



CONNECTING  
THE DOTS.





1030 ORANGE ST.

INDIANAPOLIS, IN

4 6 2 0 3

317.634.5079



The places, the people, the things — and the great ideas that come from these — are all linked together, connected like points on a map.

At SEND, our most important job is to recognize and strengthen those connections as we work together with the community to continue making the Southeast Side an even better place to live, work, and enjoy great food, entertainment, and cultural experiences.

Now more than ever, SEND is dedicated to taking a holistic approach to improving the quality of life in our neighborhoods. We are moving beyond focusing on this home and that building: now we're building better blocks and better communities. And we are bringing people together to help them connect the dots with us.

**COMMUNITY  
DEVELOPMENT  
DOESN'T HAPPEN  
IN A VACUUM.**

economic times. We're weathering the storm, and things look much brighter for 2009 and 2010. With the help of federal stimulus package funds, SEND is ready to take several projects off of the shelf, dust them off, and get them rolling again.

As we look back at 2008, we see many important accomplishments — with bricks and mortar and bright ideas. Going forward, we're sure our community will keep connecting the dots to even more success.

This idea of comprehensive community development began to take shape for us in 2008, a year when SEND and the Southeast Side showed a real resiliency in tough

**MARK STEWART, *SEND President***

A photograph of two men standing in an art gallery. The man on the left is wearing a light blue short-sleeved button-down shirt and has his hands on his hips. The man on the right is wearing a dark polo shirt with white horizontal stripes, glasses, and has a beard. The background wall is white and decorated with several framed artworks, including two circular embroidery pieces on the left and several rectangular framed pictures on the right.

## CREATIVE CORNER

ART AT STATE AND ENGLISH

○ ● ● ● ● ● ●

WHILE MUCH OF THE SOUTHEAST'S CULTURAL ACTIVITY HAPPENS IN THE HEART OF FOUNTAIN SQUARE, TWO KEY FIGURES IN THE INDIANAPOLIS VISUAL ARTS SCENE ARE WORKING TO EXPAND THE REACH.



## STATE AVENUE + ENGLISH AVENUE

Christopher West, contemporary art curator, and well-known local artist Casey Roberts are now bringing their creative flair to one of SEND's buildings at State Avenue and English Avenue. West, who lives on the top floor of the storefront, is leasing the building from SEND with the hope of purchasing it. Roberts uses the downstairs for his art studio and a small gallery called Mt. Comfort.

West and Roberts are just two of many artists, arts organizations, and venues benefiting from SEND's support of cultural efforts in the area. With projects like the building at State and English, SEND is trying to do its part to meet the needs of artists and keep space attractive and affordable in the neighborhood.

Owning a storefront space for a gallery has long been a dream of West's. And with confidence in Fountain Square's potential for future growth, this spot seemed perfect. "Fountain Square is the bohemian enclave of Downtown. With the Cultural Trail coming through, there's a lot of creative capital here," he said. "But there's still a rawness to the neighborhood and an accessibility. And art is one of the main reasons people come here."

Roberts, who is hosting art shows and music events in his space on the first Friday of every month, agrees. "This is the only place in Indianapolis where I see the art scene really growing," he said. "Fountain Square is a destination for people knowing they'll find places that show good artwork."

Both West and Roberts see the corner of State and English — where SEND has two other commercial buildings available — as a hub for other creative ventures like theirs.

*"Fountain Square is the bohemian enclave of Downtown. With the Cultural Trail coming through, there's a lot of creative capital here."*

"This is close enough to the heart of Fountain Square that it is still a viable spot," Roberts said. "I've had nothing but good experiences here."

West hopes others follow his lead. "It would be great to have other creative individuals on the corner," he said. "I think this is an area that could really be embraced by the neighborhood and the arts community."



## A PLACE TO SKATE

PARK CONNECTED WITH THE CULTURAL TRAIL

○ ● ● ● ● ● ●

THE CONVERSATION  
STARTED AFTER A  
NEIGHBORHOOD KID GOT  
YELLED AT FOR SKATING  
IN A COMMUNITY  
CENTER PARKING LOT.

Soon, the idea became figuring out how to welcome skaters to the neighborhood instead of shooing them away. And what better way to do this than to open a park designed especially for skateboarders?

Matt Hale, a Fountain Square resident, artist, and longtime skater, volunteered to lead a group of about 15 creative thinkers in a serious effort to find a solution. Their idea is a skate park where a small playground currently stands near the SENSE school and a small private school owned by Horizon Christian Fellowship on Barth Avenue in Bates Hendricks.

