



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

**Kendallville Heartbeat**

**June 19, 2024**

## **Indiana Main Street Impact!**

### **Stats from 1Q24**

The image below from OCRA highlights the incredible impact that Indiana Main Streets have on their communities. These numbers represent just the first quarter of 2024.

As a Main Street, we track every new business, every building update, every investment, and every event that takes place in our downtown. As you can see, the numbers add up, and the transformations of our Indiana Main Streets is evident.

Main Street works through the following 4-point approach:

***Design:*** Improving the aesthetic of downtown (historic preservation, art installations, etc.);

***Organization:*** Strong board and committees to establish & accomplish goals;

***Promotion:*** Marketing downtown as a destination;

***Economic Vitality:*** Implementing projects that attract new development and commerce.

If you would like to get involved in Historic Downtown Kendallville's success, feel free to reach out at [kendallvillemainstreet@gmail.com](mailto:kendallvillemainstreet@gmail.com).



**27 Net New Businesses**



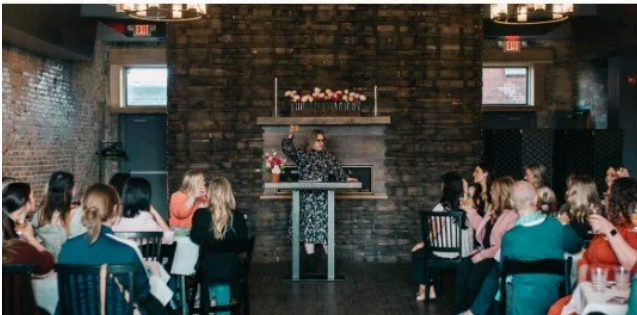
**62 events held with more than 20,000 people in attendance**

**16 Existing Businesses Relocated into Main Street Districts**

**Private Investment of more than \$4 Million**

**Public Investment of nearly \$2 Million**

**23 Property Improvement Projects Completed**



**18 Public Improvement Projects Completed**

## **Art on Main: Bistro Sets**

Perhaps you've seen the 13 unique bistro sets that are scattered throughout the downtown area while grabbing lunch or a movie. If not, be sure to check them out this summer, as they are each unique and beautiful creations, developed by area artists for our Art on Main project for 2024.

Below are just a few samples of the creativity and artistic abilities we have here in our community.

These sets will be sold at auction on Thursday, September 19th, so please be sure to mark your calendars!





# Co-Working Space Set to Open

## Facility Will Support 30 Working Professionals

While not yet completed, **231 Main**, the new coworking space located in downtown Kendallville, will be opening its doors in the next few weeks to begin supporting start-ups and entrepreneurs, as well as traveling and remote workers from around the region. The space will have the capacity to support up to thirty professionals with a variety of space options, including offices, dedicated desks, and "hot spots."

Additional features such as a podcasting room, conference area, breakroom, and standard office equipment; as well as regular workshops, networking and mentoring opportunities, will support clients and help them to build and grow professionally.

The goal of the space is to provide a friendly and enriching work environment, while also providing the resources necessary to help incubate new business start-ups who lack the capital to open their own facility.

**231 Main** is also a member of the [Indiana Coworking Passport Network](#), which allows network users from other parts of the state utilize the space for free one time each month.

For more information, or to schedule a tour of the newly updated space, please reach out to Brandon at 260-777-0773, or via email at [info@kendallvillecoworking.com](mailto:info@kendallvillecoworking.com).





# 231 MAIN

KENDALLVILLE CO-WORKING

Coworking is 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 ✓
- Workshop & Events ✓
- FREE Business Mentoring ✓
- Pricing From \$100/Month ✓
- Reservable Conference & Event Space ✓

**Mark Your Calendars for these Upcoming Events**

# 2024 Summer Concerts



**Staci Stork**

**Sat, 6/8 | 5pm-8pm**

*This is also a skate night  
downtown to benefit  
Common Grace*

**Sat, 6/29 | 6pm-8pm  
Sat, 8/24 | 6pm-8pm**



**Austin Marsh**

**Sat, 7/20 | 6pm-8pm**

*This is also a skate night  
downtown to benefit  
EN Kiwanis Club*

**Sat, 8/10 | 6pm-8pm**



**JD3**

**Sat, 8/17 | 6pm-8pm**

*Founder's Park*  
in Historic Downtown  
Kendallville



FRIDAY, JULY 26TH



# Back to School Cookout



**Free Lunch to the First 300 People!**

FROM 11.00 AM TO 1.00 PM

in Founders Park

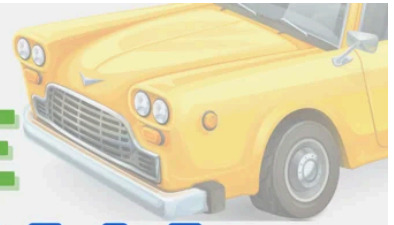
WHILE SUPPLIES LAST







# 19TH ANNUAL KENDALLVILLE



# CAR SHOW

SATURDAY, SEPTEMBER 7TH, 2024  
NOON-5:00PM (AWARDS AT 4:30PM)  
IN HISTORIC DOWNTOWN KENDALLVILLE



**\$20**  
REGISTRATION



EVENT IS RAIN OR SHINE

## DASH PLAQUES

PROVIDED FOR THE  
FIRST 250 CARS

## 50+ AWARDS

MAYOR'S CHOICE  
POLICE CHIEF'S CHOICE  
FIRE CHIEF'S CHOICE  
RADDEST RATROD  
BEST IN SHOW

## ENTERTAINMENT

DJ: H2 ENTERTAINMENT  
BAND: THE HOTROD KINGS  
FOOD AND DRINKS  
50/50 DRAWING  
LOTS OF DOOR PRIZES  
CONEY EATING CONTEST

