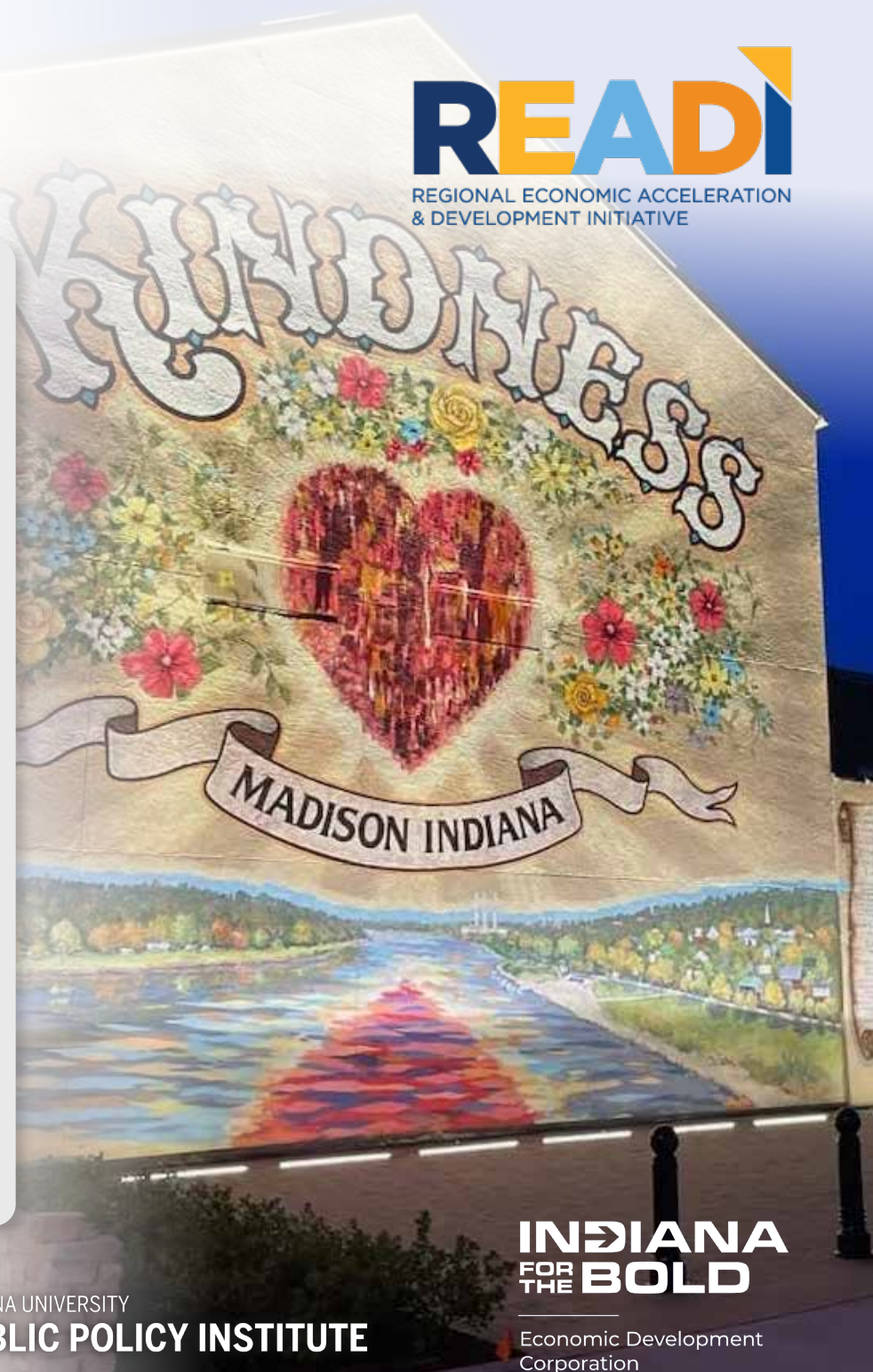


Mulberry Street Arts Corridor

Mulberry Street Arts Corridor is a newly redesigned multi-property area. This project aligns with the “Quality of Life”, one of the three READI 1.0 qualities. The park incorporates two of the READ 1.0 focus area: “Tourism, arts, culture and community projects”, and “Capital/Infrastructure”. The project is located in Madison, Indiana. READI Program invested \$879,002 and the total matching amount from non-READI sources was \$5,058,750. The total investment was approximately \$5,937,752.

