



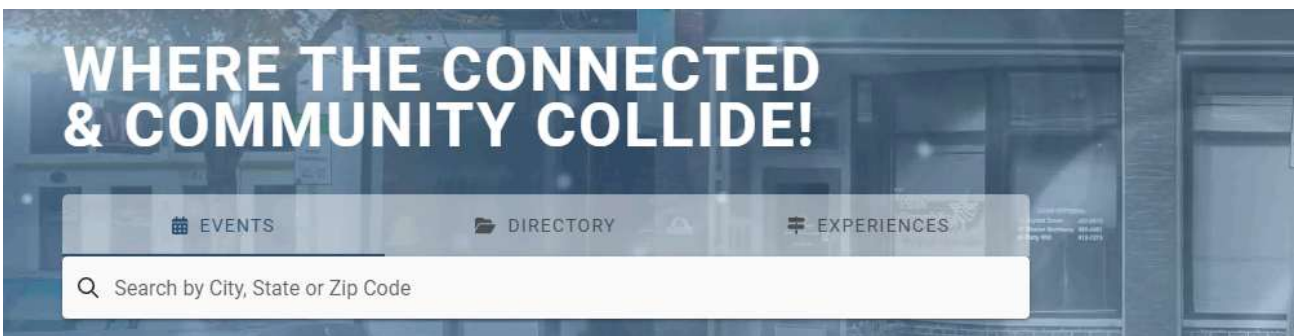
MISSION: "Encouraging the economic development, historic preservation, and continuous improvement of downtown Kendallville."

Kendallville Heartbeat

March 2025

Sign Up for What's Up 24/7 to Promote Your Business!

What's Up 24/7 is a source-based platform that promotes awareness of the happenings, attractions and businesses all around us.



About the Platform:

Created as an initiative of the Indiana Secretary of State's office, **What's Up 24/7** was designed to support small businesses and communities across the state.

Every community has a unique story to tell, but getting that story out is one of the hardest things to master with limited time and resources. We all want to feel connected, a sense of belonging and a place just for us. **What's Up 24/7** is designed to be a central hub for gathering information and bridging that gap for communities.

Local businesses, organizations, and institutions are encouraged to join the platform. Every community and organization matters -- and needs to join the network and share their information. And the good news is that there is no cost to sign up!

New features are being added as the platform continues to grow.

Click [HERE](#) to learn more and sign up.

Art on Main 2025 Updates

There's just ONE planter still available for this year's Art on Main project!

If you're an artist, we want to see how you would turn this boring planter into a unique and beautiful work of art! But don't wait! There's just one left to claim! You can do so by clicking the blue button below.

Here are the project details:

- “ There is no cost to participate in the project, however, this is a juried contest with cash awards.
- A \$25 entry fee is required for artists who want to be eligible for the prize money.
- “ Entries will be displayed in downtown Kendallville throughout the summer and auctioned off in the fall to the highest bidder (online/early bidding will be available throughout the summer).
- “ All artists will receive 25% of the money raised at the auction for their artistic efforts after the auction is closed.
- “ Juried prizes will be awarded for 1st Place (\$250) and People's Choice (\$100).
- “ Applications are due (along with \$25 entry fee) no later than Friday, April 25th.
- “ All completed art projects must be returned to Historic Downtown Kendallville (located at City Hall) by Friday, May 9th at 4:00pm.
- “ All entries must be titled, family friendly and weather-proofed for outdoor use.
- “ Neither Historic Downtown Kendallville nor its staff or volunteers are responsible for injuries or damage as a result of artists' participation in this project.



ART ON MAIN 2025

ATTENTION ARTISTS!

This year, Historic Downtown Kendallville's Art on Main project features two different subjects: Raised Planters and Dog Houses

We still have ONE planter available for this year's project!

If you're an artist and would like to participate, please use the link below to register.

Items may be painted and/or embellished in any way, as long as they are family-friendly and sealed/weather-proofed for outdoor use.

