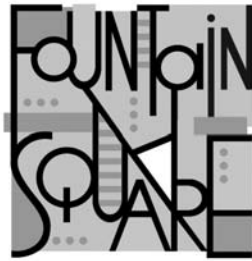


Cultural District Identity Launches This Fall

For more than a year, Fountain Square has been part of a local initiative to identify and create “cultural districts” in some of Indianapolis’s most distinctive neighborhoods. Hundreds of hours of meetings, brainstorming sessions, and creative work later, Fountain Square is unveiling its new Cultural District logo, tag line, and marketing identity.



“Fountain Square: Close In...Far Out” was created by a team of strategic marketing and creative professionals under the guidance of the Cultural Districts Council, Indianapolis Downtown, Inc., The Corsaro Group, and Ball State University College of Architecture and Planning Indianapolis Center. Many Fountain Square merchants and residents lent their voices to the discussions and influenced the work that was eventually produced.

“We think the identity materials will give our merchants a big advantage,” said Fountain Square Main Street Director Paul Baumgarten. “The logo will help visitors get a fix on where the merchants are, and will make each individual merchant part of something larger and more exciting.”

Fountain Square Main Street, a program of SEND, is taking the lead in promoting the new Cultural District identity. This fall, people around Indianapolis will hear a new radio campaign promoting Fountain Square. The campaign will also include posters, postcards, and a new Fountain Square Merchant Directory and map.

Fountain Square is one of six areas named a Cultural District as part of the Cultural Districts Program. The others are Broad Ripple Village, the Canal District, Massachusetts Avenue, the Downtown Wholesale District, and Indiana Avenue.

“We expect to get all sorts of benefits from this initiative,” Baumgarten said. “The districts as a whole are being promoted to visitors to Indianapolis, making them aware of all the interesting things there are to do here. We think it will mean more business and better attendance at special events for Fountain Square.”

Continued from cover

“Our hope is to instill a sense of neighborhood pride and community in our kids,” said Lasmanis. “Our programs are designed to integrate the southeast side neighborhood into all school activities, including supplemental instruction materials and special projects that include students and their families.”

SENSE offers innovative instruction methods that allow teachers to address students’ individual abilities and needs. Its curriculum is a back-to-basics approach with a key emphasis on strong reading, writing, and math skills. Students from Spanish-speaking homes are welcome, and all students have the opportunity to learn the Spanish language.

Charter schools are independent public schools and they are governed by independent boards. They were developed to integrate the highest strengths of public and private education.

“We are planning to add grade four in 2005, and grade five in 2006,” said Taft. “We believe SENSE is a necessary step in giving southeast side kids and the southeast side neighborhood a competitive edge for the future.”



SOUTHEAST NEIGHBORHOOD DEVELOPMENT

1030 Orange Street
Indianapolis, IN 46203



News from Southeast Neighborhood Development

3RD QUARTER 2004

Mayoral Visit Marks the Opening of SENSE Charter School

Indianapolis Mayor Bart Peterson paid the Southeast Neighborhood School of Excellence (SENSE) a visit on August 16, its first full day of classes. Mayor Peterson has been a strong supporter of charter school development, and SENSE CEO J. C. Lasmanis felt it was a fitting way to begin the school year.

“SENSE was awarded its charter by Mayor Peterson this spring,” said Lasmanis. “His visit marked the culmination of years of work by local government, and the residents, businesses, and organizations in this area that recognized the need for change in the Spring of 2001.”

SEND sponsors SENSE, and was also part of the original planning committee that recognized the need for a charter school in the southeast side neighborhood. The Annie E. Casey Foundation is also a SENSE sponsor.

“More than 50 percent of the neighborhood’s children fail to complete high school,” said Bill Taft, president of SEND. “We knew we needed to take action, both for the future of the children here and for the competitive future of the neighborhood. We felt elementary education was the best place to start.”

SENSE is a community-based, elementary charter school, offering grades K-3. Its goal is to nurture academic excellence, social development, and civic responsibility in every student. The school is located in the old Leedy Manufacturing Company building. Tuition is absolutely free, and before- and after-school care are available for a small fee.



Mayor Peterson

SEND Encourage Homebuyers To "Own Downtown"

What do you do when you have houses you need to sell now and limited marketing budget? You create an ad campaign that's as noticeable as possible! This fall, SEND ran small-but-eye-catching display ads in The Indianapolis Star, InTake, and Nuvo Newsweekly, and electronic banner advertising on indianapolismusic.net. We also created flyers with the "Own Downtown" message for distribution in area stores and restaurants. At press time, the campaign was generating lots of buzz: visits to the housing page on the SEND Web site (www.sendcdc.org) were up substantially. Raising the number of people interested in becoming southeast side homeowners will advance our mission of increasing the percentage of owner-occupied homes in the neighborhood.

