



CITY OF
Warsaw
INDIANA



PRESERVING HISTORIC
PLACES
Fort Wayne, IN
October 2, 2025



TERRY SWEENEY
Downtown Development Director

KOSCIUSKO CHAMBER – MAIN STREET WARSAW PARTNERSHIP

Economic and Community Development Partners:

- Board(s) Structure
- Common Vision (not competitors)
- Office and Equipment
- Staffing and Management





STAFF



ROB PARKER
Executive Director



TERRY SWEENEY
Downtown
Development Director



LAUREN TWOMBLY
Director of Marketing
and Communication



MICHELLE GOBLE
Operations Manager



NORA CHRISTIANSEN
Events Coordinator



SCOTT WILEY
Supporter Relations
Manager



Historic Preservation Conference

GOALS: What We Want You to Take Away

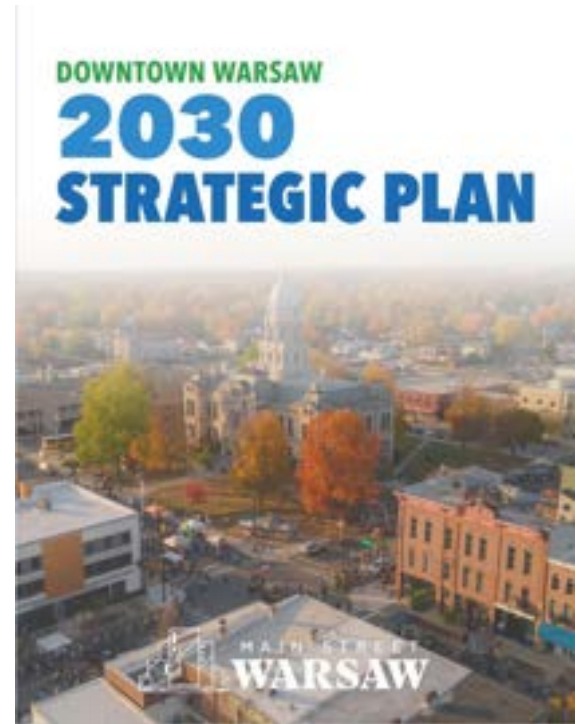
- Strategic Planning
- Partnership Development
- Key Strategies/Connecting the Dots
- Cultural District Plan Progress
- Branding/Promotions/Event Ideas



Strategic Planning

Why Create A Plan?

- Opportunity/Crisis/Change
- Shared Common Vision
- Prioritization
- Key Strategies/Action Steps/Timeline
- Other?



Strategic Planning

What is Process?

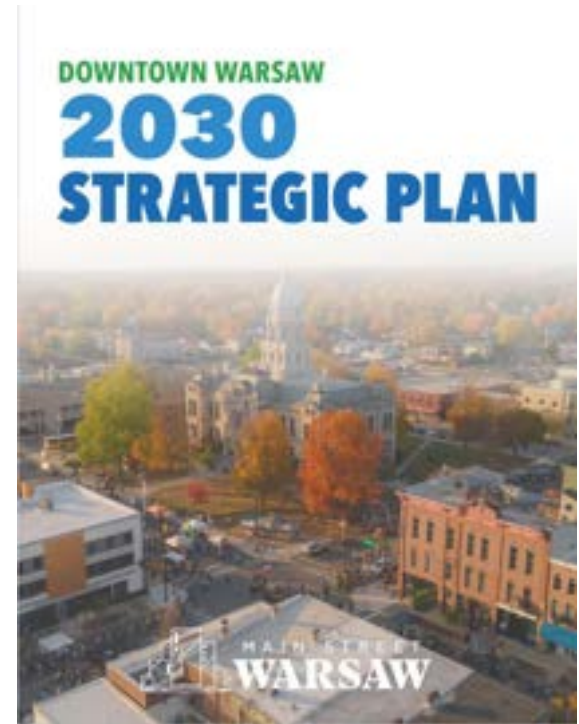
- Retain expertise/do it yourself.
- Obtain needed funding.
- Engagement.
- Do research!
- Other?



Strategic Planning

Plan Outline/Components?

- Introduction
- Organization Overview
- Research
- Engagement



BACKGROUND

WHY CREATE A DOWNTOWN WARSAW 2030 STRATEGIC PLAN

In 2023 and 2024, several planning processes took place that laid out an action agenda, recommendations to enhance downtown connections, provided market data and identified investment opportunities in downtown assets. They included:

- Hyett Palma 2023 Downtown Action Agenda (HPDAA)
- Brookings Institute and Local initiative Support Corporation Community Centered Economic Inclusion Plan: Critical Corridor Connections Playbook (CCC)
- Hunden Partners Downtown Hotel/Conference Center, Performing Arts Center and Garage, Parking Study.
- Orthopedic Industry Retention Initiative (OIRI)



Both the HPDAA and CCC studies stated that a full time, fully funded Main Street position needed to be added in order to "implement the plans in a timely manner" and "facilitate catalytic projects". In response to these plan directives, the City of Warsaw and Kosciusko Chamber of Commerce funded a Downtown Development Director for Main Street Warsaw in May 2024. With the new Downtown Development Director on board, MSW board voted to expand the board of directors and host a board retreat and public open house to integrate key priorities from previous plans into a strategic organization plan called Downtown Warsaw 2030 Strategic Plan.

BOARD RETREAT AND PUBLIC OPEN HOUSE

On August 14, 2024, the board retreat was hosted in one afternoon. Prior to the retreat, three board committees, the Executive, the Real Estate Development and Placemaking and the Marketing and Events committees met to review plans, integrate those priorities and develop action items that would be presented at the retreat. The public was engaged before and after the retreat to obtain feedback and help guide the plan development. First, a survey was conducted before the retreat, in which 281 people completed, to test some of the ideas and priorities developed by the committees. These responses were reviewed at the retreat. Second, a public open house was hosted following the retreat, in which more than 100 people including downtown stakeholders and elected officials attended and provided feedback on what was proposed and offered their own thoughts and priorities for what was needed for downtown.

At the board retreat and public open house, previous plans and survey results were reviewed and market data including downtown space analysis, parking inventory, new project pipeline, property tax impact, cultural assets and quality of life metrics were presented to the board to provide a broad understanding of the downtown. Consequently, this plan has been developed by reviewing recent planning processes and market data and obtaining input from more than 400 board members, elected officials and members of the public.

WHO WE ARE

The Warsaw Community Development Corporation, now known as Main Street Warsaw (MSW), began as a downtown association in 1976 by a group of business people concerned with problems of vacant buildings, deteriorating store fronts, parking and traffic flow that in the Central Business District. As a way to formally approach the problem, the Warsaw Community Development Corporation (WCDC) was formed in 1980. The organization's name was changed to Main Street Warsaw in December 2021. This not-for-profit, 501 (C)3, corporation has continued to serve as a force to revitalize downtown Warsaw.



MAIN STREET WARSAW BOARD OF DIRECTORS

Main Street Warsaw is composed of 19 downtown business operators, property owners and community and civic leaders who are dedicated to creating a successful downtown and who also are involved throughout the community serving on 28 other boards of directors.

OFFICERS

JULI ECKEL - CHAIR
Downtown Property Owner

BRENT MARTIN - VICE CHAIR
SRKM Architecture

NATHAN CONLEY - TREASURER
Lake City Bank

CINDY DOBBINS
Warsaw City Council /
Buffalo Street Emporium

ERICA DEUEL
Generous Coffee Co

SEA GRANDON
Atelier

CARY GRONINGER
G&G Hauling & Excavating,
County Commissioner

KATHY GRONINGER
County Council at Large

MAYOR JEFF GROSE
City of Warsaw

MICHELLE HANSEN
Glam Boutique

CORI HUMES
Kosciusko County
Convention & Visitors
Bureau

SIVAKUMAR KANNAPPAN
Biryani Kitchen

TORY LEONARD
Zimmer Biomet

SUZIE LIGHT
Kosciusko Economic
Development Corporation

NATHAN UNDERNEATH
Moving Pictures Tattoo
Cinema

DEB PATTON SHOWLEY
Deb Paton Showley
Group - Coldwell Banker
Real Estate Group

LYLE SCHROCK
The Lab

BOB VITOUX
OrthoWorx

STAFF

ROB PARKER
Executive Director

TERRY SWEENEY
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Director



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WHY WE DO IT

Downtown Warsaw is the heartbeat and front door to the community. It is the corporate, civic, and cultural center of Warsaw. Its success and vibrancy make an important statement about the vitality of our City and County. More than this, it's an important regional destination and economic anchor that supports City and County government, generates significant economic activity and, as one of our best quality of life assets, it is important for talent recruitment and retention.

PROPERTY TAX GENERATION

Downtown generates a disproportionately larger amount of property taxes compared to its size and other geographies in the City and County and provides significant return on investment to City and County.

Geography	Total Property Tax	Total Acreage	Property Tax/ Acre	Downtown as % of Property Tax	Downtown as % of Acreage
Downtown Area	\$1,301,698.74	38	\$33,871.94		
Shopping Center Area	\$575,030.68	68	\$8,414.26		
City of Warsaw	\$24,704,038.30	5,930	\$4,334.69	5.06%	0.65%
Kosciusko County	\$103,526,289.05	323,505	\$320.01	1.26%	0.01%

Source: Kosciusko County GIS

CIVIC AND CULTURAL ASSETS

- Warsaw City Hall
- Kosciusko County Courthouse and Justice Center
- Courthouse Square National Register Historic District
- 10+ murals
- Kosciusko County Historical Society and Museum
- 7 sculptures
- 4 art galleries

QUALITY OF LIFE



20+ Shops and service retail businesses

15+ Restaurant/bars



4 Parks totaling 18 acres

Zimmer Biomet Center Lake Pavilion



3 News/median outlets

2 Churches



Walk Score
75



Bike Score
52

REGIONAL ECONOMIC ENGINE

- Location of the largest corporate headquarters
- Employment Center for City and County Government
- Home to 130+ Businesses

SIGNIFICANT PUBLIC AND PRIVATE INVESTMENTS

• Completed Projects Since 2020:	\$8 M
• Projects in the Pipeline:	\$65 M
• Planned Projects (est.)	\$65 M

TOTAL \$130 M+

Sources: Permits, news articles and OIRI projects

PLAN DEVELOPMENT

At the board retreat and public open house previous plans and space inventory were reviewed and community engagement took place to support the planning effort including an electronic survey and assessment of current conditions of downtown.