“The Mulberry Street Arts Corridor is located on Mulberry Street from Main Street to Second Street with the Neighborhood Market being located at the south-west corner of the corridor. The Mulberry Street Arts Corridor project is saving one of the region’s most intact early 19th century commercial blocks from years of disinvestment. This project turns an eyesore surface parking lot into a multi-use property which includes parking, landscaping, greenspace, and seating. The parking lot improvement will turn the new Kindness mural into the focal point of the district and add much-needed amenities and parking for tourists. The design of the project will be funded using local resources and READI funds will be used for the completion of the construction. The approximate timeline for this project is May 2022 through November 2023. Intended Outcomes: Improve quality of life, which will attract new residents to the region.”

Photos by Madison Area Arts Alliance and the City of Madison



QUALITY OF LIFE PROJECT OVERVIEW

Mulberry Street Arts Corridor

READI funds supported the Mulberry Street Arts Corridor development in Madison, Indiana, transforming a surface parking lot into a multi-use cultural space with greenspace, public art, and visitor amenities, representing an investment of approximately \$5.9 million and completed in 2023.

BEFORE (January 1, 2021 - December 31, 2021)

AFTER (January 1, 2024 - December 31, 2024)

Unique Visitors



21,973

23,466

↑ 7%

Total Visits



59,871

57,012

↓ 5%

Most Weekly Visits



2,001 Week of June 28, 2021

2,993 Week of July 1, 2024

\$5,937,752

Total Project Investment

\$5,058,750

Non-READI Sources

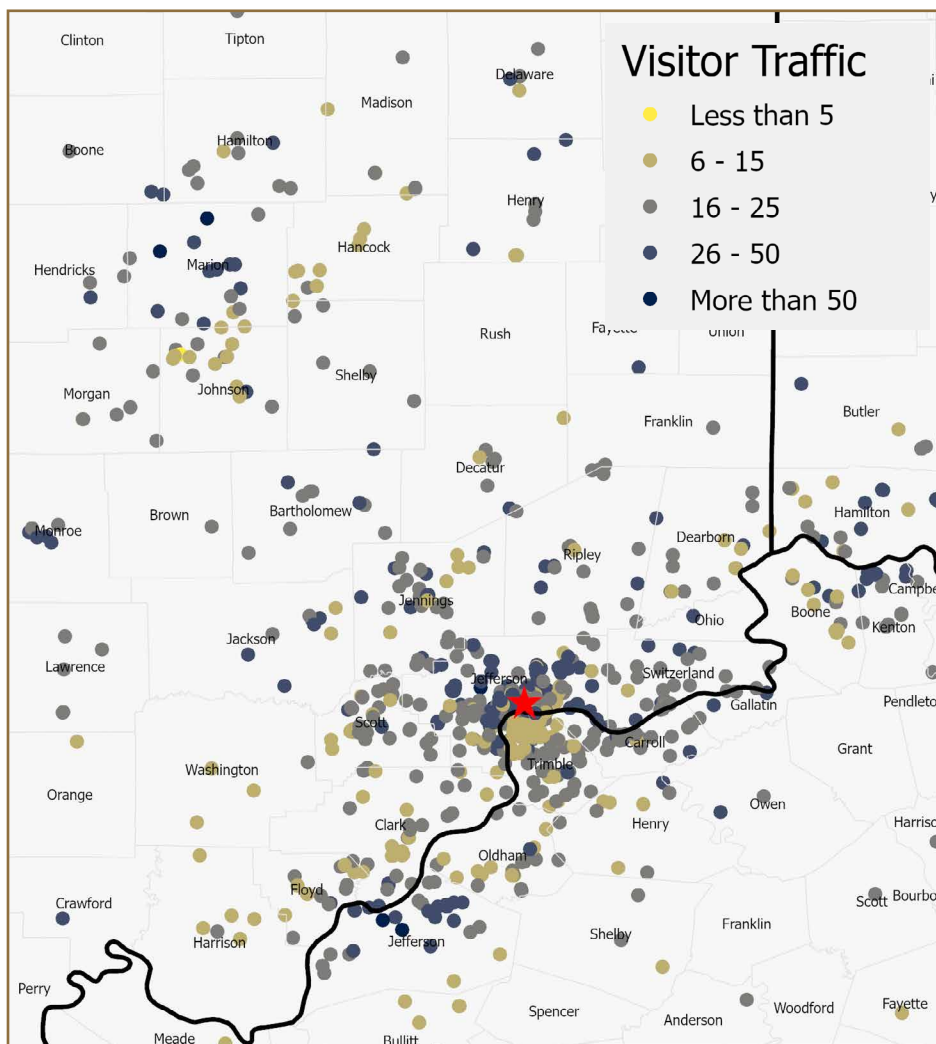
\$879,002

READI Program Match

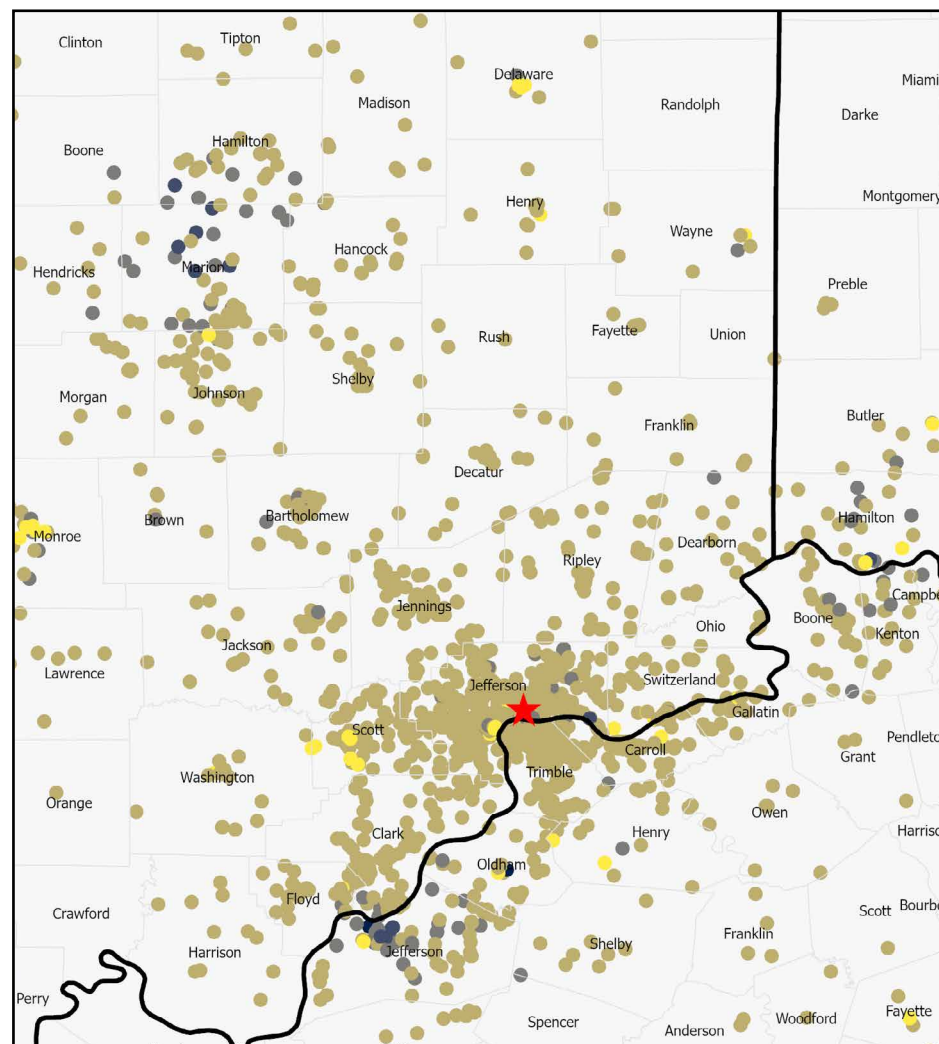
Mulberry Street Arts Corridor



BEFORE (January 1, 2021 - December 31, 2021)



AFTER (January 1, 2024 - December 31, 2024)

