

AGENDA RESERVATION REQUEST

CITY OF FRANKLIN COMMON COUNCIL

Please type or print

Date Submitted:	May 15, 2013	Meeting Date:	May 20, 2013
Contact Information:			
Requested by:	Krista Linke		
On Behalf of Organization or Individual:			
		Economic Development Commission	
Telephone:	317-736-3631		
Email address:	klinke@franklin.in.gov		
Mailing Address:	70 E. Monroe St., Franklin, IN 46131		
Describe Request:			
Economic Development Fee Allocation			
List Supporting Documentation Provided:			
Memo from Krista Linke			
Minutes from the May 14 th EDC Meeting			
Proposals from Franklin Heritage and Discover Downtown Franklin			
Who will present the request?			
Name:	Krista Linke	Telephone:	317-736-3631

The Franklin City Council meets on the 1st and 3rd Monday of each month at 6:30 p.m. in the Council Chambers of City Hall located at 70 E. Monroe Street. In order for an individual and/or agency to be considered for new business on the agenda, this reservation form and supporting documents must be received in the Mayor's office no later than 12:00 p.m. on the Wednesday before the meeting.



Memorandum

To: City Council

From: Krista Linke, Community Development Director

Date: May 15, 2013 for the May 20, 2013 Meeting

The following agencies were given the opportunity to submit proposals to the EDC for consideration of the Economic Development Fee:

- a. Franklin Heritage, Inc.
- b. Discover Downtown Franklin, Inc.
- c. Franklin Chamber of Commerce
- d. Franklin Development Corporation
- e. Johnson County Development Corporation

Proposals were received from Franklin Heritage and Discover Downtown Franklin. Please review each proposal following this memo. Representatives from each organization will be asked to attend the May 20th City Council meeting in order to answer any questions the City Council members might have.

Some background information for your consideration: The County Auditor's Office failed to include the Economic Development Fee on 2011 pay 2012 tax bills for all companies that have agreed to them. They have since corrected this error and have billed companies for a total of \$7,704.75. Due to this error, the EDC and City Council will be asked how to allocate fees collected twice in the calendar year 2013. The attached proposals are for the 2011 pay 2012 amount of \$7,704.75. Organizations will be asked to submit proposals again at the end of this year. The estimated amount collected for 2012 pay 2013 is \$18,717.10.

The fees have been split equally between Franklin Heritage and Discover Downtown Franklin in the past.

12/30/2010	Franklin Heritage	\$905.89
12/30/2010	Discover Downtown Franklin	\$905.89
6/30/2011	Franklin Heritage	\$863.98
6/30/2011	Discover Downtown Franklin	\$863.98

12/29/2011	Franklin Heritage	\$1,952.90
12/29/2011	Discover Downtown Franklin	\$1,952.90

The EDC voted at their May 14th meeting to forward a recommendation to City Council to allocate \$4,000 to Franklin Heritage and \$3,304.75 to Discover Downtown Franklin. Draft minutes of the May 14th EDC meeting are attached for your reference. City Council makes the final decision. The EDC also recommended that each year the organizations make proposals to receive the funds and the decision will be made on a yearly basis.

Please feel free to contact me if you have any questions before the meeting on May 20th.

klinke@franklin.in.gov

(317) 736-3631



CITY OF FRANKLIN

COMMUNITY DEVELOPMENT DEPARTMENT

MINUTES

ECONOMIC DEVELOPMENT COMMISSION

May 14, 2013

Members Present:

John Ditmars	President
H. Lee Hodgen	Vice-President
Tony Wellings	Secretary
Ken Austin	Member

Members Absent:

Jake Sappenfield	Member
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Others Present:

Rob H. chafstall	Legal Counsel
Krista Linke	Director of Community Development
Jaime Shilts	Recording Secretary

Call to Order:

John Ditmars called the meeting to order at 8:00 a.m.

Approval of Minutes:

Lee Hodgen made a motion to approve the March 26, 2013 minutes and April 9, 2013 minutes as presented. Tony Wellings seconded the motion. The motion carried.

Old Business:

Economic Development Fee Proposals:

Discover Downtown Franklin: Megan Hart, Discover Downtown Franklin, stated they would use the fee for operating expenses and are requesting the full amount of \$7,704.75. They have two fundraisers now, the BBQ contest (Smoke on the Square) and they started a Beer and Bluegrass festival in 2012 with the Johnson County Museum. They received \$100,000 from the FDC over a three year period for operating costs, with \$20,000 being received in December of 2012. It was their last installment from the RDC. Mr. Ditmars questioned where the remaining money would come from. Ms. Hart stated that it would come from the annual fundraisers and also from some potential corporate sponsorships.

Franklin Heritage: Rob Shilts, Franklin Heritage, Inc., stated they are applying for the economic development fee for a partial amount of \$3,000 for a digital projector. The total cost is around \$8,000. He does have a 1 for 1 donor match lined up for cost of the projector. The projector would not be something that is used on an everyday basis but for the preshow advertising and special events such as the Heartland Film Fest.

Ms. Linke stated that the Board will need to decide on the recipients of fee again at the end of the year as the second disbursement will be made by year's end. Organizations that are involved in economic development are eligible to receive the fee. There are five in Franklin that can apply.

Mr. Austin stated he would like to split the numbers between the two entities. Discussion was held on how to split the money. It was decided that since FHI has a donor ready to match funds they could receive half the amount they need from the EDC fees.

Ken Austin made a motion to give FHI \$4,000 and the balance of \$3,704.75 to DDF. Tony Wellings seconded the motion. The motion carried.

New Business:

None

Other Business:

Ms. Linke stated that Nitrex will be before the Board in June for an amendment on their completion date and their abatement amount.

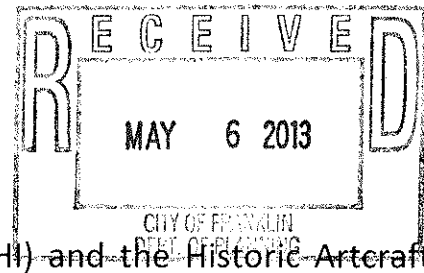
Adjournment:

There being no further business, the meeting was adjourned. Respectfully submitted this 11th day of June, 2013.