REGISTER ONLINE AT:

<https://kendallvillemainstreet.com>  
or between 12-2pm the day of the event

EVENT SPONSORED BY:

# Your Company Name Here

# ART AUCTION

231 S Main Street



Thurs, 9/19  
5pm - 7pm



Join us for music and appetizers, plus a live auction featuring:

- 13 Unique Art on Main Bistro Sets
- 40+ ENHS Art Student Canvases
- Several Gourmet Desserts

## Historic Preservation is Good for Community

Sometimes it can be hard to make the connection on how historic preservation can have positive, long-term outcomes on a community. Can fixing up an old historic building really be an economic development tool?

The answer is **YES!**

In fact, since being awarded the \$2M Preserving Main Street grant in 2021, downtown Kendallville has seen tremendous growth and revitalization, as well as long-term financial benefit from the program.

**Here are just a few examples:**

**1) There has been a monumental ripple effect on building improvements in our downtown district.**

In addition to the eight (8) buildings selected to receive grant funds through the PMS award, an additional thirty-two (32) building owners have since completed facade revitalization work to their property -- and that number continues to grow!

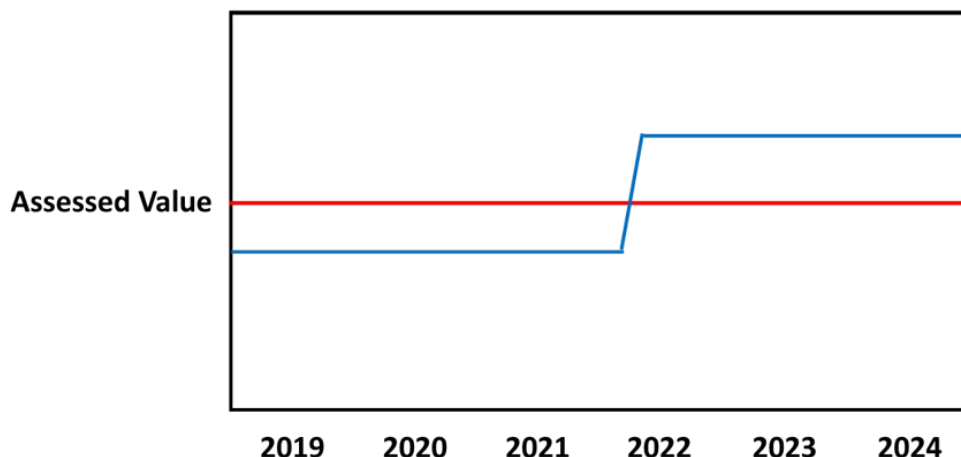
**2) Property values have substantially increased for all downtown property owners.**

**Between February 2019 and November 2021:**

- 15 out of the 19 properties that were purchased in downtown Kendallville sold for LESS than the assessed value for that same year
- The combined total in sales of these 19 properties was \$322k LESS than their public assessed value (or 20% less overall)

**Between December 2021 and February 2024:**

- Only four of the 16 properties in downtown Kendallville sold for less than the assessed value (12 properties sold for more)
- The combined total in sales of these 16 properties was \$395k MORE than their public assessed value (or 27% more overall)



**3) Downtown has added 13 net new businesses since being awarded the grant**

These include: Jen's Bistro, Alley Cat Antiques, Attorney Michelle Voirol, Epione Holistic Healing & Spa, Complete Arms, Crafter's Boutique, PB & J Books (inside WhatchamaCAKES), Inspired Fades, Short Wick Candle Co (inside Glam Palace), Wicked Winks Lash Lounge (inside Arkham), Oasis Massage, CarrTech, Home Instead, and 231 Main (coworking).

There are multiple other benefits from taking the historic preservation approach to revitalization. If you are interested in learning more, click [HERE](#) to read the "24 Reasons Why Historic Preservation is Good for Your Community" publication from Place Economics.





*Have a safe  
and happy  
4th of July!*

**The Kroger Community Rewards program makes fundraising easy!**

**Visit [Kroger.com](https://www.kroger.com) and select:**

**Experience the Heart of Kendallville D/B/A Historic Downtown Kendallville  
or use our account number: [HY540](#)**

**After that, all you have to do is shop Kroger (online or in-store) and swipe your loyalty card, and funds  
will be donated to Historic Downtown Kendallville to support our mission of**

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





Historic Downtown Kendallville, 234 S Main Street, Kendallville, IN 46755, 260-318-0883

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