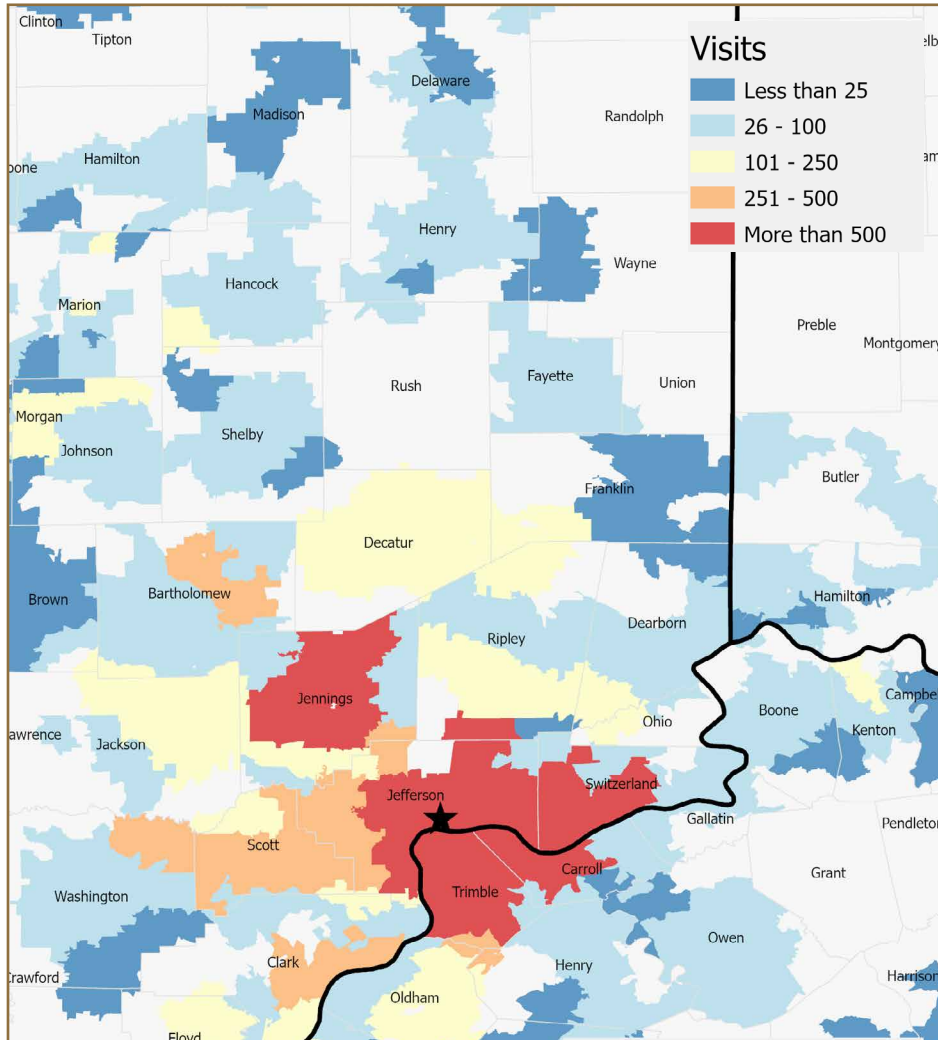


QUALITY OF LIFE PROJECT VISITS

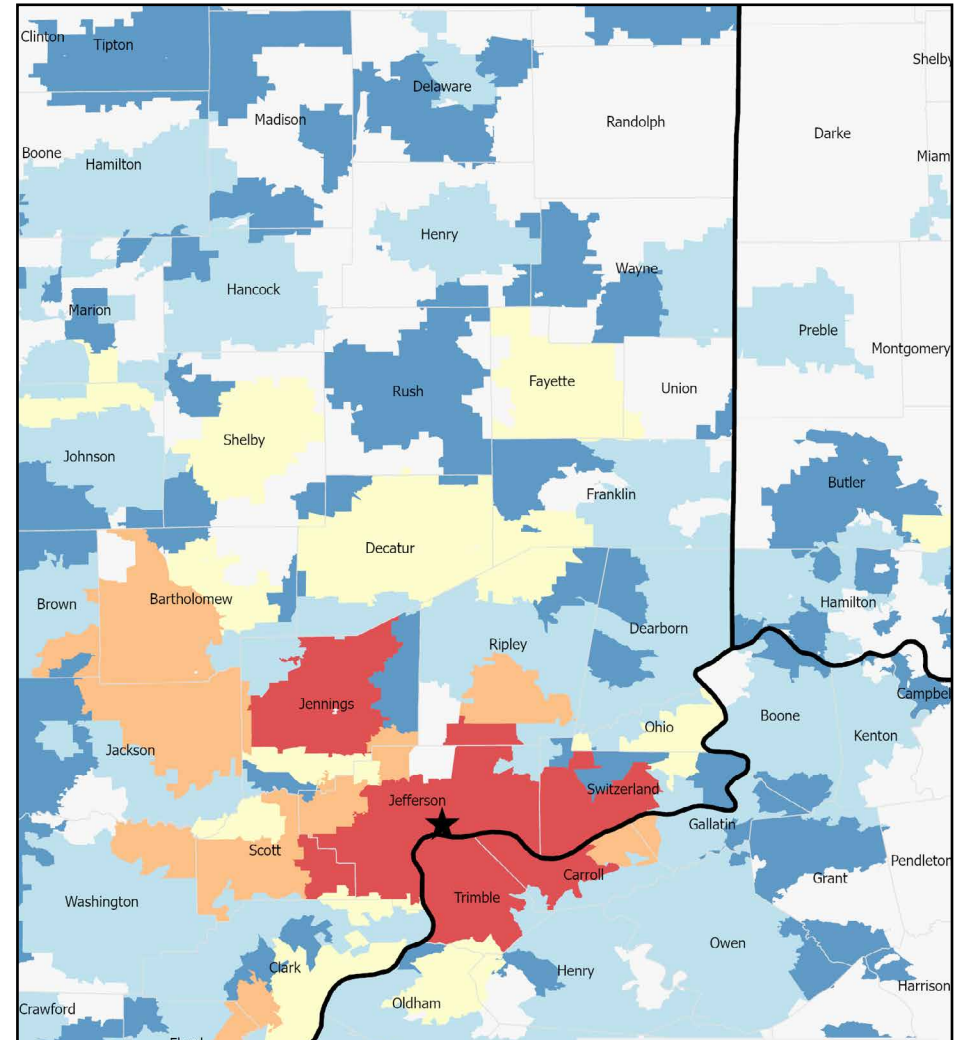
Mulberry Street Arts Corridor



BEFORE (January 1, 2021 - December 31, 2021)



AFTER (January 1, 2024 - December 31, 2024)



