

# MAKE IT DOWNTOWN SOUTH BEND

## DOWNTOWN SOUTH BEND PROFILE



### Who We Are

Downtown South Bend, Inc. (DTSB) is a not-for-profit 501C(6) organization dedicated to the continued growth and prosperity of Downtown South Bend as a place to work, play, live, and shop. DTSB continually works to improve our community's quality of life through creative marketing and promotion, coordinated public/private initiatives, effective economic development and business recruitment.

### How We Are Funded

DTSB is funded by several private corporate partners, TIF (Tax Increment Financing) Funds, City of South Bend general funds and parking lot management revenue. Additional funds are raised through sponsorships and grants for special events.

### Governing Body

DTSB is governed by a 20 member board which includes downtown business owners and residents, local business leaders, the University of Notre Dame and City officials. Officers of the board include Chair, Vice Chair, Treasurer and Secretary.

With numerous shops, restaurants, museums and some of the best arts and entertainment venues in the region, downtown South Bend is the perfect destination for everything from sophisticated urban experiences to exciting outdoor excursions along the St. Joseph River.

Just minutes from the University of Notre Dame and with convenient access to the 80/90 Indiana Toll Road, South Bend Regional Airport and high speed telecommunications, downtown South Bend is a great place for small business, entrepreneurs and urban living.

## DEMOGRAPHICS

### DOWNTOWN DEMOGRAPHICS

Size: Approx. 15 sq blocks  
 Workday population: 20, 226\*  
 Households: 3,836\*  
 Number of people within a 60 min. drive: 1.8 Million  
 2011 Population projection: 9,000\*  
 Median Household Income: \$31,099\*  
 Schools: 1 Public and 2 Private Elementary Schools  
 Average Daily Hotel Guests: 300 (approx.)  
 Number of Hotel and B&B Rooms: 587  
 Traffic Count (Main & Jefferson): 14,915 AADT\*\*

\*2007-08 Buxton Retail Site Assessment Study, City of South Bend

\*\* Annual Average Daily Count- MACOG Traffic Count Data

## LARGE EMPLOYERS DOWNTOWN

AM General	Madison Center
AT&T	Memorial Health System
Baker & Daniels	Nello Corporation
Barnes & Thornburg LLP	People Link
City of South Bend	Press Ganey
Crowe Horwath	South Bend Clinic
1st Source Bank	South Bend Community School Corporation
Gibson Insurance	South Bend Tribune
Indiana Department of Environment Mgmt.	St. Joseph County Government

## ATTRACTIONS

Center for History	St. Joseph River Walk
Copshaholm, the Oliver Mansion	St. Joseph County Public Library
Stanley Coveleski Baseball Stadium	South Bend Chocolate Café
East Race Waterway	South Bend Civic Theater
Healthworks! Kids' Museum	South Bend Museum of Art
Howard Park & Ice Rink	Studebaker National Museum
LaSalle Grill (Four Diamond AAA rating restaurant)	Tippecanoe Place
Morris Performing Arts Center	Historic Districts: West Washington & Chapin Park





## DTSB Priorities

### Hospitality & Safety

- Ambassador Program

### Marketing & Promotions

- Special Events
- Business Promotions
- Informational Brochures
- Website and Newsletter

### Planning & Urban Design

- Partner on City projects
- Grants
- Streetscape amenities

### Business Retention

- Informational packets
- Coordination with City

### Neighborhood Relations

- Liason with neighborhoods
- Event assistance

## DTSB Staff

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## KEY FACTS

### DOWNTOWN OFFICE SPACE

Average asking rates (per sq. ft.)  
Class A: \$15.00 - \$19.00  
Class B: \$10.00 - \$15.00  
Total sq. ft. (Class A): 630,770  
Total sq. ft. (Class B): 916,608  
Vacancy rate: 22.4% (out of 31 buildings)

### DOWNTOWN RETAIL SPACE

Total Retail Space: 532,517 sq.ft. (approx.)  
Rate per sq.ft.: \$11.50 - \$12.00

### DOWNTOWN APARTMENT UNITS

Total Apartment Units: 635 (approx.)  
Average Rental Rates: \$438 - \$1,190

### CONVENTION SPACE

Downtown's premier convention facility, Century Center, offers over 75,000 sq. ft. of flexible meeting space. Other convention/meeting spaces include; Palais Royale, South Bend Museum of Art, The Woodward, Ramada Plaza and the South Bend Marriott all within a short walking distance of dining, shopping and entertainment.

## ECONOMIC DEVELOPMENT

DTSB, in partnership with the City of South Bend, works to enhance economic opportunities and cultural life in the downtown. A large portion of the downtown area is included in a Tax Increment Finance (TIF) District that generates roughly \$3.1 Million annually. TIF funds can be used for a variety of property improvements, including buildings, parking facilities, land acquisition, and public improvements.

In addition to its Ambassador Program and other initiatives, DTSB annually awards competitive Facade Grants to downtown businesses, leveraging additional private investment in the area.

### KEY DOWNTOWN DEVELOPMENT INITIATIVES

- New pedestrian friendly streetscape along Michigan Street & Jefferson Blvd.

- American Trust Place (New mixed use development)
- Key Bank Building and Plaza rehabilitation
- New WNIT Public Television Headquarters
- New strategic master plans for Coveleski Ball Park, East Bank Village and Howard Park Neighborhood
- New St. Joseph High School (planned)
- Condominiums proposed along the St. Joseph River (Sycamore & Colfax) and JMS Building
- One-way to two-way street conversion for Williams St. & Lafayette Blvd. (planned)
- Former Hotel LaSalle Redevelopment (planned)
- Reuse of historic commercial buildings (500 S. Michigan)

## SPECIAL EVENTS & FESTIVALS

### SPRING

First Fridays Downtown South Bend  
Spring Art Walk  
St. Paddy's Tent Party & Pub Tour  
Sunburst Races

### FALL

First Fridays Downtown South Bend  
Art Beat  
Football Fridays Block Parties

### SUMMER

East Race Concert Series  
Green Weekend: Eco Fest & Green Expo  
First Fridays Downtown South Bend  
Fridays by the Fountain  
Red Table Plaza Lunchtime Concert Series  
Meet Me On the Island  
Leeper Park Art Fair

### WINTER

Dr. Martin Luther King Jr. Day Celebrations  
First Fridays Downtown South Bend  
Holiday Art Walk  
Nutcracker Ballet  
Santa House & Santa's Workshop

*Note: The listing above is not a comprehensive list of all downtown events.*

## EASY PARKING

There are approximately 600 public on-street parking spaces in the Central Business District (4 square blocks) of downtown. Additionally, there are 1452 parking spaces in three municipal parking garages. In addition to on-street parking, two downtown parking garages offer free parking to patrons. The Main/Colfax and Leighton (Michigan & Jefferson) garages are free after 7:00 pm Mon-Fri and all day on weekends (excluding special events). Download a parking map from downtownsouthbend.com

## TRANSPORTATION

The central business district, or the core of downtown, covers a few square blocks and is a pleasant walk. Public transportation in the city is provided by TRANSPO, which also operates a special trolley (American Heritage Streetcar replica) in the downtown area. And the trip is just 25¢! Visit [www.sbtranspo.com](http://www.sbtranspo.com) for maps and schedules.

VISIT US ONLINE FOR MORE INFORMATION ON DOWNTOWN EVENTS,  
NEWS & ACTIVITIES AT:

[WWW.DOWNTOWNSOUTHBEND.COM](http://WWW.DOWNTOWNSOUTHBEND.COM)