



## PRESS RELEASE

**Contacts:** Tammi Hughes  
Executive Director  
East 10th Street Civic Association  
Phone: 317-633-8162  
Cell: 317-441-5415  
E-mail: [thughes@civicasoc.org](mailto:thughes@civicasoc.org)

Mark Craft  
Volunteer Communications Liaison  
2012 Indianapolis Super Bowl Near Eastside Legacy Project  
Cell: 317-670-2270  
E-mail: [markcraft@markcraft.com](mailto:markcraft@markcraft.com)

### **10 East Business District Gets “Another Fine Mess”**

#### ***Civic Association Helps Attract New Business to Super Bowl Near Eastside Legacy Project Area***

October 19, 2011, Indianapolis, Ind. – The East 10<sup>th</sup> Street Civic Association and the 2012 Indianapolis Super Bowl Legacy Project’s Business and Economic Development Committee are proud to announce that local entrepreneurs Tim Harmon and Julie Crow are planning their next retail venture on Indianapolis’ Near Eastside.

To be called **Tim & Julie’s Another Fine Mess**, the new store will be located at 2901 E. 10<sup>th</sup> Street in a key redevelopment node of the 10 East Business District. It will feature a blend of architectural antiques salvaged from demolished homes and businesses; vintage clothing and textiles; and assorted artwork, handicrafts and other goods manufactured before 1960. The business will also evolve into a center for artistic and practical “up-cycling,” where vintage and antique components are fashioned into new products, such as a table made from an old window sash, or a purse made from an antique curtain. The store is planned to open in the spring of 2012.

“It’ll be a very amusing and funky store,” says Crow, 59, an Indianapolis native probably best known for her former Modern Times vintage clothing store at 54<sup>th</sup> and College in Indianapolis. “We’ll have a lot of odd things in Another Fine Mess—everything from fabrics, to lamps, windows and doors, to furniture.

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The possibilities are only limited by our imaginations and what we can find, and we both have a knack for finding oddities,” she adds.

The first-time business partners say they will spend approximately \$100,000 of their own money to renovate the building to accommodate their retail space. They will receive bonus grants from the Civic Association as they achieve key renovation benchmarks, beginning with a façade grant from the Association that will be used to replace the plate glass windows, woodwork and doors on the storefront.

“We began talking about going into business together last summer. In September, we were looking at buildings in Fountain Square and on Massachusetts Avenue, and it was on the way back from one of those trips that we saw this building and that it was available,” says Harmon, 59, who formerly owned and operated Tim & Billy’s Salvage Store in Indianapolis.

The building had been acquired by the East 10<sup>th</sup> Street Civic Association and they were looking for just the right tenant for the area. When Tim and Julie approached the Civic Association, they were very enthusiastic about the proposed business, in part due to Tim’s years of experience in saving old homes from demolition.

The approximately 6,000 square-foot-building was built in the early 1900s by Edward Vahle to house his hardware store. After Vahle retired in the 1920s, the two-story brick building was also home to a number of different neighborhood-serving retail businesses, including a general store, a physician’s office and an art supply store. The building also has two upstairs apartments, which Crow and Harmon say they will also renovate, and are considering living in when complete.

“Indianapolis’ Near Eastside consists of 21 neighborhoods with many homes being restored, making East 10<sup>th</sup> street the ideal location for a retail venture,” says Tammi Hughes, executive director of the East 10<sup>th</sup> Street Civic Association. The Association is the lead agency focused on the Legacy Project’s economic development strategy to bring a critical mass of neighborhood-serving businesses to East 10<sup>th</sup> Street.

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“We’re thrilled to welcome Tim and Julie to the 10 East Business District,” says Hughes. “Another Fine Mess will be a great addition to the growing number of businesses along East 10<sup>th</sup> Street that have opened just in the last year, including Little Green Bean Boutique, a children’s clothing resale store; Pogue’s Run Grocer, the city’s first food cooperative; Made for Each Other community art space; and Metta Yoga Initiative, which offers yoga classes.”

