

2024 ANNUAL REPORT



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LETTER FROM THE PRESIDENT



Dear Friends of Downtown Washington,

As we reflect on the past year, I am filled with immense pride and gratitude for the progress we have made together as a community. Discover Downtown Washington's mission of encouraging community-driven revitalization of our beloved downtown district is more than just words, it is a commitment that guides every step we take. This year, we've seen how powerful that commitment can be.

Our board members, volunteers, and supporters have worked tirelessly to breathe new life into our downtown. Through their dedication, we've catalyzed reinvestment, brought exciting new events and opportunities to the downtown district, and fostered a sense of pride that resonates far beyond the boundaries of our downtown. Together, we've turned ideas into action and dreams into tangible change.

Highlights from this year's accomplishments include:

- **Main Street Ready:** Voluntary participation in this program offered by the Indiana Office of Community and Rural Affairs provided an opportunity to work with our stakeholders to establish a successful and sustainable Main Street program. Tailored recommendations for continued downtown improvement efforts, fostering economic growth and long-term success.
- **Downtown Revitalization Plan:** In order to capitalize on the Main Street Ready program funding was received to develop a plan, adopted by the City of Washington, that encompasses goals to increase economic activity, improve quality of life, enhance property values, create more vibrant public spaces, and foster a stronger sense of community identity by attracting residents, businesses, and tourists to the downtown district.
- **Community Events:** From the new Downtown Farmer's Market to Christmas on Main, our events brought hundreds of people together to celebrate our shared heritage and culture. The opening of The Commons, a new outdoor community space, will allow for additional opportunities to continue to build a strong sense of community through downtown events and celebrations.

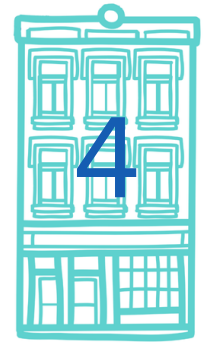
Looking ahead, we are more determined than ever to build on this momentum. In the coming year, we plan to incorporate the implementation of the Downtown Revitalization Plan into the four pillars that guide our efforts Economic Vitality, Promotion, Design, and Organization. This will require not only our dedication but also the continued support of our community. Together, we can create a downtown that is a source of pride for everyone who calls Daviess County home.

Thank you for believing in the vision of Discover Downtown Washington. Thank you for your time, energy, and unwavering commitment to making our community thrive. We are fortunate to have you as partners in this journey.

