



***For Immediate Release***

Date: February 8, 2016

Contact: Jennifer Mason Evans

Phone: 812.746.8933 (w)

## **CONSULTANT HIRED FOR NORTH MAIN STREET BUSINESS DEVELOPMENT**

Evansville, Indiana – The North Main Street Business Development Plan will highlight the strongest offerings in business development scenario planning by a talented group of professionals from Indianapolis and Evansville. ECHO Housing Corporation’s Jacobsville Join In hired w/Purpose, LLC, Urban and Public Design firm from Indianapolis, Indiana, to lead the creation of a North Main Street Business Development Plan (NMBD) with the North Main business community. The business development planning team includes Wil Marquez, w/Purpose principal and lead facilitator, Cory Mills, senior broker Woodward Commercial Reality, and Damon Hancock, owner and producer Fathead Media.

“The NMBD is intended to serve as a model for area business and property owners, residents, developers, city staff, and others whose interest is advancing the vision of the Jacobsville community, its image and most importantly its quality of life,” said Jennifer Mason Evans, Jacobsville Join In Community Mobilizer. Business development is another layer to the comprehensive plan to address crime in the neighborhood. “Seven crime hot-spots border North Main Street and a plan that focuses on attracting new business, infrastructure, and people to North Main Street long-term will benefit the neighborhood by a reduction of hot-spot areas where crime currently exists,” said Evans.

w/Purpose will help the North Main business community mine the critical information needed to solve complex issues related to the business corridor. Wil Marquez, w/Purpose says, “Good business corridor scenarios have twists and turns that show how North Main might change over time.” The initial approach w/Purpose will utilize to develop the plan and to engage the business community includes:

- Framing the challenges of North Main Street and discovering new perspectives on how to position or approach opportunities.
- Sharing and brainstorming to come up with lots of ideas based on analysis and big data.
- Making actual objects to get ideas into the real world so that other people can react to them – It is about holding it, seeing it, or sharing its evolution over time. The use of 3D printing will tell the North Main Street story and build a physical model of the future in real time from North Main Street window.
- Creating opportunities to develop a pathway to advance the plan and brand in an entrepreneurial way. New media development will tell the world about that value and how they can get involved. Displaying data/info graphics, renderings, or logo process on North Main Street storefronts will be where people can see what the future looks like.

Jacobsville Join In!  
621 N. Main Street  
Evansville, IN 47711  
Phone: 812.746.8933  
Web: [jacobsvillejoinin.com](http://jacobsvillejoinin.com)



**Convening Organization:**  
ECHO Housing Corporation, Inc.  
414 Baker Avenue  
Evansville, IN 47710  
Phone: 812.423.8422

“Successful outcomes for the NMBD project will catalyze demand for residential and commercial data and future development; leverage technology, arts and partnership resources to business, ultimately connecting neighbors; and develop branding and storytelling that grows out of the unique, diverse soul of Jacobsville,” said Marquez.

The NMBD planning officially began in January with team planning and research, and is expected to take six months. The first public meeting is scheduled for Wednesday, February 24<sup>th</sup> 5:30 p.m. at DiLegge’s Banquet Room, 607 N. Main St.

For questions or information about the NMBD project, contact w/Purpose at [design@wpurpose.com](mailto:design@wpurpose.com) or visit [wpurpose.com](http://wpurpose.com).

Visit [jacobsvillejoinin.com](http://jacobsvillejoinin.com) for information about this project, or to learn more about the quality of life initiative and Jacobsville Crime Free Alliance.

###