John Ditmars, President

Tony Wellings, Secretary

Economic Development Commission



Thank you for considering Franklin Heritage, Inc. (FHI) and the Historic Artcraft Theatre in this round of development fee proceeds. Each year we have leveraged these funds to allow us to provide more programming to the Artcraft Theatre, which in turn brings more consumers downtown. Last year we brought over 35,000 people through the doors for movie and non-movie events. If selected, FHI would like to use the funds to help offset the cost of purchasing upgraded digital projection equipment. While our classic film series relies primarily on 35mm projectors and film, our newer partnerships use only digital equipment. In order to keep bringing in more new movie festivals, premiers, and seminars we need to update our current projection equipment.

One of our more recent success stories is the Franklin High School Film Festival. The Festival has been going strong the past five years with many area high schools participating. The 2013 crowd for the two-day festival exceeded 550 patrons. Students write, direct and produce their own movies in a digital format and work with a different theme each year. The top movie producers then get to view their movies on the big screen with their friends and family in the community.

This year we also introduced a new partnership between the Artcraft and Heartland Truly Moving Pictures. "The Best of the Fest" movie festival featured six of Heartland's award winning features from their 2012 Festival. This brought new people to Franklin from Carmel, Zionsville, Fishers and Indianapolis. Heartland brought their own digital projection equipment to the Artcraft which produced a vivid, screen-filling picture that made us even more aware of our need for updated equipment.

If the EDC would award funding to FHI /Artcraft Theatre, it would be matched by fundraising that is occurring currently for this most needed upgrade. Attached are quotes one of our projectionists has received for the equipment. We thank you for your consideration and previous awards.



Name:	Artcraft Theater	Project title:	Theater Projector
Address:	57 N Main St		
City, State Zip Code:	Franklin IN 46131		
Date:	4-May-2013		

[illegible]

Projector

From: stephen Blair <stephenblair@sbcglobal.net>
To: "Inc. Franklin Heritage"
Subject: Projector
Date: May 3, 2013 7:47 AM

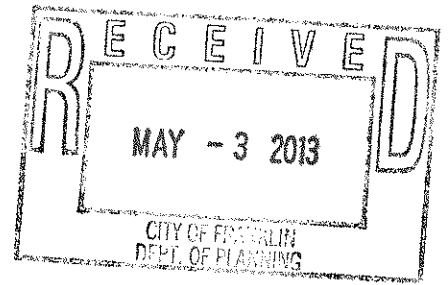
Rob

Prolite G5750WU WUXGA \$3,600.00 not including the lens
This is the 4500 lumen projector used at the Festival.

However with our screen we need the Prolite 28000WUNL
WUXGA Dual lamp 6,000 lumen projector. \$12,999.00 Len not
included.

Long throw lens \$2,899.00
Dual lamp kit \$879.00

Scaler/Switcher Kramer VP-730 \$1596.00



**Discover Downtown Franklin, Inc.
2013 Economic Development Fee Proposal**

The Request

Discover Downtown Franklin is requesting the full amount of the Economic Development Fee, \$7,704.75, to assist with operational 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.

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 2010, DDF hired its first employee, Megan (Sweany) Hart, who moved from intern to full-time executive director. Since then, the organization has grown tremendously with more and larger special events, marketing efforts reaching all throughout Indiana and into other states, and more community participation by business owners, residents, and elected officials. Over the past three years, the organization has seen an increase in new downtown businesses and residents helping grow the Franklin community.

With this large growth, the organization's operational expenses have grown as well. The new events bring in revenue, but do not sufficiently cover the new operational costs. Operational expenses include salaries, office supplies, professional development, business relations, payroll taxes, insurance, technology expenses, etc. As a result, we are requesting the entire amount of the Economic Development Fee, \$7,704.75, to help assist us with these expenses. Receiving the Economic Development Fee would provide much needed funding in order to sustain the organization.

For more information about the organization's 2012 accomplishments and the duties of the Executive Director, please see the enclosed documents.

Thank you for your time and consideration.

Sincerely,

Discover Downtown Franklin, Inc. Board of Directors



2012 Annual Report



Megan Hart

Discover Downtown Franklin, Inc.

70 E. Monroe St.

Franklin, IN 46131

Ph: 317-346-1258

Summary of Activities 2013

Our Mission: *Discover Downtown Franklin, Inc. strives 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.*

In 2005, Discover Downtown Franklin, Inc. became a 501(c)3 nonprofit and an accredited Main Street organization. Being an accredited Main Street organization means DDF follows the National Trust for Historic Preservation's Main Street Center's four-point approach. The four-point approach includes: Organization, Design, Economic Restructuring (ERC), and Promotion. Our four committees are based off and named after these four points. Each committee focuses on the different needs of our downtown.

Organization Committee

Committee Purpose: The purpose of the Organization Committee/Executive Committee is to keep the board and each committee in good shape by attracting people and money to the organization. The Organization Committee takes responsibility for managing the financial and logistical aspects of Discover Downtown Franklin and serves as the nomination committee for future board members. The committee consists of the President, Vice President, Treasurer and Secretary.

Staff: DDF has one full-time employee, the Executive Director Megan Hart. Megan began working for the organization in 2009 as an intern. After the 6 month internship ended, Megan was hired as the part-time Program Coordinator. After graduating from Franklin College, where she earned two liberal arts degrees in Business Marketing and Business Management, she became the first full-time Executive Director for Discover Downtown Franklin.

Responsibilities of the Executive Director include, but are not limited to:

- Administrative Duties
- Accounting and Financial Reporting
- Event Planning
- Human Relations
- Marketing
- Grant Writing
- Volunteer Recruitment and Management
- Identify and Solicit Funding Sources

Board of Directors: Discover Downtown Franklin, Inc. is managed by Officers and a Board of Directors. In 2012, there were 11 directors on the Board. The 2012 Board of Directors included:

- Marty Williams-President (Resident/Community Volunteer)
- Krista Linke-Vice President (City of Franklin-Director of Planning and Economic Development)
- Scott Graham-Treasurer (Generations Collision Services, Inc.-Owner)
- Linda Norton-Secretary (Norton Farmers-Owner)
- Brenna Cundiff (Johnson County Museum of History-Director)
- Beth Hart (Franklin Chamber of Commerce-Assistant Executive Director)
- Holly Johnston (City of Franklin Parks Department-Program Coordinator)
- Sarah Rogers (Resident/Community Volunteer)
- Jacob Sappenfield (MainSource Bank-Branch Manager)
- Rob Shilts (Franklin Heritage, Inc./Artcraft Theatre-Executive Director)
- Carolyn Williams (Resident/Community Volunteer)

Committee Members:

