



CITY OF AUBURN

Strategic Investment Plan



Home of the Classics





CITY OF AUBURN

LETTER FROM KEY OFFICIALS



The City of Auburn is a quiet, yet blooming and active community. We pride ourselves on our downtown, beautiful parks, and community events. The local shops, weekly Farmer's Market, and amazing art district are sure to appeal to all who visit.

Our community outreach and non-profits, along with our wonderful school systems make Auburn a great place to live and raise a family. The growing number of popular restaurants coming to our area makes it easy to enjoy a night out in your own community.

Auburn is also a central community. We are located along an interstate highway that is only 28 minutes south to a larger metropolis and 24 minutes north to another. Insuring travelers a great place to stop for whatever they may need.

We hope to see you soon!



Michael D. Ley
Mayor of Auburn

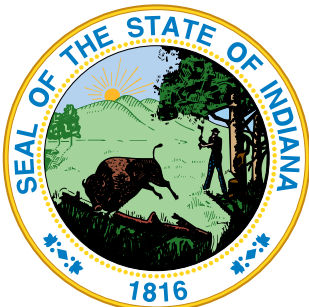


Auburn is a town that embodies the Hoosier spirit. From its rich history in the automotive industry to its small-town attractions that everyone can enjoy, you can feel at home in our town. Our thriving downtown, filled with the quaintest local shops and restaurants, is inviting and vibrant. It is a place family and friends can feel at home.

The outlook for our city has never been brighter. Our school system, non-profits, and community outreach programs make Auburn a promising place to live and raise a family. Auburn offers value through their quality services and combines them with affordability. It truly is a place that helps its residents advance in life.

Finally, I appreciate the location of Auburn; close to beautiful lakes and within a day's drive to more than 75% of the U.S. and Canada. There's much to love about Auburn, it's been my home for my entire life, and I cannot imagine living and raising a family anywhere else. I hope to see you here soon and that you too discover just what makes this city so special.

Looking forward to meeting you!



Ben Smaltz
State Representative, House District 52



CITY OF AUBURN NOTE TO INVESTORS

The City of Auburn and DeKalb County Economic Partnership are committed to encouraging development and re-development by streamlining processes for investors. This is accomplished by providing several avenues for interested entities to obtain information.

Auburn Mayor Michael Ley is very supportive of existing business growth as well as new development. He understands the need to provide the culture to encourage these endeavors by overcoming barriers that would otherwise hinder growth. He has made it a priority to be available and to communicate with investors and developers. Interested parties may contact the Mayor's Office and Mayor Ley will answer questions or meet personally. He will also ensure connections to local resources as needed.

Mayor Ley has also directed the City of Auburn's, Building, Planning & Development (BPD) department to provide accommodation and support services to interested parties. It is not uncommon for BPD staff to meet with interested parties to discuss a wide array of scenarios regarding Zoning, Unified Development Ordinance navigation, property research and approval process support. The City of Auburn's Unified Development Ordinance is posted on the City's website and includes the process for submitting development plans and other information to the City. Interested parties are encouraged to connect with BPD staff via email for clarification and assistance with development and building requirements. These requests are directed to our general staff email (bpd@ci.auburn.in.us) and forwarded to the staff member best suited to provide a prompt response. BPD staff regularly use virtual communication to share information with entities both near and far to assist them in their goals to invest in Auburn. Additionally, BPD acts as a liaison between other City Departments when projects affect those entities. Regular routing meetings are held to streamline processes, clarify information, and communicate with stakeholders in an effort to provide efficient and valuable feedback.

Finally, the City of Auburn supports a robust website (<https://www.ci.auburn.in.us/>) that supports growth and development by providing virtual access to ordinances and application forms. Numerous items are available to research and download for utilities, permitting and the Unified Development Ordinance.





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INTRODUCTION

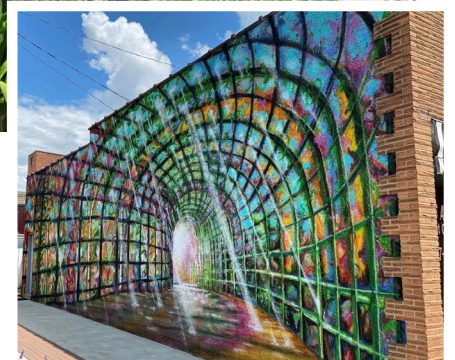
City of Auburn, Indiana

The City of Auburn was founded in 1836 and would become the county seat when DeKalb County was formed in 1837. By 1900, Auburn had found its stride with the presence of three major carriage and buggy manufacturers Eckhart, Zimmerman, and Kiblinger (McIntyre). By 1910, the three transportation manufacturers merged as Auburn Automobile Company and pivoted their production to automobile manufacturing.

The expansion of the auto industry in Auburn inspired the onset of public developments that included a new county courthouse, hospitals, a YMCA, city hall, schools, parks, a country club, and a library through the 1930s. Several of those civic enhancements were made possible with the generous support of the auto and carriage manufacturing families such as the Eckharts and Zimmermans. By the 1980s new schools were built and schools were consolidated into one district. New churches, parks, and healthcare facilities were constructed along with the completion of Interstate 69. During the period of growth and expansion, Auburn launched the Auburn Cord Duesenberg Festival and established the Auburn Cord Duesenberg Museum in the former auto factory. The tourist attraction is an accredited museum and a national historic landmark with a world-renowned automobile collection.

Auburn's steel industry has brought additional economic growth and opportunities with related industries, spurring population growth. The arrival of steel mills in the county by the early 2000s, and their related industries, added more economic opportunities to the county with many employees choosing Auburn as their home. Residential construction increased in the east and north sides of the and continues to grow expanding to additional housing developments and mixed-use downtown. The community has also progressed in ongoing downtown revitalization and a variety of new major commercial and medical facilities.

- Auburn Historian | John Bry



MISSION & VISION

Mission Statement

The mission of Auburn City Government is to enhance the quality of life for the citizens of Auburn by providing services of the highest quality that are both efficient and cost effective.

