

Partnering for Success - Initiative 1 (Energize Downtown) White Paper / Budget Request – FY12

Introduction/Background:

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.

ISU students are increasingly engaging in the process of energizing downtown and 2012 will be a critical year to build upon ISU's engagement and partnerships with downtown Terre Haute merchants and stakeholders.

Already, 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 2012, the Energize Downtown team will continue to concentrate on its retail recruitment strategy and the development of the cooperative marketing initiative for existing downtown merchants – in partnership with Downtown Terre Haute, Inc. In addition, the team has identified three specific projects with area arts groups that will address the challenge of supporting and engaging the arts and cultural community of downtown.

The Energize Downtown team will continue to need student interns and/or graduate assistants to assist in organizing data, communicate with prospects, produce and analyze survey material, interview students and merchants, coordinate engagement forums, and compile database information to assist in retail recruitment.

Proposal/Purpose/Justification:

The university recognizes the importance and value of building a great “college town” and is committed to working collaboratively with arts and community development partners to ensure the continued revitalization of downtown Terre Haute. These efforts provide experiential learning opportunities for students, faculty and staff and help enhance the overall campus environment, which, in turn, will have a positive impact on recruitment and retention of quality students and faculty.

The Energize Downtown projects identified for FY2012 will provide ISU the opportunity to demonstrate tangible results in partnership with downtown merchants, developers and arts organizations. The initiative will also continue to strengthen the town/gown relationship and lead to further mutually beneficial projects.

Action Steps and Schedule:

The Energize Downtown initiative will concentrate on four primary goals for FY 2012. The following action steps are presented by project:

1. Retail Recruitment (ongoing):
 - a. Continue to identify retail prospects, refine market data information and communicate downtown Terre Haute's message of revitalization and growth (Fall 2011).
 - b. Work with area developers to promote downtown Terre Haute to potential retail business interests (ongoing).
 - c. Coordinate with university downtown housing project to identify optimal retail outlets (FY12).

2. Gilbert Wilson Memorial Mural Project (Spring Semester 2012):
 - a. Identify additional support (College of Arts & Sciences, Center for Community Engagement, and the Terre Haute Children's Museum, etc.)(2011).
 - b. Select and convene juried committee (Jan. 2012).
 - c. Determine site location (likely to be TH Children's Museum).
 - d. Issue request for artists – select artist (Feb. – Mar. 2012).
 - e. ISU art students engage with artist to complete mural (March – April 2012).
 - f. Public unveiling and reception (late April, 2012).

3. Arts Corridor Banner Competition (July – Dec. 2011):
 - a. Assemble panel of downtown stakeholders (July 2012).
 - b. Issue call for entries (July, 2011).
 - c. Select finalists (Sep. 28-30, 2011).
 - d. Review entries and select winner (Oct. 5-7, 2011).
 - e. Host public event at downtown location (late Oct., 2011).
 - f. Produce and install new banners along Arts Corridor (early Nov., 2011).

4. Planning for 2013 – *The Year of the River* (July – Dec. 2011):
 - a. Organize conveners (Arts Spaces, Arts Illiana, Rose-Hulman, ISU).
 - b. Identify and invite community organizations/institutions to participate (July, 2011).
 - c. Planning meeting with all participants (identify specific events, themes and projects) (August, 2011).
 - d. Graphic design and printing of promotional pieces (throughout 2012).
 - e. Continue to coordinate, plan and execute *Year of the River* theme (throughout 2012).

Budget:

The Energize Downtown team requests \$28,500 for FY 2012 to support and fulfill its mission of building a great college town and further engaging with the Terre Haute arts community. This amount includes \$11,500 in previously approved base budget costs and \$17,000 in one-time, project related costs.

Management Plan:

There are a number of ISU staff, faculty and students engaged in the management and execution of the Energize Downtown initiative, which also includes a number of external partners and stakeholders.

Maggie Slaven (ISU Foundation) and Chris Pfaff (Business Engagement) are providing leadership for the Energize Downtown Team, assisted by Pam Chamberlain (Business Engagement AA) and two ISU student interns.

ISU faculty has also been instrumental in helping move forward the initiative. Sarah Williams (College of Business), Brad Venable (Art Dept.) and Allan Albig (Dept. of Biology) have all served as members of the team and helped review project materials and conduct downtown engagement activities. Our goal for 2012 is to continue using our faculty team members to actively plan and organize specific projects throughout the year.

Externally, the staff of Arts Spaces, Inc., Swope Art Museum, Arts Illiana, Terre Haute Children's Museum, Downtown Terre Haute, Inc. and the City of Terre Haute will work collaboratively to manage and organize activities described for FY 2012.

Outcome Assessment & Future Testing :

The benchmark goals for Energize Downtown vary by project. For example, the 7th Street Arts Corridor banner competition, the Gilbert Wilson Memorial Mural project, and the planning for 2013 – *The Year of the River* each have specific timelines and benchmarks for completion. The culminating events for the banner and mural projects will be the public unveilings and receptions for each piece. The river theme project has a bit longer timeline, but most of the initial planning will be conducted between the 2011-2012 academic year. Goal accomplishment for this project will be realized as participating organizations incorporate river-related events throughout 2013.

Outcome and assessment for the retail recruitment effort will span multiple years. The Energize Downtown team has already experienced some early success with businesses showing increased interest in being located downtown. Chavas Mexican Grill, the Blu Katt Lounge, and J. Gumbo's are examples of new college-oriented retailers opening shop along Wabash Avenue. The ISU Business Engagement Center has also been communicating with a few franchise prospects interested in a downtown Terre Haute location. The best opportunities we have to recruit additional retailers will come when developers complete the new commercial structures planned for Wabash Ave. and 9^{1/2} St. and the new ISU downtown student housing projects.

Budget Narrative for Partnering for Success - Initiative 1 (Energize Downtown)

FY12 Budget Narrative

1. Student Interns wages: \$10,000 (base budget) - \$2,000 (one-time expense)

Description – three (3) student interns to assist in the production and execution of project materials, work with downtown stakeholders, coordinate engagement efforts, and compile database information to assist committee in executing action steps.

2. Operational supplies and expenses: \$1,500 (base budget) - \$2,500 (one-time expense)

Description - media materials and some hospitality costs to assist in the communication of market data, retail recruitment packets, report of accomplishments and community arts projects. Publish materials to communicate results of Energize Downtown success.

3. Contractors/Consultants: \$10, 500 (one-time expense)

Description – to partner with downtown arts and community developers (Art Spaces, Arts Illiana, Gilbert Wilson Memorial Mural organizers, etc.) to plan, organize and execute the projects described above. The funds will be used specifically to support the administration and planning for *The Year of the River* project, the Arts Corridor banner competition, and an artist stipend for the Gilbert Wilson mural project. Each project will leverage talent from ISU and provide faculty and students experiential learning opportunities throughout the process.

4. Capital Expenses: \$2,000 (one-time expense)

Description – material and printing cost to produce new banners for the 7th Street Arts Corridor.

FY2012 Total Energize Downtown Budget Request: \$28,500