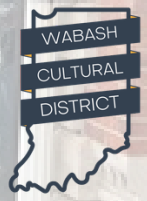




INC.

DOWNTOWN WABASH

2025 Annual Report



DowntownWabash.org



HELLO, MY NAME IS DOWNTOWN WABASH

1

THE NONPROFIT

For 44 years Downtown Wabash, Inc. has strategically and passionately served downtown Wabash. We operate as a Nationally Accredited Main Street Organization, which means our nonprofit is dedicated to downtown revitalization.

2

THE DESTINATION

Downtown Wabash sits in the hilly terrain between the Wabash River and the Hill Street railroad tracks. Designated a Cultural District by Indiana Arts Commission in 2021, the footprint includes impressive architecture, arts & culture

3

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. 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



DOWNTOWN 2030

We are in year 4 of the 8-year Strategic Plan

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



2025 HIGHLIGHTS



HOSTED NEARLY 40 EVENTS WITH MORE THAN 45,000 GUESTS IN ATTENDANCE

VOLUNTEERS FOR EVENTS AND PLANNING MEETINGS VOLUNTEERED MORE THAN 700 HOURS

TWO SENIORS FROM WABASH HIGH SCHOOL INTERNEED IN FALL 2025

EXPANDED THE DOWNTOWN FOOTPRINT OF FIRST FRIDAYS TO INCLUDE CANAL STREET CLOSURES

COMMITTED \$48,381.28 IN FACADE GRANTS FOR 2025 - GENERATING A TOTAL OF PROJECTED "NEW MONEY" EXPENDITURES IN THE AMOUNT OF \$160,203.85 FOR FACADE IMPROVEMENTS

GREW THE FARMERS MARKET AND HOSTED MORE THAN 70 DIFFERENT VENDORS FOR THE 2025 SEASON

HOSTED A COLLEGE INTERN FOR THE SUMMER OF 2025

COMPLETED A BEAUTIFICATION AND ACCESSIBILITY PROJECT FOR VETERANS PLAZA

TRICK-OR-TREAT EXTRAVAGANZA BROUGHT IN MORE THAN 8,500 GUESTS - RECORD BREAKING YEAR

ASSISTED 6 SMALL BUSINESSES WITH AMEX SMALL BUSINESS GRANT APPLICATIONS - ONE BUSINESS AWARDED



A special THANK YOU to our 2025 event sponsors



WHY IS DOWNTOWN IMPORTANT?

Quality of Place and Belonging 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. They want to belong. For Wabash, a thriving and welcoming 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 2025 TEAM



Mikka Hunt

EXECUTIVE
DIRECTOR

October '25 - Current
Events Manager March
'25 - October '25



Piper Althouse

COLLEGE
INTERN

2025 Summer



Jacob Vandegrift

HIGH SCHOOL
INTERN

25-26 Academic
year



Caidan Burchett

HIGH SCHOOL
INTERN

25-26 Academic
year

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

DOWNTOWN WABASH, INC 2025 ACCOMPLISHMENTS

Grouped by Strategic Goals Utilizing the Main Street Approach

ORGANIZATION

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

- ED attended the Main Street Now Annual Conference for continued professional development
- Secured an Arts Project Support Grant from the Indiana Arts Commission
- Revised Bylaws and Articles of Incorporation to allow e-voting
- Partnered with multiple investors and obtained more than \$45,000 in paid sponsorships for events, plus many generous in-kind contributions
- Team attended Indiana Main Street Community Exchange in Warsaw, Indiana.
- Set up new CRM for investor tracking and engagement
- Secured 2 local high school interns

ECONOMIC VITALITY

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

- Maintained an audit of buildings within the DWI district by parcel, downtown core, river to rails, upper story use and tenants
- Secured facade grant funding from the City of Wabash Redevelopment Committee for \$50,000
- Committed \$49,000 in facade grants for 2025 - generating a total of projected "new money" expenditures in the amount of \$163,000 for facade improvements
- Activated Canal Street during events by securing permitted closures
- Secured a partnership with CFWC allowing DWI to offer Impact Investing Loans to small downtown businesses and property owners
- Began the process to securing a gaming license to allow for diversification of funding
- ED assisted 5 small businesses submit applications through the 2025 American Express Backing Small Businesses Grant - 1 of the 5 received the grant of \$10,000



Kara Fulmer

The work of the Organization Committee is important to me because it helps build the leadership and partnerships that keep Downtown Wabash strong. By nurturing collaboration and strengthening our organizational foundation, we stay aligned with our mission and the values of the Indiana Main Street Program. This foundation supports our downtown's continued growth and allows our work to create meaningful, lasting impact in the community.



Steve Downs

The Economic Vitality Committee is focused on building a strong downtown business community by attracting new businesses to our core downtown and keeping our existing small businesses open, profitable, and supported. An investment in downtown is an investment in the heartbeat of our community.

DOWNTOWN WABASH, INC 2025 ACCOMPLISHMENTS

Grouped by Strategic Goals Utilizing the Main Street Approach



Cathy Gatchel

DWI is blessed with a talented Design Committee who work to enhance our charming downtown. I am grateful for their commitment and their dedication to downtown Wabash!



DESIGN

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

- Completed beautification and accessibility project at Veterans' Plaza
- Completed Phase II of the Mammoth Park beautification project (mosaic pieces)
- Created Phase I of the Veteran's Plaza mural project (scope, design and budget)
- Completed an audit of downtown and documented potential locations for public art
- Created a list of future beautification projects for our downtown district with budget scopes to be grant-ready

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
- Expanded to footprint of First Fridays to include a Canal Street closure, adding dedicated space for children/family activities and vendor space
- Hosted special events, such as Small Business Saturday, Trick-or-Treat Extravaganza, Jingle Jubilee and the lighting of the courthouse
- The 2025 Farmers Market season hosted more than 70 different vendors, 8 different musicians, and 19 nonprofits at the Duke Sponsored booth at 21 Saturdays
- Introduced a new volunteer engagement plan
- Partnered with Bowen Health to provide free fruits, veggies and honey to more than 275 households during the September 20th Farmers Market



Kimberly Lundmark

Witnessing our community come together for each First Friday and Farmers Market continues to be one of my greatest joys while serving downtown Wabash! Families and friends connecting, visitors exploring our local shops while enjoying the delicious foods and energetic hometown atmosphere truly reflect the heart of our community. Continually striving to bring thoughtful improvements to our 40+ events, like expanding the First Friday activities to fill Canal Street, demonstrates we are not just offering a better experience, but an authentically vibrant and engaged downtown destination.



2025 MEMORIES



2025 BOARD OF DIRECTORS

Amanda Lopez
PRESIDENT

Kara Fulmer
VICE PRESIDENT

Erika White
TREASURER

Cathy Gatchel
SECRETARY

Noah Roberts
MEMBER

Robert Lundquist
MEMBER

Kaitie Beauchamp
MEMBER

Jeremy Haupert
MEMBER

Neil Bever
MEMBER

Kimberly Lundmark
MEMBER

Steve Downs
MEMBER

Mayor Scott Long
EX-OFFICIO

Christine Flohr
EX-OFFICIO

Tenille Zartman
EX-OFFICIO

2026 Incoming Board Members

Carli Henderson
Megan Callahan
David Nelson
James Widner

THANK YOU

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

Thank You

to our outgoing Board of Directors for their service & heart for DWI

Amanda Lopez
Neil Bever
Erika White

A special THANK YOU to our 2025 event sponsors

