

# 2016 Annual HARTA Report





# 2016 HARTA Annual Report

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## Introduction

**H**untington Area Recreational Trails Association was founded in April 2014 with the mission to promote the development of a network of local and regional multi-use trails and green-ways throughout the City of Huntington and broader Huntington area. **HARTA is also dedicated to bringing about the awareness of the Huntington County trail system and helping people become more healthy.** Huntington Area Recreational Trails Association (HARTA) goals are:

- Serves to Build Awareness of the many benefits of trails for the physical, social, relational, and economic well-being of the Huntington Area.
- Be an advocate for the development, constructions, and expansion of the trails which will create improved quality of life and sense of vitality for the Huntington area.
- Serve as a partner in raising financial resources and volunteer support to ensure the continuity of a quality network of trails in the Huntington area.
- Educate the citizens of Huntington about the history and heritage of our city being developed along our railways and rivers.





## Presidential Jody Davenport

In January President Jody Davenport met with several individuals concerning board membership. Two of the individuals decided to join HARTA.

President Davenport also attended preliminary planning meetings for the 'Forks Uncorked', at Huntington Library.

Also in January, President Davenport met with Nate Reusser at Reusser Design. The purpose of the meeting was to update Mr. Reusser on the trail construction within the city and to procure corporate sponsorship. At that time, Mr. Reusser was hesitant to provide sponsorship until more trails within the city are paved and/or connected. He also stressed that when that time arises, he does expect to see visible signs along the trail demonstrating Reusser's role in the design of the app.

In February President met with BOD member Bonnie Walker. The discussion included Andrews Town Council's goals for promoting Andrews. Bonnie shared that the Town Council was interested in having a regional trail run through Andrews, and when the time arises, will work with HARTA to create a destination point for trail enthusiasts.

In March President Davenport gave an update on the trail construction to Altrusa Service Organization. She also educated Altrusa members on the history of HARTA, its current projects and its future goals. Altrusa expressed interest in giving a monetary gift to HARTA. Altrusa did give money for the purchase of a bench and a name plate indicating Altrusa as the donor.

On March 3rd President Davenport represented HARTA and attended an awards presentation in Indianapolis. The City of Huntington in conjunction with DLZ received an award for the restoration of the Erie Rail Road Bridge.

In March, President Davenport met with Bonnie Walker at Andrews Town Hall to discuss the town's preference for a regional trail route.

In April, President Davenport met with Bonnie Walker to discuss a proposed trail along the Wabash River.

In April, President Davenport submitted a grant to the Rails to Trails organization. The grant would help fund amenities along the proposed trail to Huntington University.

On April 18th, Bonnie Walker and President Davenport gave a presentation to the Huntington County Commissioners concerning HARTA's and Andrews Town Council's desire to extend the trail at the Forks of the Wabash, to the town of Andrews. The commissioners gave their blessing to proceed with research for this endeavor.



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On April 19th BOD member Jeff Webb and President Davenport met with Bob Caley to discuss placement of the Altrusa bench and how Jeff can get the Boy Scouts involved in the bench installation.

On April 26th President Davenport met with the officers of the Forks of the Wabash BOD concerning possible trail extension to Rangeline Road. The 'Forks' BOD said they would take the request to their membership.

In April, President Davenport met with a representative from The Tab. The Tab wanted an update of trail construction and an update of HARTA's activities.

On May 11th President Davenport attended a regional networking meeting at Bluffton Town Hall. Counties adjoining Huntington were in attendance. Representatives of each county shared their progress in trail construction, their goals for future trail construction, and expressed a desire to connect counties via trails.

On June 4th President Davenport and BOD member Sarah Trout participated in Huntington Library's bicycle rodeo. An obstacle course was constructed which taught bicycle safety to the children who participated.

In May, President Davenport collaborated with IU professor Frank Neirziwiki to discuss a partnership with his students. Professor Frank and his students will conduct a study on the feasibility of extending the 'Forks' trail to the town of Andrews.

