

KLA White Paper – Executive Summary  
**The Sustainability of Warsaw First Fridays**  
Whitney Olson and Trisha Steger

**Sponsored by:**  
City of Warsaw, Indiana  
Kosciusko Chamber of Commerce  
Warsaw Community Development Corporation

“Warsaw First Friday is an ongoing event that brings a festive atmosphere to downtown Warsaw. Once a month the downtown streets are turned into a huge block party. Downtown merchants host the party.”

– *WarsawCDC.org*

First Fridays take place in the heart of Kosciusko County around the Courthouse Square in Warsaw, Indiana. Warsaw First Fridays were originally implemented in 2007 by some of the downtown Warsaw merchants in an effort to increase foot traffic through the Historic Courthouse District and Business District areas. The goal of First Fridays is to generate awareness and increased patronage of downtown businesses by providing a variety of theme-based events at which community members may socialize and *connect*. First Fridays offer opportunities to discover and shop at merchant stores and dine at restaurants and eateries in the downtown area while engaging in family-friendly activities, enjoying performing arts and music, and more. Stakeholders believe First Fridays are instrumental to the vitality and economic revitalization development efforts of the downtown and may even play a key role in the well-being of the community at large.

This project report addresses the assessment of sustainability risks and opportunities for Warsaw First Fridays. The opinions in this report are that of a range of stakeholders; including Warsaw First Friday originators, co-coordinator(s), past committee members and volunteers, downtown business owners, event vendors, funding entities, community followers, and that of neighboring cities’ First Friday organizations. This full range of stakeholders and advisors provides thorough insight to the current challenges of First Friday event(s) and the implementations needed to sustain Warsaw First Fridays and protect the interests of its various stakeholders.

## KOSCIUSKO LEADERSHIP ACADEMY WHITE PAPER

### The Sustainability of Warsaw First Fridays

Whitney Olson and Trisha Steger

New ownership, organization, additional funding, and marketing support are needed to sustain Warsaw First Fridays. In this report, we will outline our research findings and provide a *semi-mirrored* approach to the organizational structure and funding of DGI/Goshen First Friday as our proposal to sustain Warsaw First Fridays and better support its stakeholders for years to come.

To obtain a fuller understanding of some of the strengths, weaknesses, opportunities and threats for Warsaw First Fridays, we conducted in-person interviews and/or online surveys with the following key stakeholders:

- Owners/Organization Interviews
  - Warsaw First Friday Originator, Keith Reinholt, Reinholt's Townsquare Furniture
  - Current First Friday Coordinator, Paula Bowman, Latte Lounge & Cave on the Square
  - Former First Friday Merchants Committee Member Cindy Dobbins, Buffalo St. Emporium
  - Kosciusko Chamber of Commerce CEO/WCDC Director, Rob Parker
- Stakeholder's Online Surveys
  - Downtown Warsaw Merchant Surveys
  - Warsaw First Friday Vendor Surveys
  - Warsaw First Friday Facebook Friends (Community) Surveys

#### Additional Research & Interviews Conducted

- Online research of Goshen, Wabash, Auburn, South Bend, and other regional First Fridays
- Attendance at Goshen's February "Fire & Ice" First Friday event
- In-person interview(s) with Eyedart Partner /DGI/Goshen First Friday Originator, Gina Leichy and Eyedart staff member / Goshen First Friday Event Director, Adrienne Nesbitt

#### Key Issues Disclosed by Owners/Organization Interviews

- New event ownership needed (Should city continue ownership?)
- First Friday / Merchants' Committee disbanded
- Too much work for one person to effectively manage
- Untimely communications with merchants leading up to events / no time to prepare
- Untimely and inadequate shared marketing support
- Lack of support staff engagement at events
- Lack of Volunteers (County Trustees no longer permitted to volunteer)
- Lack of merchant involvement (retail stores closed during First Friday hours)
- Event does not do enough to bring awareness to downtown businesses
- Event layout – merchant complaints of focus at the courthouse square / N. Buffalo Street
- Too much focus on outside vendors and food trucks instead of downtown businesses
- Waning revenues for participating downtown businesses
- Inconsistency of events (weather cancellations) creates public uncertainty and disengagement
- Waning public attendance

