



ANNUAL REPORT
2018



CDR
P.O. BOX 111
COATESVILLE, IN 46121

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Message from the President



It is truly my honor to continue as President of the Coatesville Downtown Revitalization (CDR) for another two-year term (2019/2020). I am extremely happy and proud of what we have accomplished over the past two years. I am also very excited on where we are going and what the next two years will bring. I personally credit the CDR board and the community at large with what we have accomplished. Without the support and volunteerism of the CDR board, the community, the local businesses, and Town Council and town support services, we would never have made as much ground as we have.

Promoting events and fundraisers that helps to support economic development in the downtown district is a key function of the CDR. We are always looking at grants and of course we focus on community events, like the spaghetti dinner and car show, that will help us with our fundraising needs. We also do events that do not necessarily raise money, but they are events we feel are good for the community and brings the community together. As we move into the new year, economic growth will continue to be our top priority as will physical revitalization improvements.

As we continue our journey, I just ask that the community be patient for results. These revitalization efforts requires significant funding which takes time to secure. Revitalizing communities cannot be done overnight, but we do have a plan and we believe that during this next board term you are going to see a lot of changes for the better taking place.

On closing, I also welcome folks to come join us and help us with these efforts, as much or as little as you can. We need the help plus you'll be excited to be a part the great things that are going to happen in the community. We meet in the Community Building the second Thursday of each month at 7pm. Come meet us and see what we are all about.

Steven Schultz

Steven Schultz
President, Coatesville Downtown Revitalization

Getting to Know Coatesville



LOCATION

The Town of Coatesville, located in the Southwest section of Hendricks county in Clay Township, is home to over 500 residents. Indiana State Highway 75 runs through the east end of Coatesville. Highway 75 connects US-36 to the north and US-40 to the south and you'll find Coatesville along that stretch of highway (approximately six miles south of US-36 and 5 miles north of US-40).

SETTING

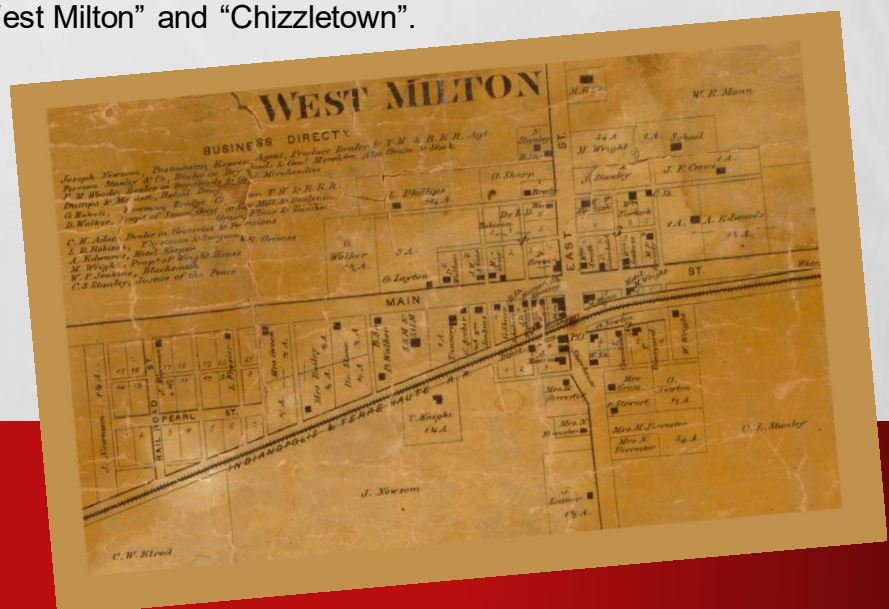
Clean-air, beautiful countryside, small-town charm, and outdoor recreational opportunities make the Town of Coatesville a desirable place to live, work, and play. The friendly and inviting folks of Coatesville will make your travel here a memorable one. Whether you are looking for shopping, hiking, eating and more, you'll find it here.

