



**COATESVILLE**  
DOWNTOWN REVITALIZATION, INC.

# 2017 Annual Report

# Table of Contents

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- Message from the President . . . . . 3
- Board of Directors . . . . . 4
- Mission Statement . . . . . 5
- Vision Statement . . . . . 5
- Four Point Approach . . . . . 6
- Goals:
  - ✓ Economic Vitality . . . . . 7
  - ✓ Design . . . . . 8
  - ✓ Promotion . . . . . 9
  - ✓ Organization . . . . . 10
- Financials . . . . . 11
- Marketing & Promotional Materials . . . . . 12



# Message *from the* President



We are proud to present this 2017 annual report for the Coatesville Downtown Revitalization (CDR) highlighting our many accomplishments and thanking our supporters! It is truly an exciting time for our organization as we celebrate the success of the last year and look forward to another season of captivating events and activities in 2018.

The overall goal of the CDR is to work to strengthen the heart of our community. We accomplish that by working to enhance the quality of life by helping to strengthen the business climate in our community through a variety of ways. This is what drives everything that we do: from something as simple as a spaghetti dinner to working with all the downtown businesses to bring in a major car show and street fair. We are constantly striving to bring more people and businesses into downtown Coatesville every year.

Of course, our many successes would not be possible without the work of CDR's board and committee members who work tirelessly to organize and put these events together. More importantly, these successes could never occur without the tremendous efforts of the volunteers that come out to help us with these events. This includes the local businesses, the local churches, and members of the community. We can't say it enough, we thank you all for everything you do for us.

This past year, our board and staff completed some strategic planning that helped us focus and set goals for the next two years through 2018. Some of those goals have already been implemented and we are excited to see them come together. Several of the CDR board members worked with the town's Park Committee on the new pocket park that was developed. In fact, the CDR donated one of the shelters in the park (the other was donated by local churches). We have supported the renovations of the Vandalia Trail and have implemented a monthly cruise in to the downtown streets of Coatesville to help bring in more people to town. Plus we continue to build our car show and do events and contests to bring the community together.

We can't wait for all the fun in 2018 and invite you and your family, friends, and neighbors to our many wonderful events. From all of us involved with the Coatesville Downtown Revitalization, we thank you for your support in 2017 and look forward to partnering with you in 2018 and beyond!

*Steven Schultz*

Steven Schultz  
President, Coatesville Downtown Revitalization (2017/2018)



# Board of Directors



## EXECUTIVE BOARD

**Steven Schultz**  
President  
Coatesville, Indiana

**Danny Sanders**  
Vice President  
Pastor, Coatesville United  
Methodist Church  
Plainfield, Indiana

**Lorri Knapp**  
Past President  
Coatesville, Indiana  
O'Knappy's Kitchen

**Deanna Sanders**  
Secretary  
Plainfield, Indiana

**Peggy Schultz**  
Co-Treasurer  
Coatesville, Indiana

**Judy Dunlap**  
Co-Treasurer  
Coatesville, Indiana

## BOARD MEMBERS

**Debbie Blair**  
Hairhut & Boutique  
Coatesville, Indiana

**Judy Branham**

**Koren Bousley**  
Fleurs de Beausoleil  
Coatesville, Indiana

**Dave Clarke**  
Still Here Liquors,  
Coatesville, Indiana

**Debbie Ford**  
Coatesville, Indiana

**Pam Gibson**  
Pam's Place  
Coatesville, Indiana

**Teri Guthrie**  
Coatesville, Indiana

**Hanna Sanders**  
Plainfield, Indiana

**Travis Schrader**  
Coatesville, Indiana

**Maureen Thompson**  
Coatesville, Indiana

## EX-OFFICIO MEMBERS

**Jason Bousley**  
Bousley's Funeral Home &  
Monument Shop  
Coatesville, Indiana

**Jerry Decker**  
President, Town Council  
Coatesville, Indiana

**Linda Stoddard**  
Town Council  
Coatesville, Indiana

**Joe Valorani**  
Indianapolis, Indiana



# Our Mission & Vision Statement

Our Mission Statement was developed when the CDR was established in 2013. This statement was reviewed by the current board in January 2017 and remains unchanged. Our Vision Statement did not exist prior to 2017. In January of 2017, a Vision Statement was drafted and reviewed by the Board. It was adopted at that time and officially documented into the CDR's Bi-Laws.

