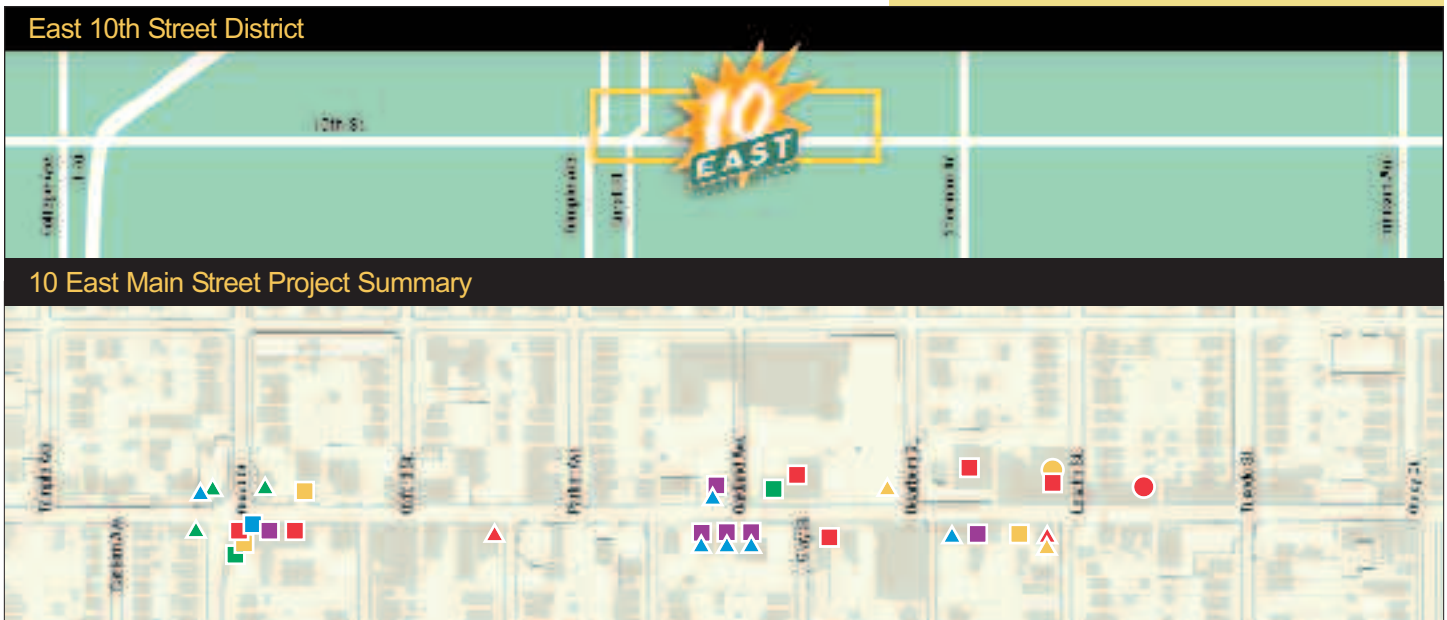


# DISTRICT DEVELOPMENT GUIDE

The East 10th Street Civic Association offers a number of strategic resources and incentives to support existing business and property owners in achieving their business development goals. Additionally, programs are available for new business and property owners, developers and investors interested in joining the 10 East Main Street neighborhood business district.



## LEGEND:

- Completed Project
- Project in Progress
- ◆ Planned Project
- Facade Improvements
- Facade Improvements
- Property Development
- Property Development
- Greenspace Improvements
- Greenspace Improvements
- Public Art
- Public Art
- Brownfields Improvements
- Brownfields Improvements

## Business Owner Assistance

### Business Signage

The East 10th Street Civic Association's signage program assists business owners seeking new or improved business signage. This is a matching grant program, and new or current business owners can apply for 50 percent reimbursement of total signage costs. Reimbursements cap at \$1,500, and applications must be pre-approved prior to the start of the project. Complimentary design assistance for logo and signage development is available upon request. Applicants will be asked to submit a copy of a signed lease, an updated business plan, current or projected financials, proof that property taxes are current, and evidence that the business has appropriate liability and other insurance. This resource is available on a rolling application basis, and grants are awarded throughout the year as funds are available.

### Rental Assistance

This matching grant program has been created to help offset initial start-up costs for new businesses joining the district. This program provides reimbursement for up to 50 percent of a monthly lease rate. The maximum awarded per month is \$500, and applicants can apply for assistance for up to three months. Applicants will be asked to submit a copy of a signed lease, an updated business plan, current or projected financials, proof that property taxes are current, and evidence that the business has appropriate liability and other insurance. This resource is available through August 2008.

### **Build-out Assistance**

New, committed business owners can apply for matching grant funds to assist with start-up costs associated with the build-out or development of space. A signed lease, completed business plan, current or projected financials, and appropriate liability insurance are prerequisites to applying for the funds. This program runs as a 50 percent matching grant program, with a maximum match of \$3,000.

### **Marketing Support**

The East 10th Street Civic Association offers a wide range of business support services including: collaborative advertising opportunities; assistance with business plan development; review of existing business plans; and strategic assistance for special event planning.

### **Business Development**

The Civic Association partners with local nonprofits such as Neighborhood Self-Employment Initiative (NSI) and SCORE "Counselors to America's Small Business" to offer assistance to East 10th Street businesses with budgeting, accounting and customer services for free or a nominal fee. In the event a nominal fee is required, the Association may have "scholarship" assistance available to assist with this cost.