Enjoy a great meal in one of our restaurants and then spend some time on the newly revitalized Vandalia Trail. The trail is perfect for walks, hikes, bike-riding, and even horseback riding. The Trail extends to our neighbor on the east, the Town of Amo. To the west you'll travel into Putnam county where you will find two of our other neighboring towns, Fillmore and Greencastle.

HISTORY

The first settlers arrived to the area as early as 1825. The town was founded in the 1850's and was incorporated in 1909. "Coatesville" was named after an early day settler by the name of Henry Coates. It was said the Henry donated land for the town site and because of this liberal offering, the village took and retained his name. Prior to settling on the name of Coatesville, the area had also been know as "West Milton" and "Chizzletown".

Almost 200 years from when the first settlers arrived, Coatesville is still a small, charming community with streets lined with some old Victorian style homes and turn of the century brick and stone buildings.



Coatesville Downtown Revitalization



Formation

In 2013, local residents and business owners from the community formed together and created the Coatesville Downtown Revitalization Committee. Shortly after forming the group incorporated. Working in partnership with the Town of Coatesville officials, a comprehensive plan to revitalize the downtown business corridor was established.

In 2016, the Coatesville Downtown Revitalization became a Indiana Main Street Community. We hold the distinction of being the smallest Main Street Community in the State of Indiana. In 2016 the revitalization group applied for federal tax exemption status. On March 31st, 2017, the organization was officially granted 501(c)(3) tax exemption. The organization is managed by a 12-member Board of Trustees and a five member advisory panel.

CDR Primary Objectives

- Make the Coatesville an welcoming community and destination
- Encourage residents and visitors to enjoy the Coatesville area including
 - ✓ The Vandalia Trail
 - ✓ Hiking, Biking, Horse-riding
 - ✓ Shopping
 - ✓ Restaurants
 - ✓ Pocket Park
 - ✓ Baseball Fields
 - ✓ Historic Architecture
 - ✓ Rural Character
- Plan, secure financing, and facilitate capital improvements in the downtown area
- Historic Preservation
- Event Planning/fundraisers

Our Mission Statement

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.

Our 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.

Board of Directors



The CDR is fully volunteer-driven; no paid positions exist within the organization. Enthusiasm and civic-mindedness keep the group motivated. It's been five years of hard work since the CDR was formed. We have established a solid foundation and put Coatesville in a position to accomplish future goals.

BOARD OF DIRECTORS

Individuals who sit on the board are responsible for overseeing the organization's activities. The Board members meet periodically to discuss and vote on the affairs of the organization. The basic responsibilities of the board of directors include, but are not limited to: goal planning, event organization, fundraising activities, day to day operations of the CDR, historic preservation, and attending monthly meetings. The following is a list of the current board members.

1. **Steven Schultz** (member since 2014), President 2017-current
 2. **Danny Sanders** (member since 2015), Vice Pres 2017-present; Pastor: CV Methodist Church
 3. **Deanna Sanders** (member since 2015), Secretary 2017-present
 4. **Peggy Schultz** (member since 2014), Co-Treasurer 2015-present
 5. **Judy Dunlap** (member since 2013), Co-Treasurer 2017-present
-
6. **Pam Gibson** (member since 2013), Business Owner: Pam's Place
 7. **Teri Guthrie** (member since 2017)
 8. **Maureen Thompson** (member since 2017)
 9. **Kathy Shaw** (member since 2018)
 10. **Candy Slepica** (member since 2018)
 11. **Gerry Kohler** (member since 2018)
 12. **Lorine Decker** (member since 2018)

ADVISORY BOARD – ACTIVE

Recognized by Trustees as advisors for specific projects or overall CDR goal achievement.

1. **Lorri Knapp**, Past President (2015-2016), Business Owner: O'Knappy's Kitchen
2. **Jason Bousley**, Business Owner: Bousley's Funeral Home & Bousley's Monument Shop
3. **Koren Bousley**, Business Owner: Fleurs de Beausoliel
4. **Jerry Decker**, President, Town Council
5. **Linda Stoddard**, Past Pres. (2013-2015), Town Council

You ask yourself "Why is Downtown so important?"

