

DOWNTOWN
EVANSVILLE

ECONOMIC
IMPROVEMENT
DISTRICT INC.

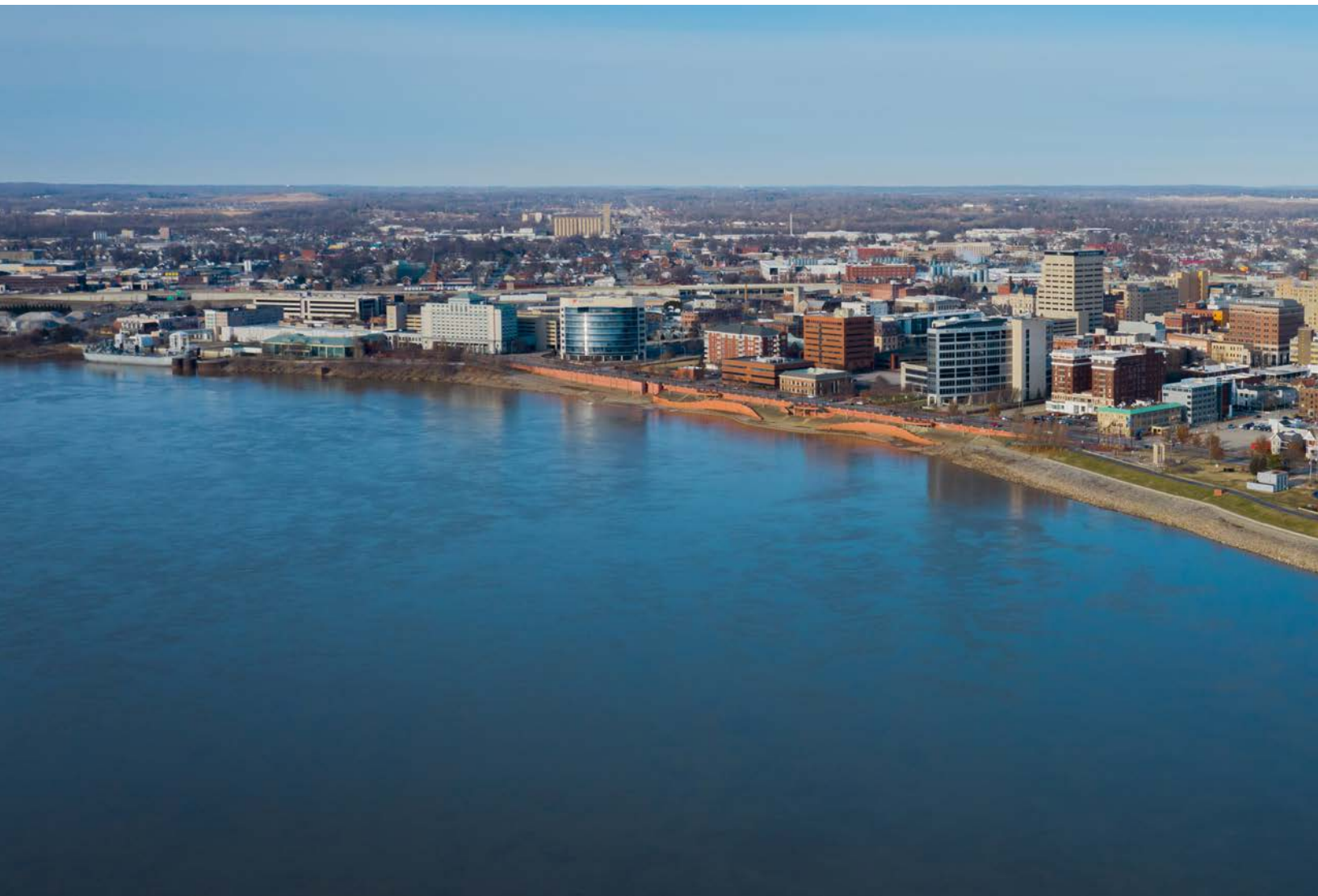
ANNUAL REPORT 2021



DEAR PROPERTY OWNER:

The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) serves the property owners of the Central Business District of Downtown Evansville by providing benefits and services beyond those provided by the City of Evansville. Our efforts are funded by an annual assessment on real estate located within the District. Our work falls into a few areas of impact: creating a cleaner, safer, and more beautiful neighborhood; marketing Downtown as a special place; and, encouraging economic development that underpins the growth of the entire region.

