



EXPERIENCE THE HEART OF KENDALLVILLE

Kendallville Heartbeat

July 1, 2022

Transformational Strategies Updates

A Few Key Takeaways to Consider . . .

In early June, Experience the Heart of Kendallville and its many stakeholders spent two days with the National and Indiana Main Street organizations to discuss and determine best strategies to "transform" downtown Kendallville for the future. We are still awaiting the final results from these sessions but wanted to share a few of the key takeaways that were learned as a result of the community survey and ESRI data analysis.

When asked about the types of businesses locals would like to see in downtown Kendallville, the top responses were as follows:

- Casual Restaurant/Pub: 60%
- Brewery/Winery/Distillery: 43%
- Fine Dining: 31%
- Bookstore: 22%
- Clothing Store: 22%

Looks like most of us want more food options!

When locals were asked when they typically do their shopping, the top responses were as follows:

Day of the Week

- Friday: 20%
- Saturday: 56%

Time of Day

- Between 1-5pm: 45%
- After 5pm: 23%

This means that **most people do their shopping after work and/or on Saturday afternoons**, so merchants may want to consider flexing their hours to meet this need.

Also, according to ESRI data, **within the next 5 years Kendallville will see a population increase among those individuals between the ages of 10-19, 35-44, and over 65.**

This is key, as we want to target businesses that cater to these age groups.

We anticipate a full report from Main Street America within the next several weeks and will share that data as soon as it becomes available.

In the meantime, if you have questions, please don't hesitate to contact us at kendallvillemainstreet@gmail.com.





Historic Window Clings and Markers Installed

If you've been downtown lately, you've probably seen the historic window clings and markers that were installed to recognize and honor the many people and places from Kendallville's past.

We have received an overwhelmingly positive response from the project, and so have decided to add even more (there are a LOT of important figures from Kendallville's past!).

If you are a downtown merchant with an available window, please let us know so we can add your building to the project list.

Main Street Progress Report

As the Main Street Manager, I am often asked about what current projects we are working on. I recently had the opportunity to give a report to City Council on the progress we have made so far in 2022, so I thought this would be a good opportunity to share our progress report with others who may have questions. Below is a condensed list of accomplishments our team has made since January of 2022.

BOARD WORK:

- Every board member went through intensive training in December/January
- 3 new members have been recruited to fill gaps
- Board members have donated over \$1500 so far in 2022

FUNDRAISING WORK:

- Far surpassed the Preserving Main Street Goal of raising 10% (\$200,000) by Fall, 2023
- To date we have secured over \$314,000 in grants, donations pledges, and from fundraisers and events
- We continue to look for new ways to build our capacity

HISTORIC PRESERVATION WORK:

- Commission and ordinance passed
- Requests for Certificates of Appropriateness have been going smoothly for the past few months
- Brochure was created to help the community and board understand the changes

PMS GRANT PROGRESS UPDATES:

- Architects have worked diligently to get necessary specs, approvals, etc.
- Final grant due to OCRA on July 31st
- Bids will determine the number of buildings that will ultimately be completed, but architects have spoken with 15 of 25 owners who applied

HUMANITIES PROJECT UPDATES:

- Kicked off last weekend with Antiques Road Show event
- Window clings
- Historic markers
- Historic booklet
- The Clio smart phone app stores information into perpetuity

WORKSHOPS (Required by OCRA):

- Delivered four of the 8 workshops required by Fall, 2023, including a very well received window restoration workshop a few weeks ago

PROMOTION WORK:

- Map of downtown businesses has been distributed to several retailers downtown
- Antiques Trail rack card created
- 2022 Events rack card created
- Monthly e-newsletter
- Monthly behind the mike with WAWK
- Assisting merchants with marketing via videos and social media
- Multiple events downtown, including several new ones
- Rebranding process going on now

COLLABORATION EFFORTS:

- City of Kendallville - a strong partnership in all of our efforts
- RDC – additional \$300K @ 25/75, as well as new speaker system for downtown
- EID - downtown decor updates

- Noble County EDC – working together on READI funding for 2nd floor housing, an entrepreneurial co-working space, Made in Noble concept store, and targeted business recruitment
- Noble County Visitor's Bureau - promotions
- Brookville, IN - sister community in PreservINg Main Street grant

OTHER:

- Completed Transformational Strategies process
- Ongoing work continues to prepare for National Accreditation in 2023

As you can imagine, there is tremendous momentum building for the downtown. With the support of individuals and organizations around our community we will continue to press on with this important revitalization work.

July Events:



Join us for a
FREE CONCERT
in the Pocket Park



Saturday, July 23rd
6:00pm-8:00pm
Downtown Kendallville

FEATURING:



COME HUNGRY!

- ♦ Porkburgers by Common Grace
- ♦ Ice Cream & Smoothies by Hang 10



Common Grace



Ministries



Halloween Lantern Parade

Planning Has Begun for this Special Event!

We've all experienced the disappointment of having some of our favorite events put on hold due to COVID. I am happy to say that those days are behind us -- and the

Kendallville Main Street organization is **revved and ready** to bring the FUN back to downtown Kendallville!

The Halloween Lantern Parade is scheduled for **Friday, October 28th at dusk**, and we are looking for volunteers to help plan the event, as well as individuals, businesses, and other organizations to participate in this unique Halloween experience.

If you are interested in getting involved with the planning aspect, please email kendallvillemainstreet@gmail.com and let us know -- or just come to our next planning meeting on **Thursday, July 21st at noon** at Hosler Realty.

If you are interested in learning more about the event or how to make a decorative lantern -- or you're interested in submitting a parade entry, please visit our website here for all the details: [Kendallville Main Street | Lantern Parade](#). There is no cost to participate.

Also, beginning in August, the Community Learning Center will be hosting a few lantern-making workshops for the public, so keep watching for that announcement.

PLEASE JOIN US FOR

Kendallville's 1st Annual

Halloween Lantern Parade

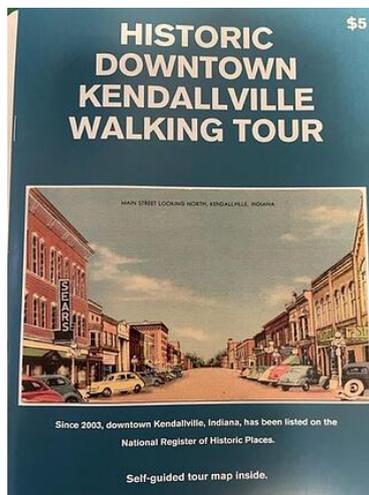


FRIDAY, OCTOBER 28TH @ DUSK IN DOWNTOWN KENDALLVILLE

Gather your posse and join us for a unique event in downtown Kendallville to celebrate Halloween & the arts!

Please visit www.kendallvillemainstreet.com for more information or to register your entry





Historic Booklets Available

Book Highlights Significant People and Places from Kendallville's Past

If you missed the Antiques Road Show and Walking Tours event a few weeks ago, fear not! We will be hosting more walking tours later this summer, and the Historic Downtown Kendallville Booklets are still available to purchase for just \$5 each. This booklet was put together by local historian Terry Housholder and is chock full of interesting stories about Kendallville's rich heritage. They will soon be available to purchase on our website, but for now -- simply email kendallvillemainstreet@gmail.com to reserve your copy!

Historic Downtown Kendallville would like to wish each of you a SAFE and HAPPY Independence Day with family and friends!





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***EXPERIENCE THE
HEART OF KENDALLVILLE***



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