



Executive Director

Becky Schepman

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Why?

- Vision 2025
- Ball State Community Input Sessions
- Local Merchant survey



Attracting new business

How we did it.....

- Social Media-Facebook, Instagram, LinkedIn, YouTube
- Events-Beer fest, Ghouls and Goblets, Downtown Shop Around, First Thursday
- Visited other successful downtown businesses for recruitment
- Placemaking-Benches, Trash cans, New amphitheater, New kids play space (Main Street Revitalization Grant through OCRA), Murals
- Love Where You Live Campaign-"Drinking the Kool-Aid" bags, bumper stickers, #lovewhereyoulive
- New Economic Incentive Programs-Roof Stabilization, Upper level living, Windows, and Rental Assistance



(4) 2'x2' Static Window Clings (no adhesive)... \$30 each



Promotion, Promotion, Promotion

Signs, Posts,
Bumper Stickers,
Radio Interviews,
Text alerts, E-
blasts

http://www

www.Seymourmainstreet.org

Click the Business Assistance tab to find out more about our new Programs for Economic Vitality

Roof Assistance

Window Assistance

Rental Assistance

Upper Level Living Assistance

Awning and Façade grant

Down Payment Assistance

Low interest loan programs

MADISON MAIN STREET

Transformation Strategies Update

Great Lakes Main Street
Conference

August 19, 2019 | South Bend,
Indiana

VALECIA CRISAFULLI
Board President, Madison Main Street

ASSET-BASED, MARKET-DRIVEN

ASSETS

- Location
 - River
 - Natural amenities
- Historic architecture
- Population center
 - 10M people in 120-mi radius
- Walkability & bikability
- Shops & restaurants

MARKETS

- Residential population
 - Historic neighborhood
 - Upper stories
- Tourists & visitors—
350,000 to 400,000 annually

- Recreation
- Arts & culture, live music scene
- College, hospital, local industries



Community Surveys

504 Completed



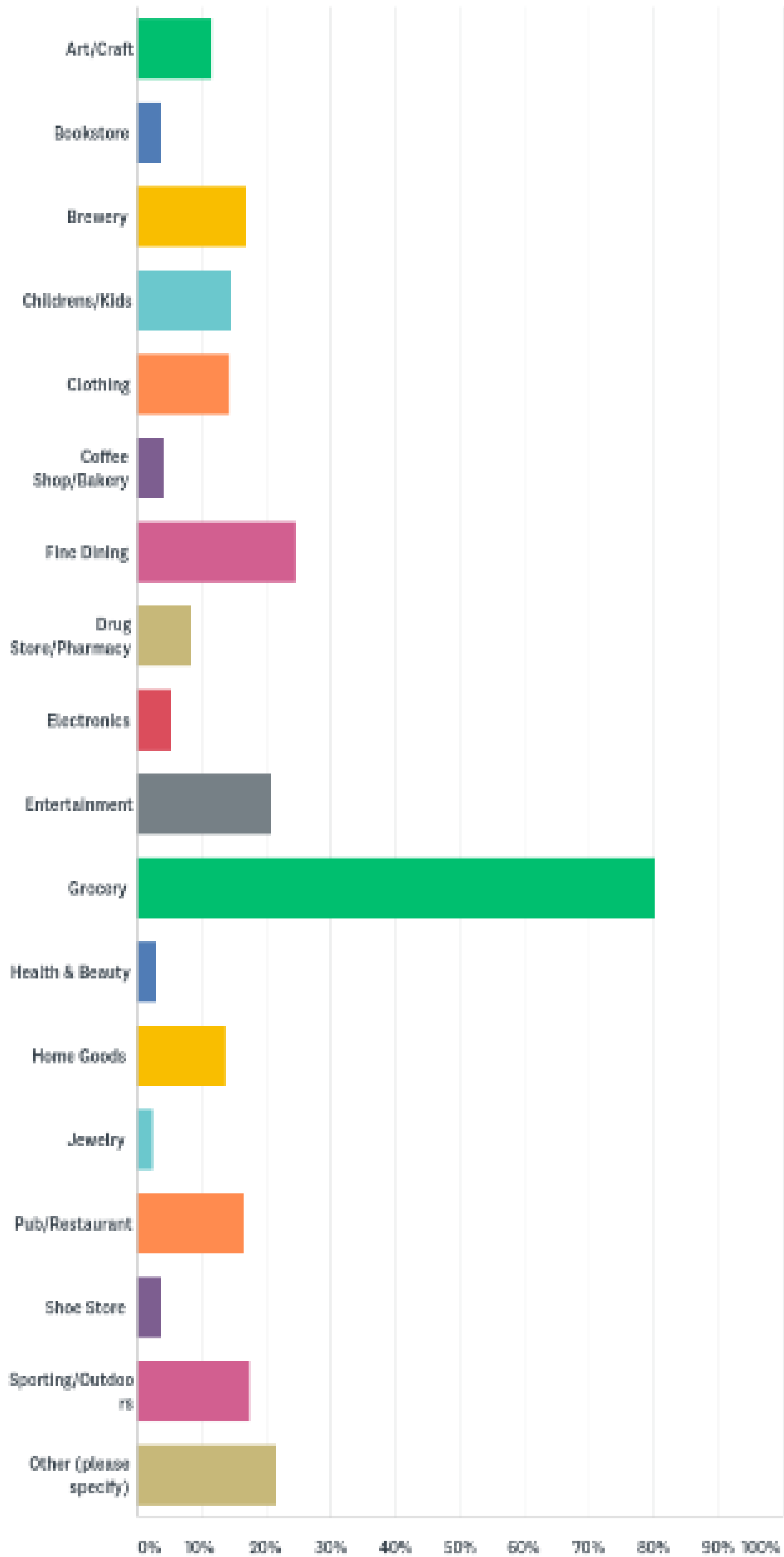
Jim Grey

CHALLENGES

- Balance of local and tourism markets
- County demographics
- Perceived disconnect between hilltop and downtown
- No downtown grocery store