“I was excited about the idea from the start because I’m interested in the development of the city and our neighborhood — and because of my background as somebody who skated for 15 years,” Hale said.

Hale, who works as a graphic designer, researched skate parks in other states to generate ideas for the plan currently in the works. The committee hopes to have the park include artwork and a public theater space — in addition to green space that could still be used by children during school recess. But its top goal would be bringing skaters to the neighborhood from across the city and the nation.

“I want the park to bring in people from all over the country,” Hale said. “These are exactly the kind of people we want in our neighborhood. Skaters are very progressive. They’re into fashion, art, and photography.”

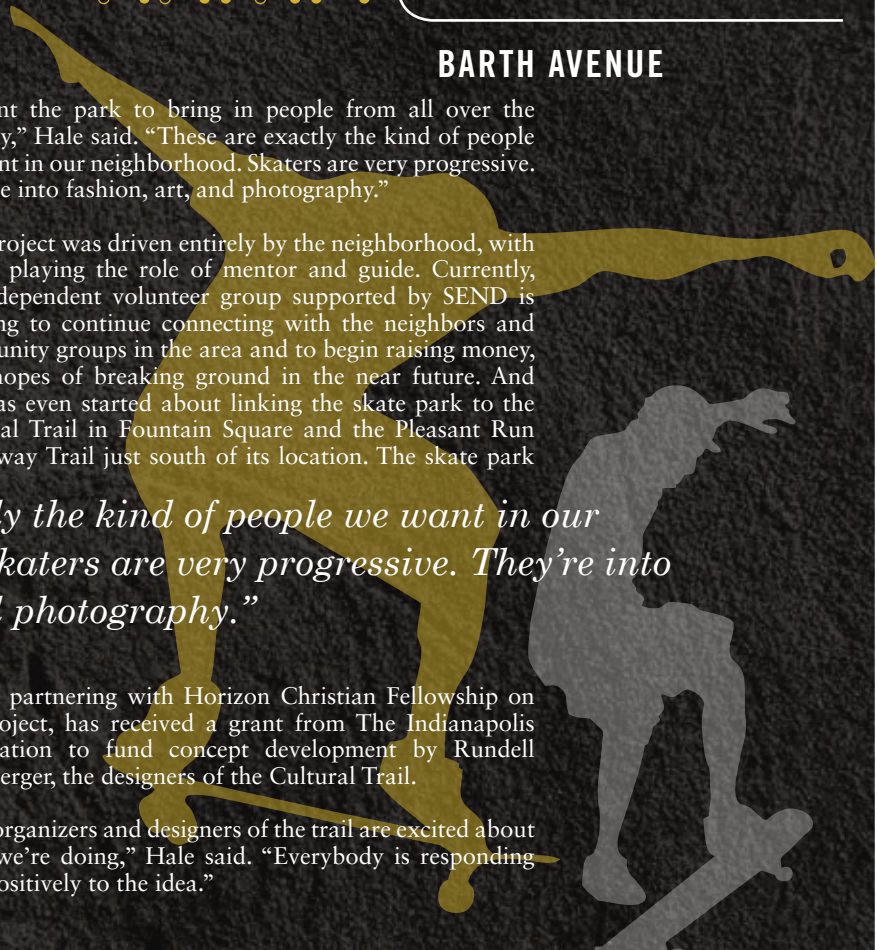
This project was driven entirely by the neighborhood, with SEND playing the role of mentor and guide. Currently, the independent volunteer group supported by SEND is working to continue connecting with the neighbors and community groups in the area and to begin raising money, with hopes of breaking ground in the near future. And talk has even started about linking the skate park to the Cultural Trail in Fountain Square and the Pleasant Run Greenway Trail just south of its location. The skate park

*“These are exactly the kind of people we want in our neighborhood. Skaters are very progressive. They’re into fashion, art, and photography.”*

group, partnering with Horizon Christian Fellowship on the project, has received a grant from The Indianapolis Foundation to fund concept development by Rundell Ernstberger, the designers of the Cultural Trail.

“The organizers and designers of the trail are excited about what we’re doing,” Hale said. “Everybody is responding very positively to the idea.”

## BARTH AVENUE



## UNCOVERING HISTORY

SHIRLEY ENGRAVING'S NEW FAÇADE

WHAT WAS FIRST PLANNED AS A FUNCTIONAL SPRUCING UP OF SHIRLEY ENGRAVING'S VIRGINIA AVENUE BUILDING SOON BECAME AN ADVENTURE IN URBAN ARCHEOLOGY AND RESTORATION.





