



BLUFFTON NOW! 2022 ANNUAL REPORT DOWNTOWN BLUFFTON

Prepared by
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About Us

Bluffton NOW! is a community organization devoted to the revitalization and long-term growth of Bluffton's downtown (city-center).

MISSION

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.

VISION

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."

VALUES

We believe that in order for a community to continue to thrive and grow it must actively attract and retain talented individuals. In order to achieve this growth, Bluffton NOW! is focused on creating a downtown atmosphere and vibe that attracts new businesses, a talented workforce, and retains successful businesses, entrepreneurs, professionals, and families already living in our community.



Who is Bluffton NOW!?

Bluffton NOW! is a group of concerned citizens, business people, downtown stakeholders, not-for-profit representatives, and government officials that focus on the revitalization of downtown Bluffton.

EXECUTIVE TEAM

Michael Lautzenheiser, Jr. - President - Government Official
John Stauffer - Vice President - Downtown Stakeholder
Nick Huffman - Treasurer - Downtown Stakeholder
Sarah MacNeill - Secretary - Government Official

BOARD OF DIRECTORS

Jeremy Penrod - Downtown Stakeholder, Kim Leas - Downtown Stakeholder
Jarrod Studabaker - Concerned Citizen, Alyssa Osborn - Concerned Citizen
Joy Addington - Downtown Stakeholder, Jon Baumgartner - Downtown Stakeholder
Sarah Owen - Concerned Citizen, Conor Jackson - Downtown Stakeholder,
Brad Yates - Concerned Citizen, Yvette Huggins - Concerned Citizen,
Brandon Wright - Concerned Citizen, Kira Lee - Concerned Citizen,
Janella Stroncsek - Government Official, Richard Triplett - Government Official,
Brandy Fiechter - Government Official, Mike Vanover - Government Official,
Seth Whicker - Government Official, Doug Brown - Downtown Stakeholder,
Tammy Slater - Not-For-Profit, Erin Prible - Not-For-Profit
Chad Kline - Not-For Profit

STAFF

Part time staff - Audry Dudley





Financial Summary

Bluffton NOW! had a proposed budget of \$62,750 for 2022. We held the 6th Annual Brrr Fest and had other sponsorship opportunities throughout the year to meet our budget. Bluffton NOW! has raised \$691,644 towards the Downtown Pathways Project. That puts us at 77.4% of our fundraising goal for the project. We have a line of credit to assist in the construction of the Downtown Pathways Project to help cover multi-year pledges to the project.





Accomplishments

- Exceeded fundraising goal for 6th Annual Brrr Fest
- 5 successful CRP projects along with 6 ongoing projects created a 184% ROI for the City
- Attracted new businesses and residential opportunities in downtown
- Held the second year of the downtown concert series attracting hundreds to downtown
- Year 2 of the Parlor City Market attracting hundreds to downtown
- Partnered with the City to update the Merry Christmas sign
- Held an expanded downtown Chili Walk
- Had most participating businesses ever at the Small Business Saturday downtown passport event
- Successfully fundraised over 77% of our goal for the Downtown Pathways Project
- Received a grant to install a mural in the 200 block of West Market Street
- Worked on downtown building structural concerns



Downtown Health Stats

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

94%

1ST FLOOR
OCCUPANCY

71%

2ND FLOOR
OCCUPANCY

73%

3RD FLOOR
OCCUPANCY

106

DOWNTOWN
BUSINESSES

\$10,760,300

2022 DOWNTOWN ASSESSED
VALUE - HOSPITAL
+\$738,600 FROM 2021
7.37% INCREASE

\$191,661

2021 PAY 2022
REAL PROPERTY TAXES - HOSPITAL
+\$32,458 FROM 2020 PAY 2021
20.39% INCREASE

Marketing Stats

Here are the following stats for website and social media accounts.

4,650

FACEBOOK
PAGE LIKES

1,018

INSTAGRAM
FOLLOWERS

263

TWITTER
FOLLOWERS

111

LINKEDIN
FOLLOWERS

4,814

WEBSITE
UNIQUE
VISITORS



Welcome to Downtown

We are excited to welcome the following businesses to downtown in 2022.

The Meeting Space ministry located at, 115 E Market St

90 Degree Cuts barber shop located at, 206 W Market St

Parlor Studios photography and rental space located at, 224 W Market St

Downtown DIY DIY instructor lead workshop creating one of kind projects located at, 211 W Market St

Brown Suga Beauty Beauty products retail store located at, 213 W Market St

Body Magic Message Therapy located at, 201 E Market St

Work One Northeast - Wells County career center located at, 211 Water St

NOVA - The Archive of Dreams photography located at, 209 W Market St



Our Future Plans

Our future plans are to continue the Community Reinvestment Program, develop a plan to help protect downtown buildings, construct the Downtown Pathways Project, expand our marketing reach, grow our sponsorship opportunities, and grow our events throughout the year.