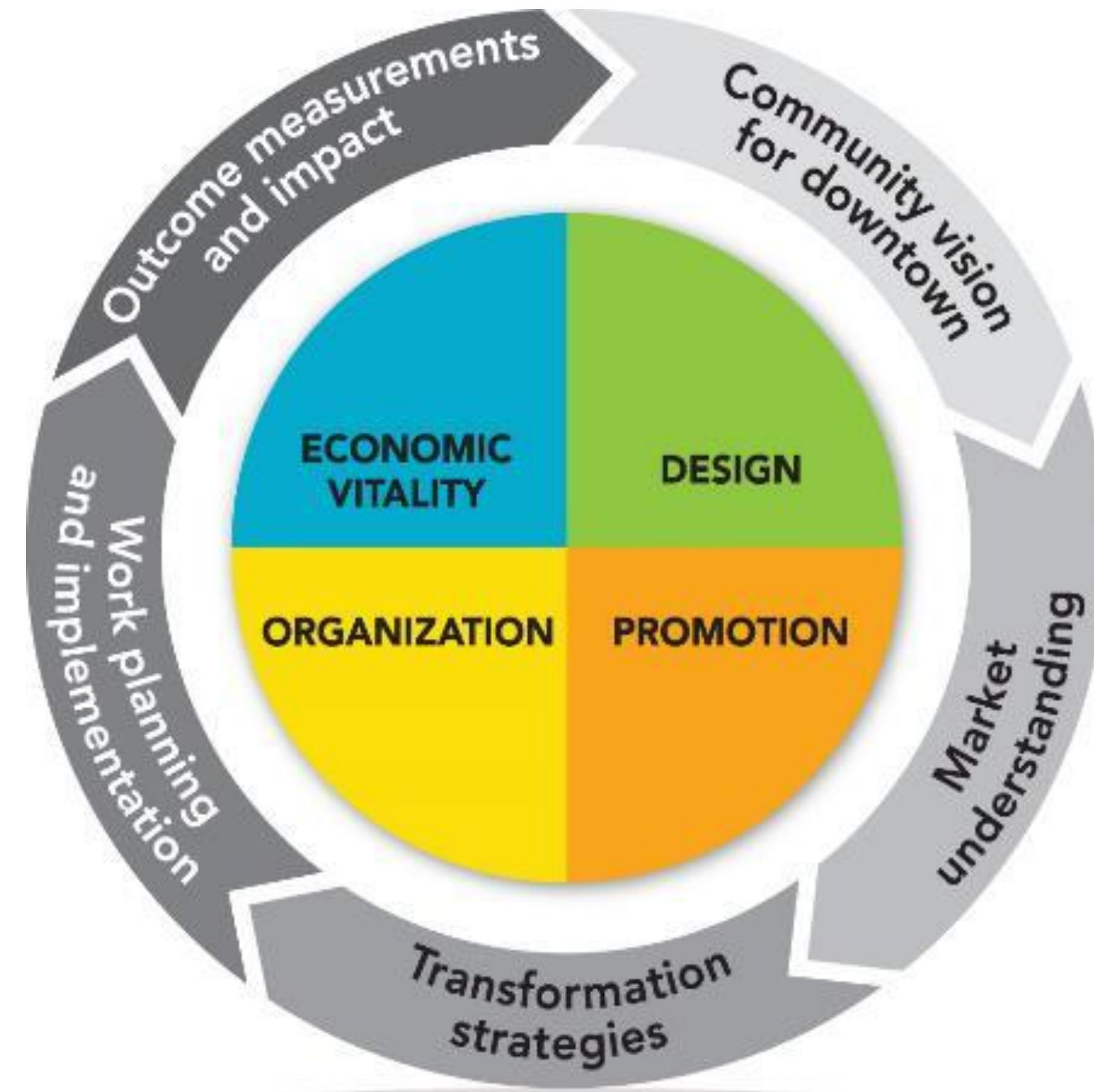
Q4 What 3 business types would you like to see within the downtown/district that are not currently present?



1. **Grocery (HUGE Nearly 90%)**
2. Fine Dining
3. Entertainment
4. Brewery
5. Sporting Goods/Outdoors
6. Other:
 - Hardware store
 - Another gas station
 - Bakery/breakfast restaurant and ethnic/variety
 - Kids
 - Theater
 - Affordable