## Stakeholders Online Surveys

### Downtown Warsaw Businesses Survey

Most important in our key stakeholders surveys are the voices of the downtown merchants. Because original First Friday events were implemented as a way to increase foot traffic and awareness of individual businesses, we wanted to know of their involvement, if they felt First Fridays were beneficial to them and in what ways, if they thought First Fridays should be continued or discontinued, what event coordinators could do to more effectively promote them during events, and if they could offer suggestions for improvements. A shortened analysis of their responses follows:

- 56% of merchant survey respondents say they participated in First Fridays within the past 1-5 years
- 76% of merchant respondents say they think First Fridays are beneficial
  - 19% of respondents say they benefit from increased foot traffic
  - 44% say they benefit from increased business awareness
  - 6% say they benefit from increased business revenues
- 90% of merchants respondents say First Fridays should be continued while 33.33% of that number suggested the following...
  - Too much focus on outside vendors, food trucks, and live music
  - Need to create better activities and special events to draw a paying crowd
  - Create opportunities for engagement on all streets to include all merchants
  - Rotate between Center and Market Streets
  - Earlier communications with merchants and promotions and needed
  - Utilize a greater variety of media for marketing and promotions
  - Reestablish the Merchant's Committee
  - Focus on events that do not conflict with holidays, city and family events
  - Move the event to Central Park
  - Resume use of an event map for merchants, vendors and event attendees
  - Seek new or additional sponsorships/event hosts
  - Consider trying 2<sup>nd</sup> Saturdays or other events
  - Continue hiatus during winter months

### Warsaw First Friday Facebook Friends Survey

Because First Fridays are community events created to draw foot traffic to the downtown business district while providing opportunities for community engagement and connections, we wanted to hear from the community at large. We posted an online survey to the First Friday Warsaw Facebook page (nearly 6,000 friends/followers) asking demographic questions in addition to their likes and dislikes. Here's what we found...

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We asked, "Which of the following Warsaw First Fridays have you attended during the last year?" With an option to select all that apply - because we wanted to gauge which monthly events had the greatest interest / engagement and to understand why...

Answered: 45 Skipped: 5

ANSWER CHOICES	RESPONSES
April "Spring Fling"	40.00% 18
May "Around the World With Musical May"	51.11% 23
June "Jammin' June"	55.56% 25
July "Hometown Picnic"	57.78% 26
August "BYC Car Show"	64.44% 29
September "Falling Away" and Porsche Car Show	37.78% 17
October "Art-tober"	51.11% 23
November "Thanks for Giving" Fill the Truck Community Fundraiser	37.78% 17
December "Hometown Holly Days"	44.44% 20

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Based on earlier interviews with early and current organization owners, we wanted to know the effectiveness of marketing and event promotions, so we also asked, “Where have you heard about Warsaw First Fridays?” Select all that apply.

Answered: 49 Skipped: 1

www.WarsawCDC.org/events	6.12% 3
Newspaper (online and/or print)	32.65% 16
Radio	28.57% 14
Social Media	83.67% 41
Posted Flyer/Poster	4.08% 2
Friend(s) or family member(s)	40.82% 20
Responses Other (please specify)	6.12% 3

“Facebook”

“I usually have to look it up (because) I never see anything about it.”

“Facebook”

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We asked First Friday Facebook Friends, “What do you most enjoy about First Fridays?” Select all that apply.

Answered: 48 Skipped: 2

Shopping at downtown merchant stores	20.83% 10
Dining at downtown restaurants	31.25% 15
Visiting Vendor Booths - learning about new products and services	52.08% 25
Learning about Kosciusko County Not for Profit organizations and community resources	22.92% 11
Outdoor dining at food trucks	58.33% 28
Live music and entertainment/free concerts	64.58% 31
Children's activities	39.58% 19
Meeting and/or connecting with family, friends and community	62.50% 30
Responses Other (please specify)	

“Hanging-out in beautiful downtown with fellow citizens.”

“It would be great to have more things to do during the Dec. activity. I would enjoy more outdoor store options.”

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We asked for Respondents Ages to verify or better determine the target audience...