The Downtown population continued to grow in 2021. AR Lofts filled the historic (built in 1894!) Nabisco Bakery, adding twenty-six households to the NoCo area of Downtown. The Post House leased up ahead of its schedule, filling its 144 homes. As the year closed, leasing began at the Central Lofts bringing sixty-two new units of low-to-moderate-income homes to the neighborhood. We supported our existing condominium owners as well by hosting a Realtor® breakfast, sharing tips and information on selling Downtown condos.



A key to a vibrant Downtown Evansville is households of all types choosing Downtown over other neighborhoods; the rapid lease-up of these projects demonstrates the pent-up demand for urban housing in our region. I'd like to share how the EID helps build that demand.

One of our core functions is to create a more attractive, safer, and cleaner Downtown. In 2021, our contractors planted seventeen trees and 850 smaller plants. We commissioned our second mural. We removed 6,756 bags of litter. We added mulch – 3,000 cubic feet of it. We blasted sixty-seven tags of graffiti off a variety of surfaces. Safety is important, too: the EID provided crews to remove snow and ice from our busiest sidewalks, and we provided 280 hours of off-duty law enforcement patrols. We continued to add light to our alleys and streets, illuminating some new areas – and patrolling all of Downtown looking for streetlights in need of repair.

We executed several large events in 2021 including the return of Fireworks on the Ohio, bringing tens of thousands of people into Downtown. We closed

the year with the biggest “A Downtown Christmas” ever – over 4,000 people enjoyed an event we are building to become the region’s preeminent free family Christmas event. And we shared our neighborhood’s and businesses’ stories through our social media channels which continue to have the largest reach of any such channel in the state. We had our first one-million reach post in September, and we surpassed 10,000 followers on Instagram.

New businesses joined households in the move Downtown: new places for dining, drinks, shopping, and staying overnight. And several more businesses are on the way. All of our businesses, landmarks and attractions benefit from our new, giant photo-mural maps installed in the municipal garages. These maps help our visitors and workers find their way to everything from sushi to a sofa. Lastly, a project the EID has been advocating for in many ways took a big step forward in November: the implosion of 420 Main. We appreciate the neighborhood’s flexibility during that challenging process, and look forward to a new development that fits in better with the historic scale of the site and attracts more households and businesses to Downtown.

Sincerely,



JOSH ARMSTRONG

President

DOWNTOWN EVANSVILLE - Economic Improvement District

If you have any questions, would like to volunteer for events, or have any Downtown concern, please let me know: josh@downtownevansville.com.





MISSION, VISION, & VALUES

The DOWNTOWN EVANSVILLE - Economic Improvement District (EID) was formed by property owners in the core of Downtown Evansville in late 2017.

OUR MISSION

The EID builds a more active and inclusive Downtown Evansville. We enhance resident, consumer, investor, worker, and visitor experiences in Downtown Evansville.

OUR VISION

We will be acknowledged as the most vibrant urban district in the region, filled with unparalleled opportunities in which to live, work, learn, dine, invest, and play among great public spaces, happy people, and thriving businesses. We will be a resilient neighborhood, which cares for its own, as well as one that drives individual, family, organizational, city-wide and regional growth, prosperity, and development.

OUR VALUES

We act honestly and with transparency towards our property owners, stakeholders, and the broader community. We value everyone who is in our neighborhood. We choose quality over quantity: good design matters to us. We respect history and our historic buildings, while looking towards the future. We develop our people to be community leaders.