Design Committee

- Committee Chair: Phil Warrenburg-Conectronics Inc.
- Neil Dixon: The Art Institute of Indianapolis-Instructor
- Krista Linke: City of Franklin-Director of Planning and Economic Development
- Rob Shilts: Franklin Heritage, Inc. & the Historic Artcraft Theatre-Executive Director
- Dru Smyth: Dru Smyth Design-Owner
- Carolyn Williams: Resident/Community Volunteer
- Marty Williams: Resident/Community Volunteer

Economic Restructuring Committee

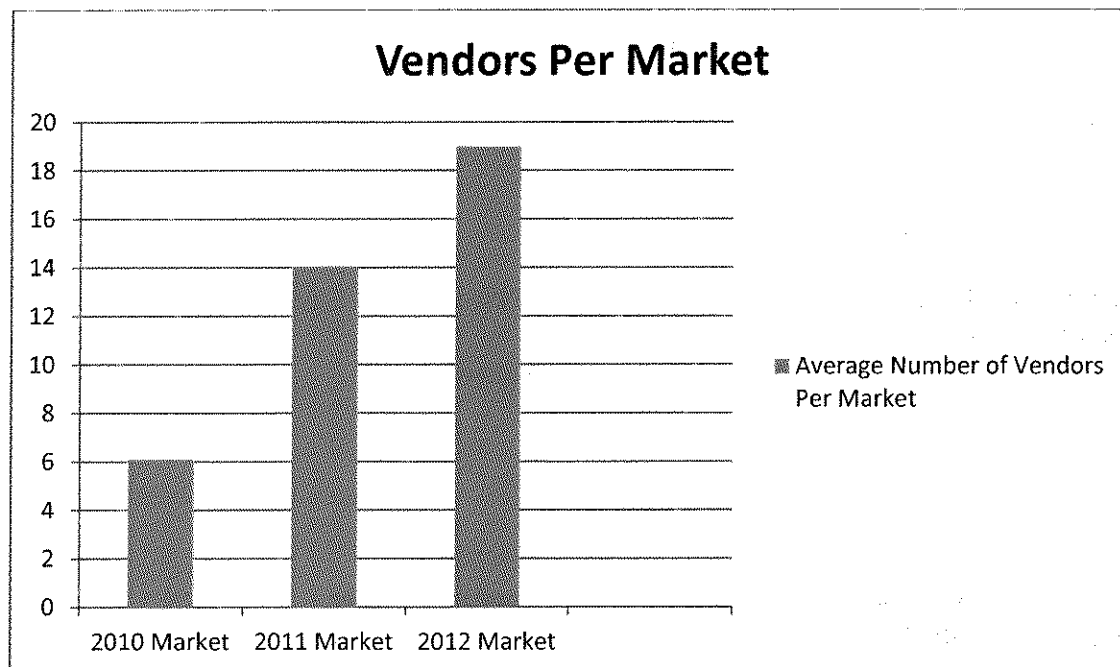
- Committee Chair-Krista Linke: City of Franklin Dept. of Planning and Economic Development-Director
- Tricia Bechman: Franklin Chamber of Commerce-Executive Director
- Chris Beck: LPL Financial-Owner
- Cori Brown: Franklin Window & Door-Owner
- Kim Childers: Mutual Savings Bank-Community Liaison
- Bette Emry: Downtown Building Owner/Nurse
- Beverly Martin: Johnson County Library-Franklin Branch Director
- Rhoni Oliver: City of Franklin Planning Dept.-Code Compliance Officer
- Jacob Sappenfield: MainSource Bank-Branch Manager
- Kevin Tolloty: City of Franklin Planning Dept.-Associate Planner
- Carolyn Wietoff: IU Kelley School of Business-Clinical Professor

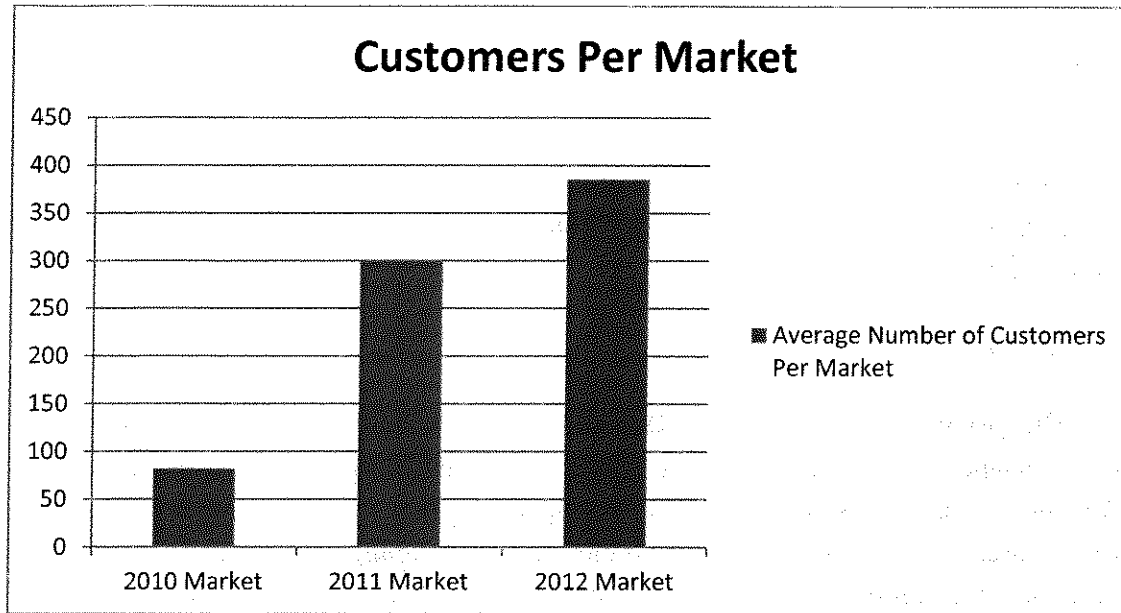
Promotion Committee

- Committee Chair-Carolyn Williams: Resident/Community Volunteer
- Tauria Catlin-Promotion: Middle Davids Artisan Candles-Owner
- Brenna Cundiff: Johnson County Museum of History-Director
- Beth Hart: Franklin Chamber of Commerce-Assistant Executive Director
- Holly Johnston: City of Franklin Parks Department-Program Coordinator
- Joe Kelly: Kelly Promotional Products/Indoff-Owner
- Linda Norton-Secretary: Norton Farmers-Owner
- Sarah Rogers: Resident/Community Volunteer
- Jamie Shilts: City of Franklin Planning Dept.-Administrative Assistant
- Marty Williams-President: Resident/Community Volunteer

Franklin Farmers' Market

In 2012, we continued to see an increase in vendors and customers per market compared to the 2011 and 2010 seasons. However, this year we had many more visitors making comments such as "Thank you so much for hosting this. It is wonderful!" We have many "regulars" that join us every Saturday to purchase their produce and other goods desired. The popularity of buying locally produced goods is increasing with more people making a point to shop within the community. When you purchase goods at the farmers' market you are buying from your neighbors, not some corporate chain store. Residents spend their money in town, the vendor lives in the county so the profits are spent locally helping boost our economy. The season ended with a total of 35 vendors and an average of 425 customers per market. With the continued increase in interest, the 2013 market is expected to be even bigger and better.





