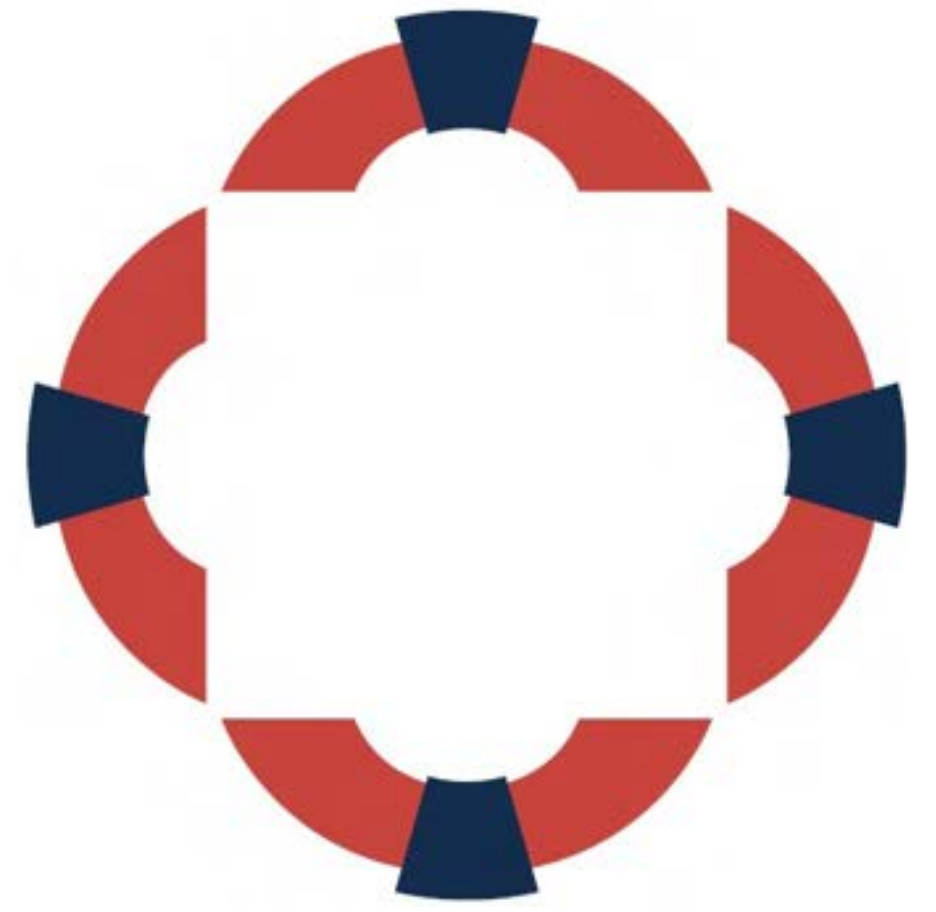


AUBURN MAIN STREET



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.

COVID-19 Impacts

The year 2020 was unlike any in recent memory. After a successful “We Love Auburn” month in February, nearly all of the “Main Street” economy was halted by stay-at-home orders and mandatory business closures in March. This was a scary time for AMS and all of the components of downtown. Auburn Main Street stayed in constant communication with other Main Streets as we tried to “re-invent” the events aimed at bringing people downtown. The result was our “Spend Local Safely” campaign which encouraged the community to support local businesses in whatever manner best fit their needs.

AMS also worked closely with the Indiana Office of Community and Rural Affairs and local banks to assist small businesses in obtaining grants and/or loans for expenses (such as PPE) associated with the pandemic.

While AMS does not have specific statistics, we are aware of only one business in downtown Auburn that closed permanently during the COVID-19. From social media posts and informal discussions, it sounds like the community showed up in a big way for downtown merchants despite the shutdown and closures. Hats off to those businesses and merchants that re-invented their business practices and weathered this pandemic storm, and a very heartfelt thank you to the community that showed such strong support for those businesses in downtown Auburn.



