

Martinsville, Indiana



2016 My Community, My Vision

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Morgan County Courthouse

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Spencer Starke, environmental specialist

Metropolitan School District of Martinsville

Dr. Michele Moore, Superintendent
Dr. Nick Sears, Principal
Matt Hankins, High School Marketing Teacher & DECA Advisor
Martinsville High School DECA Club

DECA Club

President Betsey Nesbit
V. President Logan Ratts
Secretary Cameron Vanderzeyde
Treasurer Zoe Sheeks
Historian Emily Hankins

Executive Summary

Purpose

While Martinsville may seem to be your everyday sleepy Indiana small town, it is really teeming with life. As the gateway to Southern Indiana, Martinsville is home to unique architecture, small businesses that drive the town, and much more.

Even with all the good things happening in Martinsville, its population is in decline. With the focus of My Community, My Vision on current high school students, this plan centers around what the members of the Martinsville High School DECA club saw as being crucial for them to lay down their own roots in Martinsville. The objectives came directly from the students and were the most important components they saw as necessary to make Martinsville their forever home.

Objectives

Attracting Shopping Options

The students found that attracting better shopping options was the most important thing they needed to keep themselves in Martinsville. The students saw the constant need to travel to Greenwood or Bloomington for their shopping needs as a hassle and without better store options in town, they would rather live somewhere else.

The most important thing Martinsville can do to keep their high school students in town is to immediately evaluate economic development practices and identify market gaps.

Things to Do

Much in the same vein as attracting shopping options, the students want better options of things to do in Martinsville. Currently, students travel on weekend nights to Bloomington or Greenwood to hang out. The development of young adult oriented activities in Martinsville would keep more money in the city and help keep the students too.

Improved Downtown

The betterment of downtown Martinsville goes hand in hand with the first two objectives. This initiative directly relates to the community's already existing goals of having a world-class downtown.

Community Trails & Improved Sidewalks

Providing active modes of transportation in Martinsville was important to the students. Improving already existing sidewalks can go a long way in making Martinsville a healthier place to live.

City Cleanup

Having a Martinsville that the students are proud of can go a long way for the students. By simply cleaning up trash, the students can take pride in being from their city.



MHS Team with Lieutenant Governor and Mentor

About My Community, My Vision

My Community, My Vision (MCMV) is a program sponsored by Lt. Governor Sue Ellspermann in an effort to engage rural youth in community planning, and it is implemented through a partnership between Indiana Housing and Community Development Authority (IHCDA) and Ball State University (BSU). The initiative was created to encourage the next generation of civic and government leaders to take an active role in shaping the future of their hometowns. This program targeted small, rural Indiana communities, as many of these suffer from a collective “brain drain” of youth and talent moving to larger cities and more urbanized areas for jobs, entertainment, and cultural amenities.

Under the premise of students not having to leave their hometowns to fulfill their dreams, MCMV sought applications from around the state. These applications were to detail the youth perspective and what they might include in a community vision plan that BSU would assist in creating. Applicants were asked to answer a few questions and provide information about their hometowns such as:

- How their organization was active in their community
- The strengths and challenges of their community
- The applicant’s vision for the community
- How the vision might impact their decision to return to their hometown
- The community demographics and other information that may support their described vision

Letters of support from elected officials in the city up to state government officials were also encouraged as supporting documentation. This year, eight applications were received with a range of ideas that the students and applicants believed would make their hometowns a more attractive place to live. Six applications were chosen by IHCDA based on how well they answered the questions, how inclusive their vision was in regards to the community as a whole, and the level of involvement of students in their plan.

Each group was assigned a BSU mentor, with two mentors actively participating in all groups for Economic and Environmental sections, for a total of eight mentors to assist the creation of community vision plans. The mentors were tasked with introducing students to community planning, how projects go from an idea to a reality, and how their ideas could shape the future of their hometowns. From that point, students and BSU mentors held various meetings and brainstorming sessions to create this plan.

Each plan is unique, from the goals and needs of the community through the process that it took to get it to the final stage. The following plan, My Community, My Vision, was created by Kenneth Hughes for Martinsville, Indiana.



MCMV Kick-off Event

Planning Process

Through a collaborative partnership between Martinsville High School's DECA club and Ball State's My Community, My Vision team, this plan was drafted. Beginning in September 2015, the students and the mentor met three times in the fall to determine what projects were most important to students in order to entice them to stay in Martinsville.

Every objective here directly came from the students that participated in the planning process. The feedback and conversations had at the meetings with the students translated into the objectives that form this plan.

August – September 2015

IHCDA sent out the call for community applications for the MCMV program. After selecting the six winning communities, all parties convened for a kickoff meeting in late September. Here, the BSU mentors met with their high school students for the first time and began to discuss their goals for the plans moving forward.

October 2015

The MCMV Committee held two face-to-face meetings with the BSU mentor. During these meetings, students brainstormed potential projects (called "initiatives" in this plan) to achieve certain goals they identified. They also identified existing conditions. At the second meeting, the students developed a survey for the student body.

November 2015

The MCMV Committee finalized and prioritized the different initiatives that would compose the plan.

January 2016

A rough draft of the plan was completed and published at <https://sites.google.com/site/mycommunitymyvision/home>.

April 2016

Students and their mentor held public meetings to receive feedback from residents on their ideas. Revisions were then made for final publication.

