

## OUR VISION STATEMENT

### A downtown district that is vibrant, every day and night

That means 24 hours a day, 7 days a week, 365 days a year. Where revitalization is happening from the River to the Rails in every square inch of the district. Downtown Wabash becomes the go-to place for shopping, dining, entertaining and living. It is booming with a noteworthy amount of arts and culture experiences. The community balances the utmost respect for our history while continuing to be future focused. And we are surrounded by humans with a spectrum of differences and acceptance for all.

## OUR MISSION STATEMENT

### To be a catalyst for community and economic revitalization, as a nonprofit organization utilizing the Main Street Approach™ in Downtown Wabash

## TRANSFORMATION STRATEGY Arts & Culture

Downtown Wabash, Inc. is a 501(C)(3) nonprofit organization in Wabash, Indiana. Downtown Wabash, Inc. is an Indiana and Nationally Accredited Main Street Organization.



# STRATEGIC GOALS Utilizing the Main Street Approach™

### 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 the business mix 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