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4 RESOLUTION APPROVING THE 2025 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 2025 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.

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

26 **Section 1.** The 2025 Downtown Improvement District budget is approved  
27 as described in Exhibit A attached.  
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**Section 2.** That this resolution shall be in full force and effect from and after its passage and any and all necessary approval by the Mayor.

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Council Member

APPROVED AS TO FORM AND LEGALITY

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Malak Heiny, City Attorney

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# DOWNTOWN *Fort Wayne*

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September 5, 2024

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

RE: 2025 Budget

Dear President Freistroffer:

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 August 20, 2024 the Downtown Improvement District Board of Directors adopted the attached 2025 budget.

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

Sincerely,



Michael Galbraith  
President



904 S. Calhoun Street  
Fort Wayne, IN 46802

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info@downtownfortwayne.com

downtownfortwayne.com  
#DTFW

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# DOWNTOWN *Fort Wayne*

## ***Downtown Fort Wayne 2025***

Downtown Fort Wayne is seeing continued 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 ongoing strategic growth, both in the 99-block District and in adjacent business corridors.

### *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 initiatives to maximize economic impact for future growth, 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 2025***

- **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 reinforce an authentic brand for downtown.
- ✓ Targeted marketing and messaging to the community and visitors through multi-channel marketing programs.
- ✓ Year-round programming and activities that bring a diverse demographic of groups to experience and explore downtown.
- ✓ 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.
- ✓ Streetscape beautification such as public murals, 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 planning, 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.

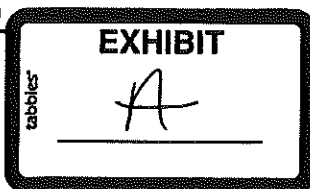


Revenue and Support

4000 · DID Assessment	\$737,696.00
4650 · Downtown Dining District Dues	\$27,500.00
4100 · City of Fort Wayne Support	\$185,000.00
4105 · City - Infrastructure/Capital	\$65,000.00
4200 · County of Allen Support	\$75,000.00
4300 · Business Contributions	\$0.00
4400 · Individual Contributions	\$0.00
4500 · Grants	
4500.1 · Grants - Art This Way	\$10,000.00
4500 · Grants - Other	\$20,000.00
Total 4500 · Grants	<u>\$30,000.00</u>
4600 · Event / Programming Revenue	
4610 · Sponsorships	
4610.1 · Sponsorships - ATW	\$10,000.00
4610 · Sponsorships - Other	\$220,000.00
Total 4610 · Sponsorships	<u>\$230,000.00</u>
4630 · Entrance/Participation Fees	
4630.2 · Fees - Food Trucks & Stakeholde	\$4,500.00
4630.1 · Participation Fees - Art This Way/WTF	\$7,500.00
Total 4630 · Entrance/Participation Fees	<u>\$12,000.00</u>
Total 4600 · Event / Programming Revenue	\$242,000.00
4700 · Interest Revenue	\$12,000.00
4900 · Other Income	\$50,000.00
Total Revenue and Support	<u>\$1,424,196.00</u>

Expense

6010 · Personnel Costs	
6010.1 · Staff Compensation	
6011 · Salaries	\$525,313.38
6012.1 · Payroll Taxes	\$44,461.47
6020 · Employee Benefits	
6022 · Health/Dental/Life/AD&D	\$77,722.68
6025 · Parking for Staff/Mileage Reimb	\$3,160.00
6024 · Retirement Plan	\$7,715.20
6013 · Workers Compensation	\$4,620.00
Total 6020 · Employee Benefits	<u>\$93,217.88</u>
Total 6010.1 · Staff Compensation	\$662,992.73
6710.1 · Contract Fees / Labor	
6810 · Accounting	\$25,000.00
6257 · Contract Labor	\$26,850.00
6830 · Legal	\$7,500.00
7122.1 · Social Media	\$42,000.00
7200 · Strategic Plan	\$60,000.00
7201 · Tech Support	\$21,000.00
Total 6710.1 · Contract Fees / Labor	<u>\$182,350.00</u>



Total 6010 · Personnel Costs	\$845,342.73
8001 · Art This Way	
8001.1 · ATW - Artist Stipends	\$22,500.00
8001.3 · ATW - Marketing & Events	\$5,000.00
8001.2 · ATW - Logistics & Supplies	\$8,500.00
8001.4 · ATW Art Crawl	\$5,000.00
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Total 8001 · Art This Way	\$41,000.00
8000 · Bank and Finance Charges	\$0.00
6610.1 · Conferences / Meetings	
6260 · Stakeholder Services support	\$25,000.00
6610 · Conferences/Training/Travel	\$10,000.00
6170 · Meals for Board Meetings	\$0.00
6410 · Meeting Expenses	\$4,500.00
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Total 6610.1 · Conferences / Meetings	\$39,500.00
7800 · Depreciation Expense	\$10,000.00
6180 · Equipment	\$2,500.00
6710 · Events	
6712 · Event Production	\$116,000.00
6720 · Grants-Jointly Sponsored EvtS	\$5,000.00
6720.1 · Grants Jointly SponsProjects	\$5,000.00
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Total 6710 · Events	\$126,000.00
6820 · Insurance - Commercial; D&O	\$16,000.00
6251 · Landscaping/Planters	\$44,000.00
6254 · Maintenance/Supplies	\$2,000.00
6430.2 · Marketing	
7100 · Co-Op Marketing	\$10,500.00
7135 · Downtown Dining Marketing	\$27,500.00
7130 · Sector Marketing	\$24,000.00
6430.1 · General Marketing/Branding	\$36,000.00
7122 · Website & E-Newsletter	\$40,000.00
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Total 6430.2 · Marketing	\$138,000.00
7400 · Miscellaneous	\$21,323.27
6110 · Occupancy	\$35,000.00
6100 · Office Expenses	
6620 · Dues/Subscriptions	\$21,000.00
6140 · Postage	\$650.00
6145 · Printing & Copying	\$2,580.00
6150 · Supplies	\$4,500.00
6130 · Telephone/Internet/Cell	\$4,800.00
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Total 6100 · Office Expenses	\$33,530.00
6259 · Infrastructure / Streetscape	
6259.1 · COVID-19 Prevention Materials	\$0.00
6259 · Infrastructure / Streetscape - Other	\$45,000.00
6259.2 Outdoor/Public Realm	\$25,000.00
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Total 6259 · Infrastructure / Streetscape	\$70,000.00
7999 · Volunteer Activities	\$0.00
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Total Expense	\$1,424,196.00
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Revenue over (under) Expense	\$0.00