



IMPACT REPORT

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We are Columbia City Connect

Meet Our 2023 Board

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STATE FARM

JULIE HURD
MOO OVER

CHIP HILL
CITY OF COLUMBIA CITY

COMMUNITY LEADER,

Thank you for your investment in our downtown. Columbia City Connect is a volunteer organization comprised of a team of residents, business owners, property owners, and community leaders committed to elevating and energizing our downtown Main Street district.

"Main Streets are so much more than the sum of their parts – streets, sidewalks, storefronts. They are sites of human connection and collective memory. They inspire the next generation of entrepreneurs and deliver economic opportunity to residents. They are tapestries of artistic expression and creativity. They can bring people together to bridge political differences and find common purpose. And, with concerted effort, commitment, and willingness to put in the work – they can be drivers of a more just and equitable society."

-Hannah White, Main Street Interim President & CEO

Columbia City Connect's board and volunteers worked hard this year growing and serving our downtown, and we're excited to share with you some of 2022's accomplishments.

Our downtown district currently has great momentum. Columbia City Connect is proud to be one of many groups and organizations who work together to ensure the vitality of our community.

I'm grateful for your commitment to improving the quality of life and transforming our community,



**EXECUTIVE DIRECTOR
COLUMBIA CITY CONNECT**

Impact Report



COLUMBIA CITY CONNECT IN ACTION

COLUMBIA CITY CONNECT COMMUNITY EVENTS

- Cabin Fever
- First Fridays
- Movie on the Square
- Sidewalk Sale
- Ladies Night Out
- Shop Small
- Sip 'n Shop
- Walk of Trees

COLUMBIA CITY CONNECT PLACEMAKING

- Bike Racks in downtown
- Stone in Thomas Marshall Plaza
- Downtown Clean-up Day

COLUMBIA CITY CONNECT PARTNERSHIPS

- City of Columbia City
- Whitley County EDC
- Whitley County Historical Museum
- WJHS
- Whitley Chamber
- Columbia City RDC
- Brightpoint

COLUMBIA CITY CONNECT BUSINESS SUPPORT

- Five (5) Business Seminars
- Five (5) Website Grants to Downtown Businesses
- Downtown Dining Guide
- Shopping & Dining Downtown Map

ELEVATING AND ENERGIZING OUR DOWNTOWN

Columbia City Connect works to improve the downtown and quality of life within its boundaries by supporting existing businesses, attracting new businesses, promoting the downtown through events, and working to beautify our downtown.

IMPACT SNAPSHOT

21

Events held in 2022

1,275

Volunteer hours

\$5,000

Awarded in Website Grants



At A Glance 2022 Economic Impact



14,000 people engaged
through Columbia City
Connect Programing



16

Columbia City Connect
Projects Completed



21

Events Held by
Columbia City Connect



659

Employees/Jobs
in the Main Street District



\$3,250,500

Private Investment Dollars
in the Main Street District



9

New
Businesses
Downtown

\$92,799 Public Investment Dollars in the Main Street District



14

Rehab Projects
Completed within
Main Street District



31.6% Increase in
public awareness*

*stat taken from Facebook Meta Business



38

Businesses Served by
Columbia City Connect



5

Website Grants Awarded
to Downtown Businesses



1,275 Volunteer Hours and
\$38,168.25 of Financial Value
of Hours Contributed*

*stat taken from sector.org



87 Downtown
Businesses and
97 Commercial
Spaces

Downtown Momentum: CCC's Top 9 List



WALK OF TREES



In partnership with Whitley County Crossings and local businesses, Columbia City Connect held Walk of Trees in the newly renovated Clugston Building.

Twenty-five (25) trees were decorated by local businesses and displayed downtown. The Walk of Trees along with the Lighted Parade, Shop Small, Sip 'n Shop, and Nativity on the Courthouse turned our downtown into a holiday destination where families celebrated the season and made new traditions.

