



DOWNTOWN SERVICES ANNUAL REPORT

2016

CITY OF ANGOLA

"Working Together to Make Visions a Reality."

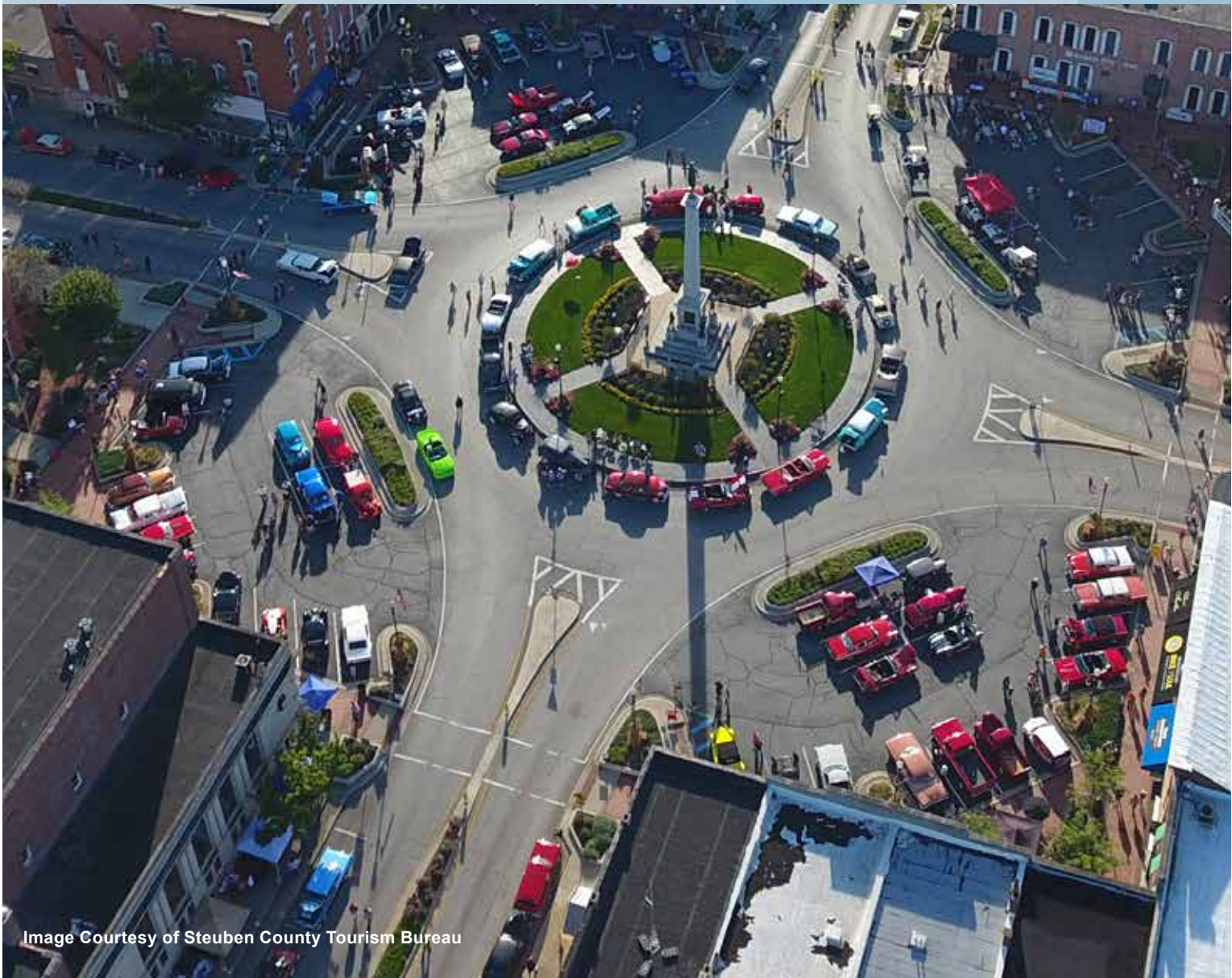


Image Courtesy of Steuben County Tourism Bureau

This is the first year for the Downtown Services Coordinator position. The position has evolved from the previously part-time position of Main Street Coordinator. Still relatively new, it continues to expand and develop along with the quickly changing needs of downtown Angola's ongoing revitalization.

