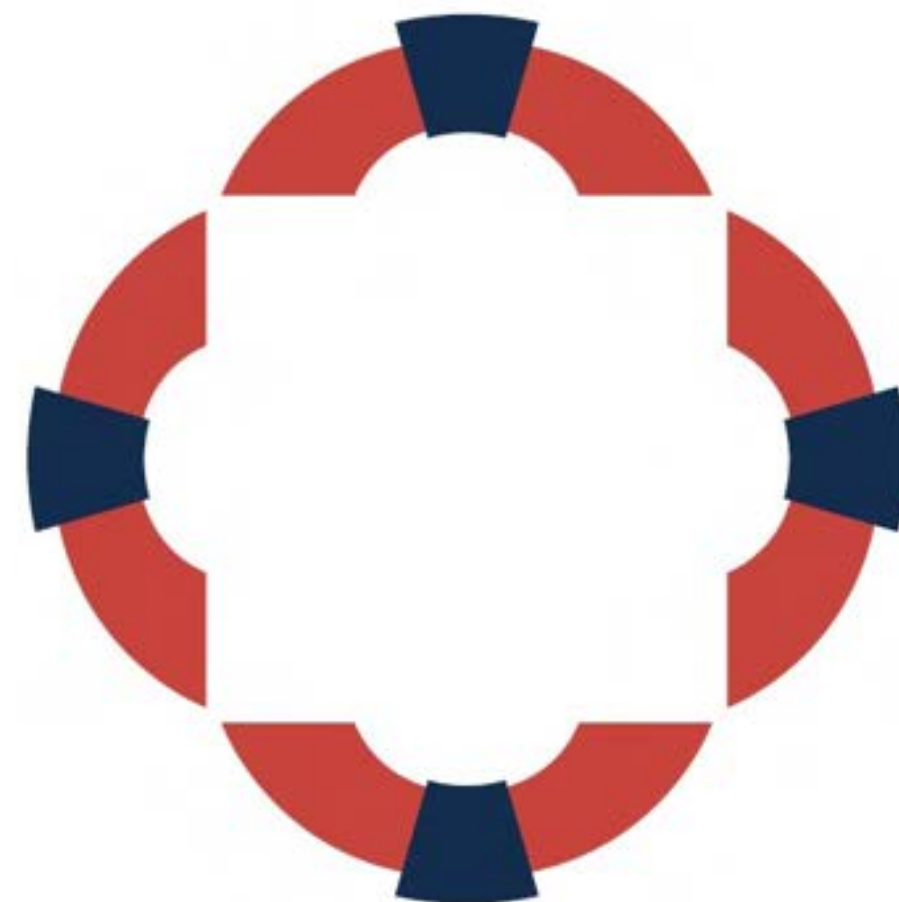


AUBURN MAIN STREET



The mission of Auburn Main Street is to collaborate with our community to promote, advance, and preserve a vibrant downtown - rich in character and engaging for all. Our approach is comprehensive, inclusive, place-based and people-focused.



Mural Art - Speedster Style

The Economic Restructuring Committee worked tirelessly to bring a mural to downtown Auburn in 2019. Much more went into the Speedster Dash board mural than one might imagine. Despite an unsuccessful QuIP (Quick Impact Placebased) grant attempt, the Committee pressed forward in partnership with DeKalb High School New Tech students. The students formally presented ideas and concepts for murals throughout downtown Auburn, and in August one of those ideas went up before our eyes on the north side of the Fresh Food Hub along North Main Street. The artists' stylistic touch and attention to historic details are the perfect introduction to mural art for downtown Auburn and thus the movement for downtown murals is ignited!

