

DOWNTOWN EVANSVILLE

ECONOMIC
IMPROVEMENT
DISTRICT INC.

ANNUAL REPORT 2022



INTRODUCTION

DEAR PROPERTY OWNER:

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.

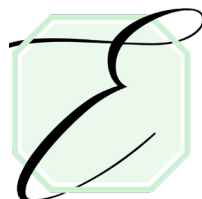
OUR VALUES

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.

Dear Property Owner,

From a “farm-to-vase” florist to a fast-growing firm providing accounting services to hedge funds, dozens of businesses chose Downtown Evansville as the home for their new, relocating, or expanding business in 2022. When speaking with their leaders, we ask “*what attracted you to Downtown Evansville?*” Their answers speak to the work of the Downtown Evansville Economic Improvement District (EID): access to customers, connections to other businesses, and a safe and vibrant neighborhood that serves their workers and attracts new workers, too. By filling these needs, **the EID paves the way for attracting new firms as well as retaining our existing employers as their businesses grow.**

Statutorily, the 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. We include approximately 450 properties and serve around three hundred owners. The District’s properties are valued over \$429 million and are made up of residences, offices, churches, corporate headquarters, and civic buildings. We levy



an annual assessment, agreed to by a majority of EID property owners, on these parcels to fund our efforts. The aggregation of these assessments is the key to our success – *every property supports its neighboring property's success*. One of our condominium owners, Timothy Weir, had this to say about the assessment: *“The EID is a great investment for Downtown residents. Thanks for the great progress you’re making. It benefits all of us.”*

We impact beyond the District, too. In economic development we sometimes say: *“You can’t be a suburb of nowhere.”* Every region needs a center, and ours is Downtown Evansville – critical to the Tristate’s success by retaining and attracting residents and businesses, as well as drawing visitors to the region. In addition to being the most job-rich zip code in the region, the center of our growing health science sector, and a creative nexus (over 60% of all creative jobs in the region are within the EID), the District also contains the area’s most popular tourist destination, the area’s largest and most used venues, corporate headquarters, and is a hub of start-up businesses. Economy, governmental offices, tourism, culture, recreation, tax revenue – Downtown is the area’s leader, creating impact well beyond its borders.

Returning to our new, expanded, and/or relocated businesses...why are they here? Because where people are, businesses follow. Our core functions include hosting impactful events and telling the story of Downtown, keeping Downtown clean and safe, and adding beauty through landscaping and décor. *These tools work together to bring people to Downtown Evansville.* We also provide support to businesses moving into Downtown, and guidance to our property owners on leasing their commercial space. The remainder of this 2022 Annual Report covers these efforts in more detail, but if you have additional questions or any concerns, please reach out to josh@downtownevansville.com. Many of our new businesses’ logos are listed below. We hope you will support our newest neighbors!

Sincerely,



JOSH ARMSTRONG

President

Downtown Evansville Economic Improvement District

Bridge Alt⁺
THE HAUNT SALON



THE DOWNTOWN EVANSVILLE TEAM

EID STAFF



**JOSHUA
ARMSTRONG**

President
josh@downtownevansville.com



**ADAM
TRINKEL**

Marketing, Communications,
& Events Director
adam@downtownevansville.com



**ALLI
TURPIN**

Marketing & Events Coordinator
alli@downtownevansville.com

DEVELOPMENT CORPORATION



**CANDACE
CHAPMAN**

Executive Director
cchapman@evvregion.com

EID EVENT STAFF

CANDY SURLES

JEFF THRELKELD

EID BOARD OF DIRECTORS 2022

PHILLIP ROBERTS

Chair

JOHN LAMB

Vice Chair

LUCERO TENNIS KIEFFER

Secretary

STEPHANIE TERRY

Treasurer

JEFF JUSTICE

Chair Emeritus

KELLEY COURES

LARRY DONALD

DWIGHT EMMERT

STEPHANIE ENGELBRECHT

RANDY HOBSON

ANNA JORDAN

STACEY MCNEILL

TRESA MILLER

JOHNATHAN POPE

AMANDA SCHMITT

KENDRA VANZO

HEATHER VAUGHT

EID INTERNS

NATHAN CROWE

RENÉE LUTTERBACH

OUR SPONSORS

We are grateful for community partners who provided almost \$97,000 in financial support for our programs and events in 2022. 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/PLANTER SPONSORS