THE DOWNTOWN EVANSVILLE TEAM

EID STAFF



**JOSHUA
ARMSTRONG**

President
josh@downtownevansville.com



**ADAM
TRINKEL**

Marketing & Events Director
adam@downtownevansville.com



**ALLI
TURPIN**

Marketing & Events Coordinator
alli@downtownevansville.com

DOWNTOWN EVANSVILLE - Development Corporation



**CANDACE
CHAPMAN**

Executive Director
candace@downtownevansville.com

2021 EID BOARD OF DIRECTORS

PHILLIP ROBERTS

Chair

BRAD ELLSWORTH

Vice Chair

ALYSSIA OSHODI

Secretary

JOHN LAMB

Treasurer

JEFF JUSTICE

Past Chair

SCOTT ANDERSON

KELLEY COURES

STEPHANIE ENGELBRECHT

RANDY HOBSON

ANNA JORDAN

LUCERO TENNIS KIEFFER

WAYNE KINNEY

STACEY MCNEILL

TRESA MILLER

STEPHANIE MORRIS

JOHNATHAN POPE

JARED SMITH


STEPHANIE TERRY


KENDRA VANZO


HEATHER VAUGHT


CLEAN, SAFE, & BEAUTIFY HIGHLIGHTS


We work throughout the district to provide a cleaner, safer, and more beautiful Downtown Evansville. These efforts provide a foundation for increased vibrancy through new residents, new developments, and new businesses attracted to a welcoming neighborhood. Our work included:

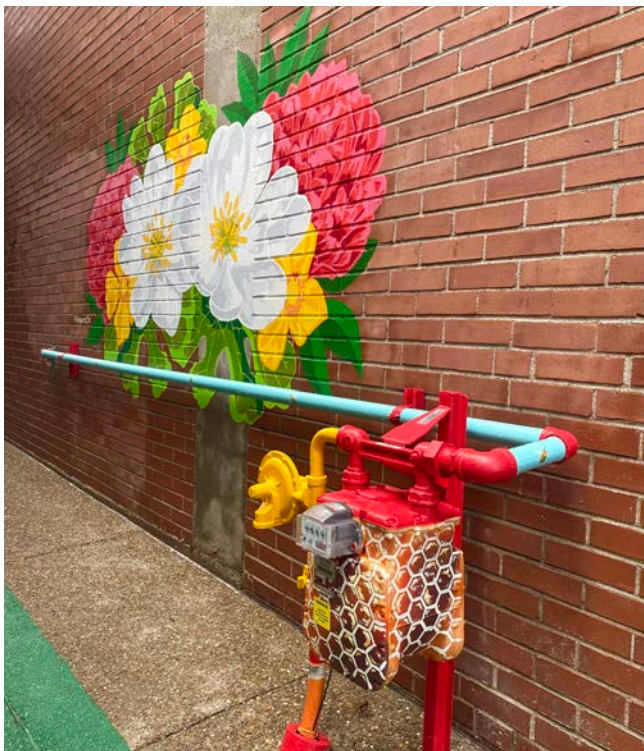
 Four overnight crews minimized the impacts of the February 2021 snow and ice storms using blowers, shovels, brooms, and even weed burners to keep sidewalks as clear as possible. They also helped several motorists dig out when stuck in snow drifts!

 The EID installed two large new tree beds, one at Fourth Street and Bob Jones Way, and one at Second and Main Streets. These wells are planted with a multi-color sedum, testing a possible dog-proof ground cover for use throughout the district.

 The EID provided the Evansville Police Department's Homeless Liaison Officer with high-powered binoculars. Unhoused people are often targeted by drug dealers and other criminals; the binoculars allow the officer to better observe these situations from a distance. The officer has affected several drug-related arrests in Downtown in 2021.

 We commissioned the region's first 'meter mural,' by Tad Kaufman. Kaufman is a 2021 graduate of Hanover College and attended Signature School in Downtown Evansville.

 Imagine 6,756 bags of litter...that's how much were picked up by our contractor Keep Evansville Beautiful. If not for the EID, this mountain of litter would be on our streets, or blown into the Ohio River.





BY THE NUMBERS

We provide a range of services throughout the District to keep our neighborhood clean, safe, and beautiful. The counts below reflect the cumulative numbers of these services. Also, we continue to fund additional operating hours at United Caring Services so that unhoused individuals living there have a safe place to stay between the night and day shelters.

◀ Graffiti blasting funded by the EID



17

TREES



12

SHRUBS



250

PERENNIALS



600

ANNUALS



6,756

BAGS OF
LITTER COLLECTED



3,000

CUBIC FEET
OF MULCH



280

HOURS OF
ADDITIONAL PATROLS



67

GRAFFITI
TAGS REMOVED



Photo: Citrus Collective Co.



