



2022 Annual Report



DowntownWabash.org

HELLO, MY NAME IS **DOWNTOWN WABASH**



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THE NONPROFIT

Following 40 years as Wabash Marketplace, Inc., we've made the transition to our new identity as Downtown Wabash, Inc. We operate as a Nationally Accredited Main Street Organization, which means our nonprofit is dedicated to downtown revitalization.

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THE DESTINATION

Downtown Wabash sits in the valley between the Wabash River and the Hill Street railroad tracks. Recently designated a Cultural District by Indiana Arts Commission, Wabash is an arts and culture destination in Northeast Indiana. The footprint includes impressive architecture identified in the Historic District.

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THE OFFERINGS

Downtown Wabash features boutique shopping, live entertainment, movies, food and drink, lodging and recreational offerings. There is always something to do with nearly 40 free community events, such as First Friday and Farmers Market.

OUR VISION

A DOWNTOWN DISTRICT THAT IS VIBRANT, EVERY DAY AND NIGHT, 24 HOURS A DAY, 7 DAYS A WEEK, 365 DAYS A YEAR, WHERE DOWNTOWN IS THE GO-TO PLACE FOR ARTS, SHOPPING, DINING, ENTERTAINING, & LIVING.

OUR MISSION

TO BE A CATALYST FOR COMMUNITY AND ECONOMIC REVITALIZATION, AS A NONPROFIT ORGANIZATION UTILIZING THE MAIN STREET APPROACH IN DOWNTOWN WABASH.

OUR TRANSFORMATION STRATEGY

ARTS & CULTURE



WHY IS DOWNTOWN IMPORTANT?

Quality of Place for Population Growth

Downtowns are important because they provide quality of place. People want distinct, active places. Wabash County needs people to grow our population.

Downtowns across the country are experiencing new investment fueled by demographic changes, remote work capability and desire for walkable, mixed-use places. Wabash is no different with developers, residents and tourists rediscovering Downtown over the past two decades. Since the year 2000, more than \$73 million dollars have been invested in downtown projects. That's \$3M per year. Continued growth and development is necessary in Downtown because of the role it continues to play in shaping the city's culture, identity and quality of place.

MEET OUR TEAM



Andrea Zwiebel

EXECUTIVE
DIRECTOR



Morgan Ellis

PR & MARKETING
MANAGER



Carly Hawkins

DOWNTOWN
COORDINATOR

**For every \$1 spent in small businesses in
Downtown Wabash, 67¢ stays in the local
economy.**

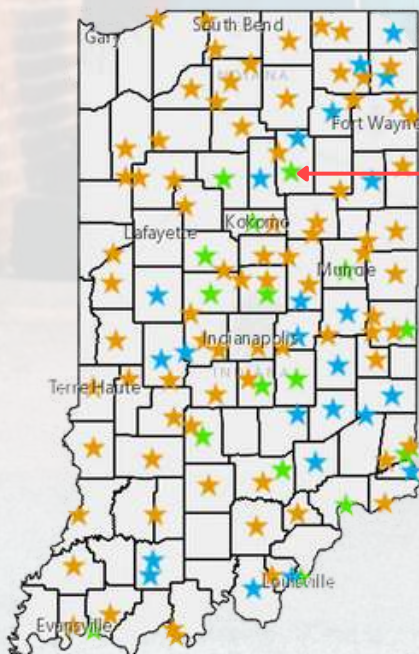
MISSION: ACCOMPLISHING

We work as place makers to achieve our mission as a Main Street Organization.

A nonprofit Main Street Organization works day-in, day-out to transform communities, celebrate historic character and revitalize local economies across the country.



WE'RE ONE OF THE 1,200 PROGRAMS ACROSS 45 STATES WITH MAIN STREET AMERICA.



WITHIN INDIANA, WE'RE 1 OF 118 PROGRAMS EVALUATED BY INDIANA'S OFFICE OF COMMUNITY & RURAL AFFAIRS.



OF THE 118 PROGRAMS IN INDIANA, ONLY 17 ARE NATIONALLY ACCREDITED. WE'RE THE ONLY NATIONALLY ACCREDITED PROGRAM IN NORTHEAST INDIANA.

MISSION: ACCOMPLISHING

As a Main Street Organization, we lean on our network across the state and nation to understand trends in Main Streets such as...

PRIORITIZING HOUSING AND THEN DOUBLING THE CURRENT INVENTORY

CHAMPIONING SMALL-SCALE DEVELOPMENT PROJECTS UNDER \$5M

IDENTIFYING A TRANSFORMATION STRATEGY, IN OTHER WORDS PICKING ONE TOPIC FOR A DISTRICT TO LASER FOCUS ITS PROGRAMMING EFFORTS

So, is this revitalization model working?



DOWNTOWN
WABASH
CONTRIBUTES
19 OF THESE
HOOSIER JOBS

DOWNTOWN
WABASH
CONTRIBUTES
\$3 MILLION IN
INVESTMENTS

Investment dollars, hard at work.



2021 Reinvestment Impact



\$5.7 Billion
Reinvested
Locally



6,601
Net New
Businesses



10,595
Buildings
Rehabbed



1.4 Million
Volunteer
Hours

These estimates are based on statistics gathered from January 1, 2021 to December 31, 2021 for all designated Main Street communities nationwide. There were 1,198 Accredited and Affiliate programs included in the report.