## VIRGINIA AVENUE

When Linton Calvert, owner of the Fountain Square Theater Building and a historic rehab contractor, visited D.J. Margason's building, he climbed into an area previously hidden by a dropped ceiling and discovered two ornate cast iron columns hidden in the brick storefront.

"If it weren't for Linton taking a peek and Paul Baumgarten (of SEND) going 'Wow, this project could be way better than we had planned,' things might have turned out totally differently," Margason said. "Now it looks like a million bucks."

After the discovery, the façade improvement project — funded in part by a grant from LISC with SEND's assistance — expanded its scope. The original plans to replace windows and remove an awning soon became pulling off most of the front of the building — likely bricked up in the 1970s. After a winter and spring of restoration and consultation with city historic building experts, the Shirley Engraving building looks more like it did when first built in 1876 — the year, Margason points out, that Custer was killed at Little Big Horn. "It's amazing to me that that was going on out west when they were putting up buildings like this here in Indianapolis," he said.

Shirley Engraving moved into the building — originally home of the city's first coffee grinder — in 1981. Margason bought the company that specializes in paper stamping, engraving, and print work in 1986.

An avid bike rider, Margason is especially excited to have his building serve as an attractive feature along the Cultural Trail that will pass by on Virginia Avenue in the near future. "It's great to think that hundreds and even thousands of people are going to ride by our business," he said. "I'm glad that we can be a part of it."

*"It's great to think that hundreds and even thousands of people are going to ride by our business," he said.  
"I'm glad that we can be a part of it."*

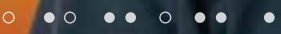
People from the neighborhood have already responded well to the façade improvement. One, who lives on the east side of the Villagio condominiums across the street, even stopped in to say so. "He came over to tell us thanks and that he appreciated the work we did on the building," Margason said. "That was really nice to hear."



IN CHALLENGING ECONOMIC TIMES, ANY NEIGHBORHOOD WOULD BE OVERJOYED TO SEE ONE NEW BAR OR RESTAURANT BECOME A SUCCESS.

## BOOMING BUSINESS

SIAM SQUARE





## VIRGINIA AVENUE

But Fountain Square saw two spots that opened at nearly the same time in 2008 go on to thrive and become citywide hotspots.

Siam Square, a Thai restaurant on Virginia Avenue owned by Ed and Sasatorn Rudisell, and the Brass Ring, a bar and restaurant on Shelby Street owned by Scott and Dawn Burgin, have both enjoyed strong support from neighborhood residents and patrons from around the city.

When Siam Square opened in the former Bistro 936 building in October of 2008, Ed Rudisell expected good things. The rent was affordable. The neighborhood was growing. SEND offered support for new businesses like his. And he knew a solid group of artists and other culturally minded people were living and working in the neighborhood.

“We knew there was a hidden demographic of people who would support a place like ours,” Rudisell said. “We just didn’t know how big it would be.”

It didn’t take long to find out. From the start, Siam Square has been flooded with customers for lunch and dinner — some coming from Downtown businesses. But most are

*“Everybody down here really supports each other — more than in any neighborhood I’ve worked in. It’s like a small town.”*

neighborhood regulars. “At any given time I know half of the people in the restaurant,” said Ed Rudisell, who enjoys a more attractive entry to his restaurant thanks to SEND’s assistance with sidewalk repairs. “Everybody down here really supports each other — more than in any neighborhood I’ve worked in. It’s like a small town.”

A man and a woman are smiling and posing for a photo in a restaurant. The man is wearing a dark hat and a grey button-down shirt. The woman is wearing a blue floral top. The background shows restaurant tables with white tablecloths and a bar area.

## BOOMING BUSINESS

THE BRASS RING

IT'S THE POSITIVE  
ENERGY OF THE  
BRASS RING THAT  
MAKES IT FUN  
FOR EVERYONE.



## SHELBY STREET

Rudisell said he's enjoyed watching The Brass Ring's success along the way, sometimes — like other business owners in the neighborhood — ending his long workdays at the former dive bar spruced up and marketed with the help of façade and Technical Assistance grants facilitated by SEND. Like him, the Burgins came in with high expectations. Again, the results surpassed their hopes. “It has been great since day one,” Dawn said. “It's the neighborhood people who really made it work for us. We have a lot of people passing through after work. But we see regulars from Fountain Square three or four times a week.”