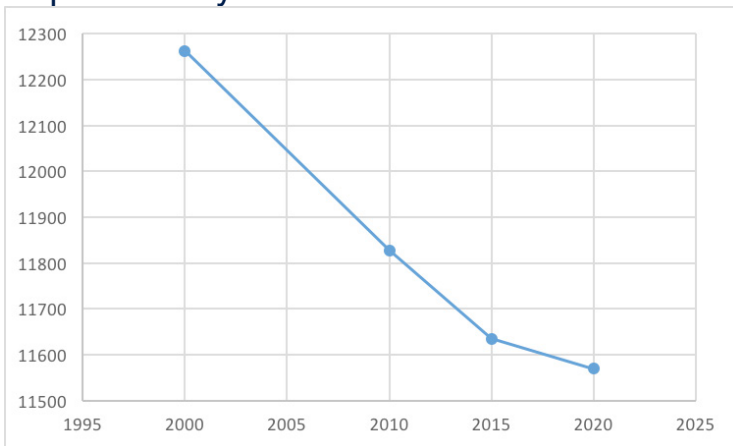
April 2016

The final plans were published and presented to State and Community Leaders.

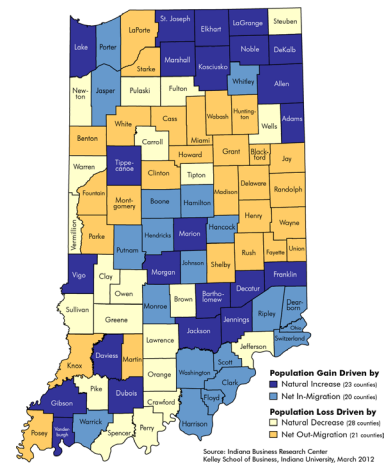
City Demographics

A city of 12,000 people, the city of Martinsville is a gateway to Southern Indiana. Founded in 1822, Martinsville is the county seat of Morgan County and home to the Morgan County Courthouse, one of the few pre-Civil War courthouses built in Indiana that are still around. For nearly a century, people sought the healing benefits of the artesian water health spas. Students of Martinsville High School are the Artesians.