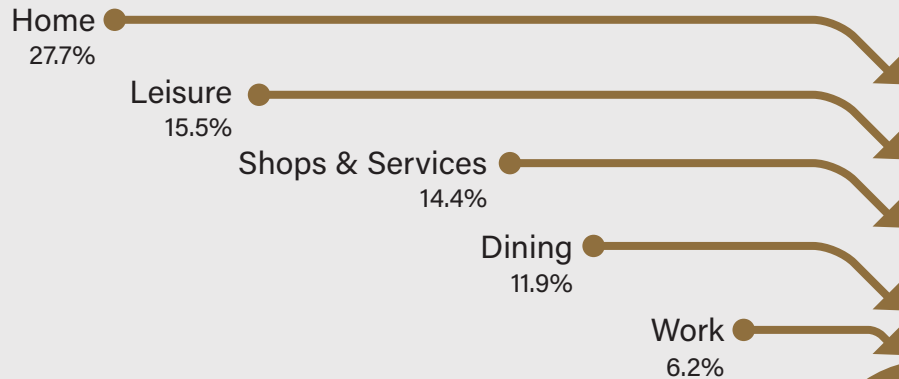
Mulberry Street Arts Corridor



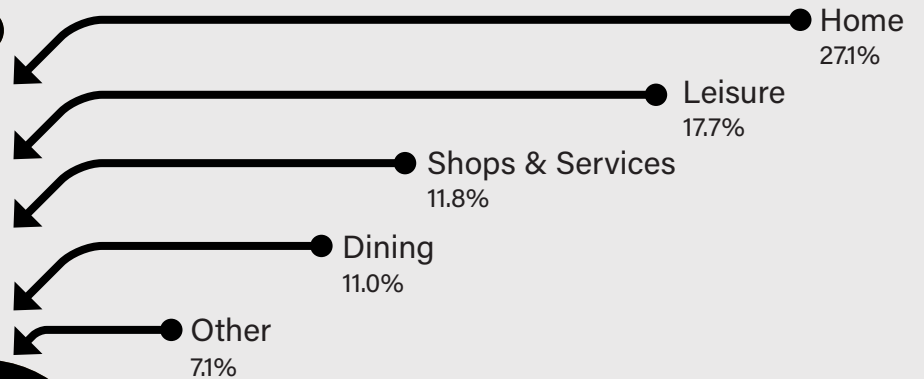
BEFORE (January 1, 2021 - December 31, 2021)

AFTER (January 1, 2024 - December 31, 2024)