Vision Statement

Progress. Every step of the way. Yesterday... today... and tomorrow as we continue to seek out opportunities to further the quality of life, business, education, community and economic development of our city.

Auburn 2040: The Road Ahead

Auburn 2040 is a comprehensive plan for our community's future. This plan will serve as a roadmap to guide decision-making, set objectives, and develop policies around a range of topics including future land use, housing, transportation, parks and recreation, and economic development. With this unifying vision the City of Auburn will work toward improving livability by using the standards in the AARP's Livable Communities Index and engage diverse segments of the population in meaningful ways. Local officials will consult Auburn 2040 when making determinations about policies, projects, and programs; along with provide guidance for understanding local conditions and demographics as well as long-term inclusive community objectives. The plan framework is founded on community-wide goals and objectives that are shepherded by a steering committee comprised of leaders with local expertise and enthusiasm for the future of Auburn. The steering committee collaborates with a planning team of City employees, hired consultants and the community experts to ensure final recommendations properly reflect the needs and desires of the Auburn Community.



DeKalb County Broadband Initiative

The Broadband Initiative was created to develop and implement a strategy to extend high quality, affordable broadband service county-wide. Access to reliable and affordable high-speed internet service is increasingly important to economic development and quality of life. This need was underscored recently with the COVID-19 crisis where lack of internet access in rural communities has been a hindrance to maintaining livelihoods and economy. This program partners with the Indiana Connectivity Program which aims to provide residents and businesses that lack access to broadband internet service with select providers to assist in the expense of extending broadband to those locations.

East Central Neighborhood Study

The East Central Neighborhood Study accesses a specific neighborhood on the east side of Auburn using livability principles established by the Partnership for Sustainable Communities. This plan looks at existing conditions, access to services and amenities, and neighborhood composition to create an action plan to improve the quality of life to residents in that area. The purpose of this study is to provide the City with a planning document that assists in making strategic decisions and establishing priorities. The document provides a mid-range planning process that will detail an implementation strategy for future decision-making over a 10-year period. Becoming a sustainable community is a process, not a one-time solution with intentions to evolve over time through the participation of government, community partners, organizations, and citizens to implement initiatives that take a holistic approach to bettering the community for the future.

Trails and Sidewalk Plan

The Auburn Trails and Sidewalk Plan serves as a guide to direct the future growth of the City of Auburn's trails, sidewalks, and bikeways. Opportunities have been provided throughout the planning process for residents to verbalize needs and concerns regarding trails and sidewalks, with a plan to focus on providing safe access and connectivity between points of interest. Since regional connectivity is an important feature, the City of Auburn will collaborate with DeKalb County Government and other municipalities within the county to create this comprehensive plan.



Parks and Recreation Master Plan

The Parks and Recreation Master Plan developed in 2022 is a strategic roadmap that can be adapted as times and circumstances change to align with the community's needs. The plan documents each of the city's parks, recreational, and facility needs including key areas of focus. Those key areas include increased trail connectivity, updating outdated park amenities while improving entrances, and diversifying long-term financial sustainability. Other key takeaways include building organizational capacity to meet the current and future level of service and quality and conducting studies to determine the feasibility of a new facility with the community.

Downtown Auburn Revitalization Plan

The Downtown Auburn Revitalization Plan strategically focuses on strengths and assets leveraging the community's "Home of the Classics" niche-related opportunities. This plan assesses the current physical and economic conditions impacting Auburn's Downtown Business District's ability to remain a viable retail, business, and government center. It establishes the need to improve the downtown status within the City of Auburn and DeKalb County as a destination point by creating a new focus of purpose for attracting visitors while protecting the existing downtown cultural framework. The tourism base can be enhanced by leveraging current downtown festivals and events. Creating a stronger urban core and community center while improving connectivity to adjacent neighborhoods will also add to the enhancement of downtown. The plan should be revisited every five years.



<i>Project</i>	<i>Private and Public Total Investments</i>
Astral at Auburn	\$27,500,000
Tower Automotive (Autokiniton)	\$10,650,000
Holiday Inn Express	\$4,700,000
Culver's	\$1,300,000
Metal X	\$9,500,000
Team Quality Services	\$2,565,000
ContiTech	\$4,264,467
Auburn Gear	\$3,164,205
Credent Wealth Management	\$6,600,000
TractionAG	\$1,636,500
Scot Industries	\$2,800,000
Sunrise Apartments	\$3,700,000
Tru by Hilton	\$4,700,000
Ft. Wayne Orthopedics	\$7,667,670
Lutheran Medical Office	\$7,000,000
City of Auburn 11A Sewer Project	\$699,995
CJR Enterprises Retail Center	\$1,150,000
Auburn Brewing Company	\$600,000
Total	\$100,197,837