HOLIDAY DÉCOR



For the fourth year, the EID activated and decorated the streets and public spaces of Downtown for the holiday season.

New for 2021! We introduced three new installations to encourage visitors to experience and interact with Downtown:

The **Tunnel of Light** featured more than 13,000 lights and spanned forty feet. Located at 1 Main Street on the Old National Bank Plaza at the highly visible intersection of Riverside and Main, the lighting display was the scene for the creation of memories for all ages – including photos for high school dances, family holiday greeting cards, and multiple marriage proposals.

Inspired by a seasonal tradition – the family picking out a perfect tree, the **Christmas Tree Lot** featured a selection of “fresh cut trees,” a focal point twelve-foot-tall tree with more than 5,000 color changing lights, and an “oil barrel fire” to keep visitors “warm” round out the vignette. The lot was located next to River Kitty Cat Café (226 Main) and Zuki Downtown (222 Main).

Finally, **Snowflake Alley** debuted on the 500 Block of Main. The EID added lighting to the alley in April with seasonal décor changes throughout the year. Snowflakes were added to the lighting to complement the giant snowflake at the entrance to the alley, located between 512 Main and 515 Main.

In continuing a tradition begun in 2019, hundreds of children placed their letters to Santa in Santa’s Mailbox at Third & Main Streets. The letters were delivered to Santa’s elves in Santa Claus, IN, who responded to each letter in time for Christmas.



Photo: Simply Candid
by Jennifer Williams

TOP LEFT: Shoppers support Downtown businesses during Small Business Saturday.

TOP RIGHT: Dog Day Downtown

BOTTOM LEFT: Small Business Saturday

BOTTOM RIGHT: Halloween Stroll and Trunk or Treat Car Show



EVENTS

In 2021 we welcomed the safe return of our signature events to Downtown Evansville. Events serve three primary purposes:

1. Encourage consumer activity and increase business for shops and restaurants.
2. Change inaccurate perceptions of Downtown by showcasing it as a clean and safe neighborhood with ample parking.
3. Create memorable experiences in our neighborhood and allow our efforts to be seen by those who may not come to Downtown on a regular basis.

It is our goal to produce revenue-neutral events, investing additional dollars into events to create an enhanced experience. This is accomplished through sponsorships. Our 2021 sponsors are listed on page 18. We thank them for their support.

Interested in learning about sponsorship opportunities?

Email Adam Trinkel, adam@downtownevansville.com

Interested in volunteering for an event?

Email events@downtownevansville.com

"We believe small businesses are the backbone of strong communities, and it's clear that the EID feels the same as they work to support and engage with us in such meaningful ways! EID events have been a great opportunity for those who might not regularly frequent the neighborhood, providing us the means to meet hundreds of new faces, as well as continuing to strengthen relationships with our returning customers. We love to see (and share in) the wonder and energy these events generate and look forward to sharing in the excitement and growth they provide for years to come!"

61 EVENTS IN 2021

LOVE & LIGHT

SIDEWALK SALE

SPRING SMALL BUSINESS SATURDAY

MARKET ON MAIN (16 events)

TUESDAY TUNES & TREATS (12 events)

YOGA SERIES (12 events)

NIGHT ON MAIN SERIES (3 events)

FIREWORKS ON THE OHIO

EXPERIENCE DOWNTOWN SERIES (4 events) *New for 2021

MOONLIGHT MADNESS SERIES (2 events)

DOG DAY DOWNTOWN

WINE WALK

NOCO MAKERS MARKET

HALLOWEEN STROLL AND TRUNK OR TREAT CAR SHOW *New for 2021

HOLIDAY OPEN HOUSE

SMALL BUSINESS SATURDAY

A DOWNTOWN CHRISTMAS

VISIT WITH SANTA *New for 2021



▲ Wine Walk



▲ NoCo Makers Market



▲ Visit with Santa



▲ Comet the Reindeer joined us for A Downtown Christmas

MEDIA METRICS

We use social and earned media to share our neighborhood's news.

Visit us at DowntownEvansville.com to learn more about the EID.

