



Downtown South Bend, Inc. : STRATEGIC ACTION PLAN 2004



Downtown South Bend, Inc. (DTSB) is a not-for-profit public/private partnership with the City of South Bend working to make our downtown a great place to work, play, live and shop. DTSB continually strives to improve our community's long-term viability by providing creative marketing and promotions, effective redevelopment and recruitment initiatives, successful business retention programs and visible beautification projects.

Design & Land Use:	Business Recruitment:	Marketing & Promotions:	Finance Development:	Organization:	Hospitality & Safety:	Neighborhood Relations:	Redevelopment:
<p>To establish urban values by promoting and fostering communication to bring about good design, project transparency, and provoking thought and visions for Downtown South Bend.</p>	<p>To create an environment to encourage first floor retail and office investment in Downtown South Bend</p>	<p>To market Downtown South Bend as a premier destination to live, work, shop and play.</p>	<p>To create a funding mechanism of both public and private dollars to support and sustain the organization.</p>	<p>To be the lead organization to promote the growth and vitality of Downtown South Bend.</p>	<p>To improve the perception of safety through concentrated and highly visible initiatives.</p>	<p>To make downtown neighborhoods - including core commercial districts - more attractive places to live and to increase residential opportunities in the downtown area.</p>	<p>To actively participate with the city, developers and investors in DT redevelopment.</p>
PROGRAMS:	PROGRAMS:	PROGRAMS:	PROGRAMS:	PROGRAMS:	PROGRAMS:	PROGRAMS:	PROGRAMS:
Organize beautification initiatives	Provide market information and list of all up-to-date properties on the Downtown Website	Communications include informational faxing, press releases, Website development	Provide leadership for BID development	Maintain a board and committees	To provide an on-going ambassador program	Provide communication network with neighborhood liaisons	
Administer façade & streetscape grants	Provide business packets with market information to potential new investors	Public Relations include stakeholder meetings, ambassador program		Provide centralized office & management			
Present design & landscape awards	Quarterly monitor and distribute inventory of ground floor "retail" space	Advertising include image/branding, coordination of group advertising		Provide adequate staffing			
	Pro-actively advertise opportunities (in trade magazines/newspapers) for new investments in downtown	Promotions include coordination of special events & promotions		Database development & management			
	Proactively and reactively work with potential new "retail" investors in downtown			Parking lot management			
	Reactively work with potential new "office" investors in downtown						
SPECIAL PROJECTS:	SPECIAL PROJECTS:	SPECIAL PROJECTS:	SPECIAL PROJECTS:	SPECIAL PROJECTS:	SPECIAL PROJECTS:	SPECIAL PROJECTS:	SPECIAL PROJECTS:
Produce design guidelines	Provide yearly analysis of retail/service needs for downtown.		Provide grant research & writing	Maintain proper legal status	Monitor the media and meet with the media at least once a year and as needed to discuss safety issues both positive and negative	Conduct yearly roundtable discussions with realtors, developers and major downtown employers	Actively participate in business expansion projects
Produce streetscape guidelines	Provide semi-annual updates about downtown to commercial realtors.			Maintain proper insurance	Yearly roundtable discussions with building owners and managers		Actively Participate in Redevelopment Projects
Coordinate with ND Design Center forums	Participate in key trade shows				Yearly roundtable discussions with merchants		Participate in the RFP Process For Public Properties
Conduct public design charrettes					Yearly meeting with representatives with South Bend Police Department		
Administer lecture series-public education					Provide clipping service and scrapbook of stories about DTSB and Downtown South Bend		
ADVISORY:	ADVISORY:	ADVISORY:	ADVISORY:	ADVISORY:	ADVISORY:	ADVISORY:	ADVISORY:
Provide design review	Provide input for development and redevelopment issues	Resource to other committees and city departments	Resource to other committees and city departments	Quarterly meetings with the Mayor and City Staff	Resource to other committees and city departments	Examine opportunities and obstacles for housing development in the immediate downtown core	Help guide redevelopment planning efforts
Provide input for development and redevelopment issues	Work with city to provide incentives for potential new investors						Encourage business expansion
Oversee Business Improvement District (BID)	Resource to other committees and city departments						Encourage residential expansion
Provide input to ND Downtown Design Center							
Resource to other committees and city departments (i.e. City Plan)							
VISIONARY:	VISIONARY:	VISIONARY:	VISIONARY:	VISIONARY:	VISIONARY:	VISIONARY:	VISIONARY:
To encourage and participate in a Downtown Master Plan	Provide a constant connection to the downtown business climate to aid in future development process	Provide cutting-edge, state-of-the-art marketing efforts to enhance the perception of downtown	Seek funding opportunities and financial partnerships	Provide strategic planning	To monitor the pulse of the downtown to determine ways to enhance the perception of safety	To continually look at various quality of life issues from the specific perspective of downtown residents	To encourage and participate in a Downtown Master Plan
Establish urban policy: vision/values							