



CITY OF SOUTH BEND

PETE BUTTIGIEG, MAYOR

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CITY EXPANDS DOWNTOWN AMBASSADOR PROGRAM

Building on the success of the Downtown South Bend Ambassador Program, which began in 2006, the City has expanded the program to the Western Avenue and Lincolnway West business districts. Since early June, three “West Side Main Streets Clean and Safe Ambassadors” have been providing cleaning, safety, and personnel services along these streets.

“The Ambassador Program has proven to be a key service downtown in support of the businesses and their customers,” says Scott Ford, Executive Director of Community Investment. “By expanding to the commercial centers along Western and Lincolnway West, the city is extending this proven approach to promoting economic development and strengthening social connections.”

One goal of the Ambassador Program is to keep these streets free of litter and unwanted vegetation to create a more hospitable environment for businesses and residents. The ambassadors also engage with owners, employees, and customers in the areas they serve, gathering information on the needs of businesses and residents.

“The Ambassadors increase awareness and pride in our neighborhoods,” says Common Council member Karen White (At-Large), a member of the Residential Neighborhood Committee, which held community meetings that helped lead to the program’s expansion. “Kroc Center volunteers jumped in to assist when they saw the Ambassador team working to remove overgrowth. The response has been overwhelmingly positive.”

The Ambassadors also regularly interact with law enforcement, social service agencies, and other partners to help maximize each organization’s efficiency and effectiveness.

“The Ambassador Program is a strategic partnership that makes efficient use of City resources in improving neighborhoods,” Mayor Pete Buttigieg says. “As their success downtown has proven, the Ambassadors help strengthen the sense of community for residents and businesses, creating an atmosphere that helps everyone thrive.”

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