WEBSITE

37,188

USERS

82,123

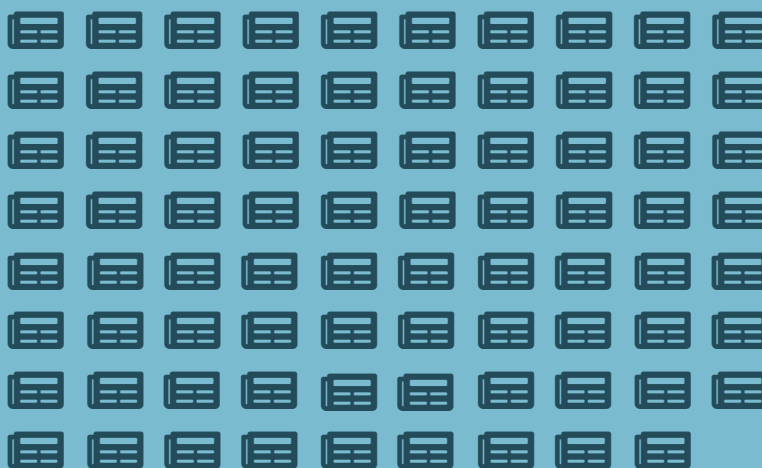
PAGE VIEWS

EARNED MEDIA

Downtown is always in the news. We earn additional exposure for our neighborhood's businesses, developments, and events in local and regional media.

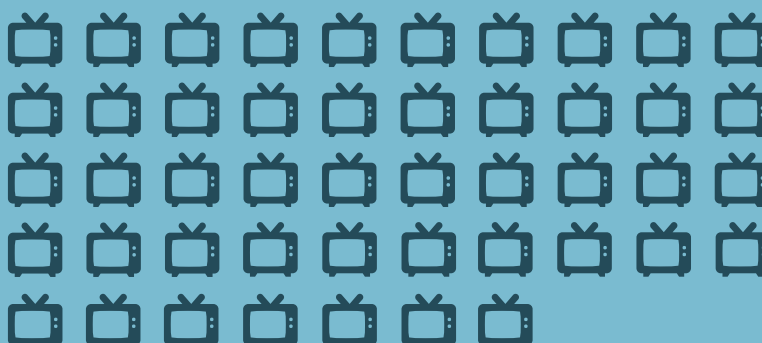
79

PRINT
ARTICLES



47

TELEVISION
APPEARANCES



SOCIAL MEDIA

We continue to storytell our neighborhood and create ongoing conversations with the community through our social media platforms. Follow us and subscribe to our YouTube channel to see new video content in 2022.



20% INCREASE SINCE 2020

23,741

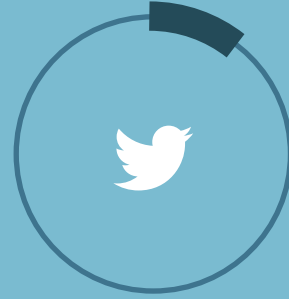
LIKES



16% INCREASE SINCE 2020

10,090

FOLLOWERS



8% INCREASE SINCE 2020

2,593

FOLLOWERS



1,487

FOLLOWERS



978

FOLLOWERS

Fireworks on the Ohio
Photo: As You Go, Photo - Josh Neukam



Cheers to 10K followers on Instagram!



Tunnel of Light



BUSINESS RECRUITMENT - BUXTON RETAIL ANALYTICS

Beginning in summer 2021, the EID began using Buxton, a retail analytics company, to provide data to property owners, existing businesses, real estate brokers, and businesses considering a Downtown Evansville location. Their platform uses anonymized cell phone data to visualize actual customers, trade areas and patterns, and scores any location in terms of its potential success for a new business.

Sample Match Report:

This report indicates the support a Mod Pizza would expect in Downtown Evansville. A Downtown location would have above-average potential for more consumers, and more of Mod Pizza's preferred consumers, than other nearby Mod Pizza sites.