We can answer that for you. It's critical that all involved in the revitalization efforts understand the value of the downtown area. This is good information for the community to understand too. It may encourage you to get involved. Here are some reasons why downtown is important:

- ✓ A business district can be a prominent employment center. Even in the smallest community like ours, downtown is the largest employer.
- ✓ As a business center, downtown plays a major role. It represents the largest concentration of businesses in our community. It also serves as an incubator for new businesses - the successes of tomorrow.
- ✓ Most businesses in downtown are independently owned. They support a local family who supports the local schools, etc. Independent businesses keep profits in town.
- ✓ Downtown is a reflection of how our community sees itself—a critical factor in business retention and recruitment efforts. When industry begins looking at our community as a possible location, they examine many aspects, including the quality of life. Is downtown alive and viable, or does it represent local disinterest and failure?
- ✓ Downtown represents a good portion of the community's tax base. If the district declines, property will decrease in value and subsequently increase the tax burden on other parts of the community.
- ✓ The downtown district is an indispensable shopping and service area. It includes unique shopping and service opportunities.
- ✓ Downtown is the historic core of our community. Many of the buildings are historically significant and help highlight our community's history and development.
- ✓ Downtown represents a vast amount of public and private investment. Imagine the costs to recreate all the public infrastructure and buildings already existing in our central business district. Think of the waste of past dollars spent if downtown is neglected.
- ✓ Downtown is often a major tourist draw. When people travel, they want to see unique places. There isn't a downtown like ours in the world!
- ✓ Downtown is usually a government center. It is where our town hall, fire, police, and post office are located. This "one stop" shopping for government services is a notable feature of downtowns across the country.



The Main Street Approach



CDR follows Main Street's Four-Point Approach and the Eight Guiding Principles for success.

Four Point Approach to Revitalization

1. Organization – consensus, cooperation, partnerships, governance, volunteerism
2. Promotion – image, pride, events
3. Design – appearance, safety, atmosphere, accessibility
4. Economic Restructuring – business mix, competitiveness

Eight Guiding Principles for Success

1. Comprehensive: A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting, sustainable progress.
2. Incremental: Small projects make a big difference. They demonstrate that "things are happening" on Main Street. Moreover, incremental progress helps to hone the skills and confidence of Task Force members eventually leading to actioning more complex problems.
3. Self-Help: Although the National and Indiana Main Street Centers can provide valuable direction and hands-on technical assistance, only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
4. Public/private partnership: Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and limitations of the other.
5. Identifying and leveraging existing assets: One of the program's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.
6. Quality over quantity: From storefront design to promotional campaigns to special events, quality must be the main goal rather than quantity. Better to do a few things well than many things poorly.
7. Change management: Changing community attitudes and habits is essential to bring about a downtown renaissance. A carefully planned Small Town Main Street program will help shift public perceptions and practices to support and sustain the revitalization process. People need to understand the benefits of change - - what is in it for them.
8. Action-oriented: Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.

2018 Goal Achievements



We made great strides in 2018. In fact, we can honestly say that 2018 was our best year to date. As always, we try new things for the community, some of those take and some don't. You don't know unless you try. The following is a list of goal accomplishments we achieved during the term of the last Board or Directors which ended December 31st, 2018 (period of 2017/2018). Although the terms ended, the members decided to reelect the same board keeping it in place for the 2019/2020 term.

ECONOMIC VITALITY

Goal Accomplishments 2017/2018

- A major goal set two years ago was to find a way to help drive business into town and improve existing business revenue. The CDR raised enough funds to purchase and donate to the town two large multi-color, animated and full motion video screens. These will be placed along State Highway 75. Once up, we expect positive results to improved business traffic as well as event attendance. Businesses will advertise for free once it is in place, but there will be a process and guidelines that have to be met. These will be installed sometime in the first quarter of 2019.