These regulars, like the customers at Siam Square, are often the creative people who live and work in the Wheeler Arts Community and in the Murphy Art Center. But this classy lounge — featuring a popular outdoor patio, live music and specialty drinks — also hosts others who frequented the place when it was the much different Fountain Tavern.

“We have a few who come in from the old place and, while they might be a little hesitant at first, they love it. Everybody gets along great,” Scott said.

These projects are proof that SEND's work in the Fountain Square area is having a positive impact — and that building momentum and relationships is as important to community

*“The attitude of the customers and staff here is very contagious. People may come in with a scowl on their faces, but they leave with smile.”*

development as bricks and mortar. Because, in the end, it's the positive energy of the Brass Ring that makes it fun for everyone, Dawn said. “The attitude of the customers and staff here is very contagious. People may come in with a scowl on their faces, but they leave with smiles.”



WHAT WAS RECENTLY A BLIGHTED AND EMPTY WAREHOUSE AT THE CORNER OF FLETCHER AVENUE AND SHELBY STREET IS NOW THE AWARD-WINNING HOME OF KEEP INDIANAPOLIS BEAUTIFUL — A CITYWIDE ORGANIZATION DEDICATED TO GREEN APPROACHES TO COMMUNITY REVITALIZATION.

## GOING GREEN

KIB MOVES TO FOUNTAIN SQUARE





## FLETCHER AVENUE

By purchasing the building from SEND and attractively renovating it, KIB helped accomplish SEND's goal of finding a dynamic use for this building in the heart of the neighborhood. Now Fountain Square has another attractive gateway, and KIB has the efficient location it needed.

Before opening here in 2008, KIB struggled to operate efficiently in rented office and storage spaces throughout the city. Its new home now combines administrative offices, training, and equipment storage in a single highly attractive and environmentally friendly location.

"The headquarters embodies our commitment to a quality environment and to community renewal," said KIB President David Forsell. "It's also a wonderful example of sustainable design and redevelopment that contributes to the vitality of one of the city's great neighborhoods."

In this location, KIB is able to better serve its many constituents, including one million metropolitan residents, 30,000 volunteers, and many other partners. With SEND's help along the way, purchasing and rehabbing the building has allowed KIB to save time and money by consolidating its resources. KIB staff estimates it lost 350 hours driving among various sites in 2006.

The building's design incorporates many green design elements, including a pervious-pavement parking lot to

reduce storm-water runoff, a reflective "cool roof" to reduce the heat-island effect and energy usage, an 8,000-gallon cistern to capture rainwater for watering plant material, and a central atrium to capture natural daylight and give KIB staff views to an open-air courtyard of native plants and trees. Green materials used at the building included low-VOC paints, energy-efficient appliances and light bulbs, and used furniture or furniture made from recycled materials. SEND helped facilitate façade grants from LISC that helped cover some of the cost of the project.

KIB earned several awards for its efforts with the new headquarters in 2008, including a first-place honor in the Monumental Award Awards for Innovative Reuse and Community Development, a merit award for Interior Design and an achievement award for Construction and Landscape Architecture.

*"The headquarters embodies our commitment to a quality environment and to community renewal."*

"Our headquarters is yet another way KIB is able to exemplify its mission in this location," Forsell said. "And our building is also near the upcoming Cultural Trail. Having a green resource as a possible destination near the trail is a very exciting prospect for KIB and for the city."



## BUILDING BLOCKS

COMPREHENSIVE COMMUNITY DEVELOPMENT IN ACTION

○ ● ● ● ● ● ●

AFTER FIXING UP BLIGHTED HOMES FOR MORE THAN 20 YEARS, LEADERS AT SEND AND IN THE COMMUNITY CONCLUDED THAT IT WAS IN THE BUSINESS OF REHABBING HOUSES WHEN IT SHOULD BE TRANSFORMING NEIGHBORHOODS.



Starting in 2008, SEND developed a new strategy for effecting change. The Building Blocks program began by leading neighborhood residents through the process of transforming two entire blocks of South New Jersey Street in the Bates-Hendricks neighborhood just south of Downtown Indianapolis. As a result, a previously blighted street became a centerpiece of revitalization, and residents celebrated with a well-attended Fab for Less Design Home Tour of the blocks that featured three home rehabs by SEND and homeowner repair of 75 percent of the houses on the block — a total of \$1.25 million in investment.

