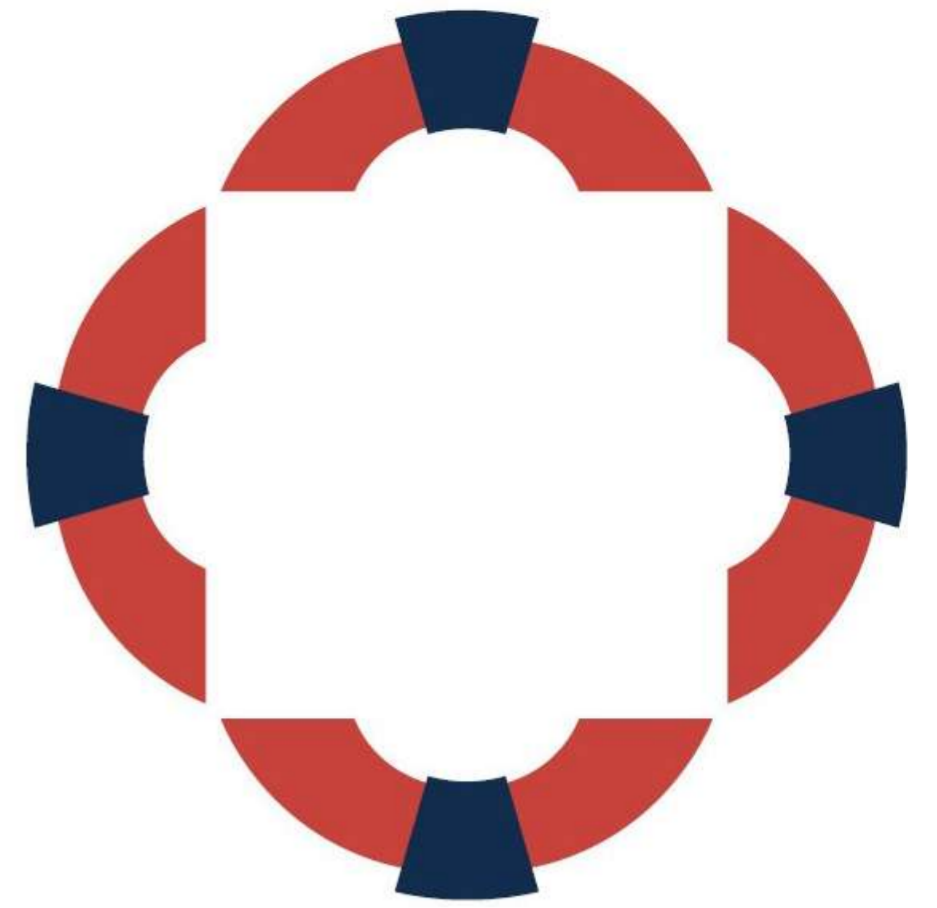


AUBURN MAIN STREET



Auburn Main Street's focus in 2018 was collaboration. The Board and Committees have collaborated with many groups to bring projects and events to fruition, including but not limited to the City of Auburn, Downtown Auburn Business Association, Eckhart Public Library, and Community Foundation of DeKalb County.



Sixth & Main Street

After several years of collaborating, planning, designing, and fundraising, the Sixth & Main Street streetscape project was completed in July. Communication with construction workers and business owners was key in making this project successful. Lt. Governor Suzanne Crouch recognized the City of Auburn and Auburn Main Street as part of OCRA's Downtown Development Week during a ribbon cutting event in October.