Astral at Auburn



60
Jobs



\$27.5
Million Investment



Holiday Inn Express



20
Jobs



\$4.7
Million Investment

Team Quality Services



20
Jobs



\$2.6
Million Investment



ContiTech



46
Jobs



\$4.6
Million Investment

Credent Wealth Management



15
Jobs



\$6.6
Million Investment



Tru by Hilton


20
Jobs



\$4.6
Million Investment



Fort Wayne Orthopedics




4
Jobs


\$7.6
Million Investment

Lutheran Medical Offices



30
Jobs



\$7.7
Million Investment



Auburn Brewing Company




4
Jobs

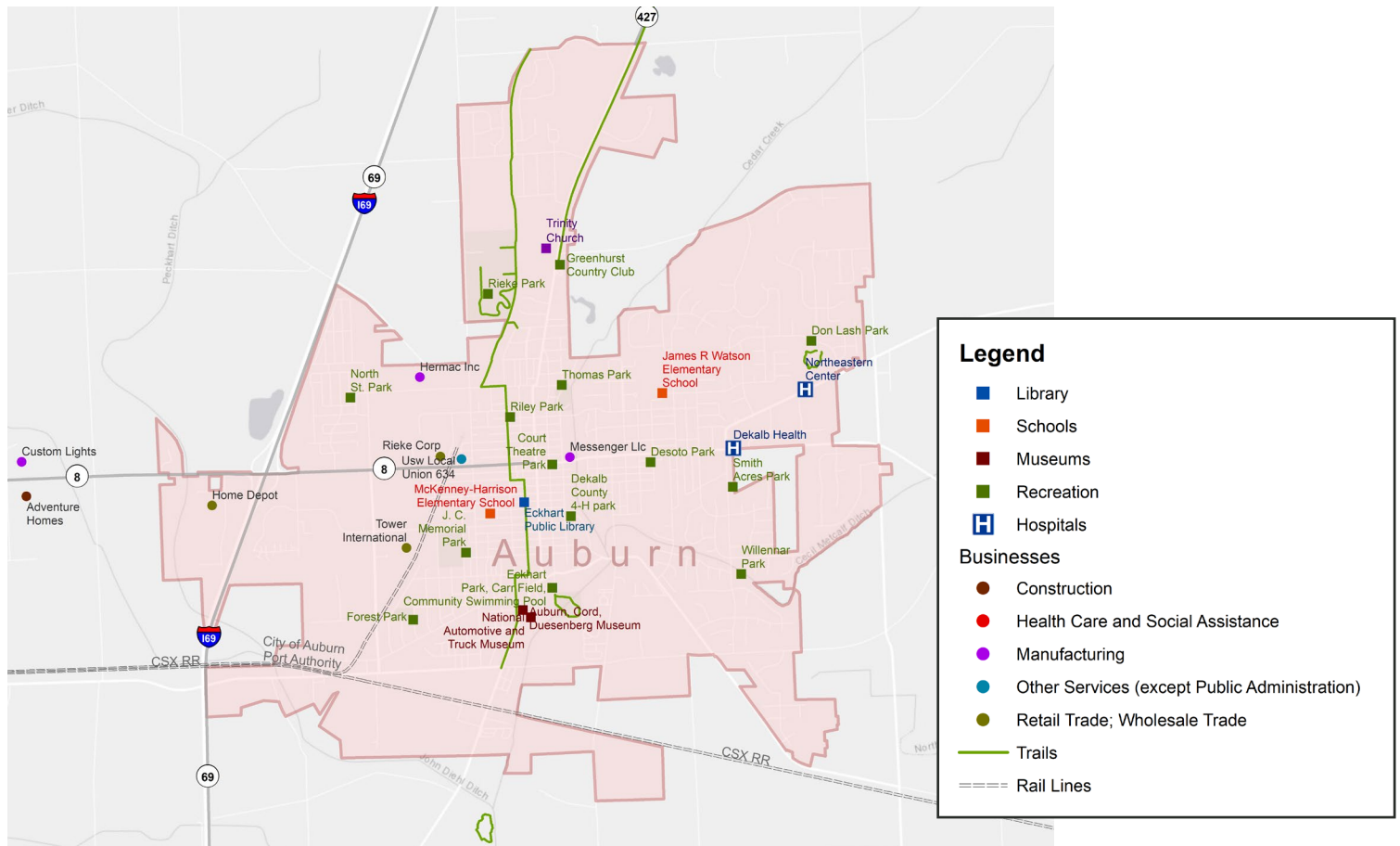

\$600
Thousand Investment

Early Ford V-8 Museum


20
Jobs


\$4.7
Million Investment





Parks and Recreation

Access to a mix of public parks open spaces, recreational facilities like athletic fields and sports facilities, public indoor and outdoor pools, and nature preserves.

Health

Parkview DeKalb Hospital, a health system with specialty services and the full resources of the largest health system in Northeast Indiana.

Locally Owned

The City of Auburn has a vibrant community of small businesses with 28 locally-owned restaurants and 21 locally-owned retail shops. Small business is also supported through Auburn Main Street which hosts a variety of community events throughout the year.

Industry

Wide array of small, medium, and large sized firms engaged in advance materials, logistics, equipment, fabricated metal manufacturing, and more.

Arts & Entertainment

Auburn boasts of entertainment ranging from local museums, dining, shopping, and plazas to local wineries and breweries. Downtown Auburn has been designated an Art District by the State of Indiana.

Education

DeKalb County Central School District implemented a foundation to promote alliances and generate resources for innovation initiatives for K-12th grade.

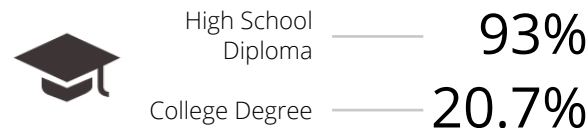
Historical Eckhart Public Library provides numerous educational training programs and resources for community residents.

