



ANNUAL REPORT 2018



“

We love bringing people together. That's our statement of purpose. Yet, those are merely words on a page without the support of partners like you. Because of your generous investment in DTSB, we can bring these words to life, and create the most vibrant downtown in the state.”

– Milt Lee | Executive Director





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& DTSB STAFF

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PARTNERS

2018 BOARD OF DIRECTORS

PRESIDENT

Matt Gray | Key Bank

PRESIDENT ELECT

Rob DeCleene | Visit South Bend
Mishawaka

TREASURER

Dan Smogor | Kruggel Lawton CPAs

SECRETARY

Jeanine Gozdecki | Barnes & Thornburg LLP

BOARD

- ♦ Chris Barth
- ♦ Maggie Beggs
- ♦ Daniel Collins
- ♦ Diana Custer
- ♦ Mary Downes
- ♦ Regina Emberton
- ♦ Greg Hakanen
- ♦ Sara Jenning
- ♦ John Jessen
- ♦ Calvin Johnson
- ♦ Kintae Lark
- ♦ Venus Myles
- ♦ John Mazurkiewicz
- ♦ Joan McClendon
- ♦ Mark McDonnell
- ♦ Danielle Meersman
- ♦ James Mueller
- ♦ Aaron Perri
- ♦ Dan Rousseve
- ♦ Scott Ruszkowski
- ♦ Tim Scott
- ♦ Jeanne Skelton
- ♦ Jerry Thoma
- ♦ Scott Tuma
- ♦ Willow Wetherall

2018 DTSB STAFF



MILT LEE
Executive Director



KYLIE CARTER
Director of Marketing
and Events



COURTNEY QUINLAN
Director of Communications
and Public Relations



LESLIE PINSON
Director of
Business Engagement



DEBBIE GAMBLE
Accountant



AMY PAUL
General Manager,
Ambassador Program



HELLO PARTNERS, COLLEAGUES & RESIDENTS:

Downtown South Bend, Inc. exceeded expectations for 2018 on its journey to fulfill the mission of advancing the downtown, and positively affecting downtown vitality by focusing on beautification, marketing, and by providing existing and new business resources to downtown merchants.

From the addition of brighter street festival lights, to the record number of Art Beat visitors, DTSB, along with our core group of supporters and partners delivered great experiences in 2018.

This year, Downtown South Bend, Inc. is poised to capitalize on this momentum.

- New Mission Partnerships are on tap for the coming year which will allow the organization to establish long-term business relationship that help DTSB maximize revenue to amplify existing event experiences, and create new ones.

- A commitment to facilitating Culinary Excellence will be a driver, not just for our Business Resources and Engagement team, but the collective restaurant consortium as a whole, including the Downtown Dining Association and other committed stakeholders.

- Let's not forget downtown is a neighborhood as well. And, DTSB has organized a residents committee that will consistently communicate, plan and help lead a needs-based set of goals determined by our downtown stakeholders.

- Perhaps most significantly, DTSB literally transformed as an organization with the hiring of Milt Lee as executive director, the addition of Courtney Quinlan in a reshaped communications and PR role and the advancement of Kylie Carter into the Director of Marketing & Events position.

So, whether you live, work or play in Downtown South Bend, DTSB is working hard to increase livability and love of downtown. There's never been a more exciting time to live in South Bend and DTSB is certainly playing its part in the empowering momentum of our community.

Sincerely,

ROB DECLEENE | President

DTSB

Incorporated in January 2002, Downtown South Bend, Inc. (DTSB) is a not-for-profit 501c(3) organization dedicated to the continued growth and prosperity of downtown South Bend in partnership with the City of South Bend. DTSB is governed by a 29-member board, which includes downtown business owners and residents, the University of Notre Dame and City officials.

DTSB'S MISSION

Downtown South Bend, Inc. is committed to the advancement and vitality of downtown through three primary areas of focus:



BUSINESS RESOURCES

Offering BUSINESS RESOURCES, support, initiatives and incentives



MARKETING & EVENTS

Presenting MARKETING & EVENTS designed to attract visitors and highlight downtown as the center for arts, dining and entertainment



STREET LEVEL SOLUTIONS

Providing STREET LEVEL SOLUTIONS to make downtown clean, safe, beautiful, accessible and hospitable