Demographics Population by Year

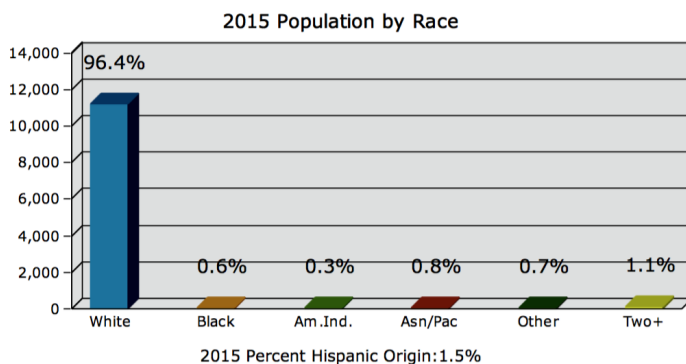


Population Projections
Components of Change, 2010 to 2050

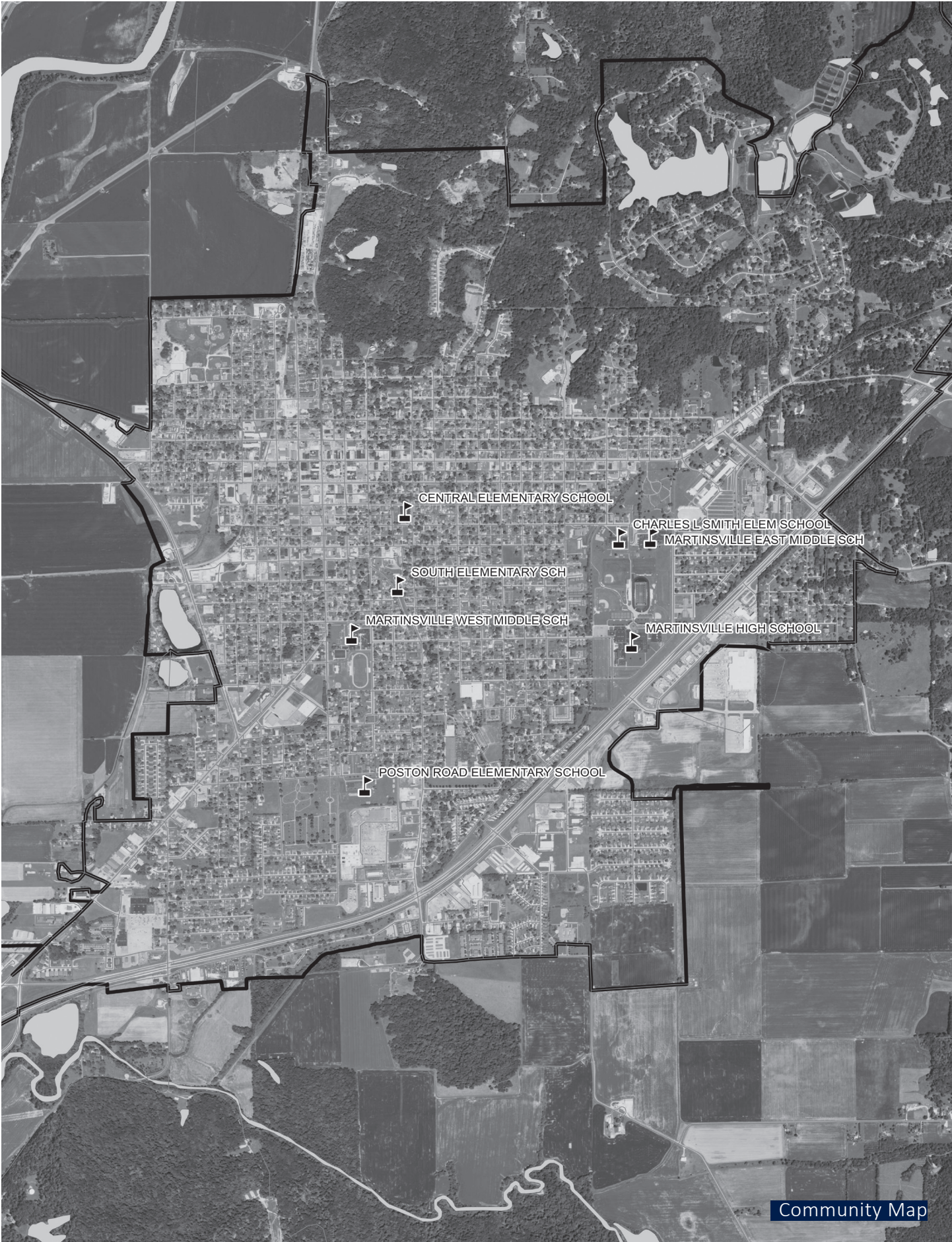


Like many smaller communities in Indiana, Martinsville's population is in decline. It is projected that the city's population will dip below 11,600 people by the year 2020. Morgan county as a whole is, however, projected to have a natural increase in population.

Race



Another attribute of smaller Indiana communities is the lack of diversity that they encounter and Martinsville is no exception to this trend.



Existing Conditions & Issues

The first step in the planning process requires an understanding of the existing conditions and forces at play in the community. In order to understand Martinsville a Strengths, Weaknesses, Opportunities, and Threats analysis was completed with the DECA Club membership. Also employed was a student survey developed by the club members for students of the school's marketing classes.

Strengths

- Parks
- School System
- Gateway to Southern Indiana
- Small Town Feel
- Morgan County Courthouse & Courthouse Square

Weaknesses

- Sidewalks
- Trash
- Store Options
- Things to Do

Opportunities

- Expansion of Interstate 69 through Martinsville
- Morgan County Fairgrounds
- Downtown Martinsville

Threats

- Possible Departure of Hospital
- Decline in Population

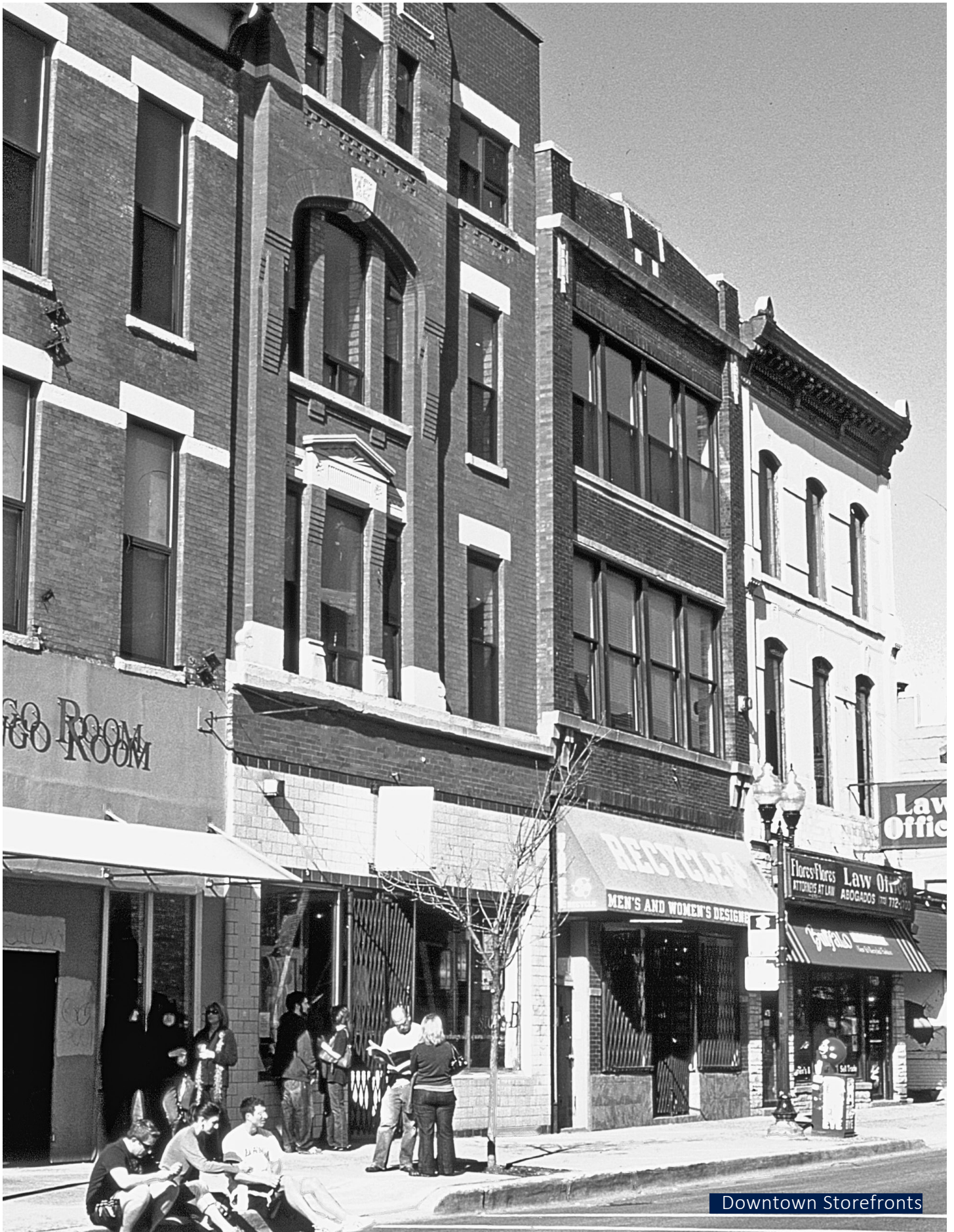


Objectives & Goals

The most important feature of any plan are the objectives and goals. Without these crucial elements, a plan is simply a recitation in city demographics and existing conditions. The objectives and goals presented here set out to solve recurring issues the students foresaw in starting their adult lives in Martinsville based on the existing conditions analysis completed.



