

1 BILL NO. R-20-10-15

2 RESOLUTION NO. R- 8720

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4 RESOLUTION APPROVING THE 2021 BUDGET  
5 FOR THE DOWNTOWN FORT WAYNE  
6 ECONOMIC IMPROVEMENT DISTRICT.

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

11 **Whereas**, On July 28, 2015 the Common Council of the City of Fort  
12 Wayne ("Council") adopted Special Ordinance No. S-66-15 (Bill Number S-15-  
13 07-08) which renewed the 'Downtown Fort Wayne Economic Improvement  
14 District' ("District") for the calendar years 2016 through 2025; and

15 **Whereas**, Indiana Code 36-7-22-17 requires that the Board of said District  
16 submit for approval the 2021 Budget for the District; and

17  
18 **Whereas**, the mission of the District is to increase the value of downtown  
19 and mobilize leadership and resources to achieve the community's vision for  
20 downtown;

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

23  
24 **NOW THEREFORE BE IT RESOLVED BY THE COMMON COUNCIL OF  
25 THE CITY OF FORT WAYNE, INDIANA:**

26 **Section 1.** The 2021 Downtown Improvement District budget is approved  
27 as described in Exhibit A attached.  
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1                   **Section 2.** That this resolution shall be in full force and effect from and  
2 after its passage and any and all necessary approval by the Mayor.

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4                     
5                   \_\_\_\_\_  
6                   Council Member

7 APPROVED AS TO FORM AND LEGALITY

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9                     
10                  \_\_\_\_\_  
11                  Carol Helton, City Attorney

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## DOWNTOWN IMPROVEMENT DISTRICT

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



September 18, 2020

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

RE: 2021 Budget

Dear President Didier:

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 16, 2020 the Board of Directors unanimously approved the 2021 budget.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Galbraith", written in a cursive style.

Michael Galbraith  
President

Certification by Board:

The undersigned Directors of the Economic Improvement District for the Downtown Area of the City of Fort Wayne hereby certify, in accordance with Indiana Code § 5-14-1.5-6.1(d), that no subject matter was discussed in the September 15, 2020 Executive Session other than the subject matter specified in this Memorandum of Minutes and in the Public Notice.

Roma Vengshank

[Signature]

Jeff [Signature]

[Signature]

Ronald D. Fuler

Butchell

[Signature]

[Signature] all

In attendance Electronically

Cornelia Hill

Alison Gwardot

Andromeda Robinson

904 South Calhoun St, Fort Wayne, IN 46802

(260) 420-3266 [www.DowntownFortWayne.com](http://www.DowntownFortWayne.com)

# DOWNTOWN IMPROVEMENT DISTRICT

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



## ***Downtown Fort Wayne 2021***

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

### *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. Identify, access and leverage resources only available during COVID.

## ***Core Services to be provided by the Downtown Improvement District in 2021***

- **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. Working to maintain downtown momentum during COVID.
- ✓ Targeted marketing and messaging to the community and visitors through basic and enhanced marketing programs.
- ✓ Year-round programming and activities that bring a diverse demographic of groups to experience and explore downtown. Emphasize more frequent but smaller events during COVID.
- ✓ Generating positive 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.

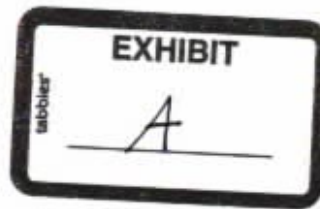
### *Projects to ensure the public realm remains accessible and interesting include:*

- ✓ Continuing 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. Sanitizing public surfaces during COVID.
- ✓ 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.



2021 Annual Budget Allen County prediction	NOTES
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**Revenue and Support**

4000 · DID Assessment	\$522,110.00
4650 · Downtown Dining District Dues	\$15,000.00
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	\$2,000.00
4400 · Individual Contributions	\$200.00
4500 · Grants	
4500.1 · Grants - Art This Way	\$10,000.00
4500 · Grants - Other	\$5,000.00
<b>Total 4500 · Grants</b>	<u>\$15,000.00</u>
4600 · Event / Programming Revenue	
4610 · Sponsorships	
4610.1 · Sponsorships - ATW	\$30,000.00
4610 · Sponsorships - Other	\$125,000.00
<b>Total 4610 · Sponsorships</b>	<u>\$155,000.00</u>
4630 · Entrance/Participation Fees	
4630.2 · Fees - Food Trucks & Stakeholde	\$6,000.00
4630.1 · Participation Fees -Art This Way	\$4,500.00
<b>Total 4630 · Entrance/Participation Fees</b>	<u>\$10,500.00</u>
<b>Total 4600 · Event / Programming Revenue</b>	<u>\$165,500.00</u>
4700 · Interest Revenue	\$3,840.00
4900 · Other Income	\$1,000.00
<b>Total Revenue and Support</b>	<u>\$924,650.00</u>

**Expense**

6010 · Personnel Costs		
6010.1 · Staff Compensation		
6011 · Salaries	\$358,368.11	
6012.1 · Payroll Taxes	\$27,548.16	
6020 · Employee Benefits	\$0.00	
		70% Employee & Spouse (HSA) Forecast 2 Employees
6022 · Health/Dental/Life/AD	\$37,503.36	take
6025 · Parking for Staff/Mile	\$3,650.00	
6024 · Retirement Plan	\$10,751.04	
6013 · Workers Compensati	\$4,400.00	
<b>Total 6020 · Employee Benefits</b>	<u>\$56,304.40</u>	
<b>Total 6010.1 · Staff Compensation</b>	<u>\$442,220.67</u>	
6710.1 · Contract Fees / Labor		
6810 · Accounting	\$12,000.00	