Acclaim Graphics
Clark Security
Davin Shaw Foreman-Watson-Holtrey, LLP
Riverside Capital Management Group Jim Back, CFP®
Financial Advisor & Daniel Schweikhart Financial Advisor
Evansville Rescue Mission
Liberty Federal Credit Union
NOMAD Technology Group
Oak Hill Animal Hospital
The Fulton Family
Kahn, Dees, Donovan & Kahn, LLP
Pinnacle Contractors
Signarama
Southwestern Behavioral Healthcare, Inc.
Stephanie Morris Homes
United Caring Services

EVENT SPONSORS

A Downtown Christmas

Engelbrecht Enterprises
Astound Broadband
Romain Cross Pointe Auto Park

Dog Day Downtown

German American Bank
Astound Broadband
Diana Moers for Prosecutor
Earthborn Holistic
Pet Food Center
Pet Supplies Plus
Riverside Capital Management Group Jim Back, CFP®
Financial Advisor & Daniel Schweikhart Financial Advisor
Romain Subaru

Fireworks on the Ohio

Bally's Evansville
Ruler Foods
Visit Evansville
Riverside Capital Management Group Jim Back, CFP®
Financial Advisor & Daniel Schweikhart Financial Advisor
Baird Wealth Management
Clark Security
Liberty Federal Credit Union
NOMAD Technology Group
Prairie Farms
Gray Loon Marketing Group

Hahn Kiefer Real Estate
PMG Landscaping
Triad Demolition & Dismantling

Halloween Stroll and Trunk or Treat Car Show

Ruler Foods
Astound Broadband
MY 105.3 WJLT

Holiday Open House

Riverside Capital Management Group Jim Back,
CFP® Financial Advisor & Daniel Schweikhart
Financial Advisor

NoCo Makers Market

Liberty Federal Credit Union
TOOLS 4 Teaching

Small Business Saturday Sponsors

Liberty Federal Credit Union
Romain Cross Pointe Auto Park

Spring & Fall Wine Walks

Romain Cross Pointe Auto Park

Yoga Series

Liberty Federal Credit Union

SANTA'S MAILBOX SPONSOR

Riverside Capital Management Group Jim Back,
CFP® Financial Advisor & Daniel Schweikhart
Financial Advisor

GENERAL SPONSORS






Deaconess
Hafer

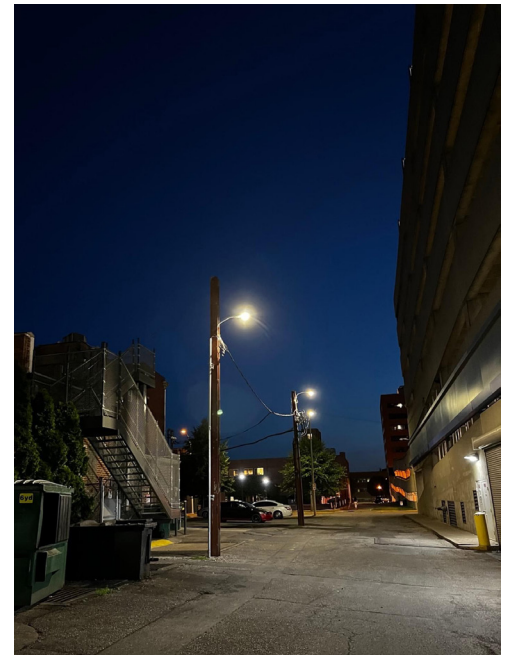
IN-KIND SPONSORS

American Grease & Septic
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
Wilde Horticulture
WNIN

