



CITY OF ANGOLA INDIANA

Department of Economic Development & Planning

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2023 ANNUAL REPORT

The Angola Economic Development & Planning department dedicated its efforts to the improvement of operational efficiency and service quality, in order to deliver unparalleled customer satisfaction, promote expansion prospects, and optimize resource utilization. As such, the department worked meticulously to streamline its functions, collaborate with other departments through project planning and review.

The Team

Brett Steele, a dedicated City Planner, collaborated with developers and residents to execute projects that involve the Board of Zoning Appeals and Plan Commission. In this role, he guided applicants through the application, plan review, legal notice, and public meeting processes and monitored on-site activities to ensure adherence to plans. With a focus on providing exceptional customer service, Brett is driven to foster smart community growth. Moreover, Brett also aided as Mayor's Assistant when Tammy retired midway through the year.

As a Permitting Coordinator, Retha Hicks played an integral role in management of projects from initial contact to completion. Her commitment to excellence and diligent work ethic enabled her to see each project through to completion. In addition, she too provided assistance as Mayor's Assistant. At the beginning of 2024 Retha became Executive Assistant to the Mayor.

Mackenzie Bird joined the team in April as the Community Coordinator and immediately began working with the existing Angola Main Street Board of Directors to implement the Main Street program governed by the Office of Community and Rural Affairs (OCRA). Her efforts resulted in the addition of new board members, new programs, and a stronger relationship with OCRA to further solidify Angola as a Main Street Community.

Lastly, Jennifer Barclay, the Director, worked to recognize untapped resources available through the Economic Development Commission and the Redevelopment Commission for the City of Angola. Collaboration with community members, she pursued a comprehensive solution to address the Childcare Crisis, update the Downtown Master Plan, amend Title 18 of Unified Development Ordinance.

Planning and Project Realization

Staff held numerous pre-project meetings throughout the year with developers. Staff is quick to include other departments such as Engineering to give developers a full scope of the processes. Most projects have come to fruition and are under construction to date. Staff continue to bring the other projects along in various stages of ideation, financing, etc. Staff focus heavily on providing exemplary customer service to developers and taking the time to intimately understand their projects to better guide through processes. Two notable projects championed by Staff is Angola Downtown Master Plan and Update to Title 18 UDO. The master plan was a community wide effort including Trine University, Steuben County Community Foundation, Cameron Memorial Community Hospital, Steuben County Tourism Bureau and Steuben County Economic Development Corporation to come together and plan the future of Downtown Angola. We boast of robust public input and steering committee meeting participation. The master plan truly was a community concerted effort and vision. Additionally diligently reviewed Title 18, UDO to streamline processes and respond to the needs of our residents and developers within the built environment.

Permitting

Staff continued to work streamlining the permitting process from beginning to end. It is imperative to keep in mind the main purpose of zoning regulation via issuing permits is the general welfare of the community. This is accomplished through the protection of property values, lower public costs and enhancing livability.

Yearly Comparison			
	<u>2021</u>	<u>2022</u>	<u>2023</u>
Improvement Location Permits (ILP)	54	73	65
Sign Permits	16	31	17

Plan Commission

The big accomplishments for the board in 2023 was an update to the Downtown Angola Master Plan. This department partnered with Trine University and contracted with HWC Engineering. Additionally, the board approved a significant update to Title18, UDO with concentrated efforts on streamlining platting processes and standards.

2023 Board Members:

Jeff Martin, President, *Board of Works Appointee*

Susan Ralston, Vice President, *County ETJ Commissioner Appointee*

Jerry McDermid, *Council Appointee*

Veryl Carpenter, *Park Board Appointee*

Amanda Cope, *City Engineer*

Josh Fletcher, *Mayor Appointee*

Tina King, *Mayor Appointee*

Brant Moore, *Mayor Appointee*

Jeff Peters, *Mayor Appointee*

Nick Sutton, *Mayor Appointee*

Stephen White, *County ETJ Commissioner Appointee*

Austin Budreau, *County Plan Commission Liaison (non-voting)*

2023 Board Activities:

Rezone

302 W. Gilmore

1500 N Wayne St

Glendarin Way

Primco

Sheets Family Park

West Commons

Secondary Plat

Villas of Glendarin Way

Jax Kar Wash

Fox View

Sanders Woods

Watershed

West Commons

Carlin Park Accessory Building

FSB Addition

Four Star

Glendarin Maintenance Building

Jax Kar Wash

NAPA Accessory Building

pOpshelf

REMC Accessory Building

Sheets Family Park

Trine Design Center

Watershed

West Commons

Plat Amendment

Enterprise Pointe

Development Plan

MSD Bus Depot

MSD Locker Rooms/Tennis Pav.

Angola Parks/Recreation

Bills Towing

Cameron Cancer Center

Cameron Education Add.