Morgan County Courthouse



Downtown Storefronts

Attracting Shopping Options

The Issue & Why it Matters

One of the issues identified by the students was a lack of shopping options. As it currently stands, major shopping beyond the necessities has to be done in Greenwood or Bloomington. (Both thirty minute drives.) Unsatisfied with the currently limited variety, adding more stores to Martinsville ranked at the top of the priorities for the students. The students felt that there was room for more stores in Martinsville that could appeal to a younger demographic.

What This Will Involve

This goal requires the greatest amount of work to make more stores in Martinsville a reality. Borrowing from the Comprehensive Plan: “Downtown could be a larger driver of the city’s economy but a lack of gateways and shopping choices is resulting in lost opportunities.”

A large issue in the planning of an expansion of stores in Martinsville is the current method of economic development. Focused on finding large centers of employment for the community, there is a lack of attention to the needs of the community that already exists in Martinsville.

In order to expand the store options in Martinsville, a comprehensive look at economic development is needed. Expanding beyond the traditional bounds of large-scale job creation and improvements to the downtown, the community must look at how retail centers will develop, especially in consideration of the possible extension of Interstate 69 through Martinsville.

Initiative Components

1. Inventory and evaluate current economic development practices.
2. Develop new economic development strategy focused on attracting new shopping options to Martinsville. (Include possible sites in strategy.)
3. Create gateways to Downtown Martinsville. (Per Comprehensive Plan)
4. Create a “Keep it in Martinsville” campaign to promote shopping locally.

Priority

The students believe having more stores in Martinsville is of highest priority.



Community Carnival

Things to Do

The Issue & Why it Matters

When asked about what they do on Friday and Saturday nights, the students shared that they would travel to Greenwood and Bloomington for things to do. But this does not mean that the students necessarily wanted to leave Martinsville, rather they are forced to in order to find something to do. Similar to the addition of more stores in Martinsville, the students desired more things to do in town. This reveals that there is an open market that can appeal to the high school students of Martinsville. (A population 1,600 people strong.) The addition of things to do in Martinsville can mean that there are more opportunities for money to stay in the city.

What This Will Involve

In order to bring more things to do, efforts to accomplish this objective should be rolled into those of attracting more stores to Martinsville. Through a comprehensive look at economic development it can be determined how much Martinsville can support new activities. It is very likely that in order to support new entertainment business that new businesses be innovative and nontraditional.

It should also be considered what tourist attractions, if any, Martinsville can support. Martinsville can perhaps capitalize on being a Saturday destination for people that live in the region.

Initiative Components

1. Inventory and evaluate current economic development practices.
2. Complete a market analysis of Martinsville and the surrounding region.
3. Develop listing of different activities that would be unique to the area.
4. Create a "Keep it in Martinsville" campaign to promote shopping locally.

Priority

The students believe having more things to do in Martinsville is of high priority, similar to attracting more stores to Martinsville.



Downtown Martinsville

Improved Downtown

The Issue & Why it Matters

Similar to a lack of things to do, students found that there was seldom a reason to travel into and not through downtown Martinsville. The students want a better downtown that instills a sense of pride in the community.

An improved downtown can mean a lot for Martinsville. From attracting more visitors to providing activities for residents, an improved downtown can once again become the city's center of activity. Improving downtown means a lot to the students because it can help them accomplish their goals of improving their shopping choices and things to do in town.

What This Will Involve

Improving the downtown of Martinsville is a large task, much too large to be fleshed out here. Instead best next step is to make a concentrated effort to develop a plan for downtown Martinsville that address some of the following issues:

- Dilapidated building facades
- Broken sidewalks
- Lack of activity

The Comprehensive Plan for Martinsville addresses the need for an improved downtown. The plan lists six goals:

1. *Establish a Main Street organization.*
2. *Pursue a planning grant to fund a downtown revitalization plan and study.*
3. *Secure professional facilitation if possible.*
4. *Create a redevelopment strategy for vacant and dilapidated buildings in the downtown in cooperation with Main Street and the redevelopment commission if constituted.*
5. *Develop a theme to guide both redevelopment and marketing to promote tourism.*
6. *Pursue an implementation grant to achieve a revitalization objective.*

The improvement of downtown Martinsville will require the establishment of an organization dedicated to its improvement. This organization will in turn be able to make the efforts necessary in solving the downtown's issues and recreating it as a hub for community activity through a strategic plan that chronicles the strengths, weaknesses, opportunities, and threats to the downtown.

Initiative Components

1. Complete a downtown master plan.
2. Create a redevelopment strategy that is congruent with the initiatives of more store options and more things to do in Martinsville.
3. Create a "Keep it in Martinsville" campaign to promote shopping locally.

Priority

The students believe improving downtown Martinsville is of medium priority.



Community Trails & Improved Sidewalks

The Issue & Why it Matters

As Americans continue to travel fewer vehicle miles every year, there is a greater need for more active modes of transportation. The students said that they would like more community trails that help connect Martinsville to other communities. They also found that there was an immediate need to improve the condition of many of the city's sidewalks, many of which were built as a part of the Work Projects Administration in the 1930s-1940s.

What This Will Involve

The objective of creating community trails is a large infrastructure goal that needs large amounts of coordination. The community will need to work with Morgan County and other local municipalities in order to create community trails.