Changing the dynamic to encourage more organizations to manage and produce their own events in downtown would allow Downtown Services the ability to focus attention and nurture long term community development initiatives and strategies.

Downtown Services strives to build bridges between local government, community, and local organizations. The chart below indicates an upswing in partnerships in downtown.



8

more partnered events from 2015



2

more processed events from 2015



3

less City produced events from 2015

2016 General Functions



Community Development

Encouraging Conditions to Develop Community Cohesiveness

Inspiring conditions that encourage a unified community of support for the downtown area is a long-term strategy that Downtown Services helps provide. Combining the other “functions” below help to set the stage for a more cohesively viewed area, making it easier for both community and business to support, convey, promote and invest in.



Downtown Business/Community Liaison

Connecting

Downtown Services communicates with local business and individuals through email and in person to disseminate information in regards to City resources, local events, and community engagement opportunities to encourage investment of time, treasure and talent in the downtown area.



Historic Preservation Commission Staff

Protecting Our Heritage

The Historic Preservation Commission helps to make sure that our Commercial Downtown Historic District retains its historic distinctiveness while balancing the use of modern construction technology and sensibility. Downtown Services works with the Economic Development and Planning department on Historic Preservation and the Facade Grant program.



Marketing/Promotion

Getting the Word Out

Making sure that downtown Angola stays on the minds of community and visitors alike can aid in attracting dollars into downtown. Downtown Services works with local area media through advertising and regular communications to enhance the downtown’s public profile. Events are one strategy used to encourage pedestrian traffic in the downtown.

“Those who care about Downtown must unify and work towards embracing all people as potential users, customers and contributors to the Downtown community.”

Downtown 20/20 Plan - pg. 13

Downtown Services Office of the Mayor

Purpose per job description:

To establish and maintain collaborations between the City of Angola and civic groups, private individuals, businesses and others in an effort to promote and implement various events and projects involving the City of Angola and the downtown area.

Employee: Maria Davis

Overview covers:

January 1, 2016 - Dec. 31, 2016

Employee Status:

Part-time Jan. 1, 2016-May 2, 2016

Full-time May 2, 2016 - Dec. 31, 2016

Preface

The Main Street Coordinator/Downtown Services Coordinator position contains a breadth of work that has enlisted a diverse set of skills. This skillset has largely shaped the position and its ability to adapt to the changing landscape of the downtown. It has included, but is not limited to web development-including content creation and management, promotion/marketing, graphic design, event management from inception to production, volunteer recruitment and retention, policy development, program creation implementation and management, community development and historic preservation. Continued development of measurable metrics for this position will be an ongoing task. Defining metrics and collecting data will help to assess and analyze measurable changes.





Projects

Downtown Services uses the 2008 downtown revitalization master plan, “The Downtown 20/20 Plan”, as a guidebook for the general direction of downtown Angola.

As the “dedicated municipal staff” for the downtown, the position, according to the plan, not only should be is a liaison to downtown, but should help ensure a high level of service to the downtown community, be an internal advocate for downtown issues, develop marketing, and work on issues related to redevelopment and business recruitment. This position should be a “champion” of the downtown.

The following are projects worked on in 2016 and a brief description of the project parameters:

America’s Best Communities

Team member of Angola Fremont ABC. Help to market and promote the area with Steuben County Tourism, taking pictures at events, creating and maintaining www.abcangolafremont.org. Continued from 2015. Angola Fremont became one of the top 15 communities travelling to Durham, NC for competition.

Angola Sesquicentennial

Assist in creation of special tour with Historic Preservation Commission. Use “Cruise to the Monument” to highlight the sesquicentennial/bicentennial. Special logo and bookmarks were distributed for the anniversary.

Indiana Bicentennial

Submitted events as legacy projects. Promote legacy projects with “stamp of approval” from the state of Indiana. Aid the Steuben County Tourism Bureau in promoting the anniversary when requested.

CGI Website Video update

Work with videographer. Coordinate with CGI. Look over and assist in edit changes for each video. Currently still in process.

