



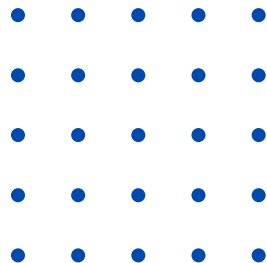
# ANNUAL REPORT 2024

DESIGN  
ORGANIZATION  
PROMOTION  
ECONOMIC VITALITY



**MISSION:**

*Encouraging the economic development, historic preservation, and continuous improvement of downtown Kendallville.*





## BOARD MEMBERS

TARA STREB  
 LANCE WATERS  
 BRIANNA HAYDEN  
 DR. ALAN ROUSH  
 AMY TERRY  
 CHERYL BARKER  
 PATTY SEUTTER  
 PAYTON HUNLEY  
 SUSAN JANSEN  
 JENNA ANDERSON  
 GARY GATMAN

## Staff

**Kristen Johnson**

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ECONOMIC VITALITY



# 2024

## YEAR IN REVIEW

### 2025-2026 GOALS

- Create 2nd floor housing downtown
- Develop incentive program to attract new businesses
- Continued beautification of downtown, including rear building facades, new art installations, and other assets
- Install wayfinding signage at key entry points to downtown
- Establish preservation trades program for downtown revitalization
- Provide support & key resources to local entrepreneurs
- Broaden marketing efforts to other regions around the state

### 2024 MILESTONES

LAUNCHED 231 MAIN:  
THE FIRST CO-  
WORKING SPACE IN  
NOBLE COUNTY

PURCHASED AND  
REVITALIZED A  
BLIGHTED  
STOREFRONT AT  
211-213 S MAIN ST

CLOSED OUT THE  
PRESERVING MAIN  
STREET  
REVITALIZATION  
GRANT

SELECTED AS  
RECIPIENT OF THE  
CREATIVE  
CONVERGENCE  
COMMUNITY ART  
GRANT

18

NET NEW BUSINESSES  
SINCE JANUARY 2022



\$1.5M

2024 PUBLIC &  
PRIVATE INVESTMENT



49

2024 PUBLIC  
IMPROVEMENT  
PROJECTS/BLDG  
REHABS



3000+

2024  
VOLUNTEER  
HOURS

27

EVENTS &  
TRAININGS  
HOSTED IN 2024



### MISSION:

*Encouraging the economic development, historic preservation, and continuous improvement of downtown Kendallville.*



# 2025



## MAIN STREET EVENTS

### Fairy, Gnome, and Troll Festival

Saturday, May 17th | 10am - 2pm

### Art on Main Project

Art on display June - August  
Auctioned in September

### Main Street 10-Year Celebration

Saturday & Sunday, June 21-22nd

### Kendallville Car Show

Saturday, September 6th | 12pm - 5pm

### Arkham City Oddities Fright Night

Saturday, October 11th | 2pm-8pm

### Trick or Treat on Main

Saturday, October 25th | 10-11am

### Kendallville Lantern Parade

Saturday, October 25th at 8:00pm

### Shop Small Saturday

Saturday, November 29th

### Christmas Tree Lighting

Thursday, December 4th | 6pm

### KPC Annual Christmas Parade

Saturday, December 6th | 1pm

Be sure to check our online calendar for additional dates coming soon, such as our Summer Concert Series and Downtown Skate Nights! <https://www.kendallvillemainstreet.com>

## COWORKING EVENTS

### Social Circles

3rd Friday of each month  
10:00am - 11:00am

*Social time, professional skills discovery, and valuable insights for leadership success*

- January 17: Visual Merchandising
- February 21: Linked In Best Practices
- March 21: Lean Canvas (part 1)
- April 18: Lean Canvas (part 2)

### SBDC & NIIC Open Office Hours

3rd Friday of each month  
11:00am - 2:00pm

(immediately following Social Circles)

