

2015



Downtown Inc

*Annual
Report*



Letter from *The President*

Downtown York is alive with energy. From new development projects to rejuvenated public spaces, the physical landscape is evolving. And so are the people. More people are calling Downtown York home. More people are eating in it's restaurants and shopping in it's stores. They have all come to realize one thing. Nowhere else in York County can you experience diverse shops and restaurants, unique public art and outdoor spaces with rich arts and cultural offerings than within the 26 blocks that in Downtown York.

I believe that the energy building downtown will allow us to create a sustainable, vibrant city core to a thriving York County. Here are some of the very tangible ways we see the energy downtown.

- Development projects put millions of collective dollars into preserving and enhancing the rich architecture that gives our buildings characters.
- Attendance at events is at all-time highs, engaging visitors from the County as well as entertaining our residents.
- New retailers and restaurants provide access to a greater array of goods and services as well as more varieties of cuisine.
- Grant programs and private dollars are being invested in the physical landscape, providing lighting to Continental Square and providing improved rail trail access to city and county neighborhoods.
- Branded micro districts like Royal Square and WeCo continue to grow, expanding downtown's reach into surrounding neighborhoods.

As we celebrate the great progress we have made, we also know there is more work to do. On behalf of the Downtown Inc board of directors and staff, I thank our loyal supporters for sharing in our love of downtown and I encourage new supporters to become part of the positive energy happening here.

Krista Darr, President

2015

Downtown Inc

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Huntzinger
executive director

Meagan
Feeser
marketing director

Timothy
Miller
deputy director

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Fulton
program coordinator

Jody
Chesla
office manager

Natalie
Williams
small business liaison

Kristen
Evans
marketing & events
coordinator



2015 Downtown Inc

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Darr**

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**R. Eric
Menzer**

York Revolution

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Treasurer/Past President

**Gary A.
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Hilary Arthur
Arthur & Daughters

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C.S.Davidson, Inc.

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Development

Rhon Friend
Friends the Salon

Kevin Schreiber
Pennsylvania
House of
Representatives

Patti Stirk
Business
Information Group
(BIG)



2015

Downtown Inc

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Glatfelter
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Estate

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Kinsley
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Fulton Bank

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Shipley Energy



2015

Downtown Inc

MPA Advisory Council

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DelliCarpini**

York College

Sonia Huntzinger
Downtown Inc

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Planning
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York County
Heritage Trust

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Foundation of the
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Commerce

Maria Royce
Wellspan Health

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York County
Community
Foundation

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York County Con-
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Bureau

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Schreiber**
PA House of
Representatives

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City
Redevelopment
Authority

Jim Gross
City of York

**Mary Anne
Winkelman**
Cultural Alliance of
York County

Linda Davidson
Women's Giving
Circle

**Commissioner
Doug Hoke**
York County

Bob Woods
United Way of
York County

2015 Downtown Inc *Committee Members*

Business Recruitment Committee

Dylan Bauer
Mike Black
Ben Chiaro

Josh Hankey
Kim Lentz
Blanda Nace

Joel Snyder
Cindy Steele
Patti Stirk

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Dylan Bauer
Mike Black
Philip Briddell
Shilvosky Buffaloe
Todd Bush
Ben Chiaro
Natalee Colon
Dave Cook
David Cross
Linda Dang

Tom Donley
Michael Doweary
Josh Hankey
Holly Holmes
Jeff Hines
Carol Kauffman
Jack Kay
Shawn Key
Kim Lentz
Kenneth Martin
Tari Mitchell

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Christine Nentwig
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Kimberly Sease
Michael Sharp
Bill Shipley
Keith Smith
Joel Snyder
Selena Sparks
Melissa Stottlemeyer
Jeffrey Vermeulen
Tim Warfield



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Michelle Frye
Kendall Menzer

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Nate Fochtman
Steve Gohn
Melissa Grove

Melanie Hady
Daniel Kornbau
Jacyn Shaffer
Elsie Smith

Victoria Stambaugh
Cal Weary
Jef Woodall

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Shawn Brady
Derek Hartman

Richard Kehler
Blake McBride
Gary Sonke

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DelliCarpini
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Jim Gross
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Sean Kenny
Tammy Klunk

Tom Landis
Barry Meyers
Michael Pritchard
Jeff Shue
Danielle Stehman
Brian Waltersdorf



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Tom Austin

Will Clark

David Cross

Lynne Danyo

Linda Davidson

Casey Deller

Karla Farrell

Randy Funk

Jim Gross

Kim Gross

JT Hand

Rosa Hickey

Carol Hill-Evans

Kyle Joines

Sean Kenny

Shirley Knight

Tom Landis

Jeff Lau

Lise Levin

Kenneth Martin, Chair

Lori Mitrick

Genevieve Ray

Patrick Sells

Shary Smith

Danielle Stehman

Melissa Stottlemeyer

Cori Strathmeyer

Brian Waltersdorf

Jef Woodall



Why Does Downtown Matter?