Finished sets must be returned to Historic Downtown Kendallville no later than Friday, May 9th, after which they will be displayed downtown throughout the summer and auctioned in the fall.

<https://www.eventeny.com/events/ArtonMain2025-17156/>
or scan the QR code at right



[Click Here to Reserve](#)

NOTE to artists:

If you have already signed up to participate, but have not yet picked up your piece, please be sure to do so ASAP.

For pick up instructions, please email kendallvillemainstreet@gmail.com.

Registration Now Open for Fright Night 2025!

Launched in 2024 by Arkham City Oddities, Fright Night is a fun Halloween event that you won't want to miss!

Here are the details:

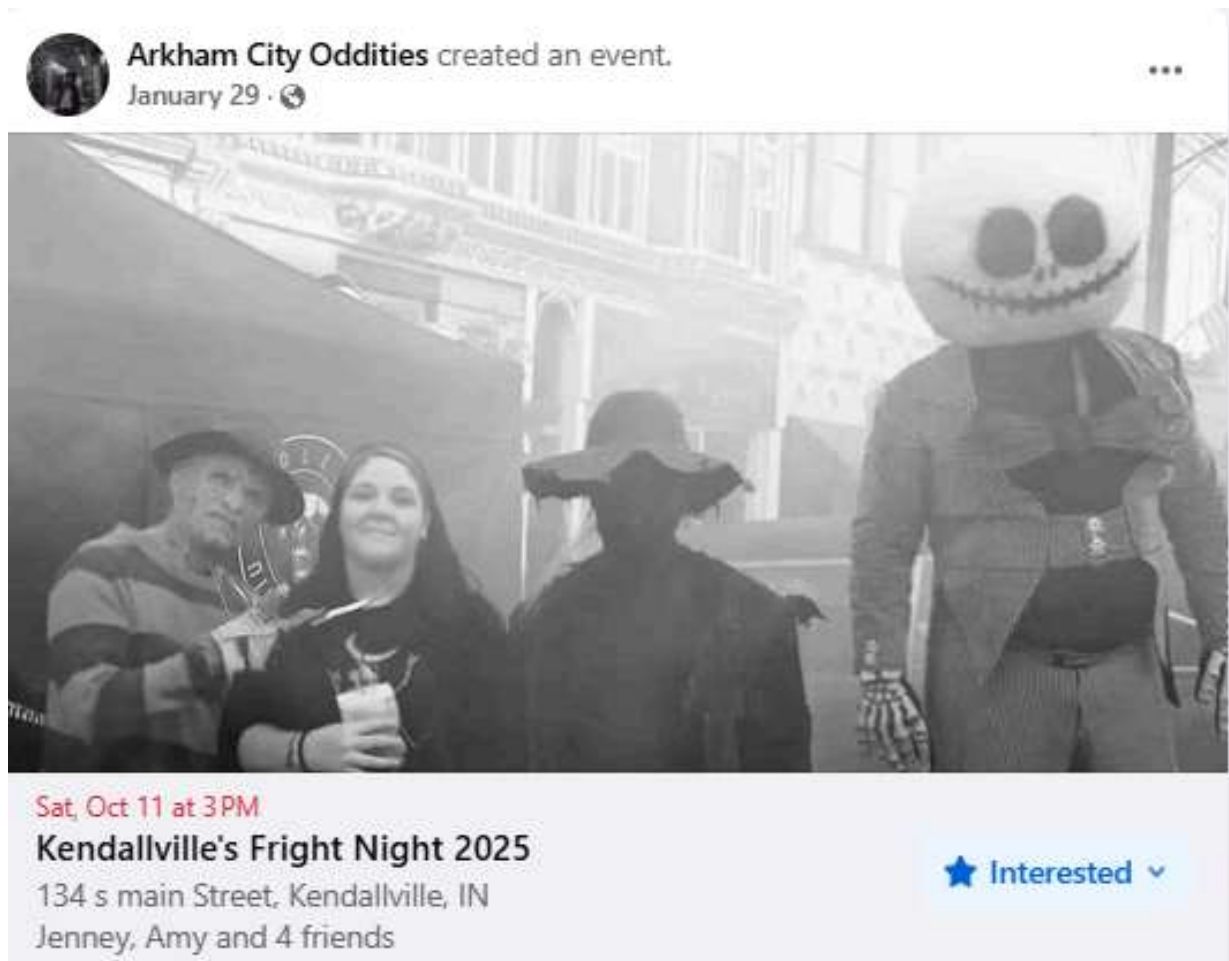
- Due to online scammers, payments will only be received through an invoice or cash in person at [Arkham City Oddities](#).
- Payments are due in full and are final there (no refunds).

