



DOWNTOWN
SOUTH BEND



THINGS ARE LOOKING UP DOWNTOWN

THESE ARE A FEW OF OUR FAVORITE THINGS FROM 2022

800+ HOURS OF DOWNTOWN SAFETY PATROLS

Immediately after taking the job as Executive Director of DTSB, Willow Wetherall gathered feedback from concerned downtown stakeholders and seized the opportunity to swiftly and decisively facilitate dedicated downtown safety patrols, the #1 request of local business owners and residents for years.

5 NEW DOWNTOWN MURALS

Public art brings new life and energy to urban spaces. DTSB partnered with Mural Mania to beautify our downtown with 5 new murals.

\$106K IN GRANTS AWARDED = A \$538K TOTAL INVESTMENT

13 projects were funded to improve the look and feel of downtown through our exterior enhancement matching grant program.

WELCOMED 16 NEW BUSINESSES

Downtown is benefitting from an even greater variety of new businesses and the development of previously vacant spaces.

RECORDING-BREAKING EVENT ATTENDANCE

20,000+ Art Beat Visitors

Art Beat broke its record of attendance with 20,000+ visitors coming downtown to attend the region's largest art festival. In 2023 we plan to go even bigger for Art Beat's 20th anniversary.

15,000+ First Fridays Participants This Summer

Kids' Night Out, Star Spangled Downtown, Totally 80s, and Dog Days of Summer brought 3 - 5K people to Michigan St. each night!

Sold-Out Wine Walks

1600 participants enjoyed wine and appetizers from 13 participating establishments, that's more people and more stops than ever before!

1,000 SOCIAL OUTREACH INTERACTIONS

Our Outreach Ambassador, Chris Anderson, had 1,000 interactions where he built relationships with, and provided resources to, downtown's unhoused citizens.

YOUR PARTNERSHIP AT WORK

"The best part of doing downtown patrols has been building relationships with the people who live and work here.

-Officers McMurray and Payne, *SBPD*



"Restaurant Weeks brought in many **new customers who are still coming back.**

The exposure from Restaurant Weeks was overall tremendous for our business."

-Diona Jones, *Bishop and Bae's*

"We enjoyed a **banner day during Art Beat.**

The Cellar saw a big boost from the additional visitors downtown and our patrons were abuzz with positive reviews of the art festival."

-Lisa Todd, *The Cellar*



"DTSB helped me make Mural Mania **a memorable week in South Bend,** and I'm so grateful for their support.

They helped the visiting muralists every step of the way & made it a special festival for everyone."

-Alex Ann Allen, *Mural Mania*

