



# DOWNTOWN BLOOMINGTON

Accomplishments  
March 2019-Current

# Beautification & Walkability

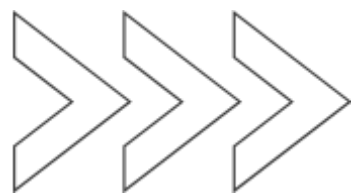
- Parks and Recreation Department completed landscaping improvements at the Law & Justice Center and along Front St.
- Public Works Department completed Front St. streetscape including installation of electrical conduit
- Sidewalk & ADA ramp improvements
- Resurfacing of Main Street (from Front to Mulberry) & Monroe Street (from Madison to East)
- High visibility crosswalk and signage installed on Center St. at Monroe St.
- Expanded Holiday Decorations throughout 15 blocks
- Purchase & installation of 94 self-watering planters
- Installation of new spring/summer banners
- Continuing to provide power-washing of sidewalks
- Expanded partnership with Marcfirst for litter and leaf cleanup





# Programming in Public Places

- 56 Events held in 2019 & 57 Events scheduled in 2020
- Expanded programming at the Farmers' Market
  - Average outdoor market attendance - 3,000 patrons
  - Developed Curbside Farmers' Market to facilitate an online store with curbside pickup during COVID-19
  - Partnered with Public Works to install electrical outlets at the base of the decorative street lighting around the square allowing for better accessibility
- Applied for Bloomberg Asphalt Grant to fund Route 66 Parklet
- Coordinated with businesses to utilize parklets during special events





# Outreach & Advertising

- Improved social media presence
  - Improved followers on multiple channels and platforms by over 1,000
- Updated marketing materials
  - New kiosk inserts & wayfinding map
  - New visitors guide
- Increased advertising
  - Billboards, Connect Transit bus banners, geofencing, and social media

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# Public Parking

- Relocation of City vehicle parking from Government Center lot to Lincoln deck
- Coordinated 10-minute parking spaces for curbside pick-up
- Coordinated with Public Works to facilitate expanded outdoor dining
- Conducted a Downtown parking survey of business owners, residents and visitors





# More to Come

- **New Downtown Website**
- **Downtown Parklet Program**
- **Updates to amenities & electrical**
- **Wayfinding Signage**
- **Painted Crosswalks**
- **Continued expansion of outdoor dining**
- **New, upgraded, dual trash/recycling bins**
- **Additional wayfinding kiosks**
- **Continued efforts to promote the development of vacant properties Downtown**
- **Continuing to work with Connect Transit on the Downtown Transfer Center**
- **Continued relationship with DBA committees**
- **Updated decorative lighting**