Strong Market Base

1. Active Retiree Friendly - Aging in Place
2. Arts and Vintage (Day Tripper Markets)
3. Restaurants and Entertainment

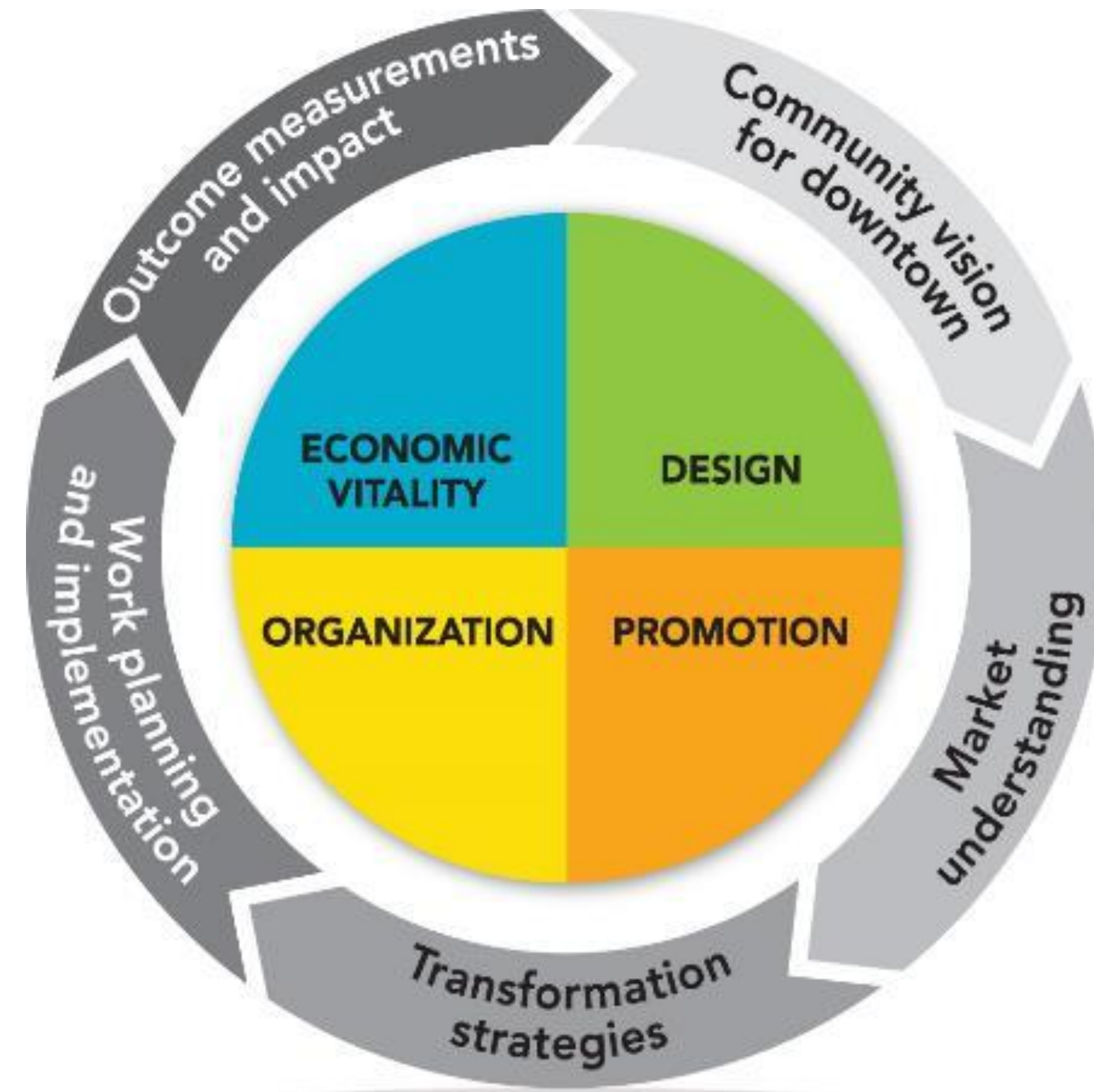


Implementation Challenges

1. Some pushback to Active Retiree strategy

- Desire to focus on Millennials
- Hard to do both

2. Difficult for committees to change their ways of thinking & working to focus on priority strategies



THANK YOU! QUESTIONS?
& PLEASE VISIT MADISON!

