SOCIAL & ECONOMIC ENVIRONMENT
“OPEN FOR BUSINESS”
- Reinvigorate storefronts; remove boards; brighten access
- Build marketing efforts to drive community engagement & increased traffic/patronage
- Develop plans and seek funding to increase number of Black & other minority-owned businesses

PUBLIC HEALTH & SAFETY
“SUPPORTIVE AND SAFE”
- Create permanent supportive housing with medical component for homeless
- Mitigate panhandling & advocate for stronger ordinances/legislation
- Increase/enhance public safety representation
- Launch safety ambassador program & expansion of DII’s augmented foot/bike patrols to reduce crime & increase perception of safety

ENVIRONMENT, AESTHETICS & ACTIVATIONS
“CLEAN AND WELCOMING”
- Re-commit to being the cleanest Downtown in the country by expanding street ambassadors’ program & enhancing/mandating cleaning standards of public & private spaces
- Support & enhance DII’s beautification initiatives around gardens, landscaping, banners, etc.
- Create inclusive & diverse events balanced against the safety limitations of public health crisis

FUNDING & PROMOTIONAL SUPPORT
- City & State federally enabled COVID-19 relief funding (City/Visit Indy leisure tourism campaign)
- Lilly Endowment grants
- Private/corporate support
- Other capital campaigns & funding sources