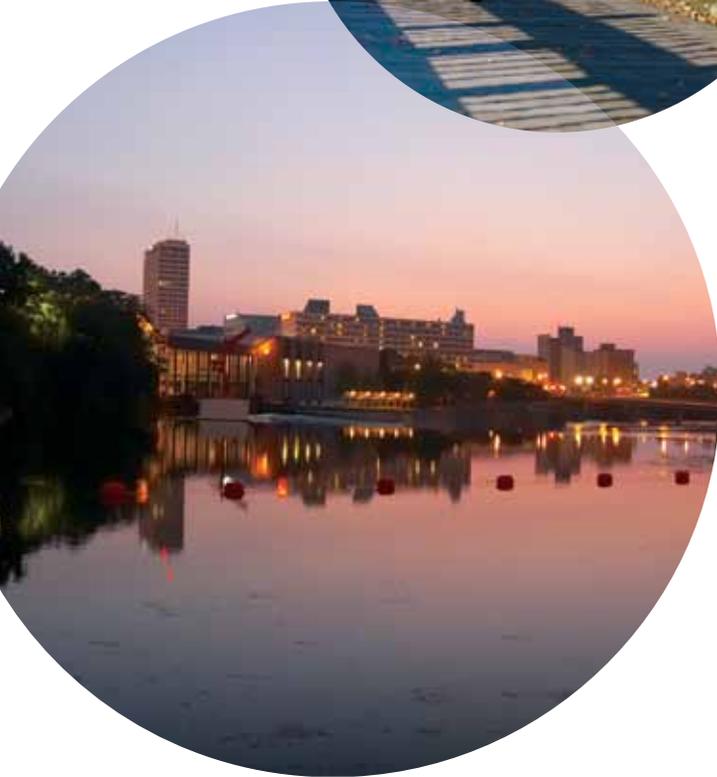


DOWN TOWN.

WITH A 21ST-CENTURY RENAISSANCE IN THE VITALITY AND CAPACITY OF ITS CENTRAL BUSINESS DISTRICT, SOUTH BEND'S DOWNTOWN LIFE OFFERS SOMETHING FOR EVERY TASTE.



DOWNTOWN SOUTH BEND: THERE'S SOMETHIN' HAPPENIN' HERE.

LIVE

With myriad shops, restaurants and other urban attractions within walking distance, South Bend's downtown area has become a great residential destination for urban aficionados. Local historic structures have been transformed into charming, beautiful new apartments over the past two decades, and the construction of attractive new housing continues in the city's vibrant downtown area.



WORK

An estimated 17,000 people work downtown, at businesses that include half of the county's 20 largest employers. South Bend's downtown is home to medical and health care facilities, technology and financial firms, art enterprises, as well as offices for law firms and government administration. Several companies have national corporate centers downtown, including Crowe-Horwath, one of the nation's top accounting and consulting firms, AM General, makers of the Hummer, and Press Ganey Associates, a pioneer in health care performance measurement.

PLAY

Six museums, more than 20 arts and entertainment venues, and eight downtown parks turn the central business district into the central leisure district. But it's about more than just quantity. Downtown jewels include the Morris Performing Arts Center, a restored 1921 vintage movie palace, and the Palais Royale Ballroom, an opulent 1920s-era big band dance hall. The main branch of the St. Joseph County Public Library is consistently ranked in the nation's Top 10. The East Race Waterway is North America's first artificial whitewater rafting and kayaking course in an urban setting. Coveleski Regional Stadium, called "the grandfather of the modern ballpark," helped launch a return to retro urban ballparks.

- **Summer in the City:** South Bend's downtown heats up in the summer.



Weekdays, you can enjoy lunchtime concerts at the Wells Fargo Plaza, and you can start off your weekends with the Fridays by the Fountain concert series, a multi-week offering in the Jon Hunt Plaza. Concert events also occur on summer evenings at the beautiful 11-acre Island Park and in Oliver Gardens. The annual Leeper Park Art Fair features local, regional and national artists each June. All stops are pulled out for the two-day enshrinement festival each summer at the national College Football Hall of Fame, while the Sunburst Races bring together local athletes from a 5K family walk to a competitive marathon.

- **Year-round fun:** Carriage rides take patrons through downtown in style. Thousands gather each year in September for Art Beat, a stroll along downtown sidewalks featuring the work of local visual, performing and culinary artists. On weekends with Notre Dame home football games, Football Fridays jump start the weekend festivities with tents, food, live music, game-day merchandise and fun activities. Downtown merchants host Christmas, Easter and Halloween activities for children, while adults enjoy live entertainment with the latest bands year-round.



DINE AND SHOP

With five dozen restaurants and more than 70 shops, downtown South Bend has something for every taste. Dining options abound, from the historic grandeur of Tippecanoe Place to the casual yet cozy Chocolate Café. There are quaint shops in the East Bank Village as well as downtown bookshops, salons and jewelers. Find a complete directory at www.DowntownSouthBend.com.

GROW

South Bend's downtown redevelopment began in the mid-1980s, and has gained momentum since 2006, when South Bend's comprehensive 20-year development plan, known as City Plan, was established. Major new investment is occurring downtown, including the largest expansions in the history of Memorial Hospital and the South Bend Clinic. Signature projects include American Trust Place, restoration of a landmark historic structure with new commercial and residential space, and the relocation of WNIT Public Television

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to downtown. Exciting plans are being implemented for two key downtown neighborhoods:

- **East Bank Village:** Across the St. Joseph River from the heart of downtown, the East Bank Village is an urban neighborhood that features eclectic shops and eateries, corporate offices, high tech businesses and landmark parks. A new master plan for the neighborhood is characterized by waterfront recreation, expanded green space in riverfront Seitz Park and walkable urban mixed-use development.
- **Coveleski Park Neighborhood:** The City is developing master plans for the ballpark property and the surrounding neighborhood. Initial concepts include a reoriented entrance through centerfield and expanding the ballpark's concourse to provide 360-degree seating. Still being developed, the conceptual redevelopment plan assembles 15 acres of contiguous properties, seeking to attract private developers for a mixed-use complex of sports-oriented, commercial and residential projects.



PHOTOS COURTESY OF MATT CASHORE, UNIVERSITY OF NOTRE DAME; PETER RINGENBERG, DOWNTOWN SOUTH BEND, INC.

CONTACT Don Inks, Director – IGNITION PARK
info@IgnitionPark.com
 574-235-9371
www.IgnitionPark.com
www.SouthBendIN.gov