*Get help, advice and valuable resources for your small business*

**SCHEDULE YOUR APPOINTMENT TODAY BY CALLING 260-399-1676, OR STOP BY DURING THE OPEN OFFICE HOURS LISTED ABOVE**



# 2024 FINANCIAL SNAPSHOT

	Jan - Dec 24
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Community Exchange Workshop	592.35
Fundraising Income	4,500.00
Skate Night Income	0.00
Online Auction	0.00
CFNC Non-Permanent Fund Capacity	0.00
Summer Concert Series	0.00
Fairy Fest	6,569.89
Art on Main	3,097.50
Dollar Days	0.00
Car Show	
Car Show - T-Shirt	120.00
Car Show - Other	6,136.00
<b>Total Car Show</b>	<b>6,256.00</b>
Trick or Treat on Main	300.00
Historic Booklet Sales	40.00
Donations	22,141.76
2025 Campaign Donations	8,660.00
Sponsorship	250.00
Lantern Parade Income	4,332.25
HDK Merchandise Sales	0.00
Grants	0.00
RDC MSM Salary Donation	20,000.00
Vintage Market	0.00
St. Patty's Fundraiser	0.00
City of Kendallville - Main St	20,000.00
Christmas Festival	274.60
<b>Total Income</b>	<b>97,014.35</b>
<b>Expense</b>	
Property Tax	490.67
Summer Concert Series - Expense	1,700.00
Art on Main Expense	1,429.49
Fairy Fest Expense	4,708.17
Car Show Expense	4,480.32
Trick or Treat Expense	302.24
Lantern Parade Expense	2,215.41
Christmas Festival Expense	878.57
Shop Small	0.00
Small Shop Saturday	132.66
Fundraising	29.25
Dollar Days Expense	0.00
Skate Night Expense	196.23
Vintage Market - Expense	0.00
St Patty's Fundraiser	0.00
Pocket Park Events	140.45
Concert / Food Truck Events	250.00
Marketing	1,553.08
Website	3,199.30
Downtown Decor	31.01

	Jan - Dec 24
Dues and Subscriptions	3,109.75
Professional Fees	5,975.00
Bank Fee	243.67
Mileage	1,471.92
Insurance	3,032.38
Office Supplies	2,563.33
Supplies	216.95
Postage	287.00
Salary and Wages	49,500.00
Payroll Tax Expense	3,878.67
Retirement Stipend	1,200.00
Meals	668.83
Meetings and Training	1,733.01
Travel and Meetings	1,783.95
Main Street Expense	0.00
Depreciation	3,454.08
Printing and Copying	0.00
Telephone & Internet	364.91
<b>Total Expense</b>	<b>101,220.30</b>
<b>Net Ordinary Income</b>	<b>-4,205.95</b>
<b>Other Income/Expense</b>	
<b>Other Income</b>	
National Trust Grant Income	5,000.00
Interest Income	2,582.85
Landmark Expense	0.00
Cole Foundation Grant	0.00
Real Estate Grant	0.00
Apple Festival - Expense	0.00
Co-Working Grant - Income	89,490.00
Co-Working Project Expense	
Utilities	-1,743.58
Co-Working Project Expense - Ot...	-31,661.62
<b>Total Co-Working Project Expense</b>	<b>-33,405.20</b>
Co-Working Rent	6,625.00
Co-Working Expense	
Co-Working Computer/Internet	-97.95
Co-Working Repairs/Maint	-653.92
Co-Working Other	-827.43
Co-Working Garbage Pickup	-169.50
Co-Working Custodial	-1,200.00
Co-Working Supplies	-1,700.58
Co-Working Utilities	-1,548.98
<b>Total Co-Working Expense</b>	<b>-6,198.36</b>
Hometown Heros - Income	0.00
Home Town Heros - Expense	-179.80
Humanities Project - Income	195.00
Humanities Project - Expense	0.00
<b>Total Other Income</b>	<b>64,109.49</b>
<b>Net Other Income</b>	<b>64,109.49</b>
<b>Net Income</b>	<b>59,903.54</b>



*Experience,  
at, &  
explore!*



## Adventure Awaits in Downtown Kendallville!

**Black Light Scavenger Hunt** 

There are several black light murals "hidden" around downtown Kendallville, painted by artist Chris Lesley. These murals can ONLY be seen with a black light flashlight.