Under 18	0.00%	0
18-24	2.00%	1
25-34	22.00%	11
35-44	22.00%	11
45-54	16.00%	8
55-64	26.00%	13
- 65+	12.00%	6
<b>TOTAL</b>		<b>50</b>

To determine the types of activities we might recommend or implement, we asked, “Do you have children living at home within the following age ranges?” Select all that apply. Answered: 38 Skipped: 12

0-4	50.00%	19
5-9	23.68%	9
10-13	31.58%	12
14-18	21.05%	8
No children at home	10.53%	4
Total Respondents: 38		

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We also asked First Friday Facebook Friends respondents if they had ever been to a First Friday in another city, town or state. 36% of respondents said YES vs. 64% having not attended a First Friday event elsewhere.

Of those who *had* attended other First Friday(s) elsewhere, we asked, “Based on your experiences at other city’s First Friday(s), do you have any suggestions to improve Warsaw First Fridays?”

Answered: 23 Skipped: 27

Respondents said...

- More food trucks
- (Request for) tractor and garden shows
- Make it easier to find out what you’re going to have at each Friday
- More vendors and things to do and see
- More kids activities (Bounce houses, arts and crafts, story-time, etc.)
- More activities needed for teenagers to do
- Different music styles (not just country musicians)

On a scale of 1 to 5 stars, with 1 as No Opinion, 2 as Poor, 3 as Fair, 4 Good, and 5 being Excellent, Warsaw First Friday Facebook Friends rated Warsaw First Fridays 3.5.

Warsaw First Friday Facebook Friends rate the event(s) as **Poor/Fair**

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**Warsaw First Friday Vendor Surveys**

Warsaw First Friday's Vendors are a source of revenues, contributing approximately \$6k in income each year. Vendor participation was said to be decreasing, so we wanted to hear from them as well. 34 vendors answered as follows...

Vendor Types (different registration fees are applied to the following)

Kosciusko County Business	35.29% 12
Out of County Business	2.94% 1
Kosciusko County Food Vendor	11.76% 4
Out of County Food Vendor	0.00% 0
Kosciusko County Not for Profit Organization	44.12% 15
Out of County Not for Profit Organization	2.94% 1
Responses Other (please specify) (no response indicated)	2.94% 1
TOTAL 34	

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Vendor’s Business Industries or Organization Types

(Note: This list represents a random sample of vendor participants and does not constitute a full list of vendor participant types)

<i>Make-up/Beauty Consultant</i>	<i>Medical/Dentistry</i>	<i>Mental Health Services</i>
<i>Fine Art Gallery &amp; Teaching Center</i>	<i>Tourism</i>	<i>Service Industry</i>
<i>Church Organization</i>	<i>Medical/Chiropractic</i>	<i>Insurance Industry</i>
<i>Food Business</i>	<i>Faith-based ministry</i>	<i>Dance school</i>
<i>Vehicle Sales</i>	<i>Non-profit: Anti- trafficking</i>	<i>Education</i>
<i>Telecommunication Services</i>	<i>Mobile Clothing Sales</i>	
	<i>Bath &amp; Beauty products</i>	

We asked, “In what ways has your business or organization benefited from First Fridays”? Select all that apply. Answered: 34 Skipped: 0

Increased awareness	67.65% 23
Increased membership or patronage	5.88% 2
Increased revenues	8.82% 3
No perceived benefit to my business or organization	20.59% 7
Responses Other (please specify)	17.65% 6
“...we have not received any visitors that have come from First Friday” “We’ve only participated once and we didn’t benefit in any way.” “We got the word out there.” “A great way for our members (to meet) folks in the community.” “When hiring, we use it for recruiting purposes.” and no response	Total Responses: 34

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We asked Vendors if they had participated in another city's First Friday... 11.76% Yes / 88.24% No

Other city First Fridays they participated in include the following:

*Bourbon, Indiana*

*Columbia City, Indiana*

*Mentone, Indiana*

*Wabash, Indiana*

*Joplin, Missouri*

Vendor suggestions for Warsaw First Fridays include...

*"Parking (in downtown Warsaw) is an issue"*

*"Do not allow not for profits to give out free food"*

*"Implement an online tool for electronic communication to and from participants regarding event schedule, booth location, and event layout"*

*"Shorten event time (5:30pm - 8:00pm)"*

*"More advertising needed"*

*"Additional food options"*

Additional online research was conducted - viewing Auburn, Wabash and Goshen, Indiana First Friday websites regarding general website/web page content, registration rates, monthly themes, etc.

In person research was conducted by attending Goshen's February "Fire & Ice" First Friday event and conducting interviews with Goshen First Fridays event originator, Gina Leichty of Eyedart Creative Studios/Downtown Goshen Indiana (DGI)/Goshen First Fridays and Eyedart Creative Studio Events and First Friday Director, Adrienne Nesbitt as follows...