DTSB FINANCIAL SUMMARY



REVENUE	2018
TOTAL	\$ 1,008,983.⁷⁰
CIP/TIF Contracts	\$ 589,999. ⁹⁹
Corporate Partners	\$ 74,200. ⁰⁰
Parking Management	\$ 41,726. ⁰⁴
Event Income/Sponsors	\$ 148,791. ⁵⁹
Co-operative Marketing Program	\$ 44,947. ⁵⁰
Parking Lot	\$ 43,642. ⁰⁰
Other	\$ 65,694. ⁶⁷

EXPENSES	2018
TOTAL	\$ 1,004,316.³⁰
Operating & Personnel	\$ 369,923. ⁹⁵
Streetscape, Maintenance, Landscaping	\$ 296,037. ³⁰
Safety & Hospitality	\$ 83,497. ⁷⁵
Business Resources & Grants	\$ 43,735. ⁷³
Marketing & General Advertising	\$ 54,185. ⁹²
Special Events & Promotions	\$ 153,881. ¹¹
Other	\$ 3,054. ⁶⁰

DTSB'S 501(c)(3) DESIGNATION

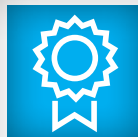
In 2015 DTSB established a 501(c)(3) sister organization, Downtown South Bend, Inc. Foundation. As DTSB works to transform spaces, places, and perceptions, the foundation's potential for growing this important work is essential. The benefits of obtaining a 501(c)(3) status includes an increased ability to forge new partnerships, to seek new grant opportunities, and add greater corporate support. Together, DTSB and its partners will develop strategies to enhance downtown programming and benefit merchants, businesses, residents and visitors.

DTSB BUSINESS ENGAGEMENT



BUSINESS OPENINGS

- ◆ Courtyard Marriott
- ◆ Baker & Rose
- ◆ Gallery 2910
- ◆ L Street Kitchen
- ◆ Omnilife
- ◆ Sew Loved Women's Center **Moved locations*
- ◆ Woochi **Moved locations*
- ◆ Spirited
- ◆ Studebaker Brewing Co.
- ◆ Hibberd Building
- ◆ Salon Nouveau
- ◆ EPOCH Architecture & Planning
- ◆ Classic Image Photography
- ◆ South Blend Café
- ◆ Bantam Diner
- ◆ The Ragamuffin
- ◆ The Brain Lair Bookstore
- ◆ The Hair Distillery **Moved locations*
- ◆ The Hideaway
- ◆ Ancon Construction



MILESTONE ANNIVERSARIES

- ◆ **30 YEARS**
Corby's
- ◆ **5 YEARS**
 - LaSalle Kitchen & Tavern
 - The Exchange
 - Woochi



DOWNTOWN DOLLARS

- ◆ **\$ 28,040** in certificate sales
- ◆ **71%** increase from 2017



RIVERFRONT LIQUOR LICENSES AWARDED

ESTIMATED **\$240,000** IN BUSINESS STARTUP SAVINGS

- ◆ Nom Nom Pho
- ◆ Woochi Japanese Fusion & Bar
- ◆ Lights of India
- ◆ The Garage Arcade Bar
- ◆ JC Lauber Pizza Kitchen
- ◆ PEGGS



IMPACT 150+ NEW JOBS CREATED



BUSINESS RESOURCES

- ◆ **Ribbon Cuttings = 10**
- ◆ **Ground Breaking Ceremonies**
 - The Cascade
 - The Commerce Center
- ◆ **Walking Tours: 400+ people**



DTSB GRANTS

- ◆ **Exterior Enhancement Grant**
 - Hibberd Building
 - Hammer & Quill
 - 201 W. Monroe St.

- ◆ **Interior Enhancement Grant**
 - Hammer & Quill

\$42,000 GRANT
MONEY AWARDED



“

We appreciate how our city and DTSB help upstart businesses get a foothold on expenses associated with opening new business ventures by awarding enhancement grants. Hammer & Quill earned two grants this year, and with the help of these resources, we were able to transform the street appeal of our new business in just one summer. Thanks to our partners at Downtown South Bend, we have a new façade and upgraded lighting that make us proud.”

— John Barany

— Patrick Wittling

— Michael Paczkowski
Hammer & Quill Co- Owners

DTSB's MEDIA GROWTH

In 2018, DTSB engaged with millions of people in St. Joseph County and the surrounding region through print, digital, and social media. With the increased awareness of downtown and our responsive website, we noticed a dramatic increase in our media's growth throughout the past year.