Homegrown Handmade Winter Market

With the enormous success of the 2011 Winter Market, DDF decided to host another Winter Market during the 2012 Holiday Lighting Ceremony. The market hosted 50 vendors filling the first floor and lower level of the GC Murphy Building, 56 E. Jefferson St. All goods sold were grown or made in Indiana creating a truly local event. The market was visited by over 1,000 people raving about the wonderful selection and amount of items available. After closing, many vendors were ready to sign-up for the 2013 Winter Market. However, it is believed that the building will no longer be available this same weekend next year. As a result, DDF will look into alternative locations to continue this highly sought after event.



Franklin Farmers' Market Pavilion

During the summer season, the Franklin Development Corporation requested proposals to fund up to \$1.2 million worth of projects. With the success of the Franklin Farmers' Market and Winter Market along with examples from other cities, DDF decided to pursue constructing a permanent structure on the current site of the market. After gathering various thoughts and

opinions, the final concept included a large pavilion with a brick façade and restrooms, an additional parking lot, and a 100% ADA compliant playground.

The proposal was not chosen to receive funding from the Franklin Development Corporation so DDF members began seeking other potential funding sources. The group decided to phase out the project: Phase 1 Pavilion, Phase 2 Additional Parking Lot, and Phase 3 Playground. Efforts will continue into 2013.

Design Committee

Committee Purpose: The purpose of the Design Committee is to get downtown Franklin into top physical shape. Capitalizing on its best assets – such as historic buildings and traditional downtown layout – is just part of the story. An inviting atmosphere created through window displays, parking areas, signs, sidewalks, street lights, and landscaping conveys a visual message about what downtown Franklin is and what it has to offer. The committee had 8 members in 2012.

Franklin Development Corporation Project Reviews

Beginning in 2011, the DDF Design Committee reviewed all grant and low-interest loan requests submitted to the Franklin Development Corporation (FDC). All FDC grants and loans must abide by Architectural Design Guidelines. However, the FDC does not have the expertise or ability to review potential recipients' homes or commercial buildings. As a result, the Design Committee, made up of planning and architectural experts, offered to review all applications to ensure the Guidelines were followed. Each property review required a \$50 fee. As of October, the Design Committee no longer reviews FDC applications.

2 Block Walk Initiative

The City of Franklin along with other funding sources will be investing large amounts of money for improvements on North Main Street, East and West Court Streets, Monroe Street, South Main Street, and various City & County owned parking lots in 2013. As a result, the Design Committee conducted a 2 block walk around the courthouse to identify infrastructure issues around the planned improvements. Since significant improvements will be made, the committee wanted to ensure that the nearby streets, sidewalks and parking lots around the planned improvements were in good condition as well.

The courthouse is also the center focus of the downtown where most downtown events take place bringing hundreds of people to the area. The group wanted to focus directly around that area and move farther out as the issues are resolved. Committee members separated into pairs of two taking one of four areas: southeast, southwest, northeast, or northwest. The teams walked their chosen area documenting and photographing dangerous and unattractive features prioritizing each issue. Many of these issues will be cheap and easy to fix, but will also have a

large impact on the overall appearance and usability of the downtown area. Afterwards, the group met to discuss each section. The 12 areas with the most crucial needs were put together into a packet. The group will take this information to the City of Franklin Street Department and City of Franklin Board of Works.

North Main Street Alley Project

Many of downtown's alley ways are deteriorating and causing major drainage problems for adjacent buildings. The worst alley in the area is located between the Artcraft Theatre and Don and Dona's Restaurant. Years of improper paving has caused the alley gradient to be higher than the intersecting road, North Main Street. The pavement has also separated between the asphalt and the adjacent buildings allowing water to sit in large cracks and eat away at the brick and mortar. Affected building owners are hesitant to repair their buildings as the problem will continue until the alley is properly repaired.

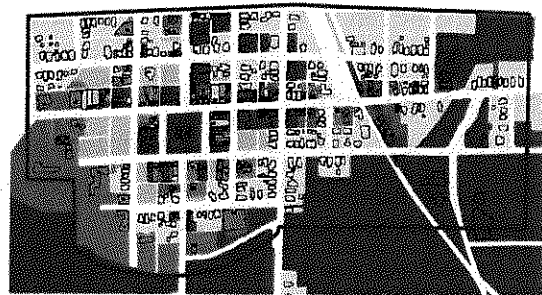
Affected building owners approached the City of Franklin Board of Works to repair the alley to cease further deterioration of their buildings. The Board agreed to fund and undertake the alley repair project. Since then, the Design Committee has given input on the design process and continues to help push the project along as issues arise and resolve.

Economic Restructuring Committee

Interactive Map

In 2011, the committee began gathering information about vacant commercial properties within the downtown area. After the inventory was established, the committee identified the next step as creating an online interactive map that includes information about businesses and vacant properties. Volunteer, Kevin Tolloty, created an online directory from our brochure map pinpointing all businesses and vacant buildings.

The online interactive map is located on the company website at www.DiscoverDowntownFranklin.com under the Downtown Businesses tab. The detailed map displays all downtown buildings with each type of property color coated to differentiate retail, restaurant, residential, vacant, government, etc. When users click on a commercial building or vacant property a small window appears with details about the chosen location including business name/address, phone number, website, hours of operation, etc. The map is updated monthly as business and vacant property information changes with assistance from committee members.



Franklin Entrepreneurial Program

Since 2011, DDF, the Franklin Chamber of Commerce, and the Franklin Development Corporation collaborated to create an entrepreneurial program to help steer potential new business start-ups and business expansions in the right direction. Many start-up business owners pour their entire life savings into their business causing serious problems if the business does not succeed. On the other hand, successful businesses may choose to expand past their limits toppling the entire business. The group first researched a consulting firm that had successfully started entrepreneurial programs in other Indiana cities and counties. However, the fee to create the program was extremely high and funding sources were hard to find. The group also contacted the cities and counties with similar programs and found that these programs did not last once the consulting firm left. As a result, the committee began rethinking the development of the program.

