



PRESERVING MAIN STREET REPORT

JANUARY 2024

DESIGN
ORGANIZATION
PROMOTION
ECONOMIC VITALITY

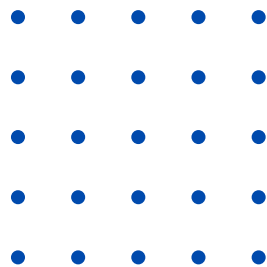


MISSION:

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



INDIANA LANDMARKS



A MESSAGE FROM MAIN STREET

2023 was a banner year for Historic Downtown Kendallville! Several downtown buildings were revitalized as part of the Preserving Main Street grant, construction began on an old gas station in order to turn it into a co-working facility for budding entrepreneurs, Kendallville's downtown became a Nationally Accredited Main Street, and new businesses are popping up in what were once vacant and blighted downtown buildings.

There are so many great things happening in downtown Kendallville, and most of it can be attributed in one way or another to the Preserving Main Street program.

*-- Kristen Johnson,
Main Street Manager*



2024

Board of Directors

Tara Streb, President
Lance Waters, VP
Brianna Hayden, Secretary
Cheryl Barker
Jenna Anderson
Dr. Alan Roush
Amy Terry
Teresa Gremaux
Patty Seutter
Cathy Michelbrink
Kristen Dunlap
Gary Gatman

