



2018 Annual Report



Downtown Inc

DowntownYorkPa.com



Making Things Happen-Together

Like the city it supports, Downtown Inc has been making things happen and moving things forward as long as it's been in existence. Never did we prove that competitive edge more than in 2018, when we took the forward-looking step of affiliating with the York County Economic Alliance.

By aligning ourselves with an economic powerhouse – while maintaining our own team, identity and accessible downtown location – we instantly increased our capacity without diminishing our impact.

As this affiliation grows over time, our main objective remains to increase economic growth across York County and within Downtown York in order to create a sustained prosperity for all residents.

This affiliation expanded Downtown Inc's tools and added substantial value for Downtown York businesses. The YCEA's 20-person team also provides increased marketing and event support, economic development assistance, project financing capabilities and access to new grant opportunities to help small businesses grow.

It marked a necessary evolution for an organization that doesn't just view something revolutionary as part of its past. And there were plenty more forward-looking moments for Downtown Inc in 2018.

We launched the new Historically Edgy Downtown York destination brand – which has already garnered statewide acclaim – to spotlight our city as the tourism asset it is.

We worked with community partners to light the façades of the former Northwestern Mutual Building and the Rupp Building, highlighting two striking buildings in the heart of our downtown and setting the stage for another major lighting project – that of the York County Administrative Center's historic domes.

We grew First Friday on Continental Square and threw a party for more than 400 of our friends at the former Pewterex Foundry – an ambitious undertaking for sure.

And we gave our giant scissors a workout, cutting the ribbon on more than 30 new or expanded businesses. Then we stood by them providing technical assistance, marketing services, professional workshops and more.

Around us, Downtown York grew.

Modern new residential units came online, attracting young professionals and empty nesters alike. The York County Heritage Rail Trail's Northern Extension marched ahead, signaling that one of the region's premier recreational amenities will soon be complete.

And major projects, like the Yorktowne Hotel renovations and Codorus Creek beautification initiatives, moved ahead with the potential to transform our downtown like never before.

Downtown Inc has been honored to be part of the growth. And it's even more satisfying now that we're together for the better with our friends at the York County Economic Alliance.



Silas Chamberlin | Vice President, Economic & Community Development

Staff

Chief Executive Officer Silas Chamberlin | **Chief Operating Officer** Timothy Miller | **Marketing & Events Director** Andrew Staub
Project Manager Mark Rooney | **Office Manager** Jody Chesla
Events Manager Mylea Thompson



Silas Chamberlin



Timothy Miller



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Committee Members

BUSINESS RECRUITMENT COMMITTEE

Dylan Bauer, Mike Black, Ben Chiaro, Kim Lentz, Blanda Nace, Joel Snyder, Cindy Steele and Patti Stirk

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Derek Hartman, Richard Kehler and Kate Hynes

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Why Does Downtown York Matter?

Downtown York is on the Historic Register and the cutting edge. It's where memory-laden brick façades and avant-garde ideas coexist in one space. It's where First Fridays bring people together around a festive night of great entertainment. It's where today's movers, shakers and risk-takers are building an entrepreneurial hub that will power the city and York County to greater economic success.

It's a powerful place. And as York's downtown improvement organization, we've witnessed firsthand the benefits of a strong downtown.

A thriving downtown...

- Fosters locally owned, independent businesses that recycle 68% of revenue into the community.
- Serves as an indicator of the economic condition of the city and the county.
- Brings employment opportunities at all skill levels.
- Provides a home to downtown businesses that can pay higher business privilege and mercantile taxes, contributing to the overall growth and economic improvement of the city and county.
- Enhances property values and expands the city's tax base.
- Creates a sense of place and pride for the community.



Our Areas of Focus

ECONOMIC DEVELOPMENT

The proper mix of businesses complements each other and creates a more vibrant downtown, and collectively acts 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.

PLACEMAKING

Placemaking is the creation of safe, inviting and friendly public spaces that promote health, happiness and well-being.

PROMOTION

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

PUBLIC SAFETY

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



ECONOMIC DEVELOPMENT

The proper mix of businesses complements each other and creates a more vibrant downtown, and collectively acts 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. We work toward this goal through strategic attraction of businesses, retention efforts, start-up assistance, site-selection assistance and ongoing support such as workshops, networking events and more.

In 2018, Downtown Inc...

- Launched strategic affiliation with the York County Economic Alliance to build our capacity and leverage new resources for downtown businesses.
- Reinvigorated the Business Series workshops to offer free professional development covering social media, employment law, customer service and more.
- Facilitated 33 ribbon cuttings for new or expanded businesses in Downtown York.
- Supported 100+ current and prospective businesses.



PLACEMAKING

Placemaking is the creation of safe, inviting and friendly public spaces that promote health, happiness and well-being. We work toward this goal by taking on projects such as creating efficient way-finding, parking and transit for all modes of transportation; addressing beautification, infrastructure, gateways, walkability, public spaces and the physical environment.

In 2018, Downtown Inc ...