**CAN YOU FIND THEM ALL?**



It takes a village.  
Look for the alley cat.  
What's new(s)?  
Hello, cupcake!  
Give that flashlight a "flick."

**HERE ARE A FEW HINTS!**

Discover the various blacklight murals hidden in and around Historic Downtown Kendallville! The murals can ONLY be seen after dark using a blacklight flashlight. You can bring your own or purchase one from Historic Downtown Kendallville during normal business hours, Then, simply use the map found in the QR link below to begin your adventure. Have fun!



Discover the historic architecture of downtown Kendallville through this self-guided scavenger hunt! Simply use the map found in QR code below. Have fun!





*Experience,  
eat, &  
explore!*



## Historic Downtown KENDALLVILLE *Antiques Trail*



*Your antiquing adventure  
begins here in Kendallville!*

## THE SHOPS

**LOVE ME TWO TIMES ON MAIN**  
107 N Main Street  
**Antiques & Collectibles**  
HOURS: Weds-Sat 10am-5pm

**ALLEY CAT ANTIQUES**  
105 S Main Street  
**Tools & Primitive Antiques**  
HOURS: Tues-Sat 12pm-4pm

**MAIN STREET BARGAIN SHOPPE**  
111 S Main Street  
**Thrift & Collectible Items**  
HOURS: Mon, Thurs, Fri 11am-4pm  
Sat 10am-1pm

**CARLA'S 5 BUCKS ANTIQUES & SUCH**  
128 S Main Street  
**Antiques, Collectibles & Boutique Items**  
HOURS: Mon-Sat 10am-5pm

## THE EATS & DRINKS

**JEN'S BISTRO**  
107 S Main Street  
**Paninis, Soups, Salads & Desserts**  
HOURS: Mon-Sat 7:30am-2pm

**PIZZA FORUM**  
120 S Main Street  
**Pizza, Pasta, Salads, Beer & Wine**  
HOURS: Mon-Sun 11am-9:30pm

**WHATCHAMACAKES**  
201 S Main Street  
**Coffee, Cookies, Cakes, Soup, Sandwiches**  
HOURS: Mon-Fri 8am-4pm  
Sat 10am-2pm

