



York Business Improvement District Authority

Business Plan 2021-2025

The York Business Improvement District Authority's Business Plan is an outline of activities that will be fully or partially funded by BID assessment fees during the 5-year period. These activities reflect Downtown Inc's strategic plan and are intended to foster business growth and investment in Downtown York.

In all areas of work, Downtown Inc will strive for the highest principles of excellence, embrace the cultural diversity reflective of the community and employ best practices that lead to a distinctive, standard-setting downtown environment.

PHYSICAL LANDSCAPE

Downtown Inc will be the recognized and respected champion for an inviting downtown, providing consistent leadership, coordination, and resources that lead to a business-friendly quality of place. This include activities, such as seasonal plantings, litter control, advocating for traffic and parking efficiencies, and fostering the installation and maintenance of street amenities, public art, signage, way finding, and other decor.

- Objective: Provide tangible and promotional programs to ensure a clean and litter-free downtown.
- Objective: Improve walkability, bike-ability, and traffic efficiencies by improving gateways, way-finding signage, and parking systems.
- Objective: Continue to expand the capacity of the Downtown Clean Up Crew through partnerships with community organizations, and potential collaboration with professional clean and safe operators.
- Objective: Create a distinctive downtown environment and sense of place through the strategic installation of diverse and inclusive street art, murals, and other amenities.
- Objective: Take a lead role in major improvements to public spaces downtown including completion and build out of the York Heritage Rail Trail and phased construction of the Codorus Creek Greenway project.

SAFE ENVIRONMENT

Downtown Inc will strengthen and institutionalize its role in building and maintaining both the perception and reality that Downtown York is a safe place to live, work, and shop.

- Objective: Implement strategies to mitigate nuisance and vagrant activity.

- Objective: Increase the capacity of a downtown “ambassadors” program to provide escort services, conduct business check-ins, and report criminal activity to police.
- Objective: Develop reliable and regular sources of data for analysis, planning and reporting.
- Objective: Support public and private investment in security infrastructure, such as security cameras.
- Objective: Work closely with the City of York Police and York County Sheriffs’ Departments to ensure strategic and timely deployment schedules.
- Objective: Continue to advocate for and/or employ Crime Prevention Through Environmental Design philosophies in new development and improvement projects.

ECONOMIC DEVELOPMENT

Downtown Inc and its strategic partner the York County Economic Alliance will be leaders in planning and driving economic development initiatives, and will be a recognized resource, and direct provider of attraction and retention services to government, downtown businesses, developers, and property owners.

- Objective: Continually and consistently work with our public and private partners to strengthen the business base through strategies that attract and retain businesses to the downtown, including a robust series of business workshops.
- Objective: Offer Downtown Bloom Grants and other direct financial resources to businesses.
- Objective: Advocate for federal, state, and local programs and incentives aimed to encourage investment in the downtown.
- Objective: Participate in, advocate for, and support viable applications for private, state, and local funding and financing of downtown (re)development projects.
- Objective: Be a resource and repository for business support information from first point of contact to grand opening and beyond, including the production of timely, objective economic data. Ensure the accessibility of these resources to all businesses, including businesses owned by and/or representing historically under-served populations.
- Objective: Increase the number of downtown residents by encouraging the rehabilitation of existing, and development of high-quality downtown for-sale and rental housing at all price points.
- Objective: Create a downtown economy that attracts and rewards private investment.

PROMOTIONS AND COMMUNICATIONS

Downtown Inc will be at the center of a communications and promotions network that attracts visitors, reflects the demographics and diversity of the community, conveys good news about the downtown, shares resources, and leads to positive perceptions of Downtown York.

- Objective: Generate positive and credible earned-media coverage of downtown businesses, activities, and trends to fortify the positive impression of downtown York in the minds of investors and consumers.
- Objective: Be the promotional repository for all downtown activities.
- Objective: Continue to implement the Historically Edgy™ brand strategy to attract visitors from target audiences beyond York County.
- Objective: Provide Welcoming Community Grants to support public events celebrating York's cultural diversity and making our downtown a welcoming place for all.
- Objective: Plan, coordinate, and execute diverse, accessible and inclusive special events that drive pedestrian traffic into downtown businesses.
- Objective: Implement and maintain a downtown-wide pole banner program.

Downtown Inc works alongside our strategic partner, the York County Economic Alliance, to enhance and encourage investment in Downtown York. It is a joint venture between the York Business Improvement District Authority and Main Street York, Inc., a charitable 501c3 organization.

For more information, visit www.downtownyorkpa.com or call 717-848-4000