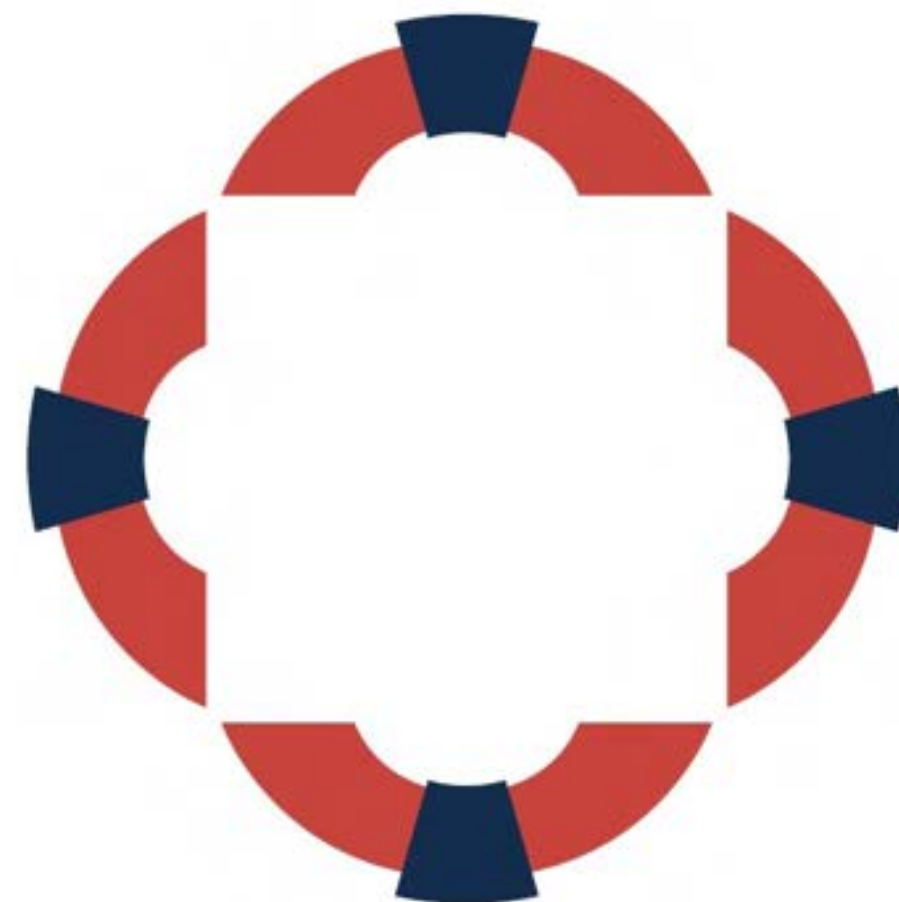
Downtown Businesses

It was an exciting and busy year in Downtown Auburn as Team Quality Services new corporate headquarters was built creating a new front door to downtown from the west. The character of the new building compliments the style of historic downtown buildings while still including some modern exterior features. The \$2.5 million dollar private investment is a beautiful addition to the downtown landscape. Other new additions in 2019 include:

- Birch & Bell
- Breein Nicole Photography
- Escape It!
- Forget-Me-Not Boutique
- Franz Karate (new location)
- Heirloom Clock & Fine Art
- The Laundry Room/Heavenly Creations (new location)
- Nature's Mercantile LLC
- Paper Gourmet (new location)
- Starstruck Dance Academy
- Team Quality Services, Corporate Headquarters
- Tri-State Retirement Solutions/Regal Financial Services
- Via Development
- White Oak Wine Cafe



AUBURN MAIN STREET



Organizational Committee

Auburn Main Street spent time in 2019 updating our mission and strategic plan to ensure continued success of the organization.

2019 Sponsors and Partners

Platinum Partner - City of Auburn

Bronze Sponsors

- Ambassador
- DeKalb Health
- Midwest Eye Consultants
- Oak Partners, Inc.
- Steel Dynamics, Inc.
- Tempus Technologies, Inc.

Ice Rink Sponsor - Auburn Essential Services

2019 Board of Directors

Eldon Byler, President & Design Review Chair

Natalie DeWitt

LaDonna Felke

Jenn Gibson, Promotions Chair

Amber Jackson, DCVB Liasion

Zach Lightner

Mike Littlejohn, DABA Liaison

Sarah Payne

Nora Schwartz, Treasurer

Amy Schweitzer, Secretary

Peggy Souder

General Grants

- Community Foundation DeKalb County (operating)
- DeKalb County Visitors Bureau (promotions)
- Patronicity (murals + downtown art)