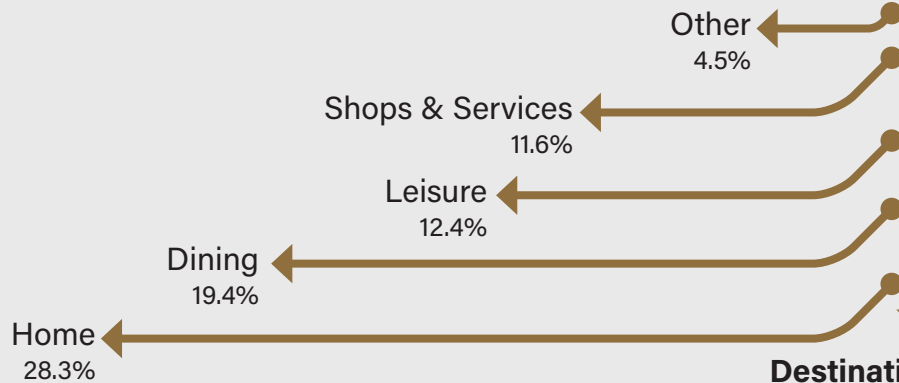
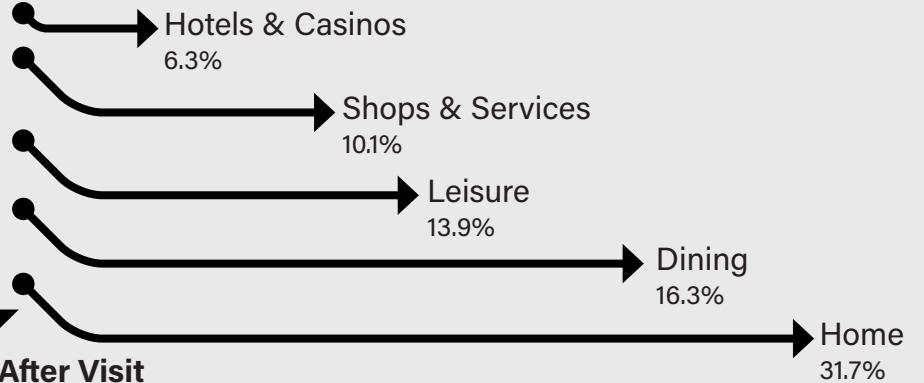
Destination Prior to Visit



**Mulberry
Street Arts
Corridor**



Destination After Visit



QUALITY OF LIFE PROJECT DRILLDOWN

Mulberry Street Arts Corridor



BEFORE (January 1, 2021 - December 31, 2021)

Unique Visitors

Visit	59,871	➡	57,012
Visit YoY	34.10%	➡	-0.60%
Visitors	21,973	➡	23,466
Visit Frequency	2.72	➡	2.43
Panel Visits	2,423	➡	4,922

High Frequency Visits

Days with over 500 visits	52	➡	52
Days with over 750 visits	52	➡	50
Days with over 1,000 visits	37	➡	29
Days with over 1,500 visits	4	➡	4
Days with over 2,000 visits	1	➡	1

Visitor Journey

Prior: Most Place	Home (27.7%)	➡	Home (27.1%)
Prior: Second Most Place	Leisure (15.5%)	➡	Leisure (17.7%)
Post: Most Place	Home (28.3%)	➡	Home (31.7%)
Post: Second Most Place	Dining (19.4%)	➡	Dining (16.3%)

AFTER (January 1, 2024 - December 31, 2024)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Saturday (23.2%)	➡	Saturday (32.0%)
Least Daily Visits	Monday (9.4%)	➡	Monday (6.4%)
Most Hourly Visits	4:00PM (19.8%)	➡	12:00AM (7.3%)
Average Visit Duration	85 min	➡	80 min
Median Visit Duration	53 min	➡	50 min

Demographic Characteristics

Median Household Income	\$61,480.17	➡	\$66,897.11
Bachelor's Degree or Higher	23.09%	➡	26.84%
Median Age	41.1	➡	40.9
Most Common Ethnicity	White (88.63%)	➡	White (82.70%)
Persons Per Household	2.3995	➡	2.403

Favorite Places

First Favorite Place	River Painte Center (3.1 mi)	➡	River Painte Center (3.1 mi)
Second Favorite Place	Walmart (3.4mi)	➡	Walmart (3.4mi)