- Valecia Crisafulli,
vcrisafulli628@gmail.com



Great Lakes Main Street Conference | August 2019

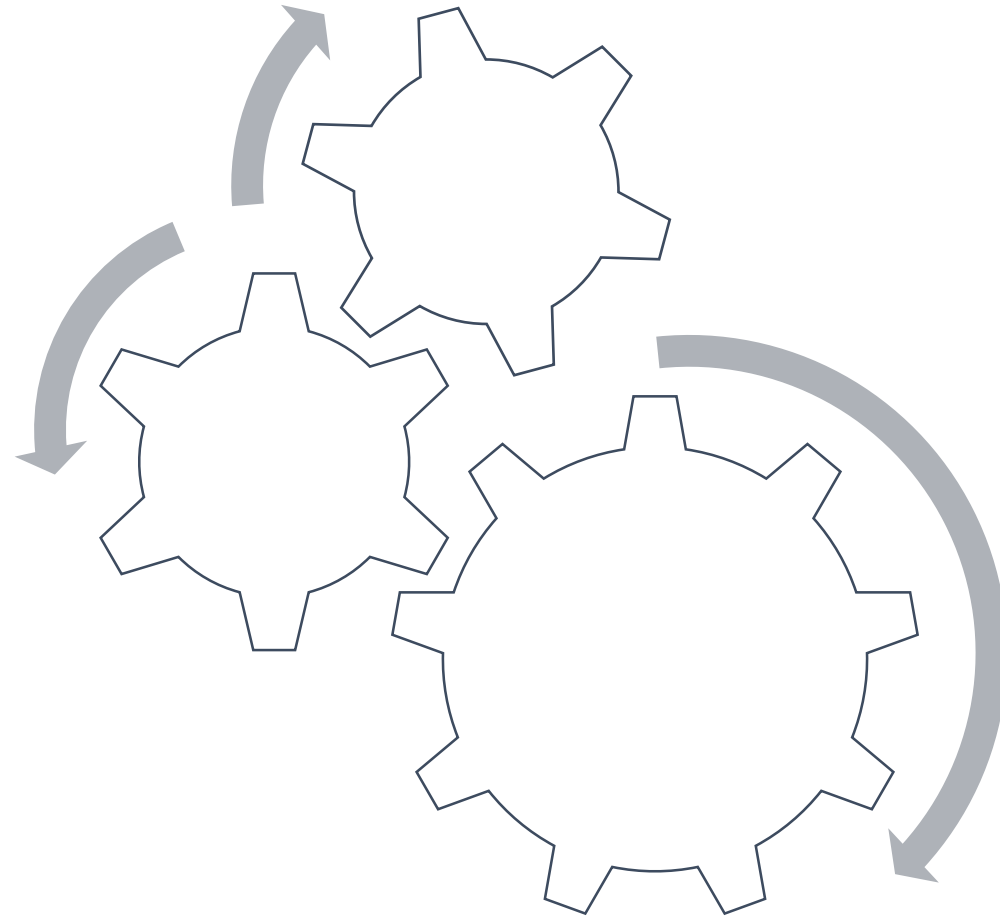


| INSIGHTS ON IMPACT



SESSION OVERVIEW

- ❖ Process
- ❖ Findings
- ❖ Considerations



THE IMPACT TEAM



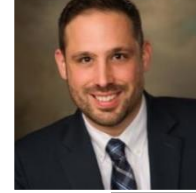
Brian Blackford

- Small-town native
- BSU Grad
- Will travel for food
- Lives on, and near, the Monon Trail



Beth Neu

- Ft. Wayne native
- IU Grad
- Been to all 50 states
- Loves seeing cities on Segways

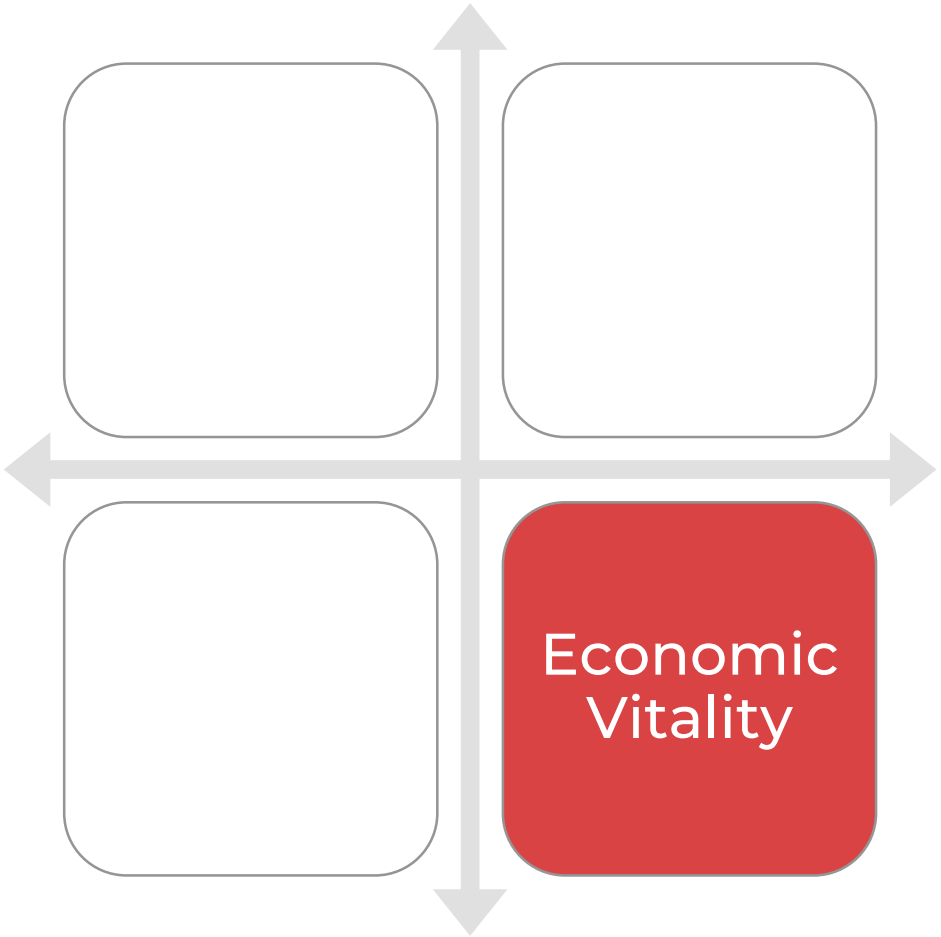


J.P. Hall

- Midwest guy
- IUPUI + BSU grad
- Drank the Main Street Kool-Aid
- Wants to be a cowboy when he grows up

