

# DOWNTOWN INDIANAPOLIS:

# Momentum



A CASE FOR CONTINUED INVESTMENT

## MANAGEMENT PLAN SUMMARY

### WHAT IS AN EID?

Downtown Indianapolis is a national success story where tourism numbers are outpacing projections, the demand for Downtown living is at an all-time high, office vacancy rates are creeping down and Downtown Indianapolis ranks nationally in the top tier of affordability walkability and high paying jobs.

There has been great velocity and movement to make our Downtown the best place for business, living, visiting and enjoying. With remarkable velocity and momentum, we must keep our collective foot on the gas pedal now, more than ever.

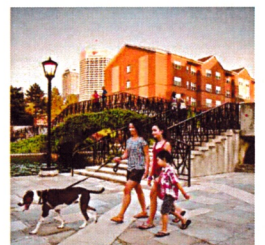
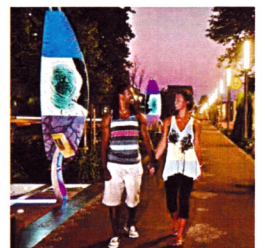
Therefore, Downtown Indianapolis is pursuing the creation of an "Economic Improvement District" (EID) for the Mile Square. The International Downtown Association estimates that more than 1,000 EIDs currently operate throughout the United States and Canada. An EID provides enhanced improvements and activities, such as public safety, maintenance and image enhancement, in addition to those provided by local government. EIDs provide services that improve the overall viability of downtowns, resulting in higher property values, sales and tax revenues.

- ✓ Indianapolis is one of the largest U.S. cities without one.
- ✓ Indiana state statute allows for EIDs; Goshen, Greencastle and Fort Wayne have them in place; Evansville is also now pursuing one.

### WHY AN EID?

An EID for Downtown Indianapolis is intended to be a private sector led and managed downtown improvement program that can:

- ✓ **Maintain the momentum:** Downtown Indianapolis has an impressive skyline and outstanding building, facilities, monuments, arenas and public spaces. We must also focus on quality of life and place focusing attention on the heartbeat and pulse of our regional center to maximize our efforts for talent attraction and retention.
- ✓ **Influence future growth and development:** The EID is intended to influence how future policies and civic investments are crafted to benefit Downtown: improving public safety, reducing panhandling, increasing wayfinding and creating quality public spaces.
- ✓ **Create a consistently clean, welcoming and attractive Downtown:** Downtown is challenged by an inconsistent experience in its public realm – dirty sidewalks, graffiti and occasionally intimidating street behaviors that detract from Downtown's overall positive experience. The EID will supplement existing City services with added resources to ensure a consistently clean and welcoming Downtown at all times.
- ✓ **Enhance property values, sales, and occupancies:** EIDs are critical mechanisms in strengthening the economic foundation of downtowns. A Downtown Indy EID will fund improvements and services that enhance the overall economic vitality of the business district. Success will be measured by higher property values, sales and occupancies.
- ✓ **Help Downtown Indianapolis compete:** As a business location and a retail and entertainment destination, Indianapolis competes with growing cities. Moving forward out of a recessionary economic cycle, the EID will provide resources to help Downtown Indianapolis strengthen its unique position in this increasingly competitive market.
- ✓ **Maximize ratepayer control & accountability:** The EID will be governed by a board composed of a majority of property owners ensuring that decisions affecting assessments are made by affected property owners.





## PROPOSED EID SERVICES



### Enhanced Safety & Security

- ✓ Coordinate Homeless Outreach & Services
  - Fund a full-time, professional project manager to coordinate street outreach
  - Create and promote a panhandling awareness public awareness campaign
  - Provide “barrier buster” funding for bus tickets, immediate services, outreach
- ✓ Increase the number of foot/bike patrol officers by five times providing 5,000+ hours of safety patrols each year within the Mile Square
- ✓ Increase officer-to-property/tenant engagements to 20,000 occurrences each year



### Parking & Wayfinding

- ✓ Implement improved wayfinding for parking
- ✓ Increase & maintain additional bike racks in key areas
- ✓ Enhance signage, landscaping, amenities, maps, etc.