Staff

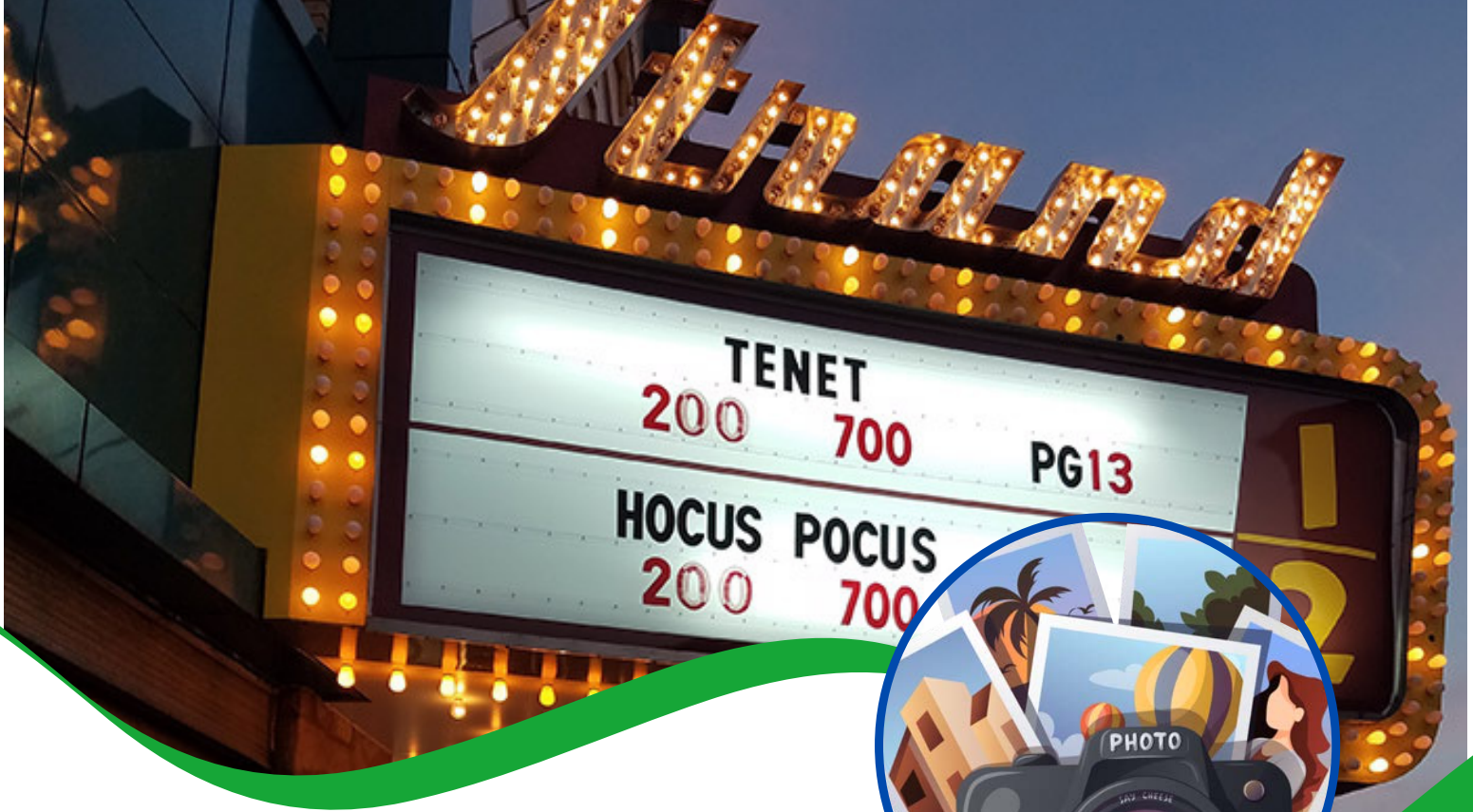
Kristen Johnson

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COMMUNITY SNAPSHOT

Population 10,205	Median HH Income \$49,541	Median Age 41.7
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MAIN STREET VOLUNTEER HOURS (2023): 2,900+

ESTIMATED NATIONAL VALUE OF VOLUNTEER HOURS (2022): \$92,220

DOWNTOWN MAKE-UP:

- **8 BLOCKS**
- **ASSESSED VALUE: \$8,350,000**
- **90 BUILDINGS**
- **78 BUSINESSES**
- **33 APARTMENT UNITS**
- **438 PARKING SPACES**
- **2 PARKS**

