



MISSION: "Encouraging the economic development, historic preservation, and continuous improvement of downtown Kendallville."

Kendallville Heartbeat

February 19, 2024



Check out HDK's 2023 Annual Report

Our annual report just came out, and it's chock full of information about our accomplishments over the past year, our goals for 2024, our financials, and other interesting and important data.

Click on the button below to download a copy and see for yourself how Historic Downtown Kendallville is having a positive impact on our community.

Got questions?

Give us a call at 260-318-0883

Download the Report



Flexible, affordable office space

<https://www.kendallvillecoworking.com>

Click to Learn More

231 Main Updates

Historic Downtown Kendallville's coworking space has had a few delays over the past few months -- but things are starting to ramp up again with a new HVAC system being installed next week (thanks to a wonderful partnership with IMPACT Institute!), and other work on the building being completed thanks to Strawser Construction.

Very soon, we will have a space that supports remote and traveling workers, entrepreneurs, startups, and the business community.

We can wait to launch our new space and will be announcing a grand opening event very soon.

Stay tuned!

Embracing Our Family-Friendly Strategy

Main Streets don't become great places by accident.

In fact, successful Main Streets use the four-point approach of Design, Organization, Promotion, and Economic Vitality (D.O.P.E.), as well as a Transformation Strategy to guide their economic development. A Transformation Strategy is defined as: ***a focused, deliberate strategy to revitalize and strengthen a downtown's economy.***

In 2022, Historic Downtown Kendallville's board of directors, along with dozens of community members, went through a lengthy and thoughtful process to identify **OUR** Transformation Strategy. After multiple community discussions, a thorough analysis of regional market data, and an overall assessment of what downtown Kendallville currently has to offer -- including retailers, events, and entertainment options -- we identified our number one strategy as **family-friendly**.

With our unique downtown culture of whimsical art installations; family-centered events like the Fairy, Gnome and Troll Festival and Trick or Treat on Main; offerings like the Strand Theatre, Enigma on Main, WhatchamaCAKES, and Crafter's Boutique; and demographic data that shows major population growth of people ages 10-19 (youth), 35-44 (parents), and 65+ (grandparents) over the next 4 years -- having a family-friendly strategy is a **GREAT** fit for Kendallville!

It's also a strategy that can provide great benefits for our local merchants, should they choose to embrace it. In fact, according to a recent study by the USDA, parents spend an average of **almost \$13,000 per year per child**. Furthermore, parents spend **about 7% of their total income on miscellaneous items for their kids** -- such as sporting goods, entertainment, and personal care.

So, just like Auburn is known for its classic cars; LaGrange is known for its giant flea market and Amish population; and Ligonier is known for its historic murals and Hispanic culture; Kendallville **COULD** be known as a great destination for families with children.

Below are just a few ways that Kendallville businesses can get on board the train to a family-friendly community:

- Set up a table and chairs or other child-sized furniture in your business
- Dedicate an area of your business as a reading corner or a coloring wall
- Offer child-related products -- like clothing, toys, books, and games
- Have a store or office pet
- Offer snacks or treats to your customers (like popcorn or a free balloon)
- Create a funny or whimsical "photo op" inside your business
- Paint a hopscotch court on your floor
- Provide colored chalk in the summer months for spontaneous sidewalk art
- Offer kid-friendly discounts and specials
- Include a changing station in your restroom
- Make sure your business is stroller-accessible
- Have "tactile" activities available in your shop, such as a train set, puzzles, kaleidoscope, pinwheel, or blocks

- Install a fairy door outside of your business
- Decorate your storefront with bright and attractive displays that reflect the current holiday season (Christmas, St. Patty's Day, Independence Day, etc.)
- If you're a restaurant or venue, offer birthday party packages

If you need help brainstorming other ideas to make your business more child- and family-friendly -- or have already come up with something and want Historic Downtown Kendallville to help you promote it, let us know at kendallvillemainstreet@gmail.com.



Please Pardon the Construction

Whether you're a downtown merchant, a patron, or just someone who travels through downtown Kendallville frequently, you have probably noticed the trailers, lifts, dumpster, and other equipment that are currently taking up several downtown parking spaces along Main Street.

While it may be a bit of an inconvenience, all of this equipment is necessary for the completion of the PreservINg Main Street project to revitalize and restore several of our beautiful downtown facades.

Please remember that even during this construction phase, **all of our downtown businesses remain open for business.**

If you have questions, please feel free to reach out to Historic Downtown Kendallville at kendallvillemainstreet@gmail.com.

Thank you for your understanding.



You can book an appointment or learn more by calling **260-318-3364** after March 4th. You can also check out their website at wickedwinks.glossgenius.com.

Wicked Winks Lash Lounge Opening Downtown

We are excited to announce a new business downtown called Wicked Winks Lash Lounge.

Owner Julia McGee will be locating her lash and cosmetic services business inside of Arkham City Oddities at 134 South Main Street and will begin booking clients on March 4th.

According to their website, Wicked Winks specializes in lash extensions, lash lift and tint, as well as a variety of other cosmetic services.