The group decided to try partnering with a local college to create an entrepreneurship class. The Franklin Campus of Ivy Tech agreed to host the class for \$10,000. The Franklin Development Corporation applied for and received a \$7,500 grant from the Johnson County Community Foundation and donated \$5,000 of their own funds. Discover Downtown Franklin applied for and received \$2,800 from the City of Franklin's 2012 Economic Development Fee. With these funds secured, the group was able to fund and advertise the class.

The group wanted the class to be valued and felt a free class would not be taken seriously. As a result, the class cost \$149 per person for Johnson County residents in order to entice local businesses and entrepreneurs. The class was held May-August one day a week from 5:30 pm-8:30 pm. Students were taught how to develop a professional business plan that would be acceptable to financial institutions. Unfortunately, this concept only applied to potential business owners, not developed business extensions.

The class began with 16 students; 3 current business owners and 13 potential business owners. Throughout the 13 week course, many participants dropped out due to personal reasons or a change in/loss of interest. When the course concluded, three students entered the business plan competition. First place was awarded to Cori Brown who owns and operates Franklin Window and Door in downtown Franklin. Her business has been in operation since the winter of 2012 and has grown and prospered.

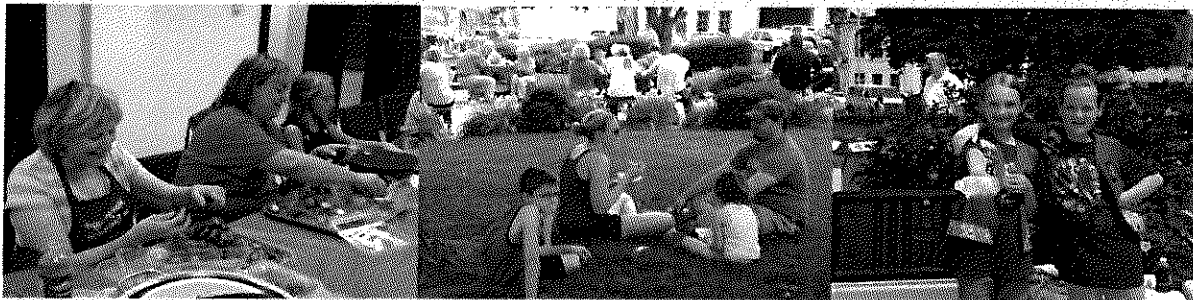
The goals and purpose of the class were not reached, but the group learned from the project. In the future, the group will host workshops separately for business start-ups and business expansions/improvements to directly deal with the needs of these two groups. The Economic Restructuring Committee will review the feedback from participants and learn from this project's short fallings. The committee plans to continue providing business development workshops in the future.

Promotion Committee

Enhance Annual Events

Strawberries on the Square

Strawberries on the Square has been the organization's main fundraiser since 2005. At this event, the organization sells fresh strawberries, ice cream, cake, whip cream and a bottle of water for \$5.00 on the courthouse square. Other activities included: FHI Garage Sale, Lion's Club Fish Fry, a Classic Car Cruise-in, kids activities and a live concert on the courthouse square. Throughout the event, over 1,500 strawberry shortcakes are sold. In order to put on this event, it takes over 50 volunteers whose tasks include: coordinating the event, cleaning strawberries and serving the public on the day of the event.



Smoke on the Square BBQ Competition



In June, DDF held the 2nd annual Smoke on the Square BBQ Competition. The contest was held in memory of David Harness, a local resident who passed away after a massive asthma attack in August of 2011. David was an employee of two downtown restaurants and competed as an amateur in the Backyard Anything But category at the inaugural competition.

The 2012 Competition brought 29 professional teams and certified judges to downtown Franklin. BBQ and other food items were sold during lunch and dinner. The event ran June 22-23 with hundreds of visitors roaming the downtown area. Friday evening included a classic car cruise-in, kid's activities, bounce house, and live performances by the Electric Impulse Cloggers and the Blue River Band. Saturday allowed event attendees to sample 10 professional teams pulled pork and vote for their favorite in the People's Choice Competition. Other Saturday activities included local entertainment, kid's games, Pros vs. Joes: Meat and Dessert competitions, and The Snakehandlers blues band.



Restructure the 4th Friday Summer Concert Series

After evaluating the success and return on investment of the 2011 events, the board decided to restructure the 4th Friday Summer Concert Series. Since the July 4th Friday typically fell during the same weekend as the Johnson County Fair, event attendance was always extremely low making it unsatisfactory for past sponsors and undesirable to potential future sponsors. As a result, the board voted to terminate the July event and thus eliminate the name 4th Fridays.

Instead, the board decided to theme the May, June and August events since May and June already provided unique activities. The May event would simply become Strawberries on the Square and the June event would be the Smoke on the Square BBQ Competition. The group then suggested ideas for the August event and planned to discuss the issue further at a later meeting. The new themed events were well received without much confusion or setbacks. The “new” events saw larger crowds, new sponsors, more revenues and more marketing from area media outlets.

The Beer and Bluegrass Festival

After restructuring the 4th Friday events, the organization was approached by the Johnson County Museum of History. The Museum wanted to partner and host an outdoor event called the Beer and Bluegrass Festival. The event would be a beer tasting with live music and food vendors. Since DDF was looking for a themed event for August and had experience with outdoor events, the board agreed to partner with the Museum on the event.



The event was held on Friday, August 24th from 5:00 pm-9:00 pm on the courthouse square. Four breweries and a winery participated, Flat12 Bierwerks, Fountain Square Brewery, Oaken Barrel Brewery, Upland Brewery and Mallow Run Winery, graciously donating product to the event. An estimated 800 people came to the event enjoying the beer tasting, food options and live bluegrass music. In order to make this a family-friendly event, the music area was open to people of all ages and included root beer floats and a kid's craft. Many patrons were very happy with the event allowing parents to bring children while still enjoying the tasting.



Volunteers from both organizations came together and worked harmoniously creating a wonderful and successful event. The event will be a permanent feature in the DDF and Museum event line-up. We truly appreciate and value the partnership and hard work of all the staff and volunteers of the Johnson County Museum.