### Streetscape Maintenance, Beautification & Cleanliness

- ✓ Hire and train 10-15 fulltime maintenance ambassadors and deploy patrols throughout the Mile Square adding 540 hours per week of ongoing street maintenance with litter/ graffiti/weed removal daily per block face
- ✓ Facilitate daily pressure washing as needed
- ✓ Provide ongoing public engagement and hospitality services



### Special Projects & Long Range Planning

- ✓ Based on priorities of the property owners within the EID, projects could include:
  - Increasing technology to include free public WiFi throughout Downtown
  - Adding public restrooms in high-need, public space(s)
- ✓ Conduct data collection and research to provide criteria metrics for investments

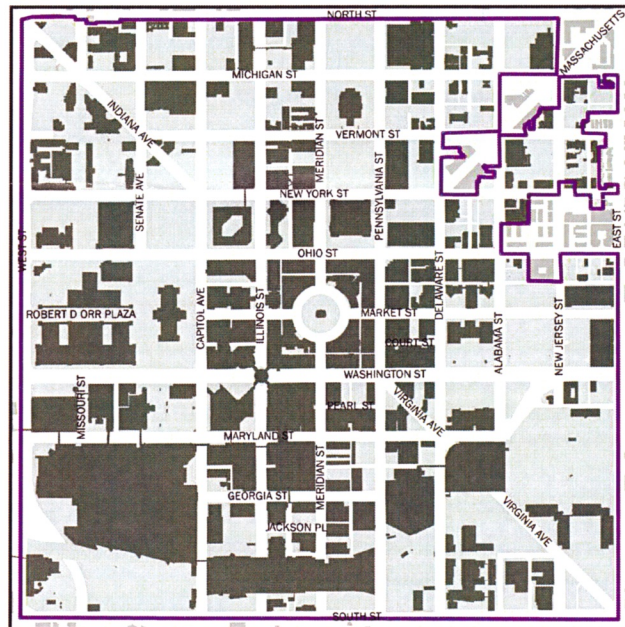
## EID BOUNDARIES

The Downtown Indianapolis EID will encompass primarily the “Mile Square” bounded roughly by the streets named North, East, South and West with a slight carve out of Mass Ave.

### LEGEND

- EID Boundary
- EID Parcels
- EID Buildings
- Parcels outside EID
- Buildings outside EID

0 500 1,000 2,000 Feet



## ESTIMATED OPERATING BUDGET & ANNUAL COSTS

For the initial year of EID operations, an annual operating budget of \$2.8 million is projected. A detailed illustrative budget is provided on page 4 of this plan. The EID operating budget is distributed on a cost allocation basis to a database that contains the gross assessed value for all eligible properties within the service zone. According to Indiana Code 36-7-22, properties exempt from assessment may opt in to pay their fair share of assessment, but are not required to do so by state statute.

Estimated annual assessments for properties within the service area follow:

SERVICES AREAS	ESTIMATED ANNUAL ASSESSMENT
Commercial Property	0.125 per \$100 of assessed property value
Residential Parcels	\$100 annual fee per unit

Adjusted rates are recommended for properties owned by non-profits and used for a non-profit use at 50% discount on the commercial assessment rate.



## CITY SERVICES

The City of Indianapolis will establish a documented base level of pre-EID City services. The EID will not replace any pre-existing general City services.

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## COLLECTION & ENFORCEMENT

EID assessments will appear as a line item on annual property tax bills and will carry the same lien authority for enforcement as standard property taxes.

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## TERM OF THE DISTRICT

The EID will be established with an initial term of 10 years. In Year 5, the EID will undergo a formal evaluation to determine that the services and assessment methods are consistent with the needs of the district. Any adjustments may be considered at that time. To extend the EID beyond the initial 10-year term, a new operating plan will need to be developed and the property owner petition process consistent with Indiana Code 36-7-22 undertaken to affirm continued support for the district.

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## ANNUAL ADJUSTMENTS

It is the intent of the EID operating plan that budgets and assessment will be adjusted annually. Any increase in assessment rates will be limited to a maximum of 5% of the assessment rate as determined by the EID board of directors. The EID assessment roll will be updated annually to incorporate new development.

