

1 **BILL NO. R-18-09-28**

2 **RESOLUTION NO. R- 91-18**

3 **RESOLUTION APPROVING THE 2019 BUDGET FOR THE**  
4 **DOWNTOWN FORT WAYNE ECONOMIC**  
5 **IMPROVEMENT DISTRICT.**

6 **Whereas**, On October 24,1995 the Common Council of the City of Fort Wayne (“Council”)   
7 adopted Resolution R-70-95 (Bill Number R-95-09-21) which established the ‘Downtown Fort Wayne   
8 Economic Improvement District’ (“District”); and

9 **Whereas**, On July 28, 2015 the Common Council of the City of Fort Wayne (“Council”) adopted   
10 Special Ordinance No. S-66-15 (Bill Number S-15-07-08) which renewed the ‘Downtown Fort Wayne   
11 Economic Improvement District’ (“District”) for the calendar years 2016 through 2025; and

12 **Whereas**, Indiana Code 36-7-22-17 requires that the Board of said District submit for approval   
13 the 2019 Budget for the District; and

14 **Whereas**, the mission of the District is to increase the value of downtown and mobilize leadership   
15 and resources to achieve the community’s vision for downtown;

16 **Whereas**, the attached budget (Exhibit A) directs the funding for the District to maintain and   
17 promote its mission.

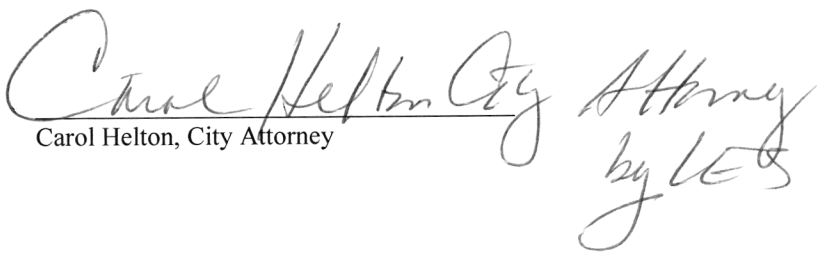
18 **NOW THEREFORE BE IT RESOLVED BY THE COMMON COUNCIL OF**  
19 **THE CITY OF FORT WAYNE, INDIANA:**

20 **Section 1.** The 2019 Downtown Improvement District budget is approved as described in Exhibit   
21 A attached.

22 **Section 2.** That this resolution shall be in full force and effect from and after its passage and any   
23 and all necessary approval by the Mayor.

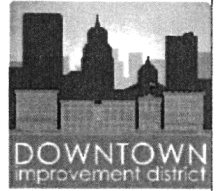
24   
25 \_\_\_\_\_  
26 Council Member

27 APPROVED AS TO FORM AND LEGALITY

28   
29 \_\_\_\_\_  
30 Carol Helton, City Attorney

## DOWNTOWN IMPROVEMENT DISTRICT

904 SOUTH CALHOUN ST. FORT WAYNE, IN 46802  
TELEPHONE # 260-420-3266 FAX # 260-467-1606  
WWW.DOWNTOWNFORTWAYNE.COM



September 20 , 2018

The Honorable Tom Freistoffer, President  
Fort Wayne City Council  
c/o City Clerk's Office  
200 E Berry St, Suite 110  
Fort Wayne, IN 46802

RE: 2019 Budget

Dear President Freistoffer:

The Fort Wayne Downtown Improvement District, an economic improvement district organized under IC 36-7-22, and authorized by City Council on July 28, 2015, has a budget subject to approval by City Council (IC 36-7-22-11).

In accordance with its By-Laws, the Downtown Improvement District annually adopts the budget. At their meeting on September 18, 2018 the Board of Directors unanimously approved the 2019 budget.

The Downtown Improvement District respectfully submits this budget to City Council for final approval.

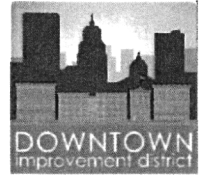
Sincerely,

Bill Brown

President

# DOWNTOWN IMPROVEMENT DISTRICT

904 SOUTH CALHOUN ST. FORT WAYNE IN. 46802  
TELEPHONE # 260-420-3266 FAX # 260-467-1606



## ***Downtown Fort Wayne 2019***

Downtown Fort Wayne is seeing significant investment in new developments and riverfront improvements, has seen an increase in residents, and is benefitting from successful community events and activities. The stage is set for continued strategic growth downtown.

*The Downtown Improvement District will:*

- Continue to provide critical and much-needed services that help facilitate economic growth and increase overall vitality downtown.
- Expand our leadership role and create stronger partnerships to shape the vision for downtown, advance economic development, and build the downtown brand.
- Leverage assessment revenues to bring additional investment into the downtown, and increase impact.

## ***Core Services to be provided by the Downtown Improvement District in 2019***

- **Marketing & Events:** The Downtown Improvement District will continue to develop and deliver an experience that encourages locals and visitors of all ages to visit downtown again and again by maintaining and enhancing the image, awareness and usage of downtown as a vibrant hub of regional activity where people eat, shop, stay, live, work and play.