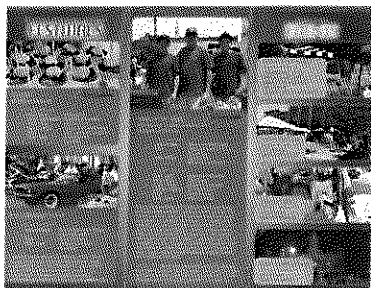
Winter Wonderland Passport Program

To encourage more people to shop downtown during the holiday season, the Promotion Committee coordinates the Winter Wonderland Passport Program. Every time a consumer spends money at any of the participating downtown business, they get their passport stamped. Once a passport is completely stamped, a consumer can turn it in for a chance to win one of 25 prizes. The program runs from the first weekend in October through Christmas Eve.

Over the past 3 years, the program successfully increased with more businesses and consumers participating. Unfortunately, the program decreased dramatically in 2012 with only 167 passports were completed and submitted. In 2011, almost 300 entries were submitted. Reasons for the decrease are unknown; however, the committee speculates that the N. Main St. construction could have been a major issue. This is because the program had 3 passport drop-off locations with one of those businesses, Imagination Station, located on N. Main St.

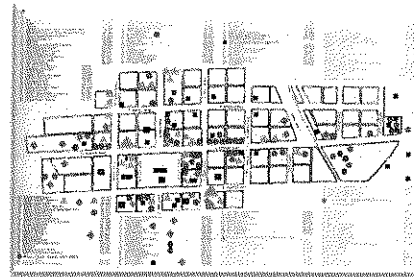
Many passports were passed out and submitted at this location. However, this company had a large decrease in sales during this period as well since consumers could not easily access the shop. With the organization still striving to increase revenues to cover operational costs, the committee decided to discontinue the program.

Annual Events and Downtown Map Brochure



One of the most impactful projects implemented by Discover Downtown Franklin is the annual brochure and downtown map. The 2012 brochure included information about DDF events, Franklin Heritage events, Franklin Parks Department downtown events, and the Franklin Chamber's Holiday Lighting Ceremony. The brochure folded out into a map of the downtown area pinpointing each business along with a phone number listing. This

service is provided to all downtown businesses free of charge. Each year, the updated brochure is included in the Indiana Tourism Bureau's Distribution Program. This program allows us to distribute the brochure to all participating Indiana rest areas, convention and visitors bureaus, and chambers of commerce. The brochure provides free advertising to all downtown businesses and events and is often the only promotional material available for Franklin, Indiana.



Other Accomplishments

2012 Franklin Super Bowl Activities

Indianapolis was selected to host the 2012 NFL Super Bowl on Sunday, February 5th. As a result, all of the “doughnut” counties created small events to draw visitors. Despite the lack of a convention and visitors bureau, many local organizations came together to ensure Franklin’s participation in the Super Bowl activities. The group was led by the Franklin Chamber of Commerce who participated in the Indianapolis planning committee for the overall event in Indy. The Chamber designated Franklin as a Super Celebration Site providing us with information about the planning process. Since Franklin was a Super Celebration Site, our local activities were included in the Super Bowl program created and printed by the Indianapolis planning committee.

The Franklin committee discussed issues such as transportation, marketing, and small events. A subcommittee formed to create and implement the events. This committee was made up of DDF, the Franklin Parks Department, and Franklin Heritage, Inc. After considering activities related to football, the types of visitors likely to come and their interest and the possible weather conditions, the subcommittee created 3 events: the Foot Bowl 5K Run/Walk, the Put Pass and Party Pub Crawl, and the Franklin Tailgate Party & Competition. In order to cover the costs incurred, the group solicited sponsorships for the weekend and each individual activity.



The Foot Bowl 5K Run/Walk was orchestrated solely by the Franklin Parks Department and held at Province Park on Friday, February 3rd at 6:00 pm. Registration fees covered water, snacks and t-shirts for pre-event registrations. Over 130 people participated in the run/walk with awards given for both categories. The Put Pass and Party Pub Crawl was also held on Friday at 6:00 pm. Participants could purchase a ticket providing them with a free beer or a signature drink at each bar in downtown Franklin. All 6 bars participated in the event. About 250 people participated in the Pub Crawl.

Finally, the weekend activities ended with the Franklin Tailgate Party & Competition. The Tailgate Party took place on Saturday, February 4th from 11:00 am-4:00 pm on North Main Street. The Party include tailgating, a cornhole tournament, “Rudy” at the Artcraft Theatre, and free kids games.

Tailgaters would be judge on the following categories: Football Trivia, Best Touchdown Dance, Best Burger, Best Use of Tailgate Trash, Team Spirit and Biggest Fan. Celebrity judges decided which team won each category. Unfortunately, the event was not well attended due to rainy weather. We had only one tailgate team participate, a few



families came to play the kids games and about 40 people attended the showing of “Rudy”.

Overall, the group viewed the weekend as a success. Many other counties commented on how great our events sound and how many we hosted. We each took great pride in these comments since we had to fundraise where the other counties had expenses covered by their convention and visitors bureaus. DDF greatly enjoyed working with the various entities and look forward to more collaborative efforts in the future.

Main Street Revitalization Grant Program

During the spring season, the City of Franklin applied for the Office of Community and Rural Affairs Main Street Revitalization Grant. This grant is available to non-entitlement communities that have an accredited Main Street Organization. DDF is the accredited Main Street Organization for Franklin allowing the City to apply. The purpose of the Main Street Revitalization Grant is to help eligible communities focus on long-term community development projects in the downtown area.

The City of Franklin applied for the full amount of the grant, \$250,000, to restore 9 building façades. The grant requires the applicant to match 20% of the requested amount. In order to help the City succeed, DDF provided necessary information about our organization and applied for a small grant through the Johnson County Community Foundation. The Foundation granted the organization \$2,000 for the MSRP. The City worked with the Franklin Development Corporation and the building owners to reach the 20% match requirement. The project is set to begin in spring of 2013.

Franklin Visitor’s Center

Discover Downtown Franklin, Inc., Franklin Chamber of Commerce and Franklin Heritage, Inc. came together to develop a Visitor’s Center in Franklin. The project came into existence as a result of the 2012 Franklin Development Corporation’s grant cycle. The three organizations have discussed throughout the years the need for a visitor’s center in Franklin and Johnson County. The Chamber was interested in relocating their office due to poor accessibility and building issues. Franklin Heritage, Inc. brought information about a visitor’s center in LaSalle, IL that sold locally made items, provided county information and included a small deli.

