



Discover Downtown Franklin, Inc. 2014 Economic Development Fee Proposal

The Request

Discover Downtown Franklin (DDF) is requesting the full amount of the Economic Development Fee, \$33,726.15, to assist with operational expenses, promote economic development, and to cover advertising expenses.

Our Mission

Discover Downtown Franklin, Inc. is a 501(c) 3 nonprofit organization whose mission is to create and maintain community traditions, celebrate the historic nature of downtown Franklin Indiana, and promote its uniqueness to central Indiana and the surrounding region. Through collaboration with various entities in the community, DDF encourages a healthy economic atmosphere in historic downtown Franklin. Discover Downtown Franklin strives to bring about economic, cultural and social transformation of downtown Franklin, primarily through active promotion, physical improvements, support of existing merchants, and active recruiting of new business establishments, by following the National Trust's National Main Street Center's approach.

Board of Directors

Marty Williams, President ; Krista Linke, Vice President; Jake Sappenfield, Treasurer; Linda Norton, Secretary; Chris Beck; Holly Johnston; Joe Kelly; Angie Longtin; Rhoni Oliver; Rob Shilts; Carolyn Williams. Tara Payne, Executive Director.

Our Operations

Since its creation in 2005, DDF volunteers have drastically increased awareness about the downtown area through marketing materials, special events, programs, community exchanges, and other means. In 2013, DDF hired Tara Payne as a full-time executive director. Since then, the organization has grown tremendously with larger events, marketing efforts reaching all throughout Indiana and into other states, and more community participation by business owners, residents, and elected officials. Since November, the community recognizes DDF as an entity separate from the city, and is an organization that people know and love. Face Book has served as a tool for this recognition with an increase of over 1200 "likes" and partnerships are soaring.

With this large growth, the organization's operational expenses have grown as well. Our main source of income is from our promotional events. The events bring in revenue, but do not sufficiently cover the operational costs, growth of festivals, economic development demands, and advertising expenses.

Operational expenses include salaries, office supplies, professional development, business relations, payroll taxes, insurance, technology expenses, etc. Operational expenses have proven difficult to cover on our promotions alone. The money we earn on our festivals should go towards improving the festival for the following year. The City of Franklin awarded DDF \$15,000 for operational costs, but currently the Executive Director receives a salary of \$30,000 with no insurance or benefits. We certainly would like to offer more, but simply can't afford the increase. Tara has done a great job with sponsorship this year, but the same people are being asked for sponsorship by several different entities, which make it difficult for businesses to give. Estimated cost \$15,000.

Economic demands include host a community exchange for Indiana's National Main Street Center. This community exchange is a great way to bring other National Main Street Organizations to our city to promote economic development. Estimated cost \$5,000.

Advertising expenses include banners and signage to promote economic development by attracting people downtown. DDF engages local businesses in their events and promotes eating, playing and shopping local to visitors. The billboard on Fred Paris' building as you drive into town from US 31 was offered to us as an advertising avenue; we could include all of the events and festivals coming up in the downtown area. We would also like to put more money into our events. We would like to add fun elements to each event (4 total) in the kids activity area like a trampoline swing, a rock climbing wall, or even a petting zoo of some type. Estimated cost \$15,000.

Due to the expense of the proposed projects we are requesting the entire amount of the Economic Development Fee, \$33,726.15, to help assist us with these expenses. Receiving the Economic Development Fee would provide much needed funding in order to sustain our organization and increase the traffic in the downtown area.

Thank you for your time and consideration.

Sincerely,

Discover Downtown Franklin, Inc. Board of Directors