POPULATION

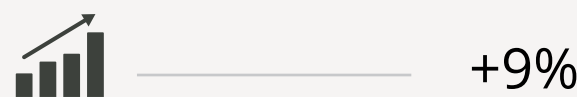
Population



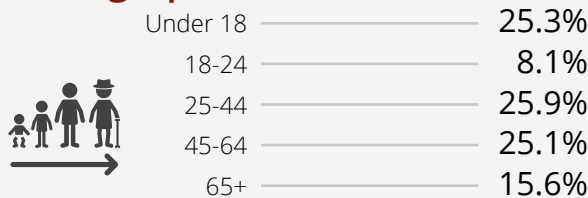
Education



Population Change *(since 2010)*



Demographics

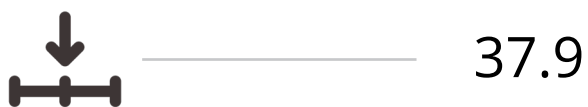


ECONOMICS

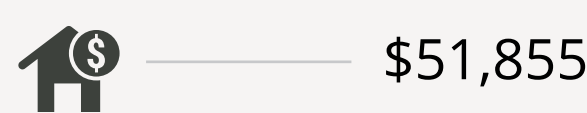
Per Capita Income



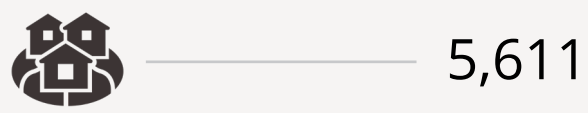
Median Age



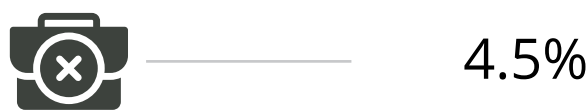
Real Median Household Income



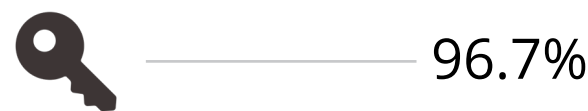
Number of Households



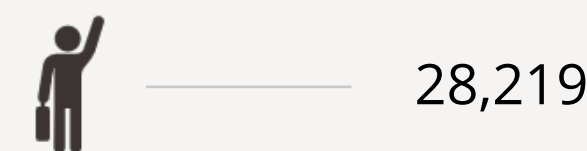
Unemployment Rate



Home Ownership



Labor Force Participation



Auburn Manufacturing Workers

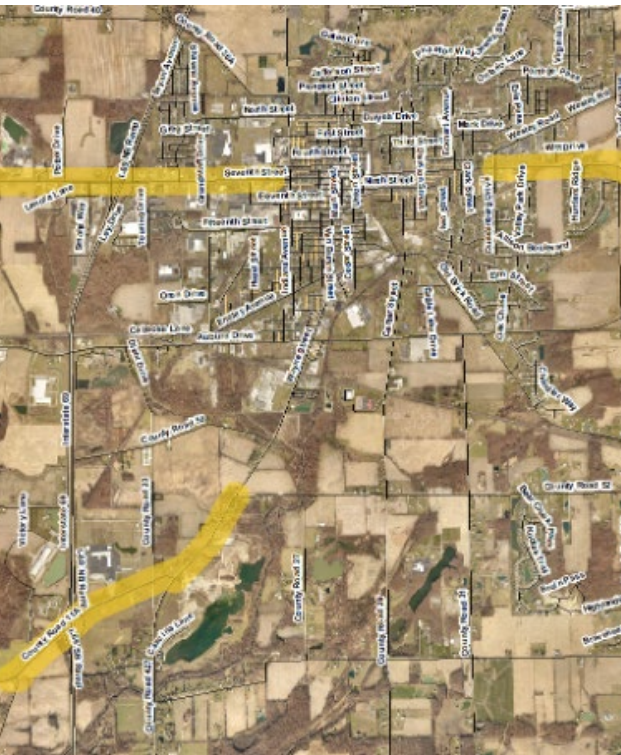


Enhancing Quality of Place

City-wide Gateways & Wayfinding

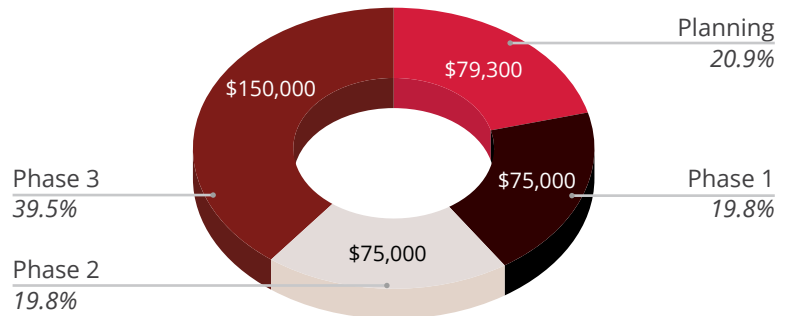
The City of Auburn currently is implementing a sidewalk improvement and placemaking project to be completed in 2026 and a wayfinding system would complement the project. A City-wide Gateways & Wayfinding project has been requested by residents and was explored in the Auburn 2040 plan, the Downtown Revitalization Plan, and the Trails and Sidewalks Master Plan.

A strategic wayfinding system is an essential element of the City brand. It will enhance the quality of place and contribute to the pride of residents. The project will further provide significant value to tourism and economic development. The project will include directional information, preferred routes, and travelers' welcome with features that promote visitor engagement.



Estimated Project Cost

Total: \$379,300



Gateway Identifications and Locations

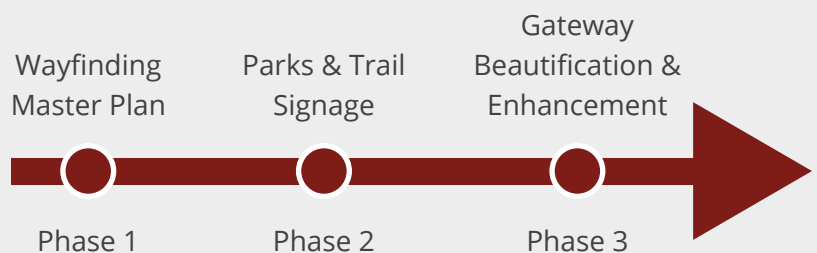
- St Rd 8 and I/69 Interchange
- Co Rd 11A and I/69 Interchange
- 15th St and Main
- Co Rd 35 and St Rd 8
- Co Rd 427 and Wayne St
- 5th St and Main
- 7th St and Main
- Cedar Creek Bridge on 7th St

Project Scope

The Wayfare Signage Project correlates with the Treasury Use Eligibility of funds as it provides benefits to tourism, travel, and hospitality. The project meets the expressed desires of community members. It further supports economic development and other planned projects within the City of Auburn that will improve distressed areas associated with the COVID-19 pandemic.

Project Timeline

Estimated 2-year timeline to completion.



