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A great community doesn't just happen. It takes vision. It takes planning. And most of all, it takes the dedicated support of all stakeholders, both public and private, to make a vision a reality. As we continue to grow we invite you to join us in our efforts to re-discover the "Miracle Mile" and to transform our community. It's all about "People Helping People".

-GBA President, Jeff Cardwell

The Gateway Bulletin

A New Beginning for the Alliance

Revitalization of south side corridor gets major boost with \$8 million investment in infrastructure

On June 24th Mayor Bart Peterson joined the founding board members of the Gateway Business Alliance (GBA) and some 150 neighbors to celebrate the grand re-opening of the East St. - U.S. 31/Madison Avenue corridor with a ceremonial ribbon cutting.

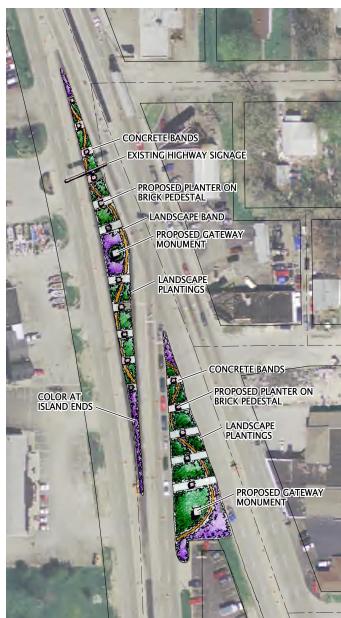
The major investment is an important first step in the continued effort, led by the GBA in partnership with the city, the Indianapolis Neighborhood Resource Center and Local Initiatives Support Corporation, to bring business and investment to the U.S. 31/East St.

Continued on Page 2



A New Beginning: Mayor Bart Peterson is joined by members of the GBA at the re-opening the Miracle Mile

The Future Mile



Gateway Monument at Madison Avenue and US 31

By Kevin Foster, Schneider Corporation

Madison Avenue was once a thriving area and a destination in the City of Indianapolis. Over time, however, a number of social, economic and development factors have led to the decline of this area and much of its rich history has been lost to the current generation.

The recent INDOT road project has created a start to revitalizing the area. However it is only a small step of what can be done. The goal of this project is to build on that start by creating a vision for the re-birth of the Miracle Mile. This vision will not only celebrate the history of the area and its importance to the development of Indianapolis, but also introduce its future significance and re-introduce it as a destination point as well.



History of the Miracle Mile

By Ryan Fancher

Imagine a place of community. A place to eat, shop, socialize, and “cruise”. Imagine a place for young and old, family and friends, a place where memories *were* made. This was Indianapolis’ Miracle Mile... the Gateway to the South. From the late 1940’s to the mid 1970’s the stretch of Madison Avenue between I-465 and Southern Avenue was the “heart and soul of the south side”. The Miracle Mile was home to some of Indy’s finest cuisine. Whether it was cruisin’ your way to the Tee Pee Drive-In, or fine dining at the Key West Shrimp House, good food was never far away. A Halloween Parade was also a staple every fall as members of the community lined the Mile to see who would be crowned Miss Madison Avenue.

Miracle Mile Parade

Join us on a journey to re-discover the Madison Avenue
Saturday September 1st, 2007

www.GatewayBusinessAlliance.com for more information

Before the Miracle Mile the south side was not a frequent attraction for the residents of Indianapolis because of difficult accessibility and a lack of a retail identity. That began to change with the formation of the Madison Avenue Business Men’s Association (MABA) and the completion of the Madison Avenue Expressway. The MABA was an association of business owners throughout the community who meet once a month to promote ethical business commodity.

The Association helped commerce flourish along the miracle mile. Former MABA member Jerry Cosby agrees, “Madison Avenue gave the Southside an extraordinary small town feel for a big city.”

Unfortunately what brought Madison Avenue to its height in the late 1960’s might have ultimately aided to its decline. As the suburban sprawl that came to Madison Avenue outgrew its community, people began looking elsewhere for the benefits once found on the mile. The opening of the Greenwood Park Mall, more land and the promise of new outlets pushed migration south. Eventually the MABA dismembered, the parade stopped marching and businesses began moving elsewhere leaving memories of the glory of Madison Avenue and its prestige behind.



Talking Business: 1949 MABA annual dinner meeting

**Visit our web
site to find out
how you can
become a
member and help
re-discover the
Miracle Mile!**

Continued from Page 1

"This significant investment in infrastructure is a great step forward in supporting the renewed vision of the south side," Mayor Peterson said. "I commend the GBA for their grassroots efforts to lead the charge in bringing new business and investment to the area and return the corridor back to its former glory."

The Mayor pointed to the GBA as a great example of the type of community leadership called for in the Great Indy Neighborhoods initiative, which outlined a renewed vision for neighborhood improvements in Indianapolis through community engagement and focused planning. The initiative includes a frame work that integrates economic, physical and human development to improve the quality of life in Indianapolis communities.

"This is a great example of the public and private sectors joining forces to rediscover the "Miracle Mile" by leveraging resources to develop a 10-year comprehensive community development plan," said Jeff Cardwell, the founding Board Member of the GBA.