The first step to accomplishing this goal is the formulation of a long range active transportation plan created through a consortium of local governments. Minimally, this should include the City of Martinsville and Morgan County. When assembling this plan special consideration should be given to the connectivity of different types of community connections. Specifically, community centers (like parks), retail centers, and schools should serve as nodes to be connected to the new community trails. Many of the connections necessary to building a trail system already exist today as sidewalks in Martinsville. It is by using both the sidewalks and new community trails that Martinsville can have better forms of active transportation, be it walking or bicycling.

The city's Comprehensive Plan addresses some of these needed as a part of the transportation section:

It is recommended that the City conserve, upgrade and extend its pedestrian facilities, while also starting to establish multi-use (i.e. for both pedestrians and bicyclists) trails.

What the Comprehensive Plan fails to address are the specific plans for improving active transportation. It does refer to the White River Whetzel Trace Greenway Plan but this plan does not include any improvements for the City of Martinsville.

Initiative Components

1. Evaluate status of existing community sidewalks.
2. Identify key nodes for trails and identify existing routes between trails.
3. Identify trails and sidewalks that can be added using existing right-of-way to connect nodes identified.
4. Build trails and sidewalks where possible using existing right-of-way.

Priority

The students believe building community trails and improving sidewalks is of medium priority.



City Cleanup

Why This Matters

Having a presentable Martinsville matters to the students at MHS. The students identified that all too often the city does not look clean. As the goal of this program is to inspire community pride within high school students so that they desire to remain in Martinsville after they graduate, then it is important to ensure that the town is presentable to both citizens and visitors. This means that some areas of the city need to be cleaned up and readied to present Martinsville and inspire pride in the community.

What This Will Involve

The objective of cleaning up Martinsville is perhaps the most actionable goal presented herein. The first step to cleaning up the city is to determine what parts of the city are most prone to litter. Then the students can make an effort to reach out to property owners in that area to make a concentrated effort to improving the city. The students can also organize an after school group to develop an effort aimed at increasing city pride and cleaning up the city.

Building on the success of a student led city pride initiative to “love Martinsville,” there will be spillover effects into the community inspiring a greater appreciation of Martinsville. One possible approach is to create new gateways to Martinsville along the main entrances to the city.

Initiative Components

1. Organize and hold trash cleanup days
2. Develop and implement a “Love Martinsville” program/initiative.

Priority

The students believe city cleanup is of low priority when compared to the other priorities.

Appendices

Resources

While each community has their specific goals and initiatives, there are several factors that each plan has in common. A list of economic improvement strategies was developed at a meeting of MCMV Year One community members in November 2014 in Columbus, IN. The list was compiled and organized by India Ballard-Bonfito. This portion of the plan is intended to share resources which empower each community to achieve their goals. Online resources on the My Community, My Vision website supplement this information. It is highly recommended that each community review these resources. <https://sites.google.com/site/mycommunitymyvision/>

1. Business Improvement Districts
2. Crowdfunding
3. Heritage Tourism
4. Makers Districts
5. Revolving Loan Funds
6. Downtown Living Opportunities
7. Student Led Restaurants
8. Community Gathering Events
9. Food Security
10. Resource Recovery

The list includes the overall strategies for community development. Viewed alone, these strategies can be rather overwhelming. “How does one actually implement heritage tourism?” for example, is a question you might ask yourself. If broken down into smaller tasks in the form of individual projects and programs, coupled with community dedication and provided the resources to do so, the goals can become ever-achievable!

Oftentimes, larger goals must be broken down into smaller projects, pilot projects and use project-specific funding sources to be achieved. Once a history of success is established, then higher-dollar funders will be more likely to give, as is the case for federal funding resources.

Action

All programs, whether they are small projects with a short timeline, or larger projects that will take five years or more, require collaboration with various local, state and federal partnerships. Such partnership is essential for success, but also demonstrates strong, grassroots commitment to community improvement.

An online video guide on the “My Community, My Vision” website accompanies the following action items and the economic tools and fundraising resources listed below. In this guide, Lindi Conover takes you through the following components with an example to explain the particular organizing goals and strategies, along with the fundraising and economic implementation tools.

Keys to success include the following

A core group of dedicated individuals who will begin the planning

The good news is that you already have this in place by being a part of the My Community, My Vision program! But you may need more people on board, which involves “selling” or lobbying for your project(s). Before you can really begin to inform and educate, you have to identify and plan out the smaller tasks of your specific projects/plan. Again, because of your involvement in the My Community, My Vision program, you already have a really strong start!

Identifying local stakeholders

Include local county and city government (mayor, city & county council, commissioners), school boards, libraries, parks departments, community leaders, businesses and business owners, political parties, banks, chambers of commerce, tourist and visitors centers. This step usually involves the core group of organizers to brainstorm and systematically write down what headway has been made. Time will be spent looking up phone numbers, asking questions, being re-directed to the right people and generally learning the “lay of the land” in your local community.

Educate & Advocate

Now your job is to get the stakeholders on board with your project, to bring them into the fold and get them excited for your plan. This is the step in which partnerships really begin to emerge and blossom. You will discover aspects of your community which you didn't already know and begin to work together with others who are passionate about your town(s). Delegate out to your core group of people specific tasks required to get the job done. Don't be afraid to ask for help and guidance. This is your chance to show stakeholders what the plan is and why you need them.

Assign Tasks to Achieve the Plan

You have committed individuals, agencies, organizations, and all sorts of local institutions ready to see your plan take shape and begin to make a difference in the experiences of people within the community. Identify which institutions are best suited to take part in various aspects of the process and ask them to do so.

Funding Methods

Funding sources for community projects can be broken down into several basic category types. Each type of funding sources has its benefits and particular use, which are described below.

