

"They need to get it together," said Jackie Cooks, 49, a bus driver with Indianapolis Public Schools who was visiting thrift stores along 10th Street on Wednesday.

She was in the heart of the study area, which is farther east on 10th Street from visible improvements, such as \$5 million in infrastructure upgrades under way, including new streetlights, alleys and sewers; and People's Health Center, a \$6 million health center for the poor.

"Visitors will not want to be down on this end," Cooks said. "It's not a good place to be seen."

Officials face a tough road. The revival efforts focus on an area that contains four census tracts ranked among the top 10 (out of 211) for the most violent crimes committed in the city in 2008, according to police crime data. The neighborhood's foreclosure rate hovers around 30 percent.

But the study offers officials hope: The percentage of neighborhood households earning middle incomes or above increased from 21 percent in 2000 to 26 percent in 2009.

"When you look at the data, there is both wealth and prosperity right next to low to moderate incomes," Taylor said. "There is disposable income here in the neighborhood that could support businesses coming here."

Maxie sees the potential, which is one reason he has refused to close his clothing store.

While he awaits the revival to seep farther east — "I'll believe it when I see it," he says — Maxie is buoyed by an increased police presence that has created what he calls a safer atmosphere.

He's here to stay, at least until the 2012 Super Bowl hype hits.

"You look at 10th Street, and it's very eclectic. It could be another Broad Ripple, an artistic-type place," Maxie said. "I'd love for them to come back here and revitalize the place. It definitely has potential."

★ Call Star reporter Jason Thomas at (317) 444-6087.

HOW TO LEARN MORE

A retail market analysis of the East 10th Street corridor on the Near Eastside was released earlier this week. It was conducted by LISC MetroEdge, a market analysis firm, in partnership with the East 10th Street Civic Association and the Indianapolis 2012 Super Bowl Legacy Economic Development Committee.

It comes with a new branding strategy for the neighborhood, referring to the Near Eastside as NearEast, and has the slogan: "It's Happening Here."

To view the study, visit www.civassoc.org, click on "Initiatives," and scroll down to "Business Tenant Recruitment Program."

— Jason Thomas

NEAR EAST

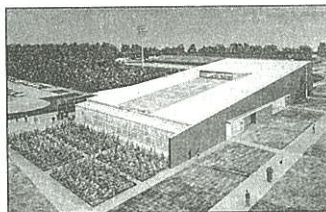
A rebranding of the Near-Eastside neighborhood as NearEast is part of the revitalization effort.

LEGACY PROJECT

The Near Eastside is being targeted by the Indianapolis 2012 Super Bowl Host Committee for its "legacy project," which has three key components:

- » The revitalization of the East 10th Street commercial corridor.
- » The construction or rehabilitation of up to 200 homes.
- » An \$11.2 million, 27,000-square-foot Near Eastside Education and Wellness Center, and NFL Youth Education Town to be located on the campus of Arsenal Tech High School. About 90 percent of the center's cost has been raised in pledges and grant dollars, all in private funding. The National Football League will contribute \$1 million toward the facility, which will have a gymnasium, a fitness center, classroom and activity space and technical lab space.

— Jason Thomas



Artist's rendering provided by RATIO Architects

An \$11 million community center is part of the legacy project for the Near Eastside.

NearEast

» Effort sees potential for growth in struggling neighborhood.

From B1

Hughes, executive director of the civic association, said about the study. "More importantly, it's adding credibility to the efforts and vision we have for the district."

With the new market data, officials seek to draw more business to an area bordered by I-70 on the north, Washington Street on the south, Emerson Avenue on the east and the I-65/I-70 split and Massachusetts Avenue on the west. The analysis also included an area that is a six-minute drive in any direction from Tuxedo Street and East 10th Street.

+ SEE MORE PHOTOS

Go to IndyStar.com/multimedia for a photo gallery with this story.



The study, conducted by LISC MetroEdge, a market analysis firm, shows the neighborhood has several selling points, including its proximity to Downtown, interstate access and a core population of about 35,000 with diverse incomes.

But the neighborhood's greatest asset could be outside the corridor: About 111,000 people live within the six-minute drive area, which officials say is an untapped reservoir — especially when Near-Eastside residents spend more than \$169 million each year on general merchandise in that area instead of their own neighborhood.

"To see \$169 million in resources being spent outside our neighborhood because we don't have the services here really speaks to the demand in our community for various things," said James Taylor, CEO of the John H. Boner Community Center, a social services organization on 10th Street. "What we want to do as a community is capture that and keep it within our neighborhoods."

The study revealed the neighborhood lacks businesses in four key categories: general merchandise, groceries, restaurants and miscellaneous retail, such as thrift stores and florists.



ROB GOEBEL / The Star

"I'm trying to hang on," said Eddie Maxie, seen at his clothing store at 3224 E. 10th St. on the Eastside.

Effort aims to revitalize 'NearEast'

By Jason Thomas

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Through thick and thin, Eddie Maxie has owned a clothing store on 10th Street in the heart of the Eastside.

For six years, he's seen customers come and go as the neighborhood has dealt with crime and high foreclosures.

"I'm trying to hang on," said Maxie, 37, who is adjusting his product line to include school uniforms just in time for the back-to-school season.

"I've been here this long," he said. "The way I look at it, without me and a few others, there would be nothing here."

Neighborhood leaders and the city's Super Bowl host committee have entrepreneurs such as Maxie and potential investors in their cross hairs with a new marketing campaign launched this week.

Armed with new demographic information from a retail market analysis, the East 10th Street Civic Association and the Indianapolis 2012 Super Bowl Legacy Economic Development Committee have developed a rebranding strategy with the hopes of luring new businesses and sparking interest in the Near Eastside.

Now it's called NearEast — part of the rebranding effort — with a snazzy new slogan: "It's Happening Here."

The neighborhood is the epicenter of the host committee's "legacy project," which includes the revitalization of the 10th Street business corridor, constructing or rehabilitating up to 200 homes and an \$11 million community center that will be on the campus of Tech High School.

"I think the data really supports the strong buying power that's present here in the community," Tammi

IT'S HAPPENING HERE

Officials have launched a new marketing strategy — with the slogan "It's Happening Here" — to lure business and spark interest in the Super Bowl host committee's "legacy project."

Legacy project



Source: City of Indianapolis Office of Sustainability

The Star

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