CLEAN, SAFE, & BEAUTIFUL HIGHLIGHTS

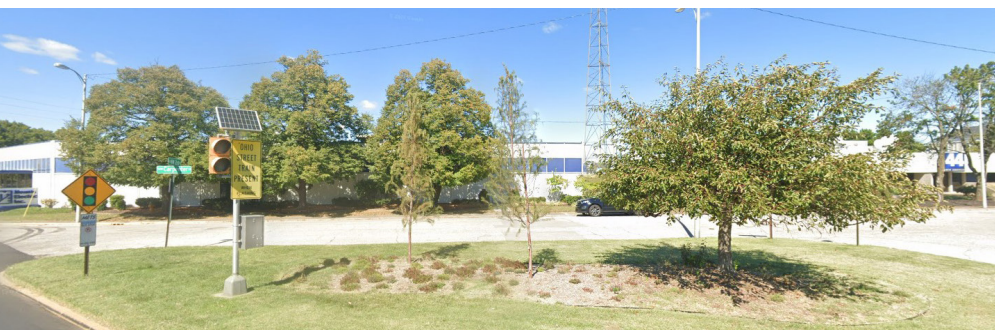
Keeping the neighborhood clean and safe, and adding additional beauty: these are the core functions of an EID – working in a neighborhood in ways the municipality may not have the capacity to do. These efforts have a big impact on our businesses and on attracting new businesses. Shoppers, diners, workers, and business owners all need to feel safe when Downtown – and they want to feel intrigued and proud too! Here's a few ways we made sure Downtown Evansville looked great this year:

-  10,000 vehicles a day travel on Second Street near Court. In early 2022 we pulled out overgrown hedges on the 'island' where Second and Carpenter Streets meet to plant a group of trees and low-growing perennials to welcome people coming into Downtown and create a clear line of sight for motorists, first responders, and our security patrols.
-  Billy Goats are known to eat everything, so we bought a mechanical one this year! Our Billy Goat runs off an almost-silent motor and can vacuum a city block of autumn leaves, cigarette butts, and even twenty-ounce plastic soda bottles in about fifteen minutes! The waste is shredded for ease of disposal. As our Downtown tree canopy matures, we have more leaves every fall to keep off the sidewalk and the Billy Goat allows one person to accomplish much more than two people with blowers. And it is much quieter, too!
-  Snow and ice just before Christmas? Our retailers depend upon people navigating from one shop to the next, and back to their car. Our snow removal contractor worked in bitter, sub-zero temperatures to get Downtown passable by noon on December 23rd, so shoppers could purchase their last-minute gifts.
-  6,300 bags of litter were picked up! Our clean sidewalks send a message: "We're ready for business!"
-  The EID installed dusk-to-dawn lighting in some of our darkest alleys, so our evening customers and workers feel safe when walking to their cars, or emptying the last garbage can of the night.



▲ Before

▼ After





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. We work with local contractors, including: Combs Landscaping, Evansville's Finest LLC, Keep Evansville Beautiful, Pinnacle Contractors, PMG Landscaping and Trees, and Wilde Horticulture, to create a more vibrant Downtown.



BAGS OF
LITTER COLLECTED



49 GRAFFITI
TAGS REMOVED



12
TREES
PLANTED

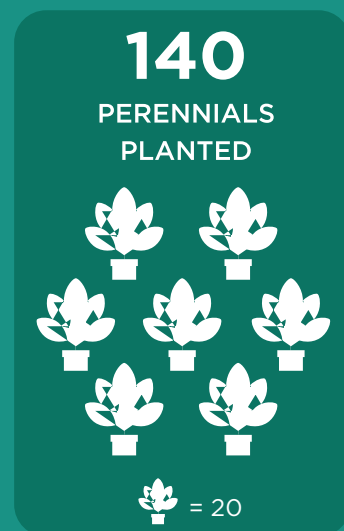


280

HOURS OF
ADDITIONAL PATROLS



600
ANNUALS
PLANTED



3,300

CUBIC FEET
OF MULCH SPREAD

12
SHRUBS
PLANTED



EVENTS

Our events welcomed more than 40,000 people to Downtown Evansville in 2022. Events bring new (and returning) faces to the District and serve three primary purposes:

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

We rely on sponsors to fund these events and create these memories. It is our goal to produce revenue-neutral events, investing additional dollars into events to create enhanced experiences. Our 2022 sponsors are listed on page 5. We thank them for their support.