A downtown commercial district distinguishes one community from another. York's blend of historical, architectural, and cultural treasures captures the York experience and sets us apart from any other community.
Plus...

- A downtown is home to locally owned, independent businesses that keep 68% of their revenue recycling back into the community.
- A healthy, vibrant downtown is an indicator of the economic condition of the City and the County.
- Downtown businesses provide employment opportunities at all skill levels.
- Successful downtown businesses can pay higher business privilege and mercantile taxes, contributing to the overall growth and economic improvement of the City and County.
- A healthy downtown enhances property values and expands the City's tax base.
- A vibrant downtown creates a sense of place and pride for the community.

What We Do



BUSINESS DEVELOPMENT

The proper mix of businesses complement each other and create a more vibrant downtown, and collectively act as a destination for residents and visitors alike. We assist new businesses in getting started within the Central Business District (CBD) through development of business prospects, expansions and targeted recruitment.

National socio-economic trends indicate increased demand for downtown housing options. A downtown resident spends significantly more than a downtown employee or visitor.



HOUSING



PLACEMAKING

A cared-for place is one that draws people in and makes them feel both energized and at home.

Effective communications and programming are paramount to ensuring that downtown businesses enjoy a consistent flow of customers.



PROMOTION



PUBLIC SAFETY

A safe downtown hinges on open communication and effective collaboration with and between the Police, Sheriffs, elected officials, and the business community.



2015

Downtown Inc

Business Development

includes: strategic attraction, retention, start-up assistance, site selection assistance, and ongoing support.

2015 Downtown Business Development by the Numbers:

- Facilitated 23 new business ribbon cuttings in the Central Business District.
- Hosted 7 Merchant Workshops, with 60 downtown business owners in attendance and 29 expert speakers.
- Held 23 prospective business meetings.
- Facilitated 8 downtown property tours.
- More than \$100,000 spent at downtown businesses on Small Business Saturday.



2015 Downtown Inc *Housing*

includes: rehabilitation, new development, creative financial resources, promotion, and marketing.

2015 Downtown Housing by the Numbers:

- 148 Residential units in the pipeline.
- Retained Real Property Research Group, Inc. (RPRG) to conduct a market feasibility analysis for developing rental communities in the Central Business District (CBD) which projected significant unmet demand for approximately 103 units in the CBD.
- Market demands are such that an unmet demand for rental units is likely over at least the next 3 years.



2015 Downtown Inc

Placemaking

includes: efficient way-finding, parking, and transit for all modes of transportation; addresses beautification, infrastructure, gateways, walkability, public spaces, and the physical environment.

2015 Downtown Placemaking by the Numbers:

- Supported the City of York in initiating a planning process with 6 local partners, including artist Ophelia Chambliss, to consider development of a dynamic green-belt along the Codorus Creek and Heritage Rail Trail.
- Completed final engineering for the 1.4-mile reconstruction of the Heritage Rail Trail from York College to Lafayette Plaza, which includes the installation of 105 new lights



- Installed 2 pieces of public art, secured funding and engaged artists for two additional pieces to be installed in early 2016.
- Updated 38 parking wayfinding signs around York City through a partnership with York College students, per our marketing contract with the General Authority.
- Completed conceptual design of architectural lighting on all 7 building facades framing Continental Square.
- Our new partnership with the York County Solid Waste Authority doubled the manpower of our seasonal Clean-Up Crew and led to the removal of over 14 TONS of trash from the streets and sidewalks of our downtown.
- Facilitated a comprehensive downtown Streetscape Inventory, evaluating the safety and walkability of our downtown, yielding almost 900 data points.



2015 Downtown Inc *Promotion*

includes: marketing, public relations, social media, advertising, and special events.