**JENI'S TACOS**  
215 S Main Street  
**Tacos, Burritos & Tortas**  
HOURS: Mon-Sat 11am-7pm

# Art Bounds All around!

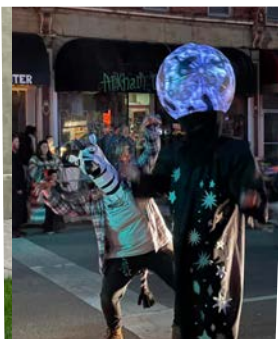


**1863 - 1924**

**Gene Stratton-Porter**

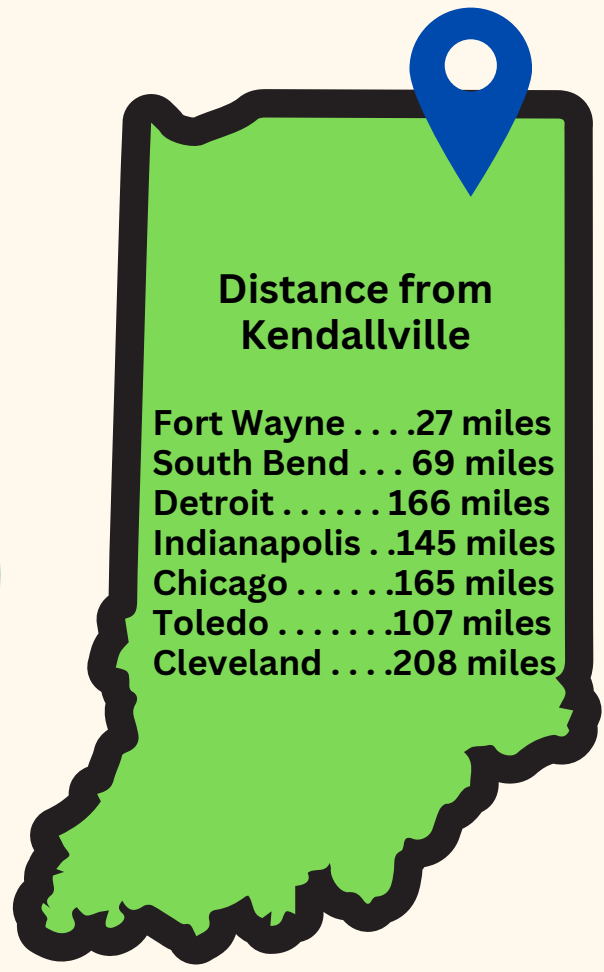
One of the most acclaimed women in Indiana history, best-selling author, naturalist, conservationist and motion picture production company owner, Gene Stratton-Porter, also had a business connection to Kendallville. The Wabash County native was the principal owner and president of the Kendallville Broom & Brush Co., West Grove Street, Kendallville, from its founding in May 1914 until Nov. 1, 1923.

A multi-talented woman, Stratton-Porter gained fame with her early 20th century romantic novels. Eight of her novels were adapted into motion pictures. She especially enjoyed her years around nature at her Limberlost North cabin, Wildflower Woods, on the shores of Sylvan Lake near Rome City.

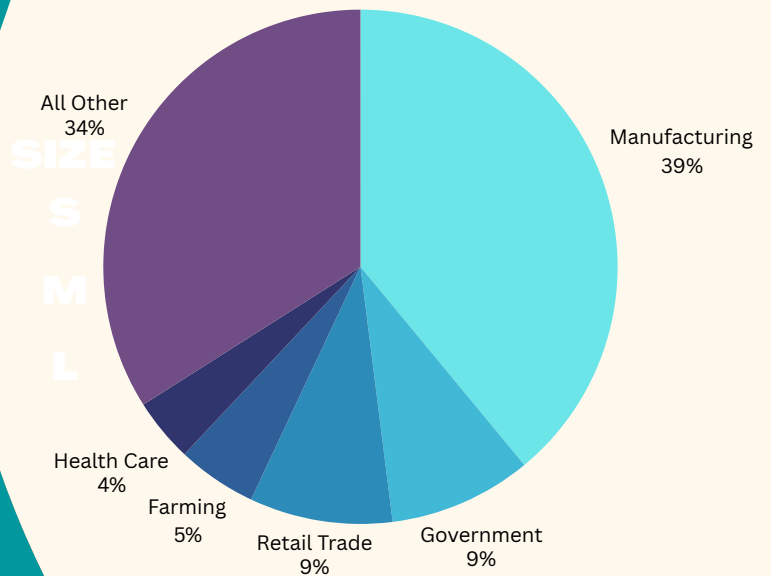




# Smalltown Living . . . Yet Close to Everything



## Top 5 Trades





**COWORKING:** a flexible, affordable form of office space designed specifically for entrepreneurs, small business owners, work-from-home professionals, and larger businesses looking to provide remote offices for employees.