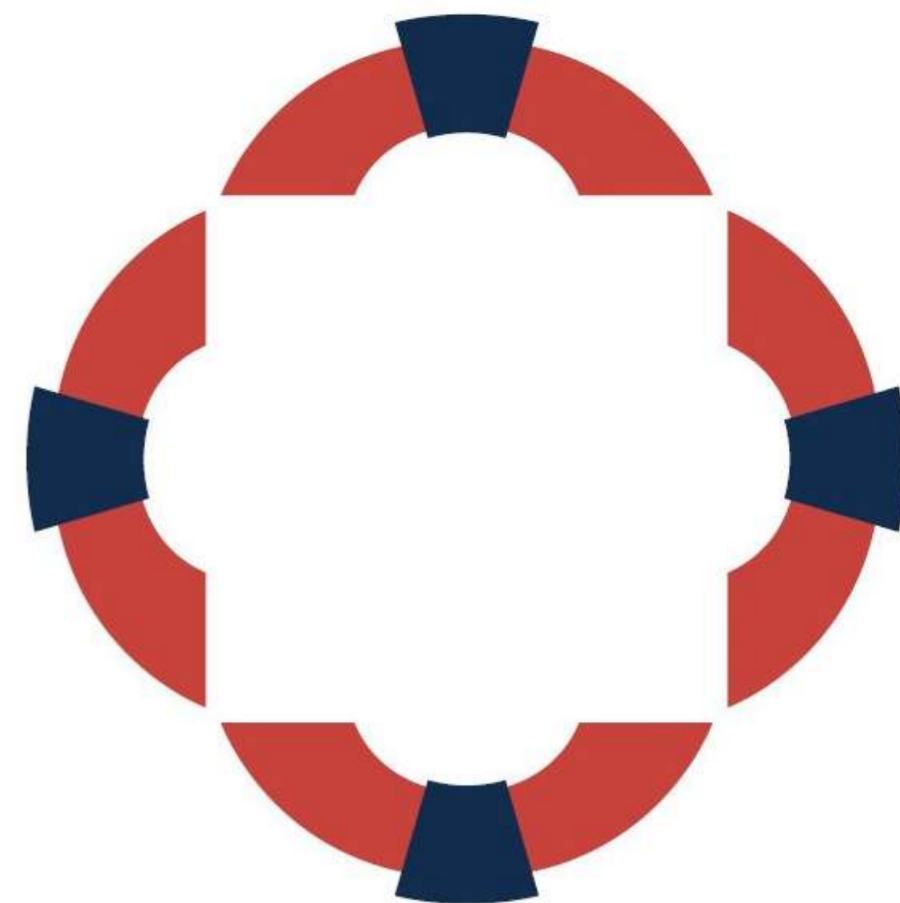
Downtown Auburn Businesses

2018 was an exciting and busy year in Downtown Auburn with the doors of many new businesses opening. Some of these businesses are new, while others are a simply re-branding of a store that has been in downtown for years.

Several 2018 additions include:

- Anthony Leigh
- Aqua Luna Nail Salon
- Auburn Brewing Company
- Cakes by Laurie & Liz
- Computer Connections / Rohrbach's Clocks (relocation)
- Cookie Nook (expansion)
- Credent Wealth Management (formerly Hefty Wealth Management)
- Flagstar Bank (formerly Wells Fargo)
- Godfather's MC
- Monarch: A Collection of Beauty Professionals
- Service Design Associates
- Sprinkling Can (expansion)
- Wildflower Boutique
- Wysh Designs
- Yoder, Kraus & Jessup

AUBURN MAIN STREET



Organizational

At the end of 2018, Auburn Main Street hired its very first full-time Executive Director. The name of the new Executive Director will be released soon and the Executive Director's anticipated start date is mid-February.

