



# Downtown Inc

[DowntownYorkPa.com](http://DowntownYorkPa.com)

*Downtown Inc works every day to enhance our central business district using the proven principles of the Main Street Program: Economic Restructuring, Beautification, Marketing, Events and Public Safety.*

*The important activities listed here could not be accomplished without the generosity of donors like you who believe in a clean, safe and vibrant downtown York.*

## ECONOMIC DEVELOPMENT

- Built a smart strategy to recruit retail to downtown York.
- Hired a Business Development Liaison.
- Moved riders through downtown on the White Rose Trolley.
- Listened to constituents at town-hall meetings.
- Held workshops on visual merchandising, accounting, marketing and social media.
- Strengthened merchant groups with our staff support.
- Celebrated new businesses with ribbon cuttings and grand openings.



## EVENTS

- Held Walking Tours and monthly First Fridays enjoyed by thousands.
- Hosted the free SPLASH! Summer Concert Series in Foundry Park, featuring local bands from around York county.
- Showed York College freshmen downtown offerings through orientation tours.
- Kept stakeholders informed with regular Downtown Updates.



## BEAUTIFICATION

- Encouraged businesses to keep their storefronts clean with "Take Ten on Tuesday."
- Placed new industrial architecture on North Beaver Street, including fun new places to sit and put trash.



- Provided a Cleanup Crew to keep downtown clean and litter free.
- Planted more than 2,500 flowers to beautify downtown York!
- Made the holidays more festive with greens and bows.

- Partnered with community groups to make improvements to Continental Square in 2012.
- Convened stakeholders to improve and enhance the City's portion of the Heritage Rail Trail.

BE PART OF THE  
**Energy**  
IN DOWNTOWN  
YORK.



## MARKETING

- Published new online interactive map showcasing downtown businesses.
- Reached out to 3,000 fans on Facebook and Twitter.
- Published the 2nd edition of the downtown destination guide.
- Promoted our partners with bi-weekly E-news.
- Helped businesses get great rates on co-op advertising.



## PUBLIC SAFETY

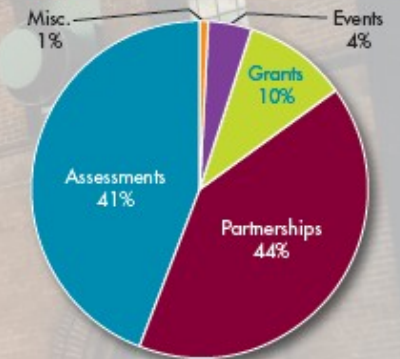
- Taught businesses best safety practices at quarterly workshops.
- Kept downtown safe by working closely with the York City Police Department and York County Sheriffs.
- Mitigated criminal and vagrant activity with CPTED—Crime Prevention Through Environmental Design.

## ROGER BROOKS PROJECT



- We're playing a key role in PEDYC (Partnership for Economic Development in York County) to build the York County Industrial Art and Design brand.
- Downtown Inc committees are hard at work implementing Brooks' recommendations in the Market District.

## FUNDING SOURCES



Just over one third of our funding comes from the Business Improvement District (BID) assessment (one mil paid by each commercial and residential rental property within the BID boundaries).

In 2011, nearly one half of our income was raised through private, charitable contributions.

The balance is raised in project-specific grants from local community partners such as Better York, the Women's Giving Circle, and York County Community Foundation.