



PHYSICAL APPEARANCE

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

Mission: To improve the cleanliness and attractiveness of downtown York's landscape, streets and properties.

2012 Goals:

- Continue to provide Cleanup Crew and *Take Ten on Tuesday* promotion.
- Expand industrial street architecture throughout the Central Business District.
- Promote the *Street Amenities Legacy* program.
- Research the viability of a façade improvement revolving loan program.
- Streamline downtown plantings and watering.
- Explore a "Properties of Merit" awards program.
- Educate property and business owners on store/street front responsibilities.
- Convene groups to improve Heritage Rail Trail.
- Continue efforts around Reclaim Continental Square.
- Expand holiday décor planning to include West Market St.

PUBLIC SAFETY

Meets the third Wednesday of each month at 1:30pm

Mission: To create a downtown environment free from criminal activity.

2012 Goals:

- Collaborate with York City Police Department and York County Sheriffs to ensure that quality of life issues such as homelessness and problem properties are addressed effectively and efficiently.
- Implement a building/business audit strategy.
- Incorporate CPTED principles in all efforts.
- Provide safety education opportunities to downtown businesses.
- Develop and adopt an emergency communications plan for Downtown Inc.

ECONOMIC DEVELOPMENT

Meets the fourth Wednesday of each month at 4:30pm

Mission: To advise the Board of Directors and staff of Downtown Inc on 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.

2012 Goals:

- Continue to focus on building critical mass of retail and hospitality in the Market District.
- Develop a comprehensive residential strategy.
- Host educational workshops for downtown businesses.
- Host forums in an effort to engage and educate property owners, developers and merchants.
- Explore the impact of a retail/hospitality zoning overlay in the Market District.
- Advocate for smart traffic, way-finding and parking systems.
- Take an active role in downtown redevelopment projects.
- Work with the City of York to identify and market available resources for tenants, developers, building owners, etc.
- Assist the City of York in the development of a one stop shop for business startups at the new City Hall.

MARKETING

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

Mission: To promote and market downtown York and Downtown Inc through a strong and effective communications and public relations campaign.

2012 Goals:

- Provide cooperative advertising opportunities for downtown merchants.
- Update and maintain a the annual Destination Guide and its virtual online companion.
- Communicate York's distinctive character through conventional and social media channels.
- Work with other tourism entities to market downtown York as destination.
- Build awareness and strengthen relationships with colleges county-wide.
- Work with RAYAC and City of York to promote York as a strong community with an authentic sense of place and personality.
- Create sharable and user-generated content on downtownyorkpa.com.

EVENTS

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

Mission: To design and implement events that will enhance the downtown experience for as many people as possible.

2012 Goals:

- Evaluate all Downtown Inc events and modify as necessary to achieve mission.
- Broaden walking tour topic selection.
- Expand First Friday activities with more merchant participation and more coordinated marketing efforts.
- Regularly communicate and work with organizations that plan and host downtown events.

This Action Plan, adopted by the Downtown Inc Board of Directors on December 14, 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 2012 Board of Directors

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Linda Davidson, CS Davidson

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Gary Sonke, Stock & Leader

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Jason Lewis, Logos Academy

Eric Menzer, York Revolution

Kevin Schreiber, City of York

What is Downtown Inc?

Downtown Inc is the organization working to revitalize and encourage investment in downtown York.

How Do We Do It?

Collaboration

- Partner with other downtown 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
- Host business education workshops

Economic Development

- Business recruitment and retention
- Public Safety
- Storefront vacancy inventories

Events

- First Fridays
- SPLASH! Free Summer Concert Series
- Walking Tours

Beautification

- Plantings, potted flowers
- Holiday decorations
- Cleanup crew

Communication

- E-newsletters
- Downtown destination guide
- Quarterly Downtown Updates



**BE PART OF THE
Action
IN 2012**

2012 Downtown Action Plan



Downtown Inc

DowntownYorkPa.com