2018 Board Members and Officers were:

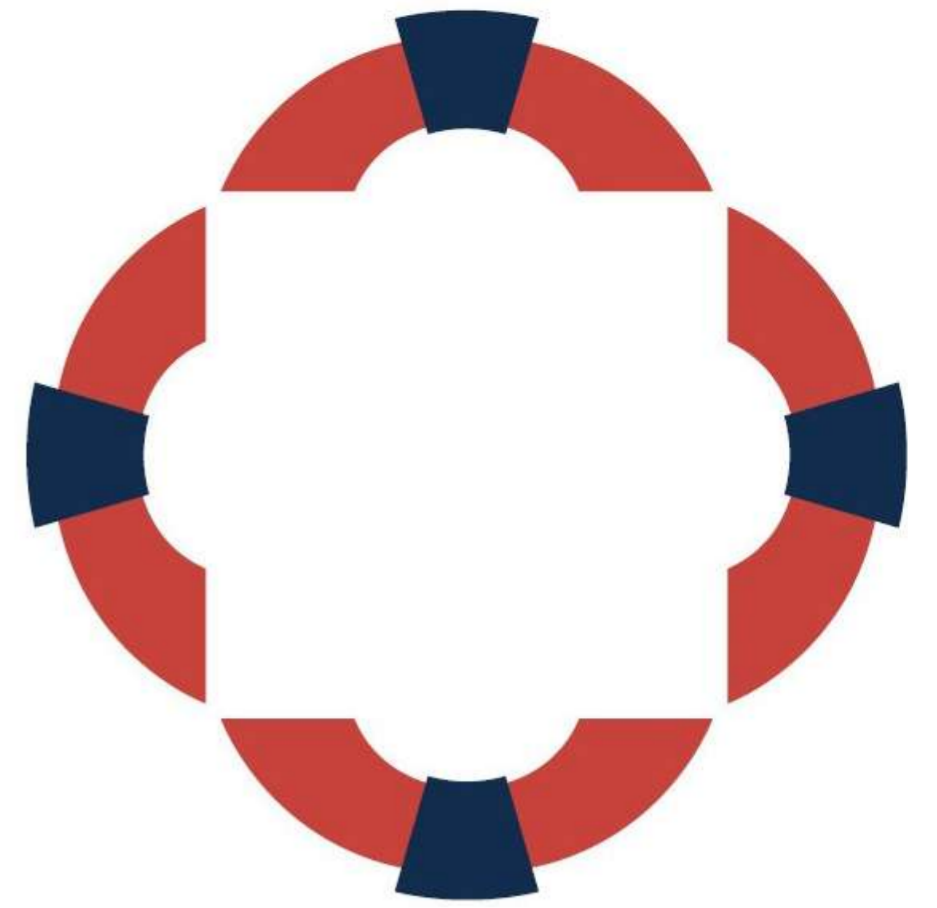
- Sarah Payne, President
- Amber Bassett, Vice President
- Becky Hefty, Treasurer
- Amy Schweitzer, Secretary
- Eldon Byler, Design Committee Chair
- Ann Finchum, Economic Development Committee Chair
- Jenn Gibson, Promotions Committee Chair
- Natalie DeWitt, Social Media / Marketing Coordinator
- Zach Lightner, Fundraising Chair
- Mike Littlejohn, DABA Liaison (term began October 2018)
- LaDonna Felke
- Nora Schwartz (term began November 2018)



Auburn Main Street hosted an OCRA Community Exchange in the beginning of February. During the event, Mayor Norm Yoder read a Proclamation declaring February as We Love Auburn Month. This event was attended by communities from all over the state, State employees, and representatives from State and Federal offices.

Auburn Main Street received grants in 2018 from DeKalb County Visitor's Bureau for marketing; DeKalb County Soil & Water for the Sixth Street native landscaping; and Community Foundation of DeKalb County for the Sixth Street native landscaping. Auburn Main Street also received a contribution from the City of Auburn for the Downtown Facade Improvement Program.

AUBURN MAIN STREET



Organizational Con't

Auburn Main Street filed the Indiana Main Street required 2017 annual report (different from this report) which requires information regarding new, expanded, and/or closed downtown businesses, as well as investment in downtown.

After nearly two years of revisions, Auburn Main Street forwarded the 2018 Updates to the Downtown Revitalization Plan to the Auburn Plan Commission who forwarded a favorable recommendation to the Auburn Common Council. Ultimately, a resolution was passed in May 2018 adopting these revisions. Auburn Main Street continues to use the goals and strategies established in the Downtown Revitalization Plan as a guide for future programming and projects.



Design Committee

Carbaugh Jewelers received funding from the Downtown Facade Improvement Program for their tuckpointing project, which was approved in 2017. Cupbearer Cafe received approval for a project involving window replacement along West Sixth Street. This project will be completed in 2019.

Economic Restructuring Committee

The Economic Restructuring Committee finalized plans for Business/Retailer Training videos. These videos will highlight different aspects of owning and operating a business. Anticipated subjects include e-commerce, marketing, and window displays. Once finalized, the videos will be available to interested business owners.