TRANSFORMATIONAL STRATEGY:
FAMILY-FRIENDLY



DESIGN
ORGANIZATION
PROMOTION
ECONOMIC VITALITY



PRESERVING MAIN STREET BY THE NUMBERS

11 NET NEW
BUSINESSES
(15 GROSS)

9.5% REDUCTION
IN VACANCIES

39 COA'S ISSUED
BY THE HPC

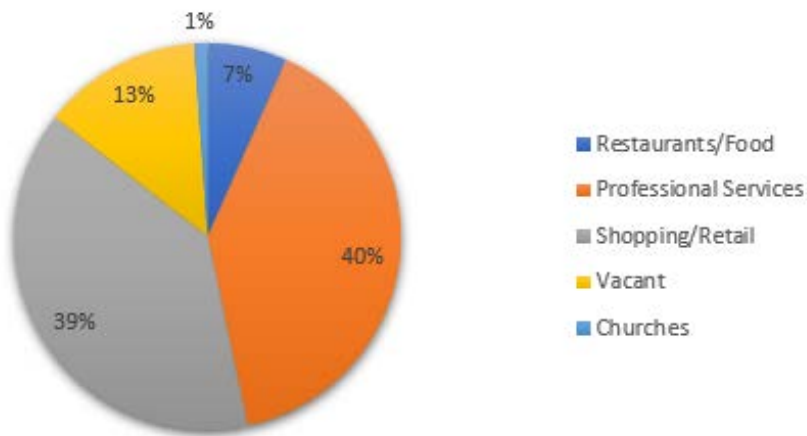
\$2.5M PUBLIC &
PRIVATE
INVESTMENT

\$177K INFRASTRUCTURE
INVESTMENTS

3 BUSINESS
EXPANSIONS

16 NET NEW JOBS
CREATED

Downtown Business Make-up



5 NEW HOUSING
UNITS

86% INCREASE IN
HDK PROPERTY
& ASSETS

2022-2023 ACCOMPLISHMENTS

DESIGN

- Established Historic Preservation Commission, District, and Guidelines
- Created Heritage Trail (Humanities project) to honor historically significant buildings and people downtown
- Installed state of the art speaker system downtown to broadcast music downtown at special events and on holidays
- Hosted Art on Main displaying unique artworks downtown throughout the summer
- Partnered with the city and others to install Founder's Park (the pocket park), including two new art sculptures
- Hosted workshop on the importance of historic preservation
- Hosted Better Cities Film Festival
- Facilitated 39 downtown facade renovations through the Historic Preservation Commission
- Installed new Edison lights over Main Street
- Installed lighted snowflakes downtown for Christmas
- Created Hometown Hero banners to honor local veterans
- Created architectural scavenger hunt in DISTRX app
- Worked with the city to design wayfinding signs (coming soon!) to help direct visitors to Main Street and other Kendallville assets

PROMOTION

- Hosted several new events, including concerts in the park, downtown skate parties, and Dollar Days sidewalk sales
- Hosted Shop Small Win Big contest, resulting in \$3000 in retail spending to downtown over the holidays
- Hosted speaking event and downtown tours to promote Kendallville's African-American heritage
- Drew thousands of visitors to downtown during the Fairy Fest, Car Show, Trick or Treat on Main, and Halloween Lantern Parade events
- Nominated for 3 Reader's Choice Awards in 2023 for our Fairy, Gnome & Troll Festival (won 2nd place for best children's event)
- Installed new "Kendallville" mural with funding through the IDDC
- Expanded promotional outreach via Visit Noble County, Visit Indiana, and others

ECONOMIC VITALITY

- Purchased old garage to establish 231 Main - a unique co-working space to support entrepreneurs, start-ups, and remote/traveling workers
- Secured grant funding to acquire buildings for renovation/preservation/resale
- Purchased one severely blighted building for revitalization and reuse
- Partnered with the Housing Resource Hub to establish 2nd floor housing downtown
- Developed business investment guide to attract businesses to our Main Street





NEW WAYS TO EXPLORE DOWNTOWN Kendallville



EXPLORE FAIRY DOORS

Downtown Kendallville is home to over a dozen Fairy, Gnome & Troll Doors



EXPLORE DOWNTOWN ARCHITECTURE

Downtown Kendallville demonstrates some of the most beautiful and intact architecture in the region.



EXPLORE BLACKLIGHT MURALS

Hidden to the naked eye, but visible with a blacklight flashlight, you'll find several of these works of art downtown.



Alonzo Anderson

Alonzo Anderson was a Civil War veteran who came to Kendallville around 1874. He served in Company B of the 29th Regiment of the United States Colored Troops and was among the Union troops at Lee's surrender at Appomattox in April 1865.

Alonzo and his wife, Emma, purchased the land at 113 N. Main Street in Kendallville, for \$800, and erected a brick structure for their barber and saloon, opening it in 1895. By 1936, the couple began to demolish the building. It is one of only 16 African American-owned buildings in Kendallville.

EXPLORE LOCAL HISTORY

Kendallville has a rich history, which you can discover downtown by visiting over two dozen historic window clings and historic markers.