Other

Downtown Master Plan

Title 18 UDO

Primary Plat

Villas of Glendarin Way

Jax Kar Wash

Fox View

Speedway Professional Park

Sanders Woods

Yearly Comparison			
	<u>2020</u>	<u>2022</u>	<u>2023</u>
Development Plan	6	5	18
Parking Lot Development Plan	-	1	-
Primary Plat	8	1	6
Secondary Plat	8	-	6
Plat Vacation	1	2	-
Plat Amendment	-	4	1
Zoning Map Amendment	3	5	5

**Annual Report was not completed for 2021.*

Board of Zoning Appeals

The board worked to uphold the value of community character with each case. In the first time in some years the BZA heard an administrative appeal. To say the least, staff is disappointed with the outcome and further training is needed to better understand this process.

2023 Board Members:

Brant Moore, Chair, *Plan Commission Appointee*
Howard McKeever, Vice Chair, *Council Appointee*
Susan Ralston, *Plan Commission ETJ Appointee*

Phil Roe, *Mayor Appointee*
Mike Sutter, *Mayor Appointee*

2023 Board Activities:

Development Standard Variances

West Commons – 125 McKinley St
420 LN 130 Fox Lake – Pamela Graves
721 Pine Run – Michelle Roselle
1212 S Wayne St - Steuben Co. REMC
1350 E Maumee St – MSD of Steuben Co.
1475 S 150 W – SBA Towers Inc.
2765 W Maumee St – Bills Professional Towing
100 Block Fox Lake Rd – Matt Wells
500 Block W. Gilmore St – Ralph & Sheri Trine
1290 Wohlert St – Jerry Long

Use Variance

850 E Maumee St – Accessory Dwelling
500 Block W. Gilmore St – Dwelling, Multiple-Family
five to eight units per building
Sheets Family Park – Permitted Uses
1475 S 150 W – Permit Cell Tower

Special Exception

1504 N Wayne St Ste. B – Type 6 Retail, Special
Handling
100 Block Fox Lake Rd – Dwelling, Single-Family
Detached

Sign Development Standard Variances

805 S Washington St - Hendry Park Elementary

Administrative Appeal

212 E Mill St – David Piatek

Yearly Comparison			
	<u>2020</u>	<u>2022</u>	<u>2023</u>
Development Standard Variance	2	10	12
Sign Development Standard Variance	-	2	1
Use Variance	1	4	4
Special Exception	-	-	2
Administrative Appeal	-	-	1

**Annual Report was not completed for 2021.*

Historic Preservation Commission

In 2023, the Historic Preservation Commission (HPC) accomplished several notable initiatives to enhance the historical charm of our community. Four downtown businesses received facade grants to support improvements:

- Joppa Cosmetics: Replaced signage due to rebranding and installed lights on the front facade.
- Lee Williamson (Building owner): Replaced a damaged front door of Joppa.
- ROCO Hair Shop: Replaced front windows.
- Jenny Lou's Greenery: Updated signage and installed a new front door at their new location.

Additionally, in 2023, the HPC approved crucial facade enhancements at 45 S Public Square and 65 S Public Square. At 45 S Public Square, HPC authorized the replacement of an awning on the back of the building. Simultaneously, at 65 S Public Square, safety concerns were addressed as a hazardous railing was replaced, new awnings were mounted, and new signage was installed. Moreover, a new downtown business (Bigalow Build & Design) assumed the former Jenny Lou's Greenery location at 223 W Maumee St, contributing to the area's revitalization by installing fresh signage and painting their front door.

While these projects contributed to the preservation of our local heritage, there were some challenges and areas where progress was limited. HPC was tasked with providing ideas for staff to assist with developing work plans for the year – the projects to date have not been developed. Talks of reintroducing guided tours or establishing a website were discussed, but no concrete steps were taken.

In September, Community Coordinator Mackenzie Bird attended the Preserving Historic Places conference, sharing ideas and examples with HPC. Unfortunately, these insights have yet to be translated into tangible projects. Staff is continuing to develop a partnership between HPC and Angola Main Street, aligning with their shared mission of historic preservation.

As HPC looks ahead, there is a need for vision, guidance and support. Staff will look to newly elected Mayor Martin to provide direction and assistance in shaping the future endeavors of HPC, ensuring the continued enhancement and preservation of our community's rich history.

2023 Board Members: *(All members are appointed by the Mayor and approved by Council)*

Burkett, *President*

Claudia Camargo

June Julien, *Vice-President*

Christine Sutton

JoDeane Church, *Treasurer*

Hope Wilson

Brian Boyer

Year Case Load		
	<u>2022</u>	<u>2023</u>
Façade Updates	2	5
Window/Door Replacement	5	3
Roof	1	0
Sign	3	4
Awning	1	2

Façade Grants

Façade Grants allow for much needed upgrades and maintenance to our historic buildings.