Art on Main: Bistro Sets

Local artists are invited to participate in the 2024 Art on Main project benefitting Historic Downtown Kendallville (HDK).

In previous years, Art on Main has featured bee boxes, bird baths, and scrap metal art sculptures. For 2024, the selection is bistro sets, including two chairs and a table. Sets are available for artists to transform on a first-come, first-served basis. Sets may be painted and/or embellished in any way that results in a family-friendly design and is sealed properly for long-term, outdoor use.

As artworks are completed, the bistro sets must be returned to HDK by no later than **Friday, May 10**. Sets will be displayed along Main Street throughout the summer and auctioned off to benefit HDK's mission in the fall.

There are just a handful of bistro sets still available, so if you are a local artist and are interested in participating, please contact us ASAP to let us know at kendallvillemainstreet@gmail.com.

2024 ART ON MAIN

CALLING ALL ARTISTS!

Historic Downtown Kendallville has selected their theme for this year's Art on Main project: **Bistro Sets!** There are ten sets available to artists on a first come, first served basis.

Sets may be painted and/or embellished in any way, as long as they are family-friendly AND sealed/weather-proofed.

Finished sets must be returned to Historic Downtown Kendallville no later than **Friday, May 10th**, after which they will be displayed downtown throughout the summer, then auctioned in the fall.



Bistro Set

Includes 2 chairs and a table, as pictured

FOR MORE INFO, AND A COMPLETE LIST OF RULES, PLEASE EMAIL
[KENDALLVILLEMAINSTREET@GMAIL.COM](mailto:kendallvillemainstreet@gmail.com)

Mark Your Calendars for these Upcoming Events

5th Annual

FAIRY, GNOME & TROLL FESTIVAL



**EXPERIENCE
THE MAGIC!**



SAT, MAY 18

**10:00am - 2:00pm
Downtown Kendallville**



Now Accepting Vendors for 2024!

INFO: kendallvillemainstreet@gmail.com
REGISTER: kendallvillemainstreet.com/EVENTS

Vendor Space is Limited! Register NOW!

This free, family-friendly event is for kids of all ages, and celebrates the many fairy, gnome and troll families living in Kendallville and all around Noble County. Visitors to the festival will have an opportunity to meet Tinkerbell, enjoy a bubble party, play carnival games, attend a fairy tea party, experience entertainment of a magical nature, enjoy tasty food, shop the multitude of vendors, and much more! Let your imagination run wild at this year's Fairy, Gnome and Troll Festival!

Register

Summer Concerts & Skate Nights



FEATURING:

LIVE MUSIC
PORKBURGERS
ROLLER SKATING
POPCORN
YARD GAMES



PROCEEDS BENEFIT:

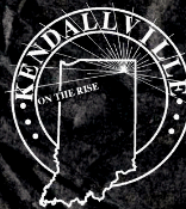


THE CITY OF
KENDALLVILLE,
COMMON GRACE
MINISTRIES,
& HISTORIC
DOWNTOWN
KENDALLVILLE
PRESENT

Staci Stock

Saturday, June 8th

5:00-8:00pm | Founder's Park





FREE
CONCERT
& SKATE
NIGHT



FEATURING: **PROCEEDS**
LIVE MUSIC **BENEFIT:**
FOOD
ROLLER SKATING
YARD GAMES



**THE CITY OF
KENDALLVILLE, EAST
NOBLE KIWANIS,
& HISTORIC DOWNTOWN
KENDALLVILLE
PRESENT**

*Austin
Marsh*

Saturday, July 20th
5:00-8:00pm | Founder's Park





**THE CITY OF KENDALLVILLE
& HISTORIC DOWNTOWN
KENDALLVILLE PRESENT**



Show/Down

Saturday, Aug 10th
5:00-8:00pm | Founder's Park



Corporate Rental/AirBNB Now Available Downtown!



Corporate Rental

Newly Remodeled & Fully Furnished 2 Bed | 1 Bath Apartment
in Historic Downtown Kendallville

Ask Us About Long-Term Rental Discounts



Sleeps 6
Dedicated off-street parking
Private entrance & keyless entry
Smart TVs & Wifi
Washer/dryer
Fully equipped kitchen
Walk to restaurants & shopping
Dog friendly (extra fee)



Learn more and reserve at
<https://abnb.me/ZBEyaaPaeGb>
or call Tina at 260-318-0097

2024 Fundraising Campaign Underway

Help us reach our fundraising goal of **\$25,000** for 2024. We've got **BIG** plans for the new year, and your generous support will help us create lasting, positive change for downtown Kendallville.

Click [HERE](#) for a copy of our annual report, so you can see what we've accomplished over the last year and get an understanding of what your donation will support in the future.

Not sure you can afford to write a big check right now? That's okay -- we also accept monthly recurring donations via our website -- making it easy to support us for just a few bucks a month!

Questions? Contact Kristen Johnson or Dr. Alan Roush at
kendallvillemainstreet@gmail.com.

Learn More & Donate



Historic Downtown Kendallville, 234 S Main Street, Kendallville, IN 46755, 260-318-0883

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