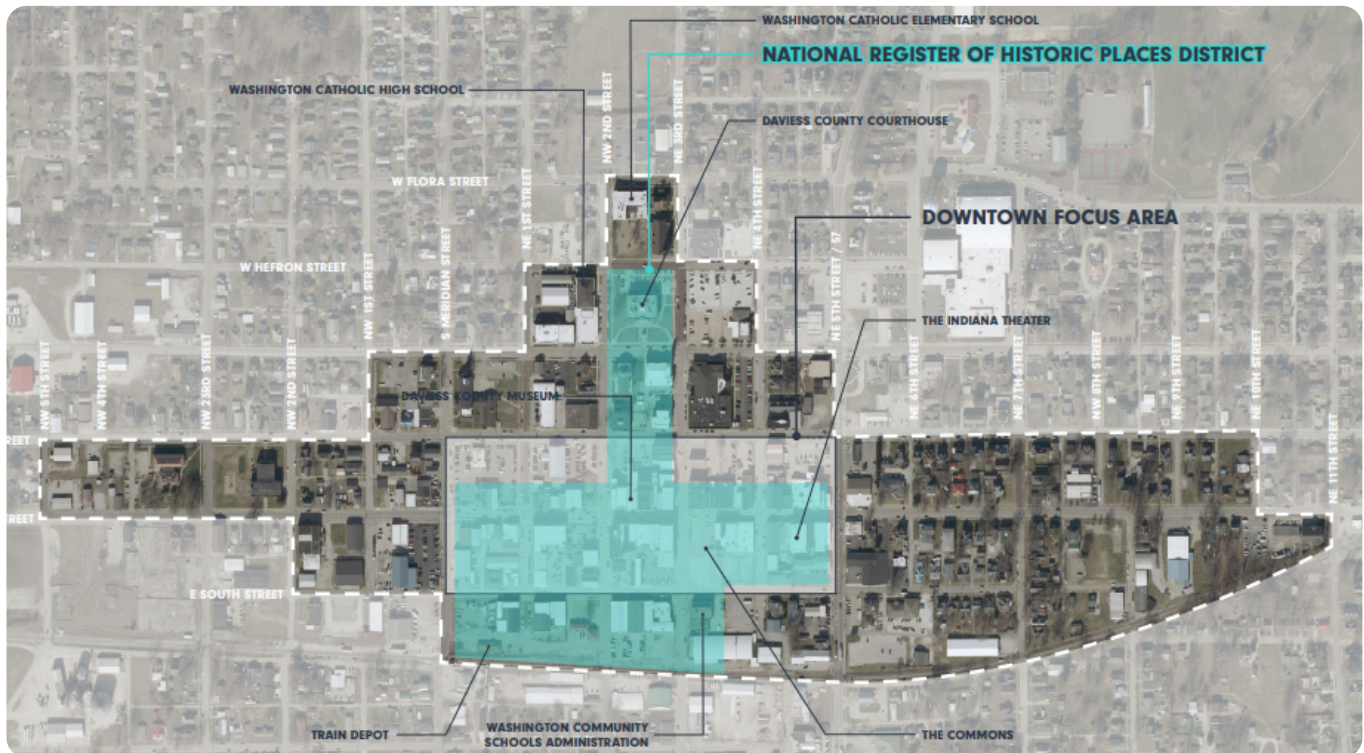
With heartfelt gratitude and hope for the future,

Cindy Barber

ABOUT OUR ORGANIZATION



Discover Downtown Washington, Inc. is a non-profit organization created to lead the city's efforts to invigorate their historic downtown. Following the framework of the Main Street Approach, our organization is responsible for establishing and implementing a vision for downtown Washington through four key strategies, known as Community Transformation Strategies, popularized by the National Main Street Center and the Indiana Office of Community and Rural Affairs' (OCRA) Indiana Main Street Program: Economic Vitality, Promotion, Design and Organization.



Mission

Discover Downtown Washington will implement key strategies for revitalizing downtown Washington by creating a vision for success that is rooted in a solid understanding of the market realities of the district and is informed by broad community engagement.

Vision

Downtown Washington will be known as the south-central Indiana downtown destination of choice filled with vibrant public spaces and thriving businesses.