City Hall Clock Renovation - work begins 2017

Locate, quote, help choose and coordinate with clock company.

Community Readiness Initiative (CRI)

Coordinate with Ball state staff, curate, collect, and send emails requesting survey responses. Currently ongoing.

Downtown Angola Coalition / Main Street

Encourage the formation of an active advocacy group for downtown Angola to eventually become the main private sector advocacy group for the downtown, through actively seeking out individuals and organizations interested in the ongoing revitalization of downtown Angola.

Facade Improvement Grant

Using existing parameters as a base, created a policy and application process for the distribution of monies for the Facade Improvement Grant. Helps ongoing implementation as staff of the Historic Preservation Commission.

Historic Preservation Commission

Serve as staff member for the commission, assisting in meetings, organizing tours and their marketing, coordinating with Indiana Landmarks staff and preparing information and applications for the Facade Improvement Grant.

Homecoming for Heroes

Create and implement a process to accept applications to recognize local community members currently serving in the military.

REACH Alert System

Create and implement protocols and procedures and marketing in conjunction with City Safety staff. Scheduled for public roll out in January 2017.



“Simply put, the future of Downtown Angola is bright...”

*-Downtown 20/20 Plan -
pg. 7*

Educational Training

“Downtown Angola will be successful if those who have an entrepreneurial spirit are assisted with professional business development training and education.

Downtown 20/20 Plan - pg. 29

Classroom

Ball State Community Development Course - April

Richmond Quality of Place Conference - June

IHCDA - Coalition Building - Building Partnerships - July

IHCDA - How to Seek & Implement Public Feedback: Building Local Capacity for Planning & Action - August

Webinar Stanford Social Innovation Review - Using Communications to Create a Winning Campaign - June

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Virtual Workshop - Identifying Community Strengths & Weaknesses - A Capacity Building Workshop by OCRA & IHCDA - July

Virtual Workshop - Grant Writing 101

Webinar Stanford Social Innovation Review - Strategies for Collective Leadership: Tapping Into Your Board - November

Virtual

Webinar - Stanford Social Innovation Review -The Importance of Strategy in Communications - May

Webinar - Stanford Social Innovation Review - Storytelling in Communications - June

Webinar Stanford Social Innovation Review - Strategies for Collective Leadership: Tapping Into Your Team - November





Image Courtesy of Steuben County Tourism Bureau

Events

Definitions:

“Produced Events” - events in which Downtown Services has worked through preparation of the event, production, management, and volunteer recruitment. These are City events, which also includes Historic Preservation Commission events. **“Partnered Events”** - events in which Downtown Services contributed resources to the preparation and management of the event to work in conjunction with other organization(s). **“Processed Events”** - events in which Downtown Services processed paperwork, (developed for public safety and documentation) for the event with very limited involvement. Produced and coordinated events are also processed events, but include significantly more involvement than paperwork.

Sometimes “Processed Events” brought to Downtown Services are concepts without structure. In order to fill out the paperwork, the Downtown Services Coordinator walks through a general event planning process with the event manager to help provide the building blocks for the logistics of the event.

“Simply put, it will take everyone in Angola to revitalize its downtown, not just City Government.”

-Downtown 20/20 Plan -

pg. 7

7 Produced Events

Cruise to the Monument

Flip Your Seat

Historic Preservation Commission Architectural Tour - May

Historic Preservation Commission Architectural Tour - August

Historic Preservation Commission Sesquicentennial Historical Tour - October

Holiday Wagon Rides

Santa's Arrival



Indy 500 Historian Presentation
Indy 500 Committee, Trine University

Monument Plaza Market (Time extension of Farmers' Market through October)
Members of Steuben County Farmers' Market

Monument Plaza Naming and Bison Recognition
Steuben County Tourism Bureau

Music on the Square - Jug Huffers
Downtown Angola Coalition

Trine Week of Welcome Music/Food Event
Trine University

Trine Homecoming in downtown
Trine University

Yarn Bombing 2016
Hamilton, Fremont, Auburn, Angola

13 Partnered Events

Downtown Art Festival
Art-Is Art - Cahoots Coffee Cafe
TLC Fundraiser - TLC House Indiana
Music on the Square - **Renegade**
Downtown Angola Coalition

Downtown Halloween Trick-or-Treat
Downtown Businesses

Downtown Open Houses - in conjunction with Steuben County Open Houses
Steuben County Tourism Bureau

Downtown Sidewalk Sales
Downtown Businesses

Farmers' Market at Monument Plaza
Steuben County Farmers' Market

Historic Preservation Commission School Tour
MSD Steuben County

“What good is a downtown without people and fun?”