Design Review Committee

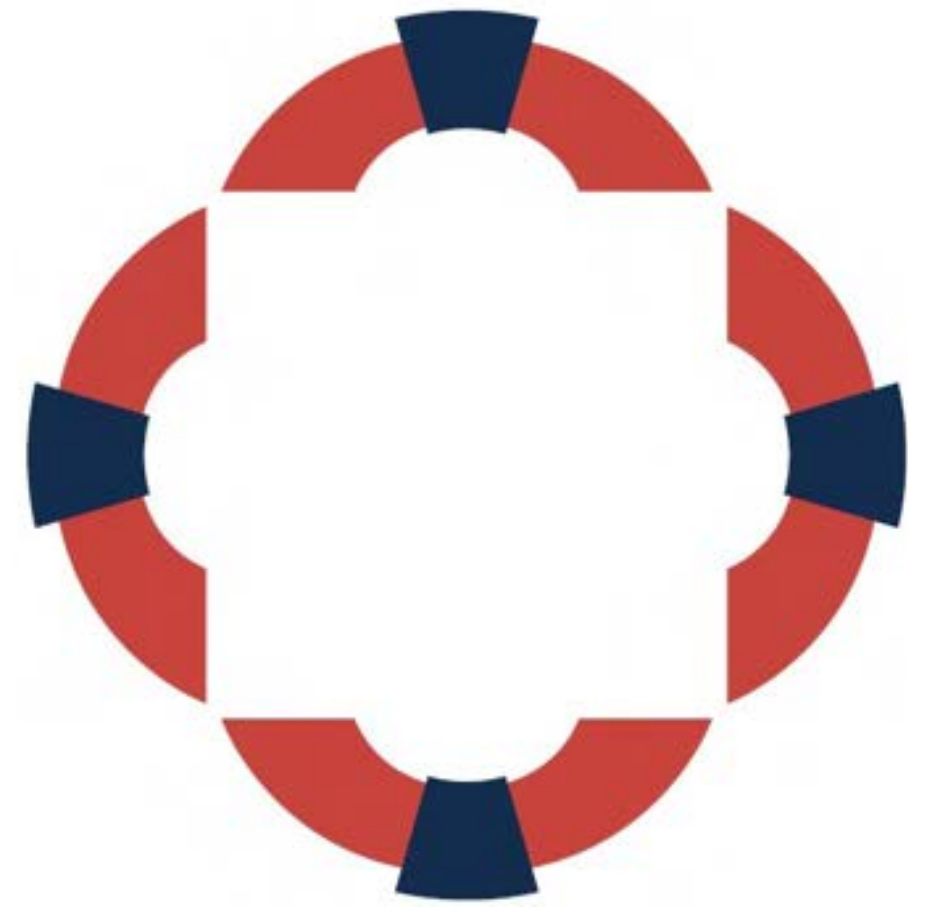
Investment encourages investment! The Design Review Committee experienced a surge of interest in 2019. The following facade grant projects received approval in 2019, even though all of these projects were not completed during the 2019 calendar year.

- The Deli at 6th & Main - \$850 for exterior signs
- Bassett Office Furniture & Supply - \$2,500 for exterior sign with coordinating sign post
- Auburn Alterations - \$1,750 for masonry work and paint
- Hardy Law Office - \$1,300 for masonry work and paint
- Mad Anthony's - \$2,500 for masonry work

Auburn Main Street looks forward to seeing these facade grant projects (and more!) completed in 2020.



AUBURN MAIN STREET



Economic Restructuring Committee

The Economic Restructuring Committee's focus in 2019 was the Speedster mural and funding for additional downtown art. With the positive feedback and excitement generated by the Speedster mural, the Economic Restructuring Committee decided to try crowdfunding through Patronicity and the Indiana Housing and Community Development Authority (IHCDA) to raise funds for additional murals and new downtown banners. Formally known as the "Color the Town" initiative, the 60-day fundraising window ended in November with \$24,842 donated from the community - from individuals to businesses and even other non-profits. Since the initiative was successful, Patronicity contributed a \$20,000 match.