Enhancing Quality of Place

Auburn Downtown Riverfront District Improvements

The Auburn Downtown Waterfront Improvement project will create an environment that will promote quality of place in the downtown area. The project will provide various amenities such as an open lawn, a river walk trail, a terraced amphitheater, overhead shade structures, water play features with splash pads and playgrounds, a Veterans Memorial Plaza, a food court and beer garden, mixed-use space with a multipurpose plaza, nature gardens, picnic shelters, overlook, and promenade walk with a pedestrian bridge. The project also includes the retired CSX railroad bridge. Funding for the beautification and lighting of the bridge has been applied for through additional grants.

Waterfront developments support community, family, and social events, that align with the requests of residents and are recognized in the Auburn 2040 Plan and the Auburn Parks Master Plan. The City of Auburn will own and maintain a majority of the improvements, upkeep, and maintenance of the waterfront development. The project would be a catalyst for future mixed-use developments that correlate with the community revitalization plans.

LOCATION

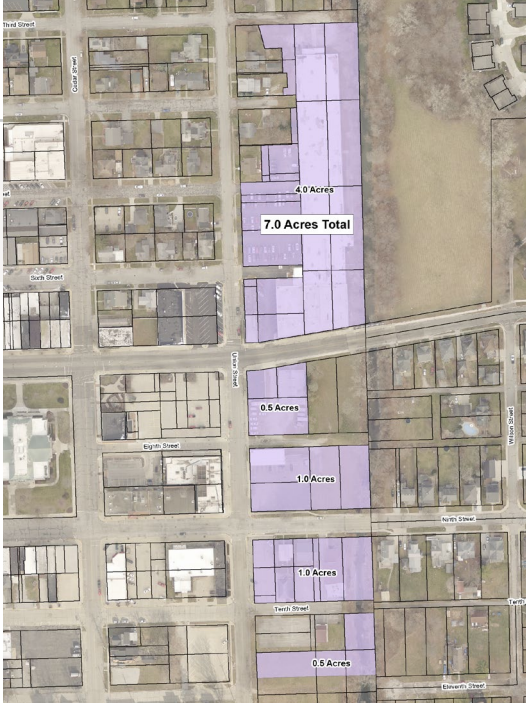
Downtown Auburn, along Cedar Creek from 3rd Street to 11th Street.

LOT SIZE

7 acres total

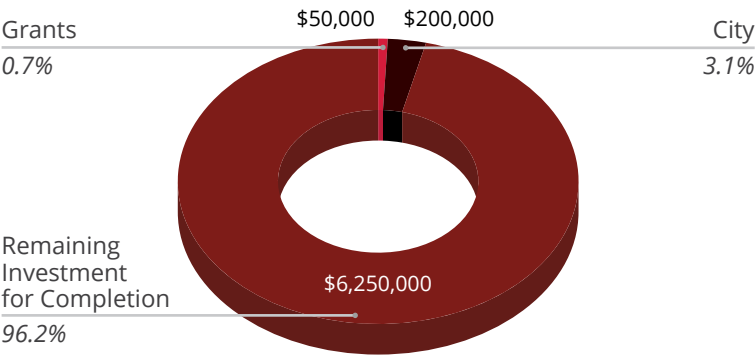
PROPERTY STATUS

The City of Auburn owns 2 acres and the remaining is privately owned. Negotiations for relocation or sale of properties not owned by the City are being researched.



Budget

Total: \$6,500,000

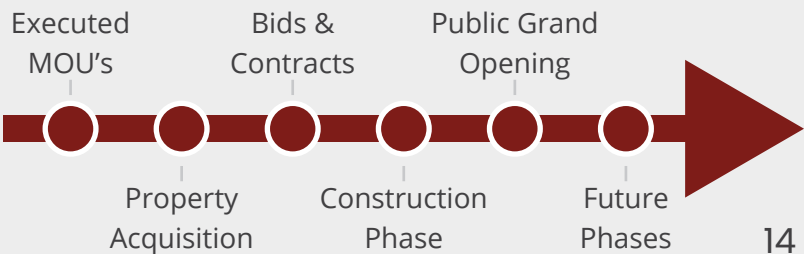


Project Scope

Auburn Downtown Waterfront Improvement plan will fulfill community needs as well as tourism. This development will attract residents and tourists to the downtown area and promote the economic vitality of Auburn’s numerous small businesses that have economic distress resulting from the COVID-19 Pandemic.

Project Timeline

Estimated 2-year timeline to completion.



Strengthening Local Economies

310 on Main Development

The City of Auburn in partnership with Ambassador Enterprises will redevelop and expand the former YMCA into 310 on Main. The project will serve as a community space for families and will house childcare, mental health care, life-skills training, and resources, as well as multi-use working spaces in Downtown Auburn.

Site Description

Previous home to the YMCA of DeKalb County retaining architectural elements from the original YMCA with new hardscape and attached surface parking. Located nearby: are restaurants, parks, and small businesses in downtown Auburn, with 6 EV charging stations being developed for vehicles located across the street. Plans for the building development include childcare rooms, offices, co-working space, an event venue, and family activities multi-use space.

Project Timeline

Estimated time to completion: 3 years.



Project Scope

The 310 on Main Development project responds to Covid-19 as the pandemic has impacted the City of Auburn with an increased need for childcare, mental health awareness and care, life skill coaching, and social services resources for our community members. These items have been declared a public health need and explored through extensive data and community engagement.

LOCATION

310 North Main Street
Auburn, Indiana 46706

LOT SIZE

16,000-sf. white boxed shell and 24,992-sf. with 2nd floor buildouts.

OWNERSHIP & STATUS

Available and ready to develop through partnership with owner, Ambassador Enterprises.