# SHARE OUR SPACE

260-777-0773  
kendallvillecoworking.com  
231 S Main Street | Kendallville



## AVAILABLE OPTIONS

- Day Passes ✓
- Monthly Memberships ✓
- Private Offices ✓

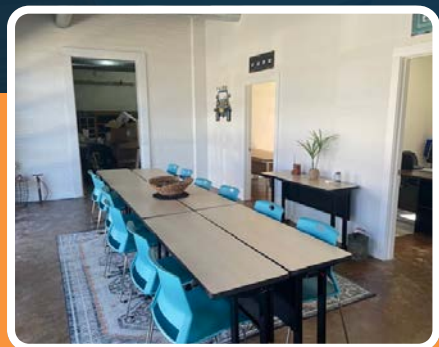
## AMENITIES

- FREE High-Speed Internet ✓
- Business Mailing Address ✓
- Rentable Lockers ✓
- Podcasting Room ✓
- Presentation Technology ✓
- Copy & Printing Services ✓
- Monthly Workshop & Events ✓
- FREE Business Mentoring ✓
- Reservable Conference & Event Space ✓
- Chamber Member & Veteran Discounts ✓
- Prices Starting at Just \$100/Month** ✓



# MEETING SPACE

## Package Rentals



Conference Space



Food Delivery Options



Fast Wi-Fi & Casting Technology

## What We Offer . . .

Make scheduling your next meeting a breeze by letting us handle the logistics!

We've partnered with several downtown restaurants to provide food and drinks for your guests. They will deliver everything you need to 231 Main, including cups, plates, condiments, napkins and utensils for one low price per person. Menu options are listed below. **No substitutions.**

## FREE COFFEE & WATER

ROOM RENTAL  
STARTS @ \$25/HOUR

## Catering Options

### WhatchamaCAKES

**Breakfast Variety Platter | \$8pp**  
(Available 7am-11am)

Includes a variety of delicious scones, cinnamon rolls, coffee cake & muffins, plus fresh-brewed coffee.

**Cookie Platter | \$1.50pp**  
(Available 7am-4pm)

Includes a variety of tasty chocolate chip and sugar cookies.

**Boxed Lunch | \$10pp**  
(Available 11am-4pm)

Mix and match variety of ham, turkey, and pecan chicken salad croissant sandwiches, each served with assorted chips, a cookie, and soft drink.

### Pizza Forum

**Lunch or Dinner Pizza Bundle | \$24**  
(Available 11am-8pm)

Includes one XL one-topping pizza, an order of 6 breadsticks w/dipping sauce, and a two-liter bottle of soda. Feeds 10-12 people.

**Large Specialty Pizza | \$18**  
(Available 11am-8pm)

Includes one large specialty pizza of your choice from the list below. Feeds 4-6 people.

- **Pizza Forum Special** - Italian sausage, onion, green pepper, ham, mushroom, pepperoni & cheese
- **Garden Special** - onion, green pepper, mushroom, black olive, & cheese
- **Gourmet Meat** - Italian sausage, meatballs, ham, bacon, extra pepperoni & cheese

### Jen's Bistro

**Breakfast Casserole | \$7.50pp**  
(Available 7:30am-2pm)

Choose between sweet and savory! Your choice of either the French Toast or Loaded breakfast casserole.

**Sloppy Joe Lunch | \$10pp**  
(Available 11am-2pm)

Includes Jen's homemade sloppy joe sandwich, plus chips and a cup of the soup of the day to warm your tummy (soup options change daily).



All menu options available for groups of 3-12 people. Catering reservations require 48 hours notice.

Order online at: [kendallvillecoworking.com](http://kendallvillecoworking.com)

231 S Main St | Kendallville

# WE ARE A FAMILY-FRIENDLY COMMUNITY

Historic Downtown Kendallville is considered a family-friendly, family-serving commercial district. Our Main Street offers a range of products and services for all members of the family, and hosts special events, concerts and festivals that promote family gatherings and fun. Our goal is to have a safe environment for children to visit and play, while offering people of all ages the opportunity to build lasting memories within the district.



We're looking for **100** people to make a monthly, recurring donation of **JUST \$5** (a cup of coffee)!

**IMPACT:**

$\$5/\text{month} \times 100 \text{ people} \times 12 \text{ months} =$

**\$6,000** annually



Your donation supports downtown development including 2nd floor housing, entrepreneurial growth, new community events, historic preservation efforts, beautification projects, marketing and promotion efforts, and much more!

<https://www.kendallvillemainstreet.com/donate>