

LANCASTER CITY ALLIANCE

NEIGHBORHOOD NOTES **2022 · EDITION 5**

Celebrate the City at VeloCity

VELOCITY IS BACK! Join the Lancaster City Alliance as we celebrate A City in Bloom at our annual fundraising event to support our merchant community. The cocktail competition, fashion show, along with a celebration of the City's art and

food, will return for a thrilling night at Tellus360 on May 12, 2022. Tickets are on sale at Velocitylanaster.com. Join us in support of the Lancaster City Alliance and celebrate this extraordinary City with us.

Lancaster City Alliance Outreach Specialist Connects with the City's Most Vulnerable

HAVE YOU MET SARITA RIVERA, the new Lancaster City Alliance Outreach Specialist? Sarita is a friendly face walking City streets focused on building relationships with individuals struggling with homelessness, mental health, and addiction.

Sarita connects individuals with local programs and services to provide needed support and to help safely remove them from the streets. Sarita's compassionate and friendly nature is a welcome asset to our community and her position is part of the Lancaster City Alliance Ambassador program. While her focus is on the vulnerable individuals in public spaces, she also regularly connects with the business community, countywide outreach specialists,



*Sarita Rivera,
Outreach Specialist*

and the Lancaster City Police Social Worker to ensure everyone is working together to achieve the best results.



Strategy two of the City's economic development plan is to develop Lancaster's entrepreneurial ecosystem. Here attendees at the Cultivate Lancaster Entrepreneurs Forum, an initiative of the plan, enjoy pizza from a local entrepreneur.

City's Economic Development Plan Lays a Firm Foundation, Looks to the Future

THE CITY'S 15-YEAR BUILDING ON STRENGTH Economic Development Strategic Plan has exceeded three of the six plan goals in just over six years.

AS OF MARCH 2022, THESE ACHIEVEMENTS INCLUDE:

- **100,000 square feet of new or renovated retail/restaurant space:** 238,381 square feet (238% of goal) in various phases of development as of March 2022 (including completed since July 2015)
- **300,000 square feet of new office/flex space:** 535,755 square feet (179% of goal) in various phases of development as of March 2022 (including completed since July 2015)
- **\$1 Billion in privately led investment:** \$1.29 billion (129% of goal) in various phases of development as of March 2022 (including completed since July 2015)

Additionally, the plan's goal of 2,500 new residential units of all types and all price points is nearly met. There are now 2,374 new units in various phases of development as of March 2022. This includes projects completed since July 2105. It includes mostly apartments, putting us at 95% of the goal. More than 300 (13%) of those units are proposed to be affordable to households at 80% of Lancaster County's area median income.

"We want to share this good news so the community has the opportunity to celebrate the extraordinary achievement of meeting three of the plan goals nine years ahead of schedule, said Marshall W. Snively, President, Lancaster City Alliance. "After the challenges of the past two years, this is truly a moment to be celebrated by our community, but there is still much work to be done," said Snively.

Work will continue on the entire plan, but for the remaining years community partners will work intentionally on the outcomes that have not yet been met. This includes work around affordable housing and reducing poverty.

PLAN GOALS THAT HAVE NOT YET BEEN MET:

- **300 new hotel rooms:** 193 developed and completed as of November 2021
- **2,500 new residential units of all types and all price points:** 2,075 in various phases of development as of November 2021, including up to 293 affordable to occupants with incomes at or below 80% of Lancaster County's Area Median Income
- **Lancaster City per capita income increase to 70 percent of Pennsylvania's per capita income:** 65 percent of Pennsylvania's per capita income as of November 2021; a 6.2-point increase from 59 percent of the state's per capita income since 2015

Lancaster City Alliance oversees the Building on Strength Plan, which contains 33 recommendations to guide the City's success and works with the network of 100 plan stakeholders to ensure each recommendation is moving forward. The Building on Strength Plan has four main strategies, they are: economic development investment, cultivating entrepreneurs, marketing Lancaster City, and improving quality of life. For the outcomes that still need to be achieved the Lancaster City Alliance is encouraged by a community committed to working together.

"Building on Strength was always meant to be flexible, which has been key to the plan's success, it was recalibrated at the end of year three and again as a result of the pandemic" said Jeremy Young, Director of Community and Economic Development. "As we move closer to the second half of Building on Strength implementation, our community partners will reexamine how to best meet the needs of the remaining three goals and adjust the plan accordingly," said Young.