## Mission Statement

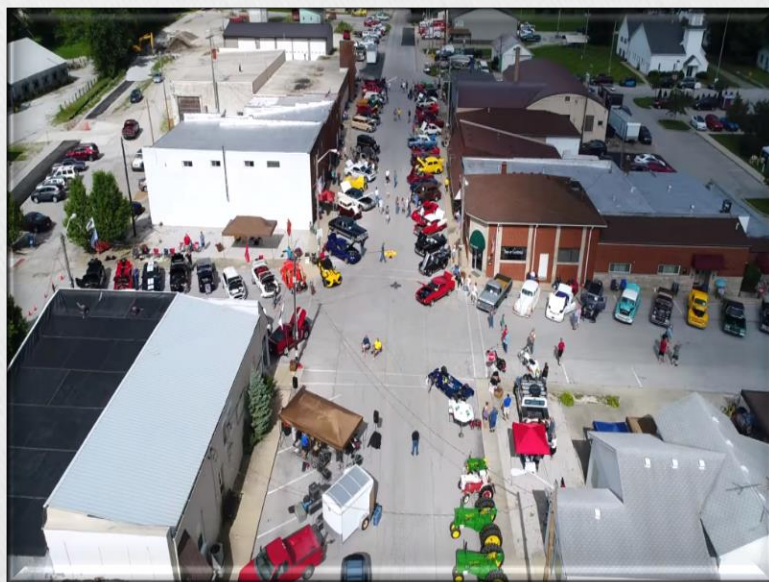
The Coatesville Downtown Revitalization Inc. is a group of business owners and residents committed to and focused on promoting economic growth and positive community development through projects that are supportive of these goals.

## Vision Statement

Coatesville's Downtown District provides a safe and friendly environment that showcases our rich history with diverse, prosperous business contributing to a vibrant small-town atmosphere providing goods, services, and a cultural environment while preserving our small town charm

### Did you Know?

*The Annual Car Show & Street Fair Generates 83% of our annual Fundraising dollars.*





# Four Point Approach

Our goals are based on Main Streets Transformation Strategies and are organized around the four point approach. The four points were follow as required by the Office of Community or Rural Affairs (ORCA) are: Economic Vitality, Design, Promotion and Organization. The illustration below will provide more definition around this four point approach.

For those unfamiliar with ORCA, they work with Indiana communities (like Coatesville) to build relevant and economically thriving places where people want to live, work and grow. These goals only the following pages were established in January 2017 for the 2017/2018 Board. The accomplishments tell you what we accomplished and may provide some narratives of our plans that will help folks understand why improvements take time to occur.

## Four Point Approach Defined



# Our Goals – Economic Vitality

ECONOMIC  
VITALITY

## Economic Vitality Goals

- Build a commercial district along Main Street (and Downtown Coatesville) that responds to the needs of today's consumers while maintaining the community's historic character.
- Help to strengthen Coatesville's existing economic assets while diversifying its economic base.

## Economic Vitality Goal Accomplishments and Plans:

- These goals are still in process. This has proven difficult to do for many reasons: smaller community population (Est. 520), town known for 1948 tornado, not much history available prior to that, Hendricks county as a whole is considered a thriving county making it more of a challenge to obtain grants.
- Even with the above hurdles, we plan to overcome. We continue to seek out the town's history so we can bring back some of the original charm and character of Coatesville's past.
- Bear with us as this will take time, but it will happen. Drainage updates will lead to Main Street lighting and other revitalization efforts which will ultimately strengthen our Main Street area and bring in new businesses.
- The CDR is working on plans to purchase (in the future) and install along SR-75 some full color and animated signage with video (similar to what Danville High School has in US-36). The current challenge is the cost and finding a location we can use close to Main Street where we can tap into power. We are close on cost but location remains a challenge. This is in process and we hope to make gains on this in 2018. The numbers show that such signage can bring in new business and/or improve existing business revenue anywhere from 15-50%.



# Our Goals - Design



DESIGN

## Design Goals

- Improve the physical appearance of Main Street.
- Create an inviting environment for shoppers, workers, and visitors while preserving Coatesville's historic character
- Create a cohesive look in the community through events, facades, etc.