BOARD SPOTLIGHT



Cindy Barber,
President

Greg Deaves,
Vice President

Mayor Rhoads,
City of Washington

Bob Grewe,
Daviess County
Economic Development

Joe Morris,
Daviess County
Chamber of Commerce

Beth Gabhart,
Promotion Committee
Chair

DeWayne Shake,
Shake Broadcasting

Dusty Davis,
D Davis Construction

Shelley Brinson,
Century 21

Darin Lunsford,
Hudson Office Solutions

Bryan Baumert,
RTC Communications

Ashley Montgomery,
Rockstar Tattoo

Amber Warden, Coordinator

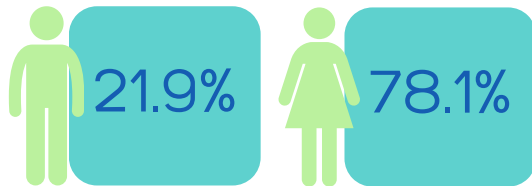
SOCIAL MEDIA AUDIENCE ANALYSIS



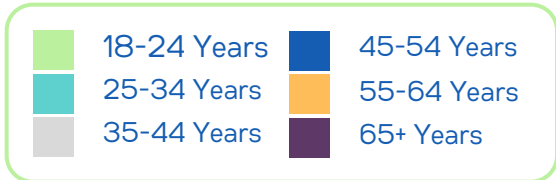
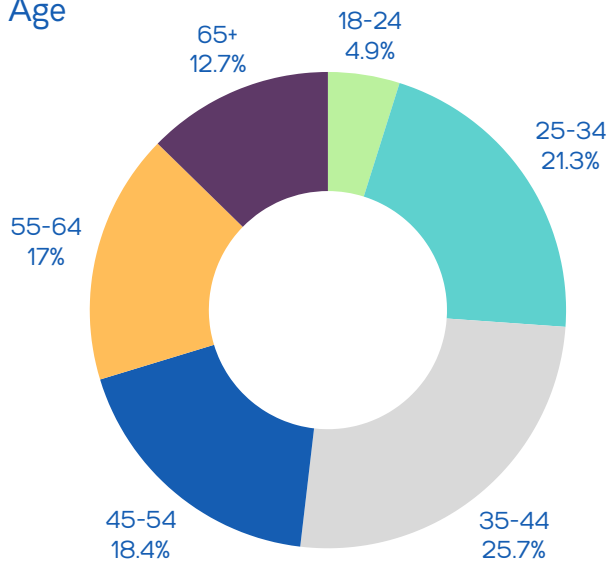
The Social Media Audience Analysis Report provides a comprehensive overview of the demographics, interests, and behaviors of the audience.

Visitor Demographics

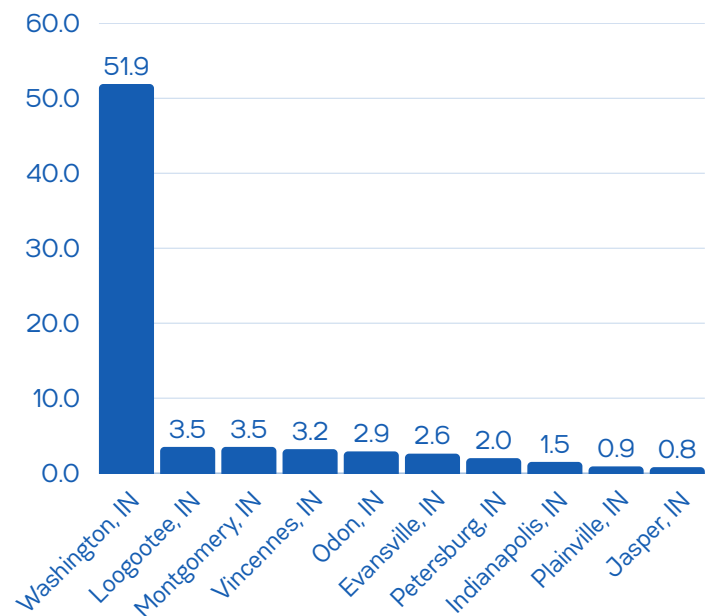
Gender



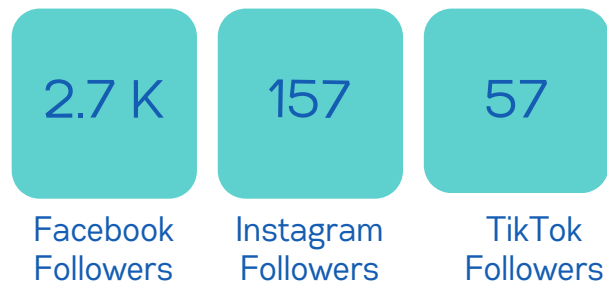
Age



Percentage of Followers by Community



Following Overview



FINANCIAL HIGHLIGHTS



Discover Downtown Washington has achieved notable financial milestones this year, reflecting a robust economic environment and effective management strategy. The organization has seen a consistent increase in revenue through diverse channels, including programming, local business sponsorships and events, contributing to a thriving downtown economy. A focus on sustainability has not only enhanced the organization's footprint but has also attracted funding and grants, bolstering financial stability. Engaging local stakeholders and residents has led to successful fundraising efforts and sponsorships, ensuring ongoing support for downtown events and initiatives. These highlights illustrate Discover Downtown Washington's commitment to fostering a vibrant, economically viable community while enhancing the quality of life for all its stakeholders.

