

Partnering for Success - Initiative 1 (Energize Downtown) White Paper / Budget Request – FY13

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 2013 will be a critical year to build upon ISU's engagement and partnerships with downtown Terre Haute merchants and stakeholders.

The University has already partnered with the City of Terre Haute, the Terre Haute Chamber of Commerce, Downtown Terre Haute, Inc. and others to identify and implement methods by which ISU can best affect the redevelopment of downtown. We are already succeeding as a catalyst for revitalizing the city core through completed and 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 2013, the Energize Downtown team will continue to concentrate on its retail recruitment strategy and the further growth and 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 research and organize 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, is having a positive impact on recruitment and retention of quality students and faculty.

The Energize Downtown projects identified for FY2013 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 2013. The following action steps presented by project:

1. Retail Recruitment (ongoing):
 - a. Continue to identify retail prospects, refine market data information and communicate the Downtown Terre Haute message of revitalization and growth (ongoing).
 - 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 compatible with Energize Downtown goals of ISU (FY13).

2. Gilbert Wilson Memorial Mural Project (Fall and Spring Semesters 2012-13):
 - a. Identify additional support (grant and partnership research (2012).
 - b. Select and convene juried committee (Spring Semester, 2013).
 - c. Determine site location (intended to be near Wabash River).
 - d. Issue request for artists – select artist (Summer 2013).
 - e. ISU art students engage with artist to complete mural (2013).
 - f. Public unveiling and reception (TBD).

3. Turn to the River Project (August 2012 – June 2013):
 - a. Project planning and charrettes with key partners (Fall 2012).
 - b. Artist visits and public events (throughout 2013).
 - c. Revised and final draft of plan for Mayor and BPW (no later than July 2014).

4. Planning for 2013 – *The Year of the River* (July 2012 – Dec. 2013):
 - a. Organize conveners (Arts Spaces, Arts Illiana, Rose-Hulman, ISU).
 - b. Identify and invite community organizations/institutions to participate (July, 2012 - ongoing).
 - c. Eco-artist visits (2013).
 - d. Graphic design and printing of promotional pieces (throughout 2012 - 2013).
 - e. Continue to coordinate, plan and execute *Year of the River* theme (throughout 2012-13).
 - f. “River Chatter” series (2013).

Budget:

The Energize Downtown team requests \$36,780 for FY 2013 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 \$25,280 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 2013 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 2013.

Outcome Assessment & Future Testing :

The benchmark goals for Energize Downtown vary by project. For example, the Turn to the River initiative, 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 mural project will be the public unveiling and reception. The river theme project has a bit longer timeline, but most of the initial planning will be conducted between the 2012-2013 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. Lynn's Boutique, Cocoa Loft, Chava's 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) - \$2,480 (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: \$5,500 (base budget) - \$3,000 (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: \$15,800 (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, 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: \$0

FY2013 Total Energize Downtown Budget Request: \$36,780