

FOR IMMEDIATE RELEASE

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City of Indianapolis announces new community engagement campaign for South Downtown Connectivity Vision Plan

City partners with GANGGANG to solicit design feedback for new connectivity plan

INDIANAPOLIS – Today, Mayor Joe Hogsett and the Department of Metropolitan Development (DMD) announced the launch of community engagement for the South Downtown Connectivity Vision Plan - the blueprint for dynamic connectivity in the southern corridor of downtown Indianapolis. DMD and GANGGANG’s engagement campaign encourages residents to dream big about the future of downtown and share feedback by using the hashtag #DowntownIndy on Facebook, Twitter, and Instagram.

“The City of Indianapolis is committed to creating a safe, cohesive, and walkable experience for residents, workers, and visitors, – it’s a key component of our administration’s [Downtown Resiliency Strategy](#),” said Mayor Joe Hogsett. “As we shape the future of our city, we hope that the residents, workers, and visitors of downtown participate in community engagement around this plan. Because everyone should have a say in the future of downtown Indianapolis.”

The campaign will kick off with a series of bright, conversation-sparking prompts located in high-traffic areas like City Market and Monument Circle across the southern half of Mile Square, in addition to candid video interviews captured by the GANGGANG street team. Social media feedback with the hashtag #DowntownIndy will be collected and shared publicly on www.visionsouthdowntownindy.com along with links to the City’s policy plans and civic partners’ downtown resources.

In 2022, Mayor Hogsett launched the City’s downtown resiliency strategy, focused on investments in housing, recreational public spaces, vibrant economic development, and safer, better-connected infrastructure.

“Downtown’s future is happening right now, and it’s important that residents are a part of it. From public space programming to family-oriented play, we want the public to share their downtown dreams and wishes with the City,” said Scarlett Andrews, director of DMD. “With momentum unlike any moment in our history due to development and game-changing projects like the Convention Center Expansion, Elanco World Animal Health HQ, and residential developments – the City of Indianapolis is working to build a resilient downtown that welcomes all.”

The South Downtown Connectivity Vision Plan is intended to create a more equitable destination and employment center for Indianapolis residents, weaving together exciting everyday improvements with milestone projects like the Indiana Convention Center expansion, Market Street reconstruction, Bicentennial Unity Plaza at Gainbridge Fieldhouse, and the future redevelopment of City-owned real estate.

“People use social media every day to tell the world what they’re thinking. Why not meet them where they are, which is both online and out in the city,” said Mali Jeffers, Co-Founder of GANGGANG. “We hope this campaign sets the bar for new types of community engagement that result in more beauty, equity, and culture in Indianapolis.”

Led by DMD, the South Downtown Connectivity Vision Plan team includes Merritt/Chase, GANGGANG, DLZ, and Art Strategies with HR&A Advisors, Inc. serving as overall project managers and strategic advisors.

Get involved in the conversation by using #DowntownIndy on social media and go to www.visionsouthdowntownindy.com for more information and updates.

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About the City of Indianapolis Department of Metropolitan Development

[The Department of Metropolitan Development \(DMD\)](#) works to plan and preserve our city; to provide housing assistance to our most vulnerable people; to redevelop key sites; and to bring new jobs to Indianapolis. DMD envisions Indianapolis as a growing, vibrant, and beautiful city where people and businesses thrive in an inclusive, world class community.

About GANGGANG

GANGGANG activates the creative economy to bring more beauty, equity, and culture to cities. Born out of the pandemic and a civil rights movement, GANGGANG is an Indianapolis-based cultural development firm on a mission to produce, promote, and preserve equity and culture. Learn more at www.ganggangculture.com.

SOUTH DOWNTOWN CONNECTIVITY VISION PLAN PHOTO ASSETS

MEDIA AVAILABILITY:

Scarlett Andrews, DMD director, will be available for interviews from 12 p.m. to 1 p.m. on Thursday, April 21. To schedule, please contact Hannah.thomas2@indy.gov.

Mali Jeffers, GANGGANG co-founder, will be available for interviews from 12 p.m. to 1 p.m. on Thursday, April 21. To schedule, please contact kerikirschner@gmail.com.

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