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## Goshen First Fridays

Goshen First Fridays were started in 2007 by Gina Leichty and her husband/business partner Ben Stutzman (Eyedart Creative Studio) in an effort to provide awareness and support for downtown Goshen businesses and usher downtown Goshen's revitalization. Since implementation of the event(s), Goshen's downtown business district has flourished while First Fridays gained significant support from Elkhart County organizations, businesses, and the regional community. Eyedart Creative Studio partners are now on an annual retainer from the City of Goshen through Downtown Goshen Indiana (DGI). Eyedart Creative Studio and the Downtown Goshen Indiana (DGI) organization own and manage Goshen First Fridays. Eyedart staff provide(s) event coordination and the creation of Goshen First Friday advertising, promotions, and special activities supporting materials.

## Goshen First Fridays Organizational Structure

- Eyedart Creative Studio (Partners: Ben Stutzman and Gina Leichty)
  - Downtown Goshen Indiana (DGI) / First Fridays
    - Event Coordinator – Full time paid position
    - Entertainment Coordinator – stipend position
    - Volunteer Coordinator – stipend position
    - Community Ambassador Volunteers

Eyedart/DGI Partner(s) and Goshen First Friday Event Coordinator, Adrienne Nesbitt, determine monthly event themes and activities. Event Coordinator directs Entertainment Coordinator and Volunteer Coordinator. Volunteer Coordinator oversees Community Ambassadors (Volunteers). Community Ambassadors serve as volunteers for various assignments during events. Community Ambassadors wear event t-shirts/hats and are the "go-to" people at the events. Eyedart/DGI staff treat volunteers to an annual dinner each winter to show their gratitude for volunteers' involvement and support.

## Goshen First Fridays Best Practices

- No event cancellations EVER / 12 First Fridays per year rain or shine
- Focused on downtown merchants walkthroughs and restaurant patronage
- Limited Out-of-County Businesses Vendors
  - *Required sponsorship fees*
  - *Non-merchant vendors restricted to the Courthouse lawn*
- Limited number of food trucks at a rate of \$250 per month (vs. \$80-\$90 Warsaw)
- No political or religious booths
- Not for Profits participate for FREE - booths located on the Courthouse lawn
- Additional event funding/support earned through special/ticketed events

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#### Goshen First Fridays Sources of Funding

DGI Memberships, Sponsorships, Partnerships, Vendor Fees, Event Registrations and Ticket Revenues...

#### DGI Memberships and Sponsorships

- **Presenting Sponsors \$20,000 x 4** **\$80,000**  
*City of Goshen, Goshen Health, Community Foundation of Elkhart County, Elkhart CVB*
- **Legend Sponsors \$10,000 x 4** **\$40,000**  
*Genesis Products, Goshen College, FIVEcore Media, Globe Radio*
- **Partners \$5,000 x 5** **\$25,000**  
*ATC World Class Trailers, Goshen Chamber of Commerce, INterra Credit Union, OSMC Orthopedics, Froggy 102.7*
- **Luminaries \$2,500 x 9** **\$22,500**  
*Goshen Parks & Recreation Dept, Indiana Arts Council, Centier Bank, Dick Lehman Pottery, Evolve Chiropractic, Greencroft, Sterling Vineyards, U93 family of FM radio stations, Model Real Estate*
- **Heroes \$1,000 x 9** **\$9,000**  
*Community Relations Commission (City of Goshen), Growing Kids, Acruity, Duley Press, Elkhart River Restoration Association, The Goshen News, Quality Inn, Tim & Meg Shelly, Yoder Culp Funeral Home*
- **Champions \$500 x 17** **\$8,500**  
*Constant Spring, Dana Miller Building Solutions, Duley Press, Eyedart Creative Studio, Goshen Brewing Company, Goshen Dam Beer Run Club, Goshen Motors, Greensweep Cleaning Services, Inn on South 5th, Kelly Jae's Cafe, Maple City Market, Mid America Film Makers, Paragon Printing, Solution Source, Troyer Foods, Zehr Construction, Weston Fribley*
- **Basic DGI Membership \$350 x** **Unknown**
- **Event Registrations and Ticket Sales** **Unknown**

#### ~Annual Sponsorships & Memberships \$185,000

\$150,000 of Goshen First Friday Annual Sponsorships, DGI Memberships, and additional revenues are budgeted specifically for First Fridays. Budget covers staff wages, volunteer and entertainment coordinator stipends, monthly and special event marketing, promotions, and advertising, event entertainment and an annual year-end appreciation dinner for First Friday Community Ambassador volunteers.