Crow and Hughes agree the concept of Another Fine Mess reflects the grandeur of storefronts along the street about four or five decades ago when the 10<sup>th</sup> and Rural Street area was the heart of the city’s vintage clothing and antiques business.

As part of the Legacy Project’s efforts to support the redevelopment of the 10 East Business District, the East 10<sup>th</sup> Street Civic Association provides extensive assistance and services to business and property owners, and to developers, including strategic tenant recruitment initiatives.

### **About East 10<sup>th</sup> Street Civic Association – <http://www.civicasoc.org>**

*The East 10<sup>th</sup> Street Civic Association is a not-for-profit, charitable and community-led organization dedicated to the revitalization of 10 East Business District. Since 2002, the Civic Association has offered strategic business, economic and community development resources to many of the district’s business and property owners. Collaborating partners have included the City of Indianapolis; Local Initiatives Support Corporation; Department of Housing and Urban Development; Central Indiana Community Foundation; JP Morgan Chase Foundation; Indianapolis Neighborhood Housing Partnership; John H. Boner Community Center; Riley Area CDC; Citizens Gas & Coke Utility; and the 2012 Indianapolis Super Bowl Near Eastside Legacy Project.*

### **About the 2012 Indianapolis Super Bowl Near Eastside Legacy Project –**

**<http://www.indianapolissuperbowl.com/legacy-project-overview>**

*In the past, the NFL provided each Super Bowl host city with \$1 million to be matched locally to renovate, expand or build a youth center to be a lasting legacy of the impact the big game has on the community. But with Indianapolis’ history of innovation and dreaming big, the 2012 Indianapolis Super Bowl Host Committee had a much broader vision. Rather than a single building or project, Indianapolis’ Super Bowl Legacy Project would include an entire section of the city—21 neighborhoods known as the “Near Eastside.”*

*Near Eastside residents were already hard at work on their quality of life plan to transform their declining community to be a model for neighborhood revitalization across the city. Spotlighting their work as the Super Bowl Legacy Project is something no host city had ever done. The strategy worked. In 2008 when the NFL announced that Indianapolis had won its bid, they praised the city’s enthusiasm and the vision of the Near Eastside Legacy Project as a big reason.*

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*Thanks to the ongoing efforts of the residents and the added momentum of being the Legacy Project, which has attracted numerous public and private partners, more than \$155 million is being invested in revitalizing Indianapolis' Near Eastside.*

*The East 10<sup>th</sup> Street Civic Association, Indy-east Asset Development, the John H. Boner Community Center and Near Eastside Community Organization (NESCO) are the lead agencies working with the Super Bowl Host Committee and numerous other public and private partners to create a lasting legacy on four fronts: Chase Near Eastside Legacy Center and Youth Education Town; Super Bowl Legacy Housing; Business and Economic Development; and Special Events and Promotions.*

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CUTLINES FOR TWO JPG PHOTOS ATTACHED:

### **Cutline: AnotherFineMess1\_Tim\_Harmon\_and\_Julie\_Crow.JPG**

Indianapolis entrepreneurs Tim Harmon and Julie Crow stand in front of the vacant building at 2901 East 10<sup>th</sup> Street in Indianapolis they plan to turn into “Tim and Julie’s Another Fine Mess” store offering architectural antiques, vintage clothing, handicrafts, artwork and furniture. Theirs is the latest business to be attracted to the 10 East Business District, an initiative of the East 10<sup>th</sup> Street Civic Association the 2012 Indianapolis Super Bowl Near Eastside Legacy Project.

### **Cutline: AnotherFineMess2\_2901\_E\_10<sup>th</sup>\_St\_Indianapolis.JPG**

Indianapolis entrepreneurs Tim Harmon and Julie Crow plan to turn this vacant building at 2901 East 10<sup>th</sup> Street in Indianapolis into “Tim and Julie’s Another Fine Mess” store offering architectural antiques, vintage clothing, handicrafts, artwork and furniture. Theirs is the latest business to be attracted to the 10 East Business District, an initiative of the East 10<sup>th</sup> Street Civic Association the 2012 Indianapolis Super Bowl Near Eastside Legacy Project.