Interested in learning about sponsorship opportunities?

Email Adam Trinkel, adam@downtownevansville.com

Thank you to our volunteers! In 2022 we welcomed **72** event volunteers who logged more than **200** hours of service!

Interested in volunteering for an event?

Email events@downtownevansville.com



▲ NoCo Makers Market



▲ Santa Stroll



▲ Sidewalk Sale

"EID events are a great opportunity to draw community members to the area that may not normally frequent our neighborhood. These events strengthen the sense of place for residents and promote Downtown businesses. As a new business in 2022, these events helped customers to discover our store and helped us forge and strengthen our relationships with them. The excited atmosphere the events create is felt by all attending and working at the events. We are thankful for the EID in serving the businesses and community in this way."

- Whitney Muncy, Owner, Emerald Design

2022 SIGNATURE EVENTS

**SIDEWALK SALE PRESENTED BY
RIVERSIDE CAPITAL MANAGEMENT GROUP**

MARKET ON MAIN (16 events)

**YOGA SERIES PRESENTED BY
LIBERTY FEDERAL CREDIT UNION**
(12 events)

**FIREWORKS ON THE OHIO PRESENTED BY
BALLY'S EVANSVILLE**

**DOG DAY DOWNTOWN PRESENTED BY
GERMAN AMERICAN BANK**

**WINE WALK PRESENTED BY
ROMAIN CROSS POINTE AUTO PARK** (2 events)

**NOCO MAKERS MARKET PRESENTED BY
LIBERTY FEDERAL CREDIT UNION**

**HALLOWEEN STROLL AND TRUNK OR TREAT CAR SHOW
PRESENTED BY RULER FOODS**

**HOLIDAY OPEN HOUSE PRESENTED BY
RIVERSIDE CAPITAL MANAGEMENT GROUP**

SMALL BUSINESS SATURDAY (2 events)

**A DOWNTOWN CHRISTMAS PRESENTED BY
ENGELBRECHT ENTERPRISES**

**SANTA STROLL PRESENTED BY
RIVERSIDE CAPITAL MANAGEMENT GROUP**



▲ Dog Day Downtown



▲ Wine Walk

Halloween Stroll
and
Trunk or Treat
Car Show



▲ A Downtown Christmas

HOLIDAY DÉCOR

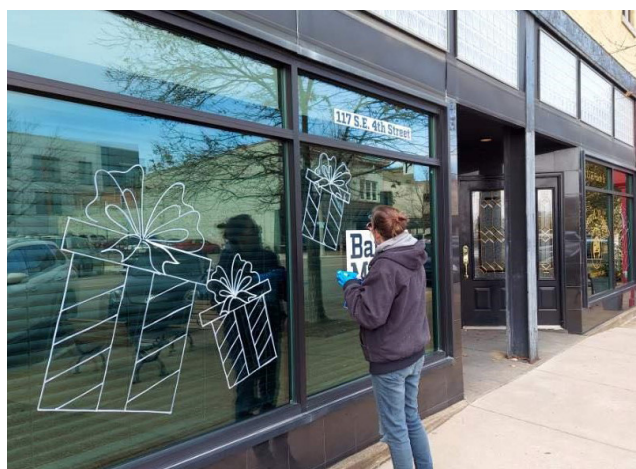
In 2022, we introduced a new lighting installation and decorative window painting on Fourth Street. Our signature holiday banners and bows were extended to Fourth and Sixth Streets to encourage visitors to experience and interact with more of Downtown.

Our lighting displays serve as the backdrop for memories for all ages – including photos for high school dances, family holiday greeting cards, and marriage proposals.