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#### DGI Membership Benefits Outlined

- (Basic Level \$350) supply of brochures, DGI website listing, banner to mark location, regional arts and entertainment calendar promotion(s), social media promotions, press releases to regional media;
- (Champion) includes Basic Level + featured sponsorship during ONE event of choice
- (Hero) Includes Basic Level + featured sponsorship during TWO events of choice
- Each Membership Level also receives special advertising Group promotions

#### First Friday Vendor Fees (minimal) and Additional Information

- Not for Profits
  - FREE, but limited booth spaces available (first come first serve basis)
  - Booth set-up on the Courthouse lawn
- Food vendor rate: \$250 (limited slots – first come first served basis)
- No political booths
- No religious booths
- Merchant Involvement is not required, but heavily encouraged and supported.

#### Goshen First Fridays Marketing & Promotions

- Goshen's First Friday Website appears to be under reconstruction currently, but previously provided detailed information for monthly events and involvement opportunities, vendor registration information, sponsor listings and rates, and DGI membership information. Previous web page [cityonthego.org/First Fridays](http://cityonthego.org/First-Fridays) now redirects to [Downtowngoshen.org](http://Downtowngoshen.org) where the focus is on downtown merchants, facade grants, and special events such as Giving Tuesday.
- DGI First Friday sends a monthly event newsletter to consumer subscribers.
- Good of Goshen monthly newsletter cross-promotes Goshen First Fridays along with downtown merchants and various supporting partners and sponsors including media

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**How Warsaw First Friday Funding Compares**

*2019-2020 Funding through Warsaw Community Development*

\$75 Individual Memberships x3.....	\$225
\$150 Business Memberships x 46.....	\$6,900
\$500 Corporate Memberships x 9.....	\$4,500
*\$1,000 Corporate Membership x 1.....	\$1,000
\$1,500 Corporate Membership x 1.....	\$1,500
\$2,500 Corporate Membership x 2.....	\$5,000
*\$5,000 Grant/Sponsorship x 1.....	\$5,000
\$33,000 City Partnership .....	\$33,000
(Covers compensation for Co-Coordinator wages)	
2019 First Friday Vendor Fee Revenues.....	~\$6,000
2019-2020 WCDC Member/Sponsorship Funding:	\$58,625
<b>First Friday Warsaw Annual Budget:</b>	<b>~\$39,000</b>

Warsaw First Friday Budget includes Co-Coordinator Wages, entertainment fees, advertising and promotions, and necessary goods for special events. Remaining funds absorbed into Kosciusko Chamber of Commerce for supporting staff members.

\* Denotes grant funds specific to First Fridays

Clearly DGI/Goshen First Fridays are very well developed and better supported by their community stakeholders. It is our opinion that in order to sustain Warsaw First Fridays and support its objectives - increased funding and support are necessary in the immediate future.

## **Goshen First Fridays**

### ***Key Sustainability Factors for Implementation***

The sustainability of Warsaw First Fridays is dependent upon Ownership, Organization, Funding, Increased Promotions and even Community Engagement...

#### **Establish New Ownership**

January 1, 2021 City of Warsaw passes Warsaw First Friday event ownership to...

- Kosciusko Chamber of Commerce / Warsaw Community Development Corporation

#### **Structure the Organization, Staffing and Volunteer Support**

- **Re-establish Merchant's Committee**
  - *Consists of C4 district business leaders and/or up to one employee representative*
  - *Meets annually at a minimum to help develop new themes and/or build on existing themes to improve them*
  - *Encourages non-committee business owners to become engaged in downtown events, offering ideas for in-store promotions and special events geared toward increasing foot traffic, awareness, and revenues.*
- **First Friday Event Coordinator**
  - Event Coordinator (Full time salaried position +)
  - Determines monthly themes in cooperation with Merchant Committee
  - Handles communications with merchants, vendors, community, city partner and representatives, and media for each event
  - Creates and/or oversees all paid and unpaid promotions for each event
  - Directs the following...