Building Blocks has done far more than make this area of Bates-Hendricks look better. It created a forum for residents, community organizations, and the City of Indianapolis to partner in taking a holistic approach to community development. It allowed housing and infrastructure improvements to serve as a catalyst for building community and creating sustainable change. The rehabbed houses were only one part of a more powerful and lasting transformation.

Now, because of the success on New Jersey Street, SEND has decided to take this model to other areas of the neighborhood and implement resident-driven strategies in each area it approaches. Residents on Churchman Avenue are working in small groups to plan

strategies for improving the quality of life on their blocks and define success for their neighborhood. They hope to soon enjoy transformation similar to what neighbors experienced in Bates-Hendricks.

“One of the most important things we can do is change attitudes and help people feel inspired to make a change. This project created a perception that change is possible and can happen,” said Bates-Hendricks neighborhood resident Greg Allen. “We’ve seen real change in the


*“One of the most important things we can do is change attitudes and help people feel inspired to make a change.”*

neighborhood. We’ve seen a new order of things that can happen. Inspiring a community to go a more positive direction is a really different and difficult thing to do. Building Blocks succeeded in doing this.”


SEND also received recognition for its success with Building Blocks at the 2008 annual Monumental Affair Awards. SEND received a first-place “honor” designation in the Mayor’s Neighborhood Awards and a second-place “merit” award in the Community Development category.


# BOARD OF DIRECTORS


 = RESIDENT

 **Matt Aalsma**, 2003  
Chairperson  
Adolescent psychologist

**Paul Bongen**, 2007  
Eli Lilly and Company

 **Mike Boring**, 2005  
Attorney, Boring and Associates


 **Elaine Cates**, 2006  
Founding president, FACT

 **Bernice Corley**, 2002  
Attorney, Locke Reynolds LLP

**Jane Dall**, 2006  
Attorney, Baker & Daniels

 **Paul Dijak-Robinson**, 2008  
Fountain Square Merchants Association


**Dave Dore**, 2008  
White Castle Regional Director  
White Castle System, Inc.

 **Jon Elrod**, 2006  
Attorney, Elrod and Mascher, P.C.

**Mike Halstead**, 2007  
Halstead Architects

**Sandra Jarvis**, 2008  
Commercial Real Estate Sales  
Indy Squared

**Judge Mike Keele**, 2002  
Marion County Superior Court

 **Jerry Keys**, 2007  
Community Organizer, Making Connections

**Korlon Kilpatrick**, 2005  
Vice Chairperson  
Vice President of Operations,  
Passport Distribution and  
Technology Services

**Tim Maher**, 2002  
Professor of Sociology,  
Director of Community Programs  
University of Indianapolis

 **Shauta Marsh**, 2007  
Big Car Gallery

 **Mike McCormick**, 2003  
Accountant

 **Jeff Miller**, 2006  
Board of Directors,  
Fletcher Place Neighborhood Association

 **Jonathan Mirqueaux**, 2007  
Engineer, R.W. Armstrong



## STAFF LIST + VOLUNTEERS

 **Jane Mullikin**, 2008  
Southeast Organizer

**Jim Rink**, 2006  
Treasurer  
Indiana Farm Bureau Insurance

**Ann Sumner**, 2007  
Assistant Vice President, National City Bank

**Terry Sweeney**, 2004  
Vice President of Real Estate,  
Indianapolis Downtown, Inc.

**Malia Vanaman**, 2004  
Secretary  
Assistant Grant Manager,  
Indiana Department of Natural Resources

 **Mark Wilson**, 2006  
Community Organizer

**Mark Stewart**, President

**Julie Beaubien**, Vice President

**Donna Bradshaw**, Director of Financial Services

**Kipp Normand**, Real Estate Development Manager

**Paul Baumgarten**, Main Street Manager

**Erin Brown**, Office Manager

**Ken Gall**, Home Repair Specialist

**Jennifer Rice VonDeylen**, Southeast Plan Coordinator

**Katie Kasper**, Development and Planning Manager

**David Edmonds**, Neighborhood Services Coordinator

### Volunteers

SEND would like to thank all the volunteers who graciously donated their time over the past year--and who are too numerous to thank individually in the space provided here. Thank you! We literally couldn't have accomplished everything we've done without you.

