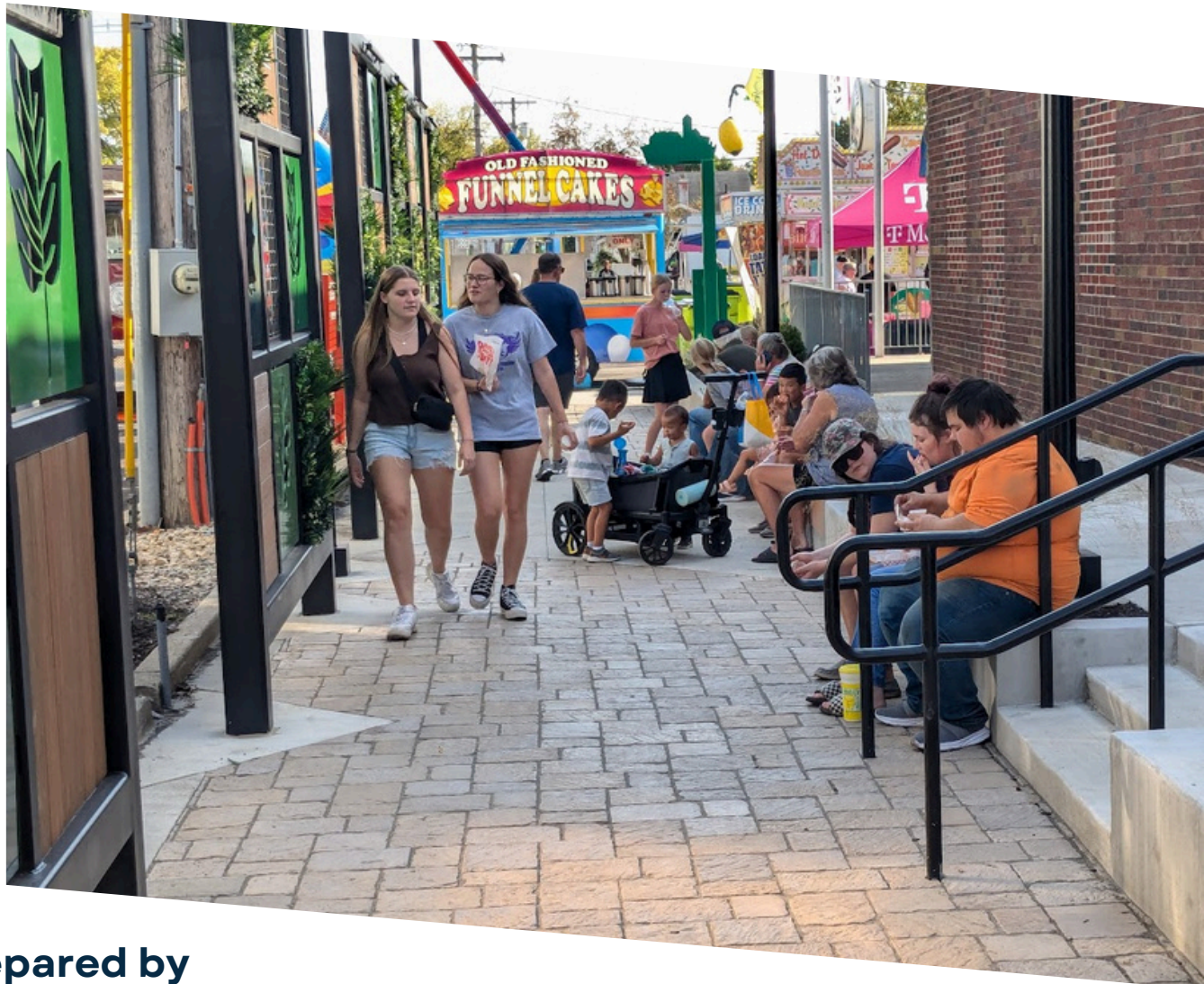


2024

Bluffton NOW! Annual Report



Prepared by
Michael Lautzenheiser - President



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Vision & Mission



Vision Statement

The vision for Bluffton NOW! is to “grow downtown into a vibrant destination where people and businesses can thrive and prosper; through bringing together new ideas, old historic charm, and a wonderful community.”

Mission Statement

Bluffton NOW!’s mission is to be the catalyst to energize downtown Bluffton by envisioning ideas and goals, and by engaging and empowering citizens to facilitate an active, vibrant, and attractive community.

Meet Our Team



Executive Team

Michael Lautzenheiser - President

Jeremy Penrod - Vice President

Nick Huffman - Secretary

Sarah MacNeill - Treasurer

Board of Directors

Erin Prible, Jessica Beste, Kim Leas, Brandon Wright, Joy Addington, Joe McFarren, Jon Baumgartner, Kira Lee, Steve Linderwell, Matthew Musco, Janella Stroncsek, Richard Triplett, Brandy Fiechter, Mike Vanover, Scott Elzey, Doug Brown, Tammy Slater, Erin Prible, Haleigh Osborne, Jarod Studabaker, Sarah Owen, and Nathan Stauffer

One Year In Review



2024 Highlights

- CRP
 - We had 5 projects valued at \$241,262 with a 349% ROI for the City of Bluffton.
- Brrr Fest
 - 485 Tickets Sold
 - \$40,935 in Profit
- Downtown Pathways Project
 - Completed Construction of Alleys 1, 2, and 4.
- Downtown Days / Summer Concert Series
 - Held 4 Downtown Days / Summer Series Events with record attendance
- DORA
 - Started the process of establishing the Parlor City Refreshment Area in downtown Bluffton.
- Chili Walk
 - 230 Attendees
- Small Business Saturday
 - 12 Participating Businesses

Downtown Stats



Downtown Health Stats

Here are the following downtown health stats showing the current status of downtown Bluffton, Indiana.

95%	71.2%	73.1%	113 ↓
1st Floor Occupancy No Change	2nd Floor Occupancy No Change	3rd Floor Occupancy No Change	Downtown Businesses Down 6

\$12,691,600 ↑

**2024 Downtown Assessed
Value - Hospital
+ \$1,372,500 from 2023
10.81% Increase**

\$209,785.26 ↑

**2023 Pay 2024
Property Taxes
+ \$17,232.87 from 2022 Pay 2023
8.21% Increase**

Marketing Stats

5693 ↑
**Facebook
Followers
+433**

1036 ↑
**Instagram
Followers
+18**

5750 ↑
**Website
Unique
Visitors
+2348**

2025 Goals



Goals

- Hire the Bluffton NOW! Coordinator position
- Brrr Fest
 - Sell over 450 tickets
 - Profit over \$40,000 for the event
- Downtown Pathways Project - Phase 2
 - Fundraise \$545,000
 - Start Construction in Late Fall / Early Winter
- CRP Program
 - Work with downtown building owners to improve unused or underused sections of their buildings and make necessary repairs to ensure building longevity.
- Downtown Days / Summer Concert Series
 - Hold 3 events
 - Continue to grow the marketing for these events
- Other Events
 - Hold Chili Walk
 - Hold Small Business Saturday
 - Downtown Passport

Contact Us



Contact Information

Bluffton NOW!
211 Water St
Bluffton, IN 46714

Email: blufftonnow@gmail.com

Ph: 260-824-0510

Website: blufftonnow@gmail.com

 Facebook: [@blufftonnow](https://www.facebook.com/blufftonnow)

 Instagram: [@blufftonnow](https://www.instagram.com/blufftonnow)

 YouTube: [@blufftonnow](https://www.youtube.com/blufftonnow)