LEARN MORE &
FIND US ON



distrx

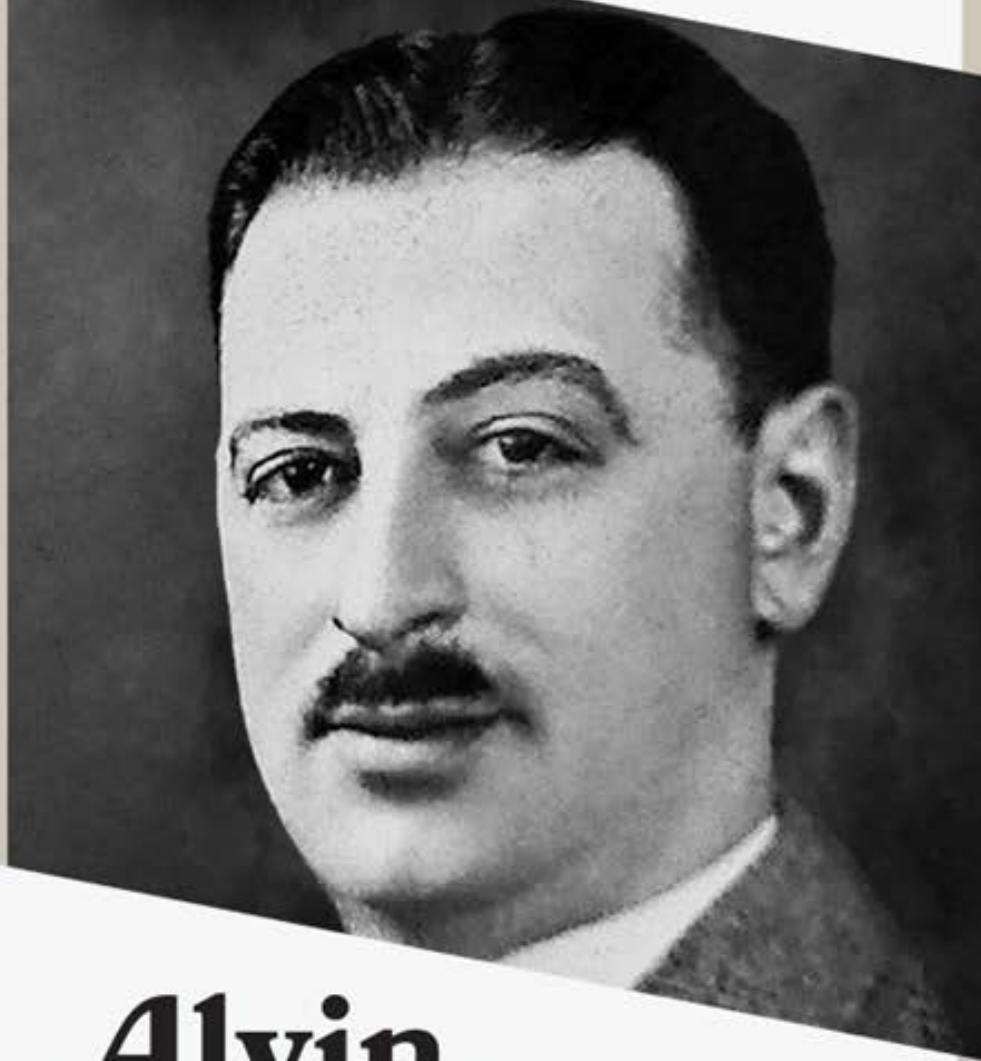
SMART PHONE APP



EXPLORE DOWNTOWN ART

You'll find several works of art downtown, including an interactive "seek and find" mural and a few selfie opportunities

1895-1958



Alvin M. Strauss

A Kendallville native, Strauss was a well-known architect, opening his own business in Fort Wayne, Indiana, after his military service in World War I. His commissioned works included the Allen County War Memorial Coliseum, the Lincoln Bank Tower and the Embassy Theatre in Fort Wayne.

He designed 13 buildings at Indiana University in Bloomington and the Auburn Automobile Company's administration and factory in Auburn. He also was the architect for the Lakeside Hospital, the Shanower building, and the Elks Temple in Kendallville. In addition, he designed the remodeling project for the Strand Theatre on Main Street, Kendallville.