# DONORS



## **\$1-\$199**

Matt and Tina Aalsma  
Addressing Machines and Supply Inc.  
Greg Allen  
American Postal Workers Union  
Jerry and Jan Barnaby  
Brad and Julie Beaubien  
Susan Beauchamp  
Eugene Bennett  
Mike and Elizabeth Boring  
Lydia Brasher  
Lera Calvert  
Moira Carlstedt  
Viola Casada  
Elaine Cates  
Mollie Clements  
Paul and Suzanne Dijak-Robinson  
John Einhacker  
David and Shannon Forsell  
Keith Fox  
Janine Gensheimer  
Mary Goad  
Vickie Goens

Great Frame Up  
Charles and Nora Green  
Ruby Harding  
Ken Haupt  
Hoosier Farm Bureau Credit Union  
Ken and Becky Honeywell  
Jenine Howard  
Indianapolis Downtown, Inc.  
Mike and Elizabeth Keele  
Erin Kem  
Kemna Restoration and Construction  
Jerry Keys  
Rita Kistner  
Tim Maher  
Nel Main  
Julie McGrath  
Jonathon Mirgeaux and Kelli Safford  
Jane Mullikin  
Kathleen Murphy  
Donald Murphy  
James and Kimberly Musick  
Kipp Normand  
Lisa Osterman  
Vince Pollard

Martha Rearick  
Jim Rink  
Kay Santi  
Marceal Shirley  
Grethe Smith  
Mary Ann Sullivan  
Christina Summers  
Ann Sumner  
Savrino Vanaman  
Mark and Emily Vanest  
Elvia Vierling  
Mary Vinci  
Jim Walker and Shauta Marsh  
Wellpoint Associate Giving Campaign  
Mark Wilson  
Margaret Wiltrout

## **\$200-\$999**

The Corsaro Group  
Bernice Corley  
Jane Dall  
Russell and Rebecca Dean



## DONORS

Marty Dusel  
John Eaglesfield  
Joe Giacoletti  
Mike Halstead  
Kenneth Holsclaw  
Tim and Tonya Hunley  
Sandra Jarvis  
Paul and Katie Kasper  
Scott Keller  
Korlon Kilpatrick  
Mike McCormick  
Jeff and Carolyn Miller  
Jim Mulholland  
Aaron Renn  
Debbie Riedweg  
Susan Riedweg  
Robert Sachs  
The Sallie Mae Fund  
Scott Severns  
Mark and Amy Stewart  
Bill and Joanna Taft  
Katherine Wicker

### **\$1,000-\$2,499**

Paul Bongen  
Claus' German Sausage and Meats  
David Dore  
Nathan Froyd  
Raymond Kauffman  
Reynolds Construction  
Esther Riedweg  
Mark Wright

### **\$2,500 +**

August Hardee II  
Indiana Farm Bureau Insurance  
RJ and Judy Smith

### **Fab For Less Donors**

Axis Architecture  
Bates-Hendricks Neighborhood Association  
City of Indianapolis

Full Blown Productions  
Joe Giacoletti  
Health and Hospital Corporation  
of Marion County  
Historic Landmarks of Indiana  
IHCDA  
Indiana Community Action Association  
INHP  
Interface Carpet  
IPL  
Keep Indianapolis Beautiful  
LISC  
Medium Fusion Creative Group  
National City Bank  
Porter Paints  
Sherwin Williams  
Superior Kitchen and Bath  
Surroundings by Natureworks+  
The Talon Group  
Unitarian Universalist Church of Indianapolis  
Well Done Marketing

# FINANCIALS

## INCOME STATEMENT

### REVENUES

Grants: 2008	
<i>Housing</i>	864,359
<i>Economic development</i>	429,859
Contributions	56,271
Rental income & management fees	749,983
Development fees	10,000
Other	227,207
<hr/>	
<b>Total Revenue</b>	<b>2,337,679</b>

### EXPENSES

Personnel	484,674
Administrative	388,309
Housing programs	823,790
Economic development	184,330
Youth programs	8,627
<hr/>	
Total expense related to operations	1,889,730
<hr/>	
Net gain-operations	447,949
<i>Less:</i>	
<i>Planned loss on sale of homes</i>	<i>(333,613)</i>
<i>Unrealized loss on interest rate swap</i>	<i>(74,174)</i>
<hr/>	
<b>Net Income</b>	<b>40,162</b>

## BALANCE SHEET

Current assets	440,840
Long-term assets	1,299,866
Property & equipment	7,914,812
Investment in partnership	1,850,717
<hr/>	
Total assets	11,506,235
<i>Less:</i>	
<i>Total liabilities</i>	<i>(7,962,194)</i>
<hr/>	
<b>Net Assets</b>	<b>3,544,041</b>



1030 ORANGE ST.  
INDIANAPOLIS, IN  
4 6 2 0 3  
317.634.5079

