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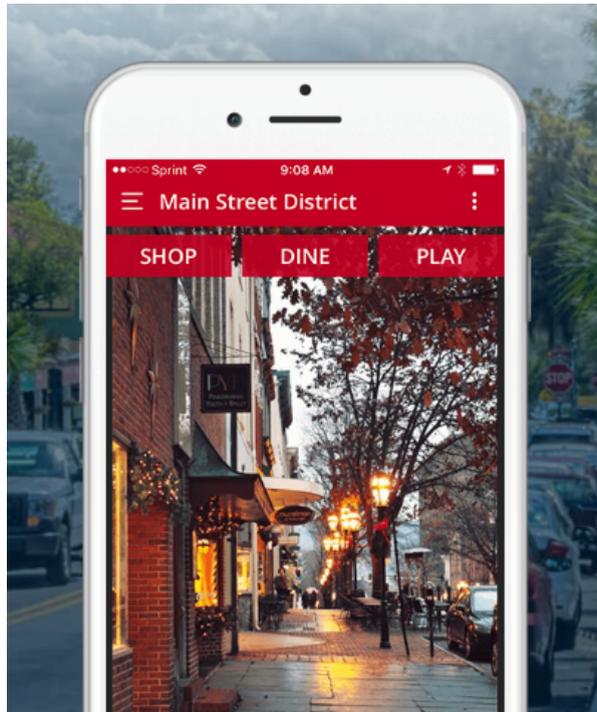
**Kendallville Heartbeat**

**January 3, 2023**



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**[DISTRX App: Claim Your Business!](#)**  
**Main Street Businesses, Events, Walking Tours & More!**



DISTRX is a free location-aware mobile app designed specifically for Main Street communities. As mobile users enter your district, they receive a welcome greeting, and the app opens to reveal everything a visitor wants to know about your community: area events, parking locations, local attractions, map, and a business directory by category.

Best of all, when the same visitor travels to another Main Street community, the same mobile app transforms to become the app for that community.

There is no cost to local businesses to participate.

Merchants can create comprehensive business listings and promotional offers, including in-app and web page listings - all at no cost to the business.

**Ready to get started? Download DISTRX today and claim your business in the Kendallville Main Street district!**

Once a majority of downtown merchants have claimed their business, we will begin promoting the app to the general public.

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**Kendallville Receives T-Mobile Grant  
First in Indiana to Receive the Award**



Historic Downtown Kendallville, in collaboration with Be Noble and SCORE of Northeast Indiana, is working on a project to help small businesses and encourage entrepreneurship by building a co-working space in the historic downtown area.

Be Noble Inc. recently revealed data that identifies tremendous opportunities to support and grow small businesses locally, highlighting 626 establishments that employ fewer than 10 people in Noble County. The objective of developing multiple co-working spaces across Noble County is to provide consolidated, affordable access to professional resources that foster sustainability and growth. Such spaces provide networking opportunities that spur collaboration and help create a culture of support for entrepreneurs.

The plan includes providing tools to launch or grow a business, as well as workstations, podcast space, office space, meeting space, technology, and more.

Historic Downtown Kendallville is excited to announce that they recently received an award of \$25,000 from T-Mobile's Hometown Grant Program to support the co-working project. Kendallville is the first community in Indiana to receive the highly competitive grant.

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# HDK Annual Report Now Available

## Printed by Lakeside Books in Kendallville

Historic Downtown Kendallville recently developed its very first Annual Report, which highlights the organization's 2022 accomplishments and financials, along with a community profile, and lays out the organization's 2023 strategic plan and vision for the future of downtown Kendallville. The publication also recognizes our donors, provides key details on downtown's market potential, and lists the many incentives available to businesses who choose to locate within the district.

The printing of the Annual Report was generously donated by Lakeside Books in Kendallville (see photo).

If you would like a copy of the Annual Report, please email [kendallvillemainstreet@gmail.com](mailto:kendallvillemainstreet@gmail.com), or stop by the Historic Downtown Kendallville office during normal business hours to pick one up.



# Preserving Main Street Update

## Bid Opening is January 10th

It seems like FOREVER since we've had an update on the Preserving Main Street grant, doesn't it? But it's a new year, and we finally have some important news.

Opening bids take place on **Tuesday, January 10th at 8:30am** at the Board of Works meeting at City Hall.

**What does this mean, exactly?** Well, as soon as the bids come in, Historic Downtown Kendallville and the grants team will review them and determine the true cost of each facade project, as well as whether there will be funding remaining to revitalize additional buildings downtown.

Board of Works meetings are open to the public, and bid details will also be shared in the News-Sun.

Stay tuned for more information coming soon!



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**Are You a "Shopper Stopper"?**



**The space where you park matters -- and can be the difference between profit and loss for downtown businesses.**

### **Did you know?**

When you prevent a customer from parking downtown, businesses can lose money.

Let's say the average customer spends \$25 while shopping in Historic Downtown Kendallville. They park in a spot in front of the store, which turns over four times in an eight-hour day. This single parking space would generate \$100 in sales per day. Multiplied by the 300 days a year that the average business is open would equal \$30,000 in annual sales.

### **Did you also know?**

When a consumer can't find a convenient parking space, they will often drive away without stopping.

There are over 65 parking spots along Main St. between Mitchell and Rush, and another 270 public parking spots behind shops and on side streets in downtown Kendallville.

The number of steps it takes to get from a parking spot behind Kendallville's Main Street shops to downtown is generally equal to the number of steps you would take to get in and out of Wal-Mart.

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**Mark Your Calendars...Ticket on Sale NOW!**

HISTORIC DOWNTOWN KENDALLVILLE  
*presents*



FEATURING COMEDIAN  
JEREMY NUNES

*Saint Pat's*  
**COMEDY NIGHT**

YOU'LL BE "DUBLIN OVER" WITH LAUGHTER

SPECIALTY DRINKS  
CATERED DINNER  
LIVE ENTERTAINMENT  
SILENT AUCTION  
DOOR PRIZES  
CASH BAR

**SAT, MARCH 18 | 6-10PM | 112 S MAIN ST**

in Historic Downtown Kendallville

Tickets are  
**\$60** each

Tickets available at:  
[www.kendallvillemainstreet.com](http://www.kendallvillemainstreet.com)





Historic Downtown Kendallville, City Hall, 234 S Main Street, Kendallville, IN 46755, United States, 260-318-0883

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