1. Grants
2. Private Corporate/Business sponsorship
3. Individual sponsorship
4. In-kind sponsorship
5. Crowd funding
6. Tax Incentives
7. Loans

Grants

Grants are monies which are applied for by organizations from foundations. These are monies that do not need to be repaid, but often have certain requirements, including public acknowledgement and reporting. Foundations which grant money usually have one or more application rounds each year and give priority to particular program areas or project types. Check with each foundation for details.

One great thing to keep in mind is that each county in Indiana has an established community foundation. This good fortune was made possible by the Eli Lilly Foundation. These local community foundations grant funds in each county, and their giving levels can vary based on available funds. This is always a great place to start with funding and grants because these foundations are plugged in to what is happening on the local level and are very accessible.

Private corporate or business sponsorship

Oftentimes, corporations or local businesses are interested in working with local communities to support projects, especially if those projects have some connection to the business's mission or commercial matter. Like grants, sponsorship dollars do not need to be repaid but may require significant public acknowledgement and reporting. Business sponsorship committees may also have application deadlines, or rolling deadlines. Be sure to check with each business prior to requesting funding.

One great way to encourage sponsorship is to frame it as an advertising opportunity for the local business by giving them naming rights and/or allowing the entity to place their logo on publicly displayed objects like signs, etc.

Individual sponsorship

Individual sponsorship generally occurs for a particular event and is funded by an individual, family, or small group of individuals who have donated money to the same thing. Typically, this type of sponsorship involves direct solicitation and request, and does not include an application. These types of sponsorships might be given as memorials for a loved one, because the individual(s) cares about the program/project, and can include naming rights.

In-kind sponsorship

In-kind donations or sponsorships occur when an entity provides goods or services free-of-charge as a donation and does not include direct monetary donations. In-kind sponsorship is often appropriate for projects that might require supplies that can be donated by a local business, but can occur at any scale. It might also be appropriate for overhead costs that an organization might not have in their budget as they start up, like marketing services.

Crowdfunding

Crowdfunding is an emerging field of fundraising in which funds are requested from a large group of people, usually for a singular project, and typically occurring through intense social media campaigns. There are 3 participants in the crowdfunding model: the project initiator who proposes the project, individuals/groups who support and fund the project; and a moderator to bring the groups together. The project initiator creates a business plan and marketing strategy

for their idea. After deciding on an appropriate crowdfunding platform, they connect with a moderator. The moderator assists them in finding local supporters appropriate for the project.

An organization typically sets up a website which accepts pledges; if a particular amount is met, then those pledges are turned into donors and the project is funded. See this resource for rules about crowdfunding projects in Indiana: <http://www.in.gov/sos/securities/4114.htm>.

Tax Incentives

This type of economic development tool requires detailed coordination with governing bodies like state and local councils and government agencies. Tax incentive tools are designed to bring a certain type of business or resident to an area and offer certain tax credits or benefits for those people/businesses.

Business Improvement Districts

A business improvement district is an economic development tool with a purpose to improve the livelihood of a downtown area. Through a BID, all owners within the proposed district are required to contribute to the communal fund through an assessment fee. Additional funds can be raised (through efforts like those described above). These communal funds are then used for services that benefit the downtown; this in turn makes the area more attractive to visitors, tourists, residents, which spurs businesses, and propels from there. This requires intensive local organizing and buy-in from policy makers who will approve the plans and assessments, owners within the district, and intense management once implemented.

Revolving Loans

Revolving loan funds provide a source of capital within the community that can be used to fill in gaps for funding. They provide low interest loans to community members. When the loans are repaid, the loan amount is returned to the fund and is available to other borrowers. This type of funding is most useful for projects that will eventually make money and be self-sustaining. RLFs are typically administered by planning and development commissions or economic development organizations. Initial funding can come from federal grant programs and other sources, listed above.

Business Loans

Business loans are available through banks. Loans must be repaid with varying levels of interest. The best resources are usually those in one's own community, including local credit unions and banks.

Implementation & Economic Development Plan

Attracting Shopping Options

The plan details the major components required by the City to bring more shopping options to town. A professional economic development company should be hired to complete the initiative components.

The plan should include:

- An inventory and evaluation of the current economic development practices
- An economic development strategy focused on attracting new shopping options to Martinsville, including possible sites in the strategy
- Creating gateways to Downtown Martinsville, in accordance with the comprehensive plan
- Promote a “Keep it in Martinsville” campaign to promote shopping locally

Several resources for economic development planning are listed in the fundraising resources component of this plan, available to all MCMV members. Particularly useful for this project will be resources from the Indiana Office of Community and Rural Affairs planning grants.

Things to Do

A professional economic development plan can help to stimulate some youth-centric things to do for the young people of Martinsville, there are other ways to develop activities for youth that can be relatively immediate and also simple to implement.

First, students should identify what it is that they want to do. Oftentimes, young people are bored in their towns, but they cannot exactly identify what it is that would make them not bored. Having an honest discussion about what it is, very specifically, that the Martinsville youth want to have available to them is the first step to overcoming this issue.

Once a few specific ideas have been identified, they can then begin to determine how to get to achieve those goals. For example, students may want a coffee shop & internet café, a place to gather, relatively inexpensively, to “hang out” and even to conduct meetings. The first step would be to locate a space in which to establish the café. The next stop would be to make a list of the necessary supplies and materials that they would need and to create a business plan. Seeking out sources of startup capital is the next step.

If a profit-generating business model is not the type of plan that the students would want to implement, the students will still need to follow the same basic steps of listing the necessary supplies and materials, and delineating the specific components of the project(s). Potential fundraising options are listed below.

Indoor recreation

There are physical places that would facilitate indoor recreation, like the YMCA, libraries, and other community centers. Each of this particular structures is appropriate for indoor programming. What needs to be delineated are the specific programs that youth would like to implement.

