



Super Sparkle Beautification and Cleaning Program

Let's Put a Super Sparkle on Downtown

Indianapolis Downtown, Inc., the City and partners work hard to keep Downtown safe and beautiful. This winter Downtown will host thousands of visitors and sports fans. Now is the time to make Downtown shine.

Property Owner Call to Action

There are many ways to create a warm welcome and great first impression. Many action items can be done at little to no cost. Please inspect your property and take action now.

- ✓ Inspect your property from a visitor's perspective: Clean | Well-Lit | Welcome Signage | Exterior Signage | Awnings | Landscape | Paint | Windows | Flags
- ✓ Complete concrete / asphalt repairs
- ✓ Wash windows and doors
- ✓ Add winter-hardy plants and color
- ✓ Replace interior and exterior light bulbs
- ✓ Clean or replace entry way rugs, plants, décor
- ✓ Clean and paint tree grates and building exterior
- ✓ Pressure wash sidewalks
- ✓ Remove graffiti and stickers
- ✓ Install twinkle lights
- ✓ Make sure snow and ice are removed
- ✓ Place Super Bowl Presence signage in active and vacant windows

Here are just a few examples of what we are doing:

- ✓ Work with vacant property owners to ensure their property appearance is clean and well maintained
- ✓ Assess sidewalks and parking facilities and address needs
- ✓ Plant winter landscaping in 192 Downtown planters
- ✓ Install twinkle lights on more than 150 Downtown trees
- ✓ Conduct White Glove Tours with public and private sector partners to identify and address areas of need
- ✓ Pressure wash key sidewalks
- ✓ Coordinate volunteers for plantings, clean ups and more
- ✓ Update and repair Direction Downtown signage

Let's work together to treat our guests to the cleanest, safest and best Downtown.

We're here to help. Let us know if you see any areas of need.
317.237.2222 | www.indydt.com