#### **Entertainment & Music Coordinator**

- Stipend position - paid monthly at a rate to be determined
- Seeks and schedules Performing Arts in cooperation with Event Coordinator
- Coordinates performances at Center Stage and/or side streets
- Responsible for background music downloads in coordination with monthly themes and performances in cooperation with event sponsors/hosts
- Provides announcements on the sound system as needed during events
- Oversees set-up/tear down sound system and stage(s) with Community Ambassadors (volunteers)

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#### **Volunteer Coordinator (Community Ambassadors)**

- Stipend position - paid monthly at a rate to be determined
- Recruits Community Ambassadors to fulfill volunteer needs for each event
- Assigns tasks for Community Ambassadors/Volunteers at each event  
*Event set-up, maintenance, event and special activities hosts/greeters, tear down, etc.*
- Coordinates and distributes Community Ambassador t-shirts, caps, etc. in cooperation with Event Coordinator
- Co-Coordinates annual Community Ambassador appreciation dinner and gifts in cooperation with Event Coordinator

#### **Community Ambassadors (Event Volunteers) may consist of...**

- Downtown merchants and/or business owners and/or employees
- County and/or City Government officials and/or employees
- Partner and/or Event Sponsor representatives
- Kosciusko County Retirees
- Area college and/or high school students seeking public service opportunities
- Other

#### **Increase Funding Through WCDC**

- Increase First Friday sponsorship rates and pursue additional sponsors comparable to Goshen First Fridays supporters.
- Increase WCDC Annual Membership Rates and pursue additional members
  - *WCDC provides financial, marketing and event support for downtown businesses and toward revitalization efforts for a nominal annual membership fee of \$75 - \$150. While affordable for downtown merchants, this nominal membership fee does not support WCDC efforts in the C4 district and results in frequent employee turnover within the Kosciusko Chamber of Commerce/WCDC Main Street Coordinator role...*
- Create ticketed events that will increase foot traffic through stores while creating new revenues for First Fridays and WCDC
- Create new revenue streams through the implementation of ad sales opportunities via weekly or monthly newsletters.

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#### Increase Marketing Staff to Improve Marketing & Promotions

- Hire one full-time/dedicated marketing individual to support WCDC Main Street promotions, First Fridays, downtown merchants and other events
- Create a new logo / rebrand
- Create a new website specific to Downtown Warsaw with a name that is easily remembered, such as [downtownwarsaw.org](http://downtownwarsaw.org)
  - Include downtown Warsaw merchants and restaurants facades photos w/links to ecommerce and/or general websites
  - Include First Friday events information and registration portal
    - Create and include First Friday Sponsorship Level Benefits on the First Friday webpage
  - Include downtown merchant event information
  - See <https://downtowngoshen.org> and <https://villageatwinona.com/> for improved designs and functionality
- Implement a NEW *Downtown Warsaw Events* consumer newsletter and/or text club to improve community outreach
  - Include *sign-up/opt-in* (email) opportunities on web page and social media
  - Create additional revenue from C4 District/WCDC member and non-member merchants who wish to advertise to consumers within the monthly newsletter(s)

#### Suggestions for Creating New Opportunities For Engagement with Downtown Businesses

- Increase outreach into surrounding Kosciusko County communities...
- Implement additional food trucks at Market and S. Buffalo Streets
- Eliminate “Center Stage” performances that monopolize patrons time/attention + funds
- Implement local street musicians in front of merchants and restaurants
- Implement and promote new *art in motion* activities, demonstrations and exhibits
- Live music at or inside store fronts
- Add activities specific to young children, teens, families, and seniors
- Resume ticketed events i.e., scavenger hunts, wine + chocolate, etc.
- Implement additional picnic tables on the streets/in front of downtown restaurants
- Resume and promote sidewalk sales such as “Downtown Days”
- Create and promote In-store promotions, contests, discounts, etc.

Stakeholder opinions and creative ideas abound - but establishing new ownership of Warsaw First Friday events; creating a structured organization of supportive individuals; and *most importantly* attaining increased funding for paid staff support and promotions are the keys we deem *essential* to sustaining Warsaw First Fridays. As we begin our efforts toward funding, we hope *you* will consider supporting the *Sustainability of Warsaw First Fridays* through generous annual sponsorship support.

And as always - *we hope to see you there!*