Total Revenue

\$155,797.99

Event Revenue

\$11,516.69

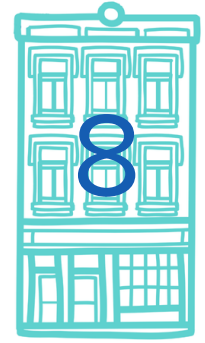
Grant Funding

\$48,000

Sponsorships & Donations

\$83,632.92

2024 PROJECT REVIEW



Discover Downtown Washington has lead numerous projects this year, each aimed at enhancing community engagement and fostering economic growth. Through collaborative efforts, these initiatives have brought together diverse groups and utilized local resources to create a vibrant and inviting atmosphere in the downtown area. From organizing events and festivals to supporting small businesses and improving public spaces, the focus has been on building a sustainable and thriving community hub. As these projects continue to evolve, they have promise to leave a lasting impact, enriching the lives of residents and attracting visitors eager to experience the unique charm of downtown Washington.

Eclipse Event Planning

Leveraged local partnerships with schools, businesses, non-profits, and the City of Washington to plan a three day festival where we welcomed visitors from more than 12 states.

Sustaining Hoosier Communities

Partnered with IU Center for Rural Engagement to gain capacity for 5 microprojects connected to downtown.

Lunch & Learns

Programmed in partnership with the ISBDC and Ivy Tech to support businesses and furthering education within 6 areas of focus and taught by experience instructors.

DORA Planning

Assisted the City of Washington with researching DORA communities, mapping the DORA district, designing signage, and informing downtown businesses on how to prepare.

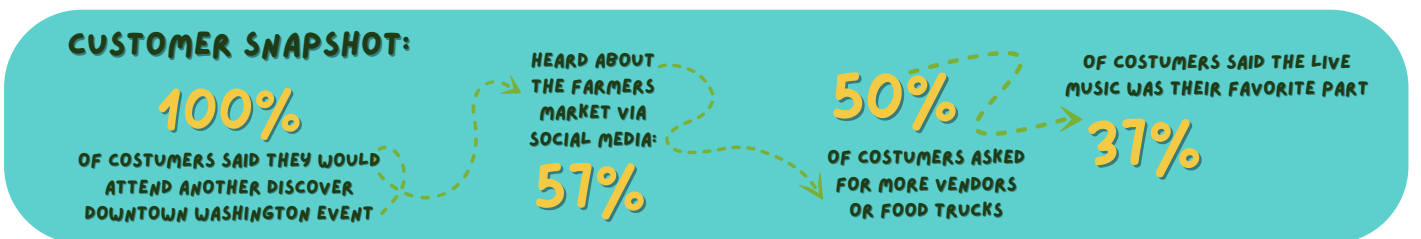
Downtown Revitalization Plan

Lead downtown planning efforts with the support of Daviess County Economic Development Corporation, City of Washington, and the Daviess County Community Foundation. Plan adopted in January 2025.

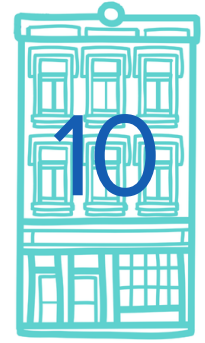
FARMERS MARKET VENDOR BREAKDOWN



This year, we launched the Farmers Market. It was an exciting new venture aimed at bringing the community together and supporting local businesses. We were thrilled to see a diverse array of vendors participating, offering everything from fresh produce to handmade crafts. The vibrant atmosphere was enhanced by live music performances, creating a welcoming space for families and friends to gather and enjoy the day.