PREVIOUS PLAN REVIEW

2023 DOWNTOWN ACTION AGENDA (HYETT PALMA)



KEY TASKS:

- Hire Downtown Development Director.
- Increase business mix and number of impulse-oriented businesses in Downtown core (focus retail, food, art, and entertainment on first floor spaces). Target and recruit food, art, culture, and specialty retail including fine and casual dining restaurants, bakery, deli, meat/fish market, coffee houses, ice cream shop.
- Grow the pool of available funds for the Main Street Warsaw façade grant program to between \$100,000 and \$150,000 and, if needed, identify additional funding sources to do so. Increase the amount offered to \$10,000 per grant.
- Remove \$50,000 cap on Main Street Warsaw revolving loan fund.
- Retain historic buildings. Exterior improvements should respect and be in keeping with their architectural character.
- Install new awnings to replace outdated torn/damaged ones.
- Enforce 2-hour limit on parking to ensure parking turnover. As demand warrants build a parking structure that will service multiple users. The parking structure should be built as part of a future development project, such as a hotel or performing arts center, and should be jointly financed by the County, developers, and the City. However, structure should not be expected to be revenue generating, unless the demand for Downtown parking increases significantly in the future.
- Make art a growing and integral part of Downtown's character by including performing arts in Downtown's offerings.
- Complete multimodal trail and create a festival street that can be pedestrianized to allow for block parties and night programming.
- Refresh and maintain streetscape and consolidate alley dumpsters.
- Host events to create downtown energy and vitality and position Downtown as a fun destination.
- Create a coordinated strategy for social media postings. Doing so will allow a uniform image of



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QUALITY OF LIFE



20+ Shops and
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15+ Restaurant/bars

4 Bakeries/coffee
destinations



4 Parks totaling 18
acres

Zimmer Biomet
Center Lake Pavilion

130-acre Center
Lake



3 News/median
outlets

2 Churches

2 Fraternal
organizations

1 Library



Walk Score
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TOTAL

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DOWNTOWN SPACE INVENTORY



PARKING INVENTORY

Downtown spaces by type

On Street	537
Off-Street (36 lots)	1,584
Total Parking Spaces	2,121

2-Hour On Street	225
All-Day On-Street	312
Total Parking Spaces	537

GOVERNMENT OWNED LOTS

City Owned Lots

Parking Lot	Spaces
City Hall	40
Public Parking Lot	142
Total Parking Spaces	182

City Owned Lots

Parking Lot	Spaces
County Justice Lot	116
Munson Lot	58
Historical Society Lot	22
Total Parking Spaces	196

BUILDING INVENTORY

133 BUILDINGS

Location	Sq. Ft.
1st Floor Space	688,120 sq. ft.
Upper Floor Space	752,100 sq. ft.
Surface Parking lots (7 large lots; not complete inventory) 7.6 acres	316,681 sq. ft.
Total Space	1,442,220 sq. ft.

VACANCY ANALYSIS

Location	Floor	Sq. Ft.
First Floor		
217 E. Center St.	1st	1,350
106 E. Center St.	1st	1,386
116 N. Buffalo St.	1st	2,886
119 S. Buffalo St.	1st	2,884
207 S. Buffalo St.	1st	2,947
113 W. Market St.	1st	4,200
Total Vacant 1st Floor Space		15,653
2.2% Vacancy Rate		
Upper Floors		
113 E. Center St.	2nd	8,840
120 E. Center St.	3rd	3,600
110 E. Market St.	2nd	2,046
123 E. Market St.	2nd	5,620
122 S. Buffalo St.	2nd	2,000
202 S. Buffalo St.	2nd	2,904
Total Vacant Upper Floor Space		25,010
3.3% Vacancy Rate		
Combined Total Vacant Space		40,663

COMMUNITY ENGAGEMENT

To obtain feedback from the community and test ideas that were to be put forward at the board retreat, a questionnaire was sent out via Survey Monkey and the general public was invited to come to the open house following the board meeting to offer their opinions and insights. In all, more than 400 people provided input for the plan. Below are combined responses from the Board Treat, Public Open House and Survey Monkey listed in descending order with the most mentioned responses at the top.

MOMENTUM

- Millworks: Owens property redevelopment
- DORA
- Hosting events constantly/seasonally
- New businesses
- Main Street Warsaw
- Business interaction
- Service to each other

WHAT MAKES DOWNTOWN WORTH VISITING:

- Local dining
- Local shopping
- Walkability
- DORA
- Farmer's market
- Historic architecture
- Social connectivity
- Third Fridays

TOP 3 REASONS YOU COME DOWNTOWN:

- Dining
- Professional services
- Attend event

WHAT WOULD MAKE YOU COME DOWNTOWN MORE OFTEN:

- Additional restaurants, deli and bakery
- Additional shopping
- Festivals
- Venues to watch a band
- Sidewalk cafes
- Art or cultural events
- Antique shop
- Outdoor fitness/wellness classes

TOP 3 REASONS THAT KEEP YOU FROM COMING DOWNTOWN

- Parking issues
- Don't know what's happening
- Nothing interests me

CHALLENGES

- Business hours/lack of evening hours
- Parking
- Awareness
- Communication
- Perceptions
- Lack of cohesive aesthetics
- Habits

WHAT NEEDS TO BE FIXED:

- Center Lake/Winona Ave. Linkages
- Former Marsh parking lot
- Cluttered streetscape

WHAT'S MISSING:

- Deli
- Entertainment/piano bar
- Ice cream store
- Bodega/Convenience store
- Outdoor seating/side walk cafes
- Bakery
- Kids arcade/retail family night
- Activities/winter activities
- Home décor/antique store
- Bike store
- Pilates/fitness
- Boutique hotel

WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE:

- Outdoor event space/festival street
- Seasonal décor
- Architectural lighting
- Enhanced streetscape
- Enhanced gateways
- More public art

COMMUNITY ENGAGEMENT TAKEAWAYS

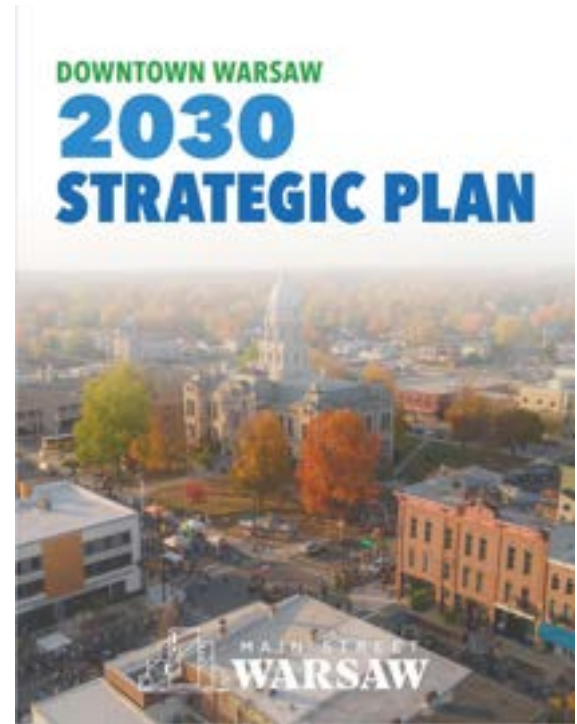
- There is perceived momentum of downtown driven by the anticipation of Millworks (Owens redevelopment), implementation of DORA and events that drive traffic.
- Local dining and shopping in a walkable area with historic architecture, the DORA and Farmer's market are significant attractors followed by socially connecting and current special events.
- Lack of businesses open in the evening, parking challenges and issues with awareness and communications are the biggest challenges.
- Creating better linkages with Center Lake and Winona and improving and maintaining public infrastructure (sidewalk, streetscape and accessibility) need to be fixed.
- Food (establishments, outdoor dining experience and convenience stores), entertainment, fitness (bike store and path and classes) and family activities are missing.

Strategic Planning

Plan Outline/Components?

- Vision
- Key Strategies
- Four-Point Approach
- Other

[DowntownWarsawBooklet-FINAL-compressed.pdf](#)



DOWNTOWN WARSAW 2030 STRATEGIC PLAN

VISION

A vibrant and growing, culturally focused downtown that is inclusive and progressive and the community's living room and a premiere gathering place. It is the corporate, civic and cultural center and front door to the city and a great place to live, work, play, visit and invest anchored by a community of successful, passionate small business owners, creative makers, and entrepreneurs.

KEY STRATEGIES

Main Street Warsaw will pursue its mission and vision with these key strategies.

- Make Downtown a culturally/art focused, vibrant destination that has a strong and growing creative economy and is a "regionally impactful cultural center" and state certified Indiana Cultural District.
- Make historic preservation a cornerstone of revitalization.
- Implement relevant tasks, priorities and recommendations from recent plans and studies.
- Develop downtown and organizational brand and marketing plan.
- Recruit financial resources to support successful implementation of the 2030 Plan.
- Obtain National Main Street accreditation to increase Indiana Main Street (IMS) support and provide access to IMS and state of Indiana grants and greater recognition.
- Build partnerships and convene committees to leverage public and private investments and recruit more volunteers.



ECONOMIC VITALITY AND DESIGN

REAL ESTATE DEVELOPMENT

Recruit new investment, development and businesses that create a vibrant and successful downtown and reinforce our strategy to become a cultural district.

- Attract new businesses and development and increase street level vibrancy. Create recruitment brochure.
- Increase public/private funding of incentives for development/business recruitment/building renovations.
- Renovate and convert vacant/underutilized buildings/upper-level space into performance, art and maker spaces.
- Engage, organize and support downtown businesses.
- Manage and grow facade grant and revolving loan programs and work to enhance historic preservation.
- Preserve Courthouse National Register Historic District and other buildings.

REAL ESTATE DEVELOPMENT METRICS

- New Businesses
- Occupancy rate
- Tenant mix
- New upper-level space
- New investment and projects

PLACEMAKING

Work with the City of Warsaw, downtown stakeholders and other partners to increase art, cultural and infrastructure investments in the public realm, maintain safety and improve parking operations to make downtown the community's premiere gathering place and "living room".