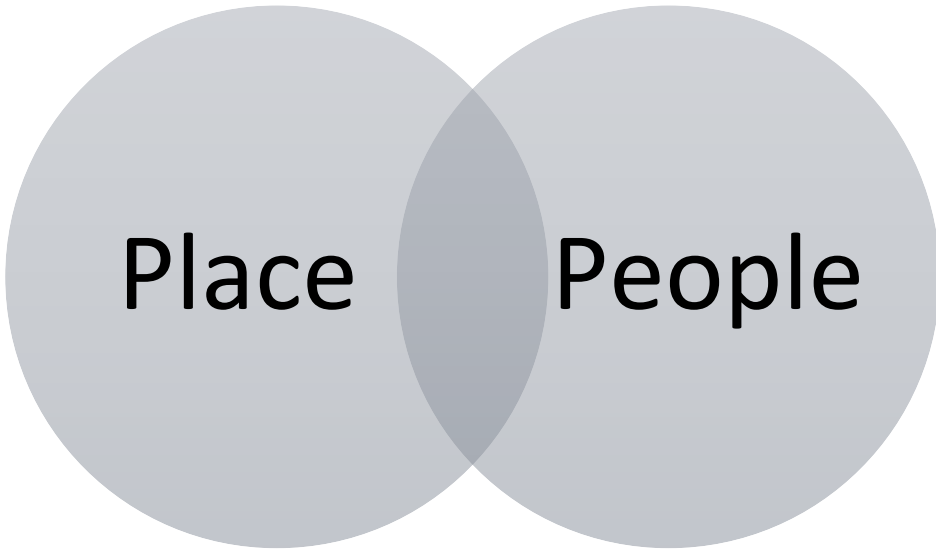


PROCESS



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Nothing Happens in a Silo



PROCESS

Economic Vitality Goals

- ❖ Foster a supportive business climate and provide resources to promote entrepreneurship and startup activity in Indiana Main Street districts.
- ❖ Accelerate growth of emerging and small businesses, especially those that fill identified gaps in goods and services available locally.
- ❖ Make decisions about where to place businesses within core commercial districts as well as to encourage existing businesses to relocate within the Indiana Main Street district.
- ❖ Plan highly effective promotional activities that appeal to the types of businesses and entrepreneurs the Indiana Main Street district is trying attract.



PROCESS

What We Did

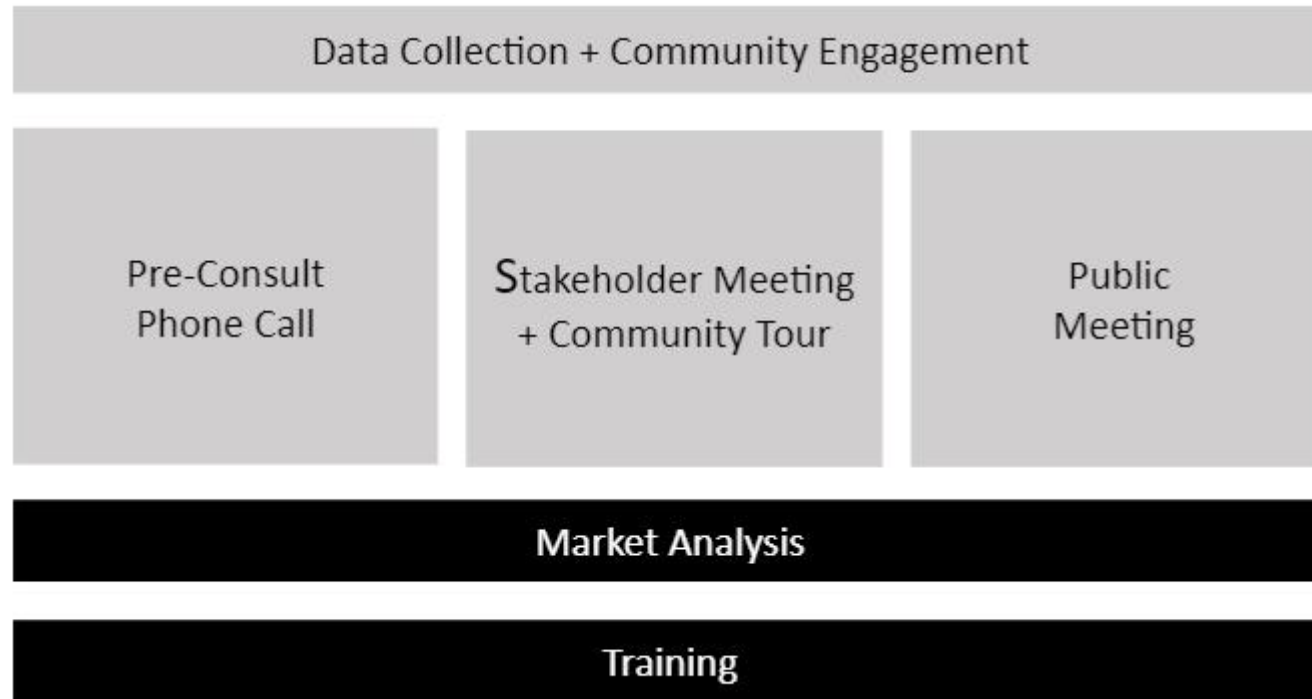


Photo Credit: J.P. Hall, CAP



PROCESS

Where We Did It

- 9 total communities
- Every OCRA region
- Population varied drastically
- 2 in counties with projected population increase (2050)
- 5 county seats

