

Goal: Partnering for Success

Initiative 1: Energize Downtown

Indiana State University (ISU) values its community partners and is working together to revitalize downtown Terre Haute and the neighborhoods surrounding campus. These efforts are enhancing the campus environment for students and creating opportunities for economic development throughout the community.

The University has partnered with the City of Terre Haute, the Terre Haute Chamber of Commerce, Downtown Terre Haute, Inc. and others to identify methods by which ISU can best affect the redevelopment of downtown. We are already succeeding as a catalyst for revitalizing the city core through ongoing projects such as the ISU Barnes & Noble bookstore and Foundation offices, the Scott College of Business, and the intent to develop off campus student housing downtown.

During Fiscal Year 2011, the Energize Downtown team will continue to concentrate on its retail recruitment strategy and the development of a cooperative marketing initiative for existing downtown merchants. Much work has already been completed in studying the current market conditions of the district, the feasibility of locating a potential business accelerator downtown, and developing a retail recruitment strategy compatible with the college population.

Immediate outcomes have already been realized as the Business Engagement Center is actively working with two national franchise opportunities interested in downtown Terre Haute site. Both companies have cited ISU's growth as a significant factor in the decision to locate downtown.

Further success will rely on the resources available to complete the market study, deliver recruitment materials to targeted merchants, and develop a cooperative marketing program for the district. The Energize Downtown team will continue to need student interns and/or graduate assistants to produce and execute survey material, interview students and merchants, coordinate engagement forums, and compile database information to assist in retail recruitment.