



DOWNTOWN WABASH INC.

COMMUNITY INVESTOR GUIDE



DowntownWabash.org



EXECUTIVE DIRECTOR

Kristen Petruniw



My name is Kristen Petruniw and I am honored and excited to introduce myself as the newly appointed Executive Director of Downtown Wabash, Inc. It is with great enthusiasm that I join this esteemed organization, dedicated to fostering growth and vitality of our vibrant community.

Moving to Wabash from Indianapolis in 2011 brought a refreshing change in pace and perspective. Initially, it felt like transitioning to a quieter life far from the city's hustle. However, Wabash quickly revealed its charm and potential for growth. Watching the downtown thrive was remarkable, filled with community spirit and progress. From revitalizing building facade to expanding local businesses, each step forward fostered pride and belonging. I have witnessed firsthand our community turn dreams into reality. Becoming part of the Downtown Wabash, Inc. team, I am eager to witness the progress we can achieve as a community in our downtown moving forward.

Downtown Wabash, Inc. is committed to revitalizing our community through economic and community development. Utilizing the Main Street approach, we aim to preserve our downtown's heritage while fostering sustainable growth for all stakeholders. After careful consideration and thorough strategic planning, Downtown Wabash, Inc. has made the decision to transition from our traditional membership model to an investor and partnership model. We are evolving to serve our community's needs better and increase accessibility for businesses of all sizes and backgrounds. This shift represents a strategic move towards greater collaboration, inclusivity and sustainability in our efforts to revitalize and advance our downtown community.

As an investor in our organization, you have the opportunity to play a more direct and impactful role in shaping the future of Downtown Wabash. Our past successes and future endeavors are made possible by the invaluable support of investors who share our vision for the community's growth. This investor guide provides detailed information about Downtown Wabash, Inc.'s vision to harness the opportunities that lay ahead. Your support is pivotal in realizing this vision for a vibrant Downtown Wabash. Thank you for being a part of what makes this community remarkable. I look forward to partnering with you to continue the momentum of transforming Downtown Wabash.

Your Partner,

Kristen Petruniw



YOUR INVESTMENT IN ACTION



Investors of Downtown Wabash, Inc. support our mission of being a catalyst for community and economic revitalization, as a nonprofit organization utilizing the Main Street Approach™ in Downtown Wabash. During 2024, we are devoted to several initiatives within the Main Street Four Point Approach in alignment with our strategic plan.

ECONOMIC VITALITY

- Continue downtown revitalization by promoting vacant real estate in our downtown district.
- Increase facade programming to advance beautification and historic preservation efforts.
- Provide tools for building owners to promote the use of underutilized spaces.



DESIGN

- Continue to drive innovative placemaking efforts throughout the district with projects such as the beautification of Mammoth Park & Rock City Lofts Walkway in 2024.
- Foster quality of place through the enhancement of arts & culture spaces in the district.



- LEVEL 5: \$2,500
- LEVEL 4: \$1,000
- LEVEL 3: \$500
- LEVEL 2: \$250
- LEVEL 1: \$100
- CUSTOM: \$_____

INVESTMENT LEVELS



YOUR INVESTMENT IN ACTION



ORGANIZATION

- Engage community leaders in contributing to the economic advancement of Downtown Wabash.
- Sustain ongoing collaboration with local businesses and residents to achieve community objectives.
- Enhance impact of board of directors, staff and volunteer capabilities through professional development, nonprofit management, engagement and advancement.

PROMOTION

- Increase visual awareness of the Wabash Cultural District footprint by launching the Wabash Cultural District Map in 2024.
- Promotion of our unique downtown's amenities through marketing efforts.
- Curate a Food Truck Plaza to promote a family dining experience during Wabash First Fridays.
- Continue to attract over 40,000 people to downtown each year through our 40+ events.



INVESTMENT LEVELS



- LEVEL 5: \$2,500
- LEVEL 4: \$1,000
- LEVEL 3: \$500
- LEVEL 2: \$250
- LEVEL 1: \$100
- CUSTOM: \$ _____

EVENT PARTNERSHIP OPPORTUNITIES

Partner with Downtown Wabash, Inc. to attract over 40,000 people to downtown during 40+ lively community events



Partnership Levels

- Level 5: \$5,000
- Level 4: \$2,500
- Level 3: \$1,000
- Level 2: \$500
- Level 1: \$250

Month-Specific First Friday Partnership

- Invest \$500 to receive premiere level perks for a First Friday event of your choosing!

Partnership Perks

Premiere Level (Level 5)

- Logo included on event-related newspaper ads
- Mentioned in event-related radio ads
- Included in any media pitches / news coverage
- Everything in levels 1-4

Levels 1-4

- Logo Included on event-related marketing
- Mentioned in event-related press releases, advisories, blogs and email marketing
- Shoutouts on event-related social media posts



YOUR INVESTMENT MATTERS!

INVEST IN DOWNTOWN WABASH

OUR VISION IS A DOWNTOWN DISTRICT THAT IS VIBRANT. EVERY DAY AND NIGHT.



YOU CAN MAKE A DIFFERENCE!

INVESTOR COMMITMENT



THANK YOU!

SELECT INVESTMENT LEVEL

- LEVEL 5: \$2,500
- LEVEL 4: \$1,000
- LEVEL 3: \$500
- LEVEL 2: \$250
- LEVEL 1: \$100
- CUSTOM: \$_____

SELECT EVENT

- Wabash First Friday
- Downtown Wabash Farmers Market
- Summer Sidewalk Sales
- Trick-or-Treat Extravaganza
- Jingle Jubilee
- Shop Small Weekend

EVENT PARTNERSHIP LEVEL

- Level 5: \$5,000 (Premiere)
 - Level 4: \$2,500
 - Level 3: \$1,000
 - Level 2: \$500
 - Level 1: \$250
 - Month-specific First Friday (\$500)
- SELECT MONTH**
- | | | | |
|--------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> May | <input type="checkbox"/> June | <input type="checkbox"/> July | <input type="checkbox"/> Aug. |
| <input type="checkbox"/> Sept. | <input type="checkbox"/> Oct. | <input type="checkbox"/> Nov. | <input type="checkbox"/> Dec. |

Contact Name

Mailing Address

Company

Payment type: Check enclosed Invoiced

Email

SCAN TO
INVEST ONLINE



Phone #



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