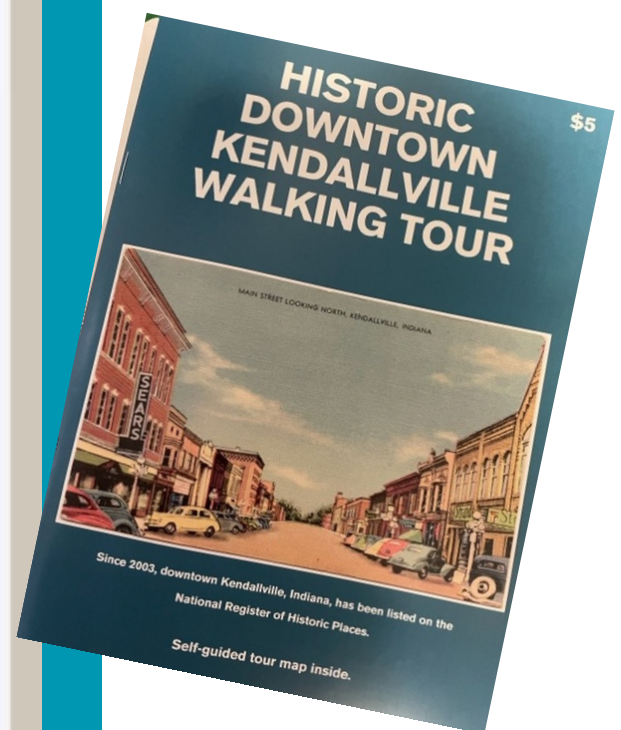


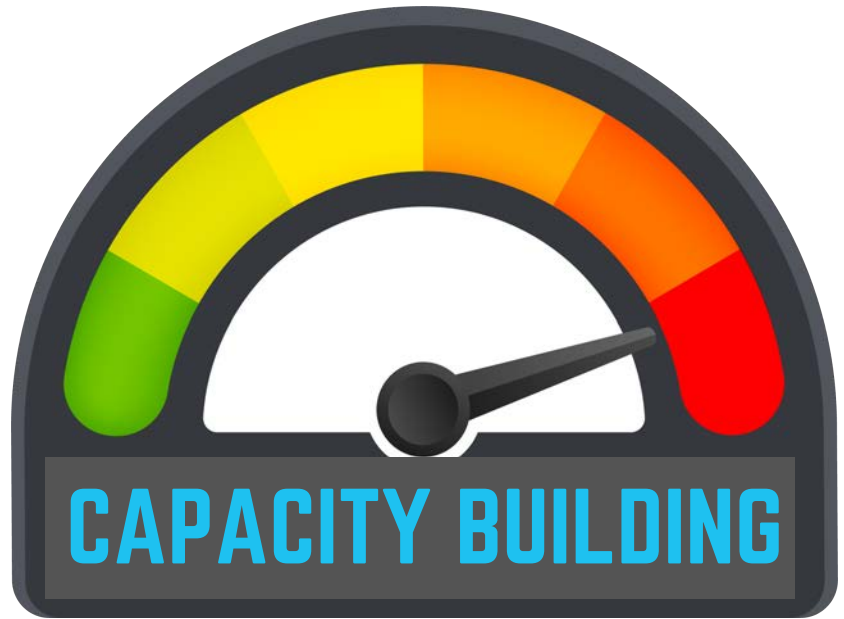
Humanities Project Impact

In total, we erected 6 historic markers and 24 historic window clings throughout our downtown corridor to recognize significant people and places from Kendallville's past.

We also created a historic walking guide and hosted multiple historic walking tours downtown.

We have received tons of positive feedback from the project, and have observed hundreds of individuals and groups walking through downtown and reading about our rich history, including school groups and visitors to the community.