- Removed nearly 14 tons of trash and recycling from our downtown's sidewalks.
- Partnered with the York County Community Foundation and ASCOM to install 12 new lights and illuminate the façade of the Northwestern Mutual Building at 1 S. George St.
- Partnered with the York County Community Foundation, RSDC, ASCOM, and private partners to install lights and illuminate the facades of the Rupp Building, 1 W. Market St.
- Partnered with Kinsley Construction to replace 7 deteriorated trench drain covers in a highly trafficked section of the downtown, eliminating a dangerous tripping hazards to pedestrians.
- Worked with the General Authority and Hively Landscaping to plant a vibrant installation in the King Street Garage planter basins.
- Continued our partnership with the Garden Club of York to fill over 90 planters throughout the downtown with flowers.
- Continued our partnership with the City of York and LifePath Christian Ministries to fill Cherry Lane, Foundry Park and downtown street tree wells with over 10 tons of mulch.
- Supported the Rail Trail Authority and City of York in progressing the final construction of the Heritage Rail Trail, as we work to connect the southern portion of the trail north to John Rudy County Park.
- Supported the City of York in its expansion of bicycle infrastructure and amenities leading to the designation of Silver Bicycle Friendly Community from the League of American Bicyclists – the only other silver designated community in the state is Philadelphia!
- Conducted a downtown lighting audit, tracking and reporting poorly and non-functioning lights throughout the downtown to the City of York and Met-Ed.
- Worked with Keep PA Beautiful, Philip Morris USA, and the City of York to install 18 cigarette litter receptacles to start a new cigarette litter prevention program in Downtown York.

PROMOTION

Effective communications and programming are paramount to ensuring that downtown businesses enjoy a consistent flow of customers. Downtown Inc hosts special events, markets Downtown York and drives a branding project that will reshape the perception of York for years to come.

In 2018, Downtown Inc...

- Launched new Historically Edgy destination brand to better promote Downtown York's tourism amenities.
- Secured \$100,000 in York County tourism grant funds to support brand launch and development.
- Welcomed 60,000+ attendees at Downtown Inc events.
- Redesigned and re-launched Downtown York magazine with focus on lifestyle content and storytelling.
- Distributed 30,000 copies of the Downtown York Magazine across the region, where each edition was read by more than 100,000 people.
- Delivered Downtown news and updates to 20,000+ social media followers.
- Facilitated co-op advertising that featured more than 20 Downtown York partners.
- Hosted Small Business Saturday press conference to shine light on important shopping week for downtown merchants.
- Launched new travel writer hosting program, which drew 3 regional writers to Downtown York in 2018.
- Organized and promoted Downtown Inc events that had an economic impact of more than \$1 million in our community, according to figures by Americans for the Arts.
- Expanded First Friday entertainment to Continental Square from May through November to better connect all three Downtown York districts.
- Hung 1,270 feet of greens and 302 bows on 151 light posts during Hanging of the Greens.

2018 Downtown Events

FIRST FRIDAYS Presented by WellSpan Health

SWEETEST PINT DOWNTOWN TASTING TOURS

Presented by Brewery Products

GO GREEN IN THE CITY Presented by White Rose Credit Union

DOWNTOWN FIRST AWARDS

Presented by The Glatfelter Agency

SPOOKY YORK DOWNTOWN DARK HISTORY WALKING TOUR

DOWNTOWN INC MASQUERADE BALL

Presented by Royal Square Development & Construction

HANGING OF THE GREENS

Presented by The Evergreen Valley Group/Morgan Stanley

DOWNTOWN UPDATE Presented by York Traditions Bank

2018 BUSINESS SERIES Presented by PNC

PUBLIC SAFETY

A safe downtown hinges on open communication and effective collaboration with and between the police, sheriffs, elected officials and the business community. Downtown Inc works toward this goal by taking on projects such as environmental design, addressing vagrancy and nuisance issues, community policing, data collection and monitoring.

In 2018, Downtown Inc...

- Worked with Better York to deploy an additional 155 hours of law enforcement in the downtown from June to November on weekend evenings.
- Held a community safety workshop for downtown merchants and businesses to facilitate ongoing dialogue between business owners and the City Police Department.
- Worked with the Women's Giving Circle, YMCA and private property owners to expand our security camera program and install 2 security cameras around Foundry Park.