On June 9th President Davenport and other BOD members participated in a telephone conference with Professor Frank's students and provided guidance for direction of the students' study.

On June 19th President Davenport assisted the BOD with the annual Poker Ride.

Also in June, President Davenport met several times with representatives of the 'Forks' and Gregg Ness concerning the trail extension to Rangeline Road.

In July, President Davenport provided shuttle service at the Forks Uncorked fundraising event.

In July, two of Professor Frank's students traveled to Huntington to give their final presentation to HARTA's BOD. Also in July, Professor Frank, President Davenport and other HARTA BOD members entertained two county commissioners at Mecates restaurant. At this meeting, Frank gave an overview of his student's study to the commissioners in attendance.

In August, President Davenport attended a portion of the Active Living workshop. At this meeting she participated in a sidewalk audit in which workshop attendees walked a portion of the city's sidewalks and evaluated their safety and utility for various populations.





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In September, President Davenport attended a Regional Cities Trails & Greenways meeting. At this meeting presenters explained the process and requirements for applying for Regional Cities monies.

On September 13th President Davenport was interviewed by a representative of the Herald Press and gave an overview of the IU study and an update on HARTA's work.

On September 20th, President Davenport, city representatives, and Commissioner Wall walked the recently cleared trail extension, to Rangeline Road. Commissioner Wall stated that the Commissioners would support the extension onto Rangeline and would provide other support where necessary.

On September 29th President Davenport and Jodi Coblenz had a breakfast meeting with Jim Hollar of the 'Forks'. Jim gave HARTA his binder of data to assist HARTA in writing grant proposals for the 'Forks' trail extension.

In November President Davenport met with Mayor Fetters to discuss trail progress.





Financial Reports

Steve Hackler

Balance Sheet

As of December 31, 2016

	<u>Dec 31, 16</u>	<u>Dec 31, 15</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
Cash	502.86	252.86
First Federal Savings Bank	11,366.70	6,085.48
Reserve for FOW event	-1,000.00	0.00
Stripe payment	970.70	0.00
<b>Total Checking/Savings</b>	<u>11,840.26</u>	<u>6,338.34</u>
<b>Other Current Assets</b>		
HCCF match fund	32,700.00	32,700.00
<b>Total Other Current Assets</b>	<u>32,700.00</u>	<u>32,700.00</u>
<b>Total Current Assets</b>	<u>44,540.26</u>	<u>39,038.34</u>
<b>TOTAL ASSETS</b>	<b><u>44,540.26</u></b>	<b><u>39,038.34</u></b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Equity</b>		
Unrestricted Net Assets	39,038.34	1,135.05
Net Income	5,501.92	37,903.29
<b>Total Equity</b>	<u>44,540.26</u>	<u>39,038.34</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>44,540.26</u></b>	<b><u>39,038.34</u></b>





