

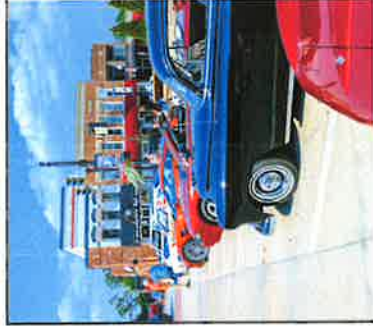
*Creetings  
FROM*



The Downtown Danville Partnership

# 2025 Annual Report





## Mission:

The mission of the Downtown Danville Partnership is to develop, promote, and sustain Danville's historic courthouse square as Hendricks County's gathering place and its retail, civic, entertainment, and government center.

## Vision:

Our vision is to encourage collaboration and create enthusiasm among everyone who visits downtown Danville. We do this by working with local partners to create beautiful and inspiring spaces + events where everyone is welcome. We love to tell the story of Danville and welcome our visitors to explore all that our small town has to offer.

## Strategy:

The Downtown Danville Partnership (DDP) is designated as one of Indiana's Office of Community & Rural Affairs Downtown Affiliate Network (ODAN) communities within the Indiana Main Street program and is in current pursuit of transitioning into the Aspiring Indiana Accredited Main Street program.

We follow the Four Point Approach framework established by Main Street America:



**Organization:** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

**Promotion:** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

**Design:** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

**Economic Vitality:** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Eat Here. Shop Here. Love Here.  
#LoveDowntownDanville

# Why Downtown?

A neighborhood that belongs to everyone.

## Source of the community's identity

Even though most do not work and only a fraction of residents live in downtown, it has an outsized impact on the economic health of the community. It's the base of a city's history; if a downtown is lost, so is the history.

\*Indy Destination Vision



## Lower startup barriers

Small downtown storefronts which offer affordable space options, existing food traffic, potential to co-locate with complementary businesses and enjoy a supportive network, enable makers, food/hospitality and creatives to start businesses, which includes a high percentage of women-owned start-ups.



\*Wisconsin Economic Development

## Economic Catalysts

Thriving main streets create positive ripple effects throughout the community. By concentrating investment, activity, and foot traffic in a central district, revitalization spurs private-sector growth, increases local business sales, and generates tax revenue that supports municipal services.

As downtowns become desirable places to live and work, this economic momentum attracts residents and new investment.

Through placemaking and small business support, vibrant main streets sustain a cycle of opportunity and prosperity.

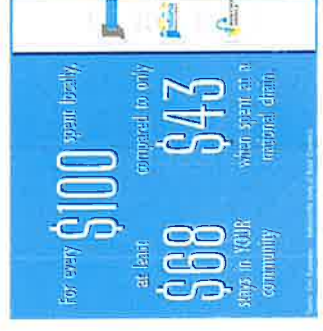
\*Economic Impact Catalyst



## \$21.73:1 Reinvestment Ratio

The reinvestment ratio measures the amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of its Main Street program, based on median annual program costs reported to Main Street America by its Coordinating Partners.

\*Main Street America



# 2025 Highlights

*Downtown Danville is a remarkable place. Our work helps it thrive and invites everyone to experience and be part of it.*  
- The Downtown Danville Partnership

**\$27k+** invested  
in beautification projects



**16** Events Led/Supported  
**4** Shop & Stroll Initiatives Coordinated

How Events Were Supported by DDP



DDP Flagship Events:

**Scars on the Square**  
increase in downtown visits that day

**80%**

**Christmas on the Square**  
increase in downtown visits that day

**88%**

**100%**

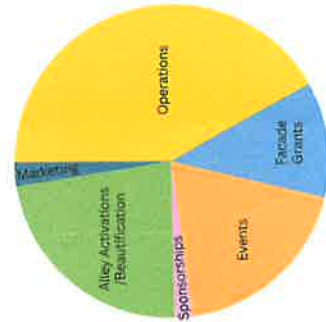
funded by sponsorships



**68.4k**  
event-driven visits

**1,132**  
volunteer hours

Valued at:  
**\$35,149**



**Fund Allocations**

**\$14k+**

in façade grants awarded to support building restorations

**22%**  
increase in grant funding from FY24

**f 1,156,876 Views**  
64% views from non-followers

17,809 Interactions (+112%)  
5,894 Followers (+45%)



**64,695 Views**  
28% from non-followers

1,425 Interactions  
1,966 Followers (+13%)



**9,678\* web users**  
\*No GA data before March

# Promotion

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics

281.6k\* visits to Downtown Danville  
68.4k event-driven visits to Downtown Danville



\*Data collected from CityData. Note: December numbers not included  
DOCUMENTATION: SEE MORE DETAILS IN CHARTS

## Downtown Business Highlights

13

Businesses highlighted

44,013

Views

WHAT'S NEW WEDNESDAY

Meet Brenda and Martina - the...  
Wed Aug 15, 9:15 AM  
4.9 PK 14 15

It all began with one cookie recipe...  
Wed Aug 15, 8:15 AM  
4.8 PK 1 0

Celebrating 5 Years at The Kickstand...  
Wed Aug 15, 8:15 AM  
4.9 PK 1 0

A Bittersweet New Chapter for Danville...  
Wed Aug 15, 7:15 AM  
4.3 PK 107 0

From Hobby to Business Owner to...  
Wed Aug 15, 6:15 AM  
4.1 PK 258 14

Tells the story of the owners/business to leverage the personal connection that drives patrons to choose small, local businesses over chain stores.

