



Credit: Elkhart County Convention & Visitors Bureau

IMPLEMENTATION STRATEGY SoMa DISTRICT

ELKHART, INDIANA

CHALLENGE Reinvestment on South Main Street (SoMa) was slow and lacked direction. Elkhartans wanted to revive Main Street as the community's cultural and recreational core.

PROCESS The Mayor appointed a SoMa Study Group to work with DCI to create a framework for downtown revitalization. The Study Group defined four areas in which to focus their efforts. They included: arts and entertainment, commercial services, gateways and greenspaces, residential and marketing.

SOLUTION The Plan expanded the SoMa District to incorporate the physical assets of the Arts and Entertainment (A&E) District that included the Wellfield Botanic Gardens, RiverWalk Culture Trail, select residential neighborhoods and other segments of greater Main Street. The Plan also prompted community leaders to define how organizational capacity could be met to manage the A&E District.

RESULTS Following the Plan, the City has expanded the SoMa Area to include the RiverWalk to the Wellfield Botanic Gardens. The City has approved a reorganized budget and staffing plan to implement SoMa staff capacity recommendations.

YEAR
2012

SERVICES
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Organizational Planning
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