Yearly Comparison			
	<u>2021</u>	<u>2022</u>	<u>2023</u>
Façades	6	5	4
Dollars Awarded	\$16,247.43	\$21,797.43	\$10,909.01

Development Commissions

Given the staff changes and recruiting in 2022-2023, Staff has not been able to jump start these commissions as desired. The on boarding of the City Planner and Community Coordinator too focus from the Director. Director Barclay's goal is to devote more time to these commissions in 2024.

Re-Development Commission

This commission met in March and June this year. The board took no actionable items in 2023 however participated in the cost share with Terrace of Buck Lake/Villas of Buck Lake Water Line and Infrastructure Agreement. This project was completed and will allow for the area to be further developed.

2023 Board Members:

Chuck Dowe, *President, Council Appointee*

Lisa Moore, *Mayor Appointee*

Eric Yoder, *Vice-President, Mayor Appointee*

Mark Cowen, *Council Appointee*

Kevin Beard, *School Board (non-voting)*

Joe Thomas, *Mayor Appointee*

Economic Development Commission

This commission met twice in 2023. The boards again supported residential development in the community.

- Terrace Place Apartments
Resolution of the City of Angola Economic Development Commission recommending the designation of a specific geographical territory as an Economic Development Target Area.

2023 Board Members:

Jennifer Sharkey, *President, Mayor Appointee*

Dan Caruso, *Secretary, County Council Appointee*

Libby Hysong, *Vice-President, Council Appointee*

Tax Abatements

The following is a list of new tax abatements in 2023.

- Industrial Contractors and Engineering (ICE)
Personal Property | 3-years
Net Direct Benefit \$439,550 | Return on Investment \$18.87 per \$1
- Terrace Place Apartments
Real Estate | 10-years
Net Direct Benefit \$1,549,328 | Return on Investment \$2.34 per \$1
- Univertical
Amend R2019-7666 tax abatement to increase the amount of Personal Property that was eligible to be abated from \$4,100,000 in Personal Property to the actual amount of \$8,600,000. The original proposal to the addition of two new jobs and Univertical has already achieved adding these two new positions.

Development Projects

Staff continued to work with interested developers in the area. This included meeting touching base on existing project plan, work on financing assistance, grant procurement etc. Projects continue focusing on providing workforce housing to fill the vacant job within Steuben County.

Annexation

Staff worked with Don Wise and his father to annex the approximately 78-acres property west of Loves Travel Stop. The Wise's wish to develop the property with commercial along US20 and residential south of US20.

Community Development

Angola Main Street

The advantages of collaborating with Angola Main Street (AMS) were thoroughly explored by the staff, recognizing its status as a National Affiliate and State Accredited Main Street under the Office of Community and Rural Affairs (OCRA). Council gave its nod for the establishment of a Community Coordinator position in 2022, with the aim of ensuring the longevity of the program. This individual has been working alongside the AMS Board of Directors and Committees. Mackenzie's efforts have included the successful implementation of Meastro (OCRA's Reporting

Program) for all events and activities, as well as the addition of new board members. She has also contributed towards creating and enforcing policies and effectively implementing the 4-point approach.

2023 Board Members:

Kelly Lynch, *President*
 Nick Sutton, *Vice-President, Business/Property Owner, Resident*
 Joel Otis, *Secretary-Treasurer, Resident*
 Crystal Church-Stavitzke, *Resident*
 Khelly Adams, *Resident*
 Abbee Vetter, *Abbee Vetter*
 Hayley Smoker, *Business Owner, Resident*

Jorge Ruiz, *Business/Property Owner, Resident*
 Sheryl Copeland, *Resident*
 Sullivan Otter, *Resident*
 Colleen Everage, *Ex-Officio, Past President*
 Colleen Holman, *Ex-Officio, Steuben Co. Farmers Market*
 Jennifer Barclay, *Ex-Officio, City of Angola*
 Mackenzie Bird, *Ex-Officio, City of Angola*

<u>Community Impact</u>		<u>2022</u>	<u>2023</u>
Volunteers		Hours 2,965	Hours 1,478
		Value \$61,900	Value \$40,676
4 th of July Parade	Attendance	2,800	3,200
	Direct Business Sales	\$11,544	\$56,757
	Food & Beverage Sales	-	\$20,988
Arts Fest	Attendance	3,200	2,800
	Direct Business Sales	\$79,834	\$54,293
	Food & Beverage Sales	-	\$11,365
Trine Fest	Attendance	4,300	5,200
	Direct Business Sales	\$73,959	\$46,667
	Food & Beverage Sales	-	\$17,620
Cruise to the Monument	Attendance	3,300	4,200
	Direct Business Sales	\$26,696	\$33,649
	Food & Beverage Sales	-	\$13,427
Santa Comes to Town	Attendance	956	1,100
	Direct Business Sales	\$2,298	\$18,516
	Food & Beverage Sales	-	\$6,525
*Economic Impact does not include local spending.			
**Numbers provided by Steuben County Tourism Bureau.			

Staff would like to thank all those involved with programs and events downtown. These events would not be possible without the involvement of all departments and many volunteers. Included at the end of the report is Angola Main Street annual report to Indiana Main Street/OCRA.