DOWNTOWN MERCHANT STORIES



Top Notch Boutique

“Shop Small Saturday on main is our favorite event because it truly feels like people appreciate shopping local.” says *Top Notch Boutique* owner, Alyssa Wagler. “Shopping small matters so much in strengthening our local community.”

62.5 %
Increase in
revenue

In 2024, Top Notch experienced a remarkable increase in sales during the Shop Small Saturday, with a 62.5% rise in revenue.

A Wonderful Life Home Decor and Gifts

“We look forward to [Shop Small Saturday] because it draws attention to supporting local businesses,” says owner, Susie Schmitt. “We have participated since 2022.”



122

Number of Sales
during Shop Small
Saturday for A
Wonderful Life



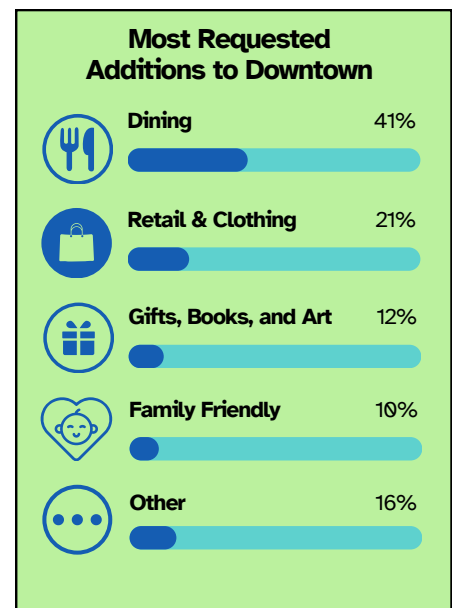
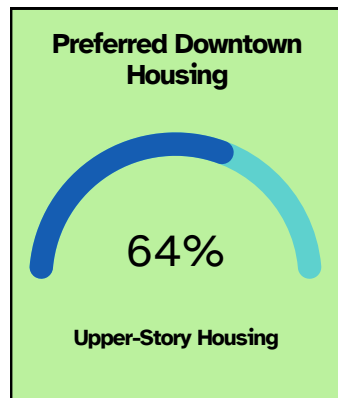
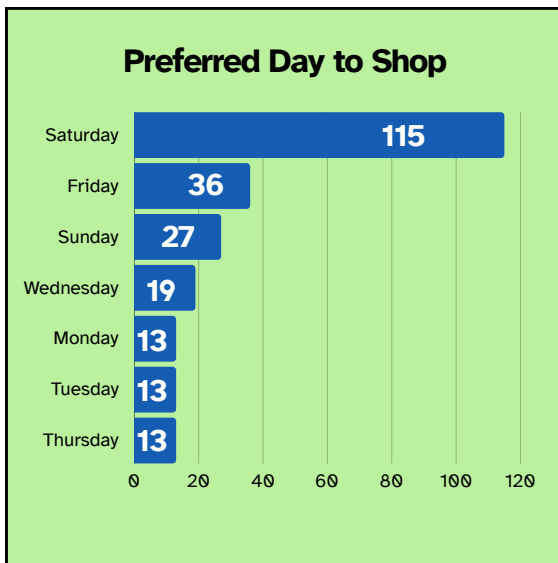
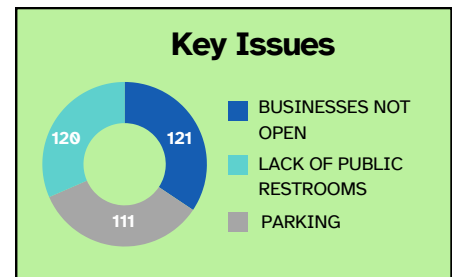
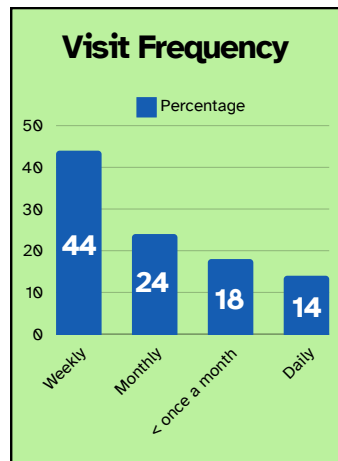
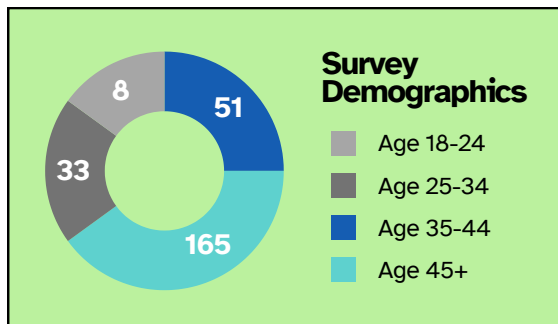