The group believed the then vacant GC Murphy Building on Jefferson Street would be the perfect location for the center. The Franklin Redevelopment Commission owned the property and was requesting proposals for use. The building would be divided up by floors. The 2nd floor would house Chamber offices, DDF offices, public meeting rooms, and a small kitchen. The first floor would house the visitor’s center, retail booth space for Johnson County retailers, producers and artisans to rent, public restrooms that could be used during special events, and a small deli/bakery. Finally, the basement would house storage or more retail space depending on rising needs of the building. The proposal was submitted to the FDC and presented to the

Franklin Redevelopment Commission in early fall. Unfortunately, the proposal was not selected by either entity. However, the group and many other organizations and businesses in the community believe there is a strong need for a visitor's center, ideally in Franklin. Efforts for a convention and visitor's center will continue into the future.

Thank You

Discover Downtown Franklin, Inc. would like to thank all of the sponsors, businesses, city officials, nonprofit organizations and individuals that supported our organization and mission throughout 2012. **Our success would not have been possible without each and every one of you!** We look forward to another exciting and eventful year in 2013!

Executive Director Responsibilities

Administrative Tasks:

- Create agendas for 6 committees: Board, Organization, Economic Restructuring, Promotion, Design, & Smoke on the Square
 - Send reminder emails for these committees
- Answer phone calls
- Respond to voicemails and emails
- Stuff mailings
- Make copies
- Maintain 7 databases
- Attend all Board and committee meetings
- Created email address for the organization: DiscoverFranklin@yahoo.com
- Update website and 2 Facebook pages daily
 - Lead redesign efforts for company website
 - Drastically increase(d) DDF's Facebook presence
 - Gained hundreds of new "likes"
 - Increase(d) total reach for DDF and downtown businesses
- Create Work Plans for 5 committees annually
- Complete and submit Indiana Main Street Report bi-annually
- Write minutes for Smoke on the Square Committee
- Keep records of all committees, major projects and operations
- File and pay monthly Indiana Department of Revenue forms and fees
 - Created online account for the company to manage forms and fees
- File and pay quarterly IRS forms and fees
 - Created online account for the company to manage forms and fees (required)
- Announce IN Main Street community exchanges/annual conference along with other non-Main Street workshops and seminars
 - Complete, submit and pay registration fees
 - Organize transportation (when necessary)
- File monthly tax forms for year-end tax accountant
- Update company W9 Form and distribute as necessary
- Researched to find the appropriate means to receive a new copy of the company's Letter of Determination and other accreditation documentation
- Submitted appropriate letters to change the incorrect company address to the company's current address for past and future governmental documents
- Change company bylaws annually as required by the Board
- Created and update Employee Handbook
- Plan Board Annual Meeting and update PowerPoint presentation
- Create and Distribute DDF Annual Report

- Update company's annual events insurance policy & workman's compensation policy and verify that it meets all requirements set by the federal government and the City of Franklin
- Research designers and printers for the company's annual brochure
 - Send all text to designer
 - Update downtown map
 - Distribute brochures locally (Johnson County)
 - Submit brochure to the Indiana Tourism Bureau for inclusion in their distribution program
 - Contact participants in the program and document how many brochures they need
 - Send brochures to program participants all over Indiana

Company Financials

- Pay all invoices
 - Keep records of all payments made
- Create and distribute invoices
- Input monthly data into QuickBooks with explanations as needed
 - Reconcile accounts monthly and file monthly reports
 - Create monthly income statements
 - Create monthly balance sheets
 - Present financial information at monthly Board meetings
- File and pay a yearly Business Entity Report to the State of Indiana
- Deposit all income into company bank account
- Make preparations to change company bank account signature card as elected officers change
- Order checks as needed
- Submit tax information to company accountant
 - Make changes to QuickBooks as required by accountant
- Create yearly budget for Board approval
- Create and distribute tax deduction receipts to sponsoring businesses
- Keep organizational purchases within the budget when possible
- Apply for Economic Development Fee (Received fee for the past 2 years)

Event Planning

- All Events
 - Research and higher entertainment
 - Create and distribute contracts
 - Provide cooler of water during the event to every band
 - Create sponsorship levels and benefits
 - Solicit businesses
 - Communicate with sponsors prior to and during the event
 - Collect and display sponsor banner
 - Create maps displaying road, parking lot and courthouse closures

- Submit map and present request to City of Franklin Board of Works and Board of Commissioners of Johnson County
- Dramatically increase(d) event activities and number of event attendees for every event
- Created 5 major events/programs over the past 3.5 years
- Work with local Fire Dept. to provide emergency services during events
- Ensure that the City of Franklin, City of Franklin Redevelopment Commission, and Board of Commissioners of Johnson County are additional insured for all events
 - Request certificates of insurance and distribute to appropriate entities
- Apply for an Arts and Entertainment permit from the State of Indiana
 - Submit event layout
 - Submit event evacuation plan
- Create events on Facebook
 - Post information often to reach more people
 - Post downtown businesses' information to help them reach more people
- Speak on KORN Country 100.3 FM on Friday mornings weeks before each event
- Secure and run a table at the Franklin Chamber luncheons
 - Create and prepare all necessary displays and handouts
- Create and stuff name tags
- Create slides to show all events before Artcraft movies
- Test electrical outlets to ensure power is active
- Secure & coordinate amenities needed from the Franklin Parks Department
- Send thank you cards to volunteers, sponsor, and assisting City departments
- Create and distribute press releases (newspaper, radio, tv, & magazine)
- Create and market events on company Facebook page and website
- Take funds out of company bank account for start-up cash
- Attend and work all events
- Create, fold and distribute events table tent
- Strawberries on the Square
 - Assist chair by recruiting volunteers
 - Create and distribute event poster
 - Create and distribute table tents (includes all DDF events)
 - Set-up strawberry shortcake booth
 - Clean and cut strawberries
- Smoke on the Square
 - Submit and pay for KCBS sanctioning
 - Contact company insurance agency to receive a certificate of insurance naming KCBS as an additional insured
 - Create and submit a cash prize guarantee to KCBS
 - Schedule and run committee meetings
 - Create professional team entry form, judges form, and amateur categories form, & vendor form

