



YORK BUSINESS IMPROVEMENT DISTRICT AUTHORITY (YBIDA)

BUSINESS PLAN FOR:

January 1, 2026- December 31, 2030

Downtown Inc is the trade name for a joint venture between the York Business Improvement District Authority and Main Street York, a 501(c)(3) not-for-profit. Together they work to enhance and foster reinvestment in Downtown York.

Downtown Inc is an entity of the York County Economic Alliance. Through this strategic partnership, Downtown Inc is able to leverage the resources and expertise necessary to further drive our mission.

TABLE OF CONTENTS

Foreword.....Page 3

Introduction.....Page 4

About Downtown Inc.....Page 4-5

Purpose of this Document.....Page 5-6

Plan Development Overview.....Page 6

YBIDA Boundaries.....Page 6-7

Assessment Rate.....Page 7

2026-2030 Plan Adoption Overview.....Page 8-9

Current Assessment Overview.....Page 8

Downtown Inc Programs & Activities/Uses of Assessment Funds.....Page 9-11

For More Information.....Page 11-12

FOREWORD

We are excited that you have chosen to be a part of Downtown York, whether by living, investing, or operating your business here. Over the years, York has gained recognition for its unique blend of history, culture, and modern innovation. National publications have named York a great place to live, work, and visit—and the heart of it all is our Downtown. The York Business Improvement District Authority (YBIDA), managed by Downtown Inc., plays a central role in fostering the growth and vibrancy of the city, offering essential services that help keep Downtown a welcoming, safe, and beautiful place for everyone.

As a property owner in the BID, you contribute to the services and initiatives that make Downtown York an attractive place to live and do business. The Downtown Clean & Green Team, Downtown Resource Center, placemaking projects, and merchant engagement services help ensure that our district remains a thriving hub for residents, businesses, and visitors alike. We have included a recap of our 2024 Accomplishments at the back of this Business Plan. These efforts contribute to the quality of life and unique experiences found in Downtown York, making it a desirable location for investment and growth. Over the years, the BID's services have helped foster a thriving business environment, supporting the many businesses that call Downtown York home.

The 2026-2030 York Business Improvement District Plan reflects the ongoing success of Downtown York while adapting to the evolving needs of our community. While the boundaries of the BID will remain the same, we are committed to enhancing the services and initiatives that support Downtown's continued growth with an eye to the future. Downtown Inc leadership has spent considerable time evaluating the current assessment rates, and while we are not proposing a boundary expansion or mileage increase for our 2026-2030 Business Plan, we intend that, upon completion of this five-year plan, leadership will seek ways to generate additional assessment funds.

We are incredibly proud of all that Downtown York has accomplished, and we look forward to a bright future together. We encourage you to review the full proposed BID plan and attend the upcoming public hearings to share your thoughts. Your feedback is invaluable as we continue working to make Downtown York a great place to live, work, and invest.

Thank you for being part of Downtown York and for allowing us the opportunity to serve you. Together, we will continue to create a vibrant and thriving community for everyone.

Respectfully,

The York Business Improvement District Authority

On behalf of Downtown Inc.

INTRODUCTION

The York Business Improvement District (BID) has been serving Downtown York since its establishment in 1998. The BID is a municipal authority created by the City of York under the Municipality Authorities Act of the Commonwealth of Pennsylvania and is governed by a Board of Directors. The BID has the authority to levy an assessment on properties within its boundaries to provide reliable and equitable funding for Downtown York's administrative services and programs.

Since its creation, the BID has been dedicated to fostering a clean, safe, and vibrant environment in Downtown York. Property owners, business leaders, and civic organizations have supported the BID's efforts to enhance the district's economic vitality. These efforts are reflected in the ongoing services provided, including our Clean & Green Team, which has been integral to maintaining a welcoming atmosphere for residents, visitors, and businesses alike.

The York BID remains focused on maintaining the high standards of service that make Downtown York a special place to live, work, and invest. We are committed to the continued success and growth of the district, ensuring that Downtown York remains an attractive and thriving destination for everyone.