## Financial Reports

Steve Hackler

### Profit and Loss Summary

January 1 through December 31, 2016

	Jan - Dec 16	Jan - Dec 15
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>Direct Public Support</b>		
Corporate Contributions	2,300.00	37,250.43
Individ, Business Contributions	2,193.04	3,006.27
<b>Total Direct Public Support</b>	4,493.04	40,256.70
<b>Other Types of Income</b>		
Miscellaneous Revenue	79.67	82.00
Polo Shirts for Members	376.25	0.00
T-Shirt Sales	15.00	250.00
<b>Total Other Types of Income</b>	470.92	332.00
<b>Receipts from Fund Raising</b>		
Fundraiser @ Berg	0.00	2,830.00
Fundraiser @ FOW		
Fundraiser @ FOW - Sponsorship	6,800.00	0.00
Fundraiser @ FOW - Misc	2,001.00	0.00
Ticket Sales	12,535.00	0.00
<b>Total Fundraiser @ FOW</b>	21,336.00	0.00
<b>Total Receipts from Fund Raising</b>	21,336.00	2,830.00
<b>Total Income</b>	26,299.96	43,418.70
<b>Gross Profit</b>	26,299.96	43,418.70
<b>Expense</b>		
<b>Business Expenses</b>		
Business Registration Fees	0.00	25.00
<b>Total Business Expenses</b>	0.00	25.00
<b>Contract Services</b>		
Legal Fees	0.00	197.00
Outside Contract Services	4,940.04	3,500.00
<b>Total Contract Services</b>	4,940.04	3,697.00
<b>Operations</b>		
<b>Fundraising Expenses</b>		
<b>FOW</b>		
General	7,328.99	0.00
Held for next year expenses	1,000.00	0.00
Historic FOW 50% of profits	6,503.51	0.00
<b>Total FOW</b>	14,832.50	0.00
Fundraising Expenses - Other	0.00	1,380.00
<b>Total Fundraising Expenses</b>	14,832.50	1,380.00
Postage, Mailing Service	60.00	36.00
Supplies	500.00	370.27
<b>Total Operations</b>	15,392.50	1,786.27
<b>Other Types of Expenses</b>		
Member Polo Shirts	429.20	0.00
Other Costs	36.30	7.14
<b>Total Other Types of Expenses</b>	465.50	7.14
<b>Total Expense</b>	20,798.04	5,515.41
<b>Net Ordinary Income</b>	5,501.92	37,903.29
<b>Net Income</b>	5,501.92	37,903.29





## Financial Reports

Steve Hackler

Summary of Activities and Changes in Nets Assets  
for the Year Ended December 31, 2016

### Revenue

<b>Gross Proceeds from FOW event</b>	<b>\$ 21,336</b>	<b>81%</b>
<b>Corporate Contributions</b>	<b>\$ 2,300</b>	<b>9%</b>
<b>Individ, Business Contributions</b>	<b>\$ 2,193</b>	<b>8%</b>
<b>Shirt Sales</b>	<b>\$ 391</b>	<b>1%</b>
<b>Miscellaneous Revenue</b>	<b>\$ 80</b>	<b>0%</b>
<b>Total Operating Revenue</b>	<b>\$ 26,300</b>	<b>100%</b>