			Includes ATW, seasonal Clean and Green and Marketing graphics
	6257 · Contract Labor	\$25,000.00	
	6830 · Legal	\$5,000.00	
	7122.1 · Social Media	\$26,000.00	
	7200 · Strategic Plan	\$6,000.00	
	7201 · Tech Support	\$11,400.00	
	<b>Total 6710.1 · Contract Fees / Labor</b>	<u>\$85,400.00</u>	
	<b>Total 6010 · Personnel Costs</b>	<u>\$527,620.67</u>	
	<b>8001 · Art This Way</b>		
	8001.1 · ATW - Artist Stipends	\$25,000.00	
	8001.3 · ATW - Marketing & Events	\$7,000.00	
	8001.2 · ATW - Logistics & Supplies	\$10,000.00	
	<b>Total 8001 · Art This Way</b>	<u>\$42,000.00</u>	
	<b>8000 · Bank and Finance Charges</b>	\$700.00	
	<b>6610.1 · Conferences / Meetings</b>		
	6260 · Stakeholder Services support	\$3,000.00	
	6610 · Conferences/Training / Travel	\$10,000.00	
	6170 · Meals for Board Meetings	\$1,000.00	
	6410 · Meeting Expenses	\$2,500.00	
	<b>Total 6610.1 · Conferences / Meetings</b>	<u>\$16,500.00</u>	
	<b>7800 · Depreciation Expense</b>	\$2,225.00	
	<b>6180 · Equipment</b>	\$5,000.00	
	<b>6710 · Events</b>		
	6712 · Event Production	\$80,000.00	
	6720 · Grants-Jointly Sponsored Evts	\$25,000.00	
	6720.1 · Grants Jointly SponsProjects	\$5,000.00	
	<b>Total 6710 · Events</b>	<u>\$110,000.00</u>	
	<b>6820 · Insurance - Commercial; D&amp;O</b>	\$7,000.00	
	<b>6251 · Landscaping/Planters</b>	\$42,000.00	
	<b>6254 · Maintenance/Supplies</b>	\$5,000.00	
	<b>6430.2 · Marketing</b>		
	7100 · Co-Op Marketing	\$12,000.00	
	7135 · Downtown Dining Marketing	\$15,000.00	
	7130 · Sector Marketing	\$17,000.00	
	6430.1 · General Marketing/Branding	\$20,000.00	
	7122 · Website & E-Newsletter	\$6,000.00	
	<b>Total 6430.2 · Marketing</b>	<u>\$70,000.00</u>	
			Higher as a COVID reserve
	<b>7400 · Miscellaneous</b>	\$1,654.33	
	<b>6110 · Occupancy</b>	\$27,000.00	
	<b>6100 · Office Expenses</b>		
	6620 · Dues/Subscriptions	\$5,500.00	
	6140 · Postage	\$650.00	
	6145 · Printing & Copying	\$3,500.00	
	6150 · Supplies	\$3,500.00	
	6130 · Telephone/Internet/Cell	\$3,600.00	
	<b>Total 6100 · Office Expenses</b>	<u>\$16,750.00</u>	
	<b>6259 · Infrastructure / Streetscape</b>		
	6259.1 · COVID-19 Prevention Materials	\$1,000.00	
	6259 · Infrastructure / Streetscape - Other	\$49,000.00	
	<b>Total 6259 · Infrastructure / Streetscape</b>	<u>\$50,000.00</u>	

7999 - Volunteer Activities

Total Expense  
Income-Expense

\$1,200.00  

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\$924,650.00  

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**\$0.00**

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**REPORT OF COMMITTEE ON REGULATIONS**  
**October 20, 2020**



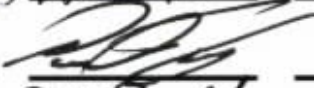

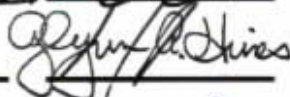

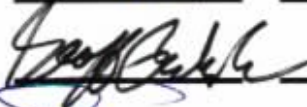

***Glynn Hines Chair***

***Tom Freistroffer Co-Chair***

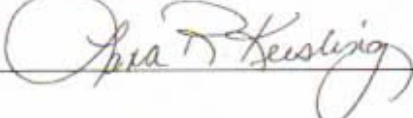
***All Council Members***

Resolution approving the 2021 budget for the Downtown Improvement District  
Involving a total cost of \$150,000.00

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

<u>COUNCIL MEMBER</u>	<u>DO PASS</u>	<u>DO NOT PASS</u>	<u>ABSTAIN</u>
ARP			
CHAMBERS			
DIDIER			
ENSLEY			
FREISTROFFER			
HINES			
JEHL			
PADDOCK			
TUCKER			

**LANA R. KEESLING**  
**CITY CLERK**



Public Hearing Date:

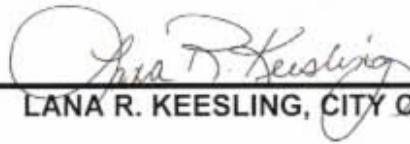
Read the first time in full and on motion by Councilperson Freistroffer.

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

Read the third time in full and on motion by Councilperson Hines, 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"/>
CHAMBERS	<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"/>
TUCKER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DATED: October 27, 2020



LANA R. KEESLING, CITY CLERK

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

Resolution No. R-20-10-15 on the 27th day of October, 2020

ATTEST:



LANA R. KEESLING  
CITY CLERK



PRESIDING OFFICER

Presented by me to the Mayor of the City of Fort Wayne, Indiana, on the 28th of October 2020, at the hour of 2:05 o'clock P.M. E.S.T.



LANA R. KEESLING, CITY CLERK

Approved and signed by me this 29<sup>TH</sup> day of OCTOBER

2020, at the hour of 2:00 o'clock PM E.S.T.



THOMAS C. HENRY, MAYOR