Downtown Events include:

First Fridays
presented by
WellSpan Health

Sweetest Pint
Downtown Tasting
Tours
presented by
The Beer Ace

Go Green in the
City
presented by White
Rose Credit Union

York City Boutique
Week
presented by
Member's 1st
Federal Credit Union

Downtown First
Awards
presented by
Glatfelter Insurance

Hidden Art Walking
Tour

Spooky York
Downtown Dark
History Walking Tour

Downtown Inc
Masquerade Ball
presented by
ShIPLEY Energy

Hanging of the
Greens
presented by
Merrill Lynch



2015 Downtown Promotion by the Numbers:

- Downtown Inc events had an economic impact of more than \$1 million in our community, according to figures by Americans for the Arts.
- Over 40,000 people attended Downtown Inc events in 2015.
- 70+ downtown businesses participating in First Friday activities each month.
- 15,000 copies of the new Downtown York Magazine distributed across the region.
- More than 11,000 followers on the Downtown Inc Facebook Page; 2,068,371 people read Downtown Inc content on Facebook in 2015.



2015

Downtown Inc

Public Safety

includes: environmental design, addressing vagrancy and nuisance issues, community policing, and data collection and monitoring.

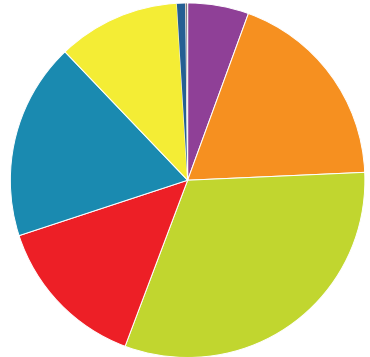
- Deployed an additional 144 law enforcement hours on Thursday, Friday and Saturday evenings in the summer, thanks to a partnership with Better York.
- Initiated a downtown text alert system for business owners in the CBD, sending 27 text alert messages to 66 stakeholders.
- Welcomed 2 new downtown officers to local businesses at a Public Safety 101 Merchant Workshop.



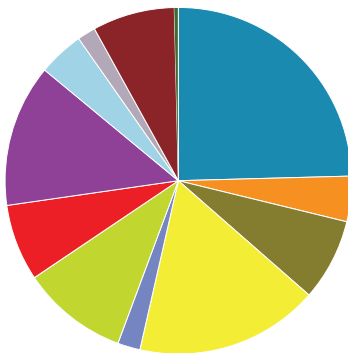
2015 Downtown Inc *Financials*

Income

York County Support	\$35,000.00
YBIDA Assessment	\$118,020.00
Partnerships	\$198,013.00
Projects	\$89,536.00
Moving Plans Into Action	\$112,890.00
Promotions	\$70,255.00
Public Safety	\$5,000.00
Interest Income	\$301.00



Expenses



Administrative	\$150,775.34
Office Move	\$26,045.47
Major Projects	\$46,835.00
Moving Plans into Action	\$105,140.16
Development	\$12,921.43
Business Development	\$60,722.91
Promotions	\$43,856.61
Events	\$81,613.56
Community Relations	\$26,198.40
Public Safety	\$10,401.21
Urban Landscapes	\$46,995.83
Miscellaneous Expense	\$2,319.14

SUPER HERO - \$10,000 & ABOVE
Mr. & Mrs. Louis J. Appell, Jr.
Better York
The W. Dale Brougner Foundation
Glatfelter Insurance Group
Kinsley Construction
M&T Bank
PNC Foundation
Shipley Energy
The Stewart Companies
Susquehanna Pfaltzgraff Foundation
WellSpan Health
York College of Pennsylvania
York County Community Foundation
YCCF Women's Giving Circle
York County Economic Alliance
York County Industrial Development Authority
York County Solid Waste Authority

HERO - \$5,000 AND ABOVE
Fulton Bank
PeoplesBank
PNC Bank
Carolyn Steinhauser
Coni Wolf
York County Chamber Foundation
York Revolution

BENEFACTOR - \$2,500 - \$4,999
The Beer Ace
Harley-Davidson
RKL, LLP
Stock and Leader
White Rose Credit Union

SUSTAINER - \$1,000 - \$2,499
Brookie Health Care
C.S. Davidson, Inc.
Linda & Dave Davidson
FirstEnergy Foundation (Met-Ed)
Gavin Advertising
Glatfelter
The Graham Foundation
Jeff & Stacey Hammel
William Hoffmeyer, Esq.
Bill & Kim Kerlin
Lincolnway Flower Shop
Martin Library
Bob & Donna Pullo
Ralph Serpe & Bryan Tate
Patti Stirk
Wagman Construction