### Expenses

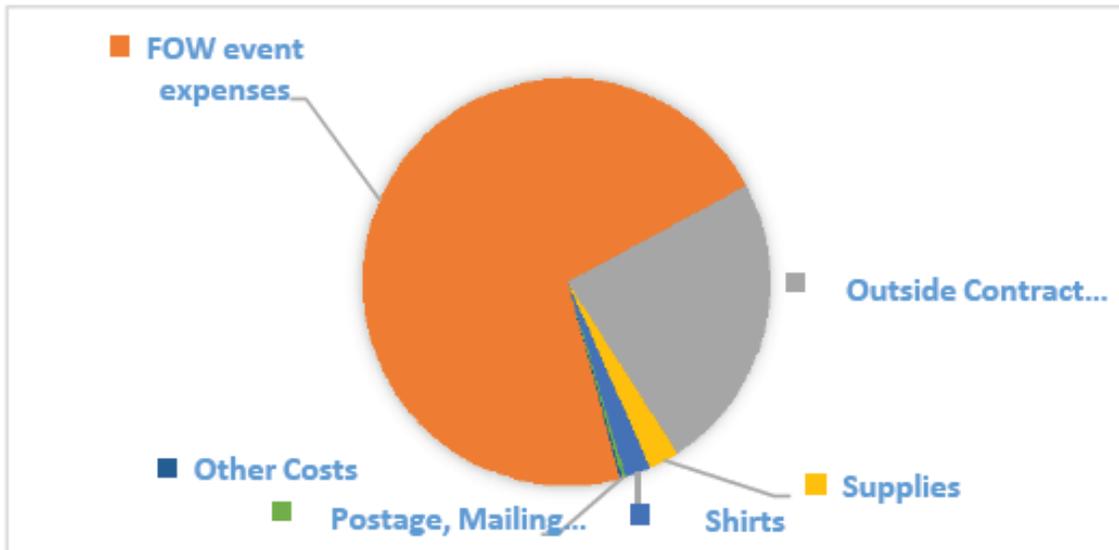
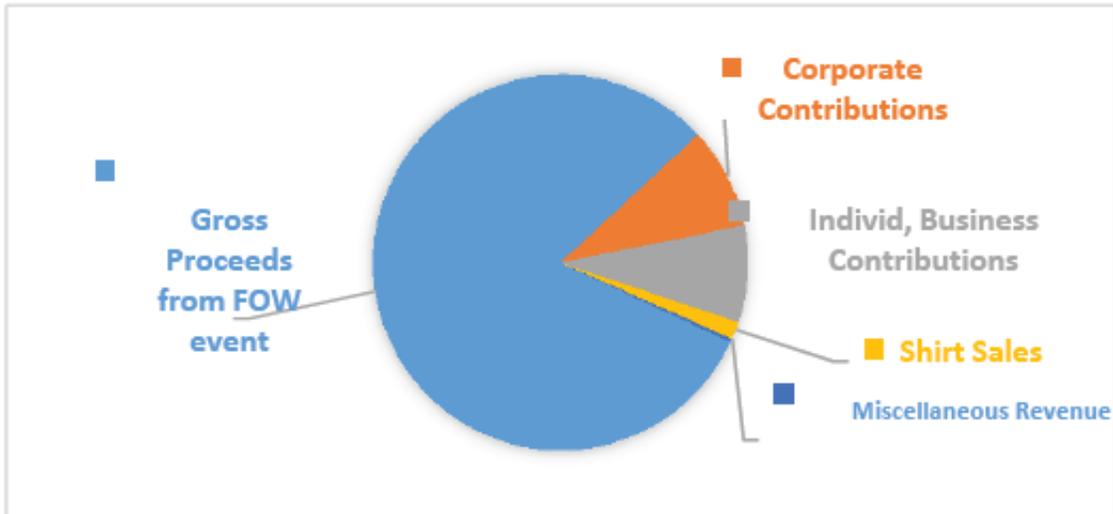
<b>FOW event expenses</b>	<b>\$ 14,833</b>	<b>71%</b>
<b>Outside Contract Services</b>	<b>\$ 4,940</b>	<b>24%</b>
<b>Supplies</b>	<b>\$ 500</b>	<b>2%</b>
<b>Shirts</b>	<b>\$ 429</b>	<b>2%</b>
<b>Postage, Mailing Service</b>	<b>\$ 60</b>	<b>0%</b>
<b>Other Costs</b>	<b>\$ 36</b>	<b>0%</b>
<b>Total Operating Expenses</b>	<b>\$ 20,798</b>	<b>100%</b>

<b>Net Income from Operations</b>	<b>\$ 5,502</b>
<b>Net Assets Beginning of Year</b>	<b>\$ 39,038</b>
<b>Net Assets End of Year</b>	<b>\$ 44,540</b>





Chart Summary of Activities and Changes in Nets Assets  
for the Year Ended December 31, 2016





## Marketing

**Seth Kimmel**

HARTA's primary marketing endeavor in 2016 was Forks of the Wabash Uncorked. The focus was to make that event a success, not only from a promotional sense, but also from a financial one. Identifying potential sponsors, and contacting those businesses and individuals was met with some degree of success. The hope/goal would be for additional sponsors to be attracted to this event in 2017 and beyond.

Marketing also assisted in promoting the event online via the various social media channels HARTA has agreed to utilize. Further, efforts were undertaken by word-of-mouth to invite community members to this event through one-on-one meetings and at various other community gatherings where many were in attendance.

Based on the success of the event overall, the outlook should be optimistic that Forks of the Wabash Uncorked will continue to be a financial win for HARTA, along with the Forks of the Wabash. Additional sponsorships should likely be obtained and attendance should continue to grow.

HARTA marketing also continued to attempt to attract additional donors and friends to HARTA in general throughout the course of the year by attending United Way/YMCA healthy living initiatives and other community events.