-Downtown 20/20 Plan - pg. 29





Image Courtesy of Jeff Fairchild

9 Processed Events

Candlelight Vigil

Christmas Caroling on the Square

Dash for a Cure

The Music of John Lennon

Lakes Vintage Car Tour

Lanterns of Child Abuse Awareness Event

Race for Hope

Rollin' Relics

Shakespeare on the Square

Misc.

Blue Ribbons on the Square

Chinese Student Tour - Trine University

Technical Assistance

Electric Vehicle Chargers - troubleshooting

Updates and changes - www.angolain.org

“...[Downtowns] are places that excite and inspire and make a community feel connected to each other through a common location.”

-Downtown 20/20 Plan

- pg. 29

Goals

2016 Goal assessment based on the Main Street Coordinator part-time position

Establish Main Street organization

The Downtown Angola Coalition was formed in late March 2016. It held 2 events and contributed to an additional event (Bison recognition event - band). The Downtown Board that was being established, was merged with the active Downtown Angola Coalition. Continued work must be done to encourage a functional Main Street organization. This is an ongoing project. Angola was recently reinstated as a city with an active Main Street organization with Maria Davis as the main contact.

Upgrade downtown/outside communication

The ABC Angola Fremont Facebook page has transitioned into a community page for the area. ABCAngolaFremont.org was moved to a City of Angola server, but has been inactive due to technical difficulties. Downtown Services has been given administrative capabilities on www.angolain.org and will continue to discover ways to better utilize the components of the City's website. The Downtown Services Coordinator sends regular emails to downtown Businesses concerning upcoming events, educational opportunities, and other relevant information.

Grow and nurture a volunteer base for events in downtown and the Angola area

Through increased communication with Trine University, Angola area community, the media, and marketing, as well as working on the structure of volunteering activities, Downtown Services has been able to secure more volunteers this year. Continued work is still needed to sustain a continuous and active volunteer corp. Many of the volunteers have come in the last 3 years from Trine University students recruited through an annual event during the first week of classes at Trine.

2017 Goals

Enhance long-term investment and enlarge perceived downtown boundaries beyond that of the commercial historic district to more closely match the conceptual bounds in the Downtown 20/20 plan through marketing and community efforts.

Continue to support the Downtown Angola Coalition with the intent to proceed as Angola's Main Street organization and go forward with Main Street's work.

Encourage citizen engagement to help build a strong downtown community through collaborative efforts, "people to people" connection, inclusiveness, diversity, arts/culture.

Encourage coordination of marketing and promotional initiatives between downtown area businesses.

Continue to convey a "clear and understandable" story of downtown Angola using marketing language provided through the "Our Story" project of the Northeast Indiana Regional Partnership and work to develop a clear identity and brand.

Help to build a strengthened internet presence for both the general downtown area through the use of current virtual technologies while encouraging private sector adoption of available technologies to help present a more comprehensive and unified virtual downtown Angola.



Image Courtesy of Jeff Fairchild

Produced events	Event	Approx. # Visitors
	Cruise to the Monument	1200+
	Flip Your Seat	50
	Historic Preservation Commission Architectural Tour - May, August, October	80
	Holiday Wagon Rides	395
	Santa's Arrival	381
Partnered events	Event	
	Downtown Art Festival	500+
	Downtown Halloween Trick-or-Treat	1000+
	Downtown Open Houses	NA
	Downtown Sidewalk Sales	NA
	Farmers' Market at Monument Plaza - July - Sept.	NA
	Historic Preservation Commission School Tour	300
	Indy 500 Historian Presentation	40
	Monument Plaza Market	NA
	Music on the Square - Jug Huffers	110
	Music on the Square - Renegade	NA
	Trine Week of Welcome Music/	NA
	Trine Homecoming in downtown	NA
	Yarn Bombing 2016	NA
Approx. # Visitors for produced and partnered events		4000+