Mayors Arts Council

Eight sculptures were installed downtown (4 in the summer, 4 in the fall). There was much community debate over the 'Welcome' statue in the south-west quad. Staff's opinion is this generation much conversation and interest in downtown. Additionally, in the north-east quad IMPACT Institute welding program designed and built a sculpture.

2023 Mayors Art Council Members:

Colleen Everage

June Julien

Jeanette Goddard

Early Childhood Learning Taskforce

Early childhood care has long been identified as a need of Steuben County. In 2022 staff worked with a regional taskforce – which developed in a local early childhood taskforce. Spearheaded by a consultant contracted by Ambassador in 2023 the taskforce worked on governance and the housing of a dedicated staff person. The goal was to have a dedicated person working in Steuben County on expanding childcare capacity, increasing the quality of that care, connecting industry with providers as a talent attraction. The taskforce through open community dialog explored current systems, programs that exist locally and regionally. It was determined that Steuben Community Foundation staff will continue to represent Steuben County and the region and state explore system wide solutions. We expect significant efforts at the state level to address this issue in the next year.

Make My Move Program

Mayor Hickman initiated the Make My Move program with a grant to provide relocation assistance to entice remote workers to Angola. The goal would be for those remote works to bring trailing spouse and dependents to fill vacant jobs and classrooms. In December we received our first mover!

Marketing

Branding / Play Book

In 2022 with the support of the mayor, staff initiated a branding effort which is the first step in marketing the City of Angola to the state, region, nationally and beyond. The city engaged the services of LINKS Creative Alliance to streamline our logo and create a playbook that could be implemented across all platforms at the city.

Unfortunately, the project came to a screeching halt with opposition from within. Mayor Hickman decided to turn over the project to the incoming Mayor. This included the overhaul of the city website.

Communication

In 2022 staff initiated a social media and email campaign, with the support of the Mayor Hickman. Staff worked to create a 'voice' on social media to clearly communicate information. Additionally, staff crafted a style to improve engagement. Emails range from monthly newsletters, bulk collection reminders, department announcement, city events, park and recreation updates etc. Social media post mimic emails include shares of supporting organizations, highlights of programs or community events, etc.

		<u>2022</u>	<u>2023</u>
Email Marketing	Total Subscribers	653	735
	Open Rate	-	56%
Facebook	Total Followers	-	6,100
	New Followers	631	511
	Total Reach	114,780	139,700
Nextdoor	Impressions	-	794
LinkedIn	Total Followers	-	82
	Total Page Views	-	166

Angola Investment Fund

AIF/OCRA Small Business Forgivable Loan Program

The committee transitioned leadership from their founder Kathy Armstrong to Jerry McDermid. The committee is in conversation about how to best adjust to the needs of the area post covid.

	Yearly Comparison			
	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>
Number of Loans Granted	9	44	31	0
Total Amount Expended	\$83,000	\$422,696	\$234,304	0
Total Amount Forgiven	\$83,000	\$422,696	\$199,035	\$35,269

Conclusion

Over the past two years, this department has undergone a multitude of changes and transitions. Moving forward, our staff remains committed to tackling pertinent issues, devising innovative solutions, and delving into unexplored resources. As we progress, we aim to cultivate relationships both within our own city departments and with external entities such as other government entities, non-profit organizations, industry pioneers, and community leaders.

Respectfully submitted on 01.17.2024 by:



Jennifer Barclay, *Director of Economic Development & Planning*

Enclosed: Angola Main Street 2023 Annual Report



2023

Annual REPORT

PREPARED BY
MACKENZIE BIRD

PRESENTED BY
ANGOLA MAIN
STREET

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COMMUNITY TESTIMONIALS

MAYOR HICKMAN

“Their mission and vision for the future of the community deeply resonate with me, and I am particularly impressed to see how much downtown has come alive with the new leadership.”
-Mayor of Angola for 23 years

TAYLOR KERNER

“86 kids! 148 total! Such a great turnout! Thank you for doing this with us! So nice to have someone (Angola Main Street) that cares about the community!!”
-Owner of the Brokaw Movie House after the “Back to School Bash” Angola Main Street sponsored

ROCO HAIR SHOP

“All the Scarecrows looked GREAT!! Very Honored!! Thanks Angola Main Street for this FUN event!!”
-Rosie Martinez owner of ROCO Hair Shop after winning Angola Main Street’s First Annual Scarecrow Decorating Competition



THEATRE BROKAW

A MESSAGE FROM ANGOLA MAIN STREET

Welcome to the heart of Angola's economic and cultural vitality – Angola Main Street. As we reflect on the past year, it is with great pride and enthusiasm that we present this snapshot of the dynamic developments that have unfolded along our bustling thoroughfare. Angola Main Street stands as a testament to the resilience and growth of our community, embodying the spirit of progress and collaboration that defines our unique corner of the world.