AuburnMainStreet.org | @AuburnMainStreet

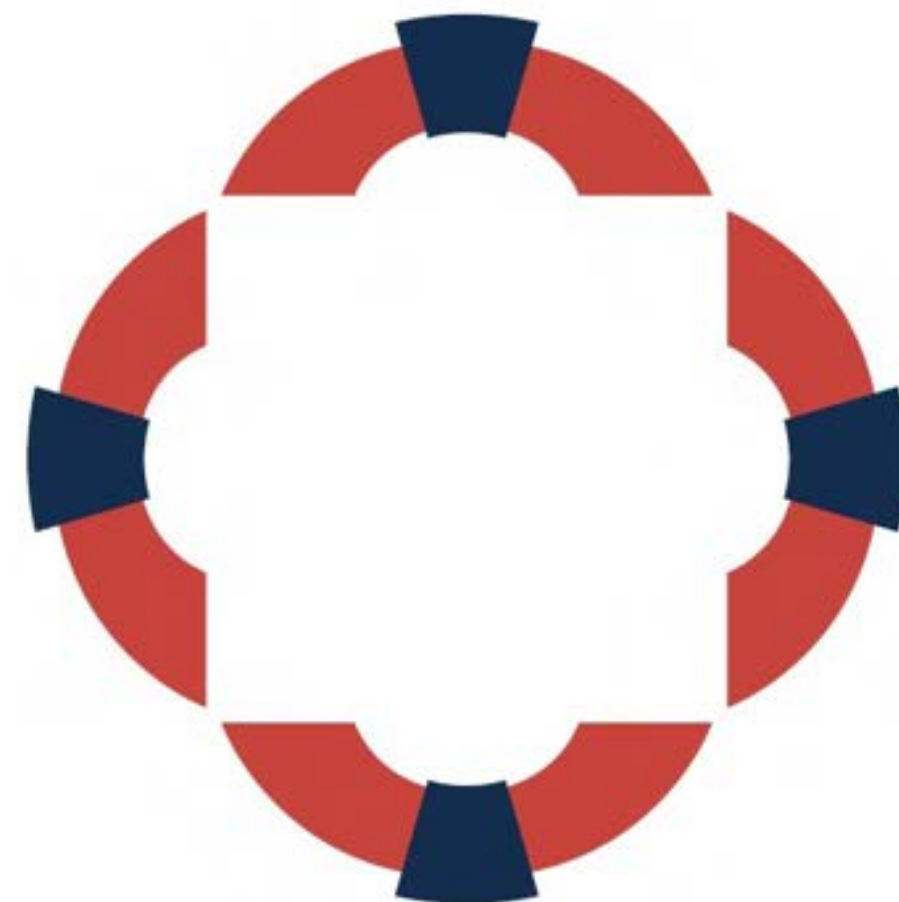
Businesses

It was a relatively quiet year with regard to business changes in Downtown Auburn, but approvals were granted for a new 30,000 square foot corporate headquarters for Credent Wealth Management which will be constructed in 2021. Other changes include:

- Cookie Nook (closure)
- Edward Jones – Mark Oda (relocation due to new Credent HQ)
- Insurance Trustees (relocation due to new Credent HQ)
- Monarch: A Collection of Beauty Professionals (relocation to larger space)
- Complete of multiple downtown second floor apartment



AUBURN MAIN STREET



Organizational Committee

The global shutdown provided an opportunity for Auburn Main Street's Board of Directors to focus on internal organization. After the resignation of our first executive director in January 2020 and the transition of a couple of Board members off the Board due to term limits and personal reasons, the Board focused heavily on Board member recruitment.

2020 Sponsors and Partners

Platinum Partner - City of Auburn

Bronze Sponsors

- Ambassador
- Auburn Essential Services
- Bassett Office Furniture & Supply Inc.
- Beacon Credit Union
- Oak Partners
- Tempus Technologies, Inc.
- Steel Dynamics, Inc.