Memberships

One option for the center is to offer a memberships to the facility for a set rate. Membership to the center would be a set rate and allow families or individuals to attend. Conducting a one-time robust membership drive aimed at “starting up” would provide part of the upfront costs needed for one-time capital improvements.

Sponsorships

A committee of dedicated individuals may solicit sponsorships from local businesses and, in turn, provide advertising opportunities for those businesses and/or individuals. For example, a local business, Agency XYZ, may choose to sponsor the project at the \$250,000 dollar level, and in turn, the facility might be named the “Agency XYZ Pool” and the business can place their logo and advertising information around the facility.

Grants

Grants from the local community foundation or other private foundations can be sought out to help with components of the project. It is important to understand that oftentimes, grantors will not fund all components of a project. For example, finding bricks and mortar grants can be quite tricky. But, looking for grants that support parts of the construction of the pool might be more effective.

Public Funding

Seeking input and help from the city and/or county is an option. Asking for funds to be allocated to particular parts of the project, like operating costs, would be a good option.

Loans

A loan from a local bank or credit union is a logical option for an initiative of large magnitudes. Since banks rarely finance 100% of a project, funds that are raised from the options above will help to fill the gap. Repayment can be made from entrance fees and other funds raised through things like goods sold.

Improved Downtown

While easily the most lofty goal of the Martinsville initiatives, this could also offer some of the most lasting and beneficial effects for the City of Martinsville. This initiative is synchronous with the City of Martinsville Comprehensive Plan, which means that the initiative already has some traction with being implemented.

City Cleanup

This initiative does not require much capital, and the materials & supplies needed for this project could easily be gathered through in-kind donations and small grants. Interested individuals should look to establishing a committee to help see the project through. The committee should establish the day(s) that it wants to conduct the cleanup(s), then select the location(s), and seek the required materials for the cleanup. Methods of gathering materials are listed below.

Grants

Grants from the local community foundation or other private foundations can be sought out to help with purchasing supplies for this project. Seek out the local community foundation or other private foundations in the area. Specifically, inquire about small grants. It’s important to be able to articulate very specifically what items are needed, and why this is an important project.

In-kind donations

In-kind donations or sponsorships occur when an entity provides goods or services free-of-charge as a donation and does not include direct monetary donations. Local businesses are usually good candidates for requesting in-kind donations, especially for specific and clearly detailed projects such as this. Asking a local hardware store for bags and gloves and perhaps safety vests for a cleanup day are good in-kind donation candidates. In turn, the groups should provide marketing and advertising materials for the sponsoring business. For example, after the garden has begun selling products, the committee could have grand opening day in which the newspaper covers the project, and notes that the hardware store sponsored the project.

Local

City of Martinsville Mayor's Office

Honorable Mayor Shannon E. Kohl

<http://www.martinsville.in.gov/department/index.php?structureid=12>

(765) 342-2861

mayor@martinsville.in.gov

City of Martinsville Redevelopment Commission

<http://www.martinsville.in.gov/department/board.php?structureid=33>

Martinsville Chamber of Commerce

765-342-8110

109 East Morgan Street

PO Box 1378

Martinsville, IN 46151

<http://martinsvillechamber.com/>

State

Indiana Housing & Community Development Authority (IHCDA)

30 South Meridian Street #1000

Indianapolis, IN 46204

(317) 232-7777

Toll Free: (800) 872-0371

<http://www.in.gov/ihcda>

Indiana Office of Community and Rural Affairs (OCRA)

One North Capitol #600

Indianapolis, IN 46204

(317) 233-3762

Toll Free: (800) 824-2476

<http://www.in.gov/ocra>

Environmental Analysis

This document is a list of the environmental hazards and environmental resources in the Martinsville area. The hazards are mainly chemical in nature; they include active and archived sights. The resources are areas and features that Martinsville has available to it, these areas are opportunities for development.

Hazards

Superfund Sites

Environmental Protection Agency (EPA) has listed no active superfund sites. These sights are potentially harmful to human health and are on schedule to be cleaned up.

Archived Superfund Sites

There are 7 superfunds sites that have already been cleaned up and are listed as archived. These sights may be redeveloped potential depending on the specification of the site. More information found here Superfund Redevelopment initiative and an example close to home Indianapolis Landfill Redevelopment.

1. Essex Group Inc
1201 S Ohio St
Martinsville, IN 46151
2. Martinsville City Dump
Blue Bluff Rd & Main St
Martinsville, IN 46151
3. Zimmer Property
3230 Townsend Road
Martinsville, IN 46151
4. Ipl Company
4040 Blue Bluff Road
Martinsville, IN 46151
5. Indiana Power And Light
4040 Blue Bluff Road
Martinsville, IN 46151
6. Hog Hollow Site
4602 Little Hurricane Drive
Martinsville, IN 46151

7. Davenport Dump
6965 Beech Grove Road
Martinsville, IN 46151

Polluters

There are currently 1 active source of pollution within and immediately surrounding Martinsville. This source of pollution affects air, water and soil. The amount of pollutants is considerable considering it is the power plant for Indianapolis.

Ipl Eagle Valley
4040 Blue Bluff Rd
Martinsville, IN 46151

Resource Inventory & Recommendations

Brown County State Park

Although Brown County State Park lies outside of Martinsville, it still can be considered one of Martinsville's greatest environmental resources. The Park is the largest state park in Indiana and attracts travelers from all over the state.

Recommendations

This State park is great opportunity for Martinsville to develop a tourist industry. Changing Martinsville to represent a historical Indiana downtown would attract people to stay and shop, while also enjoying the natural beauty of Brown County State Park. Creating bed and breakfast and a picturesque down town with artisan shops, cafes and bars, could attract the clientele that would help Martinsville set itself apart from the surrounding area.