ABOUT DOWNTOWN INC

In 1986, York was selected by the Commonwealth of Pennsylvania as a designated Main Street community. Main Street York, Inc. established itself as a private, nonprofit organization (501c3), governed by a board of directors representing downtown businesses and stakeholders to implement downtown revitalization standards established by the National Main Street Center. Since its inception, Main Street York, Inc. has implemented the Four-Point Main Street Approach and continues to adhere to best practices of Main Street programs.

In 1999, York City Council approved the establishment of the York Business Improvement District Authority (YBIDA) to make business improvements and provide administrative services within a specific geographic area to support the continued revitalization of the downtown district. This includes the subsequent assessment of commercial and licensed rental residential property owners within the district.

In 2006, the board of directors of Main Street York and the YBIDA board determined that, due to their similar missions, goals, and objectives, they should join forces to revitalize downtown York. As a result, Downtown Inc. became the trade name of the joint venture between the York Business Improvement District Authority and Main Street York.

Although the entities share the same board and mission, their finances are kept separate due to differing funding sources and tax exemption determinations. The board of directors is tasked with oversight of the YBIDA and the charitable Main Street York, Inc. Financial support for Downtown Inc. comes from charitable fundraising efforts and the YBIDA assessments collected annually from downtown property owners. In 2024 alone, the Downtown Inc. team leveraged \$120,000 in assessment dollars into \$1.2 million in impact to Downtown York various placemaking and public safety initiatives. The annual Downtown Inc operational budget is \$600,000, which is raised through a variety of sponsorship, philanthropic, charitable giving, and special event revenue sources.

In 2018, Downtown Inc. became an affiliate of the York County Economic Alliance, strengthening our ability to "Make Things Happen." Through this affiliation, downtown York benefits from the expertise of economic development professionals offering a variety of services and benefits to property owners in the BID.

The strategic affiliation between Downtown Inc. and the York County Economic Alliance provides a variety of resources for our small business community, such as the BLOOM Business Empowerment Center, which offers grants, loans, and various entrepreneurship training programs. The York County Economic Alliance launched the "Trail Towns Program" to leverage the York Heritage Rail Trail as a platform for economic development in Downtown York, offering a variety of benefits for businesses. Finally, the Economic Initiatives team continues to bring impactful projects online in Downtown York, from the reopening of the Yorktowne Hotel in 2023 to the much-anticipated \$50 million Codorus Greenway Beautification project. In 2024 this strategic affiliation allowed us to reinvest \$167,000 directly into downtown businesses through Bloom loans and grants, First Friday grants, and Trail Town façade grants.

The vision of Downtown Inc. is that, through leadership and community collaboration, we will drive Downtown York's prosperity and become a national model for successful downtown organizations. The mission of Downtown York is to drive, enhance, and encourage investment in Downtown York. This work is achieved by focusing on our four pillars: Economic Development, Placemaking, Public Safety, and Promotions.

PURPOSE OF THIS DOCUMENT

York City Council must approve each five-year BID Business Plan. Upon the expiration of the current plan, the York Business Improvement District Authority (YBIDA) is required to submit a new plan that outlines the proposed improvements, services to be provided, estimated costs, and the method of assessment. The current plan will expire on December 31, 2025. The new plan will become effective on January 1, 2026, and will remain in effect through December 31, 2030.

This document provides property owners within the YBIDA boundaries, along with members of the public, details about the proposed terms of the new plan, the planned activities, and any extension of the existing assessment rate that the BID Board of Directors has identified as necessary to fund these initiatives.

PLAN DEVELOPMENT OVERVIEW

Downtown Inc. staff and the YBIDA Board of Directors continuously seek feedback from stakeholders and the community at large about the effectiveness of our work. Over the past year, the Board and team have engaged in collective feedback processes tied specifically to the development of this plan. In October 2024, the YBIDA Board held a strategic visioning session, and in January 2025, Downtown Inc. hosted over 120 downtown business representatives in a similar exercise. This plan reflects the findings and information gathered through these engagement efforts.