\$200K

ACQUISITION OF
DOWNTOWN
BUILDINGS FOR
REDEVELOPMENT
AND
RESALE/PROFIT

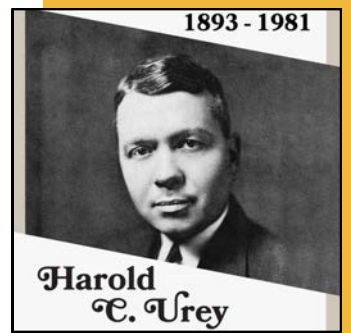
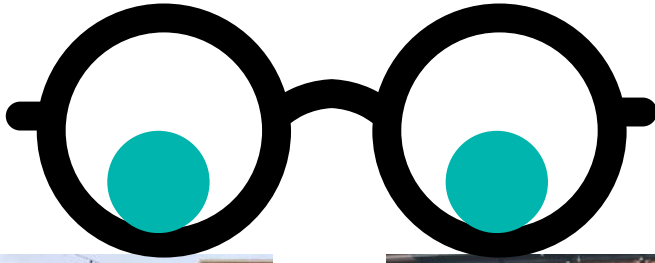
ESTABLISHMENT
OF CO-WORKING
HUB FOR LONG-
TERM,
SUSTAINABLE
INCOME

A PORTION IS HELD IN
AN INTEREST-BEARING CD
AND THE REST IS HELD AT
THE COMMUNITY
FOUNDATION FOR
FUTURE ENDEAVORS



PreservINg Main Street

VISIBLE IMPACT



WELCOME TO DOWNTOWN Kendallville



RESTAURANTS

- 23 Pizza Forum
- 35 Little Caesar's Pizza
- 39 Jen's Bistro
- 53 WhatchamaCAKES
- 57 Jeny's Tacos
- 68 Breakfast House

SERVICES

- 4 Jansen Dentistry
- 5 Jansen Law
- 6 Northeastern Center
- 9 Emerick, Diggins and Zabona
- 11 Atz Law
- 14 Hensinger Plumbing
- 15 Indiana Bell Telephone
- 22 Chamber of Commerce
- 24 Compliance Advantage
- 26 Hosler Realty
- 29 People Link Staffing
BrightPoint
Tom Hullinger, CPA
HealthMarkets
Hosler Appraisals
Igney Law
NA Extrusion
BLH Assets
- 30 Horizon Bank
- 33 Scott Frick, CPA
- 34 Michael Corp Investments
- 36 KPC Media
- 45 Paradise Time Services
- 46 Treehouse Realty
- 47 Prudential
- 48 Trademark Title
- 49 Tipton Law
- 51 Peachey's Cleaners
- 58 Kropp Insurance
- 62 231 Main/Historic Downtown Kendallville
- 64 Sandy Fortman Tax Prep
- 65 Reick Insurance
- 67 Automasters

GOVERNMENT

- 3 City Hall

ENTERTAINMENT

- 2 ATA Excellence Martial Arts
- 41 Enigma on Main
- 60 Strand Theatre

CHURCHES/OUTREACH

- 16 Word of Life Outreach
- 25 Inspiration Ministries

SHOPPING & RETAIL

- 8. Complete Arms
- 17 Arkham Oddities (Henna Tattoos, Collectibles & Oddities)
- 19 Carla's 5 Buck Antiques and Such
- 20 Hagerman's Appliances
- 21 Picture this in Print - The Wilson Gallery (Art & Framing)
- 27 Exotic Aquatics (Pet Store)
- 32 Love Me Two Times on Main (Antique Shop)
- 37 Kendallville Auto Parts
- 38 Alley Cat Antiques
- 40 The Bargain Shop
- 42 Betty Lou Designs (Printing Shop)
- 43 The Pure Dream (CBD Supplies)
- 44 R&T Monuments
- 53 PB&J Brownbag Books
- 55 Home Sweet Home (Florist & Gift Shop)
- 56 Once Upon a Time (Formal Wear)
- 59 Crafter's Boutique
- 63 Bikes N' Tiques (Bikes & Antiques)
- 66 Ramsey's (Boat & Auto)

BEAUTY & WELLNESS

- 7 Inspired Fades
- 10 Unwind Massage Therapy
- 12 Glam Palace/Short Wick Candle Co.
- 13 Epione Spa
- 18 Family Shears
- 28 Village Hair
- 31 New Image Salon
- 50 His & Hers Salon
- 52 Imani Massage
- 54 Oasis Massage and Wellness

PARKS

- 1 Founder's Park
- 61 The Alley

