



OUR YORK

Downtown York, PA



CITY • PEOPLE • FUTURE • APPROACH • RESOURCES

OUR CITY



\$250 million

in **new development**
during the last decade

150

new or expanded businesses
in the last 4 years

300+

new units of market-rate
residential fully leased

11,000+

students at three higher-ed
institutions in or near the city



Net gain in
businesses
during COVID
pandemic



Coworking
and business
incubation
centers



- Top Places to Visit, CBS This Morning (2018)
- America's Best Main Streets, Travel & Leisure (2017)
- Most Romantic Main Street, National Trail for Historic Preservation (2017)

WHY YORK?

OUR NUMBERS



Proximity to:

- **Baltimore, MD** - 52 miles
- **Washington, D.C.** - 92 miles
- **Philadelphia, PA** - 102 miles
- **New York, NY** - 190 miles

City of York

Population: 43,900

Median Age: 32.8

39% of Residents' Ages: 24-54

1 Mile Radius of Continental Square

Businesses: 1,640

Employees: 20,513

Residential population: 31,074

Total Businesses: 2,162

Total Employment: 32,835

Workday Commuter Influx: 24,000

3 Mile Radius of Continental Square

Businesses: 5,748

Employees: 75,344

Residential population: 87,452



15 Minute Drive Time

Population: 183,797

Households: 70,314

Median Age: 38.2

Average Household Income: \$66,631



Population By Age

15-24 years: 13.2%

45-54 years: 15.3%

25-34 years: 11.4%

55-64 years: 12.6%

35-44 years: 13.5%



Consumer Spending

• Retail Goods

• Shelter

• Entertainment/Recreation

• Food at Home

• Food Away From Home

• Health Care



OUR ENTREPRENEURIAL SUPPORT

Education:

- BLOOM Business Classes 101 & 201
- JD Brown Center for Entrepreneurship at York College of PA
- Tech Rev
- Small Business Development Center
- Penn State University Launch Box

Grants:

- BLOOM

Networking/ Mentorship:

- BLOOM
- SCORE
- Women's Business Center Organization
- Mantec
- Manufacturers Association
- The Grotto

Loans:

- BLOOM
- Community First Fund
- White Rose Ventures
- Benjamin Franklin Technology Partners
- Banks
- Kiva

Investment:

- White Rose Ventures
- Benjamin Franklin Technology Partners

Public Financing:

- Pennsylvania Industrial Development Authority (PIDA)
- Small Business Administration (SBA)
- Redevelopment Assistance Capital Program (RACP)
- Next Generation Farmer Loan

Business
Start Up

Business
Growth

Business
Expansion

Business
Succession



“Being from a culturally diverse, and much larger city of Pittsburgh, the place that locally feels most like home is York City. The success and growth of ELITE has afforded many opportunities to improve York City and its surrounding areas by investing in the properties, people, and communities we serve. We believe in our city and are excited to continue to do our part for a Better York.”

- Joshua Gropp
CEO, Elite Property Management, Inc.

“York has been my home for 21 years, and I truly believe destiny brought me here. I’ve met a lot of amazing people here that have done nothing but support me through this whole process. York has honestly been the best decision and has helped me to be the best version of myself.”

- Catalina Ruiz
Owner, Cupcakes & More in Central Market

“Living and working in York City allows me to experience the energy and vibrancy of a community like no other. There is an incredible sense of fellowship and purpose in this city, and I am grateful to be a contributing member of its progress. Restaurants are full, new businesses keep opening, and our cultural fabric keeps weaving itself stronger through our diversity and eclectic mix of cultures. I love York City!”

- Ricardo Quintero | Executive Administrator,
Office of the Mayor, City of York



OUR PEOPLE





OUR

FUTURE

Final text to match City of York's development list and map.

- 📍 **\$54 million**, redeveloped Yorktowne Hotel opening under the Tapestry by Hilton flag
- 📍 **\$75 million**, 1.4-mile Codorus Greenway
- 📍 **200+** additional market rate residential units planned across several development projects
- 📍 Kidspace
- 📍 Pewtarex
- 📍 York College Knowledge Park
- 📍 Fortress of York Coding School and Coworking Space
- 📍 History Center / Steam Plant
- 📍 Mason Avenue Improvements



Provide Strategic Support to Downtown Businesses

To empower entrepreneurs of all types and foster a diverse, dynamic business community

- **Grow our city by at least 45 new businesses each year, including at least 10 new businesses owned by persons of color**
- **Provide technical support to 300+ businesses every year**

Encourage the Development of New Housing

To provide high-quality, accessible housing to current residents and attract new residents to our city

- **Fulfill the current demand for 200+ units of market rate residential**
- **Attract at least 200 new residents to the City of York every year**

Invest in Infrastructure that Complements and Encourages Development

To ensure the urban environment of York is well functioning, provides our residents with a high-quality of life, and reflects the York's unique sense of place

- **Invest \$20 million in Phase I of the Codorus Greenway**
- **Complete the York Heritage Rail Trail through the City of York**

Catalyze Commercial Development Projects and Complete those Underway

To ensure York is constantly innovating and providing new and exciting options for residents, visitors, and business owners

- **Complete more than \$150 million in new development in the next 5 years that provides more amenities, office space, retail, and manufacturing space in York**

OUR

APPROACH



Codorus Greenway Rendering



Yorktowne Hotel Rendering





OUR

RESOURCES

In York, our county, our city, and our downtown are aligned to help your business grow from day one. We have a deep bench of people and resources available to assist you—from mentoring and business planning during the early days of your businesses to financing and incentives as you grow.

Financing

- Tax incremental financing
- New Markets Tax Credits
- Job Creation Tax Credits
- White Rose Ventures equity investment
- Ben Franklin Tech Partners
- Community First Fund, CDFI

Workforce Training

- Pathways to Prosperity Consortium
- HACC Jobs Training
- WEDnetPA
- MANTEC and Manufacturers Association

Site Selection Support

- Site and Building Search Assistance
- Permitting Assistance
- Zoning Advocacy
- City - County Coordination

Loans & Grants

- BLOOM Grants
- Pennsylvania Industrial Development Authority (PIDA) Loans
- PIDA - Small Business Loans
- Redevelopment Assistance Capital Program (RACP)
- Small Business Administration Financing
- Small Diverse Business Capital Access Program
- Tax-Exempt Financing

Tax Incentives

- Opportunity Zones
- Keystone Innovation Zones
- Local Economic Revitalization Tax Assistance (LERTA)





The City of York and our downtown are the centers of economic activity in York County, in large part thanks to the amazing people who call our City home and who choose to launch or build their business here.

And the City of York is ready to support your business too. Whether you are just getting started or are a seasoned business owner, we have resources to support your vision. Are you seeking investment opportunities? We have partnerships in place to make that happen.

Over the next five years, we have an ambitious vision to support and diversify our business community, create new housing, beautify our waterfront and complete our rail trail, and bring more than \$150 million in development projects to fruition.

Come be part of bringing our vision to life.

Michael R. Helfrich | Mayor, City of York



BETTER YORK



To reach our Development Team,
please contact development@yorkcity.org





OUR VISION

OUR FUTURE

We're Here to Help



York County
Economic
Alliance



Explore
YORK
have it made here