La Porte
21,876

Tipton

Rockville

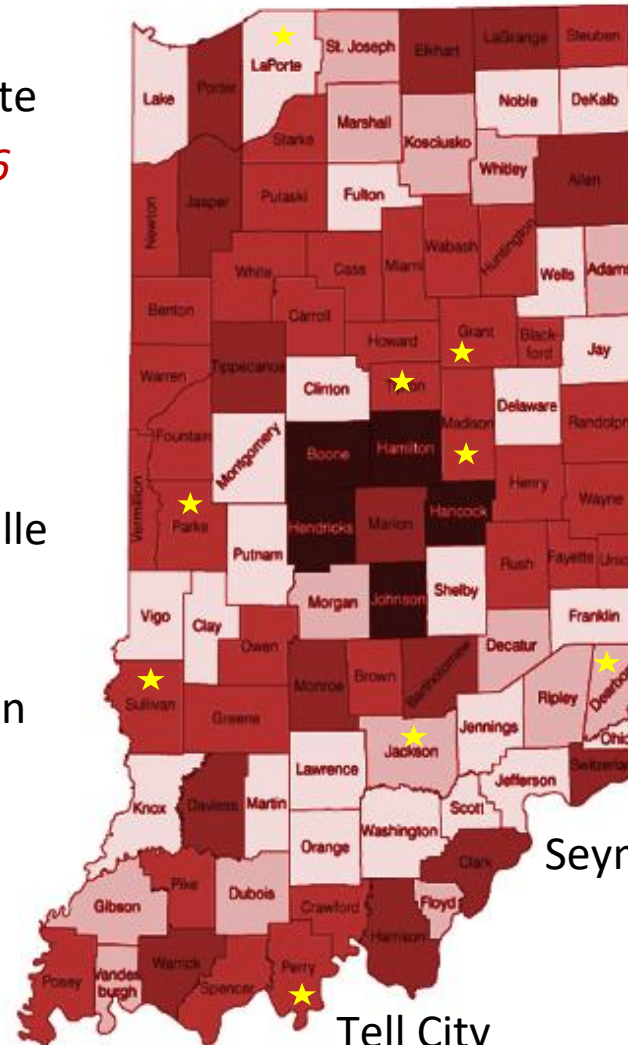
Sullivan

Fairmount
Elwood

Dillsboro
1,525

Seymour

Tell City



Increases

● More than 30% (5)

● 10% to 30% (14)

● 0% to 10% (14)

Decreases

● 0% to 10% (24)

● Decline more than 10% (35)

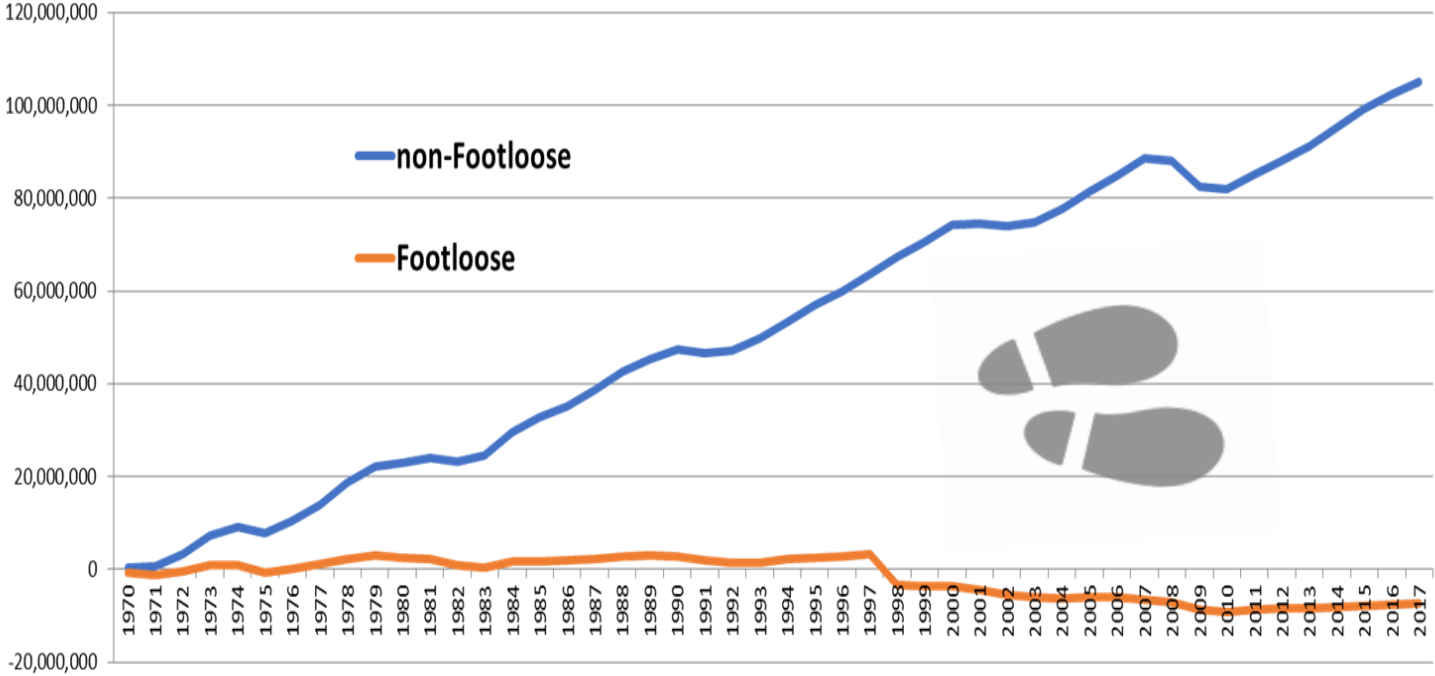


FINDINGS

Footloose, Not Fancy Free

For decades the national trend has been that footloose jobs (i.e. manufacturing, etc.) have been on the decline or stagnant (even though the U.S. manufactures more now than ever) and non-footloose or service jobs (i.e. lawyers, accountants, etc.) have been on a steady rise. Interestingly, only two counties with IMPACT communities reflect this reality. As innovation in footloose jobs continue, bucking this trend *may* not prove a long-term positive for those seven communities.

