A co-created, five-year strategic action plan for Downtown Indianapolis guided and activated by collaborating organizations.

KEY DELIVERABLES

1. Vision for the future of Downtown
2. Framework that maps out priorities, key concepts and improvements
3. Action plan that prioritizes strategic initiatives and drives execution

BENEFITS

- Allow partners to maximize efforts and reduce overlap
- Leverage existing data assets, research and studies from previous and current initiatives
- Ensure a participatory process with various opportunities for community engagement
- Forge enduring partnerships and relationships with all stakeholders of this process
- Identify investment/development opportunities to further develop Downtown

MORE INFORMATION AT WWW.INDYVELOCITY.COM
## COMMUNITY ENGAGEMENT

<table>
<thead>
<tr>
<th>INFLUENCERS</th>
<th>DESCRIPTION</th>
<th>RESPONSIBILITY</th>
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</table>
| Community Members | Central Indiana residents who will contribute to forums, focus groups and other public programs. | • Participate in forums or other meetings  
• Respond to targeted online surveys |
| Strategic Partners | Key community leaders and elected officials (current and former) who provide strategic input and guidance to the steering committee. | • Share perspectives from current or former leadership positions and constituent input  
• Identify potential roadblocks and opportunities |
| Advisory Groups | Cross-sector or subject-matter experts who align with strategic plan elements. | • Participate in an assigned sector with each group led by a committee chair  
• Make recommendations back to the steering committee for incorporation into the strategic plan |
| Steering Committee | Key collaborating organizations and other community leaders who will shape the overall strategy and support the plan. | • Champion the project within the community  
• Gather information and connect participants  
• Provide resources and perspective based on community experience |

### STEERING COMMITTEE

<table>
<thead>
<tr>
<th>Krista Skidmore (chair)</th>
<th>David Lewis</th>
<th>Michael Huber</th>
<th>Bill Taft</th>
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<tbody>
<tr>
<td>FlashPoint</td>
<td>Eli Lilly and Company</td>
<td>Indianapolis Airport Authority</td>
<td>Local Initiatives Support Corporation (LISC) Indianapolis</td>
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<tr>
<td>Aman Brar</td>
<td>David Flaherty</td>
<td>Sherry Seiwert</td>
<td>Malina Jeffers</td>
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<td>Apparatus</td>
<td>Flaherty &amp; Collins</td>
<td>Indianapolis Downtown, Inc.</td>
<td>Madame Walker Theatre Center</td>
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<td>Dave Lawrence</td>
<td>Ted Boehm</td>
<td>Melissa Todd</td>
<td>Ryan Vaughn</td>
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<td>Arts Council of Indianapolis</td>
<td>Former Justice of the Indiana Supreme Court</td>
<td>Indy Chamber</td>
<td>Office of Mayor Greg Ballard</td>
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<tr>
<td>Dennis Dye</td>
<td>Matt Gutwein</td>
<td>Molly Chavers</td>
<td>Michael Wells</td>
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<tr>
<td>Browning Investments</td>
<td>Health and Hospital Corporation of Marion County</td>
<td>Indy Hub</td>
<td>Real Estate Services LLC (REI)</td>
</tr>
<tr>
<td>Vop Osili</td>
<td>Bill Harris</td>
<td>Dawn Rhodes</td>
<td>Brian Sullivan</td>
</tr>
<tr>
<td>City-County Councillor, District 15</td>
<td>Huntington Bank</td>
<td>IUPUI</td>
<td>Shiel Sexton</td>
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<tr>
<td>Mark Pratt</td>
<td>Keira Amstutz</td>
<td>Kristian Andersen</td>
<td>Leonard Hoops</td>
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<tr>
<td>Denise Parking Inc.</td>
<td>Indiana Humanities</td>
<td>KA+A</td>
<td>Visit Indy</td>
</tr>
<tr>
<td>Adam Thies</td>
<td>Allison Melangton</td>
<td>Dave Forsell</td>
<td>Karin Sarratt</td>
</tr>
<tr>
<td>Department of Metropolitan Development</td>
<td>Indiana Sports Corporation</td>
<td>Keep Indianapolis Beautiful</td>
<td>WellPoint</td>
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### TIMELINE