- Develop a cultural district and public art master plan as part of our strategy to become a state of Indiana certified cultural district and enhance access to state funding grants.
- Improve alleyways with more art, history, whimsy and enhanced utility for adjacent businesses.
- Invest in seasonal downtown décor to make it the community's "living room" and gathering space including flags, banners, bunting, lighting etc.
- Create vibrant gateways to welcome visitors and create a sense of arrival to downtown and a wayfinding and environmental branding program to facilitate visitors' exploration of downtown businesses, art, historic points of interest, parks and to more easily find parking.
- Create a festival (pedestrianized) street and complete streets with improved pedestrian and multi-modal connections and safer traffic flow.

PLACEMAKING METRICS

- Downtown Cultural Development Plan creation
- Indiana Cultural District Designation
- Art, gateway, alley, lighting, infrastructure and gateway projects
- Art and cultural assets and businesses
- Implementation of parking recommendations/projects
- # of banners and new décor installations
- Parking occupancy inventory and perceptions
- Landscaping maintenance hours; tree trimming projects
- Graffiti removal
- # of landscaped beds maintained



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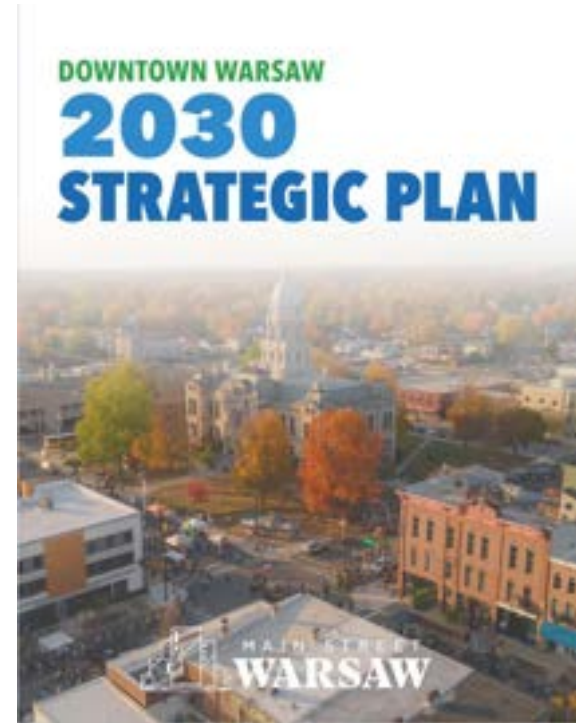
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Partnership Development

Potential Partners

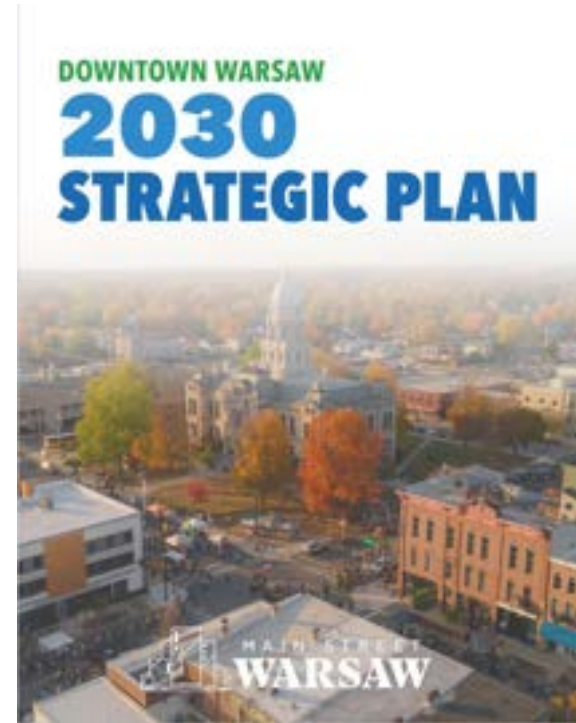
- Sponsors
- Funders
- Media
- Partnering and Collaborating Organizations



Partnership Development

Potential Partners

- Board Members
- Corporate Anchors
- Foundations
- City and County Governments





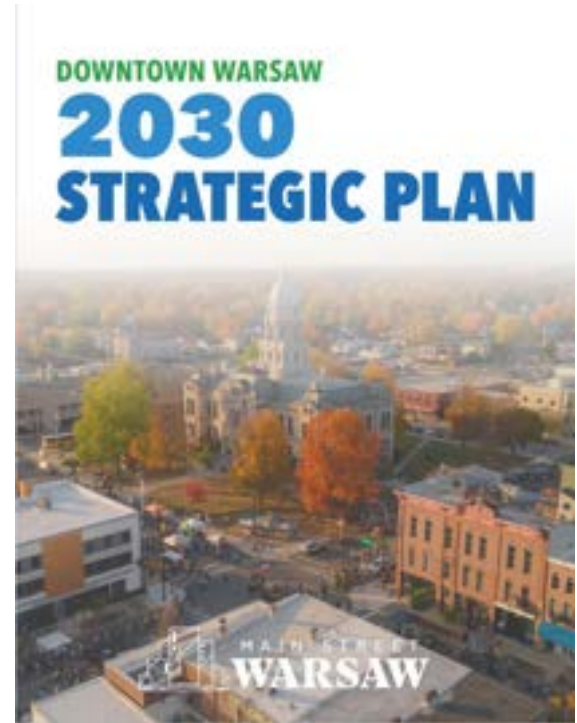
Jeremy Skinner

Community and Economic Development
Director

Partnership Development

City Support of the Organization and Plan

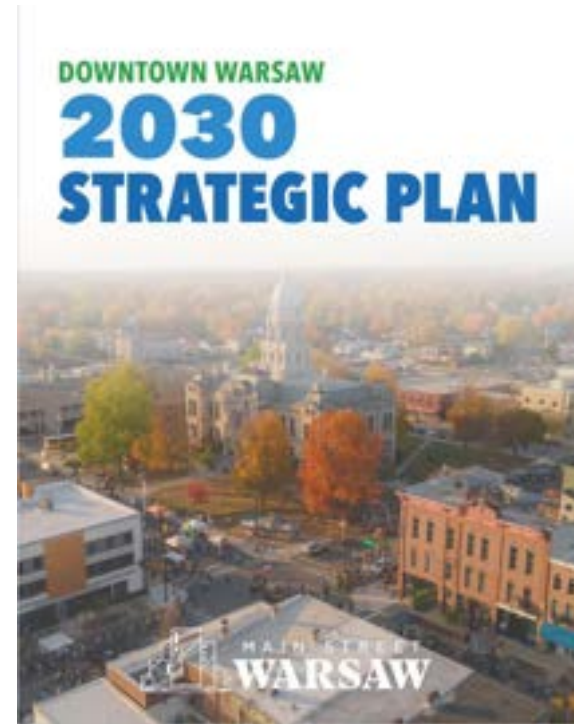
- General Fund
- In-kind Services
- Grants
- Service Contracts



Partnership Development

Redevelopment Commission and TIF

A Redevelopment Commission is a public body that is established to stimulate economic development and revitalize an existing area. It may be established by local governments to eliminate blight and improve urban space.

