

## QUALITY OF LIFE PROJECT INTRODUCTION

# HUNTINGBURG ALLEY ACTIVATION

The Huntingburg Alley Activation project is the newly redesigned alley on 4th Street leading towards Memorial Gym on 5th Street downtown Huntingburg, Indiana. This project aligns with the "Quality of Life", one of the three READI 1.0 qualities. The alley incorporates three of the READI 1.0 focus areas: "Outdoor Spaces", "Tourism, arts, culture and community projects", and "Capital/Infrastructure". The project is located in Dubois County, IN. READI Program invested \$110,819 and the total matching amount from non-READI sources was \$233,639. The total investment was approximately \$344,458.

The READI Project description says that "This alley also serves as an access corridor to a number of local retail establishments, restaurants, and the post office. A section of the alley was recently converted to pedestrian-only, which will allow for quality-of-place design features including, planters, lighting, public art, and outdoor tables and chairs that can be utilized by patrons of nearby restaurants. READI funds would go towards bidding and construction costs, public art, and furniture. Enhancing the alley with new pavement and public art will create a warm and inviting environment to provide a safe and lighted walkway to the downtown district. The project is expected to start in November 2022 and last until July 2023. The Huntingburg Alley Activation proposal stems directly from Indiana University's Placemaking Studio: a collaboration between the Center for Rural Engagement (CRE) and the Eskenazi School of Art, Architecture, and Design's ServeDesign Center. For the Huntingburg Alley Activation proposal, Eskenazi School is working in collaboration with the City of Huntingburg's Office of Community Development, Huntingburg's Main Street Program, Destination Huntingburg, and local business and property owners on a series of projects to increase walkability and public space within existing alleyways in the downtown area."



Photos: Huntingburg Alley After Improvements  
Courtesy of IEDC

## QUALITY OF LIFE PROJECT OVERVIEW

# HUNTINGBURG ALLEY ACTIVATION

READI funds helped activate the Huntingburg Alley by enhancing walkability, public art, and outdoor seating in downtown.