YBIDA BOUNDARIES

The York Business Improvement District (BID) Authority covers a specific area in downtown York, PA, generally bounded by the following streets and geographical features: the Codorus Creek to the north, Queen St. to the east, College Ave. and Princess St. to the south, and Penn St and the Codorus Creek to the west. The boundaries of the York Business Improvement District Authority have only been changed once since 1998. In August 2011, the City of York formally adopted a new Zoning Ordinance and with it a new Zoning map that included modifications to the Central Business District. In 2014, the BID boundaries were changed to align with the new Central Business District boundaries. There are no proposed boundary changes to the current BID being proposed at this time.

A detailed map of the BID is included below:



Downtown Inc is the organization charged with managing the funds and programming provided for by the York Business Improvement District Authority (YBIDA) assessment.

DowntownYorkPA.com



ASSESSMENT RATE

The York Business Improvement District Authority assesses each commercial and licensed rental residential property owner within the district an annual assessment of one (1) mil or \$1 on each \$1,000 of assessed value for each property. For example, a property with an assessed value of \$50,000 would have a \$50 annual assessment for the YBIDA—less than 15 cents a day. With this assessment rate, the YBIDA generates approximately \$120,000 in assessments per year. The current milage rate has been in effect since the inception of the district in 1998. No changes to the existing rate are being proposed in this plan. Owners of tax-exempt properties and single-family owner-occupied residential properties are exempt from this assessment **but are encouraged to make voluntary annual contributions to the York Business Improvement District Authority.**

2026-2030 PLAN ADOPTION OVERVIEW

The authorization of the YBIDA Business plan occurs upon approval by York City Council. Prior to the City Council acting on a plan, the Municipal Authorities Act dictates that legal owners of property be given a written notice concerning the new plan and the proposed services, estimated costs and proposed method of assessment. This written notice must occur at least 30 days prior to a public hearing on the plan. Following the public hearing, property owners have 45 days during which they can make written objections to the plan. Based on these legal criteria, the YBIDA will follow this schedule for approval:

May 2025 (30 days prior to public hearing)

YBIDA mails to all currently assessed property owners a proposal for a renewal of the YBIDA, along with a link to the Strategic Business Plan detailing the plan for business improvements and administrative services, estimated costs, and proposed method of assessment and charges.

May 2025 (10 days prior to public hearing)

Notice of hearing advertised in the newspaper.

June 17, 2025

Public hearing on Strategic Business Plan, costs, and assessment method and charges.

June 18, 2025- August 1, 2025

A 45-day review period in which legal owners of billable and currently assessed properties who wish to object to the renewal of the YBIDA must submit a signed, written objection to the York City Clerk's office at 101 South George Street, York, PA.

Objections will only be considered valid if they (1) are received by mail or hand-delivered during this time period and (2) are signed by someone who is the legal owner of a taxable property within the existing or proposed new boundaries of the YBIDA.

If one-third or more of the legal property owners of currently assessed properties, in either number or in assessed value, have submitted valid objections by August 2025 the Strategic Business Plan shall not be forwarded to York City Council; if the YBIDA passes the 45-day review period, the York City Council will be given the YBIDA plan for consideration and approval.

September 16, 2025

Bill to approve the YBIDA Strategic Business Plan which includes the 5-year renewal of the YBIDA to 2025 is introduced by a York City Council member at a York City Council meeting for consideration and vote at the next applicable meeting.

October 7, 2025

Anticipated date of approval by York City Council of the new YBIDA Strategic Plan which includes the 5-year renewal of the YBIDA to 2030.

January 2026

BID renewal takes effect.

CURRENT ASSESSMENT OVERVIEW

Below you will find a chart outlining assessment values and revenue collections since 2018. As a reminder, YBIDA Leadership spent considerable time evaluating the current assessment rates and while we are not proposing a boundary expansion or milage increase for our 2026-2030 Business Plan, it is our intention that upon completion of this five-year plan leadership will seek ways to generate additional assessment funds.