Cumulative Job Growth in the US

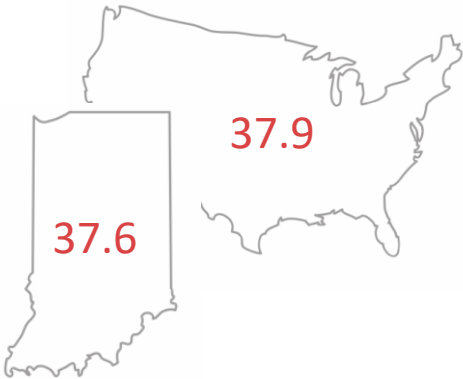


Bureau of Economic Analysis, CBER Calculations



FINDINGS

For the Ages



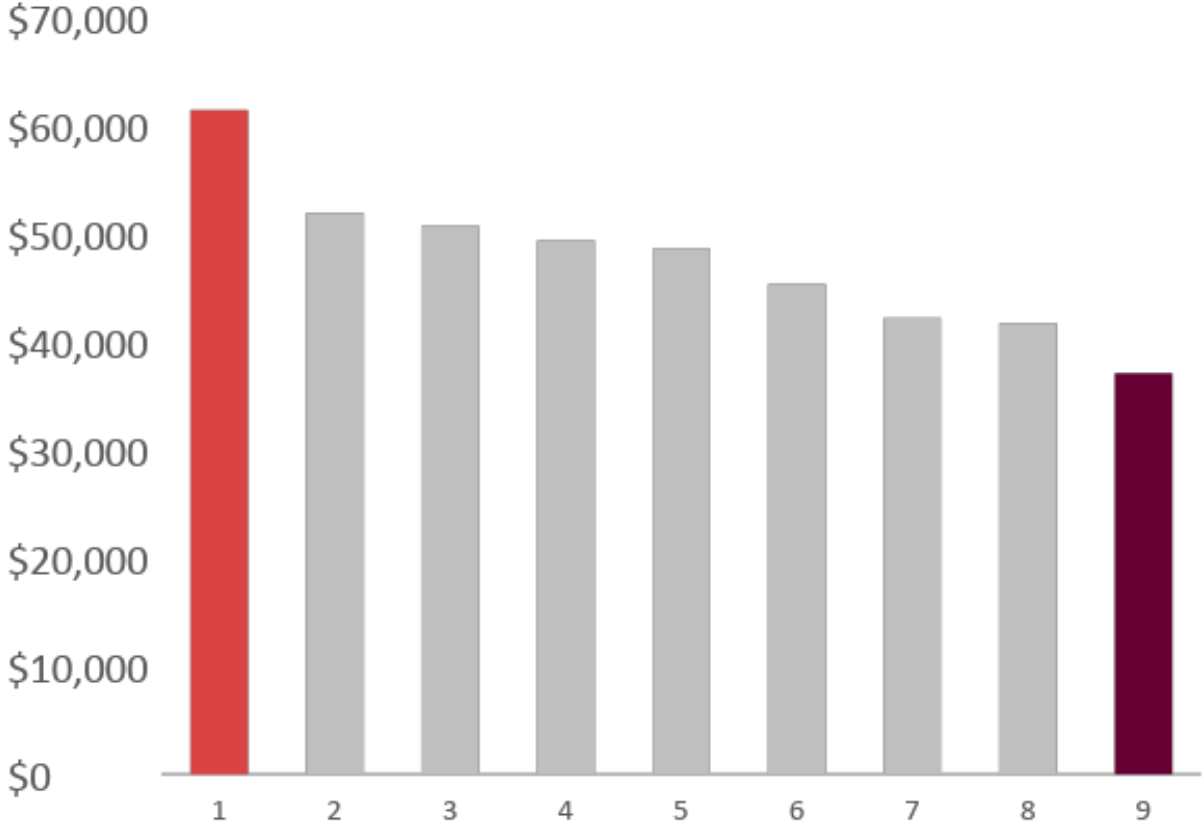
IMPACT Communities	36.6	37.5 37.6 37.6 37.9	38.3	39.9	41.5 41.6
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Four communities were above the state and national median age. Only one was below. A closer look at the data shows that several communities have a higher percentage of children and/or 30 somethings than Indiana or the U.S, which provides more context to the median age number. Understanding differences and similarities among various generations is useful. For instance, some studies show that Millennials and Boomers often want the same things in a community even if for different reasons. Walkability is a good example.



FINDINGS

Family Funds



Median Household Incomes varied drastically across the communities. At a 10-minute drive, the highest, by far, was **\$61,554** and the lowest, also by a significant margin, was **\$37,185**.



FINDINGS

Food for Thought

Within a 5 minute-drive, 4 Main Streets showed Leakage in the *Food Services and Drinking Places Industry Subsector*. 5 showed a surplus.

In the places with a surplus, however, no factor exceeds 25. Many experts believe an area with a Surplus factor of 40 or less can still support more restaurants.

4



Leakage in an area represents a condition where demand exceeds supply. Demand is leaking.



