

Keeping SEND—And The City— Moving In The Right Direction

If you've had much contact with SEND lately, you may have noticed a few changes. In particular, you may be seeing a little more of Vice President Mark Stewart...and a little less of President Bill Taft. Here's why:

Thanks in large part to the success of SEND as one of Indianapolis's premier community development corporations, Local Initiatives Support Corporation (LISC) has asked for Bill Taft's help in managing its new Fostering Commercial Urban Strategies (FOCUS) project. Bill is spending part of his time talking with community leaders and laying the groundwork to start the planning process for three commercial revitalization programs: West Washington Street, 16th Street, and Martin Luther King St.

"It's an honor to be asked to help," Bill said. "Each corridor has its own challenges and opportunities. And it's great to be able to take what we've learned in Fountain Square and use it to benefit the larger Indianapolis community."

Speaking of challenges and opportunities, enter Mark Stewart, who is overseeing many of SEND's day-to-day operations, particularly in the areas of personnel, finance, and development. "One of my major responsibilities is keeping projects and contracts on track—and making sure our projects run on schedule and on budget," Mark said.

Among Mark's major concerns right now is the Corners Project, which features the rehabilitation of four buildings at three key SEND-area intersections. (See the story in this newsletter.) Mark is also very involved in the Two Wheeler renovation project that is creating new studio spaces at the current SEND warehouse located south of the Wheeler Arts Community.

Although Mark oversees more commercial development projects, he is also involved with residential projects, staying abreast of conditions in the neighborhood and assessing the feasibility of projects on an ongoing basis.

"(Real Estate Development Manager) Kipp Normand looks at projects from a design and aesthetic standpoint, whereas I evaluate projects from a financial and legal standpoint. I think we make a good team," said Mark.

Continued from cover

5. Complete the Fountain Square Corners Project, the renovation of four historic "corner grocery" buildings into commercial storefronts and residential apartments. (See related story on Page X.)
6. Renovate eight abandoned homes for resale to low-moderate income homeowners.
7. Continue development of major fountain, street, and sidewalk improvements in Fountain Square. (Get an update on what's happening on Page X.)
8. Renovate homes of more than 30 low income homeowners with no-payment funds from the city and federal government.

Altogether, these projects will result in approximately \$8 million invested by SEND on Indianapolis's Southeast Side. Look for more information about these and other projects throughout the year!

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SEND wants to save money and serve you better. How? Starting next issue, 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 or Katie (Amanda's substitute while she's on maternity leave), with your current e-mail address. You can talk to Amanda or Katie at 634-5079, X 11; fax them at 634-3137; or e-mail them at agallivan@sendcdc.org.

Fully Renovated Fountain Square Commercial/Loft Space for Lease

SEND will have historic commercial spaces of 500 s.f. and up available for lease beginning in April. For detailed information, call Mark Stewart at 317.634. 5079 X 21 or e-mail him at mstewart@sendcdc.org



News from Southeast Neighborhood Development

1ST QUARTER 2005

New Year, New Priorities

After a year in which you've opened a charter school, kicked off housing and business development initiatives, run and supported a number of successful events, renovated homes, and taken great steps to protect and improve the quality of life in your neighborhood, what do you do for an encore?

When you're Southeast Neighborhood Development, you keep going! Here's a look at some of SEND's major goals for 2005:

1. Complete the Phase II development of the Southeast Charter Center, including the opening of a middle school and high school in the building. This development follows the successful launch of Southeast Neighborhood School of Excellence (SENSE) elementary school in the fall of 2004. The complex will eventually be home to more than 600 public charter school students in grades K through 12.
2. Host the Rebuilding Together home repair blitz. Also known as Christmas in April, this program will include 500 or more volunteers working on over 30 homes, installing new windows and cabinets, painting, concrete work, and landscaping, at no cost to the homeowner.
3. Complete the Two Wheeler project, which will include 13 creative work lofts in the last undeveloped component of the Wheeler Arts Complex, which is currently being used as the SEND warehouse. Interest in this space among creative professionals has already been high.
4. Launch a program to upgrade the quality of life of residents living in aging private rental homes in the SEND area. This project will benefit our current renters while also making the area more attractive to prospective residents.

Big Events Bring International Flair, Spirit Of Caring To Fountain Square

Fountain Square's special events were even more special in the fourth quarter of 2004. On Saturday, October 31, more than 1,000 people jammed the streets of the square to celebrate the Day of the Dead, a traditional Mexican holiday that encourages respect for family and ancestors. The big celebration included food and drink, music, crafts, and a raucous parade through the streets.

Then on Friday, November 19, about 800 people joined nearly 70 local artists at the Wheeler Arts Community and 15 of the area's top musical acts at Radio Radio to celebrate Tonic Gallery and Tonic Ball III. Works of art at the Tonic Gallery were sold for just \$100 each, and the capacity crowd at Tonic Ball heard a tribute to the songs of Neil Young. All proceeds from these events—about \$20,000 in all—benefited the work of Second Helpings, a SEND-area organization that rescues food from local grocers and restaurants and uses it to prepare nutritious meals that feed more than 2,000 people, six days a week.

It's all proof that Fountain Square is becoming the place to be for events that make a difference in our community!