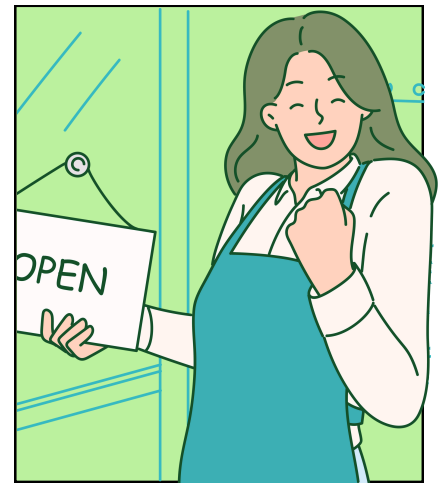
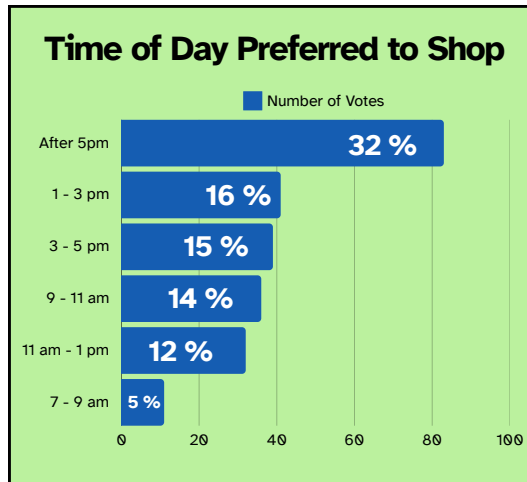
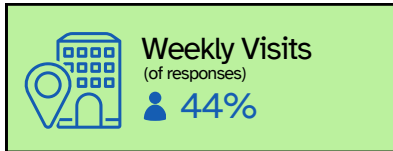
4.2 %

Increase in sales
during Shop Small
Saturday - Cherry
Ghost Coffee
House

COMMUNITY SURVEY RESULTS



In August, Discover Downtown Washington hosted a day long intensive Technical Assistance Program, held by Indiana's Office of Community and Rural Affairs. This report compiles information gathered in OCRA's Community Survey, gauging the community's interaction with the downtown district and Discover Downtown Washington as an organization.



2025 PLANS & PROJECTS



Hiring an Executive Director

Implementing DORA District

Install Photo Op Station

Open Historic Walking Trail

Create Storefront Availability Brochure

Explore Funding for Wayfinding Signage

Review Downtown Ordinance

Grant Funding for Plan Implementation



MAY 17

Color Run

JUNE 6 - OCT 11

Famers Market

NOV 29

Shop Small Saturday

DEC 6

Christmas on Main