## Poker Ride

Jim Lewis

On Sunday, June 9 2016, HARTA hosted their 2<sup>nd</sup> Annual Bicycle Poker Ride as part of the Huntington Heritage Days Festival. The event is a family event with 2-age groups, Youth and Adult that follows a 6.5 mile marked route, on trails and lightly traveled roads thru the city of Huntington. The ride departed from Schenkel Station at 2:00pm with a police escort and made stops at five of our city parks. At each park the riders pick a card to create their poker hand, the ride then returns to Schenkel station where cards are tallied and awards are presented for the best hand in each division.

For the 2016 ride there were 35-riders that participated. There were several riders from neighboring communities of Goshen and Wabash, but the riders who traveled the furthest were from Cincinnati Ohio, who stated they came to Huntington to visit family and participate in three Heritage Days events, one of which was the HARTA Bicycle Poker Ride. Prizes for each division were donated by local businesses: Trailhouse bike shop donated an adult cruiser bike for the adult winner and Walmart donated a gift card for the youth winner that could be used to purchase a bike. Trailhouse also donated water bottles as door prizes.

HARTA does not charge a registration fee for the Bicycle Poker Ride, instead the purpose of the event is to get people out on the trails to enjoy a nice leisurely ride. But HARTA was able to raise \$95.00 by selling drinks, an extra draw to improve their poker hand, and a 50/50 raffle.

### HARTA Identified Tasks (pre-event):

- Register with Heritage Days Committee as an official event
- Working with Media
- Update Registration, Release Form, and Maps
- Marking Route

### HARTA Identified Tasks (day of event):

- Registration (2-Workers)
- Card Handler 2 at each Park (10-Workers)
- Concessions
- Awards





## Website

Kelly Frank

March 2016 marked the official launch of HARTA's website (<http://www.harta-gotrails.org>). A project that was proposed to the board in July of 2015. The board received proposal for the design and work for the website from Reusser Design and Coya Creative. It was decided that the project would be done by Coya Creative (Adam Meyer and Tyler Brown) along with Kelly Frank, a member of the board who also has experience in graphic design and web development. Their proposal would allow more customizations and Kelly to take part in the creation and development of the new HARTA website. The total cost to develop the website was \$4,800. The intent for HARTA have a website was to provide people a place to go to find information about the organization and trails other than just social media. They know not everyone has Facebook, Twitter, or Instagram and this provides just that and more. The website allows them to post upcoming events, trail and news openings, trail maps and information, current board members, donors, ways to get involved, and the abilities to contact them or event donate to the organization, which is a non-for-profit 501(3)(c). The board has received good feedback from those who have visited the site and our pleased that they are now a part of the trail community on the world wide web.

### Project Requirements:

- Website that will allow the community to learn about trails in Huntington County as well as contributed to HARTA by volunteer work and donations
- Site will also house recent news, upcoming events, blog posts, information about the organization

### Features

- Mission Statement
- Donors
- Board Members
- Trail Information
- Media
- News
- Events
- Ways to Get Involved
- About Huntington Area Recreational Trails Association
- Ways to contact





## Forks of the Wabash Uncorked

Kelly Frank

Wow what a great first year for the 1<sup>st</sup> Annual Forks of the Wabash Uncorked held July 15, 2016. Everyone just raved how much they enjoyed the event and how they hope that it will return next year. Guests enjoyed music from the Todd Harrold Band, craft sodas from Antiqology, and food from 800 Degrees, Bravas, Sol Kitchen, and Nick's Kitchen. They had the opportunity to sample brews from: Chapman's, Evil Czech, Sun King, and Upland Breweries. The guest also had the opportunity to sample some wines from across the state of Indiana. The wineries in attendance were: Chateau Thomas, Country Heritage, Heagy Vineyards, Harmony, Hopwood Cellars, Ertel Cellars, McClure's Orchard, and Schnabletier. The event raised a total of \$14,000 that was split between the Huntington Area Recreational Trails Association (HARTA) and the Historic Forks of the Wabash. The funds will be used to aid in the maintenance and development of trails in Huntington County and to preserve and educate the area known as the Forks of the Wabash.

