

**BOARD MEMBERS:**

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11/10/21

# Kendallville Main Street Updates

## 8 Ways to Attract Shoppers & Increase Sales this Christmas

- 1) Offer specials on your best-selling items, especially during downtown events
- 2) Play Christmas music throughout your store
- 3) Decorate your storefront window to draw people in
- 4) Consider extending decorations to the outside of your shop
- 5) Cross-promote other shops in the downtown area, or bundle offers with them
- 6) Consider extending your holiday hours to be open after 5pm and on weekends
- 7) Place your best-selling items near the front door
- 8) Place small items (stocking stuffers) near your register for impulse shoppers



## Preserving Main Street Grant Applications Now Available!

Grant applications for the \$2M Preserving Main Street grant are now available on the Experience the Heart of Kendallville website at:

[www.kendallvillemainstreet.com](http://www.kendallvillemainstreet.com)

Grants applications should be geared towards façade improvements that maintain the historic integrity of the building (such as windows, tuck-pointing, etc.). Property owners will be responsible for a 15% match of their building's facade project. Visit the website to learn more and apply.

## NOTEWORTHY NOTES:

- ◆ The Pocket Park is scheduled to be completed by Thanksgiving, and the Community Christmas Tree will be placed in the park the following week. The official tree lighting ceremony is scheduled for Thursday, December 2nd at 6:00pm
- ◆ Other downtown Christmas décor this year will include wreaths and garland on the street poles, as well as the giant walk-through ornament. Much of the décor will be blue, silver and white.
- ◆ There are a limited number of wreaths available for businesses to use to decorate their front entry. If you'd like one, please stop by Home Sweet Home on Main Street to pick yours up. First come, first served.

## UPCOMING EVENTS:

- 12/2..... Tree Lighting @ Pocket Park  
12/4..... Christmas Parade  
12/9..... Magic on Main Tree Auction



### Magic on Main Set for Dec. 9th

Hosler Realty will be hosting "Magic on Main: A Christmas Tree Jubilee" on Thursday, December 9th at 6:00pm. This special event includes cookies and refreshments, visits with Santa and Mrs. Claus, as well as a Christmas Tree & Wreath auction. The doors open at 6:00pm, and auction bidding starts at 7:00pm. Trees and wreaths are also available for businesses and individuals to sponsor. All auction items will be on display at Hosler during the Kendallville Christmas Parade on Saturday, December 4th. Be sure to stop in to pick up some home-baked goods from the Mayor's Youth Advisory Council, while enjoying the Christmas magic in Kendallville!




**Downtown Main Street**  
**2021 CHRISTMAS SPIRIT CONTEST**

Decorate your Business Front for a chance to WIN \$500

Winner announced Dec 9th at the Hosler Christmas Jubilee Event