Morgan-Monroe

Morgan-Monroe State Forest is another beautiful area of Southern, Indiana. It could serve the same function for Martinsville as Brown County.

Parks

1. Victory Park
2. Dorris Daily Park
3. Mullberry Street Park
4. Jimmy Nash City Park
5. Tipton City Park

Recommendations

Create more parks:

- Create parks that have more plant and animal diversity in them
- Make larger parks
- Connect the parks with bike trails and subsequently connect the town of Martinsville and perhaps other surrounding towns with trails
- Connect Morgan Monroe to Martinsville via Bike trail

Empty lots and Brownfields

An abundance of empty lots is great opportunity for establishing local green space. These areas have tremendous potential. Putting these spaces to use would not only improve the quality of place in Martinsville but could also brand Martinsville as an innovative city. The recommendations below are just few uses out of a myriad that may be implemented.

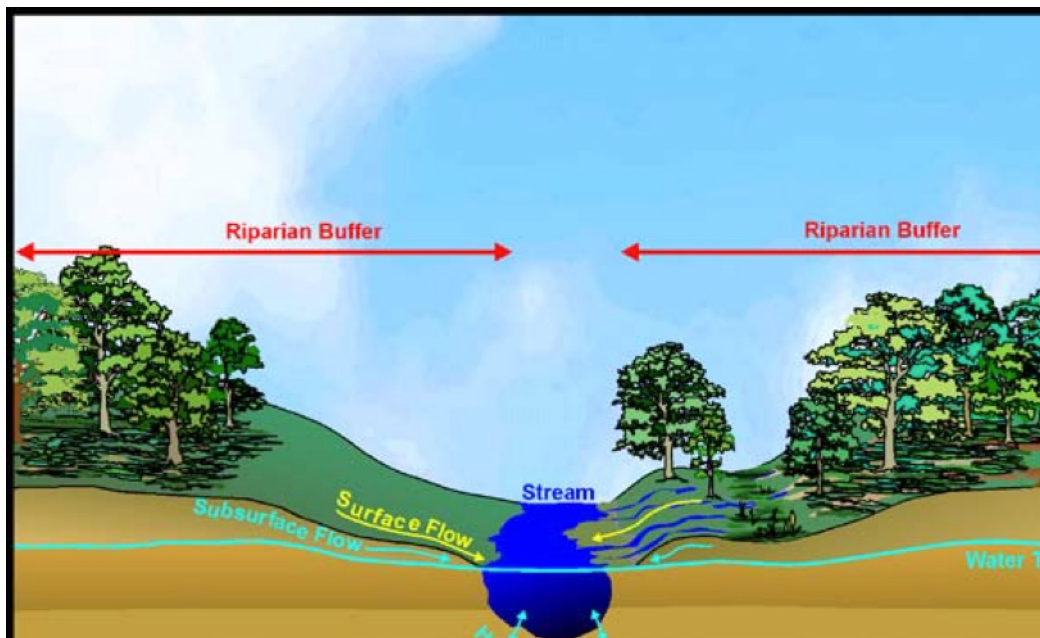
Recommendations:

- Urban Gardens
- Butterfly Gardens
- Song Bird Gardens
- Neighborhood parks
- Art parks
- Outdoor theatre space
- Local markets

Martinsville Environmental Element: River Stabilization Initiative

What:

Although the White river does not run through Martinsville itself, it is close enough to Martinsville that the health of the river is of great importance to the citizens of Martinsville, both ecologically and economically. In order to preserve the resource that the River provide so that it can be most effectively used over a longer period of time, certain measure can be taken to maintain optimal utilization. Rivers are complex ecosystems that are directly affected by the conditions of the water that runs into them. In order to protect these waters for future use it is important to think about the conditions of the surrounding area and how that affects the water running through it. Riparian areas are perhaps the most important part of river health. Riparian areas are the ecosystems that exist adjacent to a river. These areas vary in size depending on the river size and type but typically comprise about a 30-yard zone. Riparian zones are the last defense for the river, they help to filter water and stabilize the soil of the riverbanks. Ensuring that these buffer zones are healthy and robust is critical in managing and protecting the river for future utility.



Riparian Buffer illustration Source: <http://www.epa.gov/nrmrl/pubs/600R05118/600R05118.pdf>

Why:

River health in tandem with general ecological health is important to the long-term health and success of a region. Ensuring that future generations of Indiana residents will be able to enjoy the river both for its beauty and its wealth of resources, is important for continuation of the quality of life that Hoosiers have enjoyed for generations. The resources that the river provides, primarily water, are integral for the success of all future ventures in the region. By protecting the river the quality of water will be secured.

How:

To create buffer zones along the White River an ordinance should be set in place that requires a mandatory set back of 30 yards. This set back would occur on private land and thus would be enforced for the health of the public. The landowners would be allowed to conduct timber harvests within the riparian zone, but a standard tree density and vegetation density should be enforced and no harvest should occur within 15 feet of the permanent watercourse. It would be prudent to communicate to the landowner that by stabilizing the riverbank more land area is preserved over the long run, and therefore the landowner will, over the course of time have, more available land than if there had been no riparian area.

The White river does not run through Martinsville itself because of this the ordinance would have to be applied at the county level. The Morgan county plan commission would have to go through the process of drafting and adopting this ordinance. The setback ordinance has already been alluded to in the comprehensive plan for Morgan County under the Environment and Natural resource section. Concerned citizens and city organizations can request that the ordinance be considered for implementation.

Resources:

<http://www.in.gov/dnr/fishwild/files/riparian.pdf>



Martinsville, Indiana