

Strategic Plan – Initiative Work Plan FY2014

Initiative Name Energize Downtown to Create a Great College Town Date 5/30/13

Goal # Partnering for Success Goal Chair(s) Diann McKee

Initiative # 1 Initiative Chair(s) Interim, Jessica Starr (Chris Pfaff returning January 2014)

Thesis Statement Indiana State University (ISU) students are increasingly engaged in the process of energizing downtown and 2014 will be a critical year to build upon the success of ISU's engagement and partnerships with downtown Terre Haute merchants, the local arts community and other stakeholders.

Introduction/Background

The University continues to partner 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 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.

Proposal/Purpose/Justification

During Fiscal Year 2014, the Energize Downtown team will continue to concentrate on working with local developers and property owners to improve the capacity for retail recruitment, and further 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 research and organize data, communicate with prospects, produce and analyze marketing material, coordinate student and merchant groups, and compile database information to assist in retail recruitment.

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 FY2014 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.

Strategic Plan – Initiative Work Plan FY2014

Discussion of Past Years Results – Benchmark Successes

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 had specific timelines and benchmarks for completion. The culminating events for the mural project will be the public unveiling and reception. The Year of the River has been successful. This project has created more awareness of the Wabash River and community unity. Goal accomplishment for this project have been realized as participating organizations incorporated 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. Cocoa Loft, Chava’s Mexican Grill, and J. Gumbo’s are examples of new college-oriented retailers opening shop along Wabash Avenue. J Gumbo’s has taken the opportunity to relocate to a larger location on Wabash Ave and expand into a full service dinner menu. This move allows for another retailer to locate on 5th and Wabash. 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 ISU downtown student housing projects.

Work Plan and Deliverable Schedule, Next Fiscal Year

The plan will be accomplished through the following:

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 2014).
 - b. Work with area developers to promote downtown Terre Haute to potential retail business interests (ongoing).
 - c. Coordinate with university and Thompson Thrift on downtown housing project to identify optimal retail outlets (FY14).
 - d. Update and revise market study with students.

2. Sculpture for the Arts Corridor Project (Spring Semester 2014):
 - a. Identify additional support (Wabash Valley Community Foundation, Terre Haute Arts Grants, Duke Energy Foundation).
 - b. Select and convene juried committee (September 2013).
 - c. Determine site location (likely to be intersection just south of Ohio Street on the East Side of 7th Street).
 - d. Issue request for artists – select artist (October– December 2013).
 - e. ISU art students engage with artist to complete sculpture (January-April 2014).
 - f. Public unveiling and reception (late May 2014).

Strategic Plan – Initiative Work Plan FY2014

3. Paul Dresser Project (July 2013 – June 2014):
 - a. Site location has been determined near Dresser’s house in Fairbanks Park.
 - b. Issue national search for artist (July 2013).
 - c. ISU art students engage with artist to complete sculpture (January-April 2014).
 - d. Public unveiling and reception (June 2014).

4. Turn to the River Plan (July – Dec. 2011):
 - a. Survey distribution (May 2013)
 - b. Data compilation (June 2013-July 2013)
 - c. Draft of plan (September-November 2013)
 - d. Meeting with planning charrettes (November 2013)
 - e. Public open house (April 2014)
 - f. Presentation of the final Plan (June 2014).

Budget

The Energize Downtown team requests \$32,700 for FY 2014 to support and fulfill its mission of building a great college town and further engaging with the Terre Haute arts community.

1. Student Interns wages: \$11,200 (base budget) - \$3,000 (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: \$5,000 (base budget)

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. Publish DTH Way Finding Map.

3. Contractors/Consultants: \$13,500 (one-time expense)

Description – to partner with downtown arts and community developers (Art Spaces, Arts Illiana, City of Terre Haute etc.) to plan, organize and execute the projects described above. The funds will be used specifically to support the continued planning on the Turn to the River project, and artist’s stipends for the Paul Dresser Sculpture and Arts Corridor Sculpture. Each project will leverage talent from ISU and provide faculty and students experiential learning opportunities throughout the process.

4. Capital Expenses: \$0

Strategic Plan – Initiative Work Plan FY2014

FY2014 Total Energize Downtown Budget Request: \$ 32,700

7. Stakeholders and Management Plan

Jessica Starr (Business Engagement) is providing leadership for the Energize Downtown Team assisted by Pam Chamberlain, (Business Engagement AA), and two ISU student interns

Externally, the staff of Arts Spaces, Inc., Swope Art Museum, Arts Illiana, Downtown Terre Haute, Inc. and the City of Terre Haute will work collaboratively to manage and organize activities described for FY 2014.

8. Outcome Assessment & Future Testing

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.

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9. Line Item Budget Discussion that tracks Budget Templates

Fall Semester (20 hours/week @ \$10/hour x 14 weeks x 2 students)	\$ 5,600
Spring Semester (20 hours/week @ \$10/hour x 14 weeks x 2 students)	\$ 5,600
Art Spaces intern (300 hours one-time payment)	\$ 3,000
Energize DT Supplies/materials	\$ 5,000
Turn to the River	\$ 3,500
Paul Dresser Sculpture	\$ 5,000
Arts Corridor Sculpture	<u>\$ 5,000</u>
Total	\$32,700