**BEFORE** (August 1, 2022 - August 1, 2023)

**AFTER** (August 1, 2024 - August 1, 2025)

### Unique Visitors



3,200

5,700

↑ 78%

### Total Visits



4,300

9,100

↑ 112%

### Most Weekly Visits



270 *Week of Nov 7, 2022*

474 *Week of Nov 4, 2024*

**\$344,458**

Total Project Investment

**\$233,639**

Non-READI Sources

**\$110,819**

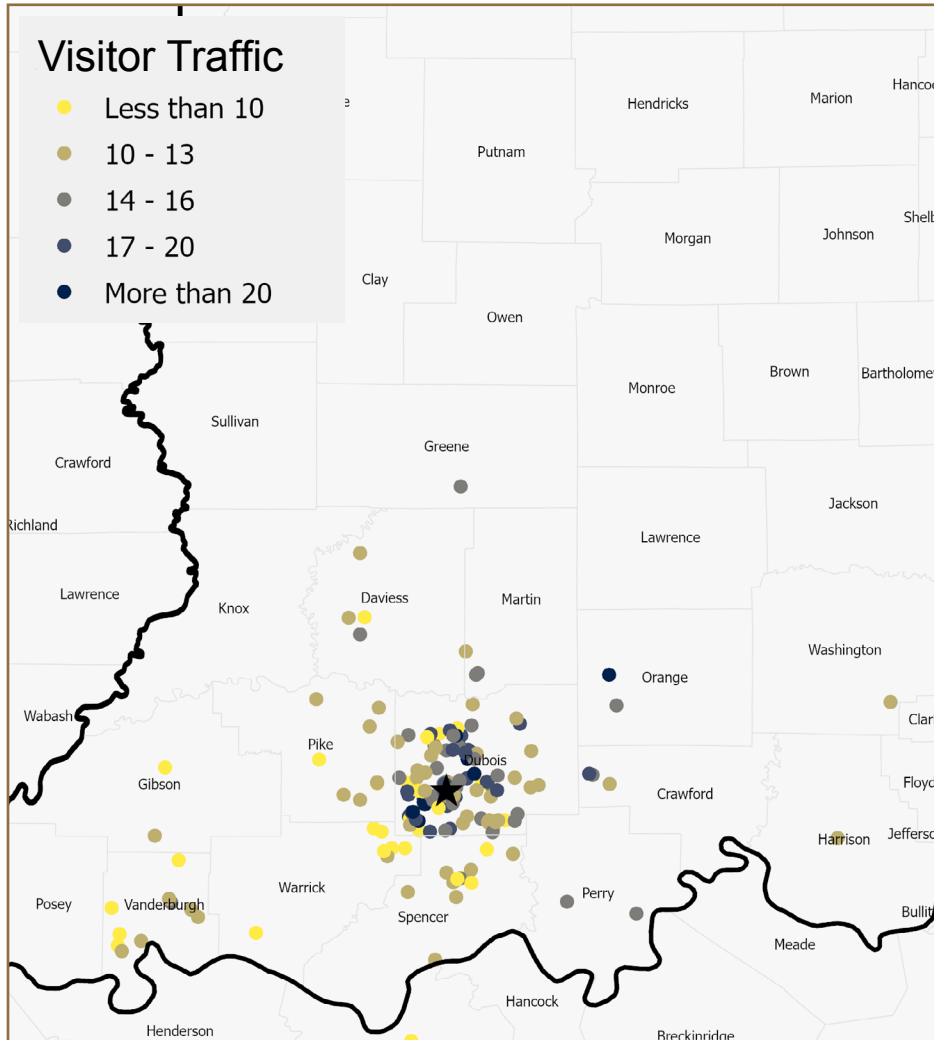
READI Program Match



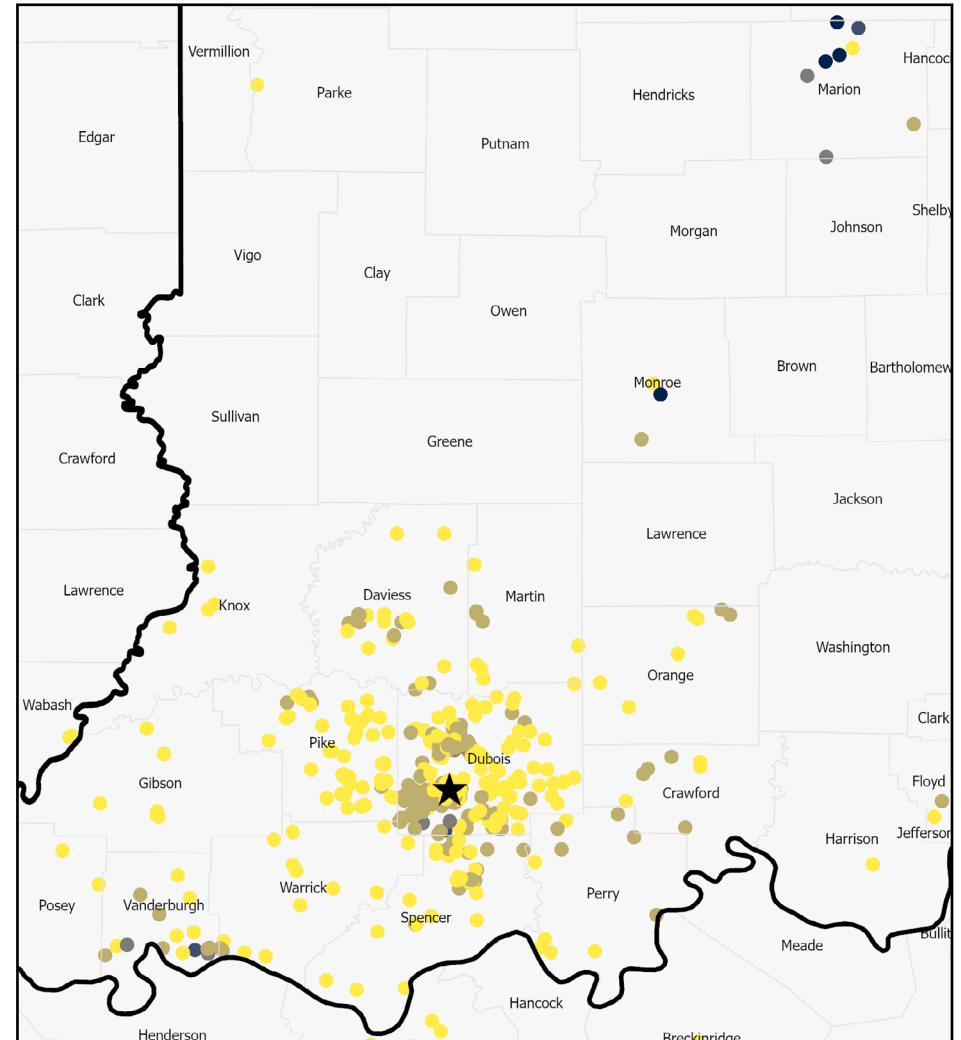
# HUNTINGBURG ALLEY ACTIVATION



**BEFORE** (Aug 2022 - Aug 2023)



**AFTER** (Aug 2024 - Aug 2025)

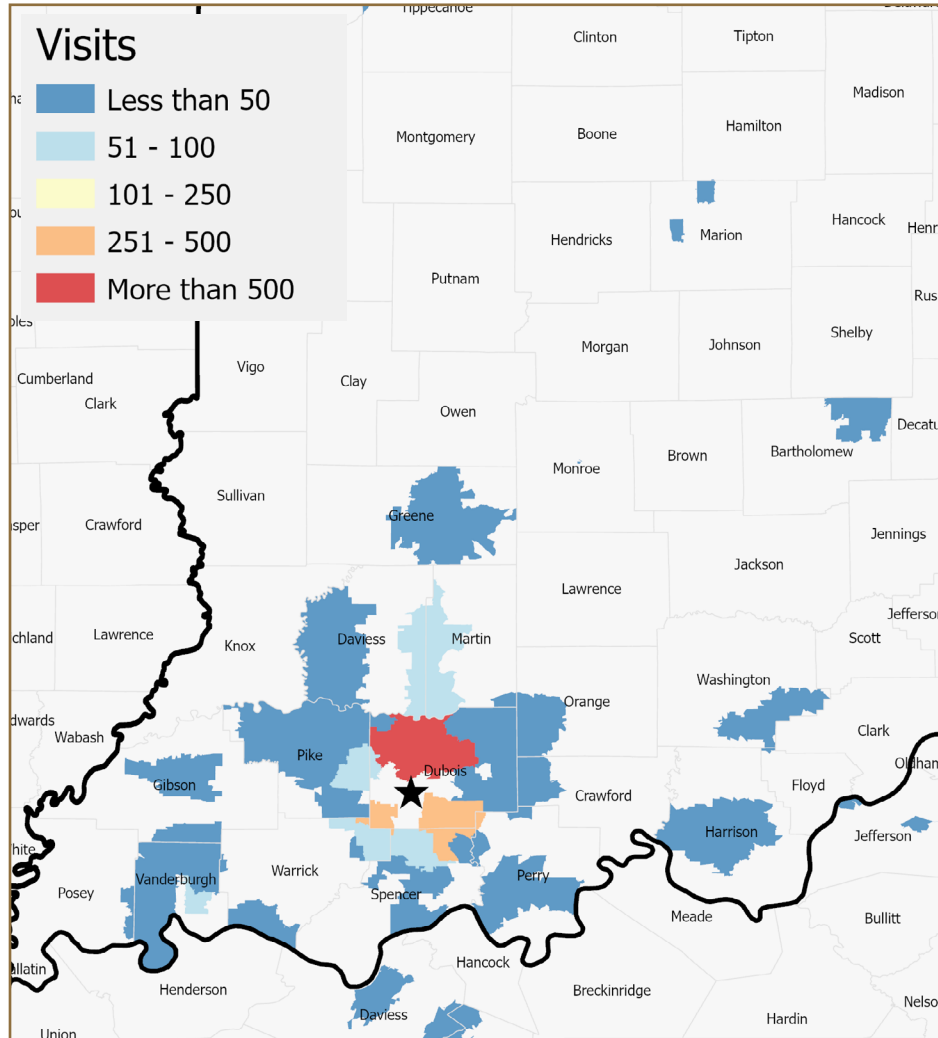