## Online Presence



9,678\* web users

\*No GA data before March

Users by Source



1,156,876 Views

64% views from non-followers

17,809 Interactions (+112%)

5,894 Followers (+45%)

Followers by Location



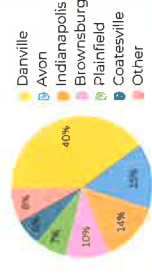
64,695 Views

28% from non-followers

1,425 Interactions

1,966 Followers (+13%)

Followers by Location



## Downtown Events & Activities

16 Events Led / Supported:

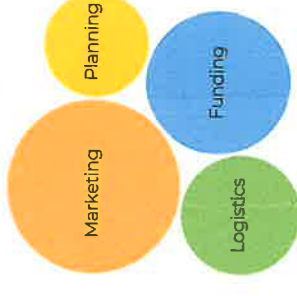
- Paddy's on the Square
- Ladies Night Out
- First Friday Night Cruise-Ins
- Last Day of School celebration
- HUESFest
- Destination Danville Festival
- Downtown Sidewalk Sale
- Gallery on the Square's Plein Air "Artists Paint the Town"
- Danville Rotary's PorchFest
- Danville Chamber's Community Awards
- Evenings In Danville concerts
- Authors' Patch Hendricks County Authors Showcase
- Live@Mokey's
- Scares on the Square
- Christmas on the Square
- Shop Small Saturday

4 Stroll & Shop Initiatives

Coordinated:

- Sweet Week
- Scarecrow Festival
- Window Decorating Contest
- Christmas Ornament Search

How Events Were Supported by DDP



## DDP Flagship Events:

Scares on the Square

100% funded by sponsorships

3,121 attendees

80%

increase in downtown visits that day

Christmas on the Square

100% funded by sponsorships

3,865 attendees

88%

increase in downtown visits that day

# Design

*Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.*

**\$27k+ invested in beautification**  
**\$23k+ supported through grants**

Beautification Investments: Total vs. Grant-Supported



## Alley Activations & Beautification Measures

By activating and transforming these spaces, they become more open and visible, leading to improved public safety, increased foot traffic and greater community engagement.

### East Alley Mural



Project made possible through partnerships with Visit Hendricks County and the HUES of Hendricks County initiative. DDP leveraged grant funds to support the project.

### East Alley Expansion



Re-paved the east alley section from the back of the Royal Theater building to Indiana Street. Funded by DDP & grants.



### Spring/Summer Flowers



A true partnership. DDP purchased an additional 10 hanging flowerpots; Coordinated logistics between DDP, the Town of Danville, & the Hendricks County Courthouse for planting and maintaining to keep costs and labor low for all.

### Alley Lighting



DDP funds the electrical costs of lighting in the East, West, & South alleys to promote safety and invite evening foot traffic.

### West Alley Completion



Public seating added

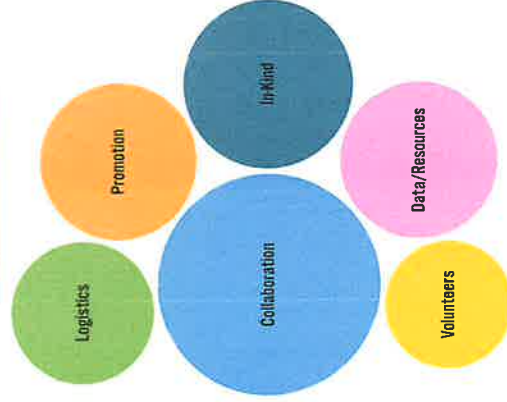
# Organization

Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

## Partners of the DDP\*

- Downtown Businesses
- Town of Danville
- Danville Parks & Rec
- Danville Street Department
- Danville Chamber of Commerce
- Hendricks County Courthouse
- Visit Hendricks County
- Street Machines Limited car club
- Main Street Plainfield
- Indiana Main Street
- Danville-Center Township Library
- Hendricks Regional Health
- NuMedia Marketing
- Winters Tax & Consulting
- Hendricks County Museum
- Danville Rotary Club
- Danville Rotary Community Corps
- Danville Community Schools
- Danville Christian Church
- The Republican Newspaper
- Hendricks County Fairgrounds

### Support Functions



\*This listing is intended to be representative, not comprehensive. We appreciate the contributions of all those how have supported the Partnership.

## Business Resources Provided

### Educational:

Coordination of virtual educational session from the U.S. Department of Labor's Wage & Hour Division—This one-hour session was made available for our downtown businesses to learn about applicable labor/wage laws and be able to ask questions specific to their business scenarios. The goal is to provide our shops & restaurants with resources that support the management-side of running a business.