FIRST FRIDAYS



Every First Friday from May to October you'll find our downtown packed with folks enjoying food trucks, pop-up shops, car cruise-ins, Oktoberfest, live music, and more. Local officials estimated 2,500 people attended the June First Friday alone.

BIKE RACKS



Columbia City Connect brought nine bike racks to downtown Columbia City in 2022. Through crowd funding and a matching grant from the Columbia City Redevelopment Commission, Columbia City Connect was able to forge a new partnership with the RDC and create an inviting atmosphere in downtown Columbia City. The bike racks continue to foster people-centered public space in our community.

Downtown Momentum: CCC's Top 9 List



SHOP LOCAL EVENTS: LADIES NIGHT OUT, SHOP SMALL SATURDAY, SIP 'N SHOP, SIDEWALK SALE, & CABIN FEVER



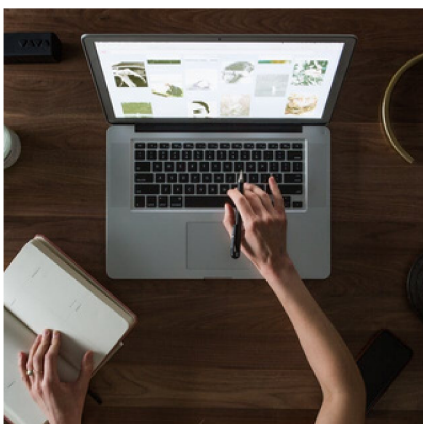
Encouraging a buy local experience, Columbia City Connect hosted Ladies Night Out, Shop Small Saturday, and Cabin Fever in 2022. Each event made downtown Columbia City the spot for meeting friends to shop and grab a bite or drink or for moms and daughters to enjoy an ice cream and check out window decorations. Each event filled our streets with fellowship, laughter and local shoppers.

DOWNTOWN MAP



Columbia City Connect created a map of the downtown to market the commercial district assets to customers, local citizens, and visitors. The map features Amenities & Services, Shopping, Arts & Culture, and Food & Drink making easy reference for customers, residents and visitors.

WEBSITE GRANTS



Five area businesses improved their web presence thanks to \$5,000 in website grants provided by Columbia City Connect. "Providing support for downtown businesses is an integral part of CCC's commitment to improving the economic conditions for Columbia City. The participating businesses will have a fantastic opportunity to attract new customers with their improved webpages," said Kayla Wigent, President, Columbia City Connect Board.

Downtown Momentum: CCC's Top 9 List



BUSINESS SEMINARS



Columbia City Connect hosted five business seminars and partnered with the Whitley County EDC, Whitley County Chamber of Commerce, and Churubusco Chamber of Commerce. Through this series, Columbia City Connect forged partnerships across sectors and continued to cultivate a strong entrepreneurship ecosystem by giving downtown businesses an opportunity to grow their skill set and network.

DOWNTOWN CLEAN-UP DAY



The Downtown Clean Up Day served as an invitation to downtown residents and business owners to take an active role in our community and a catalyst to get more volunteers involved, including our mayor. Our volunteers worked hard cleaning up our sidewalks and tree grates. Everyone's efforts gave our downtown a fresh and inviting feel.

THOMAS MARSHALL PLAZA



Columbia City Connect fosters accessible, people-centered public spaces like the pocket park, Thomas Marshall Plaza. This year, Columbia City Connect upgraded the Thomas Marshall Plaza by replacing the mulch with stone and replacing the old umbrellas with new, red umbrellas.



A Thank You to Our Generous Donors

We wouldn't be where we are at today without our generous sponsors and donors. Thank you to all of our 2022 Sponsors!

Generous Amount
Donated

\$14,800

Generous Amount of
Sponsorships Given

\$26,030

Generous Amount of
In-Kind Donations Given

\$28,479

Thank you to our donors



SRC - Scientific & Regulatory Consultants
STRIVE Fitness Club
91.5 The Eagle
Whitley County Historical Museum
Kayla Wigent, REALTOR - RE/MAX Integrity
Smiles on Main Family Dentistry
Sailrite
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