



**DOWNTOWN  
WABASH**  
INC.

# 2023 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. Designated a Cultural District by Indiana Arts Commission in 2021, 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 30+ 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 \$76 million dollars have been invested in downtown projects. That's \$3M per year. Continued growth and development are 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



**Adrianna Town**

MARKETING  
MANAGER



**Carly Hawkins**

DOWNTOWN  
COORDINATOR

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

# MAIN STREET CONCEPT

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 116 PROGRAMS EVALUATED BY INDIANA'S OFFICE OF COMMUNITY & RURAL AFFAIRS.



OF THE 116 PROGRAMS IN INDIANA, ONLY 16 ARE NATIONALLY ACCREDITED. WE'RE THE ONLY NATIONALLY ACCREDITED PROGRAM IN NORTHEAST INDIANA.

# IMPACT OF MAIN STREET

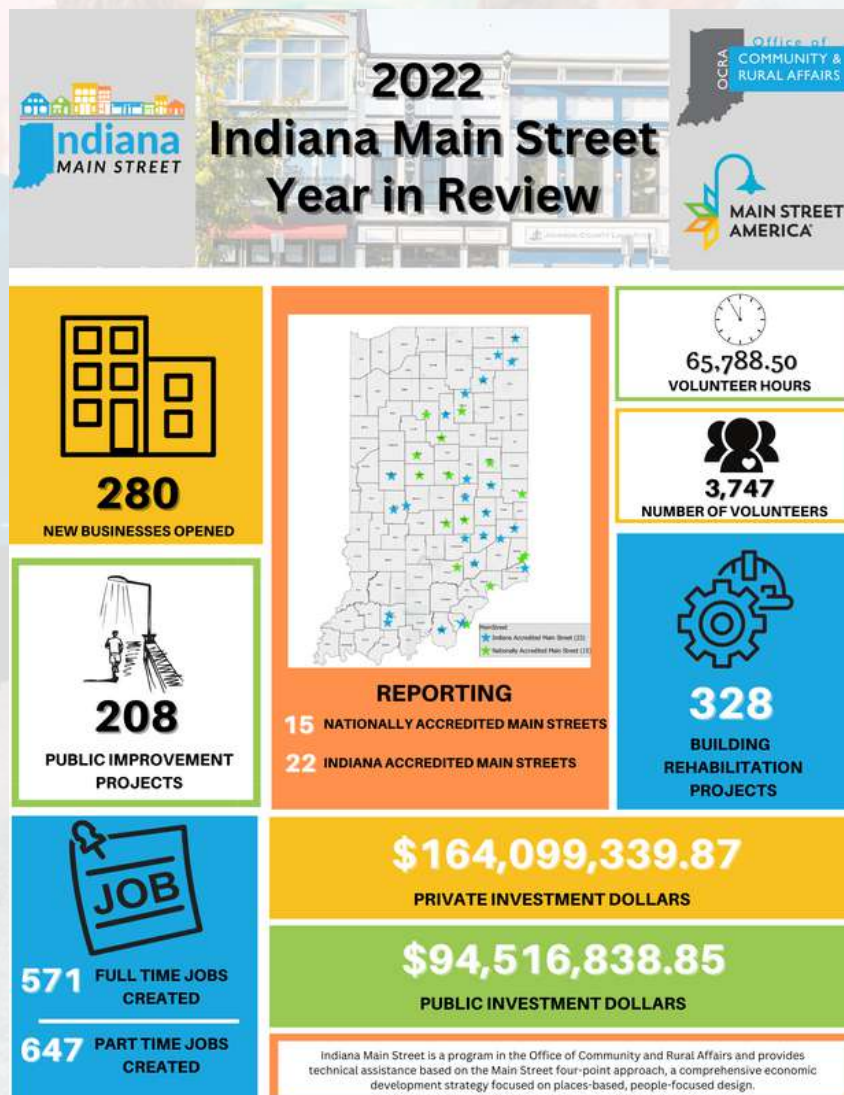
As a Main Street Organization, we lean on our network across the state and nation to understand trends in Main Streets such as...

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?





# Investment dollars, hard at work.

MAIN STREET  
AMERICA®

## 2022 Reinvestment Statistics

Dollars Reinvested*:	\$6.25 billion
Buildings Rehabilitated:	10,688
Net Gain in Jobs:	29,174
Net Gain in Businesses:	7,657
Reinvestment Ratio**:	\$24.07:1

STATISTICS FROM MAIN STREET AMERICA

Every \$1 invested in our mission leverages \$24.07 in new investment in our community.

