

FOR IMMEDIATE RELEASE

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Mayor Joe Hogsett announces first participant of St'Artup317 Retail Incubator

City expands retail program to support local entrepreneurs with retail space at the Stutz

INDIANAPOLIS – Today, Mayor Joe Hogsett announced the City's collaboration with [We Don't Run From Adversity \(WDRFA\)](#) as the first local business selected for the St'Artup317 Retail Incubator pilot program at the Stutz.

"This is creative economic development in action, and we're excited to open our first-ever storefront with WDRFA as the featured local business," said Mayor Joe Hogsett. "The Stutz is known historically as a place for creativity, innovation, and community which makes it the ideal location for this next phase for St'Artup317. Our goal is to make downtown Indianapolis a place where small businesses can launch and grow, and as a result, we're evolving our economic development tools to grow the Indianapolis retail economy."

Located in the Stutz Maker's Alley, the 500-square-foot St'Artup317 Retail Incubator is located off 11th Street, in close proximity to fellow Stutz neighbor Grounded Plant Co. As part of Mayor Joe Hogsett's downtown resiliency strategy, the City of Indianapolis Department of Metropolitan Development created the first St'Artup317 retail incubator program as a public-private partnership with the Stutz's owner and developer, SomeraRoad. St'Artup 317 is an innovative program that has secured private commercial real estate for short term, pop-up retail in key commercial corridors and activations during big events like NCAA March Madness Tournament in 2021. Striving to expand downtown's retail sector, the program's long-term goal is to invest and empower historically underrepresented entrepreneurs, eliminate empty storefronts, and increase local and visitor consumer spending.

"Since the inception of WDRFA in 2017, we have sold merchandise online, at popups around Indianapolis, and engaged with people from all walks of life," said Mike Gillis, co-owner of WDRFA. "GP and I are incredibly grateful to be selected as the City's first St'Artup 317 brand. Having a storefront in the heart of the Stutz will allow us to connect our products directly with Indianapolis and its visitors and give us the physical space to showcase what our brand is all about. As we open our doors, we will continue to defy adversity and create a community where passion, inspiration, and style thrive."

WDRFA is a lifestyle brand that features apparel, headwear, accessories, and drinkware and serves as a community that connects people, places, and things. Since its start, WDRFA has collaborated on several local collections including partnerships with People For Urban Progress, James Dant, and Tinker Coffee Co. St'Artup317 X WDRFA's storefront will operate on Wednesdays – Sundays from 12 – 7 p.m. from August to until the spring.

In 2022, the Hogsett Administration awarded \$12.3 million in TIF funding for the district-style redevelopment of the Stutz, which now features a mix of retail, food and beverage, and office space. In addition to the St'artup317 Retail Incubator, the City's partnership with SomeraRoad includes locally-commissioned art as part of the Public Arts for Neighborhood Program, hosting GANGGANG's BUTTER, a multi-day Black fine art fair, for free over the course of three years, and other ongoing programming that supports Indianapolis' creative economy.

St'Artup317 x WDRFA's grand opening will take place on August 12 at the Stutz from 12 – 9 p.m.

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MEDIA AVAILABILITY: Scarlett Andrews will be available for interviews at the Stutz on August 4 from 11 a.m. to 12 p.m. To schedule interviews please contact Hannah Thomas at Hannah.Thomas2@indy.gov.

About the City of Indianapolis Department of Metropolitan Development

[The City of Indianapolis Department of Metropolitan Development \(DMD\)](#) works to plan and preserve our city; to provide housing assistance to our most vulnerable people; to redevelop key sites; and to bring new jobs to Indianapolis. DMD envisions Indianapolis as a growing, vibrant, and beautiful city where people and businesses thrive in an inclusive, world class community.

About The Stutz

Built in 1912, the Stutz is a historic, architecturally significant building situated on the north side of downtown Indianapolis. Originally built to manufacture Stutz Automobiles, the 441,000 SF complex is comprised of 8 buildings, connected by skybridges, and dissected by alleyways. In 2023, SomeraRoad completed a full renovation of the building which included modernized building systems and elevators, tenant amenity spaces, food and fitness options, local retailers, and a vibrant courtyard and streetscape system. Today, the building is activated with a public car museum, coffee shops, all-day café, local taqueria, indoor plant shop, event space, fitness and coworking. The Stutz redevelopment is the first phase of a live, work, play, stay microneighborhood redevelopment in this area of downtown Indianapolis.

About SomeraRoad

SomeraRoad, Inc. is a commercial real estate investment and development platform with headquarters in New York and Nashville, and additional offices in Kansas City, Indianapolis, Austin, Pittsburgh, and Cleveland. Since inception over six years ago, the firm has taken an entrepreneurial and opportunistic approach to commercial real estate across a wide spectrum of asset classes, geographies, investment products, and risk profiles. At its core, SomeraRoad aims to navigate complex structures, identify market dislocations, craft an asymmetric risk profile, and align its interest with its investors. SomeraRoad invests in and develops CRE across a variety of product types (office, industrial, multifamily, retail, hotel) in 50+ US geographies, and it has transacted on nearly \$3B of investments, utilizing nearly \$1B of equity during its history. The firm has evolved into a diversified, vertically integrated platform with a reputation for solving complex problems, becoming local experts, and aggressively executing its business plans.