23,513
FACEBOOK
PAGE LIKES



2018


22,092
FACEBOOK
PAGE LIKES
2017

DTSB AMBASSADORS BY THE NUMBERS

 **1,519**
SPECIAL
EVENT HOURS

101,461 LBS
 **OF TRASH**
collected
in garages
& districts

 **759**
hours spent doing
SNOW REMOVAL

 **74,088**
GALLONS OF WATER
used for flower watering

6,968
SAFETY
PATROL HOURS

4,419

hours cleaning in garages
and around downtown

5,600
HOSPITALITY
ASSISTS 

 **OVER** **SAFETY**
300 **ESCORTS**
PROVIDED

 **3,286** special project &
seasonal décor hours



2018 CLEANING & BEAUTIFICATION



60+ FLOWER BEDS!
REPLACED NEW DIRT
AND MULCH - DOWNTOWN

7.5 FT 
CHRISTMAS TREES
were installed in over
25 FLOWER BOWLS
throughout downtown

DTSB SOCIAL OUTREACH



In 2018, the Social Outreach Specialist, Chris Anderson, connected with over 1,300 people experiencing quality of life issues. In addition, Chris had over 650 interactions with various social service agencies. Chris was successful in getting 7 clients housed.

SIGNATURE EVENTS 2018

• January 22 – February 4

WINTER RESTAURANT WEEK:



• June 2, July 7, August 4

ARTS ON THE RACE



• First Fridays, May through October,
ARCHITECTURAL WALKING TOURS

• Friday, March 16

PADDY PARTY & PUB TOUR

• June 9 – September 1, Saturdays
(excluding 8/18 for Art Beat)

SUMMER FITNESS SERIES:



• Saturday, August 18
ART BEAT

• Saturday, March 24

EGG STRAVAGANZA

• July 9 – July 22

SUMMER RESTAURANT WEEK

• September 28

GROWN-UP MOVIE NIGHT
– STEP BROTHERS:



• May 9, June 13, July 11*, August 8, Set.12, Oct. 10*

WEDNESDAY WINE WALKS

**denotes Beer Walk*

OUTDOOR FILM SERIES:

• June 9

JUMANJI (ORIGINAL)

• July 14

THE INCREDIBLES

• August 11

COCO

• Friday, October 26

DOWNTOWN TRICK OR TREATING

• May 31 – August 30, Mon. through Thur.

RED TABLE PLAZA

• December 7, 8, 9, 14, 15, 16, 21, 22, 23, 24

DOWNTOWN FOR THE HOLIDAYS

FIRST FRIDAYS:

• January 5

PAY IT FORWARD FRIDAY

• May 4

MAY THE 4TH BE WITH YOU



• September 7

DOG DAYS OF SUMMER

• February 2

FIRE & ICE



• June 1

KIDS' NIGHT OUT



• October 5

"FALL" IN LOVE WITH DOWNTOWN

• March 2

DANCE DOWNTOWN

• July 6

CLASSIC DOWNTOWN

• November 2

TASTE OF THE TOWN

• April 6

DOWNTOWN SPRING BREAK

• August 3

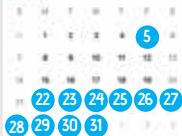
ARTS ALIVE

• December 7

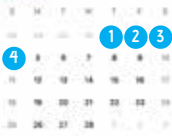
DOWNTOWN FOR THE HOLIDAYS

● DTSB Winter Events | ● DTSB Spring Events | ● DTSB Summer Events | ● DTSB Fall Events

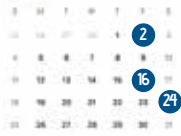
JANUARY



FEBRUARY



MARCH



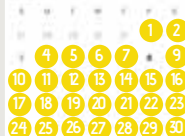
APRIL



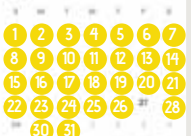
MAY



JUNE



JULY





JUNE FIRST FRIDAYS: KIDS' NIGHT OUT



DOWNTOWN FOR THE HOLIDAYS



ART BEAT



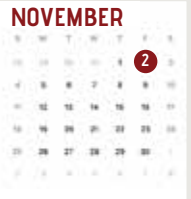
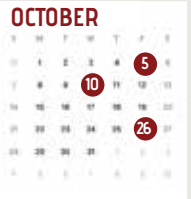
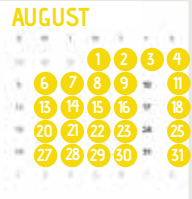
OUTDOOR FILM SERIES



DTSB EVENTS

Downtown South Bend events draw thousands of visitors to the downtown area, giving them the chance to discover all that downtown South Bend has to offer. The majority of our events are free and family-friendly. The memories and experiences created at these events help instill an emotional connection to the downtown and provide a sense of community and vibrancy.