5

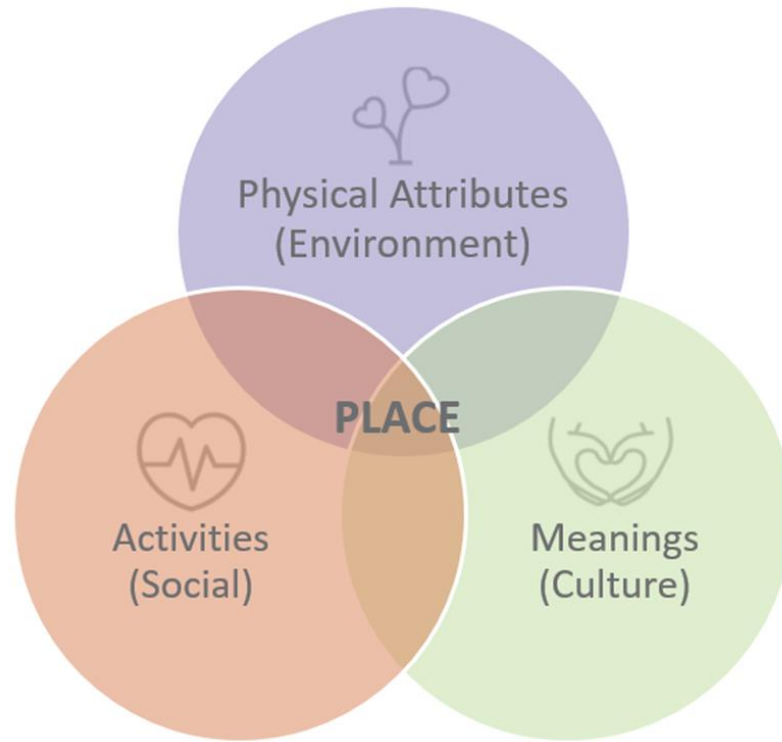
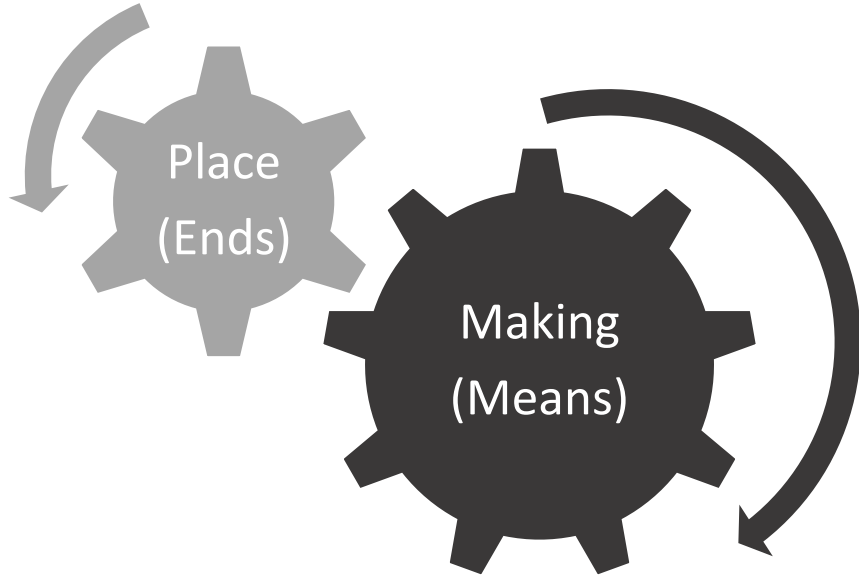


Surplus in an area represents a condition where supply exceeds the area's demand. The surplus is in market supply.



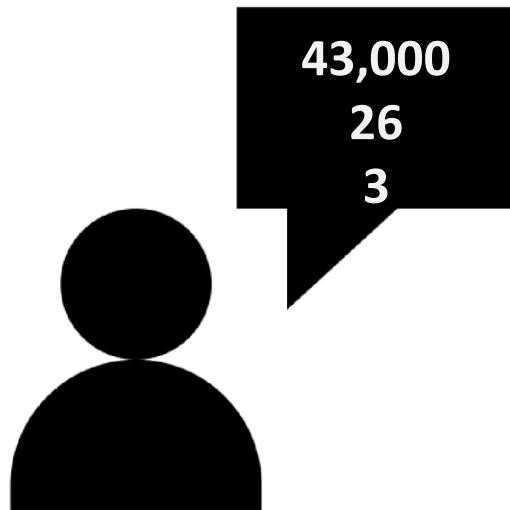
CONSIDERATIONS

Making Places



CONSIDERATIONS

Getting Attached (What attaches people to community?)



Knight Foundation/Gallup Organization:
Soul of the Community Study



Social offerings!



Openness!



Aesthetics!



CONSIDERATIONS

Story Time



First impressions +
Layered approaches +
The “T-shirt test”+



CONSIDERATIONS

Gathering Spots



Creative coffee +
Alleyway art +
Street scene +
Kid friendly +



QUESTIONS TO PONDER

- ✓ How is your community impacted by the ongoing population shift? If your community is projected to lose population, how do you stabilize or reverse that trend? If growth is projected for your community, how do you ensure it happens?

- ✓ Regarding economic development in your community:
 - *Who* has been the target of the investments? Has it been people inside or outside of your city/town? Is it big businesses, small businesses, individual entrepreneurs, or someone else?

 - Are the strategies focused on jobs, knowledge, physical space, startups, or new and emerging sectors (i.e. local arts, ag, etc.)? Have these strategies focused on your community as a place, the people living in your community, or both?



QUESTIONS TO PONDER

- ✓ Do you think a mix of place-based and people investments is appropriate for strengthening your community? Are leaders and citizens in agreement? Are projects prioritized to enhance people and place?
- ✓ What exemplar Place in your community, if any, currently exhibits all three elements of place (aesthetics, activities and meaning)? What Place *could* represent all three elements with minimal investment?
- ✓ There are many ways to weave together a story:
 - Is there one story that truly represents your community (consider what local person and place do this and why)?
 - Whose/what stories are *not* being told in your community?
 - What might these narratives add to the broader community narrative? How could they support downtown promotion efforts to both locals and visitors?



QUESTIONS

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

~Margaret Mead, cultural anthropologist



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- Beth Neu: bneu@bsu.edu





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