*This will include:*

- ✓ Working with community partners to develop an authentic, compelling and clear brand for downtown
- ✓ Targeted marketing and messaging to the community and visitors through basic and enhanced marketing programs
- ✓ Year-round programming and activities that bring in diverse demographic groups to experience and explore downtown
- ✓ Generating media coverage through strategic media relationships

- **Clean & Green:** The Downtown Improvement District remains vigilant about keeping downtown clean, welcoming and safe to support the growing and thriving mixed-use neighborhood.

*Projects to ensure the public realm remains accessible and interesting include:*

- ✓ Development of a unifying aesthetic for downtown's public spaces and right of way, as well as new public realm enhancements and amenities
- ✓ Sidewalk cleaning, litter and weed cleanup, graffiti removal and snow clearing assistance at key intersections during the winter months
- ✓ Streetscape beautification such as flowers, greening, and plantings

- **Stakeholder Services:** The Downtown Improvement District will continue to be the go-to resource for its stakeholders on all things downtown, providing leadership, business support and advocacy where it's critical to those who live and work here.

*Projects to support the stakeholders will include:*

- ✓ Downtown visioning and planning, while advocating and championing on behalf of downtown stakeholders
- ✓ Providing business support and information for current and potential downtown businesses
- ✓ Working with community partners to help shape and support the retail, restaurant and overall storefront experience in downtown Fort Wayne

**Downtown Fort Wayne Economic Improvement District  
Budget 2019 Final**



	<u>Jan - Dec 19</u>
	BUDGET
Ordinary Income/Expense	
Income	
4000 · DID Assessment	439,500.00
4650 · Downtown Dining District Dues	10,000.00
4100 · City of Fort Wayne Support	100,000.00
4105 · City - Infrastructure/Capital	50,000.00
4200 · County of Allen Support	50,000.00
4300 · Business Contributions	4,100.00
4400 · Individual Contributions	200.00
4500 · Grants	
4500.1 · Grants - Art This Way	<u>3,000.00</u>
Total 4500 · Grants	3,000.00
4600 · Event / Programming Revenue	
4610 · Sponsorships	80,000.00
4610.1 · Sponsorships - Art This Way	<u>12,000.00</u>
Total 4610 · Sponsorships	92,000.00
4630 · Entrance/Participation Fees	
4630.1 · Participation Fees -Art This Way	4,500.00
4630 · Entrance/Participation Fees - Other	<u>5,500.00</u>
Total 4630 · Entrance/Participation Fees	10,000.00
Total 4600 · Event / Programming Revenue	102,000.00
4700 · Interest Revenue	3,065.00
4900 · Other Income	<u>0.00</u>
Total Income	<u>761,865.00</u>
Gross Profit	761,865.00
Expense	
6010 · Personnel Costs	
6010.1 · Staff Compensation	
6011 · Salaries	303,991.00
6012.1 · Payroll Taxes	23,460.00
6020 · Employee Benefits	
6022 · Health/Dental/Life/AD&D	29,639.00
6025 · Parking for Staff	2,450.00
6024 · Retirement Plan	9,125.00
6013 · Workers Compensation	<u>1,896.00</u>
Total 6020 · Employee Benefits	43,110.00
Total 6010.1 · Staff Compensation	370,561.00
6710.1 · Contract Fees / Labor	
6810 · Accounting	10,500.00
6257 · Contract Labor	6,000.00
6830 · Legal	4,500.00
7122.1 · Social Media	21,000.00
7200 · Strategic Plan	8,000.00
7201 · Tech Support	<u>5,040.00</u>
Total 6710.1 · Contract Fees / Labor	55,040.00
Total 6010 · Personnel Costs	425,601.00
8001 · Art This Way	
8001.1 · ATW - Artist Stipends	21,500.00
8001.3 · ATW - Marketing & Events	5,000.00
8001.2 · ATW - Logistics & Support	<u>10,000.00</u>
Total 8001 · Art This Way	36,500.00
8500 · Bad Debt Expense	0.00
8000 · Bank and Finance Charges	500.00
6610.1 · Conferences / Meetings	
6260 · Business Club	800.00
6610 · Conferences/Training / Travel	8,950.00
6170 · Meals for Board Meetings	800.00
6410 · Meeting Expenses	<u>400.00</u>
Total 6610.1 · Conferences / Meetings	10,950.00
7800 · Depreciation Expense	2,225.00

