

2012 Key IDI Plans



Mission: IDI exists to improve Downtown Indianapolis. It is action-oriented and addresses critical issues that affect Downtown's growth and well-being. IDI focuses on three areas: development, management and marketing.

Support Key Downtown Opportunities, City Projects and Mayor's Initiatives

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| <ul style="list-style-type: none"> ▪ Improve Public Spaces <ul style="list-style-type: none"> ✓ Georgia Street – Assume Manager responsibilities ✓ Indianapolis Cultural Trail <ul style="list-style-type: none"> • East, north, northeast and west corridors completed • Mitigate construction of central and southeast corridors ✓ Monument Circle - Advance Scoping study concepts ▪ Prepare for Regional Center Plan 2020 update ▪ Support Mayor's Initiatives <ul style="list-style-type: none"> ✓ 16 Tech ✓ GM Stamping Plant ✓ ReZone Indy ✓ SustainIndy ▪ Indy Connect/Mass Transit Referendum | <ul style="list-style-type: none"> ▪ Maximize Key Events <ul style="list-style-type: none"> ✓ Super Bowl XLVI <ul style="list-style-type: none"> • Indianapolis Host Committees • Lucas Oil Stadium area • Super Celebration Sites • Super Sparkle, White Glove Tours, Winter Interest Plantings • Weather Preparedness • Wholesale District/Super Bowl Village ✓ Society of American Travel Writers Conference |
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IDI Core Business

Development

- Strategically Plan Downtown**
- Enhance key areas with stakeholders
 - ✓ Mass Ave
 - ✓ North Meridian St. Area
 - ✓ South Downtown Quads
 - ✓ Wholesale District
 - Zoning, design, liquor license, sidewalk cafe and sign applications/issues
 - ✓ Review ReZone Indy revisions
- Retain and Recruit Downtown Businesses/Development**
- Increase office occupancy with Office Working Group
 - ✓ Headquarters
 - Rolls-Royce
 - NCAA Expansion
 - Exact Target
 - Angie's List
 - ✓ Large/fast growing businesses
 - ✓ Targeted industries
 - ✓ Expiring leases
 - Redevelop obsolete, vacant or under-utilized buildings and lots
 - ✓ CityWay
 - ✓ Consolidated Building
 - ✓ Illinois Building
 - ✓ Market Square Arena area
 - ✓ Old City Hall
 - ✓ Firehouse Headquarters
 - Maximize street level space
 - ✓ Recruit and integrate new businesses
 - ✓ Nordstrom space
 - Communicate market information and leasing/development opportunities
 - ✓ Update development packet
 - ✓ Maintain project list
 - Provide new business orientation/support
- Expand Residential Base**
- Recruit/assist developers to provide housing for entire continuum
 - Package and promote options
 - ✓ Make Yourself at Home campaign
 - ✓ Residents Association/Gathering
 - ✓ Realtor and MIBOR briefings

Management

- Keep Downtown Safe**
- Coordinate with Indianapolis Metropolitan Police Department
 - Strengthen/expand Security Partnership
 - Reduce panhandling/passive solicitation
 - Track statistics and trends
- Keep Downtown Convenient and Accessible**
- Parking/traffic strategic oversight
 - ✓ Facilitate parking/traffic plans
 - ✓ Facilitate ParkIndy meter management
 - ✓ Issue traffic alerts
 - ✓ Parking Partnership
 - Assess parking facilities
 - Conduct semi-annual inventory
 - Communicate parking options
 - Multi-modal mobility enhancements
 - ✓ Bike routes/parking/safety
 - ✓ Clean Energy alternatives
 - ✓ Mass transit plans
 - Direction Downtown signage system
 - ✓ Update district map pedestals/directories
 - Assist with new or amended ordinances
- Keep Downtown Clean, Green and Beautiful**
- Design, install and maintain planters
 - ✓ Create/distribute beautification calendar
 - ✓ Install specialty winter art for Super Bowl
 - Manage gateways, gardens and urban forests
 - ✓ 8 gateways and gardens
 - ✓ City tree planting, replacement, maintenance
 - ✓ Neighborhood requests
 - Facilitate Beautification Committee
 - Implement Pest Bird Task Force plans
 - Manage Cleaning Partnership
 - ✓ Conduct and distribute 2 sidewalk assessments
 - ✓ Event and neighborhood cleaning efforts
 - ✓ Implement trash wraps
 - ✓ Improve newsracks with City/vendor
 - ✓ Mitigate graffiti
 - Install and maintain street tree lights
 - Install Circle of Lights® decor

Marketing

- Leverage Communications Tools**
- Online promotion/advertising schedule
 - Print promotion/advertising schedule
 - Radio promotion/advertising schedule
 - Downtown Guide
 - Downtown television show
 - Web optimization
 - App/Mobile/E-media
 - Weekly e-mail
 - Monumental Weekend media pitches
 - Downtown banners
 - Modular newsrack panels
 - Monthly street level email
- Develop and Implement Cross-Marketing Programs**
- Cultural Districts
 - Men's & Women's Big Ten, IHSAA Basketball
 - Indians
 - Indy 500/Festival events
 - White River State Park Concerts on the Lawn
 - Indiana Black Expo Summer Celebration
 - Devour Downtown (winter and summer)
 - Crown Royal "Your Hero Here" 400 at the Brickyard
 - Red Bull Indianapolis GP
 - Fall arts/sports season
 - Circle City Classic
 - FFA
 - Holiday season
 - Big Ten Football Championship
- Maximize Earned Media and Public Relations**
- Key Downtown opportunities
 - City projects
 - IDI/IDMI programs
- Maximize Event Economic Impact**
- Host 50th Circle of Lights® presented by Quality Connection and IBEW 481
 - Strategically facilitate and plan events with Events Advisory Board

Administration

Funding/Financial Management

- Manage 2012 budget/cash flow
- Conduct annual fundraising campaign
- Assess and secure new revenue
- File not-for-profit forms and taxes

Results Management

- Complete 2012 work plans
- Complete and communicate 2011 Economic Indicators
- Complete and communicate Downtown Perception Survey
- Plan for IDI 20th Anniversary (2013)

Manage Information Management

- Maintain CityDesk database
- Upgrade computer hardware/software