



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

**Kendallville Heartbeat**

**January 6, 2025**

## **Main Street Accreditation Visit is 1/23/25**

Each year, Historic Downtown Kendallville (HDK) is visited by representatives from Indiana Main Street to review and assess our status as a nationally accredited Main Street. As part of this process, various discussion groups are scheduled throughout the day to participate and share their perspective.

**The overall goal of these discussions is to:**

1. Celebrate the progress and accomplishments of the past, and identify best practices that could be replicated in other communities across the state.
2. Provide consultation on implementing the Main Street Approach and the organization's Transformation Strategy (as a reminder, our strategy is FAMILY-FRIENDLY).
3. Eliminate barriers to achieving community and organizational goals.
4. Assess the organization's progress within the National Accreditation Standards.

This year, our annual visit is scheduled for **Thursday, January 23rd**.

**Below is an overview of each session that will be held throughout the day.**

**9:30 –10:00** Conversation with Executive Director

**10:00 –10:50** Conversation with key community partners (Chamber, EDC, colleges, other non-profits, and city leaders)

**11:00 – 11:50** Conversation with community historic preservation partners (city HPC, city planning, historical society, and building owners)

**1:30 – 1:50** Conversation with board executive committee

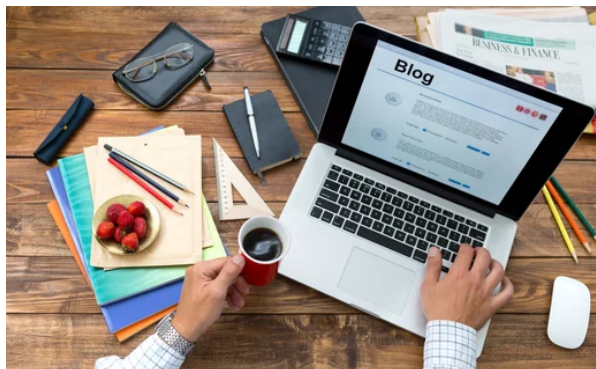
**2:00 – 2:50** Conversation with full board of directors

**3:00 – 3:50** Conversation with full board of directors and staff

**We sincerely hope that you will consider joining us for one of the conversations outlined in red above.** For these sessions HDK staff will not be in attendance, so you will have the opportunity to speak freely and share your thoughts and ideas. All sessions will be held at City Hall.

**If you are able to attend, please RSVP no later than Friday, January 17th so that we may plan accordingly.**

If you have questions, feel free to give us a call at 260-318-0883.



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## **January Blog Post**

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

Click the link below to read the article in full.

## **"The Power of Collaboration"** [January 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](#)

## **Main Street Resources & Incentives**

There are many resources and incentives available to Kendallville's Main Street businesses, including various grant opportunities and tax credits. Click [HERE](#) to download our recently updated publication, which outlines these benefits and provides important contact information and requirements for each.

**Have questions or want something added to this publication?** Give us a shout at 260-318-0883 or email [kendallvillemainstreet@gmail.com](mailto:kendallvillemainstreet@gmail.com).



## **231 Main Partners with Local Eateries**

## Meeting & Catering Packages Now Available

231 Main has partnered with several of our downtown restaurants to make your next business meeting a breeze!

When you book a meeting room at our 231 Main co-working facility, you can also arrange for breakfast, lunch, or dinner to be delivered from one of our AMAZING downtown eateries!

For more information, visit the 231 Main website [HERE](#).

## Shop Small/Win Big Contest Was a BIG Success!

Check out the video below to learn more and see outcomes!



**Mark Your Calendars for these Upcoming Events in Historic Downtown Kendallville!**



JOIN  
US FOR

Social  
CIRCLE

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

FEATURING PRESENTER

**ABIGAIL HUFF**

Senior Program Manager  
Office of Community & Rural Affairs



January 17th Topic

## The Theory of Color & Space Planning

Join us for an engaging session on how color influences buying behavior. This interactive workshop will cover:

- **Color Theory:** Learn how colors coordinate with each other and how people's moods are influenced by color.
- **Space Planning:** Discover the principles of space planning in retail environments and understand how customers move through a space and are influenced by traffic flow.
- **Enhancing Customer Experience:** Explore how downtown professionals can collaborate with business owners to improve the customer buying experience.



**REGISTER NOW** (space is limited)



**FRIDAY, JAN 17**  
**@ 10AM**



[info@kendallvillecoworking.com](mailto:info@kendallvillecoworking.com)  
or call 260-318-0883

**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



- 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**

2nd Thursdays | 11:00am - 2:00pm

# 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

### 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

### Halloween 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

2nd Thursday of each month  
11:00am - 2:00pm

*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**



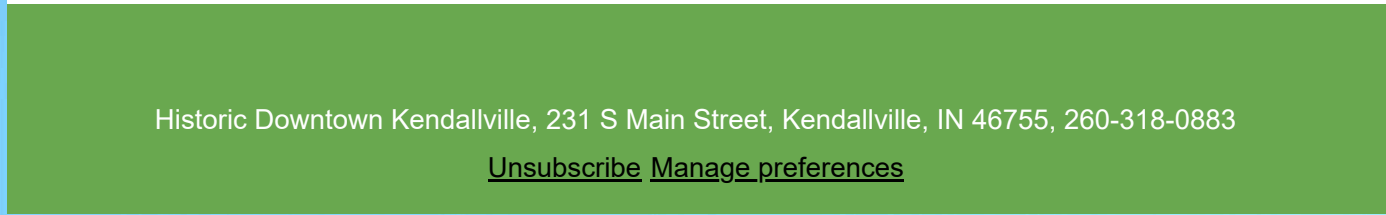




*Happy  
New Year!*

**From all of us at Historic Downtown Kendallville ...**

***Cheers to health, happiness, and prosperity in 2025!  
May you enjoy every moment of the journey.***



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

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