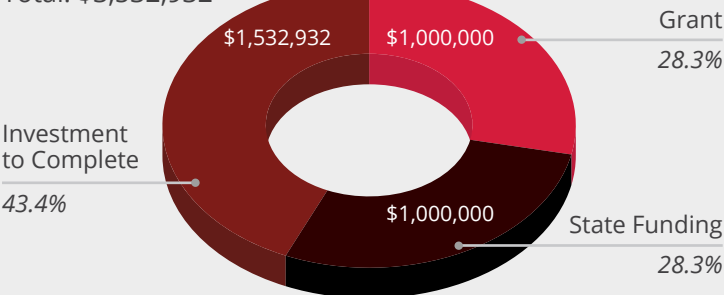
ZONING

Downtown Commercial



Projected Project Cost

Total: \$3,532,932



Promoting Community Wellness

Blue Zones

ESTIMATED PROJECT COST

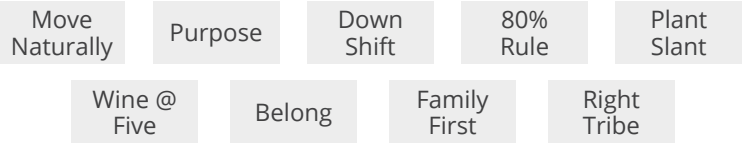
\$875,000 - \$1,000,000

The City of Auburn has recognized the many needs of the community members, such as walkability, healthier food markets, and improved access to healthcare. Healthier environments naturally promote healthier choices. Blue Zones Project focuses on creating surroundings that provide convenient access to healthy lifestyle choices and behaviors.

Blue Zone Projects is described as a community well-being improvement initiative designed to change the way people experience the world around them. Blues Zone defines the 9 common community characteristics that lead to a healthier and longer life. 1) Move Naturally, find ways to move more. 2) Purpose, wake up with purpose each day. 3) Down Shift, reverse disease by finding a stress-relieving strategy that works for you. 4) 80% Rule, eat mindfully and stop when 80% full. 5) Plant Slant, put more fruits and vegetables on your plate. 6) Wine at 5, if you have a healthy relationship with alcohol, enjoy a glass of wine with friends each day. 7) Belong, belong to a faith-based community, and attend services regularly. 8) Loved Ones First, invest time with family. 9) Right Tribe, surround yourself with people who support positive behaviors and who support you.

This program will work cohesively with the City of Auburn’s existing Auburn 2040 plan, and Trails and Sidewalk plan. We see this program being a permanent fixture in our community and will be sustainable through the maximization of cost-savings as well as identifying additional revenue sources vias sustainability focused programs, initiatives, and efficiency.

Blue Zones Power 9®



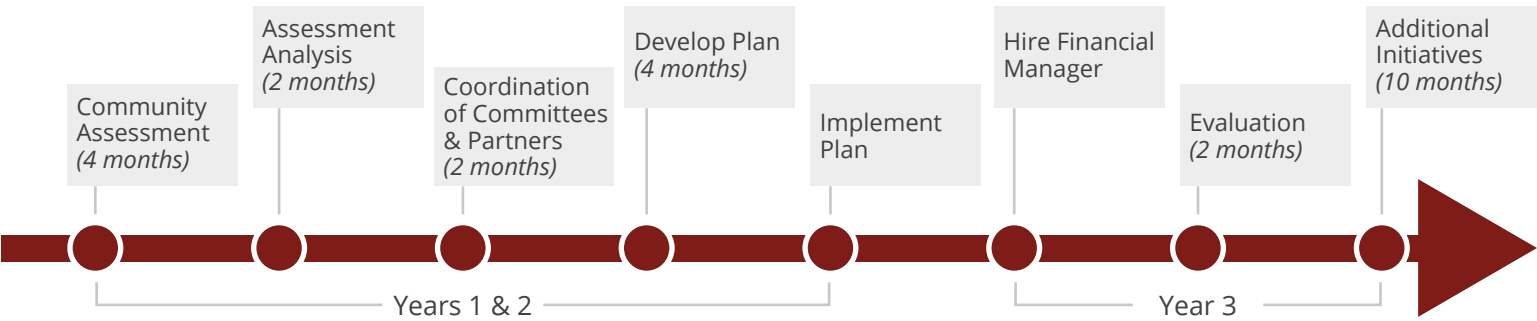
For More Information

Visit

<https://www.bluezones.com/2016/11/power-9/>

Project Timeline

Implementation of Blue Zones would require the City of Auburn to establish a Project Coordinator who will oversee the Community Readiness Assessment and develop the plan. Aspects of the plan would include addressing change, education, evaluation, and identification. The plan would be finalized plan in the next phase with a public presentation to prioritize, adopt, and implement key policy changes; inspire citizen awareness and engagement, and attract additional resources. **Estimated time to completion: 3.5 years.**



Project Scope

The Blue Zone Project for the City of Auburn responds to the declining public health, and economic distress, and provides vital resources and services. By adding the Blue Zones Project, community members will have access to healthier options, directly responding to challenges exacerbated by COVID-19.

Advancing E-Connectivity

Project 1: Fiber Build Out to Underserved Areas

- Extend AES Fiber Coverage services to Mobile Home Communities within the City of Auburn.
- Work with owners to provide buried or aerial fiber internet connectivity to 668 passing locations in the park.
- Costs: 3 LCP (fiber junctions), Mainline fiber and fiber to locations known as FTTX, Mounting Post, Equipment such as bucket trucks, Fiber puller, and labor.
- **Auburn Essential Services** (AES) is a community-owned and operated network that offers wireless fidelity (WiFi), internet, television, voice, point-to-point (private) data, Wide Area Network (WAN) local loop and data center co-location services to businesses and residential neighborhoods in Auburn. While AES was born out of a desire to fulfill the needs of one business, it has quickly grown into a valuable community asset for businesses and residents alike. Even more, it's not just a valuable tool for Auburn. We're expanding our services and reach to neighboring communities.

Funding Needed

- **\$2,003,000.00** for completion
- **Outside Plant Materials** estimated to be \$1,330,000.00
- Labor estimated to be \$351,00.00 to install 3 LCPs to cover 668 locations of mainline construction.
- Labor estimated to be \$351,00.00 to install 3 LCPs to cover 668 locations of mainline construction.