A Downtown tradition since 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: Haley Brown



2022 Holiday Décor & Lighting



5

blocks of trees along Riverside Drive with more than 1,000 lights each



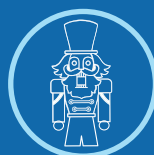
13,930

lights illuminating the Tunnel of Light (100 Main Street)



17

chandeliers in the Chandelier Tree (100 Block of Main)



2

12' nutcrackers guarding 2nd & Main



60

giant classic Christmas bulbs strung along the arch at 2nd & Main



3

painted murals in Santa's Little Helpers Alley (200 Block of Main)



2,220

lights on the Heart of Downtown Evansville (200 Block of Main)



500+

letters placed in Santa's Mailbox at 3rd & Main



5,360

lights on the 12' tree (113 SE 4th Street)



10'

Christmas tree (400 Block of Main)



3,000

lights on the 11' snowflake (500 Block of Main)



140

snowflakes in Snowflake Alley (500 Block of Main)



30

windows painted on 4th Street



46

holiday banners on Main, 4th, & 6th Streets



30

holiday bows on Main, 4th, & 6th Streets

MEDIA METRICS

WEBSITE

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



USERS



PAGE VIEWS

EARNED MEDIA

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



TELEVISION APPEARANCES



PRINT ARTICLES

SOCIAL MEDIA

We tell the story of our neighborhood and neighbors through ongoing conversations on our social media platforms. Follow us and subscribe to our YouTube channel to see new video content in 2023.

▲ 13% INCREASE SINCE 2021



▲ 9% INCREASE SINCE 2021



▲ 11% INCREASE SINCE 2021



▲ 45% INCREASE SINCE 2021



▲ 47% INCREASE SINCE 2021



BUSINESS RECRUITMENT

It's not by chance that so many businesses, of so many types, have opened in Downtown Evansville in 2022 (or in the last few years). It is a result of the work of the Downtown Evansville Economic Improvement District that directly and indirectly **paves the way for business starts, relocations, and expansions**. Here's what's in our tool kit:

RELATIONSHIPS

We are connected to Downtown's property owners, so we know who's looking for tenants (or a buyer), and what sorts of businesses they'd like to see in their space. Also, we work closely with the Indiana Small Business Development Center, the Downtown Evansville Development Corporation, and the Evansville Regional Economic Partnership, to assist the firms they serve with real estate opportunities and space needs. Lastly, we are in contact with current Downtown businesses, who may be looking to expand. If you are looking for Downtown space, we can be your confidential partner.

DATA

Demographic information is easy to get from a lot of sources, but we can give you actionable demographics about who was in Downtown Evansville within the last 48 hours. More than that, we can provide our businesses (current, new, and relocating) with detailed psychographic information about the consumers who are here, well beyond age and income. Through our contract with Buxton Retail Analytics, we can tell you how these consumers live, what brands they prefer, how often they eat sushi, and how they prefer to get their news.

COMMUNITY DEVELOPMENT AND SHARING OUR STORY

The traditional work of an improvement district keeps our neighborhood on track for growth. Litter and snow removal allows people to move easily from building to building. Security patrols keep everyone feeling safe. Landscape and beautification efforts create a neighborhood that intrigues, drawing people through it. Our advocacy and work has paid off in new businesses and residences beyond Main Street in the NoCo area, and along 4th and 6th Streets. And having the state's most active, and effective social media program allows us to amplify our businesses' stories along with ours.

While we continue to work on attracting new businesses and developers, join us in celebrating the many new and expanded businesses which opened in 2022, by patronizing these great eateries, merchants, and services.