Your Target Site

Address	City	State	Zip	Ideal Customer Count	Ideal Customer Ratio	Household Similarity	Mobile Device Volume	View
111 Northwest 2nd Street	Evansville	IN	47708	100	132	156	N/A	Map View

MOD Pizza Benchmark Set

Address	City	State	Zip	Ideal Customer Count	Ideal Customer Ratio	Household Similarity	Mobile Device Volume	View
6401 East Lloyd Expressway C #102	Evansville	IN	47715	92	128	126	86	Map View
9540 S Western Ave	Evergreen Park	IL	60805	91	49	87	91	Map View
6447 Grand Ave	Gurnee	IL	60031	90	93	78	95	Map View
370 W Army Trail Rd	Bloomington	IL	60108	89	65	86	N/A	Map View



O54: Influenced by Influencers

Young singles living in Midwest and Southern city centers

Consumer Visualization Example:

Over 2% of all households within the EID are segmented as 'Influenced by Influencers.' Found in cities throughout the South and Midwest, these mobile 20-somethings tend to be educated and employed in entry-level professional jobs. Knowing the presence of these consumers in the market allows our existing businesses to tailor their offerings to meet the wants of specific consumer groups. ►

Who We Are

		Index Value	O54%	
	Children:	Presence of a child	38	16.6%
	Estimated Household Income:	\$50,000-\$74,999	124	25.1%
	Head of household age:	25-30	648	66.7%
	Home ownership:	Renter	481	62.2%
	Household size:	1 person	269	92.7%
	Type of property:	Multi-family: 101+	2125	28.9%

CBD 47708

O54s make up 2.08% of households

1.57X Very High

Propensity to be a Customer

*Index score of the characteristics representation in O54s compared to the US population. Above: 100 means the variable is over-represented compared to the US population. Numbers on the right show the percentage of O54s that exhibit this characteristic.