DESIGN

Goal Accomplishments 2017/2018

- Created the Coatesville Historical and Preservation Society.
- CDR donated town park shelter officially established and dedicated with a park sign donated and created from IMPA.
- Working with the town on the planning of the drainage replacement through downtown. This will require repaving of the downtown streets and doing underground wiring at that time for new street lights. Current plans in discussion is to remove some of the larger phone poles completely placing everything underground and doing brick crosswalk imprints the intersection of Main and Milton Streets.
- Created a base plan to place directional signage at specific points around town. These would be created and installed at the when the work was being performed as noted in the bullet above.
- With the flower pots around town empty, and with live flowers being costly and not receiving the necessary maintenance consistently, we purchased silk flowers that we will place in the pots from spring through fall. They may not be real, but these will last multiple seasons and beautifies the downtown area. Research shows that empty pots or pots with dead flowers portrays a poor image of a town. We've been through the live ones many times, but with little to no long-term success.

ORGANIZATION

Goal Accomplishments 2017/2018

- Successfully added two new members to the CDR in 2018 with a third pending. That's a total of four new members during the last term.
- Successfully reengaged a former member and they are now active with the organization again.
- Monthly meeting attendance has been up during the course of the year.
- Successfully created two semi-annual updates in 2017 and 2018 on the status and health of the organization.
- As part of those updates, the CDR is now providing an annual report which was not done until early 2018 for the 2017 calendar year.
- All paperwork including the CDR Annual Assessment and Return on Investment (ROI) required annually for all Main Street Communities.
- CDR representation has been present for every Town Council meeting during the 2017/2018 term.
- Met with Main Street representative in the late summer with several CDR board members present and performed an in person, face-to-face verbal assessment of the organization.
- Regular CDR updates and event reminders communicated regularly via the Town's Facebook page.
- Online document repository established in 2017 and continues as the storage for all CDR critical documentation.
- CDR physical storage was relocated from Stephenson's storage on US-40 to an available storage space at the Coatesville storage making for easier and quicker access.
- Established event/committee leads for each event in 2018 leading to successful execution.

PROMOTION

Goal Accomplishments 2017/2018

- Successful updates and communications to keep the community up-to-date on our activities and to re-engage the community in efforts we are active in.
- Eliminated duplicate communication channels (i.e., multiple Facebook pages) to remove community confusion on where to locate updates. We now use one central Facebook page for this.
- All communications are placed on Facebook, some with a drive to the web for certain announcements or information. Link always provided in Facebook.
- We work with The Republican Newspaper to get event announcements out to the community. Examples include our Car Show, Cruise In, Spaghetti Dinner, grant awards, and the kickoff of our Historical Society (see slide of some newspaper articles in this report).
- We have planned to gather key town people to help us create our Main Street story. This will be done as part of the Historical Society that has been established.
- Events created on Facebook for all CDR events.
- Event posters designed and printed and placed on-line and in downtown businesses to promote.
- Designed a direct mail postcard that went to over 2200 households and PO Boxes promoting Coatesville and the calendar of events for 2018.
- Developed & tested new events with some success. Those w/little to no success will be eliminated.
- Improved revenue for the Car Show and Spaghetti Dinner. Car show jumped leaps and bounds and was just shy of our \$10k goal.

2018 Event Photos



Cruisin In Coatesville Car Show



Car Show Trophy



Scarecrow Contest



Cruise In



First Responder & Military Appreciation



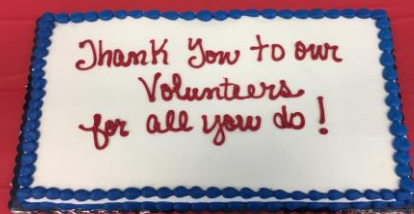
Bingo & Ugly Sweater Contest



Spaghetti Dinner



O'Knappy's Cruise In Menu



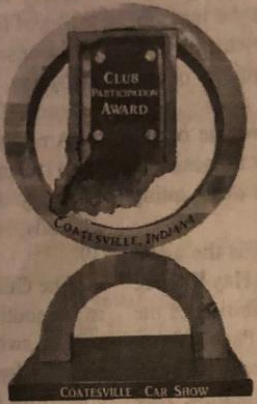
Volunteer Appreciation



Christmas In Coatesville

Coatesville in the News

Cruisin' Time In Coatesville



It's Cruisin' time again in Coatesville! The 5th Annual Cruisin' In Coatesville Car Show and Street Fair returns on Saturday, July 15, 10 a.m. to 2 p.m., with Car Show check-in at 7 a.m. and 9 a.m.