2020 Board of Directors

Eldon Byler, President & Design Review Chair

Natalie DeWitt

LaDonna Felke, Treasurer

Jenn Gibson, Promotions Chair

Amber Jackson, DCVB Liaison

Zach Lightner

Mike Littlejohn, DABA Liaison

Sarah Payne

Nora Schwartz

Amy Schweitzer, Secretary

Jama Smith

Lucas Straw

General Grants

- Taking Care of Main Streets, Phase 1

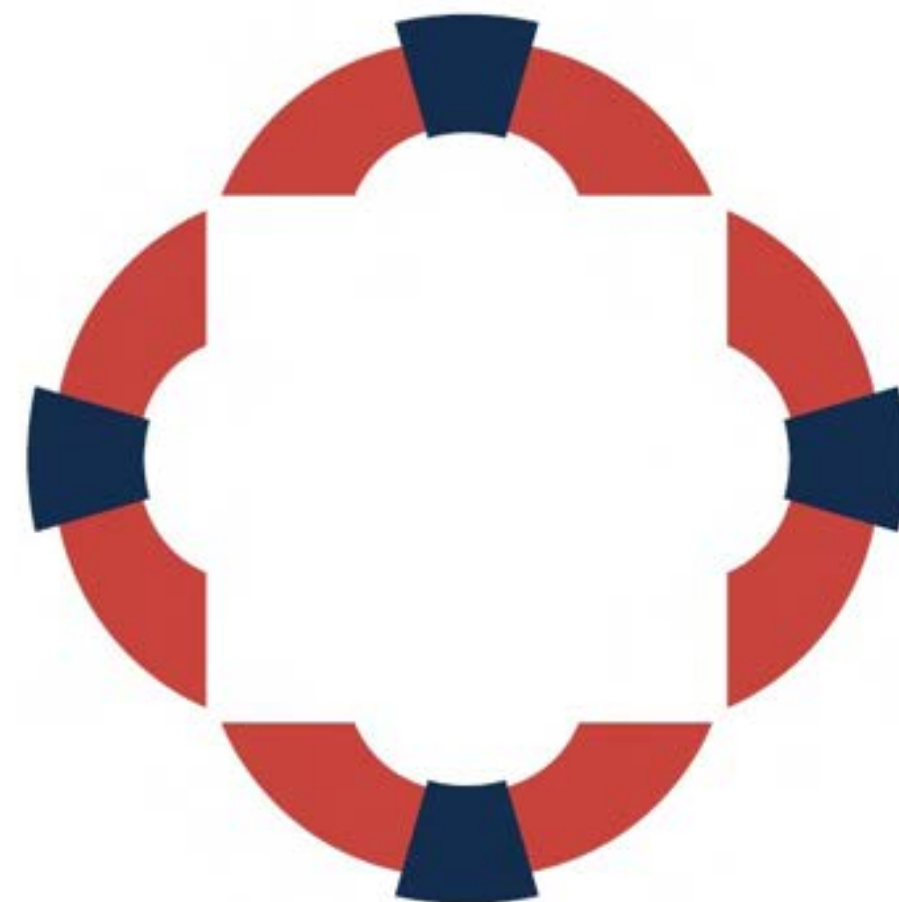
Design Review Committee

The Design Review Committee saw the completion of several 2019 grant awards during 2020, as well as the approval of a façade grant for the Kline building at 128 W Seventh Street for new second story windows on the Sixth and Seventh Street facades. Projects completed in 2020 included:

- Hardy Law Office – Completed masonry work and paint on West Seventh Street facade
- Mad Anthony's – Completed masonry work on North Main Street facade
- Bill's Garage Renovation - Installation of new garage doors at 510 South Main Street
- Kline Building – Installation of new second story windows on Sixth and Seventh Street sides