Four Honored At SEND Holiday Party

Four people were honored for their contributions to SEND at the Southeast community at the annual SEND Christmas Party, held December 7 at the Wheeler Arts Community. Long-time volunteers Bob Kruse and Carl Pebworth received the Helen Fehr Award for their outstanding service. Fountain Square Main Street Manager Paul Baumgarten was named SEND Staff Member of the year. And Mike McCormick, local CPA and all-around community leader, was named Board Member of the Year. Congratulations to all of our award winners. Your good work is making a difference!



From left; Bob Kruse, Carl Pebworth, Mike McCormick and Paul Baumgarten

Annual Event Gets A Makeover

For three years, people from across Indianapolis—and even a few out-of-towners—have flocked to the Southeast Side to see what innovative designers can do on a budget. Deco' Down, a special decorator home tour co-sponsored by SEND and Concord CDC, has showed hundreds of people that you don't have to spend a lot of money to have great-looking interior design.

This year, the event is going to be bigger and better than ever. There are lots of new things going on—including a new name for the event. This year, the event, which will take place Saturday and Sunday, June 11 and 12, will be known as the Fab-For-Less Home Tour.

"We knew we had some equity in the Deco' Down name," said Becky Honeywell, this year's event chairperson. "But we think Fab-For-Less describes the event more clearly, and it's a fun name that's right in keeping with our other marketing efforts."

This year, SEND is getting two homes ready for Fab-For-Less. What's especially interesting is that these homes are located side by side, at 1446 and 1450 English St.—and that they have identical floor plans.

"It gives us a great opportunity to show people what different designers do with the same space," Honeywell said.

Designers are required to work with a budget of no more than \$1,000 per room. All proceeds raised at Fab-For-Less will benefit SEND and Concord CDC.

To find out more about this event, visit sendcdc.org or discoverfountain-square.com.

What's Happening Around The Fountain?

In the last issue of SEND Stories, we reported that Green 3 had been chosen 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.

So what's happened since last fall?

In September, there was a public meeting at which Green 3 presented its research and described how the company would approach the development of the project. Since that time, SEND and Green 3 have had initial coordination meetings with the Indiana Department of Transportation (INDOT) and the Indianapolis Department of Public Works (DPW), as well as a meeting with the staff of the Indianapolis Historic Preservation Commission.

In addition, SEND expects that design concepts will be presented to the public early in 2005.

Preliminary plans call for intersection improvements, restoration of the Pioneer Fountain, creation of a new plaza, and overall streetscape improvements. 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. Local partners Eli Lilly and Company, Farm Bureau Insurance, and Anthem Insurance made significant gifts to match the public grant.

The goal is for the first phase to be completed in 2006.

Keeping The Goal In FOCUS

It's been more than a year since Santorini Greek Kitchen closed its doors in the middle of Fountain Square...and reopened in their newly restored landmark building at 1419 East Prospect Street. Taki and Jeanette Sawi's business is booming.



Taki and Jeanette Sawi

The question is, how did Santorini make the switch? The answer: with the help of SEND and FOCUS.

FOCUS is an innovative partnership of the City of Indianapolis, Local Initiatives Support Corporation (LISC), the Indianapolis Chamber of Commerce, and the Indianapolis Coalition for Neighborhood Development. The mission of FOCUS is to jumpstart commercial development in urban neighborhoods of Indianapolis and create dynamic models for community-supported revitalization.

This collaboration is making systematic changes in the planning, advocacy, and delivery of economic development projects and building long-lasting relationships that connect neighborhoods with businesses to rebuild and revitalize urban markets. Five commercial corridors: Fountain Square, E. 10th Street, W. Washington Street, Martin Luther King Street, and 16th Street are the core areas of concentration for this work. The 25-member Advisory Council, chaired by Mayor Bart Peterson, consists of volunteer representatives from among our local government, development, banking, business and community leaders.

This innovative program was instrumental in helping Santorini grow and expand...and also helped with the creation of the Murphy Arts Building by giving our CDC the tools that it needs to be a catalyst in the community..."

"These projects are important to our community," said Paul Baumgarten, director of Fountain Square Main Street. "They bring much-needed improvements to the area that are still in keeping with the historic character of Fountain Square."

Want to know more about FOCUS? Visit <http://imaps.indy.gov.org/focus/>.

Four Corners. One Great Project

When you think about it, corners are essential to any neighborhood. They're recognizable landmarks and touchstones for the character of the community.

That's why SEND has launched a \$1.4 million development plan known as the Corners Project. The Corners Project seeks to renovate four commercial buildings at three key intersections in the SEND area: Prospect and State, State and English, and Shelby and Fletcher.

According to SEND Vice President Mark Stewart, the Corners Project will help the local commercial and housing initiatives.

"All of these buildings are two-story, residential-over-commercial spaces," he said. "The project is going to bring new businesses into the area as improve the quality of rental properties, as well."

The Corners Project is being financed through new market tax credits and the federal HOPE program that offers credits to businesses that invest in distressed neighborhoods. If all goes according to plan, the renovation should be substantially complete by the fall of 2005.

Visit sendcdc.org...and watch SEND Stories for updates on this important project!