## Design Goal Accomplishments and Plans:

- Key CDR Board members worked with the Town to design, create and implement the new Pocket Park in 2017.
- The CDR donated one of the two shelters constructed in the Pocket Park.
- The CDR supported the improvements and re-development of the Vandalia Trail.
- We have a list of ideas together to enhance the Main Street area along with signage and store fronts which includes: Benches, lighting, awnings, plants, etc. Unfortunately a lot of these activities are pending until we receive a grant to update the drainage system on Main Street. When the ground is open for this, we can do all the wiring required for lights and more. Its in our best interest to wait until this activity is complete before doing the others.
- CDR was instrumental in helping the town with the Income Surveys that helped the town land a grant to update the sewer plant and town's sewer lift system. Because of the surveys, the town was awarded an additional \$150,000 in grant money for a total of \$650,000 in grants for this project.
- Planted flowers and plants in the town planters around town.
- Decorated the tree park for Christmas and placed mini Christmas Trees in the planters around town.

## Did you Know?

*In addition to the CDR donating one shelter for the park, the Coatesville United Methodist Church, the Coatesville Christian Church and the Grace Baptist Church all came together and donated the second shelter for the park.*



# Our Goals - Promotion

## Promotional Goals

- Turn Skeptics into believers that downtown Main Street can and will turn around.
- Shift public perceptions and practices to support and sustain the revitalization process.
- Get our Main Street story and vision out into the surrounding communities.
- Communicate our Main Streets commercial district's unique characteristics, cultural traditions, architecture, history and activities.
- Continue to improve existing events and build attendance.
- Add additional community related events for 2017 while maintaining an even balance with volunteer workers so as not to burnout volunteers.
- Increase Fundraising with targeted monetary goals.
- Apply/Submit for 501(c)(3) status.

## Promotional Goal Accomplishments and Plans:

- We started our Main Street story by sharing the conceptual vision of Coatesville to re-engage the community and gain excitement. This was done in February 2017.
- We plan to continue to develop our Main Street story in 2018.
- Continue to produce regular updates to the community as we did in 2017.
- In 2017 (and 2018) we produced a direct mail event card for Coatesville that went to the full zip code.
- The CDR will continue to use the Town of Coatesville Facebook page and website for communication and work to eliminate the CDR Facebook page that has no posts updates.
- We continue to build and improve our two largest fundraiser events. Our Spaghetti Dinner and Car Show events both produced record numbers in 2017. We are targeting a \$1,000 fundraising goal on the Spaghetti Dinner and a \$10,000 fundraising goal (all after expenses) on the car show in 2018.
- We surpassed our goal of doubling our sponsorship dollars earned for the annual Car Show in 2017.
- We are evaluating a new fundraising event for October that would add a 5k Fun Run/Walk on the Vandalia Trail. Done right, this could become our largest event in a few short years.
- In 2017 we created the Main Street Cruise In on the second Saturday from May through September which brings more folks into town and increases business revenue.
- We created several events in 2017. These were created to bring the community together which included: Movie Night, Pumpkin Carving Contest, Snowman Contest, and House Lighting Contest.
- CDR decorated the town and tree. The tree lighting attendance increased from 30 to 85 in just one year.
- CDR Successfully completed and approved as a 501(c)(3) organization.
- All events for 2017 were set up on Facebook as are the 2018 events.



# Our Goals - Organization

## Organization Goals

- Increase CDR Volunteer base
- Entice more distribution list members to attend monthly meetings
- Partner with other community CDRs to share practices and gain knowledge.
- Improve/Maintain Local Business Partnerships including Town Council.
- Establish committee leads for annual events.
- Sharing method to provide CDR members accomplished activities and prevent duplicate efforts.
- Consolidate CDR items to one accessible location.

## Organization Goal Accomplishments and Plans:

- We are still working on this through 2018 and welcome anyone to come and join one of our meetings.
- We did have one new member in 2017.
- Placed a CDR membership recruitment table at the Christmas in Coatesville vendor event.
- We moved our monthly meeting from 6pm to 7pm which increased attendance.
- We plan to meet with the Amo and North Salem CDR organizations to share learnings in 2018. This was not done in 2017 as these organizations were just forming in these communities.
- Created a CDR semi-Annual update posted on Facebook and the Coatesville website in Feb and Sept.
- Easy CDR accessibility to the businesses and increased face-to-face visits with the businesses.
- CDR maintains a presence at the monthly Town Council meetings and interacts with the Board regularly.
- We identified chairs for each event occurring in Coatesville.
- We have consolidated all CDR documentation into an online documentation repository.
- All CDR owned equipment has been consolidated and stored in one location.