▲ Memo



▲ Samuel's



Cosmo's Bistro ►

OPEN IN 2022

3P MARKETING
AG REVOLUTION
ALEGRIA ACCESSORIES
AMERICAN STRUCTUREPOINT
ANDERSON CAPITAL PARTNERS
BANTERRA BANK
BOTANAS BY LA CAMPIRANA AT ARCADEMIE
BRIC PARTNERSHIP
BRIDGE ALT+
CENTRAL LOFTS
COSMO'S BISTRO
ECP
EDWARD JONES STEVEN HARDING FINANCIAL ADVISOR
EMERALD DESIGN
ESTELLA DEAN HOME/Y FACTOR EXPANSION
EVANSVILLE BAR ASSOCIATION
GREENISH SPA
HOLIDAY INN EXPRESS
HOMETOWN NUTRITION EVANSVILLE
HOMETOWN TITLE
HALEY RAVEN PHOTOGRAPHY
INSOMNIA COOKIES
KEEP EVANSVILLE BEAUTIFUL (NEW LOCATION)
KSM CPAS AND ADVISORS (EXPANSION INTO REGION)
MARTIN IP LAW GROUP (EXPANSION)
MEMO
MERRYMINT
OFFICE FURNITURE LIQUIDATORS AT BRUCKEN'S
PANGAEA PIZZERIA
POAG DISABILITY LAW
PROBLEU
RADIO STUDIO
RIVERSIDE CAPITAL MANAGEMENT GROUP
SAMUEL'S
THE HAUNT SALON
THRIVE MARKETING STRATEGIES
TIKI ON MAIN
TUCKER ASSOCIATES

NEW & UPCOMING BUSINESSES

COMING SOON

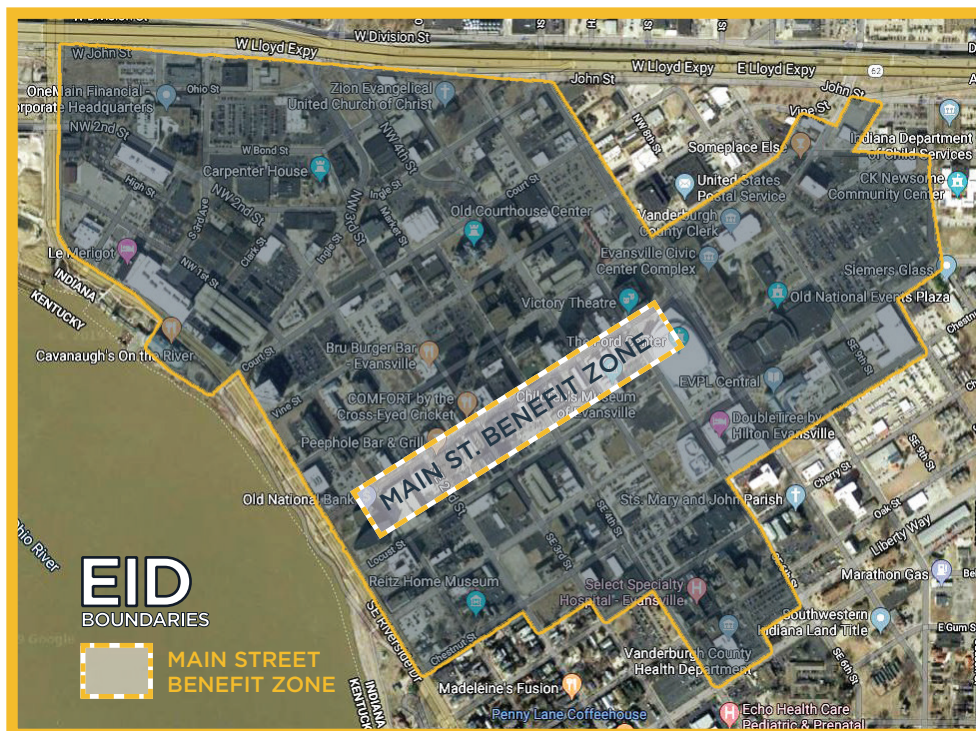
7 MILE LOUNGE
FEMALE-LED LAW FIRM
HARD HIIT (NEW LOCATION)
HARTIGAN'S IRISH PUB
HIGH SCORE SALOON EXPANSION
LA MEXICANA INTERNATIONAL MARKET
MAIN STREET FOOD HALL
MULTI-STATE LAW FIRM EXPANSION
PARLOR DOUGHNUTS
POST HOUSE EXPANSION
SPEAKEASY IN HISTORIC BUILDING
THAI DELICIOUS
WAREHOUSE 410