Premise costs:

- Optical network terminal cost \$152,000.00
- Cyber Powers \$40,000.00
- Estimated Labor \$127,000.00

TIMELINE

0-1 Year

FUNDING AVAILABLE

\$2M H.E.L.P. Grant

Funding Needed

- Installation per decided location cost would depend on fiber to the location, indoors or out. **\$2,800.00-\$5,000.00 per location pending factors.**
- Locations where no fiber is present, costs to assess, run and deploy equipment are **\$2,900.00 per location.**
- To include labor, fiber, outdoor enclosures, and wiring cost of managed access points are roughly **\$1,310.00 per device.** Those include the costs of the managed software.

Project 2: Expand Free AES Wireless

- Build free wireless services for public spaces throughout the City.
- Locations would include city parks and trails, the courthouse block along with a surrounding radius of 9 square blocks. These areas are heavily used for downtown activities and can be utilized by vendors and community members during events.
- Will provide publicly accessible sections of town to offer internet connections.

TIMELINE

0-1 Year

FUNDING AVAILABLE

\$2M H.E.L.P. Grant

Project 3: Provide Protect IQ and Advanced Network Security

Provide 3 years of Calix ProtectIQ and Advanced Network Security to all existing AES customers with our managed routers.

- Provides protection from malicious websites, anti-virus, anti-ransomware packet inspection, and intrusion.
- Traffic monitoring that automatically blocks suspicious activity from coming into the home and labor.
- AES Currently has 1,520 active routers in use.
- Expected growth of about 60% increase in router deployment within the next year.

Funding Needed

- **\$24,076.80-\$26,000.00** estimated cost total
- **Cost for Protect IQ** \$4.95 per customer.
- **Cost for Advanced Network Security** \$4.95 per customer.

TIMELINE

0-1 Year

FUNDING AVAILABLE

\$2M H.E.L.P. Grant

Additional Priority Initiatives

<i>Parks and Recreational Amenities Critical Projects (Priority to Address)</i>				
Location	Facility/Amenity/ Infrastructure	Project	Estimated Total Project Cost	Source of Need
Smith Acres Park	Playground	Replace Slide	\$3,800	Site Assessments
Desoto Park	Paved Access	Construct pathways through the park and to amenities	\$28,800	Stakeholders/Site Assessments
Riley Park	Paved Access	Construct pathways through the park and to amenities	\$10,848	Stakeholders/Site Assessments
Don Lash Park	Paved Access	Construct pathways through the park and to amenities	\$122,688	Stakeholders/Site Assessments
Subtotal			\$162,336	

Additional Priority Initiatives

<i>Parks and Recreational Amenities Sustainable Projects (Improving What We Have)</i>					<i>5-Year Allocation</i>				
Location	Facility/Amenity/ Infrastructure	Project	Estimated Total Project Cost	Source of Need	2022	2023	2024	2025	2026
Rieke Park	Paved Access	Construct pathways through the park and to amenities	\$439,872	Stakeholders, Site Assessments, Parks Workshop					\$439,872
Desoto Park	Playground/ Shelter	Replace existing with themed playground, additional shelter, naturally contain mulch with large rocks, new fence.	\$148,071	Stakeholders, Site Assessments, Parks Workshop			\$148,071		
Thomas Park	Restroom	Prefabricated Restroom	\$37,860	Stakeholders, Site Assessment, Statistically Valid Survey, Parks Workshop		\$37,860			
Forrest Park	Improvements	Playground, pathways, shelter, parking, fencing	\$328,999	Stakeholders, Site Assessment, Parks Workshop			\$328,999		
Riley Park	Improvements	Play feature/swing, enlarge basketball to ½ court	\$52,860	Stakeholders, Site Assessment, Parks Workshop				\$53,860	
Willennar Park	Improvements	Pathway, play feature, small shelter, picnic area	\$91,289	Stakeholders, Site Assessment, Parks Workshop				\$91,289	
Subtotal			\$1,098,950		\$0	\$37,860	\$477,070	\$144,148	\$439,872


Additional Priority Initiatives

<i>Parks and Recreational Amenities Sustainable Projects (Improving What We Have)</i>					<i>5-Year Allocation</i>		<i>6-10 Year Allocation</i>			
Location	Facility/Amenity/ Infrastructure	Project	Est. Total Project Cost	Source of Need	2022	2027	2028	2029	2030	2031
TBD	Land	Additional land – highlight nature	\$439,872	Stakeholders, Site Assessments, Parks Workshop						
TBD	Aquatic Center	Feasibility Study	\$148,071	Stakeholders, Site Assessments, Parks Workshop	\$60,000					
Eckhart Park	Improvements/ Expansion	Basketball, building repurpose, event space, fountain, road improvements, water access, park office, indoor recreational space, pathways, earthwork	\$37,860	Stakeholders, Site Assessment, Statistically Valid Survey, Parks Workshop				\$5,464,162		
Memorial Park	Improvements	Shelters (2), splashpad, playground, basketball court, parking, pathways, fitness nodes	\$328,999	Stakeholders, Site Assessment, Parks Workshop					\$2,289,797	
Rieke Park	Improvements	New shelters (4), new quad, parking expanded, maintenance building, restrooms	\$52,860	Stakeholders, Site Assessment, Parks Workshop					\$3,433,572	
Smith Acres Park	Improvements	Playground, community building, maintenance building, tennis/pickleball, parking, restrooms, shelters (4)	\$91,289	Stakeholders, Site Assessment, Parks Workshop						\$3,094,165
Thomas Park	Improvements	Realign road, parking, playground, dog park, training area, shelters (3), restrooms, pavilion, earthwork, pathway	\$2,946,212	Stakeholders, Site Assessments, Park Workshop						\$2,946,212
Don Lash Park	Improvements	Nature play, splashpad, parking, garden, shelter	\$1,537,526	Stakeholders, Site Assessment, Park Workshop			\$1,537,526			
Gear Park	Improvements	RC Track, parking, shelter, pathway, waterway access	\$601,980	Stakeholders, Site Assessment, Statistically Valid Survey, Park Workshop			\$601,980			
Subtotal			\$19,427,414		\$60,000	\$0	\$2,139,506	\$5,464,162	\$5,723,369	\$6,040,377

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What were the COVID-19 community impacts and responses?