In 2018, DTSB planned, promoted and executed over 100 events, and provided event support and promotion to 1,000+ other downtown events.





DTSB'S OUTLOOK

Downtown South Bend continues on a steep trajectory for new restaurant and business ventures for 2018 happening over the entire geographic landscape of downtown. DTSB is positioned to create a fertile environment to help ensure success for downtown investors, partners and patrons. Our strategic priorities include:

- **Defining a downtown brand and identity** — along with a re-imaged website, you will see a consistent culture and theme weaving through the idea of bringing people together in the heart of the city.
- **Investing in a strong Dining Association** — leading the way in supporting a strong brand is our existing, vibrant culinary scene. We'll invest resources to ensure the health and continues growth of this culture creating the proper environment for new and better entries.
- **Implementation of Residential Resources** — defining a downtown neighborhood and making strong connections to associations and groups to help grow the downtown residential numbers is key for advancing downtown. We will attend and create meetings, provide information, opportunities and leadership when necessary.
- **Innovative street and on-premise events** — getting visitors downtown, making sure they have signature moments that inspire them to play and live downtown and getting them across the threshold of our merchant partners is our trifecta focus for 2019.
- **Street visibility** — for our ambassador program to continue to make dramatic impact, we will increase our number of associates by 30%, and, we'll build awareness and personal touches with downtown patrons.

NEW IN PARKING FOR 2018

- Elevator overhaul project in Leighton and Wayne garages
- Leighton basement re-striping completed
- All parking garages technology was switched over to City of South Bend Metronet

Downtown South Bend 2018 COMMUNITY PARTNERS

FOUNDERS ALLIANCE (\$10,000 +)



DOWNTOWN DIPLOMAT (\$5,000 - \$9,999)



CORE SUPPORTER (\$1,000 - \$4,999)



URBAN PIONEERS (\$100 - \$999)

- ◆ Ali on the Boulevard
- ◆ Barnaby's South Bend
- ◆ Café Navarre
- ◆ Chicory Café
- ◆ Christopher Burke Engineering
- ◆ Cinco 5
- ◆ Fiddler's Hearth
- ◆ Grass Roots Media
- ◆ Hair Crafters
- ◆ HRP Construction
- ◆ LaSalle Grill
- ◆ Peggs
- ◆ South Bend Brew Werks
- ◆ South Bend Chocolate Café
- ◆ Specialized Staffing
- ◆ Steven A. Goldberg, CPA
- ◆ Studebaker National Museum
- ◆ Tapastrie
- ◆ The Exchange
- ◆ The Music Village
- ◆ The Troyer Group, Inc.
- ◆ Tippecanoe Place
- ◆ Tuesley Hall Konopa, LLP

MAJOR EVENT SUPPORT

- ◆ Above All Chiropractic Center
- ◆ Apollo
- ◆ Barnes & Thornburg
- ◆ Beacon Health & Fitness
- ◆ Bokeh Media
- ◆ Bradley Company
- ◆ Community Foundation of St. Joseph County
- ◆ DoubleTree by Hilton
- ◆ Edible Arrangements
- ◆ Eventsys
- ◆ Indiana Arts Commission
- ◆ Indiana Beverage
- ◆ Indiana Michigan Power
- ◆ Indiana Whiskey Co.
- ◆ Indiana Wholesale
- ◆ Kohl's
- ◆ Kona Ice
- ◆ Lawson-Fisher
- ◆ The LaSalle
- ◆ The Music Village
- ◆ Martin's Supermarket
- ◆ MetroPCS
- ◆ Notre Dame Federal Credit Union
- ◆ Physician's Urgent Care
- ◆ PNC Bank
- ◆ South Bend Chocolate Café
- ◆ South Bend Cubs
- ◆ South Bend International Airport
- ◆ South Bend Museum of Art
- ◆ South Bend Venues Parks & Arts
- ◆ St. Joseph County 4-H
- ◆ Teachers Credit Union
- ◆ Transpo
- ◆ U93
- ◆ United Beverage
- ◆ Visit South Bend Mishawaka



DTSB is a non-profit public/private partnership with the City of South Bend

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