



DOWNTOWN

WABASH

INC.

2024 Year in Review



MAIN STREET
AMERICA



DowntownWabash.org

WHY IS DOWNTOWN IMPORTANT?

Quality of Place for Population Growth

Downtowns play a vital role in creating a high-quality of place. People are drawn to vibrant, distinctive, and active spaces, making them essential for fostering community and growth. For Wabash, a thriving downtown is crucial for attracting new residents and growing the population. Across the nation, downtowns are experiencing a resurgence, driven by demographic shifts, the rise of remote work, and the growing demand for walkable, mixed-use areas. Wabash is no exception. Over the past two decades, downtown Wabash has seen a remarkable transformation, with more than \$76 million invested in various projects since 2000—an average of \$3 million per year. This continued investment underscores the importance of downtown Wabash as a hub for culture, identity, and quality of place, laying the foundation for future growth and development.

MEET THE 2024 TEAM



Kristen Petruniw

EXECUTIVE
DIRECTOR

February - December



Adrianna Town

MARKETING
MANAGER

January - August



Carly Deeter

DOWNTOWN
COORDINATOR

January - August



Trent McDonald

DIRECTOR'S
ASSISTANT

May - December

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

DOWNTOWN WABASH, INC 2024 ACCOMPLISHMENTS

Grouped by Strategic Goals Utilizing the Main Street Approach

DESIGN

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

- Completed beautification project of Rock City Loft Alley Walk
- Installation of Henrietta the Elephant in Mammoth Park, a public art piece
- Designed and installed a new Wabash Riverfront Plaza sign
- Appeared on 21Alive Fort Wayne to highlight the Wabash Cultural District
- Launched the Wabash Cultural District Map highlighting shopping, dining, arts and culture and outdoor recreation options here in downtown Wabash
- Created a list of future beautification projects for our downtown district

ECONOMIC VITALITY

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

- Worked closely with the City of Wabash and Mayor Scott Long on downtown initiatives
- Created and installed Downtown vacant building signs to draw attention to our storefronts currently available
- Revamped and hosted Retail Merchant meetings creating networking and growth opportunities for our downtown business owners
- Hosted events on Miami Street like Paint the Plow, Cornhole Tournaments, Bark in the Bash, and Harry Potter and the Wabash High School Orchestra
- Secured a \$5,000 Indiana Arts Commission grant to add electricity for food trucks at Veteran's Plaza
- Jingle Jubilee's increased attendance resulted in record-breaking sales for our downtown merchants
- Expanded the Jingle Jubilee Stamping Map, distributing more Jingle Bucks to our winning visitors to spend at our downtown businesses

ORGANIZATION

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

- Our executive director attended the Main Street Now Annual Conference in Birmingham, AL for continued professional development
- Hired Trent McDonald as Farmers Market Assistant Coordinator who then moved into the Director's Assistant role
- Staff member Adrianna Town participated in a professional development opportunity with the Grow Wabash County's Leadership Development program
- Partnered with multiple investors and obtained approximately \$29,000 in paid sponsorships for events, plus many generous in-kind contributions
- Our team attended Indiana Main Street Community Exchanges in Frankfort and Danville, Indiana.

PROMOTION

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

- Hosted 11 First Fridays with approximately 40 vendors and 13 food trucks
- Hosted special events, such as Summer Sidewalk Sales, Trick-or-Treat Extravaganza, Jingle Jubilee and the lighting of the courthouse
- The 2024 Farmers Market season hosted 57 different vendors, 8 different musicians, 9 different Young Entrepreneurs in the Grow Wabash County Booth and 6 different businesses hosted the Kids Corner for 22 Saturdays
- Debuted First Fridays Food Truck Plaza in Veterans Plaza
- Launched a self-guided Wabash Historical Walking Tour highlighting downtown's rich history
- "Small Business of the Week" promotions showcasing over 16 downtown businesses

2024 MEMORIES



2024 BOARD OF DIRECTORS

Neil Bever
PRESIDENT

Amanda Lopez
VICE PRESIDENT

Erika White
TREASURER

Kara Fulmer
SECRETARY

Cathy Gatchel
MEMBER

Noah Roberts
MEMBER

Jordan Tandy
MEMBER

Isaias Tactuk
MEMBER

Shane Waters
MEMBER

Kelli Winer
MEMBER

Robert Lundquist
MEMBER

Mayor Scott Long
EX-OFFICIO

Christine Flohr
EX-OFFICIO

Tenille Zartman
EX-OFFICIO

2025 Incoming Board Members

Katie Jones Beauchamp
Jeremy Haupt
Emily Guenin-Hodson
Kimberly Lundmark

THANK YOU

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

CONGRATULATIONS TO:

Amy Ford

2024 recipient of the
Stephen H. Downs Downtown Legacy Award
for her unwavering commitment to supporting
**Downtown Wabash, creative placemaking and
public art.**