Nestled in the vibrant tapestry of Angola, our Main Street serves as a focal point for commerce, creativity, and community engagement. Throughout the year, this lively artery has been witness to a myriad of events, initiatives, and transformative projects that have not only enriched the local business landscape but have also cultivated an atmosphere of inclusivity and shared prosperity.

From charming boutiques and innovative startups to established businesses with deep roots in our community, Angola Main Street showcases a diverse array of enterprises, each contributing to the rich fabric of our town. As we delve into the pages of this annual report, you'll discover the milestones, collaborations, and achievements that have shaped our Main Street into a hub of economic activity and cultural exchange.

The dedication of our local entrepreneurs, the unwavering support of our residents, and the collaborative efforts of community leaders have all played pivotal roles in the success of Angola Main Street. Together, we have fostered an environment where creativity flourishes, businesses thrive, and the bonds of community strengthen.

As we celebrate the accomplishments of the past year, let us also look forward to the promising future that lies ahead for Angola Main Street. The continued commitment to growth, innovation, and community well-being ensures that our Main Street remains a vibrant and resilient hub, reflecting the unique character and aspirations of Angola.

Thank you for being an integral part of this journey, and we invite you to explore the pages that follow, where the story of Angola Main Street unfolds with pride and promise.

Mackenzie Bird, *Community Coordinator*

BOARD OF DIRECTORS

Kelly Lynch, President
Nick Sutton, Vice President
Joel Otis, Secretary/Treasurer
Crystal Church-Stavitzke
Sullivan Otter
Jorge Ruiz
Sheryl Copeland
Khelly Adams
Hayley Smoker
Abbee Vetter
Kennedy Jester
Jennifer Barclay, Ex-Officio
Colleen McNabb-Everage, Ex-Officio

OUR FOCUS

Promoting activities and development in Downtown Angola is our focus, but we are proud to contribute to making Downtown Angola a regional destination.

We work with government agencies, local businesses and property owners, philanthropic organizations, and many passionate community members to coordinate comprehensive efforts in place-making. We help facilitate programs, events, and development projects that celebrate the community's historical and natural resources, support local businesses, and enhance the experience of living and working in Downtown Angola.

CONTACT

Mackenzie Bird
Community Coordinator
210 N Public Square
Angola, IN 46703
260-665-7465





COMMUNITY PROFILE

POPULATION

9,045



MEDIAN HH INCOME

\$ 52,927



MEDIAN AGE

32.4



STATE OF

DOWNTOWN

29 blocks

84.4 acres

116 downtown businesses

1805 parking spaces

85 first floor storefronts

155 residential units

12 restaurants

21 retail stores

SOCIAL MEDIA

CONNECTION

3,794 facebook followers

807 instagram followers

178,650 facebook reach

1,652 instagram reach

359 published posts

21,189 facebook visits

662 instagram visits

80 tiktok followers

LOOKING INTO THE FUTURE

ANGOLA MAIN STREETS

RECENT WORK AND ACCOMPLISHMENTS

EASTER 2023

Hosted first sensory friendly Easter in partnership with local downtown businesses.



HOMETOWN HEROES

Introduced a new downtown project to honor our hometown heroes. **40** banners were sponsored and breakfast was hosted in partnership with the American Legion for the families who participated.

2023 DOWNTOWN IMPACT

1,475.6

volunteer hours worked on events, promotions, beautification and other downtown projects