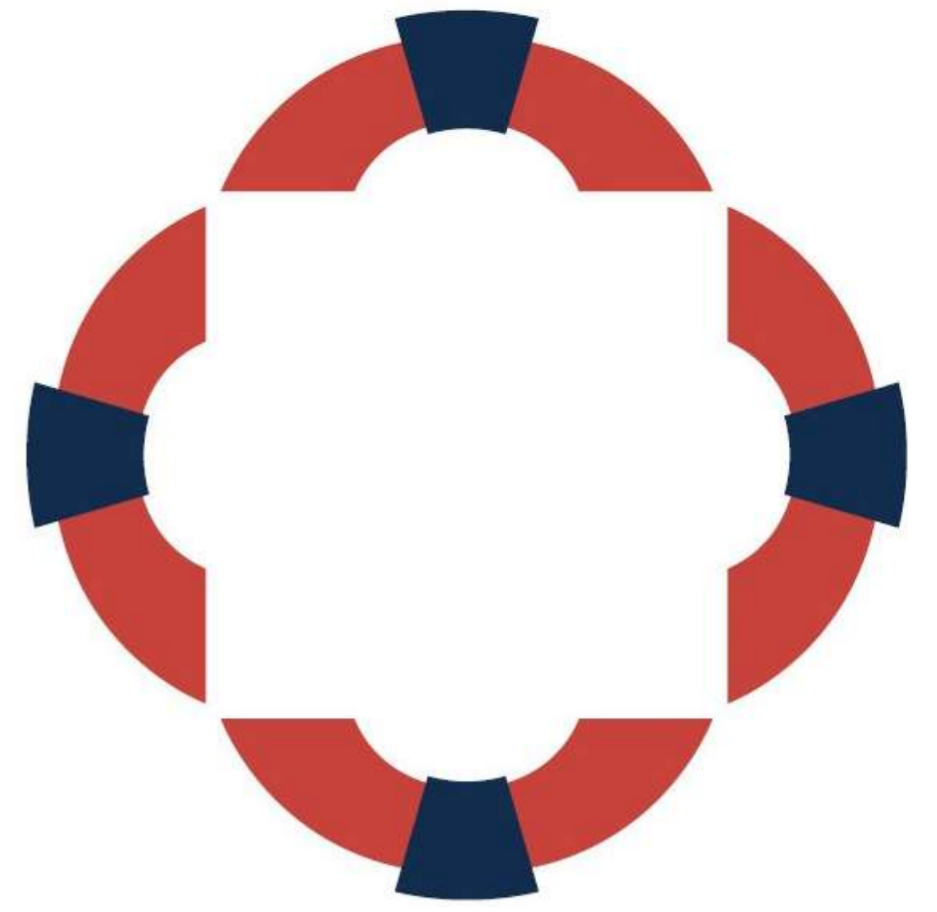
Alleyway activation and interactive murals were significant topics for the Economic Restructuring Committee in 2018. Projects are anticipated to begin in 2019.

Promotions Committee

Once again, We Love Auburn Month - 2018 was a success. Events included 20 sponsored ice sculptures in the James Cultural Plaza, yarn bombing, upstairs downtown tours, haunted walking tours, crafting hometown t-shirts, and the Take It Off Party. The number of ice sculptures doubled from 2017 and all events were well-attended. Auburn Main Street is excited for We Love Auburn Month - 2019.

First Fridays saw an increase in attendance in 2018. A different theme was planned for every First Friday of the month - except for January. The Promotions Committee introduced live music and food trucks to most First Friday events. The first Christmas in July Parade was held and is anticipated to be a new annual tradition for Auburn.

AUBURN MAIN STREET



Other Activities

Auburn Main Street has worked in conjunction with the City of Auburn and the American Legion Post #97 to utilize the former Shelter Ministries site to create a public gathering space. This new facility will be known as Cedar Creek Landing. Preliminary plans for Cedar Creek Landing include a pavilion, war memorial, trail head, and land access point to the Cedar Creek Blue Trail.

The Hometown Collaboration Initiative (HCI) is wrapping up. The revitalization of the Auburn Farmer's Market was selected as the Capstone Project. This includes possible relocation of the Farmer's Market to Cedar Creek Landing which creates a need to transport outdoor activities, such as picnic tables, lawn games, and other interactive marketing items. Therefore, Auburn Main Street will utilize the HCI funding to purchase a trailer to easily transport these items. Funds will also cover branding the trailer and acquiring interactive lawn games.

Auburn Main Street took the lead role in the annual Discovering Historic Auburn event hosted in May, including event organization and marketing. Auburn Main Street will continue in the lead role for this event and collaborate with other local organizations to ensure a quality event.

Auburn Main Street was named the Non Profit of the Year by DeKalb Chamber Partnership in November 2018.

Conclusion

As we reflect, 2018 was a great year for Downtown Auburn. The Board is excited for 2019 as we will have a full-time Executive Director will help better implement our goals and ideas. The Board hopes, with this addition, we can build even more momentum for the revitalization of Downtown. A more robust We Love Auburn month, completion of streetscape projects, leading events such as First Fridays and Discovering Historic Auburn, continuing to implement the Downtown Revitalization Plan, and working on new projects, like Cedar Creek Landing, will all play a role in building this momentum. Auburn Main Street will continue to focus on collaboration and building and cultivating relationships in the new year ahead.