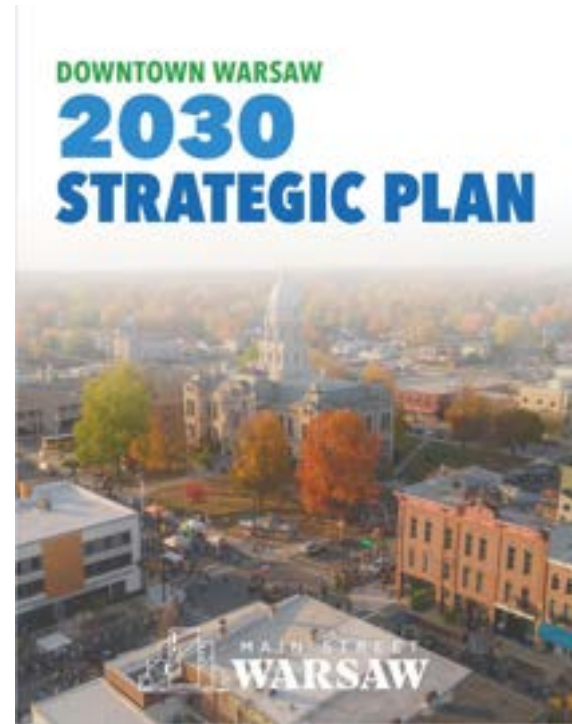


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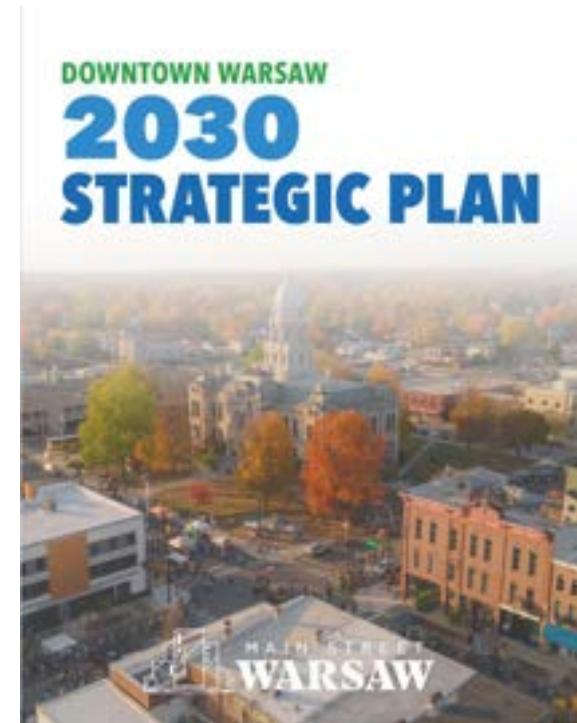
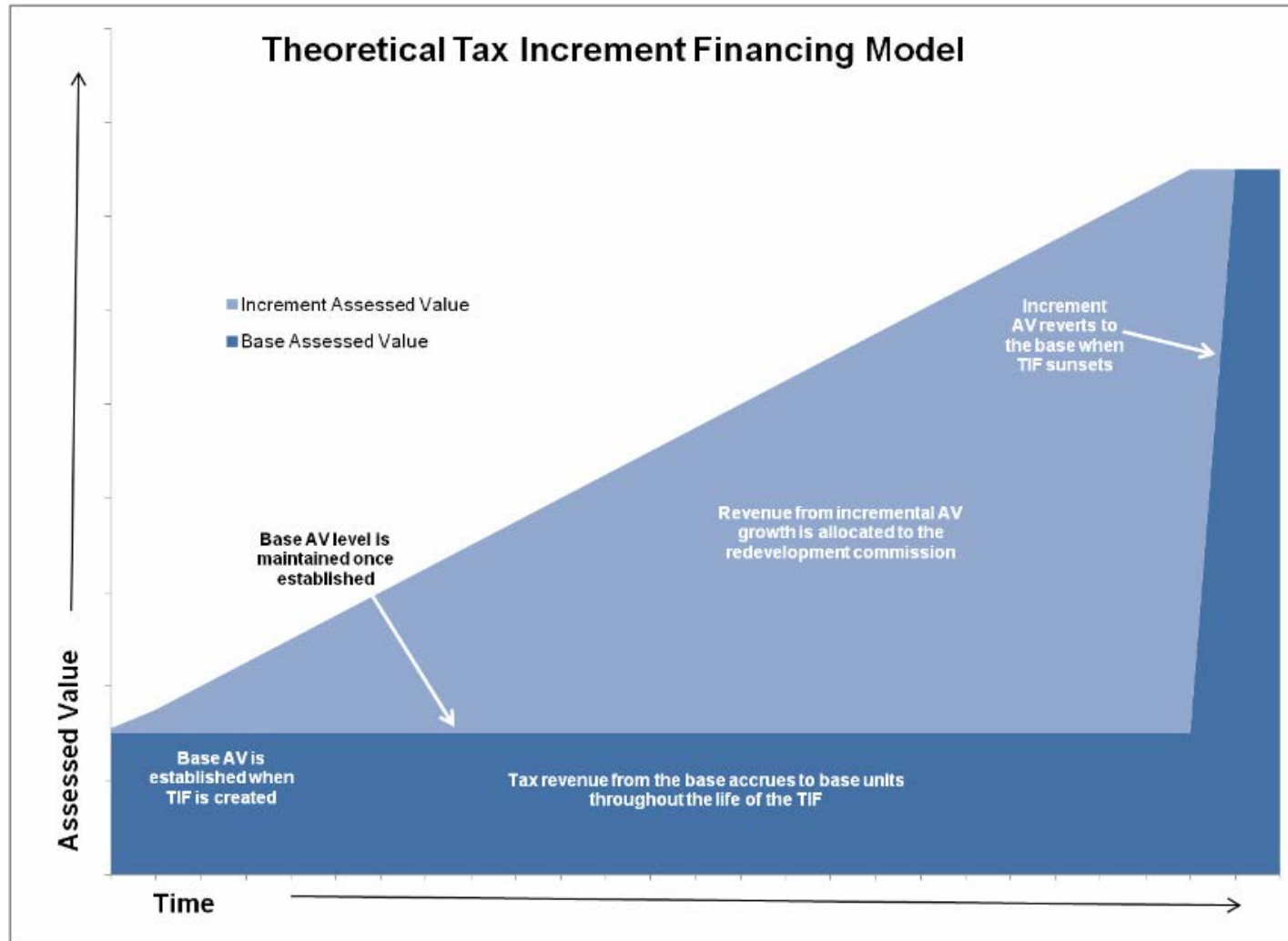
Redevelopment Commission and TIF

Tax Increment Finance District (TIF)

A public financing method that is used to subsidize redevelopment, infrastructure and other community-improvement projects. The intent of a TIF program is to stimulate private investment in a blighted area that has been designated to be in need of economic revitalization.



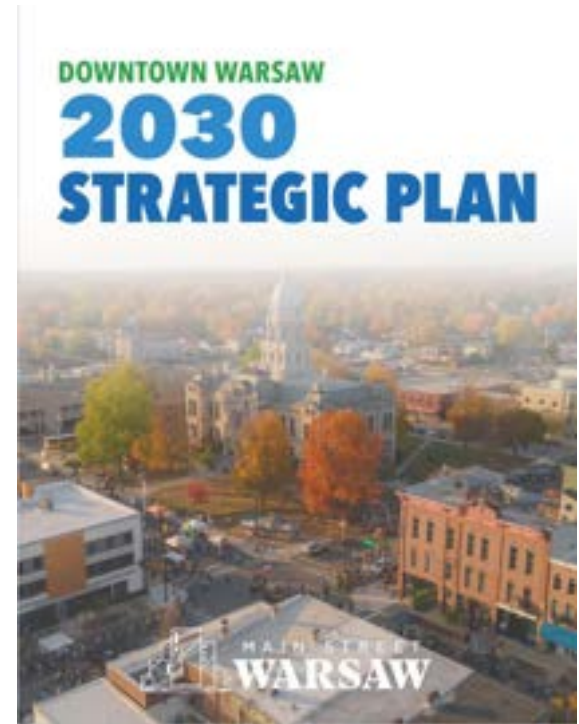
Partnership Development



Partnership Development

Redevelopment Commission and TIF

- Project Development
- Infrastructure Improvements
- Placemaking
- Programming

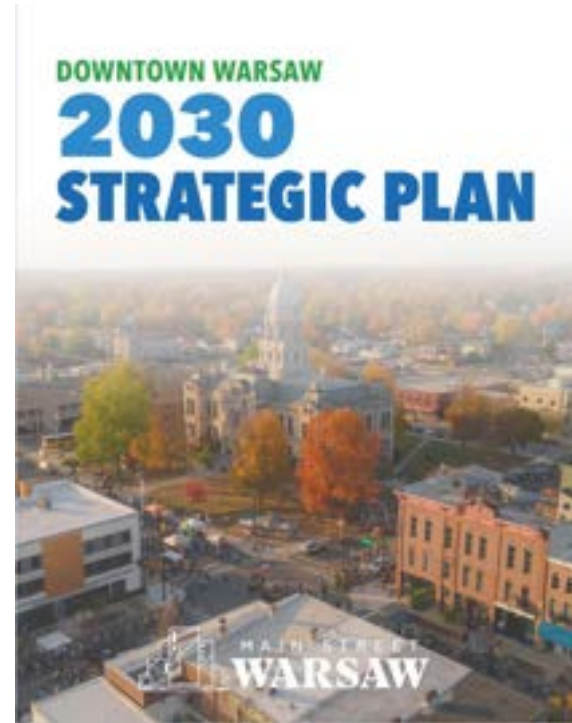


Partnership Development

Redevelopment Commission and TIF

Project Development

- Millworks Project – Mixed-use 80-unit market rate apartment project being developed on the former Owens grocery store lot.
- TIF Bond supported project.
- Includes TIF supported infrastructure improvements.

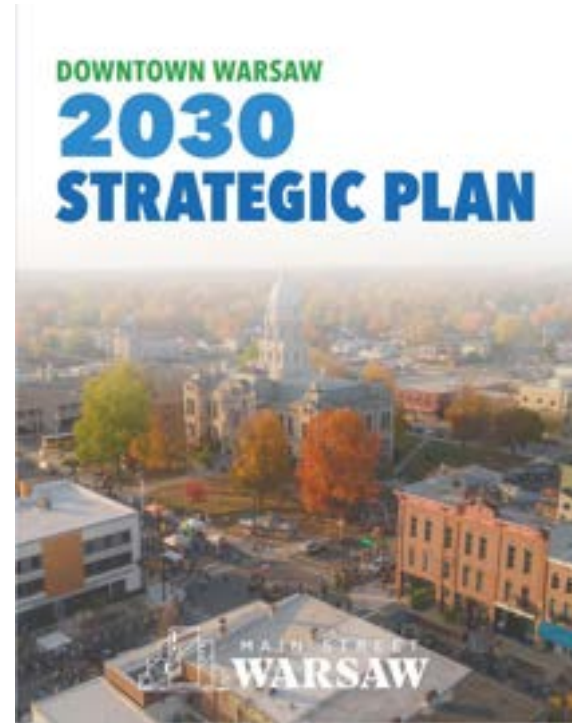


Partnership Development

Redevelopment Commission and TIF

Infrastructure Improvements

- Streetscape projects – Buffalo Street/Indiana Street
- Parking Lots/Structures
- Signage, sidewalk, storm, etc.

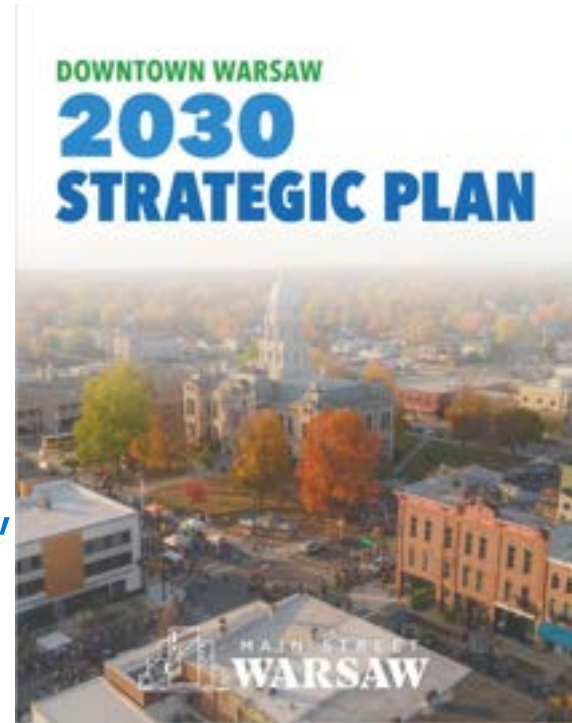


Partnership Development

Redevelopment Commission and TIF

Placemaking

- Plaza's – Center Lake Boardwalk, includes interactive fountain, public art, and pavilion.
- Alley Activation – Alley next to City Hall, public art, seating.
- Courthouse and City Hall Plaza's – Outdoor seating, free Wi-Fi.

