MISSION STATEMENT

Heart of the City (DBA Muncie Downtown Development Partnership) is a 501 (c) 3 organization that promotes, develops and maintains a secure, livable and economically viable downtown for the Muncie community through public and private partnerships.
VISION STATEMENT

The Muncie Downtown Development Partnership exists to create a downtown environment that results in sustainable economic growth.
ACCOMPLISHMENTS 2000-2010

BY THE NUMBERS:
- $21,000,000 Private Investment/Remodel/New
  - 200 Developed and Occupied Apartments
    - 32 Buildings Renovated
    - 64 New Businesses Opened
  - 256,000 Square Feet Developed and Occupied
    - Hosted 506 Serial Events
    - Hosted 136 Annual and One Time Events
  - 250,000 PEOPLE ATTENDING DOWNTOWN EVENTS

AWARDS & DESIGNATIONS:
- Identified by “MAP” as one of Muncie’s Top Assets
- State Chamber of Commerce “Community of the Year” Award for Development Downtown
  - Main Street Community Designation
  - Preserve America Designation
- Designated Arts and Cultural District by City of Muncie
  - Home of Ivy Tech Community College
Design

ENHANCING PHYSICAL APPEARANCE AND ATTRACTIVENESS AS A PLACE FOR INVESTMENT DOWNTOWN
CHAIRPERSON: DAN ALLEN

STRATEGY 1: PROVIDE A DIVERSE, SAFE AND ATTRACTIVE ENVIRONMENT TO INCLUDE BUSINESS AND RESIDENTIAL AREAS, ECONOMIC OPPORTUNITY, QUALITY PUBLIC SPACES, CULTURAL AND EDUCATIONAL ENRICHMENT AND VISUAL BEAUTY

ACTION I: COMPLETE ORIGINAL STREETSCAPE PLAN

Task 1: Begin procedures to implement the second phase of the façade grant program.

Task 2: Incorporate snow removal program for Walnut St and cross streets.

Task 3: Identify streetscape maintenance needs and determine source of funding.
Organization

BUILDING CONSSENSUS BY COMMUNICATION AND REINFORCEMENT OF DOWNTOWN MUNCIE AS AN UNIQUE ARTS & CULTURAL BUSINESS, ENTERTAINMENT, RETAIL AND RESIDENTIAL CENTER

CHAIRPERSON: JOANN MCKINNEY

STRATEGY 1: CREATE TRUST AND COOPERATION WITH STAKEHOLDERS INTERESTED IN FUTURE DOWNTOWN INITIATIVES

Action I: Review structure of organization and board

Task 1: File corporate document to change 501 (c) 3 from Heart of the City to Muncie Downtown Development Partnership. Submit legal document documentation by April 30, 2011.

Task 2: Review and update bylaws. First meeting by May 15, 2011; Complete by August 2011.


Task 4: Employ a full time director, determine cost and determine how to fund by December 31, 2011.

Action II: Improve organization’s communications to the public

Task 1: Update “Ten Years In Review” video by September 2011.

Task 2: Create monthly email blasts, bi-annual newsletter and annual report upon acquisition or development of website.

Task 3: Schedule public speaking engagements - current and ongoing.

Task 4: Continue open to the public, “Downtown Update” monthly meetings - current and ongoing.

STRATEGY 2: INTEGRATE SEAMLESSLY WITH OTHER COMMUNITY ORGANIZATIONS AND ADJACENT NEIGHBORHOODS IDENTIFIED AS POTENTIAL PARTNERS TO ACHIEVE GOALS

Action III: Identify and meet with other organizations to improve synergy

Task 1: Muncie Action Plan: work in tandem with their downtown initiatives.

Task 2: Park Board officials and CEP (Community Enhancement Project): continue to offer the services of MDDP to assist with management and event scheduling of the Urban Park.

Task 3: Develop “Visitor Transportation Program” during major events to increase traffic Downtown.
PROMOTION

MARKETING MUNCIE DOWNTOWN’S POSITION AS A DESTINATION TO EAT, SHOP, LIVE AND PLAY

CHAIRPERSON:

STRATEGY 1: MARKET AND DEVELOP BRAND IDENTIFYING CHARACTERISTICS THAT ATTRACT NEW BUSINESS, CUSTOMERS AND RESIDENTS TO DOWNTOWN

Action I: Improve external and internal marketing

Task 1: Develop MDDP website and website marketing plan including but not limited to retail listings, available space inventory listings, email blasts, consumer reviews, photos/Flickr, pop up banners, Facebook/Twitter, map, in depth video business profiles, calendar and links.

Task 2: Continue 5 year contractual marketing partnership with Ball State University and Cardinal Communications from September 2011 to September 2016.

STRATEGY 2: ENHANCE AND CAPITALIZE ON MEDIA RELATIONSHIPS

Action II: Organize a group comprised of media representatives to meet periodically and discuss in kind match opportunities to promote downtown

Task 1: Send periodic releases to print media and participate on radio programs. Include articles on downtown in general and articles on featured businesses.

Task 2: Develop and implement 12 month comprehensive advertising campaign promoting new branding campaign to include banners and billboards, website, print media and radio with procedures in place to measure results.

Task 3: Review current cooperative advertising program and broaden for more effective marketing.

Task 4: Maintain current photo and video library.

STRATEGY 3: CONTINUE CURRENT EVENTS AND DEVELOP NEW PROFITABLE EVENTS

Action III: DETERMINE FUNDING STRATEGY FOR EVENTS AND BRANDING PROMOTIONS

Task 1: IDENTIFY POSSIBLE GRANTS.

Task 2: DETERMINE CO-OP OPPORTUNITIES.

Task 3: EXPAND SPONSORSHIP OPPORTUNITIES.

Task 4: DETERMINE BUDGETS FOR EACH EVENT AND PROMOTION - CURRENT AND ONGOING.
ECONOMIC STRUCTURING

STABILIZING EXISTING BUSINESS AND ATTRACTING NEW BUSINESS

CHAIRPERSON:

STRATEGY 1: FIND AND RECRUIT NEW RETAIL, OFFICE TENANTS AND RESIDENTS TO LOCATE DOWNTOWN.

Task 1: Complete an inventory of all vacant spaces with detailed specifications for publication on website and other distribution.

Task 2: Create recruitment package including incentives and collateral material.

Task 3: Form a welcome committee to visit new businesses when they locate downtown.

Task 4: Conduct business owner survey to determine needs.

Task 5: In tandem with Small Business Development, host workshops for current business owners.

Task 6: Research feasibility of two-way traffic on Walnut.