More than 40 trophies will be presented, from Top 25 to Fan Favorite. All unique trophies are unique, hand-crafted works of art that take months to make.

The event includes vendors, food, Car Show Bingo, silent auction, live entertainment and much more.

All proceeds raised by Cruisin' In Coatesville go toward the revitalization of the Town of Coatesville.

Military and First Responder Celebration

Coatesville Downtown Revitalization will host an Appreciation Day to honor all Coatesville area active and retired military personnel and first responders. The event takes place Sunday, May 6, at the Coatesville Community Building.

Come show your support for the friends and families that put their lives on the line for us. Refreshments and cake will be served.

Cruise Night Saturdays At Coatesville

Coatesville Downtown Revitalization will host its monthly Cruise Night Saturday on September 8, 4 p.m. to 8 p.m., on Main Street.

On each cruise-in Saturday, any purchase made at O'Knappy's Kitchen will include a ticket to vote on your favorite car that night. The Top 3 vote getters will be awarded a hand-made trophy.

The trophies will be awarded at 7:30 p.m. and you must be present to win.

Coatesville Hosts Car Show

Coatesville Downtown Revitalization, Inc. will host its annual Cruisin' In Coatesville Car Show & Street Fair on Saturday, July 15.

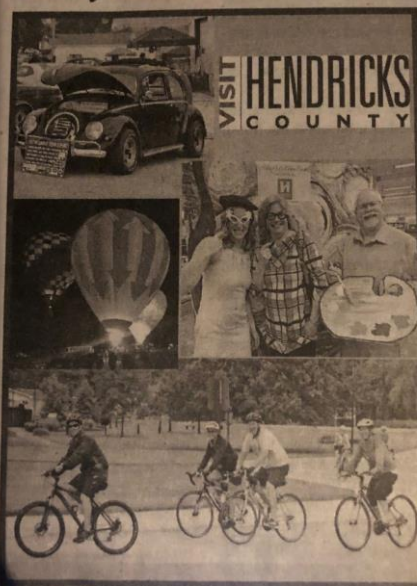
The day opens with the Firehouse Breakfast served from 7 to 10 a.m.

The Car Show takes place from 10 a.m. to 2 p.m., with awards presented at 1:45 p.m.

Enjoy live music, food, bounce house, silent auction and more fun for the whole family!

For more info, visit <http://www.coatesvilleindiana.org/carshow2017.html>

County Events Get Grants



Grants from Visit Hendricks County will help to promote events such as Arts Gala, Coatesville Cruise-In, B&O Bicycle Tour and Avon Balloon Glow. Other events

Coatesville Historical Society Hosts Inaugural Meeting



Need a lawnmower, washing machine, woven wire fence? Campbell & Sons Hardware at Coatesville displayed popular items along the sidewalk.

A new group to study the history of Coatesville is being formed. The Coatesville Historical & Preservation Society will host a kick-off meeting on Thursday, February 21, at 7 p.m. The meeting will take place in the Coatesville Community Building, 4936 Milton St. All are welcome to bring their thoughts and ideas as this new group gets started on its mission to collect and preserve artifacts as well as the stories of the Town of Coatesville and its residents.

For more information visit the group's Facebook page.

