



Here is what your YBIDA assessment dollars helped accomplish in 2022:

Economic Development

- Assisted 36 business openings and 10 expansions, and hosted 23 ribbon cuttings.
- Assisted with launch of York County Trail Towns Program and recruitment of businesses for Trail-Friendly designation.
- Provided technical assistance to 100+ current or prospective entrepreneurs and investors.
- Administered the Welcoming Communities grant program to support diverse, inclusive events, awarding \$15,000 to 15 event organizers.
- Hosted 11 BLOOM Business Series Workshops with over 350 merchants/community stakeholders in attendance.
- Awarded \$20,500 to 13 small businesses in BLOOM Grant funding.
- Regularly communicated important updates, funding sources, business support, and downtown news and updates to merchants through e-newsletter and Facebook Merchant Group.
- Created and implemented merchant retention plan including listening tour, 1 on 1 interviews, and surveys.
- Hosted 3 Downtown Career Fairs supporting re-entry with 40+ companies at each, welcoming over 500 attendees.
- Founded York's first Minority Business Enterprise Week

Promotions and Marketing

- Reached over 780,000 people on social media (Facebook, Instagram, Twitter, YouTube, and TikTok)
- Launched \$265k destination marketing campaign targeting Philly, Washington DC, Lancaster areas through social media ads, video ads, TV ads, billboards, and Google ads. Early campaign results lead to 300k views on TikTok and over 200k video views.
- Hung over 300 bows and 1,270 feet of pine roping along the lampposts in Downtown York for our annual Hanging of the Greens, providing extra decoration and beautification for the holiday season.
- Promoted 40+ businesses each month during First Friday, driving increased foot traffic to downtown merchants, and with the support of WellSpan, provided First Friday grant funding to 40 businesses/organizations.
- Supplied newly-branded First Friday flags and window stickers with QR codes connecting to monthly event listings.
- Launched the location-aware, Distrx App, to provide visitors to Downtown York a free mobile app to navigate and locate points of interest including restaurants, retailers, service providers, entertainment venues, etc.
- Recognized 8 businesses/individuals/organizations at the 2022 Downtown First Awards.
- Recognized and celebrated 12 different Merchant of the Month winners.
- Increased foot traffic to downtown with events/promotions, including First Fridays, Yorktowne Hotel Artists' Showcase Open House, Go Green in the City, Sweetest Pint, Small Business Saturday, and more.
- Provided logistical/promotional support with non-Downtown Inc events including FestivICE, York Flea, Restaurant Week, Pride Month, African-American First Friday, Yorkfest, and Trey & Boo Classic.

Urban Landscape/Design

- Enabled 1,684 Clean-Up Crew hours through partnership with Crispus Attucks.
- Continued partnerships with the Garden Club of York and the City of York to plant seasonal plantings and mulch downtown tree wells throughout the year.
- Deployed funding for public art repair, trench drain covers, and tree well repairs.
- Completed wayfinding audit, and proposed plans for brand new signage throughout downtown with vehicle and pedestrian-oriented signs, as well as navigational maps with digital elements, set for installation in Spring 2023.
- Celebrated and promoted 12 different Downtown Clean 15 winners.
- Secured funding for Rail Trail crosswalk streetscape project.

Public Safety

- Secured \$30,000 in multi-year funding to provide overtime police deployment during weekends and evenings.
- Initiated unhoused populations resource guide.

If you have any questions or would like to get involved, please contact us directly at 717-848-4000, or email at info@DowntownYorkPa.com. More information is always available at DowntownYorkPa.com.