Downtown

- Plan and coordinate key areas with stakeholder groups
  - ✓ Monument Circle
  - ✓ Market Square/east side
  - ✓ SW Quad
- Review, facilitate and/or mitigate zoning, design, liquor license, sidewalk cafe and sign applications/issues
- Maintain new projects lists

##### Retain and Recruit Downtown Development/ Business

- Enhance key areas with stakeholders
  - ✓ Cultural Districts
    - IUPUI plan/Indiana Ave.
  - ✓ Indianapolis Cultural Trail
  - ✓ Lucas Oil Stadium neighborhood
  - ✓ North Meridian neighborhood
- Retain and recruit targeted office users and increase office occupancy in collaboration with City, Indianapolis Economic Development Inc. and Office Working Group focusing on
  - ✓ Headquarters
  - ✓ Large/fast growing office users
  - ✓ Targeted industries
  - ✓ Expiring leases
- Facilitate redevelopment of obsolete, vacant or under-utilized buildings and lots
  - ✓ Old City Hall
  - ✓ Consolidated Building
  - ✓ Illinois Building
  - ✓ E. Washington St.
- Maximize street level space
  - ✓ Identify, recruit and integrate new targeted businesses in key areas
  - ✓ Compile/analyze restaurant sales and available sites
- Communicate market information and leasing/development opportunities to real estate community
  - ✓ Update recruitment maps
- Provide new business orientation and business support

##### Expand Residential Base

- Recruit developers to provide housing for entire continuum
- Assist developers to ensure the success of new projects
- Package, promote and support residential opportunities and products
  - ✓ Downtown Condo Tour
  - ✓ Indianapolis Neighborhood Housing Partnership (INHP) Home Fair
  - ✓ Resident Associations
  - ✓ Realtor and MIBOR briefings
  - ✓ Residential web enhancements

##### Keep Downtown Safe

- Coordinate with Indianapolis Metropolitan Police Dept. (IMPD)
- Supervise IDI bike and walking patrols
- Strengthen/expand Security Partnership
- Reduce panhandling
- Track statistics and trends

##### Keep Downtown Convenient

- Facilitate construction mitigation
- Strengthen Parking Partnership
  - ✓ Assess and promote parking facilities
  - ✓ Conduct semi-annual inventory
- Enhance strategic oversight of parking/traffic
  - ✓ Monitor/modify parking/traffic plans
  - ✓ Facilitate meetings with DPW, IMPD and others
  - ✓ Complete Meter Occupancy Study
- Facilitate multi-modal transportation options to enhance mobility
  - ✓ Bike routes/parking/safety
  - ✓ IndyGo new and revised routes
  - ✓ Central Indiana Regional Transportation Authority (CIRTA) mass transit plans
- Manage Direction Downtown signage system
  - ✓ Update district directories
  - ✓ Plan and fund sign/post refurbishment for 2009-2010 installation
- Assist with new or amended ordinances

##### Keep Downtown Clean, Green and Beautiful

- Plant/maintain 2 seasons of flowers in planters; 3 seasons in Wholesale District and Penn St.
  - ✓ Design and fund new planters for 2010-2011 installation
  - ✓ Create/distribute beautification calendar
- Maintain and manage gateways, gardens and urban forest with partners
  - ✓ Implement upgrades at Washington St., Alabama and St. Clair and 10<sup>th</sup> & Central
  - ✓ Coordinate planting, replacement and maintenance of City street trees
  - ✓ Recruit, coordinate and recognize volunteers
  - ✓ Facilitate neighborhood requests
  - ✓ Coordinate maintenance of completed Cultural Trail corridor
- Facilitate IDI's green initiatives
- Implement Pest Bird Task Force plans
- Manage Cleaning Partnership
  - ✓ Conduct 2 sidewalk assessments and improve documenting efficiency
  - ✓ Recruit SW Quad, Canal and east side partners
  - ✓ Implement event and neighborhood cleaning plans
  - ✓ Improve newsracks with City/vendor
- Support East Side redevelopment and Monument Circle planning
- Implement street tree lighting program
- Install Circle of Lights® decor
- Facilitate Beautification Committee

##### Market Downtown through Cooperative Opportunities, Public Relations and Advertising

- Leverage IDI communications tools
  - ✓ Online promotion/advertising schedule
  - ✓ Print promotional/advertising schedule
  - ✓ Radio promotion/advertising schedule
  - ✓ Distribute Downtown map
  - ✓ Distribute bi-monthly calendar
  - ✓ Downtown Guide
  - ✓ Downtown television show
  - ✓ Web enhancements
  - ✓ Expand distribution of weekly email
  - ✓ Monumental Weekend media pitches
  - ✓ Package ready-to-run stories
  - ✓ Downtown banners
  - ✓ Modular newsrack panels
  - ✓ Bi-monthly street level distributions
- Develop and implement cross-marketing programs to showcase Downtown
  - ✓ Best Bargains Parking/Pacers and Colts
  - ✓ Cultural Districts
  - ✓ NCAA, Big 10 Men's & Women's, IHSAA tournaments
  - ✓ Indians
  - ✓ Indy 500/Festival events
  - ✓ Art/nature opportunities
  - ✓ Indiana Black Expo Summer Celebration
  - ✓ Downtown Restaurant Weeks
  - ✓ Allstate 400 at the Brickyard
  - ✓ Red Bull Indianapolis GP
  - ✓ Fall arts/sports season
  - ✓ Circle City Classic
  - ✓ FFA
  - ✓ Holiday season
- Maximize earned media and public relations
  - ✓ Key Downtown opportunities
  - ✓ City projects
  - ✓ IDI/IDMI programs

##### Facilitate Events to Maximize Economic Impact and Strategic Management

- Host Circle of Lights® presented by Quality Connection and IBEW 481
- Strategically facilitate and plan events with Events Advisory Board

#### Administration

##### Funding/Financial Management

- Complete 2009 budget/cash flow
- Conduct annual fundraising campaign
- Seek new revenue opportunities
- File not-for-profit forms and taxes
- Host Investor and Member Councils

##### Results Measurement

- Complete 2009 work plans
- Complete and communicate 2008 Economic Indicators
- Initiate Downtown Perception Survey

##### Information Management

- Maintain CityDesk database
  - ✓ Conduct semi-annual IDI on the Streets
  - ✓ Conduct semi-annual CityDesk clean up
- Upgrade computer hardware/software