RECENTLY OPENED

2ND LANGUAGE RAMEN KITCHEN

AR LOFTS

ARCADEMIE

BIRDIES

BOTANAS BY LA CAMPIRANA

FOREFRONT THERAPY - THE BRONSTEIN CLINIC

HYATT PLACE

JOE BREWSKI

NOCO PARK

NOMAD TECHNOLOGY GROUP

SIXTH + ZERO

TEN ADAMS

THE BEAUTY ROOM

YOUR BROTHER'S BOOKSTORE

COMING SOON

ANDERSON CAPITAL PARTNERS

CENTRAL LOFTS

COSMO'S

EMERALD DESIGN

HOLIDAY INN EXPRESS

HOMETOWN NUTRITION EVANSVILLE

INSOMNIA COOKIES

MERRYMINT CELEBRATION BOUTIQUE

SAMUEL'S

NEW & UPCOMING BUSINESSES



▲ NOCO Park



▲ Birdies



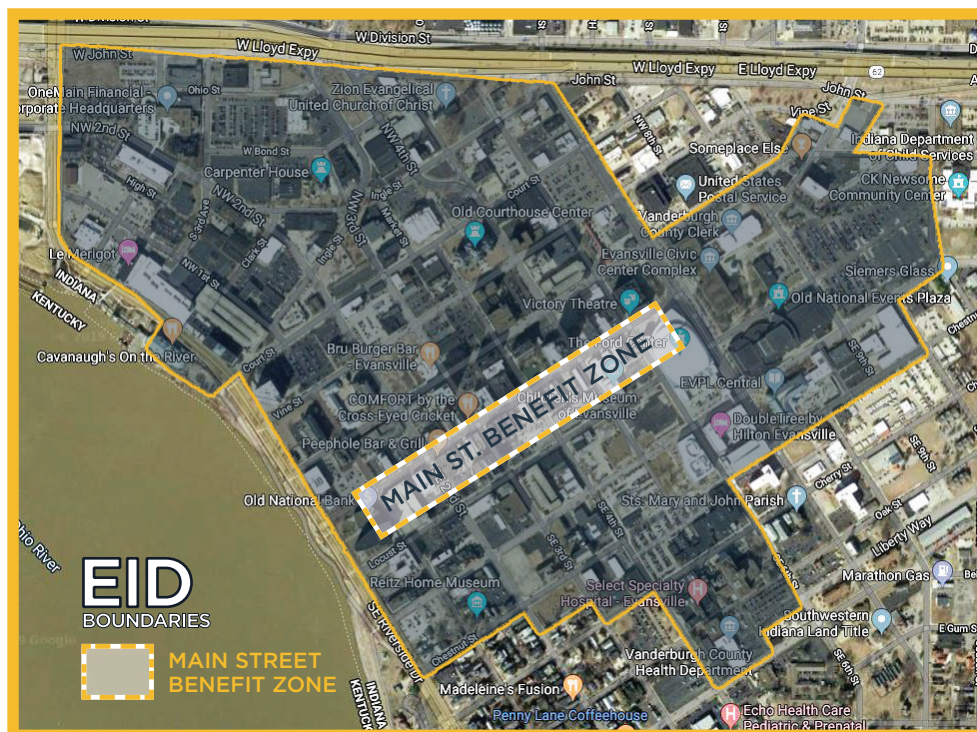
▲ Your Brother's Bookstore



◀ Arcademie

EID BALANCE SHEET

	2021	2020	VARIANCE
ASSETS			
Cash & Investments	180,266	190,663	(10,397)
Accounts Receivable	5,083	5,166	(83)
Due from E-REP	1,400	2,000	(600)
Prepaid Expenses	10,426	20,531	(10,105)
Furniture & Equipment	161,003	126,492	34,511
Accumulated Depreciation	(52,482)	(24,604)	(27,878)
TOTAL ASSETS	305,696	320,248	(14,551)
LIABILITIES			
Accounts Payable	4,224	21,628	(17,404)
Note Payable - Line of Credit	0	(147)	147
Note Payable - SBA EIDL Loan	53,500	53,500	0
Deferred Revenue	1,000	1,000	0
TOTAL LIABILITIES	58,724	75,981	(17,257)
Fund Balance	244,267	311,356	(67,089)
Net Income	2,704	(67,089)	69,795
TOTAL EQUITY	246,972	244,267	2,706
TOTAL LIABILITIES & EQUITY	305,696	320,248	(14,551)



EID Service Area:

Parcels within the EID Boundaries fund our work through an annual assessment levied on tax bills. Properties that front Main Street pay a higher rate, commensurate with the additional services they receive.

EID PROFIT AND LOSS STATEMENT

	2021			2020	
				YR TO YR	
	YTD	BUDGET	VARIANCE	YTD	VARIANCE
REVENUE					
Rate Payer Income	528,016	531,800	(3,784)	512,413	15,602
Sponsorships	57,971	70,000	(12,029)	16,981	40,990
Event Participation	40,599	20,000	20,599	260	40,339
Contractual Revenue	24,998	25,000	(2)	24,998	0
Interest Income	13	52	(39)	36	(22)
PPP Forgiveness Revenue	88,714	0	88,714	0	88,714
Grant Revenue	0	0	0	8,000	(8,000)
Merchandise Revenue	2,316	1,500	816	2,135	181
TOTAL REVENUE	742,627	648,352	94,275	564,823	177,804
EXPENSES					
Payroll/Benefits Expense	257,712	261,156	(3,444)	250,655	7,057
Admin Fee	50,000	50,000	0	54,974	(4,974)
Finance Charge	556	0	556	456	100
Postage/Printing	186	0	186	7	178
Clean & Safe	162,258	161,000	1,258	133,997	28,262
Office Supplies	2,295	2,400	(105)	1,118	1,176
Marketing/Branding	27,348	23,496	3,852	25,162	2,186
Event Expense	102,781	67,500	35,281	47,737	55,044
Meetings	584	500	84	149	535
Meals	477	0	477	320	158
Mileage Reimbursement	0	0	0	183	(183)
Organizational Dues	1	0	1	0	1
Professional Development	6,768	10,000	(3,232)	5,950	818
Data Collection	46,250	0	46,250	0	46,250
Publications/Subscriptions	79	0	79	247	(168)
Website Maintenance	3,242	3,100	142	2,859	(1,044)
Insurance	2,237	2,000	237	1,881	356
Depreciation Expense	27,878	23,319	4,559	19,299	8,579
Interest Expense	162	750	(588)	85	77
Professional Fees	13,223	12,500	723	11,778	1,445
Interns	778	2,500	(1,723)	390	388
Merchandise Expense	1,660	1,500	160	1,230	429
Holiday Decor	21,056	16,500	4,556	15,993	5,063
Business Recruitment	6,262	10,000	(3,738)	172	6,090
Assessment Mailings	1,289	2,000	(340)	1,796	(136)
Storage Space	2,125	3,500	(1,375)	3,520	(1,395)
Equipment Expense	784	0	784	12,619	(11,385)
Census Outreach	0	0	0	1,255	(1,255)
Lighting Grant Expense	0	0	0	36,643	(36,643)
Board Development	1,932	2,000	(68)	148	1,784
TOTAL EXPENSES	739,923	655,721	84,200	631,913	108,008
Net Income (Loss)	2,704	(7,369)	10,075	(67,090)	69,795