YBIDA Assessment & Collection Summary by Year

Year	2018	2019	2020	2021	2022	2023	2024
Total Assessed Value	126,942,030.00	124,749,719.27	122,257,192.00	123,399,687.00	122,784,897.00	121,179,003.00	121,183,920.00
Amount Due	126,942.03	124,749.72	122,257.19	123,399.69	122,784.90	121,179.00	121,183.92
Amount Collected	124,496.03	122,375.38	119,492.34	122,201.65	116,994.97	113,478.81	115,277.90
	98.07%	98.10%	97.74%	99.03%	95.28%	93.65%	95.13%

DOWNTOWN INC PROGRAMS & ACTIVITIES/USES OF ASSESSMENT FUNDS

The York Business Improvement District Authority’s Business Plan outlines activities that will be fully or partially funded by BID assessment fees over the next five years. These initiatives align with Downtown Inc’s and York County Economic Alliance’s strategic plan, the York County Economic Action Plan, and the City of York’s soon-to-be-adopted Comprehensive Plan with an eye towards driving business growth and attracting investment in Downtown York.

Across all areas of work, Downtown Inc is committed to excellence, inclusivity, and best practices that reflect the community’s cultural diversity. Our goal is to create a vibrant,

distinctive downtown environment that sets the standard for urban development and economic success in the Commonwealth.

Economic Development

- Serve as a **primary resource for business attraction and retention**, connecting entrepreneurs with funding, incentives, and opportunities.
- Foster an environment conducive to **small business startups, retail innovation, and the arts** by offering grants, tax incentives, and development programs for entrepreneurs.
- Advocate for **policies and incentives** that encourage property improvements, small business growth, and new development.
- Provide **market data and business insights** to help businesses make informed decisions.
- Support downtown property owners and developers in **redevelopment and revitalization projects**.

Placemaking

- Enhance downtown's **curb appeal** through seasonal plantings, street amenities, and public art.
- Advocate for **traffic and parking improvements** and **complete street initiatives** to ensure accessibility and ease of navigation.
- Maintain **cleanliness standards** through litter control initiatives such as the Clean and Green Team and work towards enhanced waste management coordination with the City of York.
- **Improve connectivity** to make Downtown York more visitor-friendly through maintenance and advocacy of sign clutter removal and the addition of district-wide connection endeavors.
- Support and promote **beautification efforts** that contribute to a distinctive and inviting environment.

Public Safety

- Strengthen relationships with **law enforcement and security partners** to enhance public safety measures.

- Implement and promote **safety initiatives** that improve both perception and reality of security in Downtown York.
- Work with businesses and property owners to **increase visibility, lighting, alleyways, and safety infrastructure.**
- Advocate for and support initiatives that address **homelessness, vagrancy, and social services** in a compassionate and sustainable way alongside our community partners.

Promotions

- Utilize the **district's branding and marketing strategy** to elevate York's identity as a thriving, historic, and contemporary destination for business and leisure.
- Ensuring communication reflects the **diversity and demographics** of the community.
- Serve as the **central hub for information** on downtown events, resources, and developments.
- Promote **businesses, cultural assets, and events** through digital platforms, social media, and print materials.
- Lead initiatives that **shape and enhance the public perception** of Downtown York as a thriving and dynamic destination.
- Develop a comprehensive BID data management system.

This YBIDA 2026–2030 Plan ensures a dynamic, sustainable, and prosperous future for downtown York by embracing innovation, enhancing quality of life, and fostering a strong, collaborative community that benefits all stakeholders.

FOR MORE INFORMATION

There are several ways for property owners and other interested parties to stay in contact with Downtown Inc. To contact the Downtown Inc Office:

Main Office & Mailing Address:

144 Roosevelt Avenue, Suite 100

York, PA 17401

Downtown Resource Center:

44 W. Philadelphia Street

York, PA 17401

Phone: 717-848-4000

Email: info@downtownyorkpa.com

Website: www.downtownyorkpa.com

Social Media: @Downtownyorkpa

Downtown Inc values the opportunity to engage with owners with important information about BID projects and services. If you own property in the BID and would like to receive our communications, please share your email address at info@downtownyorkpa.com

The YBIDA Board of Directors meetings are open to the public. Information about meetings, including a Board Member listing, Board Meeting Agendas, and Board meeting minutes, can be found online at <https://downtownyorkpa.com/york-business-improvement-district-authority/>