

Bus Trip is a Success

Nearly fifty Coatesville business owners, Create II graduates, and individuals involved in the redevelopment project in Coatesville boarded a bus on Sunday, June 12 to get acquainted with the revitalization experienced by other local communities. Dan Goldberg, a nationally recognized business developer, master marketer, speaker, trainer, and coach; Don Martin, an educator, entrepreneur, business development professional, training manager and consultant hosted the trip; and Michael Givler, Main Street Manager in Coatesville hosted the trip.

The tour began at Coatesville City Hall with a breakfast and a film about the Redevelopment Authority for the city of Coatesville. The group continued with a tour of Phoenixville, Northern Liberties, and Manayunk and drives through Conshohocken. Participants enjoyed lunch at Azure restaurant in Northern Liberties.

Currently Main Street Coatesville's goal is to "create a healthy viable business district" that will allow them to retain their "heritage, economic health and



And the bus trip begins....

sense of civic pride." Coatesville is utilizing the Main Street Approach to downtown revitalization, as designed by the National Trust for Historic Preservation and operated by the National Main Street Center in Washington, DC. A four-step approach, created by the National Trust for Historic Preservation to help guide the redevelopment of downtowns throughout the United States, includes organization, design, promotion, and economic restructuring.

For more information about the Main Street Coatesville Project visit <http://www.coatesville.org/mainst/business.asp>