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## DISTRICT FORMATION

EID formation requires petition support from a majority of property owners representing more than 50% of the assessments to be paid. Petitions are submitted to the City of Indianapolis and the EID is formed by an ordinance of the Indianapolis City Council.

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## DISTRICT GOVERNANCE

The EID will be governed by a board of directors comprised of property owners representing a wide variety of geographic sub-districts and use-types within Downtown. Indiana statute states that the City/County Council will select the board based on nominees presented by the property owners. Up to a 15-member EID board is anticipated with the following considerations:





- ✔ Geographic representation, including all quadrants in the Mile Square
  - ✔ Use-type representation, including hospitality, office, retail, parking, and residential
  - ✔ A mix of small and large property owners
  - ✔ At least two business tenants that are not property owners
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## ORGANIZATIONAL STRUCTURE

The EID will usher in a downtown management model that is commonly found in peer cities to Indianapolis and throughout the nation. The organizational parts include:

- ✔ The Downtown EID will be an assessment district that finances the services specified within this plan. It will be governed by up to a 15-member board of directors as specified above.
  - ✔ Downtown Indy, Inc. will be the operating arm of the EID. Continuing its 501(c)3 and (c)6 non-profit organizational status, DII staff and overhead will continue to be housed in DII structure.
  - ✔ This structure will allow for a unified Downtown EID and cohesive approach to the management, marketing and maintenance of Downtown Indianapolis.
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ILLUSTRATIVE BUDGET

ACTIVITY	INVESTMENT
<div> <b>Enhanced Safety and Security</b></div> <div><div><div>✓</div><div>Coordinate Homeless Outreach &amp; Services</div><div><ul style="list-style-type: none"><li>Fund a full-time, professional project manager to coordinate street outreach</li><li>Create and promote a panhandling awareness public awareness campaign</li><li>Provide “barrier buster” funding for bus tickets, immediate services, outreach</li></ul></div></div><div><div>✓</div><div>Increase the number of foot/bike patrol officers by five times providing 5,000+ hours of safety patrols each year within the Mile Square</div></div><div><div>✓</div><div>Increase officer-to-property/tenant engagements to 20,000 occurrences each year</div></div></div>	<div><b>\$560,000</b></div> <div>\$360,000</div> <div>\$100,000</div> <div>\$100,000</div>
<div><div> <b>Streetscape Maintenance, Beautification and Cleanliness</b></div><div><div><div>✓</div><div>Hire and train 10-15 fulltime maintenance ambassadors and deploy patrols throughout the Mile Square adding 540 hours per week of ongoing street maintenance with litter/graffiti/weed removal daily per block face</div></div><div><div>✓</div><div>Facilitate daily pressure washing as needed</div></div><div><div>✓</div><div>Provide ongoing public engagement and hospitality services</div></div></div></div>	<div><b>\$1,235,000</b></div> <div>\$385,000</div> <div>\$850,000</div>
<div><div> <b>Parking &amp; Wayfinding</b></div><div><div><div>✓</div><div>Implement improved wayfinding for parking using latest technology</div></div><div><div>✓</div><div>Increase and maintain additional bike racks at key public spaces</div></div><div><div>✓</div><div>Enhance signage, landscaping, amenities, maps, etc.</div></div></div></div>	<div><b>\$375,000</b></div> <div>\$150,000</div> <div>\$25,000</div> <div>\$200,000</div>
<div><div> <b>Special Projects &amp; Long Range Planning</b></div><div><div><div>✓</div><div>Based on priorities of the property owners within the EID, projects could include:<ul style="list-style-type: none"><li>Increasing technology to include free public WiFi throughout Downtown</li><li>Adding public restrooms in high-need, public space(s)</li></ul></div></div><div><div>✓</div><div>Conduct data collection and research to provide criteria metrics for investments</div></div></div></div>	<div><b>\$720,000</b></div> <div>\$620,000</div> <div>\$100,000</div>
<b>TOTAL</b>	<b>\$2,890,000</b>

FOR MORE INFORMATION

Please contact: Val Ruess, Executive Assistant at Downtown Indy, Inc. | (317) 237-2214 | val@downtownindy.org