- Distribute to past participants
 - Recruit new participants
 - Collect completed forms and payments
 - Answer questions
- Create and maintain electronic list of participants
 - Professional teams and their chosen categories (ex. KCBS competition, People's Choice, pre-ordered t-shirts, vending)
 - Vendors
 - Judges
 - Amateurs
- Secure BBQ and other food vendors
- Secure local ice providers
 - Pick up ice before event
- Coordinate with Yarnell Electric for cord placements
- Purchase and pick-up all necessary goods from Sam's Club
- Make and distribute event parking signs
- Move cones and barricades to appropriate locations on event day
- Ensure all sponsors receive appropriate benefits
- Work with Holly to secure trash toters and dumpster drop off from Ray's Trash Service
- Secure kids activities
 - Crafts
 - Bounce house
 - Face painting
 - Balloon animals and magician (possible addition this year)
- Order, pick-up and pay for trophies and ribbons
- Coordinate the Paint the Town Pigs Contest
 - Collect used 5 gallon water jugs
 - Create contest entry form
 - Solicit participants
 - Pick up finished pigs
 - Market the contest to event attendees
- Recruit emcees
- Market event to the general public (online, print, radio)
- Gather and set out items needed for the event (tables, chairs, banners, t-shirts, etc)
- Set-up DDF booth
- Recruit volunteers
 - Assign volunteers to tasks
- Create event layout and specify booth and amenities locations
- Create and distribute event poster
- Set-up and reorganize judges area
- Purchase goods for judges area (crackers, paper towels, pencils, water)

- Update and distribute event program
- Solicit donations for teams and judges gift bags
- Secure lodging for 2 KCBS representatives for Friday evening of event
- Direct professional teams to designated spaces
- Direct vendors to designated spaces
- Inspect and approve each team's meat products
- Create various signs to secure in event area
- Order and pay for port-a-potties
- Create job descriptions for mini-event chairs
- Create handwashing stations and place near restrooms
- Create safe area around manholes used for dirty water disposal
- Contact Franklin Police to remove vehicles
- Order Yard Signs 2 weeks before event
- Supply barrels for grease and ash disposal
 - Organize disposal of grease and ash after event
- Write checks for entertainment and competition winners (30)
- Coordinate Amateur Categories
 - Recruit judges
 - Create blind numbering system for amateur category entries
 - Create placemats for judges
 - Gather entries at turn-in time and take to judges
 - Create judges scoring sheet
 - Total judges scores and list winners for emcee
- Tear down event and clean-up trash and debris
- Beer and Bluegrass Festival
 - Apply for a temporary wine and beer permit
 - Meet with microbreweries to discuss event
 - Work with the City of Franklin Street Department to construct fencing
 - Create and place event signage
 - Set-up DDF booth and microbreweries' tents
 - Inventory wristbands
 - Order tasting cups
 - Contact Franklin Police to remove vehicles
 - Recruit and manage volunteers
 - Work with wine producers to purchase wine to sell (possibly)
 - Distribute event poster
 - Create and sell tasting tickets
 - Create and order event t-shirts
 - Order Yard Signs 2 weeks before event

- Franklin Farmers' Market
 - Update vendor form and distribute to past vendors
 - Collect completed forms and payments
 - Return emails and voicemails to interested vendors
 - Seek new vendors (ex. Benjamin's Coffeehouse artists, follow up with leads given by others, etc)
 - Measure market area and determine maximum number of vendors spaces
 - Work with the Johnson County Health Department
 - Researched state and local health codes to have a strong understanding of each food type's requirement
 - Use this knowledge to answer questions from past and future vendors
 - Request use of the parking lot from the City of Franklin Redevelopment Commission
 - Order event banner
 - Create sponsorship levels and solicit businesses
 - Distribute stake signs
 - Create and distribute "coupons" to elected officials and members of city boards
 - Order Yard Signs 2 weeks before market opens
 - Set-up and teardown numerous market days
 - Build relationships with vendors
 - Gain feedback from vendors and attendees
 - Calculate seasonal statistics
 - Update market logs and fill out at each market
 - Lead the Pavilion Project
 - Research and apply for grants and awards
 - Market the project to the general public
 - Work with Dukate Fine Remodeling to develop plans for the project
 - Work with City of Franklin Planning Dept. to abide by all building codes & zoning ordinances
 - Host and run planning meetings
 - Solicit supportive signatures from vendors and the general public
 - Present project at RDC meeting
- Cash Mobs
 - Create and distribute event poster
 - Work with committee chair to choose business(es)
 - Meet with chosen business to plan event
 - Recruit volunteers
 - Inflate balloons
 - Print and cut out name and email slips for raffle
 - Set-up and teardown event
 - Create stake signs naming chosen business(es)

- Franklin Fall Festival
 - Register and pay for booth
 - Plan booth activities
 - Register for parade
 - Plan parade float
- Winter Market/Holiday Lighting
 - Attend event meetings
 - Order snowballs and gather coupons
 - Register company in parade
 - Assist with company float creation
 - Update and distribute vendor form
 - Collect completed forms and payments
 - Create layout for market and assign spaces
 - Send market information to vendors close to event date
 - Work with the Johnson County Health Department
 - Request use of building from RDC
 - Clean and Decorate Building
 - Assist vendors with set-up
 - Teardown decorations
 - Purchase restroom supplies
 - Create and place signage
 - Selectively choose vendors to ensure a variety of goods

Design Committee

- Completed 2 Block Walk and constructed a 10 needs list with photos
 - Will present to BOW
- Identifying electrical capacities and outlets throughout the downtown area
 - Work with the Street Dept and Parks Dept to add more electrical capacity downtown
- Working with the Franklin Parks Dept. on event banners
- Invoiced FDC for completed grant application reviews
 - Ensured all invoices were paid

Economic Restructuring Committee

- Update vacant properties list
- Assisted with development of Entrepreneurial Class and attended 13 week class in 2012
- Post Discover Video Series on Facebook weekly
 - Create business specific cover photos
- Created business recruitment packet
 - Working with recruitment chair to approach potential new businesses
- Assisting with creation of a business tips sheet to help businesses on event days
- Created Downtown Business Incentives and Resource Guide brochure
- Assisted with creation of interactive map on website (mostly review for errors/omissions and provide updates)

Other Tasks

- Worked with INDOT to construct billboard
- Build relationships with downtown businesses
- Recruit interns from Franklin College
 - Create internship descriptions
 - Attend annual internship fair
 - Create table display
- Market the downtown area to the surrounding region
- Attend IN Main Street community exchanges and annual conference
- Collaborate with other organizations in the community to share resources and reach a common goal
- Served as liaison between the Board and FDC for their Promotional Campaign
 - Ensured that donation was not given until all requirements put forth by the Board were met
- Organize DDF storage
- Order organizational t-shirts
- Read community development related newsletters, magazines, books, etc.
- Use IN Main Street as a resource
- Research and apply for grants as appropriate
- Gained certification for Office of Community and Rural Affairs Community Development Block Grants
- Participate in the planning for the 2013 City of Franklin Comprehensive Plan
- Serves as liaison between the organization and the community