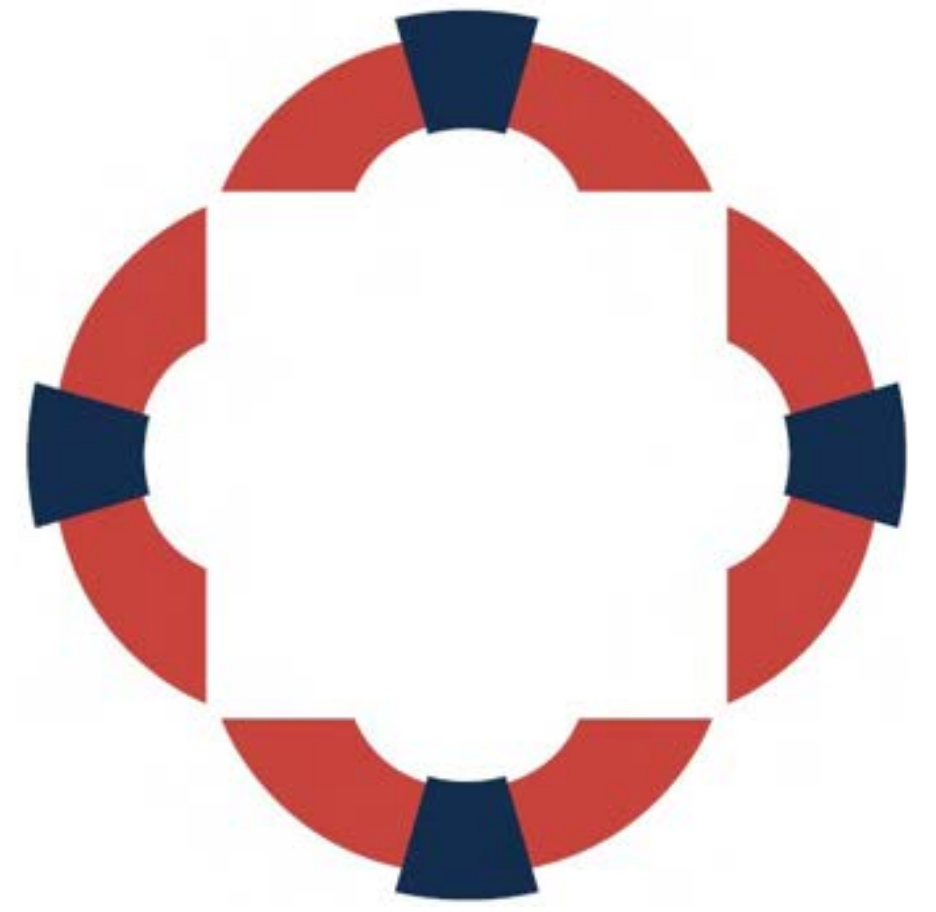


During the crowdfunding window, the second "All Great Things" mural was painted over the course of a couple of weeks. The progression of this mural provided a great backdrop for "Color the Town" fundraising updates and sincere requests for contributions, and the monarch wings along the sidewalk allow for interaction from passersby. The second mural is also a great reminder that all great things in life - including vibrant downtowns - take time!

There is interest and movement towards an "arts corridor" in downtown Auburn. The Economic Restructuring Committee has heard experts from other communities and continues to research potential designs, locations, partners, and logistics of the murals to come in 2020.

The Economic Restructuring Committee continues to research and consider the development and distribution of business/retailer training videos (think YouTube style) that highlight different aspects of owning and operating a business. Topics of these short videos might include e-commerce, marketing, and window displays. Alleyway activation is another area of interest for this committee in 2020.

AUBURN MAIN STREET



Promotions Committee

The Promotions Committee plays a vital role in scheduling, organizing, and implementing events that encourage folks to head downtown and promote all the great things about downtown Auburn.

The fifth annual We Love Auburn month was kicked off with yarn bombing and a record 30 ice sculptures with a sculpt-off demonstration during a *real polar vortex* (Mother Nature's way of showing how much she LOVES Auburn). Each weekend, events and activities were offered in downtown. There were some annual favorites like Upstairs / Downtown Tours and Haunted Tours, as well as the first synthetic ice skating rink set up on S. Cedar Street.



Auburn Main Street purchased and branded a trailer to store and transport the organizations picnic tables that are regularly used at promotional events. The trailer is nicely equipped with a variety of lawn games such as giant jenga, giant connect four, and cornhole.

Monthly First Friday events experienced an increase in attendance in 2019 and gained a substantial following. A different theme was planned for each event with the introduction of live music around downtown and food trucks. The November chocolate trail double in size of participating locations and has become a Auburn tradition.