The planning and researching for the event started in August of 2016. Several conversations were held with area wineries such as Emily Hart of Two Ee's and Kimberly Utterback of Easley Winery as to what they expect when they participate in

events such as Forks of the Wabash Uncorked. There were also lots of emails and phone conversations with other organizations such as Jennifer Vanderpool, Junior Achievement of Northern Indiana, Jeanette Merritt former Marketing Director of Indiana Wines, and Amy Silva of Little River Wetlands in regards to the planning of the event. These individuals gave us so



Making Trails and History Happen One Sip at a Time

much valuable information on various aspects that led towards the success of the event.

The success of the event would not have been possible without the Forks of the Wabash Uncorked chairmen, Kelly Frank and Liz Sanders, committee members, and volunteers. Kelly, Liz, fellow committee members, and volunteers put in countless hours for the event. We cannot thank everyone enough for all their hard work and efforts.

### **Save the Date: July 14, 2017 – Forks of the Wabash Uncorked**

Committee members and volunteers

Kelly Frank – Co-chairman and Liz Sanders – Co-chairman

Steve Hackler – Treasurer

Monday Morning Boys of the Forks

Jessica Harkless and Sheri Wilson – Silent Auction

Jeff Webb, Eric Bruce, Don Mathias, and Boy Scouts – Parking

Leslie Ackerman and Jerry and Leah Helms – Shuttle Drivers of the VFW

Jody Davenport and Sarah Trout – Shuttle Drivers of HARTA

Andrews Rensberger, Bonnie Walker, Dale Hawkins, Evan Frank, Janelle & Tom Gates, Jim & Susan Taylor,

Jodi Coblentz, Marie Harrell, Marshall Sanders, Mary Jane Bartrom, Megan and Sue Leedy, Pam & Jim

