



**Discover Downtown Franklin, Inc.
2015 Economic Development Fee Proposal**

The Request

Discover Downtown Franklin (DDF) is requesting the full amount of the Economic Development Fee, \$13,137.00, to assist with operational expenses, promote economic development, and to cover design fees for the downtown signs 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, 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 ; Rhoni Oliver, Vice President; Jake Sappenfield, Treasurer; Krista Linke, Secretary; Chris Beck; Holly Johnston; Joe Kelly; Rob Shilts; Carolyn Williams. Tara Payne, Executive Director.

Annual Budget

Please see attached document.

Operations Request

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 2013, 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 3600 "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 expense, which greatly helps, but does not cover technology expenses. We are currently using a used computer (2009) from one of the City departments and are need of a new computer, docking station, keyboard, and warranty. The speed at which the current computer operates is less than desirable. Most grants we apply for do not cover these kinds of expenses needed to run an organization efficiently. The total cost of this request is \$3,137.00.

- Microsoft Surface Pro 3 with upgraded Windows 10 - \$1659
- Warranty 2 years - \$400
- Software - \$738 (may be able to save additional money in this category with Tech Soup)
- Docking station, case, and keyboard - \$340

Downtown Development Request

We are experiencing a shortfall of informational signage in the downtown Franklin area. Due to many factors of growth (the façade program, being the county seat, community events, new/existing businesses, the shop local movement, and the Artcraft Theatre) we are seeing foot and bike traffic at an all-time high. Patrons to the area have a difficult time knowing where to go, what to do, where to start, and what Franklin has to offer.

We (Discover Downtown Franklin) believe adding way-finding signs is crucial in solving this problem. Proper signage will assist in creating a more inviting and habitable downtown culture. People will easily be able to *discover* all of downtown Franklin. The signage will encourage people to stay, play, shop, eat, and drink at local establishments. This will support existing businesses and encourage small business growth. This project will have a long-lasting impact on the community.

In order to address the above problem, we propose the following:

1. *Purchase and install four locally crafted, wrought iron, double sided, informational signs to be placed in 4 quadrants of the downtown area.* Gordon Artistic Ironworks has agreed to handcraft and install four 4ft x 3ft wrought iron signs, standing on two 40 inch posts.



- We will pay a local designer to design the informational material to be placed inside of the structure. Danny Causey, Franklin Heritage, has agreed to design the material to be placed inside the signs over the next four years.*

To complete the project by March of 2016, we would need a total of \$10,000. It will cost \$2,000 per sign; a total of \$8,000. We would need \$500 per year for design costs; a total of \$2,000 over a four year term. Attached is signage with a similar design and similar information that will be used.

Total Amount Requested

Due to the expense of the proposed projects we are requesting the entire amount of the Economic Development Fee, \$13,137.00 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,

Tara Payne, Executive Director and
Discover Downtown Franklin, Inc. Board of Directors

Discover Downtown Franklin, Inc. BUDGET OVERVIEW

	TOTAL
Income	
Design Income	500.00
Holiday Lighting - Bulb Sales Income	500.00
Organization Income	
Donations	250.00
Economic Dev. Fee	7,500.00
Interest Income	6.00
Operational Sponsors	15,000.00
Total Organization Income	22,756.00
Promotions Income	
Beer & Bluegrass Festival	14,000.00
Fall Festival Income	250.00
Farmers' Market Income	1,800.00
Holiday Lighting Income	7,000.00
Merchandise Income	1,500.00
Smoke on the Square BBQ Contest	26,000.00
Strawberries on the Square Inc.	9,000.00
Winter Market	700.00
Total Promotions Income	60,250.00
Total Income	\$84,006.00
Gross Profit	\$84,006.00
Expenses	
Organization Expenses	
Accountant Fee	450.00
Business Relations Expense	1,000.00
Dues & Subscriptions Expense	600.00
General Marketing Expense	2,000.00
Government Fees/Documents	1,500.00
Insurance Expense	2,000.00
Office Supplies Expense	100.00
Professional Development Exp.	200.00
Website & Newsletter Expense	300.00
Total Organization Expenses	8,150.00
Payroll Expenses	34,500.00
Payroll Taxes	3,000.00
Promotions Expense	
Beer & Bluegrass Festival	3,000.00
Farmers' Market Expense	250.00
Holiday Lighting Expense	5,000.00
Merchandise Expense	1,500.00
Smoke on the Square BBQ Contest	16,000.00
Strawberries on the Square Exp.	4,000.00
Winter Market	700.00
Total Promotions Expense	30,450.00

	TOTAL
	30,450.00
Total Expenses	\$76,100.00
Net Operating Income	\$7,906.00
Net Income	\$7,906.00

Monday, Aug 03, 2015 02:38:31 PM PDT GMT-4 - Cash Basis