### Marketing:

**Social Media** – Provides additional reach to new audiences



**Webpages** – Provides a web footprint that may not otherwise exist.



## Community Involvement

Volunteer hours emphasize grassroots involvement and place-based pride.



\$31.05/hr\*

## Our Volunteers' Value

Executive Board Hours	924 hrs	\$28.6k
Committee Hours	128 hrs	\$3.9k
Day-of Event Hours	80 hrs	\$2.5k



\$35k

\*Source: Independent Sector's 2025 Value of Volunteer Time Report

# Economic Vitality

*Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.*

## Façade Grants

Providing façade grants helps bridge the high cost of maintaining and updating older buildings while honoring historic requirements.

**\$14k+**

**in grants awarded**

**22%** 

increase in grant  
funding from FY24

### Supported:

- Front Entry Renovation – Unitarian Universalist Community Church
- Sign & Door Repair – Hadley Law Offices
- Brick & Mortar Repair – 58 W. Main
- Exterior Renovations – Danville-Center Township Library
- Signage – No. 1 Chinese



### Project Guidelines:

Eligible projects:

- Façade masonry repair/painting/cleaning
- Exterior lighting enhancements
- Cornices, entrances, doors, windows, awnings
- Signage, window display areas

### Funding Guidelines:

Eligible funding:

- Grant requests cannot exceed 50% of actual costs
- Façade funding capped at \$5,000
- Signage funding capped at \$2,500

## BEAF Loan Program

The Business Expansion and Attraction Fund (BEAF) is a loan-based program designed to support businesses & property owners when pursuing substantial work to improve, expand, and enhance their downtown buildings.

**1**

**\$20k**

**Outstanding  
Loan**

**Total Available  
Funds**

### Loan Details:

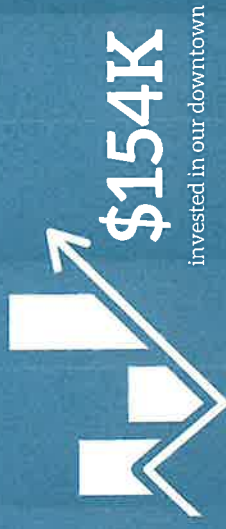
- Interest rate: Prime +1
- Loans over \$10k not to exceed 7 years
- Loans less than \$5k not to exceed 3 years

### Project Guidelines:

Eligible projects:

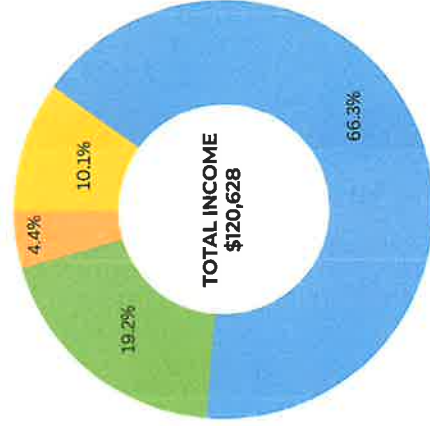
- Financing permanent working capital or fixed asset purchases
- Leasehold improvements or expansions
- Building improvements and enhancements
- Window/outdoor seating construction or remodeling

# Financials



## Sources of Funds

- Sponsorships & Monetary Donations – \$12,163
- Government Funding – \$80,000
- Grants – \$23,148
- In-kind Donated Goods & Services – \$5,294



## Volunteer Hours & Their Value

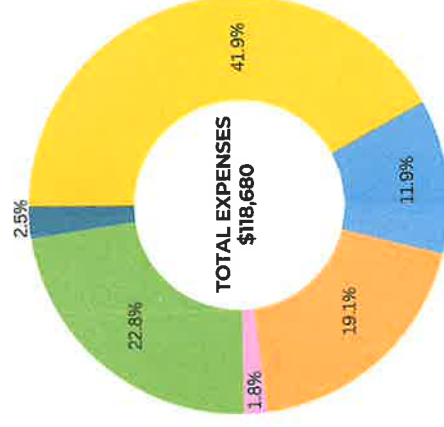
1,132 hours | \$31.05 /hr\*

**\$35,149**



## Fund Investments

- Operations – \$49,742
- Facade Grant – \$14,174
- Alley Activations & Beautification – \$27,090
- Events – \$22,640
- Marketing & Advertising – \$2,934
- Sponsorship of External Events – \$2,100



# Board Members

2025

## Board of Directors

Beth Ann Holmes  
President

Venessa Harmel  
Vice President

David Winters  
Treasurer

Keri McRoberts  
Secretary

Shelby Gillaspy  
Member at Large

Lesa Ternet  
Member at Large

Mikayla Patterson  
Member at Large

Crystal Salenda  
Member at Large

Taryn Stewart  
Member at Large

Anne Johansson  
Member at Large

Heather Rushing  
Advisor

Bret Doub  
Town Council Rep  
(Ex Officio)

Jack Swalley  
Hendricks County Rep  
(Ex Officio)

# Thanks to our '25 Sponsors



*Creetings*  
FROM



## The Downtown Danville Partnership <sup>501(c)(3)</sup>

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