Lewis, Seth Kimmel





## Social Media Recap

Kelly Frank

Facebook

<http://www.facebook.com/harta.gotrails>

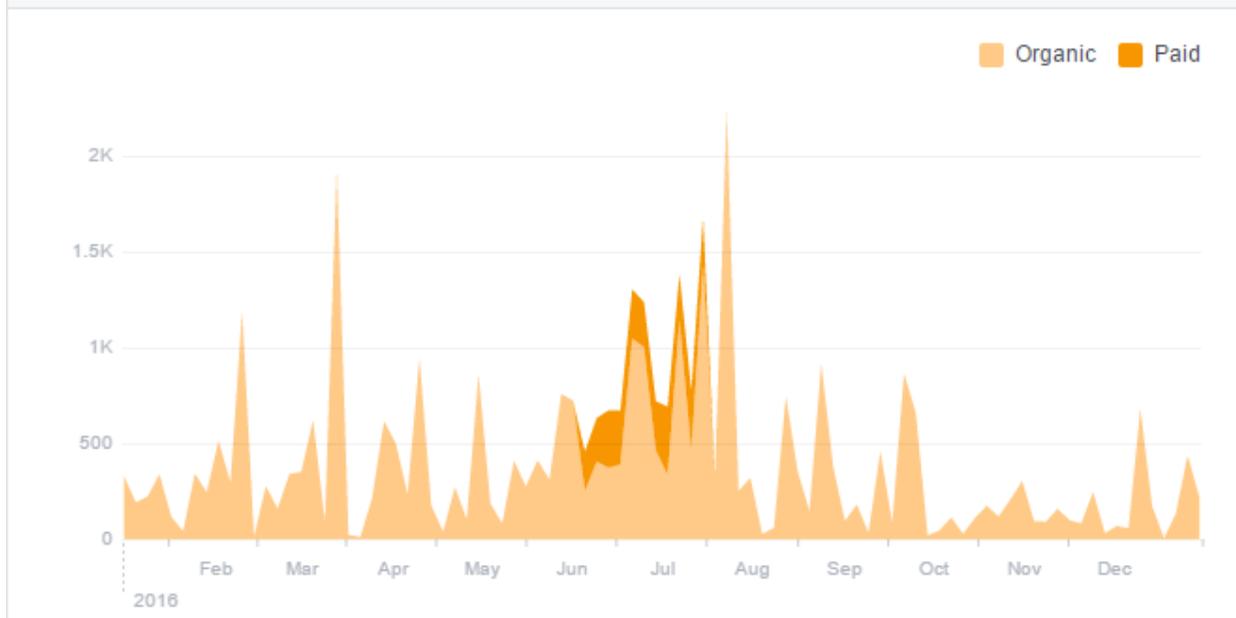
Increase of 368 from 2015

Total Page Likes as of Today: 1,104



## Post Reach

The number of people your posts were served to.



# 2016 HARTA Annual Report



Your Fans | People Reached | People Engaged

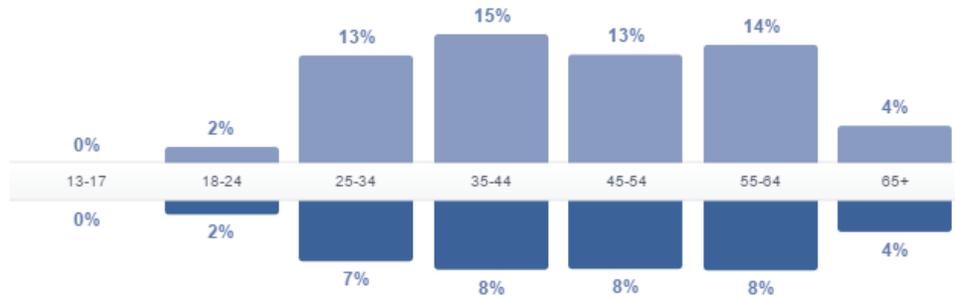
## The people who like your Page

Women

62%  
Your Fans

Men

37%  
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,097	Huntington, IN	519	English (US)	1,075
Germany	2	Fort Wayne, IN	101	English (UK)	25
Canada	1	Andrews, IN	46	German	1
Dominican Republic	1	Roanoke, IN	42	English (Pirate)	1
United Kingdom	1	Indianapolis, IN	26	French (France)	1
Thailand	1	Bippus, IN	22		
		Allen, IN	20		
		Markle, IN	19		
		Warren, IN	17		
		Mount Etna, IN	16		



# 2016 HARTA Annual Report



**Kelly Frank**

Twitter

[https://twitter.com/harta\\_gotrails](https://twitter.com/harta_gotrails)

Increase of 18 from 2015



Instagram

<https://www.instagram.com/harta.gotrails/>



harta.gotrails

Edit Profile ...

38 posts 116 followers 123 following

Huntington Area Trails Assoc. HARTA is an organization dedicated to bringing about the awareness of the Huntington County trail system and helping people become more healthy. [www.harta-gotrails.org](http://www.harta-gotrails.org)





## Board Members

*Reflects board members and their affiliations at the end of fiscal year 2016*

### Officers:

**Jody Davenport** – *(President)*  
Retired Teacher and College Professor

**Jim Lewis** – *(Vice President)*  
Materials Manger- Our Sunday Visitor

**Steve Hackler** – *(Treasurer)*  
Chief Financial Officer (CPA, CGMA)- Five Star  
Distributing

**Kelly Frank** – *(Secretary)*  
Service Desk Analyst – Franklin Electric

### Members:

**Sarah Trout**  
Owner - Trout Farms and Triple T Swine Enterprise

**Jodi Coblentz**  
Marketing Coordinator - DLZ

**Seth Kimmel**  
Financial Advisor – Kimmel Financial Services

**Ben Davis**  
CEO/Executive Director – Parkview Huntington  
Family YMCA

**Bonnie Walker**  
Andrews Town Council

**Jeff Webb**  
Professor – Huntington University