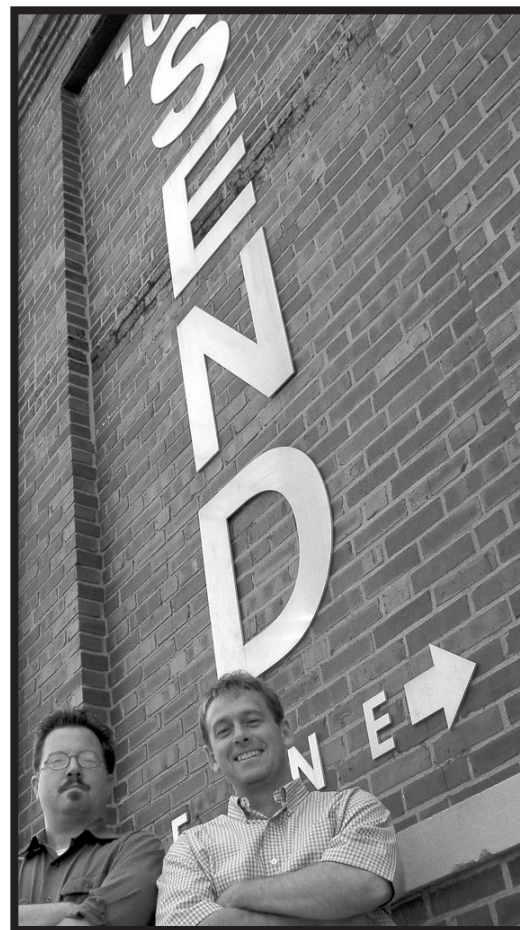


Welcome Our New Board And Staff Members!

All of a sudden, there are lots of new faces around SEND. This past August, SEND elected four new members to our board of directors: Malia Savanino, Terry Sweeney, Paul Valasquez, and Jim Walker. New officers for 2004-05 are Jim Mulholland, chairperson; Bernice Corley, vice-chairperson; Susan Beauchamp, secretary; and Marty Dusel, treasurer.

We have also recently added two new staff members: Mark Stewart and Kipp Normand. Mark Stewart has joined as Vice President of SEND, and will assist Bill Taft in the daily operations of SEND staff and programs. Most recently, Mark served as housing director for the South Central Community Action Program.

Kipp Normand is the Real Estate Development Manager for SEND. He will oversee the purchase, design, and renovation of homes for resale to new homeowners. Kipp came to SEND from the Indianapolis Historic Preservation Commission, where he served as an architectural reviewer.



Kipp Normand (left) and Mark Stewart (right)

Group Work Camp Helps Area Homeowners

Group Workcamp (GWC), in partnership with Southeast Neighborhood Development (SEND), worked the entire first week of July to repair nearly 30 homes on the near southeast side, providing services such as painting, roof repair, dry walling, fencing, light carpentry, and guttering. As part of its mission, SEND provides free home repair service to qualified residents, and currently has a two-year waiting list for this type of assistance. GWC helped whittle down that list.

"Each GWC work crew consisted of six campers, including four kids and one or two adults," stated John Eaglesfield, volunteer GWC coordinator. "The kids ranged in age from 12-19, and they came from all over the country to work. This year, there were about 220 total volunteers."

Group Workcamp is a national organization that organizes these youth-based, weeklong camps across the nation. GWC recruits the kids through church youth groups, and they, along with adult volunteers, give freely of their time and hard work.

"Kids who participate have to raise money to come to camp," Eaglesfield said. "The money is sent to GWC, which uses it to pay for food, food services, camp rental, and the in-house support staff that arrives the week before camp to organize suppliers."

This year, the "camp" was Washington Community School, where campers showered, ate, and slept. During their one-week stay, with the help of SEND, GWC, Sherwin Williams Paint and Lowe's Hardware stores, the "campers" provided over 7,700 hours of free labor valued at more than \$50,000.

"These were very nice people who worked on my house," wrote one resident on her post-camp inspection form. "They did a great job. They had knowledge of what they were doing. The staff was great and worked well with the kids. I thank God for sending these angels to my home."

In addition to national sponsors, local sponsors of the camp were SEND, the Annie E. Casey Foundation, the Indianapolis Foundation, the Indianapolis Neighborhood Housing Partnership, Indianapolis Weed and Seed, and Resurrection Lutheran Church in Indianapolis.

"SEND, as well as our other local sponsors, believes GWC is an excellent investment," said Ken Gall, home repair specialist with SEND. "It provides positive reinforcement for our residents, it helps SEND fulfill its housing repair mission, and in the end, and the campers fulfill their mission of helping those in need."

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Green 3 Selected for Streetscape Improvement Project

SEND has selected Green 3 to manage the first phase of the Fountain Square Streetscape Improvement, a construction project for the intersection of Virginia Avenue, Prospect Street, and Shelby Street. Green 3 is an environmental design, landscape architecture, and grant writing firm located in Fountain Square.

"We will be working on intersection improvements, restoration of the Pioneer Fountain, creation of a new plaza, and overall streetscape improvements," said Jonathon Mooney, one of three Green 3 principals. "We are thrilled to be a part of this neighborhood's revitalization."

Last December, Fountain Square was awarded \$500,000 in federal funds to begin the construction phase of this long-term project, which has the goal of reestablishing a balance between the needs of traffic flowing through the intersection and the needs of neighborhood pedestrians. Green 3 wrote the grant proposal for the funds. The goal is for the first phase to be completed in 2006.

"Green 3 knew that SEND was working to bring about the improvements," said Bill Taft, president of SEND. "They have expertise in grant writing, and when they offered to write the federal transportation grant for the funds, we took them up on it. Not only can they help with ideas, but they can assist in getting the funds to bring the ideas to life."

The three-phase revitalization plan for the Fountain Square commercial district streetscape began in 1996 and has become a priority from both the public space and overall development standpoints. SEND and the Fountain Square Merchants Association have been working together to make the proposed improvements a reality.

You've Got Mail...We Hope!

SEND wants to save money and serve you better. How are we going to do that? Starting in January 2005, this newsletter will come to you ELECTRONICALLY, saving printing costs, lots of trees, and just as important, space in your mailbox.

Please help us update our records. Call, fax, or e-mail Amanda Whatley with your current e-mail address. You can talk to Amanda at 634-5079, X 11; fax her at 634-3137; or e-mail her at agallivan@sendcdc.org.