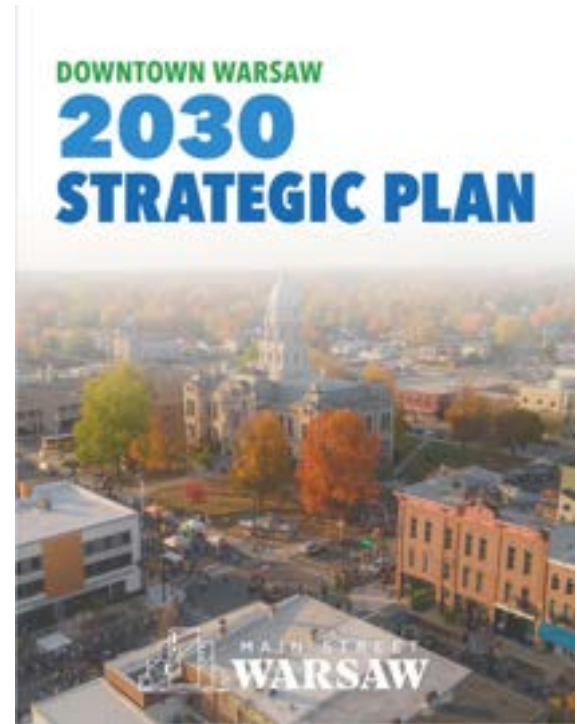


Partnership Development

Redevelopment Commission and TIF

Programming

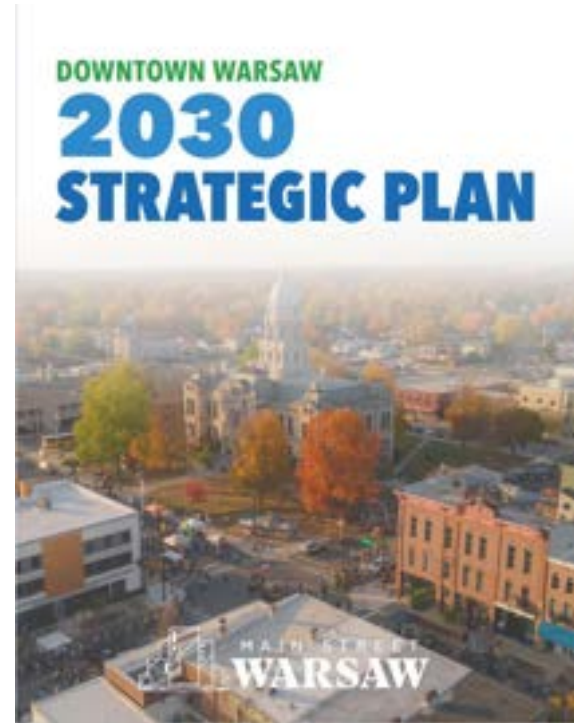
- Farmer's Market
- Third Friday Events
- Downtown Promotional Events
- General Marketing and Promotion



Partnership Development

Making the Case and Structuring Requests

- Goals of the TIF: Return on Investment/Vitality
- Grant(s)
- Private Investments
- Services Contract
- Other?



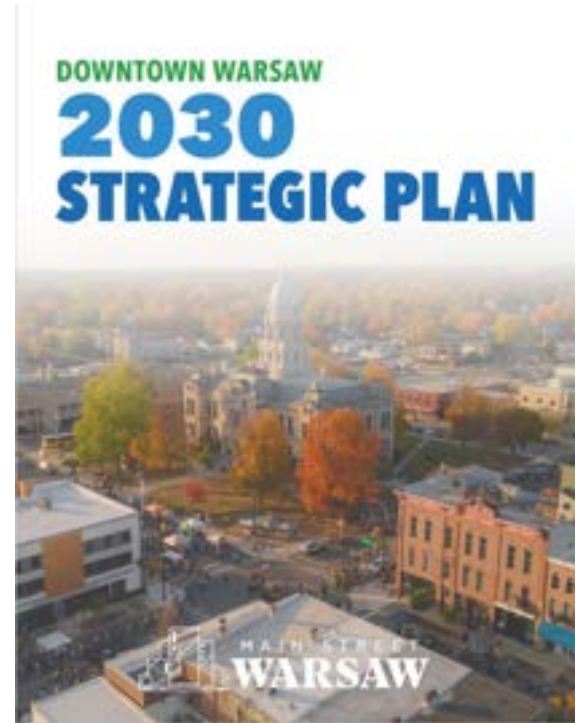


TERRY SWEENEY
Downtown Development Director

GET READY TO LAUNCH!

But not yet!

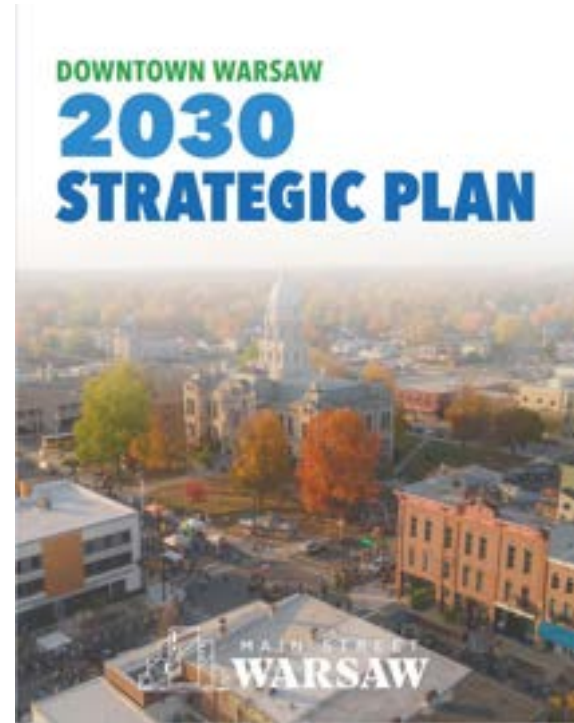
- Design a booklet.
- Get funding commitments.
- Start implementation.
- Chase sponsors.
- Other?



PLANNING THE LAUNCH!

It's not an Announcement!

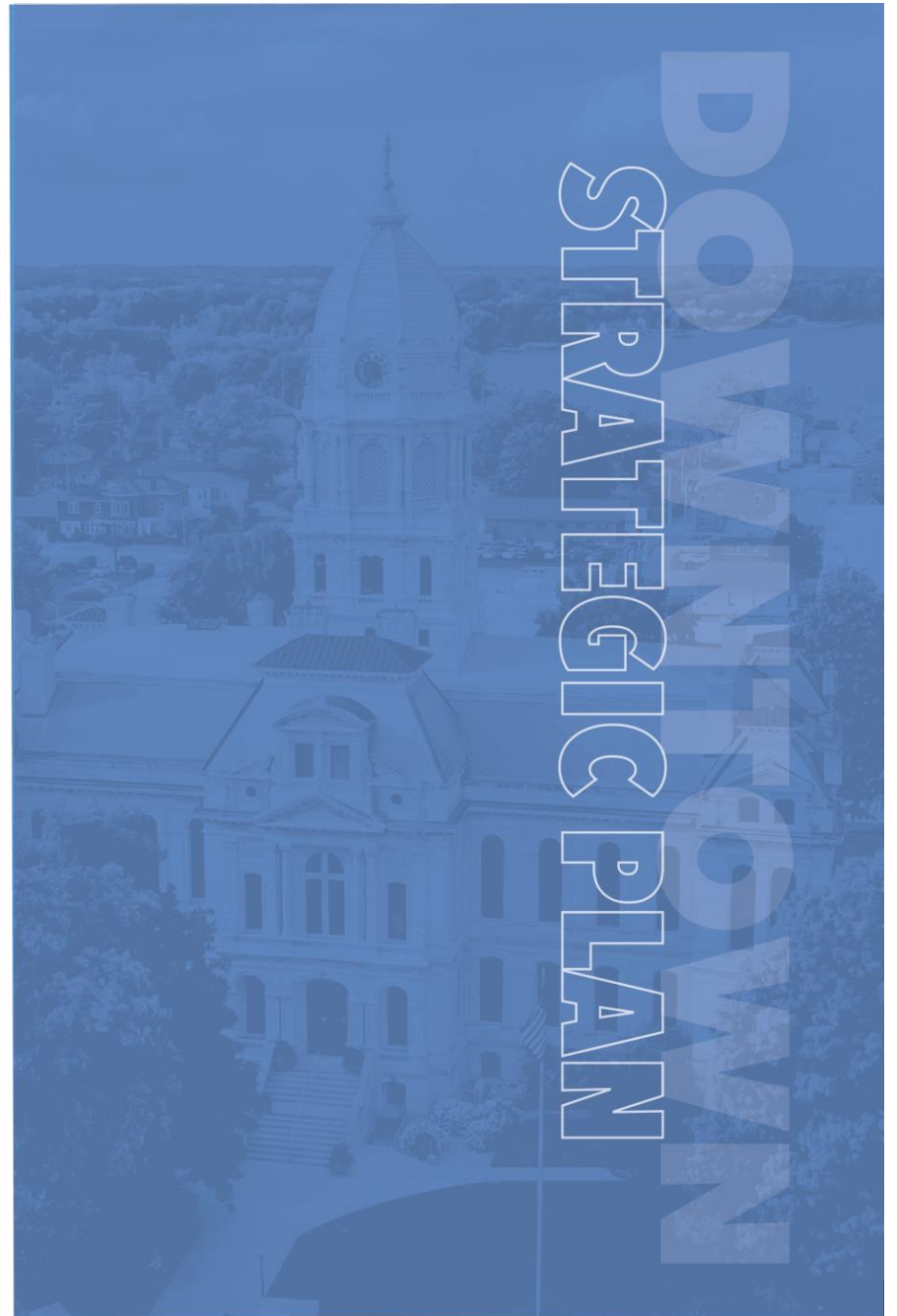
- What's the appropriate place?
- What is the format/duration?
- How do we promote it?
- How do you demonstrate buy-in/inclusion?
- Other?





2030 LAUNCH PARTY

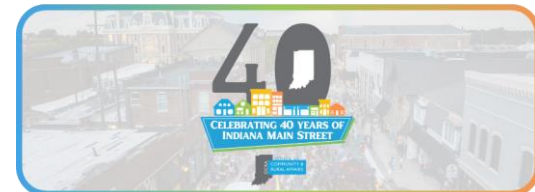
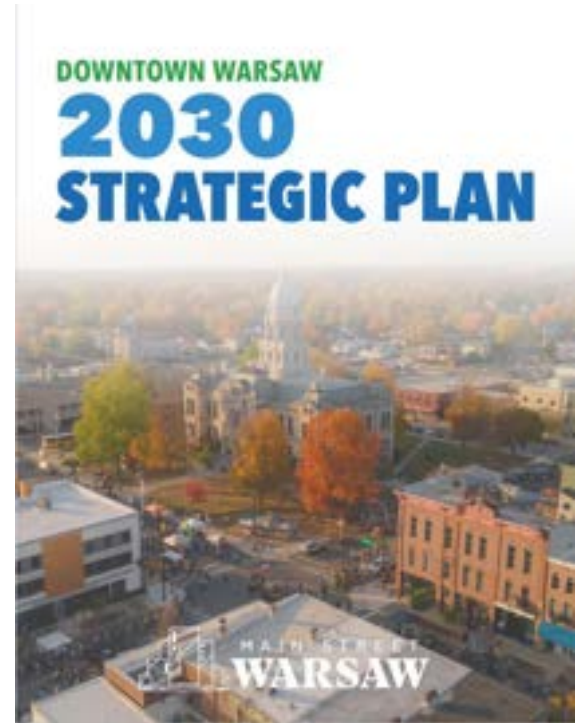
SPONSORED BY  **Lake City Bank**



LAUNCH!!!