▼ Emerald Design



EID BALANCE SHEET

	2022	2021	VARIANCE
ASSETS			
Cash & Investments	232,453	180,266	52,187
Accounts Receivable	19,083	5,083	14,000
Due from E-REP	2,050	1,400	650
Prepaid Expenses	10,426	10,426	0
Furniture & Equipment	171,827	161,003	10,824
Accumulated Depreciation	(84,456)	(52,482)	(31,975)
TOTAL ASSETS	\$351,383	\$305,696	\$45,686
LIABILITIES			
Accounts Payable	55,812	4,224	51,588
Note Payable - SBA EIDL Loan	53,500	53,500	0
Deferred Revenue	0	1,000	(1,000)
TOTAL LIABILITIES	\$109,312	\$58,724	\$50,588
Fund Balance	246,972	244,267	2,706
Net Income	(4,902)	2,706	(7,608)
TOTAL EQUITY	\$242,070	\$246,972	\$(4,902)
TOTAL LIABILITIES & EQUITY	\$351,383	\$305,696	\$45,686



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 INCOME STATEMENT

2022				2021	
				YR TO YR	
	ACTUAL	BUDGET	VARIANCE	ACTUAL	VARIANCE
REVENUE					
Rate Payer Income	560,409	547,835	12,574	528,016	32,393
Sponsorships	96,939	77,500	19,439	57,971	38,968
Event Participation	41,923	22,500	19,423	40,599	1,324
Contractual Revenue	44,082	25,000	19,082	24,998	19,083
Interest Income	17	55	(38)	13	4
PPP Forgiveness Revenue	0	0	0	88,714	(88,714)
Merchandise Revenue	2,044	1,500	544	2,316	(272)
TOTAL REVENUE	\$745,414	\$674,390	\$71,024	\$742,627	\$2,787
EXPENSES					
Payroll/Benefits Expense	271,964	272,945	(981)	257,712	14,252
Admin Fee	50,000	50,000	1	50,000	1
Finance Charge	0	0	0	556	(556)
Postage/Printing	206	0	206	186	21
Clean & Safe	151,910	153,000	(1,090)	162,258	(10,348)
Office Supplies	3,393	2,400	993	2,295	1,098
Marketing/Branding	29,459	21,500	7,959	27,348	2,111
Event Expense	106,836	72,500	34,336	102,781	4,055
Meetings	387	500	(113)	584	(197)
Meals	524	0	524	477	77
Mileage Reimbursement	0	0	0	0	0
Organizational Dues	0	0	0	1	(1)
Professional Development	4,153	10,000	(5,847)	6,768	(2,615)
Data Collection	45,750	35,000	10,750	46,250	(500)
Publications/Subscriptions	30	0	30	79	(49)
Website Maintenance	3,386	3,100	286	3,242	145
Insurance	2,238	3,000	85	162	2,071
Depreciation Expense	31,975	27,878	4,097	27,878	4,097
Interest Expense	2,233	2,148	85	162	2,071
Legal	17,413	12,500	4,913	13,223	4,190
Interns	598	0	598	778	(180)
Merchandise Expense	3,505	1,000	2,505	1,660	1,846
Holiday Décor	20,390	15,000	5,390	21,056	(666)
Business Recruitment	1,707	10,000	(8,293)	6,262	(4,555)
Assessment Mailings	563	2,000	(1,437)	1,289	(726)
Storage Space	0	3,500	(3,500)	2,125	(2,125)
Equipment Expense	1,798	0	1,798	784	1,015
Board Development	195	500	(305)	1,932	(1,737)
TOTAL EXPENSES	\$750,613	\$698,471	\$52,145	\$739,923	\$10,695
Net Income (Loss)	\$(5,199)	\$(24,081)	\$18,879	\$2,704	\$(7,908)



**DOWNTOWN
EVANSVILLE**

**ECONOMIC
IMPROVEMENT
DISTRICT INC.**



318 MAIN STREET, SUITE 401
EVANSVILLE, IN 47708



#DTEVV

DOWNTOWNEVANSVILLE.COM