COVID-19 had an impact on everyone worldwide. In February of 2020, “Main Street” economies were virtually halted by stay-at-home orders and mandatory business closures. During this scary time, the City of Auburn and Auburn Main Street continued communication with neighboring communities on how to survive through tough times. The result was the “Spend Local Safely” campaign, which encouraged the community to support local businesses.

The City of Auburn through Auburn Main Street worked closely with the Indiana Office of Community and Rural Affairs and local banks to assist small businesses in obtaining grants and/or loans for expenses associated with the pandemic. A survey showed 43% of respondents within the city received a Paycheck Protection Program grant and 13% received an Economic Injury Disaster loan. Auburn is aware of only one business that closed its doors during the pandemic. The survey also showed 97% of the city’s small business respondents felt confident or somewhat confident about the future of their businesses. Our community showed up in a big way to support local businesses.

The City utilized this opportunity to continue to address the impacts of the COVID-19 pandemic by increasing the capacity for its volunteer and partnership programs. These programs have been adopted by the DeKalb County Board of Health in conjunction with CDC guidelines. Through the volunteer and partnership program, the Board of Health routinely holds communication drills with local businesses, hospitals, emergency response agencies, and the community. The Board of Health maintains a fully stocked trailer with vaccines, tests, and PPE equipment.

Another way we plan to utilize this opportunity to continue addressing the impacts of the COVID-19 pandemic is by increasing our outreach program for underserved communities in the surrounding area to provide vaccinations and testing for free. The City of Auburn has prepared itself to be at ready and will continue to look for ways to increase this awareness through the education and protection of its community members.

COMMUNITY ENGAGEMENT

The City of Auburn and Auburn Main Street relied on several activities to engage the community to help pinpoint the projects that were important to area residents centered around four pathways: Advancing E-Connectivity, Promoting Community Wellness, Strengthening Local Economies, and Enhancing Quality of Place.

This process, which will continue throughout the duration of the Hoosier Enduring Legacy Program included: online and paper surveys, social media interaction, feedback cards, project mapping and community forums. These interactions gave the community an opportunity to rank each project in pathway, highlighting those projects that are important to them.

City residents weighed in on a variety of issues including:

- Transportation – the need for increased and improved pedestrian and bicycle infrastructure including sidewalks and trails.
- Recreation and Environment – the need for park improvements, and additional water activities including a public pool, splash pad, and creek access.
- Community Programs – additional community events and expansion of farmer’s market
- Downtown revitalization, redevelopment, and historic preservation.
- Diverse, affordable, and accessible housing options
- Fresh food market expansions throughout the city that are affordable and accessible year-round.
- Increase high-speed internet and WIFI access points strategically positioned around the city for low to moderate-income areas to utilize.
- Bring awareness to substance abuse and mental health
- Interstate 69 exchange beautification
- Riverfront Development – including amphitheaters, parks and recreation opportunities, and creek access allowing access and connectivity throughout the city.

Enhancing Quality of Place and Promoting Community Wellness had ranked high with our community members with Strengthening Local Economies and Advancing E-Connectivity following closely behind. All pathways play a significant role in developing and bettering our community with many of the projects overlapping and benefiting each area.



Core Team	
Ann Finchum	Executive Director Auburn Main Street
Mike Ley	Mayor City of Auburn
Anton King	Economic Development
Natalie DeWitt	City Council, Vice President of Taylor Rental
Amber Halflich	Community Coordinator Auburn Main Street
Kellie Knauer	Administrator at DeKalb County Building Planning & Development
Kevin Webb	City Council, Owner Webb Concrete Construction
Andy Barrand	Director of Marketing and Business Development, City of Auburn

Special
Thanks



Amber Haiflich

Community Coordinator
Auburn Main Street

✉ information@auburnmainstreet.org

Pathway Teams

Advancing E-Connectivity | Purdue University

Mike Warstler	Northwestern Mutual Insurance
Keegan Feters	The Hicksville Bank
Susan Geyer	AES General Manager
Natalie DeWitt	City Council
Kevin Webb	City Council
Ann Finchum	ED AMS
John Kremer	AES Network Engineer

Strengthening Local Economies | Ivy Tech

Thompson Smith	Attorney At Law
Kevin Likes	Attorney At Law
Brian Best	Ambassador Enterprises: Legacy Investment Mgt
Rudi Eidam	Redevelopment Commission/ Sweitzer Family Foundation
Jessica Griffith	DeKalb Chamber Partnership
Molly Schuman	Tempus Technologies
Anton King	Economic Development
McKenna Clifford	Credent Wealth Management
Mike Littlejohn	Carbaugh Jewelers/ Business Owner
Kellie Knauer	Administrator at DeKalb County Building Planning & Development

Promoting Community Wellness | Indiana University

Marisa McKenzie	Hearten House
Bob Burris	Lakewood Park Christian School Superintendent
Tammy Stafford	Hospital / Clinic
Jon Hunter	St Marks
Tyler Cleverly	Executive Director United Way
Tracy Bell	Heimach Center DeKalb County Council on Aging
Olivia Lusher	Executive Director American Red Cross Northeast IN
Jeremiah Otis	Fortify Life
Zach Heimach	Eckhart Public Library

Enhancing Quality of Place | Ball State

Erin Ray	Parks Department
Steve Teders	Superintendent DeKalb Central United School Corporation
Tanya Young	Community Foundation DeKalb County
Brandon Anderson	ACD Museum Executive Director
Matt Faber	Contractor, Chamber Board
Kathleen Alter	Community Foundation DeKalb County