

# **FREQUENTLY ASKED QUESTIONS**

## **ABOUT DOWNTOWN INDY, INC.**

### **HOW WAS DOWNTOWN INDY, INC.(DII) STARTED?**

Started as a public/private partnership in 1993, Downtown Indy, Inc. (originally named “Indianapolis Downtown, Inc.”) was incorporated as a 501(c)(3) nonprofit to meet the growing urban place management and marketing needs for Downtown Indianapolis. This membership-based, civic nonprofit continues its mission today focusing on the economic success, vitality and livability of Downtown Indianapolis.

### **WHAT DEFINES DOWNTOWN?**

Downtown Indianapolis is defined as the regional center; an area bounded by 16th Street on the north, I-65/I-70 on the east and south and the White River and Harding Street on the west.

### **OUR FUNDING MODEL?**

As a private, nonprofit organization, Downtown Indy, Inc. is funded through corporate memberships.

### **WHAT ARE THE ANNUAL DUES?**

Annual dues vary by level of membership.

### **WHAT IS YOUR ROI?**

Your return on investment in a DII membership is seen daily in the demand generated right outside your doorstep. DII collectively addresses the urban environment in ways individual businesses are unable to do on their own, leading to a 38 percent increase in residents and employees in Downtown over the past five years. Your ROI is in the vibe and density you depend on as a Downtown business. Together, our efforts will continue to improve a thriving Downtown that attracts patrons and customers.

### **WHAT'S THE DIFFERENCE BETWEEN DII, THE INDY CHAMBER AND VISIT INDY?**

Downtown Indy, Inc. is an urban place management organization focused solely on the economic success, vitality and livability of Downtown Indianapolis. DII is the only not-for-profit organization uniquely positioned to address Downtown's growth and well-being, including its continued development, management, activation and marketing. Visit Indy is a sales and marketing organization serving as Marion County's destination management organization and convention and visitors bureau. It seeks to increase the number of visitors to the entire city for convention and leisure travel. DII manages the urban core that Visit Indy sells outside of Central Indiana. The Indy Chamber focuses on creating a thriving business environment for all Central Indiana businesses through networking and advocacy.

### **WHAT ENGAGEMENT OPPORTUNITIES ARE AVAILABLE FOR CORPORATE MEMBERS?**

DII hosts regular meetings for its members around urban place management issues such as parking, security, marketing, beautification and panhandling/homelessness.

In addition, DII offers multiple engagement and networking opportunities throughout the year for members focused on topics such as retail strategy, future urban developments and placemaking.