New Businesses	Address
Bike & Soul	120 N. Public Sq.
Brokaw Movie House	200 N. Public Sq.
JG Gallery	117 W. Maumee St. - Suite E
Ladies Nails	120 N. Wayne St.
Monument Pizza Pub	60 N. Public Sq.
Roco Hair Shop	109 E. Maumee
Sassafras & Sage	208 W. Maumee St.
Studio M Massage & Beauty Boutique	111 E. Maumee St.
We Hop	309 N. Wayne St.
Other	
Artists' Unique	Closed
Blessed Dressed	Closed
C&C Detailing	Moved
Three Sisters	Closed
Strand Theater	Closed
Coachlight Coffee	Closed
Shakti Yoga & Wellness	Closed
New Businesses	9
Closed Businesses	6
Moved Businesses	1



Image Courtesy of Jeff Fairchild

CONCEPTUAL VISION

The Six Districts of Downtown

These proposed districts would be areas where the City would develop land use, building form and redevelopment funding guidelines to promote the development and redevelopment of cohesive “places” that have unique character and work as a system for the benefit of Downtown.



Addendum

As may be noted on page 13 of this report, We Hop has been added as a new business in downtown Angola. Although not traditionally seen as a downtown business and is not a part of the Downtown Historic Commercial District, its business' location is part of the conceptual map in the Downtown 20/20 plan, included here, showing six proposed downtown districts. Expansion of the current perception of the downtown area is one of the goals of the Downtown Services Coordinator and is a part of a strategy to increase community investment into the area. Contact with the owners of the business has revealed some interest in having a more noticeable presence in the downtown.

Trine University and Cameron Memorial Community Hospital, both of which also lie outside the bounds of the Downtown Historic Commercial District serve as East and West Anchors to the downtown. The Steuben County Offices serve as downtown's southern anchor. It is conceivable to go farther south to include the Enterprise Center as another southern anchor, particularly if historic preservation efforts are seen in the S. Wayne St. neighborhood in the future and the vision of the Enterprise Center becomes reality.

Public facilities were added to the downtown this year, Monument Plaza has added additional parking spaces and public restroom facilities. The Plaza has an electric vehicle charging station capable of charging two vehicles simultaneously. The electric chargers are being used regularly and their location can be found on vehicle charging maps across the internet. The building has 24 hour surveillance and has already become the home of the Steuben County Farmers' Market on Wednesday's during the summer. Their season begins in June and ends the end of September. Construction of the facility this year delayed their Wednesday market to the month of July. This year, members of the market asked to stay until the end of October. Their request was granted. Downtown Services anticipates that the use of the facility will increase as time goes on. The plaza has seen the occasional food truck stop by as well.

The Plaza was promoted through a naming contest, which at first blush would seem comical, but gave the facility notoriety and spread the word of its opening rapidly and en masse, fulfilling the purpose of notifying the public of its location and availability.

The Plaza has become the home of one of Steuben County's Indiana Bicentennial Bison. "Bob the Bison" is expected to enjoy protection of 24 hour surveillance and public visibility from standing prominently off of busy N. Wayne St.



The chart below indicates volunteer numbers for downtown events that required the assistance of the public. Unfortunately, not every event is listed here, because volunteers were not always counted at every event. Art is Art festival was a joint event, so not all volunteers could be counted. The Yarn Bombing event was a joint event between several municipalities. The approximate number is derived from those who decorated in downtown Angola.

I would like to note that around 14 organizations volunteered to help during the Cruise to the Monument directing cars, registering cars, providing support for the volunteers, and greeting visitors and disseminating information during the event. We sincerely thank all those citizens that helped at the events throughout 2016.

Event	# Volunteers
Art Is Art Festival	Approx. 9
Christmas - Santa and Wagon Rides	18
Cruise to the Monument	52
Yarn Bombing	Approx. 24
Approx. # of Volunteers	103

VOLUNTEERS



Report submitted by
 Maria Davis
 Downtown Services Coordinator
 Office of the Mayor

2016 Photography and video thanks to:
 The Steuben County Tourism Bureau
 Bill Eyster
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