- Your Spot is not claimed until payments have been made. Spots are first come first serve.
- September 1st is the registration deadline to reserve your spot. All registrations and payments must be turned in and paid.
- Please note this event is outside the second sat of October and October weather is sketch unless severe the show must go on!
- Vendors are responsible for their own set up, tie downs, chairs, canopies and clean up.

Vendor Pricing:

- Vending Spots will be \$45
- Food Trucks will be \$65

For more information, check the Arkham City Oddities **Fright Night** event page on Facebook, or stop into the shop during normal business hours and ask for Sammy!



Work Space Available Starting at \$100/Month!



231 MAIN
COWORKING
SPACE

Starting at \$100/month

Designed for modern professionals, entrepreneurs, and small businesses, our dynamic workspace offers the perfect blend of flexibility, community, and productivity.

Contact us:
260-318-0883
kendallvillecoworking.com

Monthly Membership includes:

- Exclusive 24/7 access code
- Utilities
- High speed, wireless internet service
- Coffee, water & snacks
- Business mailing address
- Scanner
- Conference Room (Reservation required)
- Podcast Room (Reservation required)

LOCATED IN HISTORIC DOWNTOWN KENDALLVILLE



Enter to Win a 6-Month Membership!

ENTER TO WIN A FREE 6-MONTH MEMBERSHIP

at **231 Main Coworking** in downtown Kendallville



A \$600 Value

To enter, simply submit a short video (30-60 seconds) telling us:

- How you would use the space
- How it will help you build/grow your business

Submit your entry, along with your name, business & contact info to: kendallvillecoworking@gmail.com no later than **April 18th @ 4pm.**

All videos submitted may be used for promotional purposes on social media.

Winner will be selected and announced by April 30, 2025.

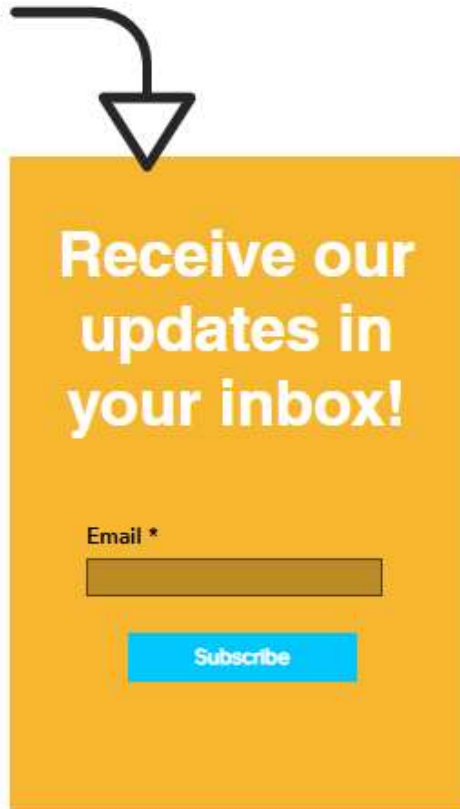


Membership includes:

Exclusive 24/7 access code | utilities | high speed, wireless internet service | coffee, water & snacks | business mailing address | scanner | conference room (reservation required) | podcast room (reservation required)

260-318-0883
kendallvillecoworking.com





March Blog Post

Historic Downtown Kendallville posted the following article in the month of March.

Click the link below to read the article in full.