Image: Biddeford, Maine

Every \$1 invested in our mission leverages \$19.24 in new investment in our community.

DOWNTOWN INVESTMENTS: *IN REAL TIME* *KYLE & AUBREY WILLIAMS. KWA HOLDINGS*

This husband/wife duo, together, form a real estate investment firm and own several rental properties in Wabash, Indiana. They decided to take on their first commercial property by purchasing the building that Wabash knew as Stinson's Trading Post. For many years, Stinson's sat on the real estate market with a tired, powder blue exterior. Mr. & Mrs. Stinson had dreams of retiring and hoped the right buyer would come along. We took notice of this issue and committed to doing what we could to find a new buyer for the largest building available on the market. Bigger buildings mean bigger construction projects and less prospective buyers. Mrs. Stinson dreamed of a brick red exterior and asked us for a facade grant. We provided a 50% match for the \$20,000 exterior project and called in experts from Ball State University to provide a history of the building and create a 47-page feasibility study for reinvestment. Shortly after, Mrs. Stinson passed away, leaving Mr. Stinson to find a buyer. Then came Kyle & Aubrey, who saw the vision for the building, past the shelves full of inventory, for this building's new beginning.



FUN STATS. WORTH NOTING



IN 2022, WE'LL HAVE HOSTED NEARLY 40 EVENTS
WITH 31,000 GUESTS IN ATTENDANCE

IN 2022, IN-KIND DONATIONS AND SUPPORT FROM
COMMUNITY PARTNERS WAS VALUED AT MORE
THAN \$43,500

ON AVERAGE, SMALL BUSINESSES REVENUE ON
FIRST FRIDAYS IS UP BY MORE THAN 350%

DOWNTOWN WABASH, INC. EXECUTED ITS FULL
REBRAND FROM WABASH MARKETPLACE, INC.

DOWNTOWNWABASH.ORG RECEIVED THE NON-
PROFIT STANDARD OF EXCELLENCE AWARD IN THE
WEB MARKETING ASSOCIATION'S 2022 WEBAWARDS
COMPETITION

MORE THAN 45 DOWNTOWN WABASH FARMERS MARKET
VENDORS BROUGHT IN MORE THAN \$150K IN SALES

SUPPORT FROM 163 MEMBERS

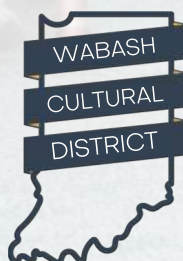
2022 KICKED OFF THE OFFICIAL CELEBRATION OF THE
WABASH CULTURAL DISTRICT

TRICK-OR-TREAT EXTRAVAGANZA BROUGHT IN MORE
THAN 4,000 GUESTS

HONEYWELL ARTS & ENTERTAINMENT WAS AWARDED THE
STEVEN H. DOWNS DOWNTOWN LEGACY AWARD



First Friday
DOWNTOWN WABASH




FARMERS MARKET
DOWNTOWN WABASH

WELCOME TO DOWNTOWN

**2022 welcomed 12
new businesses to
Downtown Wabash.**

4 Partners in Crime

14 W. CANAL St.

Barabbas Barbecue

MOBILE FOOD TRUCK

Canal Crossing Apartments

98 W. CANAL ST.

Frontline Pest Management

67 S. WABASH ST., SUITE A

La Padrona Trattoria

256 S. MIAMI ST.

Light City Bible Church

477 N. WABASH ST.

Lily's-N-Things

189 S. MIAMI ST., SUITE 2

Moon Dog

233 S. MIAMI ST.

Myo Wellness

56 W. MARKET ST., SUITE 5

Our House Real Estate

92 W. CANAL ST.

Rise Up Dance

120 W. CANAL ST.

Vault 85 Menswear

98 W. CANAL ST.

**2022 welcomed at
least 2 new families
to Wabash with credit
to Wabash First
Fridays**



Cindy & Stephen | Moved to Wabash from Westfield, IN

"WE WERE SO AMAZED BY THIS COMMUNITY
AND THAT'S WHY WE CHOSE TO MOVE HERE."



Kristine & Bill | Moved to Wabash from Logansport, IN

"WE MOVED FROM LOGANSPORT ... WE LOVE
WABASH FOR SO MANY REASONS AND NOW
WE HAVE ANOTHER ONE!"

2022 BOARD OF DIRECTORS

Jordan Tandy
PRESIDENT

Amanda Lopez
VICE PRESIDENT

Nate Fansher
TREASURER

Kara Fulmer
SECRETARY

Neil Bever
MEMBER

Amy Ford
MEMBER

Nick Hentgen
MEMBER

Jan Roland
MEMBER

Kelli Winer
MEMBER

Mayor Long
EX-OFFICIO

Christine Flohr
EX-OFFICIO

Keith Gillenwater
EX-OFFICIO

2023 Incoming Board Members



Julie Dickey
4 PARTNERS IN CRIME



Noah Roberts
FORD METER BOX



Shane Waters
ARC LIGHT MEDIA



Erika White
CROSSROADS BANK

THANK YOU

THANK YOU TO OUR BOARD OF DIRECTORS
AND VOLUNTEERS THAT SERVE ON OUR
COMMITTEES:

Design
Economic Vitality
Organization
Promotion
Wabash Cultural District

IN MEMORY: *Doug Adams*

**Doug served for three years on our Board of
Directors and was an active volunteer in
Downtown Wabash.**