## Did you Know?

*For our events throughout the year, we had up to 25 volunteers for a single event that included members of the CDR, Businesses, Churches, and local community. For all of our events in 2017, these volunteers put in a combined total of 2,841 hours in which is extremely remarkable.*

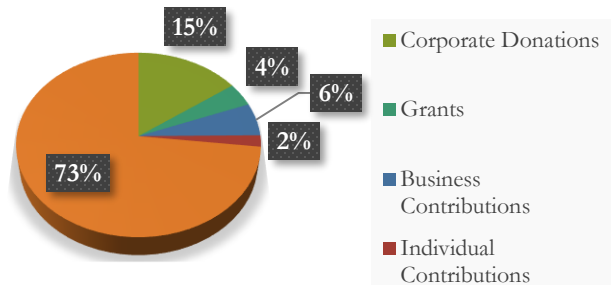


# Financials

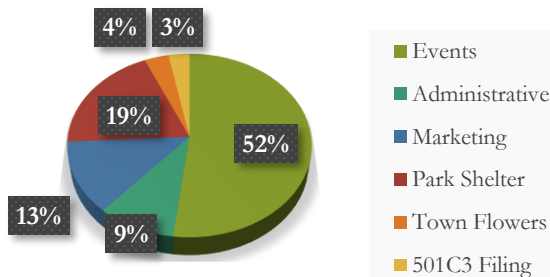
## Statement of Financial Position

2017 Starting Balance	\$ 5,856.33
Income:	\$12,275.48
Expenses:	9,054.75
2016 Uncashed Check Adj.	10.00
<b>2017 Ending Balance:</b>	<b><u>\$ 9,087.06</u></b>

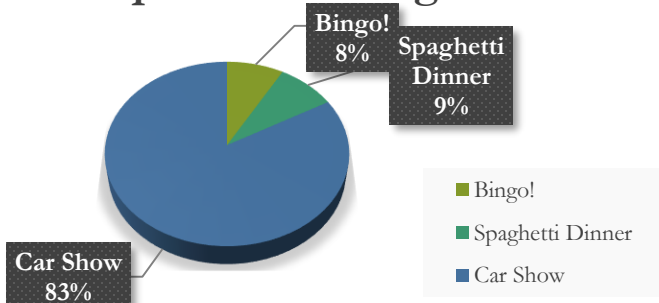
### Income - \$12,275



### Expenses - \$9,055



### Top 3 Fundraising Events





# Marketing & Promotional Materials

## Samples of the Marketing and event Promotions done in 2017

Postcard Direct Mail Piece sent to 2200+ residents in Coatesville/46121 Zip code (6" x 9")



## Event Posters (8.5" x 11")





## 27th ANNUAL CRUISIN' IN COATESVILLE CAR SHOW & STREET FAIR

**SATURDAY JULY 15 2017**  
[RAIN DATE JULY 22nd]

\$20 Entry Fee  
Check in starting at 9am  
Show 10am to 2pm  
Awards at 1:45pm

LIVE MUSIC, FOOD, BOUNCE HOUSE, SILENT AUCTION, AND MORE. LOTS OF FUN FOR THE WHOLE FAMILY.

[WWW.COATESVILLEINDIANA.ORG/CARSHOW2017.HTML](http://WWW.COATESVILLEINDIANA.ORG/CARSHOW2017.HTML)

## 2017 Coatesville Scarecrow Contest

Sponsored by the Coatesville Downtown Revitalization Committee

All Residents, Businesses, and Groups in Coatesville are eligible. Scarecrow displays will be set up on the Coatesville Library property.

This year we are back to a single category of "Best Scarecrow" for everyone in Coatesville to participate in for BIG MONEY prizes.

**2017 Best Scarecrow Cash Awards**  
1st Place - \$150.00  
2nd Place - \$100.00  
3rd place - \$50.00

Pickup the information and registration form inside this store.

