



Downtown Inc

# 2011 Action Plan

Downtown Inc works to revitalize and encourage reinvestment in downtown York. We do that through...

## **Collaboration**

Partner with other community stakeholders to maximize impact  
Work closely with the City of York  
Empower and mobilize volunteers

## **Business Support**

Provide information referrals  
Serve as liaison to municipal leadership  
Conduct educational events for small businesses

## **Economic Development**

Work to recruit and retain businesses  
Implement public safety measures  
Manage storefront vacancy inventories

## **Events**

First Fridays  
SPLASH! Concert Series  
Walking Tours

## **Beautification**

Plantings, potted flowers  
Holiday greens and swags  
Cleanliness initiatives

## **Communication**

E-newsletters  
Printed promotional materials  
Social media  
Downtown Updates

This Action Plan, adopted by the Downtown Inc Board of Directors on January 12, 2011, is the organization's commitment to the community.

It illustrates, step by step, the intentions of Downtown Inc, through the work of its committees, to foster the economic vitality of downtown York.

Downtown Inc is fortunate to have an active and vibrant group of volunteers dedicated to achieving the objectives included in this plan.

If you are interested in obtaining more information about Downtown Inc and its many initiatives, feel free to contact us directly at (717) 849-2331.

## **Downtown Inc 2011 Board of Directors**

President: Linda Davidson, CS Davidson  
Vice President: Gary Sonke, Stock & Leader  
Treasurer: Krista Darr, M&T Bank  
Secretary: Caroline Morris, Kimman's

### Board Members

Mandy Arnold, LightStyles  
Mike Heine, Fulton Bank  
Judd Lando, Insurance Services United  
Eric Menzer, York Revolution  
Kevin Schreiber, City of York

# Downtown Inc Committees ~ Priorities and Action Steps

## ECONOMIC DEVELOPMENT

Committee mission: Advise the Downtown Inc Board of Directors and staff regarding strategy, priorities and action that should be taken to create a positive climate for investment in downtown York, and advance specific economic development projects and initiatives.

Meets on the fourth Wednesday of each month at 4:30pm at Stock & Leader.

- Convene and organize economic development agencies and the private sector to ensure that strategies are innovative, aligned, and moving at a rapid pace.
- Conduct four educational seminars for merchants/businesses.
- Identify and build relationships with major downtown employers and business owners.
- Advocate for Market District zoning overlay as per Brooks recommendation.
- Act as conduit between business service providers and DI constituency.
- Host town hall meetings for each segment of the district.
- Examine existing traffic patterns, parking, and wayfinding as they impact downtown businesses; advocate for change when needed.
- Hire Downtown Business Development Liaison.
- Integrate new Liaison position with City's Economic Development staff.
- Develop marketing materials featuring the niche retail strategy and Market District initiative.
- Increase Downtown Inc's visibility by relocating office.

## PUBLIC SAFETY

Committee mission: Create a safe and secure downtown environment.

Meets the third Wednesday of each month at 1:30pm at Stock & Leader.

- Develop an implementation plan and schedule for Crime Prevention Through Environmental Design (CPTED) audits.
  - Identify key locations in Central Business District.
  - Educate property owners and businesses.
  - Secure funding for implementation of recommendations.
- Develop and facilitate programs in cooperation with the York City Police Department (YCPD) Public Safety division for building/office physical security evaluation and educational awareness resulting in certification for businesses in the downtown district.
- Continue to build the Safety Initiatives Fund developed by Downtown Inc in 2010.
- Maintain communication between downtown businesses and YCPD.
- Support the regular deployment of safety personnel in the downtown district.
- Continue to advocate for the objectives of safety organizations devoted to providing safety in the City and downtown district.

## OTHER VOLUNTEER OPPORTUNITIES

Event-specific volunteer opportunities are available if you'd like to give a few hours of your time to help us out with a particular project or event. Contact us for details and current needs. Phone: (717) 849-2331 or Email: [info@downtownyorkpa.com](mailto:info@downtownyorkpa.com)

## PHYSICAL APPEARANCE

Committee mission: Improve the cleanliness and physical attractiveness of downtown York's landscape, streets and properties.

Meets the third Tuesday of each month at 1:00pm at Downtown Inc.

- Continue annual plantings and holiday décor.
- Work closely with Beautiful York on plans for improving Continental Square.
- Collaborate with Public Safety committee on new bench acquisition and installation using CPTED principles in Cherry Lane.
- Add lighting and banners to North Beaver Street.
- Continue cleanup crew from May through October.
- Implement "Take Ten on Tuesday" cleanliness campaign.
- Eliminate visual clutter, including misreading and temporary banners, vending machines, and temporary real estate signs from the CBD.
- Improve the City section of the Rail Trail.
- Fill empty tree wells and install well covers in the Market District.

## MARKETING

Committee mission: Promote and market downtown York and Downtown Inc through a strong and effective communications and public relations campaign.

Meets the second Tuesday of each month at 9:00am at Downtown Inc.

- Provide cooperative advertising opportunities for downtown merchants.
- Revise, reprint and distribute downtown York destination guide.
- Work with other tourism entities to better market downtown York as a destination.
- Implement a targeted marketing strategy for Downtown Inc events.
- Build a campaign around successful efforts to make downtown more visitor friendly.
- Build awareness and strengthen relationships with all York colleges.
- Develop an interactive, online version of the downtown York destination guide map.
- Improve social media marketing strategies to build and maintain consistent messages and expectations.

## EVENTS

Committee mission: Design and implement events that will enhance the downtown experience for as many people as possible.

Meets the second Tuesday of each month at 8:00am at Downtown Inc.

- Evaluate Downtown Inc events and modify as necessary to better achieve the mission.
- Broaden walking tour topic selections.
- Expand First Friday activities with more merchant participation, better communication, and increased marketing efforts.
- Enhance the SPLASH! Free Summer Concert Series to appeal to a greater audience.
- Coordinate efforts with Central Market to promote and expand their calendar.
- Establish regular communication methods with all organizations that plan and host events downtown.