15,942

people attended 21 events held down

6

new board members join Angola Main Street

2023 DOWNTOWN INVESTMENTS

\$ 35,348.86



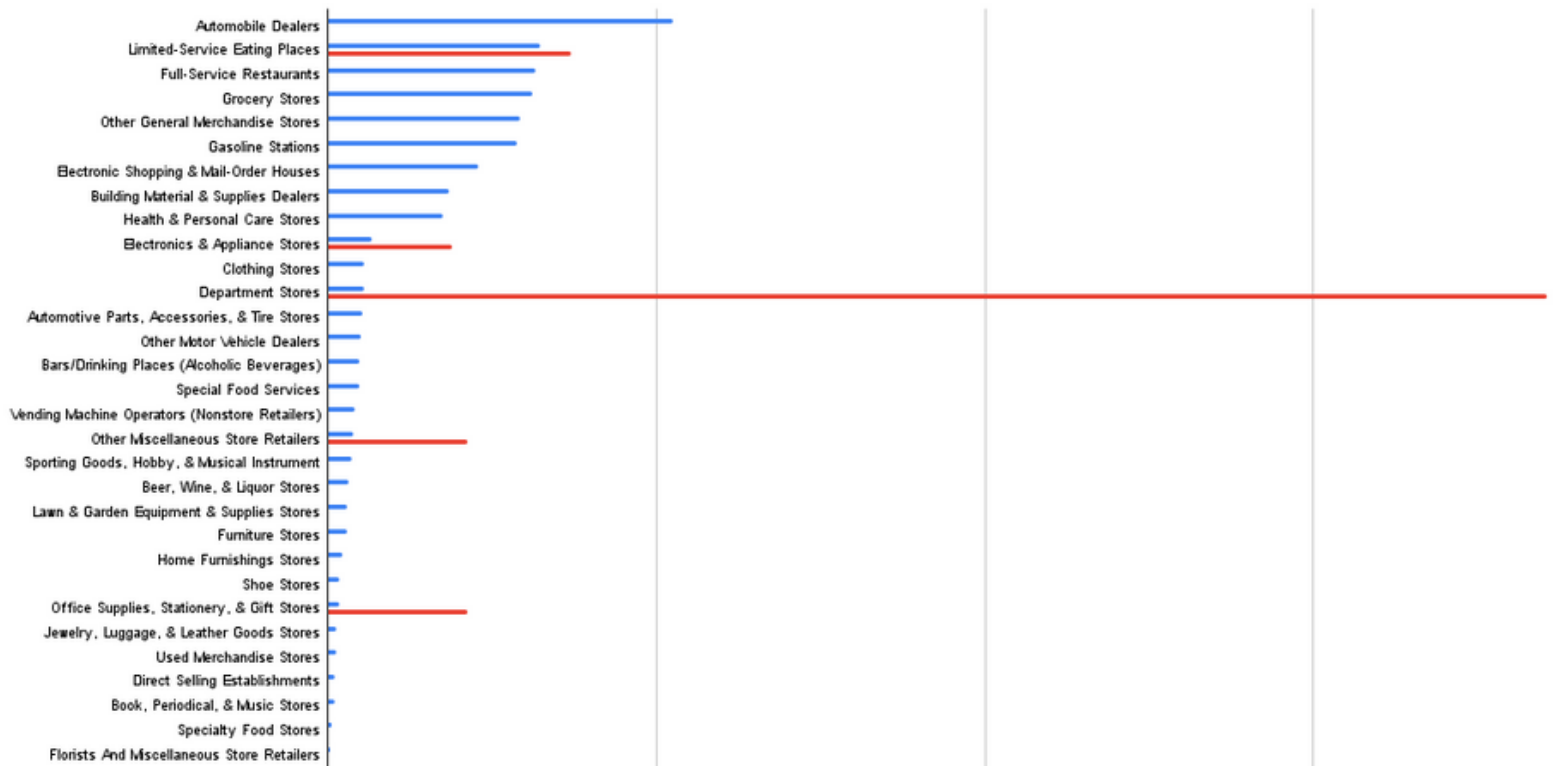
raised since April 2023 that has been invested into downtown

ANGOLA ART FEST 2023

Angola Art Fest brought 47 local vendors and artists downtown while also drawing in a crowd of 4,100 enthusiastic community members



BUSINESS SURPLUS & LEAKAGE



The data collected from Placer.ai shows in blue what the residents of Angola are seeking (leakage) and the red indicates the surplus of businesses that Angola currently has. You can see at the top that the community is leaving the downtown area to find Full-Service restaurants. This data directly reflects the response we received from a downtown survey used to by the City of Angola to compose a new Downtown Master Plan.

OPERATIONS

2023

2023

PROFIT



\$20,865

received in grant funding
for the 2023 year

\$50,000

received from the City of
Angola to hire a full time
executive director

\$26,103

raised through events
and fundraisers

\$101,968.86

total revenue for the 2023

-we wouldn't be where we
are today without our
generous **inventors** and
partners



2023

LOSS



\$3,110

spent for printing and
copying

\$215.25

spent in staff and
volunteer training

\$18,754

spent in event operations

2024

GOALS

\$107,067.30

increase total revenue by 5%



ANGOLA MAIN STREETS **2024 STRATEGIC WORK PLAN**

ORGANIZATION / GOVERNANCE **COMMUNITY ENGAGEMENT**

- increase visits to downtown merchants (visit five businesses a week)
- create a better relationship with the younger generation by becoming more involved with Trine University and MSD of Steuben County
- host 2-3 town hall sessions in 2024 to ensure community involvement

BOARD / VOLUNTEER GROWTH

- actively promote volunteer opportunities
- work with Trine University and MSD of Steuben County to promote volunteer opportunities to students
- have a full board by the end of 2024

GROW DONOR BASE

- continue to heal relationship with the community
- increase awareness of what Main Street does and how to support the organization
- secure annual donors



ANGOLA MAIN STREETS

2024 STRATEGIC WORK PLAN

DESIGN

DOWNTOWN CURB APPEAL

- enhance and extend Imagine Alley in partnership with Easterseals RISE and Relic Emporium
- increase public art downtown
- work in partnership with City of Angola on installation of wayfinding signage
- encourage storefronts to decorate display windows by holding window display contests

EDUCATION / OUTREACH

- develop and implement a series of educational workshops and seminars focused on historic preservation, downtown development, and community engagement
- engage students in hands-on projects, such as historical research, architectural preservation, or community surveys, fostering a sense of ownership and pride in their local community
- utilize various media channels, including social media, local newspapers, and community newsletters, to share success stories, upcoming events, and the positive impact of community involvement.