Partners

\$20,000+ Better York | Glatfelter Insurance Group | Kinsley Construction
WellSpan Health | York County Community Foundation | York County Solid
Waste Authority

\$10,000 Cultural Alliance of York County | M&T Bank | Powder Mill
Foundation | The Stewart Foundation | York College of Pennsylvania
York County Economic Alliance | York County Industrial Development Authority
York Revolution

\$5,000 Fulton Bank | PNC Bank | Coni Wolf | York County Chamber
Foundation | York Traditions Bank

\$2,500 Covanta | Julian and Jolene Tolbert | RKL LLP | Stock and Leader
York College Center for Community Engagement

\$1,000 Appell Center for the Performing Arts | Buchart Horn / BASCO
Associates | C.S. Davidson, Inc. | Gavin | KBG Injury Law Med-Ed /
FirstEnergy Foundation | Penn Waste | PH Glatfelter | Wagman Construction
Wilmac | Linda and Dave Davidson | Stanley Hamberger | Doug Hoke
Bill and Kim Kerlin | Eric and Kendall Menzer | Kevin Mosser | Steigelman and
Zerbe Family Fund | Patti Stirk | Brian and Andrea Strong | Meg Swartz
Joe Wagman

\$500 Brewery Products | Hammer Creek Enterprises, LLC | Herbert, Rowland
& Grubic, Inc. | The Left Bank Restaurant | Mulá Design | Murphy &
Dittenhafer, Inc. | Q-Dot Engineering | RSDC, Inc. | Silas and Amanda
Chamberlin | Jason and Jody Chesla | Kevin Cramer | Krista and Michael Darr
Debbie Bailey | Kate Hynes | John Schmidt Loren Kroh | Kim Lentz
Kevin O'Donnell | Victoria Stambaugh | Joan Stauffer | Joanne Wilmore

\$300 Bashir Enterprises | Bold Creative Media | BPOE Lodge 213 | Business
Information Group | Central Market House | Cupajoe LLC | Democratic Party of
York County | Engle Printing & Publishing Co. | Family First Health Corp
Fosters Flower Shop | Gallery B | Garden Club of York | Insurance Services
United | Minnich's Pharmacy | RSB & Associates, PC | Site Design Concepts
St. John Episcopal Church | Subway | York Academy Regional Charter School
York City Independent Restaurant Association | York County History Center

Partners

\$250 Susan Byrnes | Dominic DelliCarpini | Krista Gardner | Elizabeth Hodgson | Kenneth Johnston | Victoria Kageni | John Klinedinst | Penny Lemelman | Ken Martin | Thomas McIlwee | Blanda Nace | Michael and Eloise Newsome | Jeremiah Postlethwait | Leslie Robinson | Judy Simpson | Carolyn Steinhauser | Michael Washburn | Zachary Zimmerman

\$150 Arthur & Daughters | Collens-Wagner Agency | Engdahl Manufacturing Inc | King Brat | Kioware | Kline Graphic Design, Inc. | OperamHR Providence Engineering | Redeux | Weinstein Realty Consultants | York Area Housing Group | York County Food Bank | York Treasury | York Veterinary Housecalls LLC | Bushwick Household | Marcy Almony | Paul Godfrey Michael and Melonie Hady | Hillary Hasson | Craig Jacoby | Darryl Jones Jason Konopinski | Robbi McClane | Winnie McDonagh | Bob and Sarah Mock James Reindollar | Elsie May Smith | Jason Stacknick | Danielle and Clint Stehman | Karin Swartz | Christian Wagman | Mary Yeaple

\$50 Ralph Arnold | Bair's Chicken | Diane Baker | Daniel Barker | Missy Barnes | Michael Becker | Barbara Berger | Thomas Berridge | Blakey, Yost, Bupp & Rausch, LLP | Dan and Jess Bryant | Betsy and Michael Buckingham Rosa Luz Catterall | Ben Chiaro | Child Care Consultants | Jim Coombes Keith and Joan Cosgrove | Ann Davis | Kristen Dempwolf | Danille Dougherty Colleen Dwyer | Judith Eby | Rebecca Eden | Elizabeth Eisenhart | Jennifer Fimiani | Randy and Debbie Flaum | Tannisha Fuentes | Kerryn Fulton | Molly Gard | Madeline Geiman | Maddy and Kaelin Gibson | Andy Given Meagan Given | Kuyomars Golparvar | Nicole Greenawalt | Kristine Gross Laurin Gross | Kate Harmon | Bradley Harner | Mike and Louise Heine | Casey Herrmann | George Hodges | Tina Holtzman | Joe Jefcoat | Ken Jelonek Clare Johnston | Lynn Johnston | Rose Johnston | Joy's Cafe | Eileen Joyce Keith Kates | Sean Kenny | Gurnam Khalsa | Sheila Kimani | Kimberly Jones Jamie Kinsley | Andy Klinger | Crystal Koller | Tom LaForgia | Leadership York Doug Lehigh | Jeffrey and Raquel Lilly | Tina Malec | Matt McDunnell | David Miley | Lisa Mohan | New Level Advisors | The Newton Group, LLC | Henry Nixon | Mindyn Noll | Ericka Ottati | Kimberly Parsley | Fay Pharo-Frank Re-Source York | Brandy Reeve | Sarah Reinecker | Diane Rooney | Lauren Rooney | Mark Rooney | Natalie Sharp | Glenn Smith | Andrew and Jess Staub | Melissa Stiles | Story Supply Co. | Dekey Tenpa | Deena Trebilcock Michael Vyskocil | Valerie Webb | Jeffrey Woodall | York Friends Meeting George and Pam Zerba



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