## QUALITY OF LIFE PROJECT VISITS

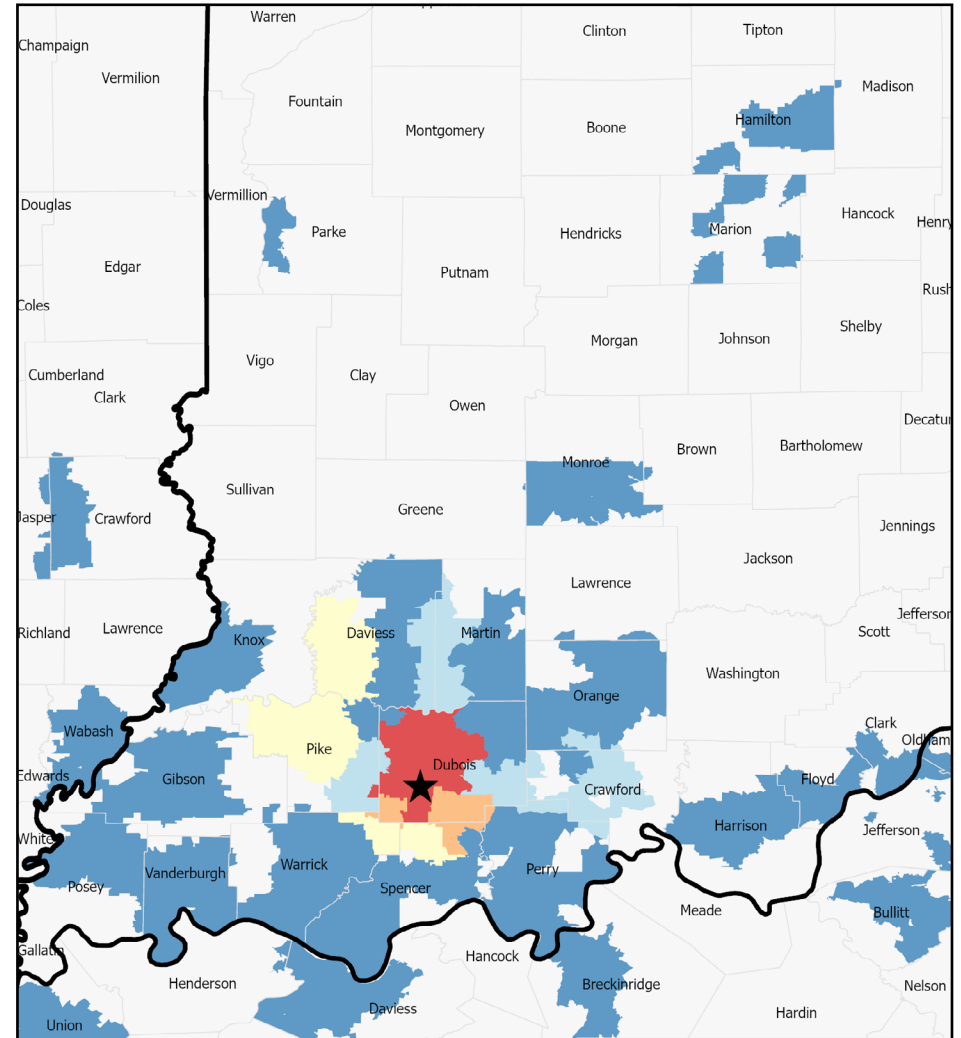
# HUNTINGBURG ALLEY ACTIVATION



**BEFORE** (Aug 2022 - Aug 2023)



**AFTER** (Aug 2024 - Aug 2025)

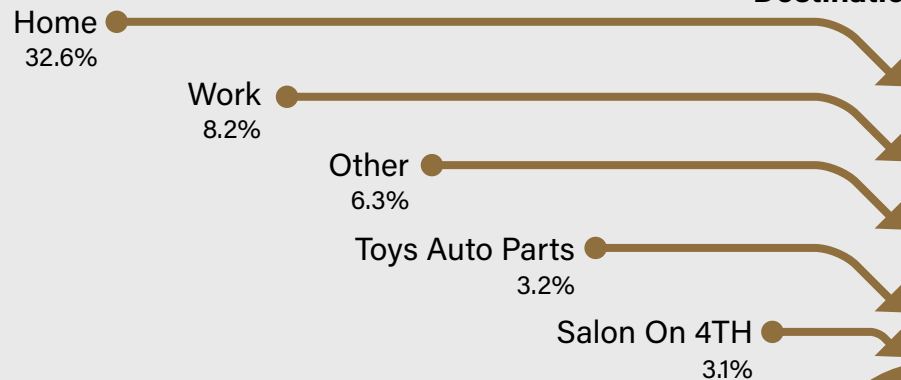


# HUNTINGBURG ALLEY ACTIVATION

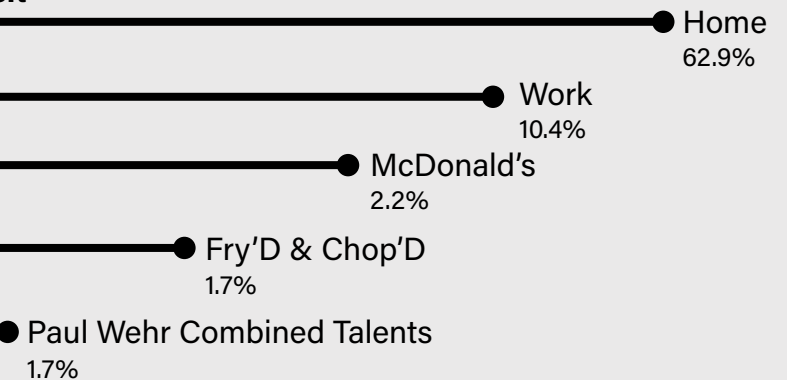
**BEFORE** (Aug 2022 - Aug 2023)

