



# **BLUFFTON NOW! 2023 ANNUAL REPORT DOWNTOWN BLUFFTON**

Prepared by  
**Michael Lautzenheiser, Jr.**

# 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  
Jeremy Penrod - Vice President Downtown Stakeholder  
Sarah MacNeill - Treasurer - Government Official  
Nick Huffman - Treasurer - Downtown Stakeholder

## BOARD OF DIRECTORS

Kim Leas - Downtown Stakeholder, Jarod Studabaker - Concerned Citizen,  
Alyssa Osborn - Concerned Citizen, Joy Addington - Downtown Stakeholder,  
Jon Baumgartner - Downtown Stakeholder, Sarah Owen - 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,  
Doug Brown - Downtown Stakeholder, Tammy Slater - Not-For-Profit,  
Erin Prible - Not-For-Profit, Chad Kline - Not-For Profit, Rachel Bardsley - Downtown  
Stakeholder, Haleigh Osborne - Downtown Stakeholder, Steve Linderwell - Government  
Official, Scott Elzey - Government Official

## STAFF

Part time staff - Audry Dudley





## Financial Summary

Bluffton NOW! was able to meet our 2023 budget goals thanks to contributions made by sponsors and attendees at the Brrr Fest, Summer Concert Series, Parlor City Market, and Chili Walk. Bluffton NOW! has raised \$824,918.57 towards Phase 1 of the Downtown Pathways Project. That puts us at 91% of our fundraising goal for phase 1 of the project. We have a loan with the Chamber of Commerce to cover multi-year pledges, inflation, and any cost overruns.



# Accomplishments

- Exceeded fundraising goal for 7th Annual Brrr Fest
- 6 successful CRP projects along with 6 ongoing projects created a 115% ROI for the City
- Attracted new businesses and residential opportunities in downtown
- Held the third year of the summer concert series attracting record numbers to downtown
- Year 3 of the Parlor City Market added vibrancy to Saturday mornings in downtown with a mixture of vendors and community partners
- Kicked off construction of Phase 1 of the Downtown Pathways Project
- Held a successful downtown Chili Walk
- Had the most participating businesses ever at the Small Business Saturday downtown passport event for the second year in a row.
- Successfully fundraised over 90% of our goal for the Downtown Pathways Project
- Worked to develop a fundraising plan for the second phase of the Downtown Pathways Project



## Downtown Health Stats

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

**95%**↑

1ST FLOOR  
OCCUPANCY

**71%**↑

2ND FLOOR  
OCCUPANCY

**73%**

3RD FLOOR  
OCCUPANCY

**119**↑

DOWNTOWN  
BUSINESSES

**\$11,319,100**↑

2023 DOWNTOWN ASSESSED  
VALUE - HOSPITAL  
+\$558,800 FROM 2022  
4.94% INCREASE

**\$192,552**↑

2022 PAY 2023  
REAL PROPERTY TAXES - HOSPITAL  
+\$890 FROM 2021 PAY 2022  
0.46% INCREASE

## Marketing Stats

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

**5,260**↑

FACEBOOK  
FOLLOWERS

**1,018**↑

INSTAGRAM  
FOLLOWERS

**3,402**↓

WEBSITE  
UNIQUE  
VISITORS



# Welcome to Downtown

We are excited to welcome the following businesses to downtown in 2023.

**Mt. Fuji** restaurant located at, 121 N Main St

**AJS Photography** photography studio located at,  
209 W Market St

**The Broken Vessel Sign Shop** retail store located at,  
127 W Market St

**Alivia Rae Photography** photography studio located at,  
209 W Market St

**Market St Flooring** flooring business located at, 130 W Market St

**Midnight & Lace Photography** photography studio located at,  
209 W Market St

**Premier Clock & Vacuum Services** Clock & Vacuum Repair  
business located at, 130 W Market St

**Beauty From Ashes Salon** Beauty Salon located at,  
122 N Johnson St

**Paddlefish Solar** Solar project office located at, 201 E Market St

**Age in Place Home Service** Home Health Care located at,  
109 N Scott St

**Tienda Mexicana La Katty** Mexican Grocery located at,  
202 W Market St

**Body Magic Massage** Massage Parlor located at, 201 E Market St

**S&P Sales and Designs** retail store located at, 112 S Main St



# Our Future Plans

Our plans are to work towards the completion of Phase 1 of the Downtown Pathways Project and start Phase 2 of the Downtown Pathways Project. We are also planning to develop a long-term strategy for Downtown Bluffton.