### **Code Compliance/Health & Hospital Liaison**

Assistance from Civic Association staff and volunteers is available to address code compliance, rezoning/variance procedures, and building health questions as it pertains to commercial or mixed-use building structures.

### **Mentoring Partnerships**

The Civic Association can connect new business owners to established retailers on the corridor for mentoring support. Mentoring and networking opportunities are available through formal and informal Civic Association meetings and gatherings.

### **Employee Recruitment**

Employment specialists at the John H. Boner Community Center can help screen potential employees, serving as a pseudo human resources department for small businesses.

### **Paint Discount Program**

Area businesses can enjoy a discount on paint purchases and supplies from Benjamin Moore, Porter Paints, and Sherwin Williams. The Civic Association also provides expertise in recommending appropriate color palettes specific to the property's location and architecture. A recommended color palette is available on the Association's Web site at [www.civicasoc.org](http://www.civicasoc.org). Discount cards for participating paint retailers are provided by contacting the Association office.

## **Property Owner Assistance**

### **Real Estate Marketing Assistance**

Services offered include free customization of property sales documents listing all real estate details. The first ten (10) copies are free of charge. Complimentary customization of professional real estate signs (refundable deposit required) and property promotion via [www.civicasoc.org](http://www.civicasoc.org) and [www.focusindy.org](http://www.focusindy.org) Web sites are available.

### **Tenant Recruitment Strategy Assistance**

The Association's Tenant Recruitment Specialist can help qualified property owners with strategic tenant recruitment efforts. This service is offered at no cost to property owners. Several prerequisites are required including: preparation of site, tenant plan, zoning compliance, and current property taxes.

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## Rehab/New Construction Design Guidelines

East 10th Street Design Guidelines, Design & Sign Standards, and Color Palette are available to help ensure responsible rehab, in addition to providing a one-stop shop for design needs. These guidelines are available for downloading on the Association's Web site at [www.civicasoc.org](http://www.civicasoc.org).

## Commercial Façade Improvement Program

Resources are available for business and property owners to improve their curb appeal. The 50 percent matching grant program can be used to assist with costs associated with new or improved lighting, signage, windows and other large-scale rehab efforts. The maximum match for this grant is \$20,000 and is available twice a year (February and July).

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# Developer Assistance

## Land Acquisition Strategy and Implementation

The East 10th Street Civic Association can act as developer for pre-development work including but not limited to appraisals, feasibility studies, and environmental remediation. The Civic Association can also help developers with special financing, grant dollars, and technical assistance. Additionally, the Association has the ability to build relationships with existing and new property owners.

## Tenant Recruitment Strategy Assistance

The Association's Business Recruitment Specialist can help qualified property owners with strategic tenant recruitment efforts. This service is offered at no cost to property owners by several prerequisites are required including: clean-up of site, tenant plan, zoning compliance and current property taxes.

## Brownfield Development Funding Program

This program offers access to matching grant money through the City of Indianapolis and Local Initiatives Support Corp. (LISC) to conduct environmental testing and necessary remediation.

## Technical Assistance for Pre-development Activities

The East 10th Street Civic Association can act as developer for pre-development activities including, but not limited to, appraisals, feasibility studies, and environmental remediation.

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### **East 10th Street Commercial Revitalization Work Program**

Developers, investors, property/business owners and residents have access to the East 10th Street Civic Association's strategic work program that drives revitalization of the 10 East Main Street neighborhood business retail district.

### **Strategic Retail and Neighborhood Studies**

#### *Near Eastside Neighborhood Retail Study (October 2001)*

Results from comprehensive neighborhood study include information on neighborhood profiles, existing retail and service uses, market demographic overview, development opportunities, and retail development target areas.

#### *East 10th Street Study (July 2000)*

This study of the East 10th Street breaks the district into several nodes and details current land use challenges and opportunities; outlines retail businesses and services needed in community; and speaks to next steps for each node.

## Neighborhood Business District Assistance

### **District Marketing Strategy and Support**

District business and property owners can work directly with the East 10th Street Civic Association for access to more than 40,000 residents living in the 20 near Eastside NESCO neighborhoods. This resource offers direct marketing access for retail events, focus groups and grand openings.

### **East 10th Street Business Crimewatch and Prevention Team**

Residents, business, and property owners have access to a liaison that collaborates with IMPD, the Mayor's Office, prosecutor's staff and the Near Eastside Community Organization (NESCO) to offer crime-prevention education and planning.

### **Streetscape Improvement Planning and Funding**

The Civic Association has access to periodic funding to support the development of usable green spaces, coordination of tree plantings, and other appropriate streetscape improvement projects.

### **Litter Awareness Campaign**

The litter campaign will fund the purchase of trash receptacles along the corridor and raises awareness of the issue in the local community.

### **Mobile Mural Program**

In collaboration with several partners, the Civic Association influences streetscape improvements by collaborating with local artists to paint and attach murals to vacant or boarded-up commercial buildings. All murals are mobile and are periodically relocated. This program is open to any commercial property on the corridor. ■

The East 10th Street Civic Association is a not-for-profit, charitable and community-led organization dedicated to the revitalization of 10 East Main Street. 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; Indiana Main Street; Local Initiatives Support Corporation; Department of Housing and Urban Development; Central Indiana Community Foundation; John H. Boner Community Center, Riley Area CDC; and Citizens Gas & Coke Utility.

To receive an application for any of the above programs, contact  
Tammi Hughes, Executive Director of the East 10th Street Civic Association.