"9 Small Business Tips that Bring Customers Through Your Door"

[March Blog Post](#)

Want to sign up to receive these and other updates automatically in your email?

Click [HERE](#) then enter your email address to register!

You can also follow us at the links below:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

Heart on Main Street Offers FREE Workshops

Register Today for One or More of These Online Events!

About the organization:

Heart on Main Street is committed to providing independent retailers with the tools they need to succeed. Through grants, educational resources, and strategic connections, we empower businesses to thrive and help revitalize Main Streets across the country.

The organization also works to connect downtown retailers to quality service providers through their "Friends of Main Street" initiative. You can check out their list of service partners [HERE](#).

About the workshops:

The following virtual webinar events are **FREE** to attend, but you must register in advance. Space is limited, so don't wait!

LIVE

WED | 1 PM
MARCH 12



Crystal Vilkaitis

Rooted in Retail

MARCH

12

1pm CST

Rooted in Retail: Rooting For Your Success

"The Wolf of Main Street" Crystal Vilkaitis of Rooted in Retail joins this webinar to share her expertise on how retailers can evolve their businesses.

[Click Here to Register](#)

Mark Your Calendars for these Upcoming Events!

Come See Us at NoblePalooza on March 8th!



COMMUNITY CELEBRATION



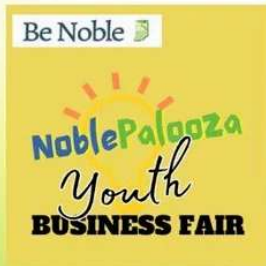
MARCH 8, 2025
10 am – 2 pm



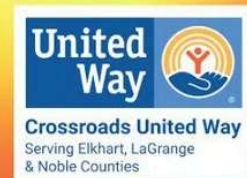
Community Learning Center
Kendallville



Animals • Artisans
Attractions • Civic Groups
Educators • Arts
Local Events
Family Services
Fitness • Food & Drinks
Health • Recreation
Retailers • Spirituality
Wellness
Youth Activities
and more!



noblepalooza.com



NoblePalooza

An Expo to Thrive

JOIN US FOR

Social CIRCLE

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



**FRIDAY, MAR 21
@ 10AM**



FEATURING PRESENTER:
ANGIE HARRISON
*Manager, Rural Initiatives &
Entrepreneur Coach at the NIIC*



March Topic

Lean Canvas Part I: Small Business & Marketing Foundations

This workshop is for entrepreneurs and business owners who want to:

- Create a foundational business building and marketing strategy
- Integrate best practices with their own brand that can adapt over time
- Find the success they are looking for

Come ready to work through practical tips and techniques to help you reach your target customers effectively. Don't miss this opportunity to level up your marketing game!

In this group coaching session you will analyze your:

- Problem being solved
- Competitors
- Solution
- Ideal Customer
- Marketing and sales strategies

"Everyone' is not your customer." - Seth Godin



FREE

SMALL BUSINESS

Resources, Advice, and Mentoring



Lynne Koepper

Ecosystem Navigator
lkoepper@isbdc.org
260-481-5449



Angie Harrison

Entrepreneurship Coach
aharrison@niic.net
260-399-1676



Northeast
Indiana
Innovation
Center



- *Where can I find small business loans and/or capital?*
- *How do I write a compelling business plan?*
- *How should I price my products?*
- *Do I need a CPA or an attorney?*
- *Is my business idea viable?*
- *What marketing tools can help boost my sales?*



231 S Main | Kendallville

Join us for

**OPEN OFFICE
HOURS**

3rd Fridays | 11:00am - 2:00pm
(after Social Circle Workshops)



6th Annual

FAIRY, GNOME & TROLL FESTIVAL



**SAT
MAY 17**

**EXPERIENCE
THE MAGIC!**



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

kendallvillemainstreet@gmail.com

<https://www.eventeny.com/events/fairygnometrollfestival-16166/>





Historic Downtown Kendallville, 231 S Main Street, Kendallville, IN 46755, 260-318-0883

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