ANGOLA MAIN STREETS **2024 STRATEGIC WORK PLAN**

PROMOTION **MARKETING**

- develop a comprehensive digital marketing strategy to enhance online visibility and engagement
- forge strategic partnerships with local media outlets, influencers, and community organizations to amplify promotional efforts, this includes securing coverage in newspapers, magazines, and online publications
- promote signature events and campaigns that capture the community's attention and develop a calendar of high-profile activities throughout the year
- utilize social media advertising to target specific demographics, promote events, and increase awareness
- encourage user-generated content by running contests, polls, and interactive campaigns to foster a sense of community engagement
- monitor and analyze the performance of digital advertising campaigns using analytics tools
- adjust strategies based on data insights to maximize the return on investment and ensure optimal reach within the target audience



ANGOLA MAIN STREETS

2024 STRATEGIC WORK PLAN

ECONOMIC VITALITY

BUSINESS ATTRACTION & DEVELOPMENT

- work with the City of Angola to provide financial incentives or grants for businesses to invest in exterior improvements, contributing to a more attractive and inviting downtown atmosphere
- organize and promote community events and festivals throughout the year to attract visitors and boost local businesses
- collaborate with local vendors, artisans, and food businesses to participate in events, stimulating economic activity and showcasing the diversity of offerings in the downtown area
- work with City of Angola, local chambers of commerce, tourism bureau, and economic development agencies to align efforts and create a unified approach to promoting economic vitality
- establish partnerships with Trine University encouraging collaboration between businesses and students for internships, projects, or research initiatives
- seek out programs to support local businesses, including workshops on business management, marketing, and financial planning