AUBURN MAIN STREET



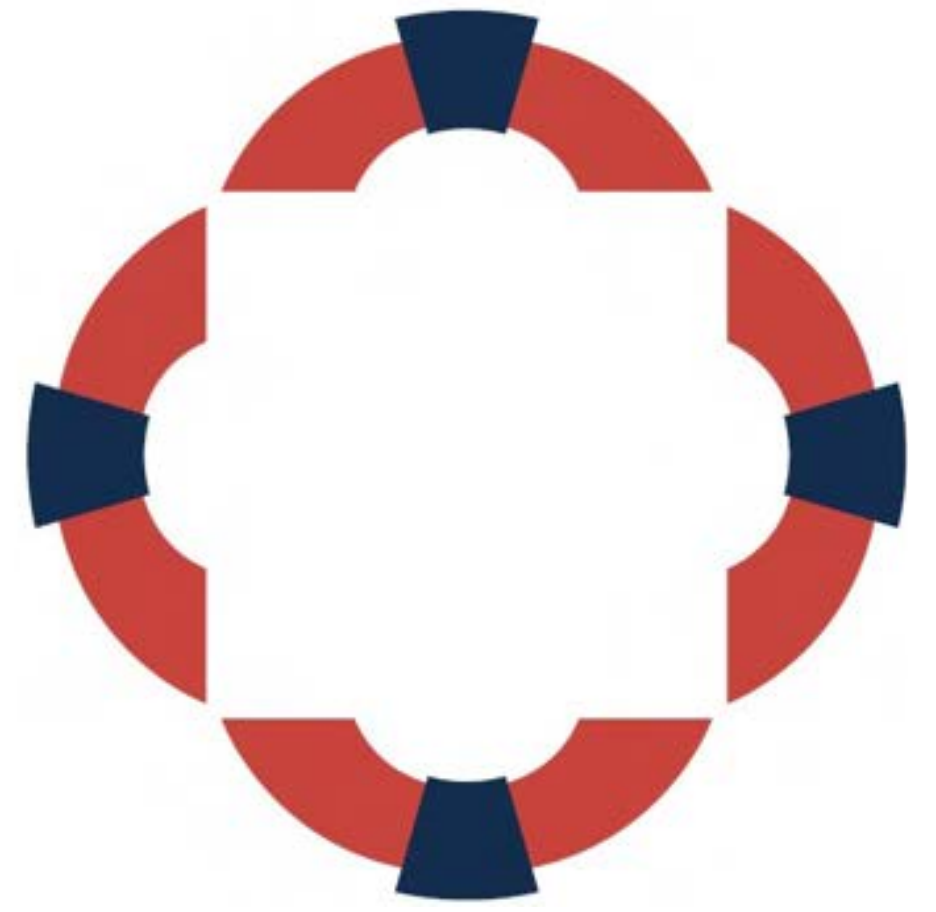
Economic Vitality Committee

The Economic Restructuring Committee's focus in 2020 was the implementation of two more murals, Impressionist Tunnel and Love has no Barriers. Impressionist Tunnel was done in May of 2020 with community input. A poll was put on social media so the community was able to pick which mural they wanted to see at this location. A beautiful, bright tunnel during a time where our world was in such confusion was embraced wholeheartedly by our community. Love has no Barriers was done in early fall of 2020. This mural is a powerful image of love by the simple human nature of holding another's hand. The holding hands image is one of unity, compassion, love, and evokes feelings of hope.

December of 2020 ERC applied for an extension through IHEDA for continued banner work. An artist call out during We Love Auburn month, in February, for banner designs in the Sixth and Main area. New Banners will be installed in early 2021, with completion by June of 2021. Fall of 2020 EVC created a Art Map for all murals, statues, and sculptures within the Auburn City limits. Continued fundraising work for a mural sustainability fund will be a great focus for 2021.



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 sixth annual We Love Auburn month was kicked off with a proclamation from Mayor Ley for We Love Auburn Month. There were some annual favorites like Yarn Bomb, 25 ice sculptures for the Auburn Arctic Art Display, Upstairs / Downtown Tours, Carriage Rides, and Haunted Tours. New to We Love Auburn month in 2020 was the addition of the Auburn Pub Crawl. 8 participating locations offered food and drink specials, live music, and giveaways.



Monthly First Friday events looked a little different in 2020. May First Fridays was a virtual event with downtown businesses doing virtual tours of their stores and encouraging online shopping as well as delivery and curbside pick up. Our musicians were also virtual during May. June - October we encouraged CDC guidelines and brought back our live entertainment throughout the downtown area as we saw safe traffic of folks having picnics on the courthouse lawn. The November chocolate trail had a record number of participating locations and has continued to be a Auburn tradition. We stayed in constant communication with our businesses to see if First Fridays was helping their business and how much traffic they had in person or online.