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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<tbody>
<tr>
<td>Convene Steering Committee and finalize process</td>
<td>Market reconnaissance, Advisory Group meetings and Global Trends Forum</td>
<td>Advisory Groups present to Steering Committee for synthesis/feedback</td>
<td>Draft and finalize strategies and prioritized action plans</td>
<td>Roll out plan to Stakeholders and general public</td>
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### PROFESSIONAL CONSULTANTS

**Progressive Urban Management Associates** will serve as facilitator of this initiative. P.U.M.A is a consulting firm providing management, marketing and financial services to advance downtown and community development. P.U.M.A. has provided services to more than 200 clients in 34 states, the District of Columbia, Canada and Jamaica and the Bahamas. Their clients include downtown management organizations, local governments, community development corporations and private firms. [www.pumaworldhq.com](http://www.pumaworldhq.com).

**Borshoff** will serve as communications lead for the Velocity project. Borshoff is an Indianapolis-based advertising and public relations agency whose professionals deliver results through strategic and creative solutions. [www.borshoff.biz](http://www.borshoff.biz).

**Rundell Ernstberger Associates (REA) and Axis Architecture + Interiors** will serve as urban design lead for the Velocity project. An Indianapolis-based urban design and landscape architecture firm, REA provides innovative site planning, design and transformational placemaking solutions that are directly linked to community revitalization strategies. [www.reasite.com](http://www.reasite.com). Axis is an Indianapolis-based architecture firm specializing in urban revival projects, adaptive re-use, civic structures and interior environments for over 18 years. [www.axisarch.com](http://www.axisarch.com).

Funded by [www.indianahumanities.org](http://www.indianahumanities.org). For more information, contact Velocity Project Manager Kristin Hess at khess@indianahumanities.org.
The purpose of the advisory groups is to provide focus on the critical issues and economic sectors that contribute to downtown's overall vitality, engage a broad cross-section of Indianapolis' leadership into the planning process, and to help identify challenges, opportunities and priorities. For the Velocity strategic planning process, the advisory groups will help to identify and develop priorities for downtown improvements, and provide creative input into the development of the plan.

**Vibrant Economic Development**
This advisory group will address attracting and growing downtown jobs, businesses, and investment. Topics include office, retail, hospitality, and other investment sectors that make up a vibrant twenty-first century downtown. It will also consider how to best attract the necessary talent, including integration with downtown’s higher education assets, to support these sectors and enhance economic competitiveness.

Chair: Nathan Feltman

**Public Spaces & Activation**
This advisory group will focus on ways to enhance the public realm within downtown, including parks and open space, connectivity, legacy assets, historic preservation, and urban design. It will consider the potential for public space enhancements to activate and connect downtown and its neighborhoods and to create new investment along catalytic corridors and sites.

Chair: Rob Wynkoop

**Multi-Modal Transportation Solutions**
This advisory group will address mobility options into and within downtown that include pedestrians, bikes, vehicles, transit, and parking management. It will consider the role and implications of downtown as the transit hub for the region.

Chair: Michael Kaufmann

**Downtown Environment & Experience**
This advisory group will look at the experiences that activate downtown. Marketing, branding, and events will be explored, as well as clean and safe initiatives and social service programs for downtown.

Chair: Chris Gahl

**Housing, Neighborhoods & Livability**
This advisory group will look at the livability of downtown, including strategies to encourage a variety of housing options to meet demand of those interested in living downtown (such as young professionals, retirees, and families). It will identify which amenities can stimulate housing demand and welcome and attract residents to downtown; other areas of focus will include K through 12 education, health and wellness, and opportunities for active recreation.

Chair: Sarah Hempstead

**Arts, Culture & Attractions**
This advisory group will look at how downtown can support existing and new cultural institutions, including the arts, museums, and theaters. Sports and other visitor attractions, such as the convention center, will be considered in this group, including synergies to leverage downtown’s appeal as a regional center for sports, culture, and tourism.

Chair: John Beeler