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**East 10<sup>th</sup> Street Civic Association Celebrates Successes at Five-year Anniversary**  
**Near \$1 million investment yields big results for near Eastside businesses and residents**

INDIANAPOLIS, IN, November 29, 2007 – In the five years since the East 10th Street Civic Association began its revitalization mission, one of Indianapolis’ key neighborhood business and residential districts, 10 East Main Street, has enjoyed significant economic and cultural improvements while becoming a more pedestrian-friendly, neighborhood-serving destination.

With nearly \$1 million invested so far, the Civic Association, in collaboration with its funding and programmatic partners, has offered a number of resources to existing and new business and commercial property owners located on East 10<sup>th</sup> Street, between College and Emerson Avenues. These resources have included matching grant funds to assist in restoring historic storefronts, design assistance in the development of business signage and logos, and technical assistance to aid in the development of successful business plans.

“Throughout the last five years, the 10 East Main Street business community has benefited from the opening of more than 20 new businesses; completion of nearly 46 new façade improvement projects; and facilitation of more than 10 real estate development projects,” commented Tammi Hughes, Executive Director for the East 10<sup>th</sup> Street Civic Association. “Additionally, the Association offers assistance to more than 30 businesses annually thanks to the partnerships and collaboration of our volunteers, funders and sponsors. Without this help, revitalizing this historic section of East 10<sup>th</sup> Street would not be feasible.”

Some of the Association’s other highly visible accomplishments include beautification initiatives that have resulted in the installation of eight large and colorful murals, planting of more than 60 urban-friendly trees, and the development of various green spaces including Moon Block Park, formerly a vacant lot located on the southeast corner of East 10<sup>th</sup> and Rural Streets.

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## **Civic Association Five-year Anniversary/Add One**

"Revitalizing urban commercial corridors is crucial to the long-term viability of central city neighborhoods," said Mayor Bart Peterson. "The neighborhood-based economic development generated by organizations such as the East 10th Street Civic Association is key to a strong, local economy and a high quality of life in our community. The revitalization efforts focused on these commercial corridors means new jobs, businesses and investment for neighborhoods."

Part of the Association's revitalization plans includes working with a number of community partners to implement effective crime awareness and prevention tactics. Through partnerships with various city and neighborhood agencies, the Civic Association and its volunteer project teams has worked directly with a number of businesses located within the 10 East Main Street district to address loitering, the presence of excessive pay phones, and overall environmental and code compliance challenges. Thus, with increased community involvement and investment, crime levels have decreased.

"East 10th Street Civic Association has demonstrated that dedicated volunteers can transform their neighborhood business district in the face of decades of disinvestment. The organization has implemented a textbook strategy on revitalizing a commercial corridor with very limited means," said Bill Taft, president of Local Initiatives Support Corporation (LISC), Indianapolis.

For the past five years, the Association has focused much of its attention on the 10 East Main Street project, working closely with Indiana Main Street to develop the area between Temple Avenue and Olney Street. The 10 East Main Street project is one of two urban neighborhood districts in the city. The second site is located in the Fountain Square area.

"I've seen the area turn around in a lot of amazing ways," said Jo Grandel, project manager for Indiana Main Street. "These efforts are helping bring the wonderful history of the neighborhood back to life. The progress they've made has been remarkable."

The East 10th Street Civic Association is now looking ahead to the next five years. Some of these revitalization goals include supporting the rehab of the historic Rivoli Theatre; developing a 25,000+ square foot mixed-use project; creating more positive public spaces; and bringing new businesses into the area.

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## **Civic Association Five-year Anniversary/Add Two**

### **East 10<sup>th</sup> Street Civic Association**

The East 10<sup>th</sup> Street Civic Association formed in November 2002 as an outreach initiative of the Near Eastside Community Organization (NESCO), the John H. Boner Community Center and United Way. The East 10th Street Civic Association is comprised of area business and property owners, developers, investors and residents concerned with turning the tide of urban blight on the near Eastside of Indianapolis. Collaborating partners for the project have included the City of Indianapolis; Local Initiatives Support Corporation; Department of Housing and Urban Development; Central Indiana Community Foundation; John H. Boner Community Center; Riley Area CDC; and Citizens Coke & Utility.

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