**DOWNTOWN INVESTMENTS:** *IN REAL TIME*  
*ALLEY CAT OUTFITTERS, 100 BERRY ST.*



# DOWNTOWN 2030

**A brand-new strategic plan to provide a roadmap for the next 8 years in Downtown Wabash**

## STRATEGIC GOALS

### GOAL 1

#### DESIGN

Develop space and place by enhancing the physical assets in the district and highlighting the Wabash Cultural District

- Increase public art installations in the Downtown Wabash district
- Integrate immersive, hands-on arts and cultural experiences
- Improve the pedestrian experience with outdoor placemaking initiatives

### GOAL 2

#### ECONOMIC VITALITY

Cultivate a strong, collaborative and diverse economic base, especially with business and property owners

- Diversify makeup of downtown business types with recruitment strategies
- Champion established businesses in the Downtown district
- Grow the economic impact of supporting local businesses
- Increase utilization and occupancy rate of downtown buildings
- Increase housing in the Downtown district

### GOAL 3

#### ORGANIZATION

Focus on partnerships and resources to create a cohesive vision, collective mindset and a thriving nonprofit organization

- Increase and diversify funding
- Grow business membership with a collective mindset
- Nurture community partnerships in adopting the Downtown Wabash, Inc. strategic plan
- Increase organizational capacity

### GOAL 4

#### PROMOTION

Showcase our unique downtown experience with storytelling and events encouraging each market segment to shop, dine, have fun, work, live and invest

- Attract new residents to live in Downtown
- Focus on diversifying the business mix with recruitment strategies
- Encourage downtown district visits/patronage beyond events
- Increase out-of-town revenue in the Downtown district
- Increase awareness of the Wabash Cultural District

# 2023 ACCOMPLISHMENTS



HOSTED NEARLY 40 EVENTS WITH 42,000 GUESTS  
IN ATTENDANCE

IN-KIND DONATIONS AND SUPPORT FROM  
COMMUNITY PARTNERS WAS VALUED AT MORE  
THAN \$44,800

EMMERSON CHELLIS FROM SOUTHWOOD HIGH  
SCHOOL INTERNEED IN FALL 2023

DOWNTOWN 2030 WAS ADOPTED IN APRIL 2023 AS  
THE NEW STRATEGIC PLAN

DOWNTOWN WABASH WAS A FINALIST FOR THE  
PRESERVING MAIN STREET GRANT FROM OFFICE OF  
COMMUNITY AND RURAL AFFAIRS TO BRING \$2M IN  
FACADE FUNDING TO HISTORIC BUILDINGS

RECORD BREAKING YEAR FOR DOWNTOWN WABASH  
FARMERS MARKET WITH MORE THAN \$225K IN SALES

SUPPORT FROM 163 MEMBERS

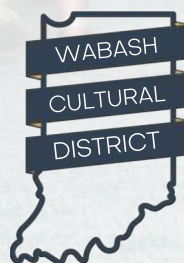
TWO NEW MURALS WERE DEDICATED IN THE WABASH  
CULTURAL DISTRICT

TRICK-OR-TREAT EXTRAVAGANZA BROUGHT IN MORE  
THAN 4,500 GUESTS

AWARDED TWO PROFESSIONAL DEVELOPMENT  
SCHOLARSHIPS TO DOWNTOWN BUSINESSES



*First Friday*  
DOWNTOWN WABASH



  
**FARMERS MARKET**  
DOWNTOWN WABASH



# MEMORIES IN DOWNTOWN



# 2023 BOARD OF DIRECTORS

**Amanda Lopez**  
PRESIDENT

**Amy Ford**  
VICE PRESIDENT

**Kara Fulmer**  
TREASURER

**Neil Bever**  
SECRETARY

**Cathy Gatchel**  
MEMBER

**Noah Roberts**  
MEMBER

**Jordan Tandy**  
MEMBER

**Shane Waters**  
MEMBER

**Erika White**  
MEMBER

**Kelli Winer**  
MEMBER

**Mayor Long**  
EX-OFFICIO

**Christine Flohr**  
EX-OFFICIO

**Keith Gillenwater**  
EX-OFFICIO

## 2024 Incoming Board Members



**Bob Lundquist**  
LUNDQUIST  
APPRAISALS &  
REAL ESTATE



**Isaias Tactuk**  
MARKET STREET  
GRILL



**Wade Shemwell**  
VAULT 85  
MENSWEAR

## THANK YOU

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

- Design**
- Economic Vitality**
- Organization**
- Promotion**
- Wabash Cultural District**

CONGRATULATIONS TO:

*Lisa Gilman*

2023 recipient of the Steven H. Downs Downtown Legacy Award for her commitment to historic preservation, development of luxury housing units and creation of Wabash Woollen Works