

WABASH MARKETPLACE, INC.

2017

A YEAR IN REVIEW

DOWNTOWN GROWTH | OUTSIDE INTEREST
MEMBERSHIP AND SPONSORS | EVENTS
SOCIAL MEDIA STATS | CONTINUED SUPPORT



PROGRESS!

Memberships

Your Membership:

Shows the city/partners/visitors/other communities alike that **together** much can be achieved

Shows the **dedication** you have to seeing Wabash succeed

Shows your **passion** to our beautiful historic downtown

Intrigues other communities and makes them **envious** of our downtown growth and development

Has helped developed and turned our beautiful historic downtown into a **destination** for visitors near and far

- 138 Members
- You have a heart and passion for Wabash and downtown Wabash
- Each member has been recognized online via website/social media
- Your membership has fostered the growth you see
- New business sponsorships on an array of programs
- New Membership perks including:
 - Weekly Job Postings (hundreds view)
 - Intern Connection with Wabash City/MSD
 - Bi weekly emails to thousands showcasing members, events, jobs, downtown properties

Economic Restructuring

Sale of the Bradley Building

Downtown Property Availability guide online and distributed

Ongoing Facade Program- 5 facades completed in 2017

Rock City Lofts is opening soon

Eagles Theatre is currently under renovation

New Businesses:

Wabash Dawg Park

Chapmans Brewing Co.

Tiny Threads Children's Boutique

Marksmen's Guns

Design

Wabash Riverfront Plaza , creating a new business

Alley Art Walk has pipe bollards

Streetscape initiatives by City of Wabash

New Christmas Decorations

Cigarette Receptacles added to numerous trash cans

Did You Know? In 2016 Indiana Main Street Return

on Investments included:

Supporting 10,843 businesses

2,009 net jobs created



<http://www.in.gov/ocra/mainstreet.htm>

Promotions/Event Highlights

Complete Website Revamp for more downtown Wabash and member information
Constant contact with members, merchants, media for downtown news

Wabash Farmers' Market

Sponsored by Parkview Wabash Hospital
11th season
Extended to 23 weeks with 34 vendors
Added perks to downtown businesses
Added SNAP
Added musicians/kid's activities

First Friday Wabash

Partnered with Grow Wabash County
6th year
weekly inquires for participation
regional visitors for this event
hundreds of dollars of business donations to the gift baskets
First Friday 2018 is seeking sponsorships

City Wide Garage Sale 80 direct connections between WMI and city households with more than 15,000 impressions

Takin to Streets Sidewalk Sales Yearly event: Busy weekend of sales, food, kids' activities, and more!

Downtown Holiday Night to Remember Holiday celebration with Court house lighting, Santa, and community

Trick or Treat Extravaganza A busy night of trick or treating in downtown, full of kids' activities and community

Black Friday/Small Business Saturday 2nd official year- two day event for some great deals and #shopsmall

Dad's Day Out Convenient way to enjoy downtown with quick shopping, a drink, and gift wrapping done right!

Website/Social Media Insight

WMI Facebook has reached over 417,456 people
Since March, our website has engaged over 16,673

WMI had 704 new page likes
First Friday Wabash had 608 new page likes
Wabash Farmers' Market had 334 new page likes

What Our Members are Saying

"Our organization joined Wabash Marketplace for the first time this year. Having Wabash Marketplace promote Purdue Extension and Wabash County 4-H has offered an incredible marketing boost to our organization as we strive to educate the community about all of the programs and opportunities we offer. Our social media page receives new views, likes, and followers every time Wabash Marketplace posts, reposts, or shares information about our programs. The hard work that Wabash Marketplace Director Tyler Karst puts into promoting our organization and programs is an incredible value as it gives us more time to focus on teaching, educating, and serving Wabash County residents."- Angela Christopher, Wabash County 4-H Extension Director

"Downtown Wabash has received a new breath of life these last few years. I am thankful for the connections Wabash Marketplace has brought into my boutique. Wabash Marketplace is the glue that binds the downtown community."- Darcy Vail, Owner, Bellazo

"The community spirit can be seen throughout Downtown. Wabash Marketplace helps nurture that spirit every single day." - Christine Flohr, Executive Director, Visit Wabash County

Questions? Contact us!

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