ANGOLA MAIN STREET EVENTS 2024

WELLNESS MONTH
JANUARY

WOMEN'S LUNCHEON
MARCH 13TH

SENSORY FRIENDLY EASTER
MARCH 24TH

EARTH DAY CLEAN UP
APRIL 20TH

HISTORIC PRESERVATION
MONTH
MAY

YOUTH THEATER
JUNE

FOOD TRUCK FRIDAY
**JUNE 7TH -
SEPTEMBER 27TH**

ANGOLA ART FEST
AUGUST 3RD

DOWNTOWN SPOOKTACULAR
OCTOBER 26TH

SCARECROW DECORATING
CONTEST

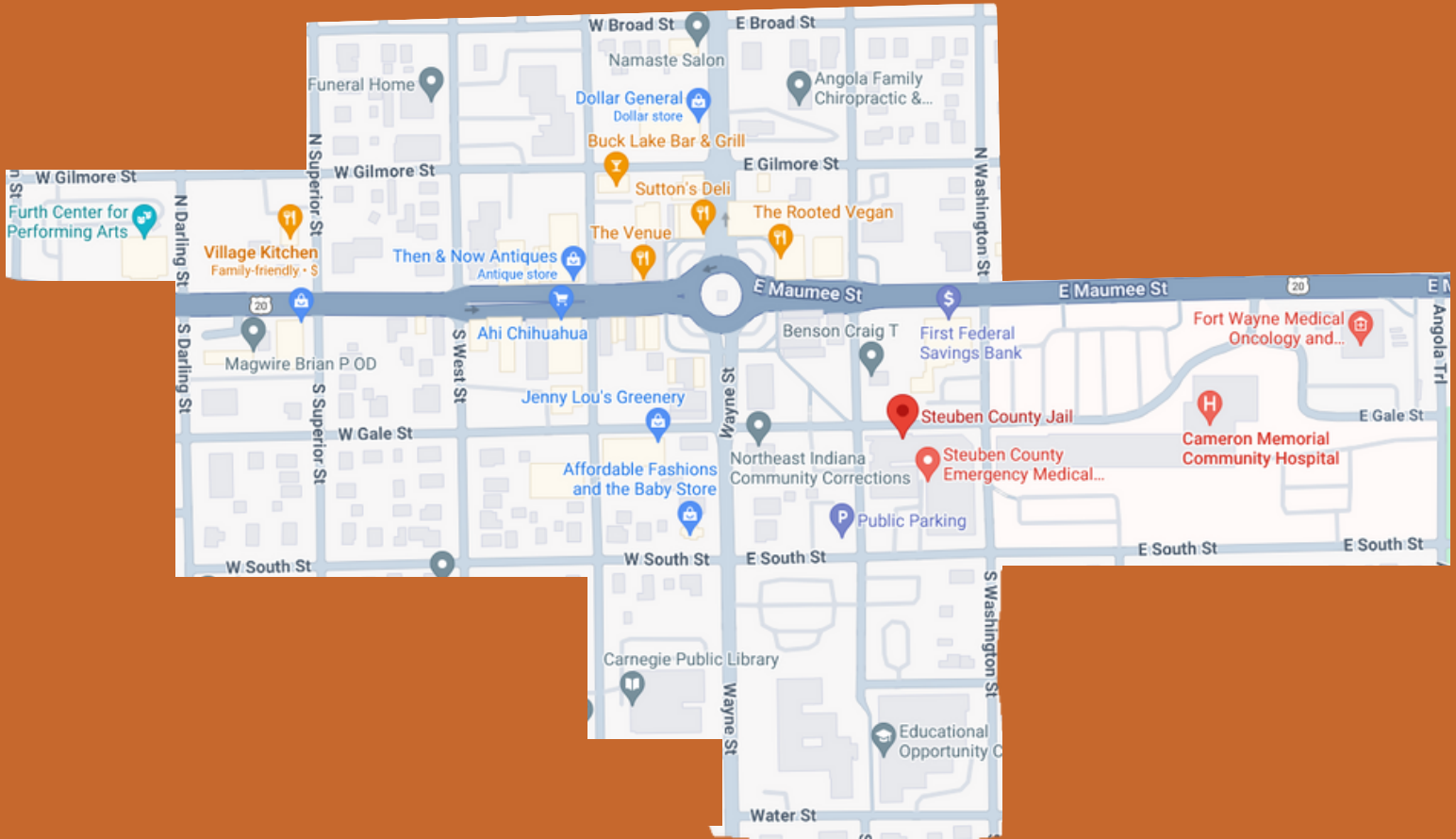
OCT. 19TH - 31ST

VETERAN'S DAY BREAKFAST
NOVEMBER 9TH

SHOP SMALL SATURDAY
NOVEMBER 30TH

WAGON RIDES
DECEMBER 7TH

AMS BOUNDARY



RESTAURANTS

- Angola Moose Lodge
- Buck Lake Bar & Grill
- Cahoots Coffee Cafe'
- Caleo Cafe'
- Classic City Cookies
- Elizabeth Street Kitchen
- Healthies
- Monument Pizza Pub
- Sutton's Deli
- The Rooted Vegan
- The Venue
- The Village Kitchen

SERVICES

- Alano Club
- All Appraisals
- Allstate Insurance
- Angola Masonic Lodge
- Aptica LLC
- Beltone
- Bosworth Eugene C. Attorney
- Brian P Maguire-MD
- Bryan Law Office
- Cameron Memorial Community Hospital
- Carnegie Public Library of Steuben County
- Charlie Spider Fighter
- Craig Benson-Attn at Law
- Cyrus and Jeanie Cline Memorial

SERVICES CONT.

- Dennis C. Dafnis, MD-Neurology
- Edward Jones
- Erman Insurance
- Fidelity Title
- First Federal Savings Bank of Angola
- Hansbarger Realty
- Hanson Legal Solutions
- The Herald Republican
- iHire
- Insurance Marketplace
- Johnson Funeral Home
- Kings Antenna Service
- McEntarfer Law Office
- MidSolv
- Montoya Tax Service
- Monument Family Dental
- MSD Steuben County
- Pro Resources
- Purdue Extension
- ROCO
- Rowland Associates
- Shelton Investigations
- Shoup Law Office
- State Farm
- Steven Mayer Attorney
- Stout Law Group
- Trilogy Wealth Advisors
- Weaver Computers
- Weicht Funeral Home
- Wheat Law Office

BEAUTY & WELLNESS

- Angola Family Chiropractic
- Bella Mia
- Evolve Cryostudio
- Fitt 4 Life - Tink's Gym
- Glo Lab Esthetics
- Hair 101
- Ivy Jo Salon
- Ladies Nails
- Lady of the Lake Salon & Day Spa
- Namaste Salon
- Nana's Nails
- RS Lash Lounge
- Southern Charm Salon
- Studio II Creations
- The Hair Center
- Tri-State Healing Center

SHOPPING & RETAIL

- A Wild Hare Antique Mall
- Affordable Fashions and the Baby Store
- Ahi Chihuahua
- Angola Art Scene - The Gallery
- Angola Quilt Shop
- Bigelow Build & Design
- Bike and Soul
- Dollar General
- Elemento
- Gauntlet Hobbies - Angola
- Gauntlet Design Studio
- Golden Green Soap Co.
- Jenny Lou's Greenery

SHOPPING & RETAIL CONT.

- Joppa Minerals
- Libby's
- Mitchell's Clothing & Tuxedo's
- Roots & Rocks
- The Bent Fork
- Then & Now Antique Mall
- Touch of Lace

GOVERNMENT

- Angola Fire Department
- Angola Police Department
- City of Angola
- Democratic Party Headquarters
- Steuben County Assessor
- Steuben County Courthouse
- Steuben County Health Department
- Steuben County Lakes Council

CHURCH / OUTREACH

- Angola United Methodist
- First Congregational Church
- Office of Veterans Affairs
- United Way of Steuben County