OUR SPONSORS

We are grateful for corporate partners who provided more than \$64,000 in financial support for our programs and events in 2021. Please join us in thanking them for their generosity! For more information about sponsorship opportunities, please contact Adam Trinkel at adam@downtownevansville.com.

ADOPT-A-BLOCK SPONSORS

Clark Security
Davin Shaw Foreman-Watson-Holtrey, LLP
The Diamond Galleria
Edward Jones Jim Back, CFP® Financial Advisor
Evansville Rescue Mission
Evansville Teachers Federal Credit Union
The Fulton Family
Kahn, Dees, Donovan & Kahn, LLP
Pinnacle Contractors
Signarama
Stephanie Morris Homes
United Caring Services

ADOPT-A-PLANTER SPONSORS

Acclaim Graphics
Clark Security
Davin Shaw Foreman-Watson-Holtrey, LLP (2 Planters)
Oak Hill Animal Hospital
NOMAD Technology Group
Southwestern Behavioral Healthcare, Inc.

EVENT SPONSORS

A Downtown Christmas

Engelbrecht Enterprises
Edward Jones Jim Back, CFP® Financial Advisor

Dog Day Downtown

German American Bank
Earthborn Holistic
Pet Food Center
Pet Supplies Plus
Romain Subaru

Fireworks on the Ohio

Tropicana Evansville
Edward Jones Jim Back, CFP® Financial Advisor
Ruler Foods
Ameriqua
Baird Wealth Management
Clark Security
Evansville Teachers Federal Credit Union
NOMAD Technology Group
Southern Indiana Federation for Advanced Manufacturing Education
Toyota Boshoku Indiana

Halloween Stroll and Trunk or Treat Car Show

Hargett Automotive & Performance
MY 105.3 WJLT

Holiday Open House

Edward Jones Jim Back, CFP® Financial Advisor

Love & Light

Speak & Tell Studios

Moonlight Madness

Edward Jones Jim Back, CFP® Financial Advisor

Night on Main

Romain GMC

NoCo Makers Market

Romain Automotive Group
TOOLS 4 Teaching

Small Business Saturday

Evansville Teachers Federal Credit Union

Spring Small Business Saturday

Evansville Teachers Federal Credit Union

Wine Walk

Romain Cadillac

Yoga Series

Evansville Teachers Federal Credit Union

SANTA'S MAILBOX SPONSOR

Edward Jones Jim Back, CFP® Financial Advisor

SPONSOR

Hafer

IN-KIND

American Grease & Septic
Eastside Lowe's
Graber Crane Service
Hamlin Equipment Rental
Midwest Communications (104.1 WIKY)
Mulzer Crushed Stone
Raptor Con
Townsquare Media (MY 105.3 WJLT, 99.5 WKDQ, KISS 106, 103 GBF)
Waste Management
WNIN

A YEAR IN PHOTOS

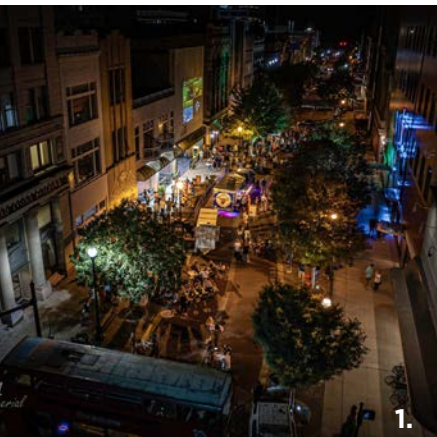


Photo 1: Evansville Aerial

Uncredited photos throughout report were captured by EID staff.



**ECONOMIC
IMPROVEMENT
DISTRICT** INC.

**318 MAIN STREET, SUITE 401
EVANSVILLE, IN 47708**



#DTEVV

DOWNTOWNEVANSVILLE.COM