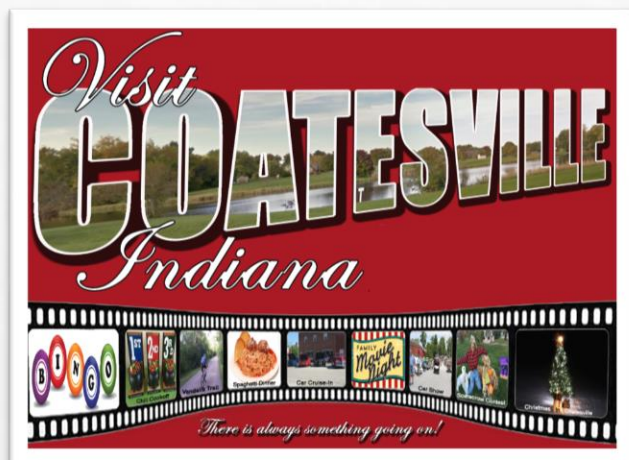
Coatesville Hosts Italian Dinner

Coatesville Downtown Revitalization will host its Annual Spaghetti Dinner Fundraiser on Saturday, April 28, from 5-7:30 p.m. at the Coatesville Community Building, 4936 Milton St.

The three-course meal includes salad, spaghetti and meatballs with bread, followed by dessert.

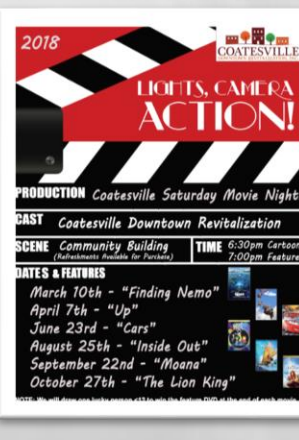
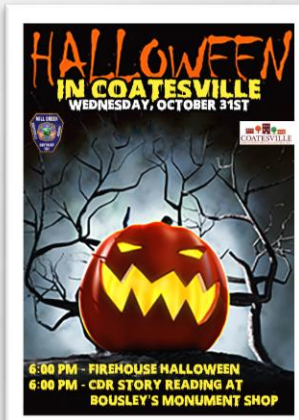
No reservations required. Dinner is \$10 per person or \$6 for small child or half portion.

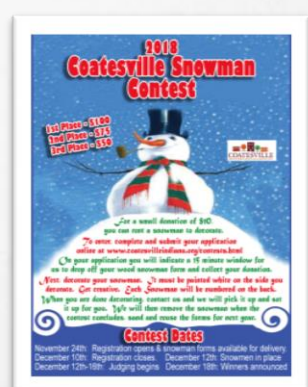
2018 Event Posters



COATESVILLE EVENT CALENDAR FOR 2018		
Find all events, updates and flyers on our Facebook page (Town of Coatesville, Indiana) or on our website at www.CoatesvilleIndiana.org . All contest registrations can be done online at www.CoatesvilleIndiana.org/contests.html . Events are sponsored by the Coatesville Downtown Revitalization, the Town of Coatesville, Coatesville Volunteer Fire Department and/or the Coatesville United Methodist Church.		
JANUARY	FEBRUARY	MARCH
14 - Volunteer Appreciation Celebration, 1pm 20 - BINGO, 6-8pm	10 - Chili Cook-off, Methodist Church, 6pm 17 - BINGO and Trivia, 6-8pm	10 - Movie Night ("Finding Nemo"), 7pm
APRIL	MAY	JUNE
7 - Movie Night ("Up"), 7pm 28 - Annual Spaghetti Dinner, 5-7:30pm	5 - First Responder Appreciation Event, 1pm 12 - Car Cruise-In, Main Street, 4-8pm 19 - Golf Cart/Bicycle Puzzle Hunt, 10am	9 - Car Cruise-In, Main Street, 4-8pm 29 - Movie Night ("Cars"), 7pm
JULY	AUGUST	SEPTEMBER
14 - Car Cruise-In, Main Street, 4-8pm 21 - 6th Annual Crusin' in Coatesville Car Show & Street Fair, 7am-2pm, plus a Donation Offering Breakfast, 7am-9:30am	11 - Car Cruise-In, Main Street, 4-8pm 25 - Movie Night ("Inside Out"), 7pm	8 - Car Cruise-In, Main Street, 4-8pm 22 - Movie Night ("Moana"), 7pm
OCTOBER	NOVEMBER	DECEMBER
1 - Annual Scarecrow Contest 6 - Coatesville St. Vandalia Trail, 8:00am (this event is tentative at this time) 14 - Pastor Appreciation Event, 1pm 15 - Pumpkin Carving Contest Begins 27 - Movie Night ("The Lion King"), 7pm 31 - Coatesville Halloween Story reading at Bousley's Monument Shop, 6pm 31 - Halloween at the Firehouse, 6pm start	10 - BINGO, 6-8pm 10 - Christmas in Coatesville, all day local Business shopping until 6pm 16 - Tree Lighting Ceremony, Park/CB, 6:30pm 17 - Christmas in Coatesville, Local Businesses open plus Vendors selling at the Community Building, 9-5pm	1 - Chili with Santa, Firehouse, 6-8pm 1 - Snowman & House Lighting Contest 15 - BINGO and Ugly Sweater Contest