**Downtown Fort Wayne Economic Improvement District  
Budget 2019 Final**

	<u>Jan - Dec 19</u>
6180 · Equipment	4,800.00
6710 · Events	
6712 · Event Production	76,000.00
6720 · Grants-Jointly Sponsored Evts	<u>30,000.00</u>
Total 6710 · Events	106,000.00
6820 · Insurance - Commercial; D&O	6,355.00
6251 · Landscaping/Planters	24,550.00
6254 · Maintenance/Supplies	4,200.00
6430.2 · Marketing	
7100 · Co-Op Marketing	9,000.00
7135 · Downtown Dining Marketing	10,000.00
7130 · Sector Marketing	15,000.00
6430.1 · General Marketing/Branding	15,300.00
7134 · Streetscape Kiosk	0.00
7122 · Website & E-Newsletter	<u>3,500.00</u>
Total 6430.2 · Marketing	52,800.00
7400 · Miscellaneous	154.00
6110 · Occupancy	23,000.00
6100 · Office Expenses	
6620 · Dues/Subscriptions	3,180.00
6140 · Postage	650.00
6145 · Printing & Copying	1,900.00
6150 · Supplies	3,400.00
6130 · Telephone/Internet/Cell	<u>3,600.00</u>
Total 6100 · Office Expenses	12,730.00
6259 · Infrastructure / Streetscape	50,000.00
7999 · Volunteer Activities	<u>1,500.00</u>
Total Expense	<u>761,865.00</u>
Net Ordinary Income	0.00
Other Income/Expense	
Other Income	
9800 · In-Kind Support.	<u>0.00</u>
Total Other Income	0.00
Other Expense	
9991 · In-Kind Event Production	0.00
9992 · In-Kind Professional Fees	0.00
9993 · In-Kind Marketing	0.00
9996 · In-Kind Labor	0.00
9997 · In-Kind Materials / Capital	<u>0.00</u>
Total Other Expense	<u>0.00</u>
Net Other Income	<u>0.00</u>
Net Income	<u><u>0.00</u></u>

**BILL NO. R-18-09-28**

**REPORT OF COMMITTEE ON FINANCE  
October 2, 2018**

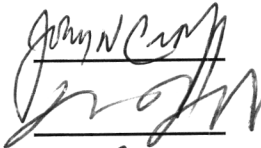

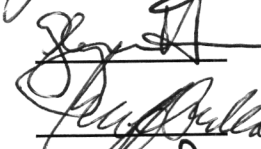
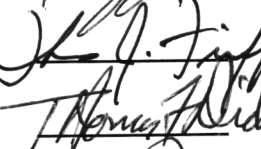


***John Crawford Chair***

***Jason Arp Co-Chair***

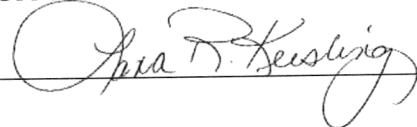
***All Council Members***

A Resolution approving the 2019 Budget for the Downtown Fort Wayne  
Economic Improvement District

**COMMITTEE ON FINANCE HAVE HAD SAID Ordinance under consideration  
and beg leave to report back to the Common Council that said Ordinance**

<u>DO PASS</u>	<u>DO NOT PASS</u>	<u>ABSTAIN</u>	<u>NO REC</u>
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____

**LANA R. KEESLING  
CITY CLERK**



Public Hearing Date: N/A

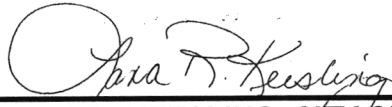
Read the first time in full and on motion by Councilman Crawford.

Read the second time by title and referred to the Finance Committee.

Read the third time in full and on motion by Councilman Crawford, placed on passage by the following vote:

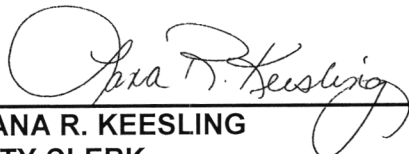
<u>TOTAL VOTES</u>	<u>AYES</u>	<u>NAYS</u>	<u>ABSTAINED</u>	<u>ABSENT</u>
ARP	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BARRANDA	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CRAWFORD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DIDIER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENSLEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FREISTROFFER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HINES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JEHL	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PADDOCK	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

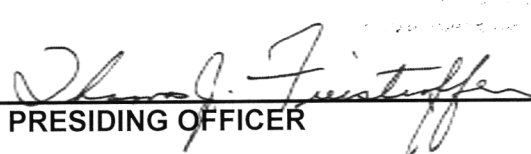
DATED: October 9, 2018

  
 \_\_\_\_\_  
 LANA R. KEESLING, CITY CLERK

Passed and adopted by the Common Council of the City of Fort Wayne, Indiana, as

Resolution No. R-18-09-28 on the 9th day of October, 2018

  
 \_\_\_\_\_  
 LANA R. KEESLING  
 CITY CLERK

  
 \_\_\_\_\_  
 PRESIDING OFFICER

Presented by me to the Mayor of the City of Fort Wayne, Indiana, on the 10th of October, 2018, at the hour of 9:55 o'clock A.M. E.S.T.

RECEIVED  
 OCT 11 2018  
 LANA R. KEESLING  
 CITY CLERK

  
 \_\_\_\_\_  
 LANA R. KEESLING, CITY CLERK

Approved and signed by me this 11<sup>TH</sup> day of OCTOBER 2018, at the hour of 1:00 O'clock PM E.S.T.

  
 \_\_\_\_\_  
 THOMAS C. HENRY, MAYOR