Wilmac
York Water Company
ADVOCATE - \$500 - \$999
gift in honor of Louis & Jody Appell
Barley Snyder
Jason & Jody Chesla
CORE Design Group
Kevin Cramer
Krista & Michael Darr
Lewis Delauder
DOCEO Printing
Tim & Joan Fulton
Hammer Creek Enterprises, LLC
Katherman, Briggs & Greenburg
Kimman's
Loren Kroh
The Left Bank Restaurant & Bar
Eric & Kendall Menzer
Murphy & Dittenhafer
ROCK Commercial Real Estate
Royal Square Development
Debbie Rutter
John Schmidt
Joan Stauffer
Downtown York Subway Restaurant
Transportation Resource Group, Inc.
York Traditions Bank

ASSOCIATE - \$300 - \$499
ASCOM, Inc.
Bair's Chicken
Bergdoll & Company, LLP
Brewery Products
Cherie Anne
Christ Lutheran Church
Episcopal Church of St. John the Baptist
Family First Health
John Finlayson
Gallery B
Garden Club of York
Grace Manor Bed & Breakfast
Graffin Associates
Healthy World Cafe
Michael & Louise Heine
Johnson, Mirmiran & Thompson
Joy's Cafe
Junior League of York
Stephen & Susan Lazun
Kim Lentz
Barbara Linder
Minnich's Pharmacy
Monarch Products Company, Inc.

RAYAC
RSB & Associates, P.C.
Chad Shaw & Mindy Noll
Quaker City Paper
SendMeNote
Judy Simpson
Elsie Smith
Strand-Capitol Performing Arts Center
Sweet Melissa's Dream
The Watchmaker's Daughter
Weinstein Realty Advisors
YMCA of York and York County
yorKitchen
York Academy Regional Charter School
York County Convention and Visitors Bureau
York County Heritage Trust
York Saint Patrick's Day Parade
York Young Professionals
YWCA

BOOSTER - UP TO \$299
gift in honor of Sean & Mandy Arnold
Alternative Therapies
Mary Anne & Charlie Bacas
Diane Baker
Baron Von Schwein
Barton Associates
Judy Blakey
Blakey, Yost, Bupp & Rausch, LLP
Patrick Brubaker
Buchart Horn/BASCO Associates
Business Information Group
Matthew Carey
Central Family Restaurant
Child Care Consultants
Gwen Clauter
Gayle Cluck
Colony Papers, Inc.
William & Sandra Cooley
Jim Coombes
Lynne Danyo
Ann Davis
DiCarlo's Pizza
Sally & Ron Dixon
Benjamin Doyle
Chloe Eichelberger
Brittany Erney
Joanna Evans
Kristen Evans
Meagan Feeser
Law Offices of Christopher Ferro
Foster's Flower Shop
Michelle Frye

Miriam Funderbunk
F.W. Behler, Inc.
Gettle & Veltri
Andrew Gobel
Aimee Gochnauer
Robert Godfrey
Steve Gohn
Grace and Hope Mission
Griest, Himes, Herrold, Schau-
mann, Reynosa LLP
Adrienne Grim
Kristine Gross
Laurin Gross
Rebecca Hanlon
Dennis Harbold
Joseph & Hillary Hasson
Zoe Heatwole
George & Martha Hodges
Lynn Jensen
Butch & Tracey Johnston
Kenneth Johnston
Kyle Joines
Jason Keller
Sue Ann Kline
John & Jan Klinedinst
Dennis Kunkle & Julie Kem-
per-Kunkle
Ken Martin
Shonna Ilgenfritz & Susan New-
comer
Ken & Margaret Jelonek
Kenneth Johnston
JustBrendaArt Studio Gallery
J.R.'s Fresh Cut French Fries
Fran Keller
George Leader
Leadership York
Lise Levin & Bruce Bushwick
Dr. Mary & Mr. Chris Meisenhelter
George Migash
Timothy Miller
My Girlfriend's Wardrobe
New Level Advisors
The Newton Group
Henry & Barbara Nixon
Partners & Harrison
Danielle Passaro
Pepper's Grille at Central Market
Ron & Debbie Perry
PRIME Art Supply Co.
Michael Pritchard
Genevieve Ray
Reisinger Poultry, Inc.
Lori Schmitt
Tom & Peggy Selway
Bradley Smith
Shary Smith

Gary Sonke
Dr. Luther & Mrs. Ruth Sowers
Erin Spohn
Jessica Staub
Megan Stewart
Susquehanna Real Estate
Karin Swartz
Jolene Tolbert
Tutoni's
David Van Arsdale
Weary Arts Group
Natalie Williams
Charles Wurster
Mary Yeaple
York City Pretzel Company
York Friends Meeting
York Hospital Community Health
Center
Amy Zeigler
Pam & George Zerba

Thank you
2015
Downtown Inc
Partners