**AFTER** (Aug 2024 - Aug 2025)

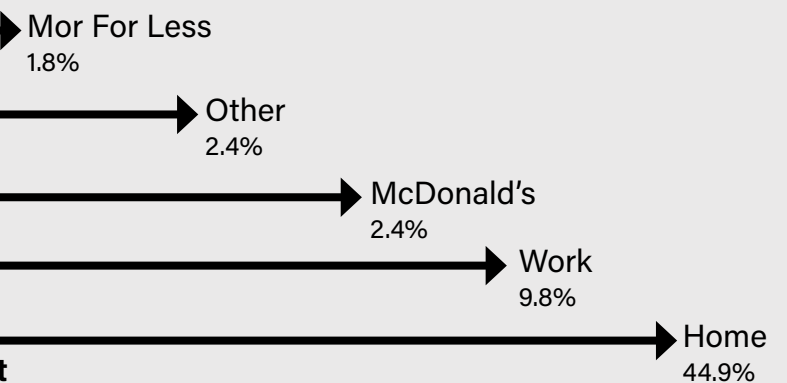
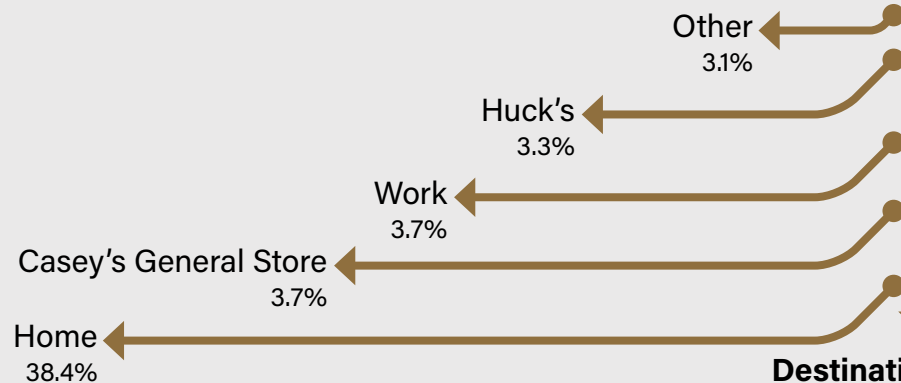
Destination Prior to Visit



Visiting  
Huntingburg  
Alley



Destination After Visit



## QUALITY OF LIFE PROJECT DRILLDOWN

# HUNTINGBURG ALLEY ACTIVATION

**BEFORE** (Aug 2022 - Aug 2023)

### Unique Visitors

Visit	4,300	➡	9,100
Visit YoY <sup>1</sup>	-29.5%	➡	131.4%
Visitors	3,200	➡	5,700
Visit Frequency	1.35	➡	1.59
Panel Visits	312	➡	927

### High Frequency Visits

Days with over 100 visits	14	➡	45
Days with over 200 visits	2	➡	19
Days with over 300 visits	3	➡	1
Days with over 400 visits	0	➡	1
Days with over 500 visits	0	➡	0

### Visitor Journey

Prior: Most Place	Home (32.6%)	➡	Home (52.9%)
Prior: Second Most Place	Work (8.2%)	➡	Work (10.4%)
Post: Most Place	Home (38.4%)	➡	Home (44.9%)
Post: Second Most Place	Casey's General Store (3.7%)	➡	Work (9.8%)

**AFTER** (Aug 2024 - Aug 2025)

### Trip & Demographic Characteristics

#### Trip Characteristics

Most Daily Visits	Saturday (26.8%)	➡	Friday (28.7%)
Least Daily Visits	Monday (7.2%)	➡	Sunday (6%)
Most Hourly Visits	1:00 pm (812)	➡	7:00 pm (2,379)
Average Visit Duration	39 min	➡	68 min
Median Visit Duration	22 min	➡	43 min

#### Demographic Characteristics

Average Household Income <sup>2</sup>	\$77,116	➡	\$87,804
Average Income Per Person <sup>2</sup>	\$32,816	➡	\$36,495
Median Household Income	\$64,900	➡	\$60,100
Bachelor's Degree or Higher	26.4%	➡	22.5%
Median Age	40.8	➡	38.0
Most Common Ethnicity	White (77.1%)	➡	White (81.8%)
Persons Per Household	2.58	➡	2.54

### Favorite Places

First Favorite Place	North Ridge (9.1 mi, 2,800 Visitors, 88.6%)	➡	Germantown Center (8.9 mi, 4,700 Visitors, 80.8%)
Second Favorite Place	Walmart (9.1 mi, 2,800 Visitors, 86.8%)	➡	Family Dollar (0 mi, 4,600 Visitors, 79.7%)