It's a celebration!

- Restaurant/Special Event
- 1st 50 get free drink
- Speakers
- Announce We are Already Doing It!



LAUNCH!

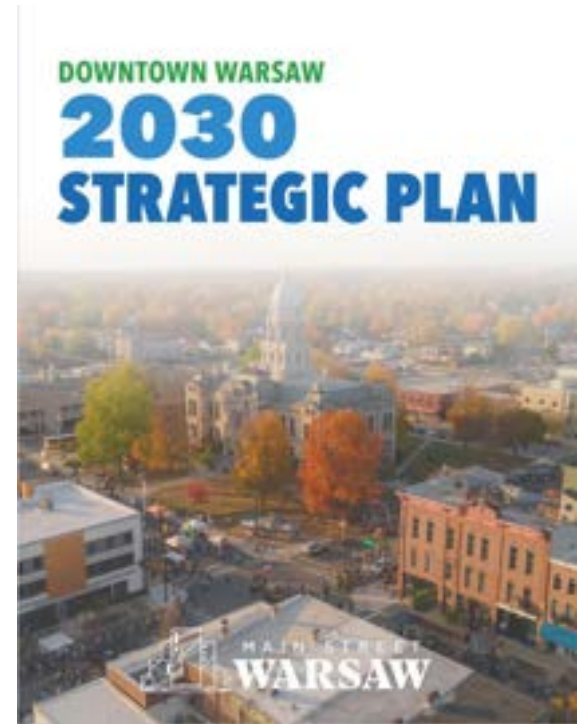
It's a celebration!



Media Coverage!!

inkFREE NEWS Powered by The Papers Inc.

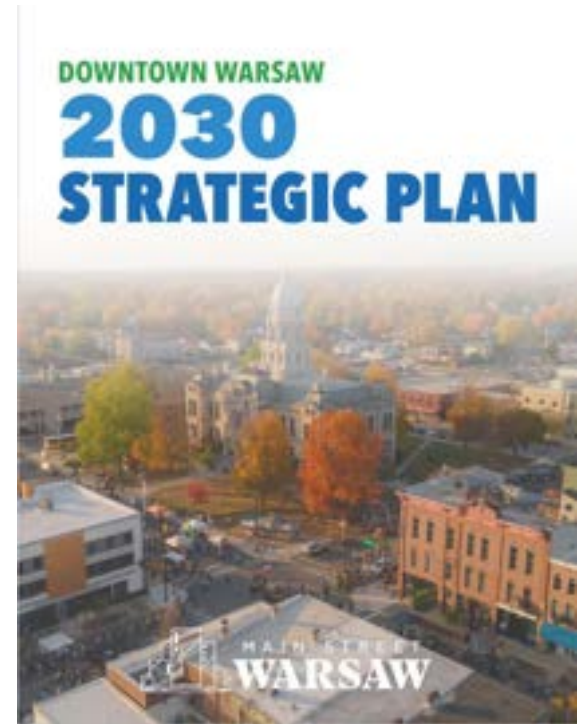
2030 Strategic Plan To Make Downtown Warsaw ‘The Community’s Living Room’



Media Coverage!!



“Three new events part of expanded efforts led by Main Street Warsaw”





Suzie Light

Leadership Partner

Main Street Warsaw and Warsaw Public Arts

Commission

Board Member

What is a Cultural District?

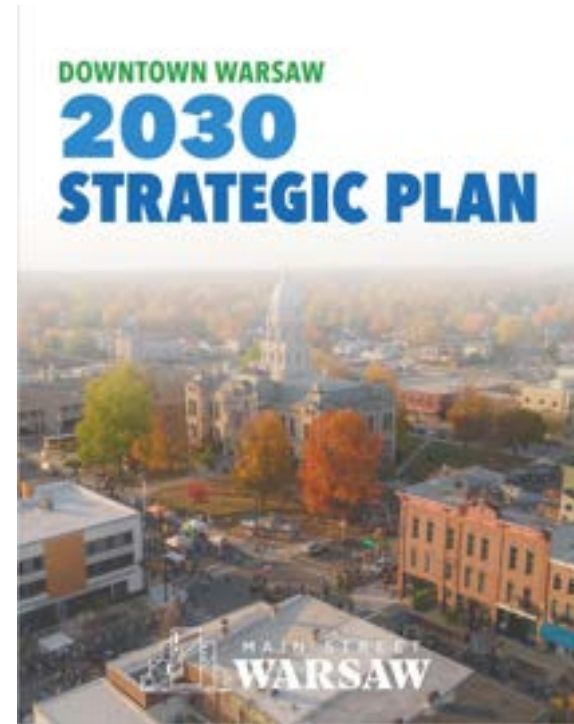
Indiana Arts Commission (IAC)

IAC Cultural District

A well-recognized, labeled, mixed-use area with unique, authentic art and cultural identity. Each district is a statewide leader in cultural development.

IAC Support:

- Provides project funding.
- Facilitates statewide.
- provides other capacity-building opportunities for leadership.

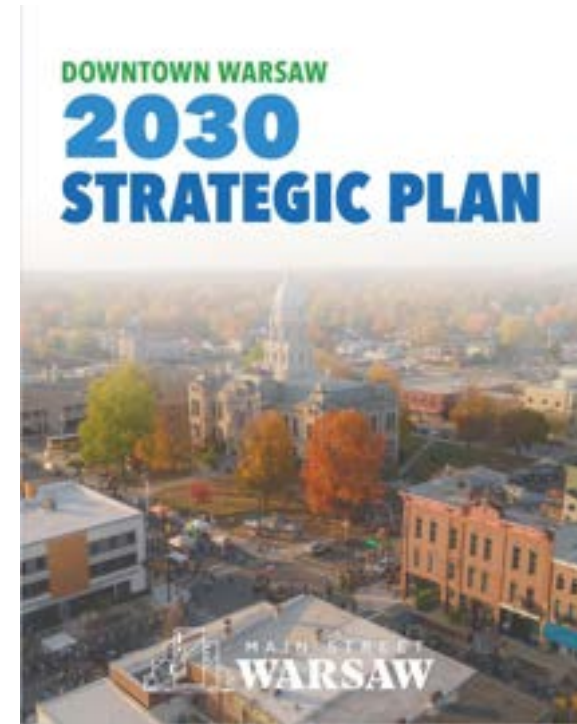


What is a Cultural District?

Indiana Arts Commission Cultural Districts

- [Bloomington Entertainment and Arts District \(BEAD\)](#)
- [Carmel Arts and Design District](#)
- [Columbus Arts and Entertainment District](#)
- [Fishers: Nickel Plate District](#)
- [Fort Wayne: Arts Campus Fort Wayne](#)
- [Jeffersonville: NoCo Arts and Cultural District](#)
- [Lafayette: Tippecanoe Arts and Cultural District](#)
- [Madison Arts and Cultural District](#)
- [Nashville: Arts Village Brown County](#)
- [Noblesville Cultural Arts District](#)
- [Terre Haute: 41/40 Arts and Cultural District](#)
- [Wabash Cultural District](#)

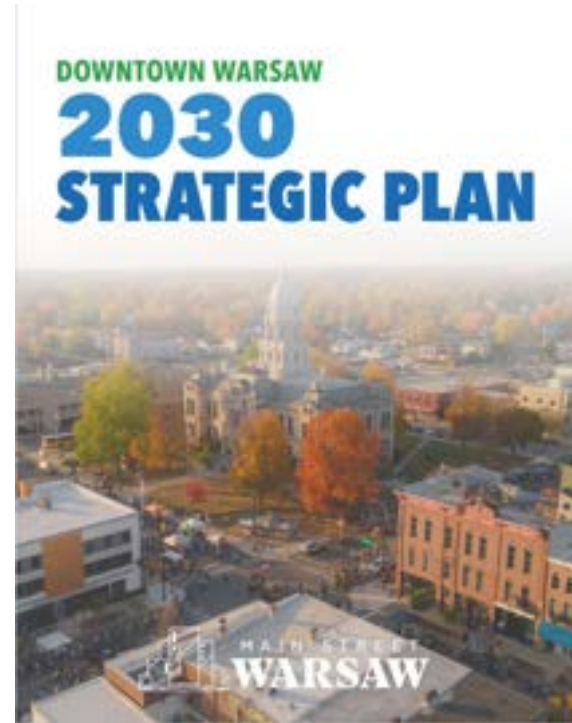
[IAC: Cultural Districts](#)



Why Cultural District Development Plan?

2030 Plan Vision

A vibrant and growing, **culturally focused** downtown that is inclusive and progressive and the community's living room and a premiere gathering place. It is the corporate, civic and **cultural center** and front door to the city and a great place to live, work, play, visit and invest anchored by a community of successful, passionate small business owners, **creative makers**, and entrepreneurs



Why Cultural District Development Plan?

Funding Opportunities

- **IEDC READI Program**
Lilly Endowment Grants
- **Orthopedic Industry Retention Initiative (OIRI)**
Community Experiences Program
- **Indiana Arts Commission Cultural District Program**
Recognition and Funding



Cultural District Development Plan

Cultural District Plan RFP Vision and Goals

A culturally/art focused, vibrant destination that has a strong and **growing creative economy** and is a “regionally impactful cultural capital” and state certified **Indiana Cultural District** where:

- Celebrate our history, culture and past accomplishments.
- Nurture our creative and entrepreneurial spirit, artistic passions and makers and artisans.
- Creative businesses and individuals prosper.
- Grow and enhance the quality of life, place and opportunity.



Cultural District Development Plan

Make the Case For Funding

- Economic impact
- Return on investment
- Enhancement of quality of life
- Talent retention and recruitment.