NOTES: 1) All Events above take place at the Coatesville Community Building at 4936 Milton Street unless noted otherwise.
2) Movie Nights: The 7pm feature is preceded by cartoons beginning at 6:30pm. Refreshments available for purchase. Following the movie, the DVD that night shown will be raffled off to one lucky child. (Must be present to win)
3) Cruise-In: Homemade Participant Choice Trophies will be awarded to the Top 3 cars each month at 7:30pm. (Must be present to win)





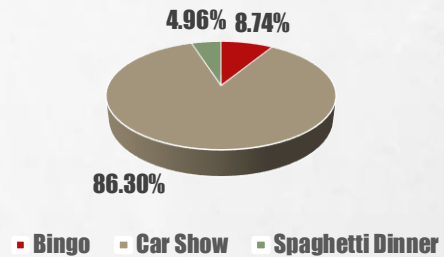
Note: These posters are not in date order.
Not all events shown occurred even though the posters were created.

Financials

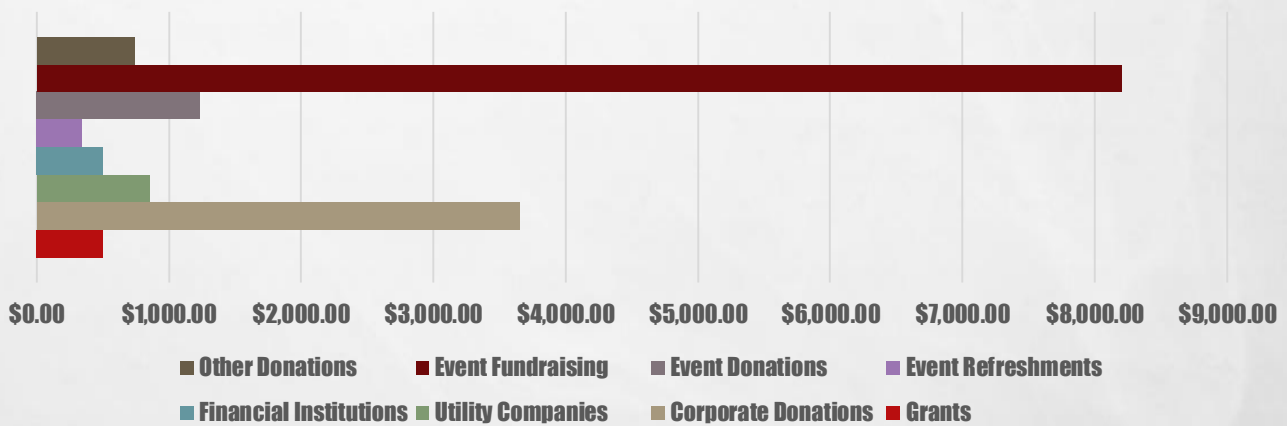
Statement of Financial Position

2018 Starting Balance	\$ 9,087.06
Income:	\$ 16,019.47
Expenses:	<u>\$ 17,730.94</u>
2018 Ending Balance:	\$ 7,375.59

2018 Top Three Fundraising Events



2018 Income: \$16,019.47



2018 Expenses: \$17,730.94