**KEY DATES**  
Registration Opens Sunday, Oct 1st  
Scarecrows cannot be up earlier than Oct 1st  
Registration closes Sunday, Oct 15th  
Scarecrows must be in place by Sun, Oct 22nd  
Panel Judging Occurs the week of Oct 23rd  
Awards Announced on Oct 31st at 6:30 at Bousley's Monument Shop.  
All Scarecrow entries must be down by Nov 3rd.

Reminder: The Town of Coatesville, the Coatesville Downtown Revitalization, and the Coatesville Public Library are not responsible for missing display items or displays. Displays are in the open, so display at your own risk and avoid using personal or expensive items.

## COATESVILLE PUMPKIN CARVING EXTRAVAGANZA!

**OCTOBER 15TH THRU OCTOBER 30TH**

Post a photo of your carved pumpkin on the Coatesville Downtown Revitalization Facebook page to enter. The pumpkin with the most "Likes" wins a Halloween basket plump full of chocolate treats!

## 2017 SNOWMAN CONTEST

All Residents, Businesses, and Groups in Coatesville are eligible to participate. Snowman Displays will be set-up on the Coatesville Library Property.

Use your creativity when creating your snowman. We don't expect you to create a snowman out of snow, but should we get a snowstorm in October, you can cash prizes for the top three snowmen (winners will be notified directly)

First Place: \$100.00  
Second Place: 75.00  
Third Place: 50.00

**Key Dates**  
12/1: Registration Opens  
12/1: Snowman display can be set-up  
12/10: Registration Closes  
12/13: Snowman display must be in place  
12/19: Judging Concludes  
12/20: Winners will be contacted and announced on Facebook  
12/22: All Snowman Displays must be removed

Please be sure to remove your display by the date noted.  
Please do not use valuable or sentimental items on your displays.  
These displays are in the open and the CDR and Town is not responsible for items that might go missing.

## TRICK OR TREAT! IT'S A COATESVILLE HALLOWEEN

**TUESDAY, OCTOBER 31st**  
6:00-8:30pm

**What's Happening?**  
- Firehouse Trick or Treat with caramel apples, popcorn and more. Open to the public, everyone is welcome.  
- A CDR Halloween Story Reading held inside Bousley's Monument Shop at 6:00pm. Scarecrow contest winners will be announced right after the story reading.

## 2017 Christmas in Coatesville

**Friday, November 17th**  
Local Businesses open until 6pm. Shop local and get a jump start on your holiday shopping.  
6:30pm: Christmas Tree Lighting in the park followed by some Christmas Cheer and the singing of Christmas Carols.

**Saturday, November 17th**  
Local Businesses open again today for extended holiday hours for your shopping needs.  
Vendor shopping in the Community Building from 9am to 5pm. You'll find some unique and handmade items here.

*Come Shop in Coatesville!*

## BINGO Saturday

November 11th, 2017  
December 16th, 2017 (12/16 includes Ugly Sweater Contest)

January 20th, 2018  
February 17th, 2018 (2/17 includes Presidential Trivia)

Community Building from 6pm to 8pm. Refreshments & prizes

## Coatesville Holiday House Lighting Contest

The Coatesville Holiday House Lighting Contest is Back!

You must enter the contest to be eligible for judging. To enter go to [www.CoatesvilleIndiana.org](http://www.CoatesvilleIndiana.org) starting December 1st and click "contests" at the bottom of the page or leave a message at 765-386-2780 with your address and that you want to be included in the House Lighting Contest.

The top three winning home light displays will have a sign placed in their yard as one of the winners of the Holiday Light Contest plus a holiday gift will be delivered to you. There is no monetary award associated with this contest. However, you will have a full year of bragging rights as one of the top homes in Coatesville with a holiday light display.

**Key Dates**  
12/1: Registration Opens (online at [CoatesvilleIndiana.com](http://CoatesvilleIndiana.com) or 765-386-2780)  
12/10: Registration Closes  
12/13: Judging begins (you won't know when)  
12/19: Judging concludes  
12/20: Winners will be contacted  
12/22: Winners will receive a yard sign, gift and photo of house on Facebook only if the home owner wants it posted. Yard sign also optional!