Cultural District Development = Economic Development

CREATIVE ECONOMY /

The enterprises, organizations and individuals whose products and services are rooted in artistic and creative content



Cultural District Development Plan

Cultural District Plan Themes

- Historic preservation and celebrate our history, culture, heroes and past accomplishments.
- Nurture our creative and entrepreneurial spirit, artistic passions and makers and artisans.
- Grow and enhance the quality of life, place and opportunity.
- Make lighting a hallmark experience (art/architectural)



Cultural District Development Plan

Cultural District Plan Strategies

- Placemaking
- Visual Art
- Performance Art
- Culinary Art
- Public, Philanthropic and Private Sector Funding



Cultural District Development Plan

Progress to date

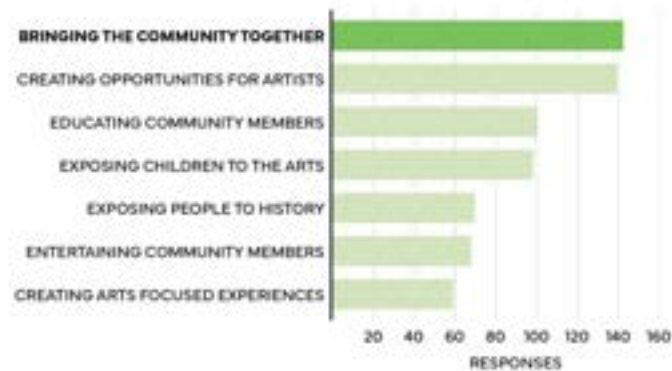
- Engagement
- Ideation
- Updated Timeline



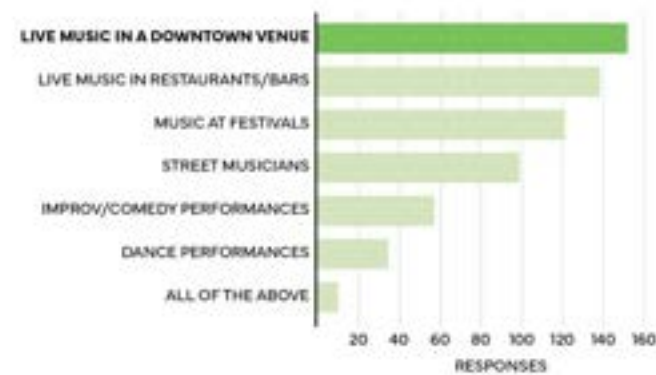
SURVEY RESULTS

In April 2025, a public survey was conducted to gather direct community feedback when developing the plan. The survey, which received 235 responses, provides a snapshot for where and how residents want to see arts and culture in Warsaw.

WHAT CULINARY ARTS WOULD YOU LIKE TO SEE IN DOWNTOWN WARSAW?



WHAT KINDS OF PERFORMANCE ART WOULD YOU LIKE TO SEE IN WARSAW?



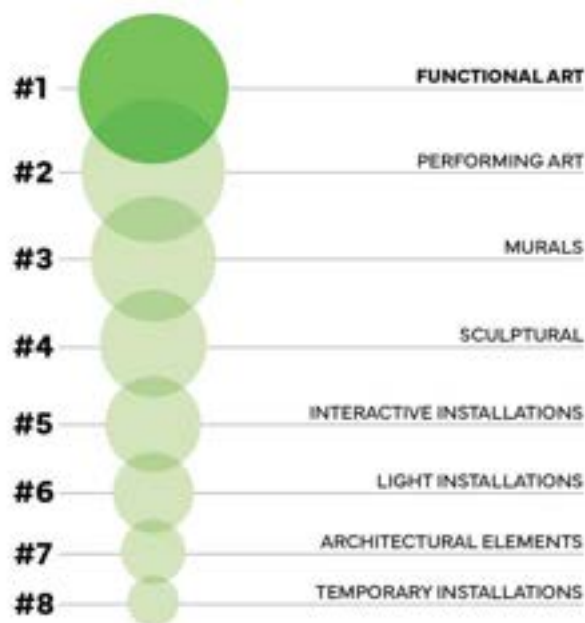
WHICH DOWNTOWN PLACEMAKING INVESTMENTS SHOULD BE MADE?



I LIVE IN:



WHAT TYPES OF PUBLIC ART WOULD YOU LIKE TO SEE MORE OF IN DOWNTOWN WARSAW?



WHAT IMPACT SHOULD PUBLIC ART HAVE IN DOWNTOWN WARSAW?



HOW THE SURVEY SUPPORTS A CULTURAL ARTS DISTRICT

The survey results directly validate the core strategies of the Warsaw Cultural Arts District plan, providing a data-driven foundation for its key initiatives:

- **Justification for Placemaking:** The strong desire for art in parks, gateways, and public buildings supports the plan's "Beautify" and "Connect" pillars.
- **Guidance for Public Art Investment:** The overwhelming preference for murals and sculptures gives a clear direction for the types of art to commission.
- **Support for Active Programming:** The demand for live music, festivals, and exhibitions reinforces the need to create activated public spaces and dedicated venues.

BUFFALO FESTIVAL STREET



TRANSFORMATION OF BUFFALO STREET FROM CENTER TO MAIN INTO A PEDESTRIAN FOCUSED SPACE THAT CAN BE REGULARLY CLOSED AND PROGRAMMED

WOULD YOU PRIORITIZE THIS STRATEGY?

- Why or why not?

WHICH CATEGORY(S) DO YOU THINK THIS STRATEGY BEST FITS INTO?

Transformative:

- Large-scale projects designed to have a significant and lasting impact on the community.

Incremental

- Smaller-scale, adaptable interventions that can be implemented in phases to build momentum over time.

Amplify

- These projects are designed to enhance and leverage existing community assets and events, amplifying their impact.

THE FIRST ARTSPACE



THE EXISTING COUNTY-OWNER FORMER FIRST CHRISTIAN CHURCH AT THE CORNER OF MAIN & LAKE COULD BE TRANSFORMED INTO A PERFORMANCE AND ARTS SPACE.

WOULD YOU PRIORITIZE THIS STRATEGY?

- Why or why not?

WHICH CATEGORY(S) DO YOU THINK THIS STRATEGY BEST FITS INTO?

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THE BUFFALO TROT



AN ART + LIGHT TRAIL ALONG NEWLY ENHANCED PEDESTRIAN AND BIKE CONNECTIONS ALONG BUFFALO STREET TO CENTER LAKE FROM DOWNTOWN WARSAW.

WOULD YOU PRIORITIZE THIS STRATEGY?

- Why or why not?

WHICH CATEGORY(S) DO YOU THINK THIS STRATEGY BEST FITS INTO?

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GATEWAY SCULPTURE PLAY PARK



DEVELOP AN INTERACTIVE SCULPTURE PARK IN DOWNTOWN, FEATURING ARTISTIC STRUCTURES FOR CHILDREN'S PLAY AND EXPLORATION.

WOULD YOU PRIORITIZE THIS STRATEGY?

- Why or why not?

WHICH CATEGORY(S) DO YOU THINK THIS STRATEGY BEST FITS INTO?

Transformative:

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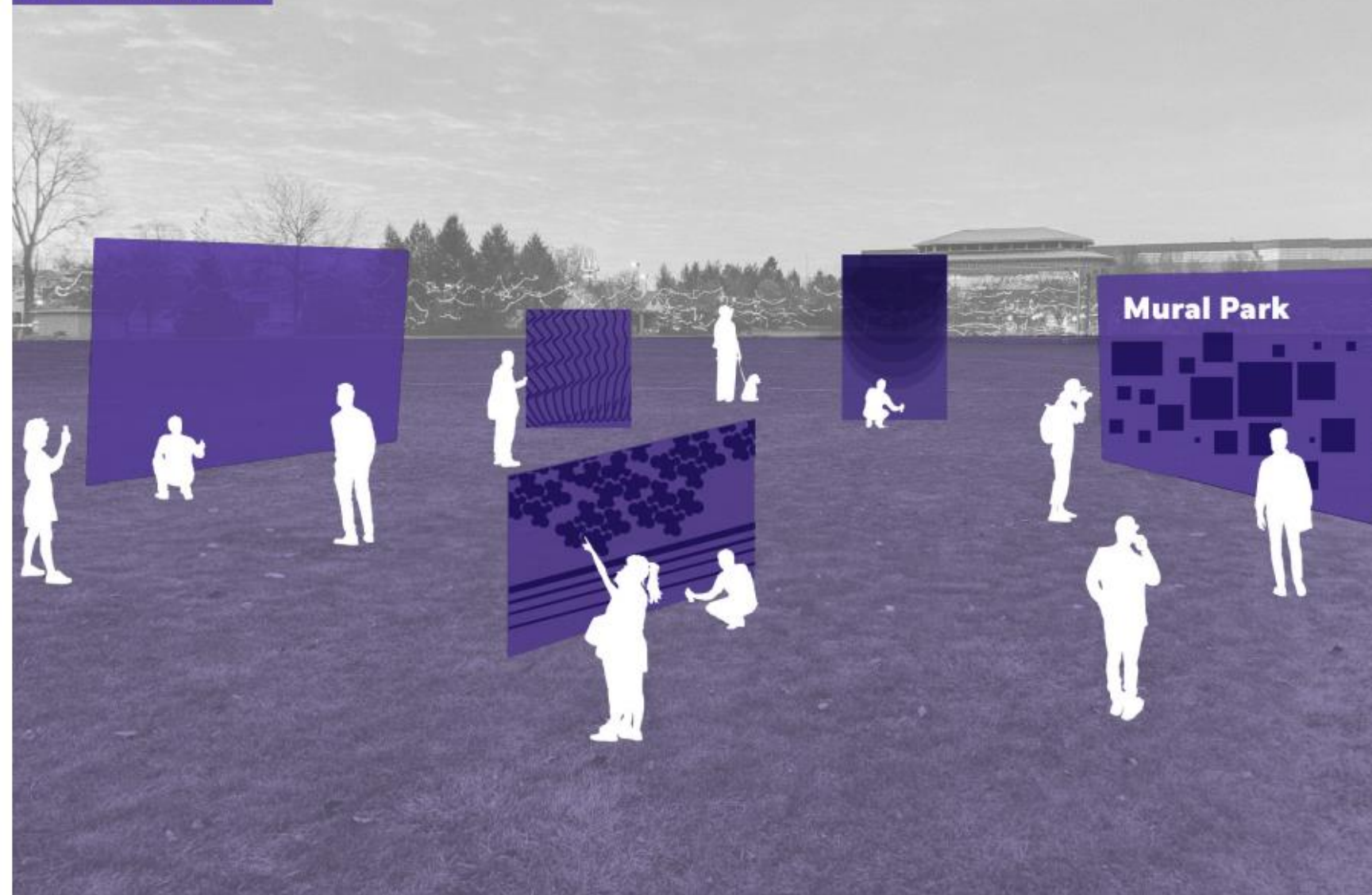
Incremental

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MURAL PARK



ESTABLISH A DEDICATED PARK SPACE FOR ROTATING AND TEMPORARY MURAL INSTALLATIONS, FEATURING POP-UP AREAS FOR DIVERSE ARTISTS.

WOULD YOU PRIORITIZE THIS STRATEGY?

- Why or why not?

WHICH CATEGORY(S) DO YOU THINK THIS STRATEGY BEST FITS INTO?

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FLOATING ART INSTALLATION ON CENTER LAKE



IMPLEMENT A TEMPORARY FLOATING ART INSTALLATION ON CENTER LAKE.

WOULD YOU PRIORITIZE THIS STRATEGY?

- Why or why not?

WHICH CATEGORY(S) DO YOU THINK THIS STRATEGY BEST FITS INTO?

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ROTATING PUBLIC SCULPTURES



CURATE A PROGRAM FOR THE TEMPORARY INSTALLATION AND ROTATION OF SMALL-SCALE SCULPTURES ALONG DOWNTOWN TRAILS AND MAIN STREETS.

WOULD YOU PRIORITIZE THIS STRATEGY?

- Why or why not?

WHICH CATEGORY(S) DO YOU THINK THIS STRATEGY BEST FITS INTO?

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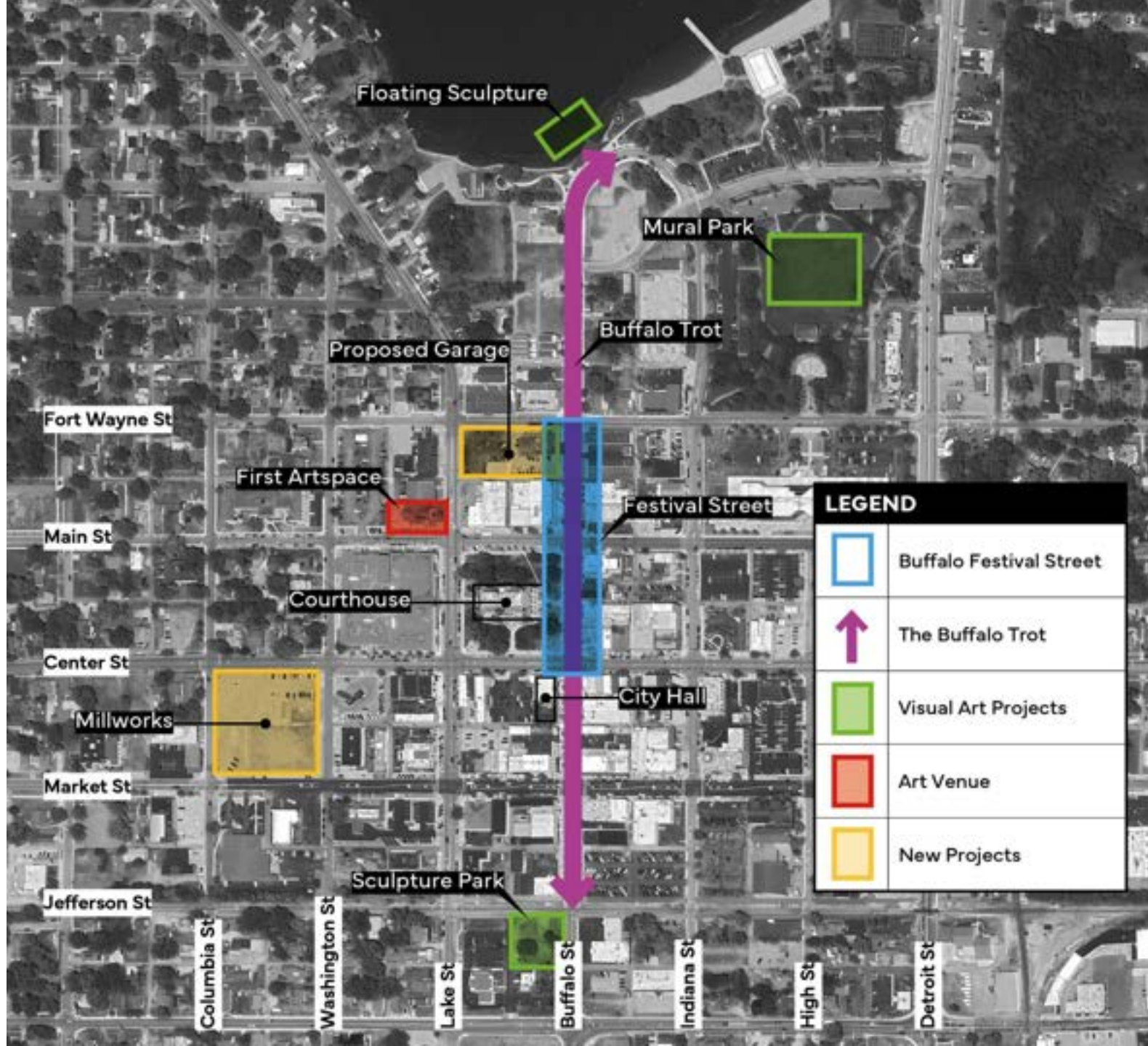
TERRY SWEENEY
Downtown Development Director

Cultural District Development Plan?

Connecting the Dots to Create Basis for a Plan

- How do all the great ideas create a strategy?
- How do you prioritize?
- How do you help others see the big picture?





Cultural District Development Plan?

Redevelopment Underutilized Performance Spaces

Challenges:

- Property Ownership
- Accessibility
- Project Funding
- Market Demand

Operating Model



Cultural District Development Plan?

Redevelopment Underutilized Performance Spaces



2nd floor Above Mad Anthony's Brewery

Cultural District Development Plan?

Redevelopment Underutilized Performance Spaces



3rd floor Above the Repair Lab

Cultural District Development Plan?

Redevelopment Underutilized Performance Spaces



County-owned Vacant Church

Cultural District Development Plan?

Artist Lofts



Potential Artist Loft Projects



Questions!

Your Downtown....Your Brand!

Brand: A promise made and kept!

What is a Brand?

A brand is any distinctive feature like a name, term, tagline, design, or symbol that identifies goods or services.

What is Brand Marketing?

Brand marketing creates a unique identity, values, and perceptions that differentiate it from competitors.



Your Downtown....Your Brand!

Destination Marketing

Promoting a specific location—a city, region, or country—

to attract tourists, businesses, or events. Unlike traditional advertising, which focuses on direct product promotion, destination marketing revolves around storytelling, experiences, and engagement.

Unique Selling Proposition (USP)

What makes your destination special? Whether it's breathtaking landscapes, rich history, or vibrant nightlife, identifying your USP creates a focused marketing campaign that stands out from the competition.



Events - Brand - Culture

Why Do Events?

- Generate organizational revenue!
- Drive customers to spend money!
- Create positive image/meet other goals/reinforces your brand.
- Benefits the community.
- Request by key partner.



Events - Brand - Culture

Downtown Vision

- Culturally Focused
- Community's Living Room
- Performance, Culinary and Visual Art
- Creative Individuals and Businesses

Events - Brand - Culture

New Events on Brand!

- Sip N Shop
- Le Diner En Blanc
- Coffee Klatch
- Run and Walk Training/ Outdoor Fitness
- Fashion Weekend





Le Diner **EN BLANC**

PRESENTED BY

**G&G Hauling & Excavating
Core Mechanical Services**

Events - Brand - Culture

An al fresco dining experience on the streets of downtown Warsaw

- 4 restaurants, 1 Mixologists
 - White Décor and Attired Themed
 - Cocktail Party
 - 3 Course Meals
 - Music and Dancing
- Hotel Package



Events - Brand - Culture



Le Diner
EN BLANC



Events – Brand - Culture



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Events - Brand - Culture



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Events - Brand - Culture



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Events - Brand - Culture



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Events – Brand – Culture

Marketing and Promotions

- Local Print and Radio
- Lifestyle Magazine
- WNDU ads and appearance
- Social Media
- Statewide media organizations

Le Diner
EN BLANC

Events – Brand – Culture

Marketing and Promotions

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May | Vol. 61



ON THE ROAD WITH CULINARY CROSSROADS



SPOTLIGHTING THE

★ People ★ Products ★ Places ★ Services

OF INDIANA'S CULINARY COMMUNITY

Food news from around the state

Welcome to our Culinary Crossroads newsletter, where we spotlight the people, products, places and services of Indiana's vibrant food community. I hope you'll enjoy reading about destinations to explore, restaurants to try, events to attend and the people who make it all happen.



Jolene Ketzenberger
Editor

Le Diner EN BLANC

Downtown Warsaw

Thursday, June 12th

A white décor and attire themed
al fresco dining experience featuring four restaurants

Schedule

D&D Electrical Cocktail Party
6:30 pm - 8:00 pm

Dinner
8:00 pm - 9:00 pm

Dancing
9:00 pm - 10:30 pm

Music:
Pablo's Great Revenge

Presented by Sponsors:

G&G Hauling & Excavating, Core Mechanical Services, Derry
Electric, Inc., M&D Lumber, MacAllister, SSG Hotel Group,
Skyline Builders, Robinson Construction

mainstreetwarsaw.org



MAIN STREET
WARSAW

Warsaw's Le Diner En Blanc brings community together to celebrate local dining

By Jolene Ketzenberger

Isn't June just a gorgeous month in Indiana? It's the start of outdoor festival season, and we have an abundance of creative and delicious events happening all over the state. A look through our foodie calendar will turn up plenty, but we wanted to spotlight one that really captures what we're all about here at Culinary Crossroads.

Warsaw's Le Diner En Blanc, taking place June 12 on the historic courthouse square, will bring together civic and business leaders along with local food fans to spotlight some of the restaurants and chefs from the city's downtown dining scene. It's a perfect example of a community coming together to celebrate the culinary culture that helps make our Indiana cities and towns so appealing.

[Read More →](#)

Events - Brand - Culture

Incubating Events Can Be A Challenge!

What Event Challenges Have You Faced?

- Organizing
- Funding
- Capacity
- Promotion





Questions!