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Recent plan highlights related to specific plan recommendation include over \$473 million in privately-led investment occurring outside of Lancaster’s Downtown Core, actively coordinating the City’s Comprehensive Planning process with the Building on Strength Plan, and prioritizing affordable housing through the initiatives of the Lancaster Coalition 4 Sustainable Housing and the City’s recently released interim housing strategy. Other recent plan highlights include the Cultivate Lancaster Entrepreneurship Coalition expanding their work to create an attractive environment for city entrepreneurs and the City Revitalization & Improvement Zone (CRIZ) Program enhancing small business support by offering low-interest loans for small businesses.



Members of the Lancaster City Alliance team are ready to enjoy lunch at Max’s Eatery. Max’s recently benefitted from the CRIZ increment.

CRIZ: Under New Management and Going Strong

THE LANCASTER CITY ALLIANCE now oversees the City Revitalization & Improvement Zone (CRIZ) Program. “The CRIZ program aligns with our economic development work and the Building On Strength Economic Development Strategic Plan,” said

Marshall Snively, President, Lancaster City Alliance. Originally overseen by City government, “The CRIZ program is seen as the most vital tool we have in support of City economic development, and it is an honor to now manage such an important program,” said Snively.

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The Lancaster City Alliance team is pleased to share that despite the challenges brought on by the pandemic, the most recent CRIZ increment is \$7.8 million. This is welcome news as there was initial concern that the pandemic would significantly reduce the increment. To everyone's relief, the most recent increment came in only one million dollars lower than pre-pandemic levels. The CRIZ increment is used to support redevelopment, small business support and construction in the CRIZ. Recent businesses that have benefitted from the CRIZ increment

include Woodstream, Ewell Plaza, Double C, 551 West, and Max's Eatery.

CRIZ also proved essential to businesses during the pandemic, awarding \$3 million in COVID small business grants, issued to 159 small businesses. We had the pleasure of hearing from several of the recipients on the benefits of receiving the grant. "These funds were a great help, especially just starting as a new downtown business. We were able to persevere through the pandemic and we are excited to continue growing. Thank you!" Ted Boucard, Read Rose Books.

About CRIZ

CRIZ SERVES AS AN IMPORTANT ECONOMIC DEVELOPMENT TOOL

to help finance redevelopment and new construction in the city. The zone is approximately 130 acres in Downtown Lancaster and in selected areas across the City. Lancaster benefits from the CRIZ program through increased financial support for redevelopment and new construction in the city, increased new commerce, increased tourism, encourages companies to do business in the City, and preserves open space and historic buildings. The Lancaster City Alliance team is now able to increase CRIZ communication and outreach while including a bi-lingual English/Spanish team member to better assist members of the business community. To find out if your business is located in Lancaster's CRIZ go to lancastercityalliance.org.

Introducing CRIZ Small Business Financial Assistance

FOR THOSE BUSINESSES LOCATED in Lancaster's CRIZ, we are pleased to share that the Small Business Financial Assistance Loan Program will soon be available. This program provides low-interest loans up to \$100,000 for small businesses and more equitable access

to CRIZ funding. The loans may provide assistance with things like renovations or equipment purchases. Past CRIZ support primarily benefitted large-scale projects. Therefore the CRIZ Authority, through the work of the taskforce, has now expanded its efforts to better assist small businesses.



The new Lancaster City Alliance homepage captures our vibrant City and showcases our work.

Join the Momentum: Lancaster City Alliance Unveils New Website

THE LANCASTER CITY ALLIANCE recently unveiled its new website which is a refreshing update to the Lancaster City Alliance story. Users can now navigate to resources to help enhance their neighborhood, sponsor a Lancaster City Alliance event, find support for entrepreneurs, and more.

If you enjoy tracking the exciting development projects that are occurring across the City, a unique new tool will demonstrate each privately-led investment occurring in the City since 2015. The tool includes a clickable map with photos and basic information about each project.

While you are visiting the site don't forget to click on the new and improved donation portal. An investment in the Lancaster City Alliance ensures you will be a part of influencing Lancaster's future.

City Momentum Continues Despite the Odds

CAN YOU SENSE THE MOMENTUM?

Transformational projects like the opening of Southern Market and the soon to be open Ewell Plaza and Landis Place have overcome the pandemic odds and moved us closer to the goal of a thriving City for all.

Privately-led investment continues at a strong pace, including the redevelopment of the former UPMC hospital on College Avenue, SACA's affordable townhomes at Chesapeake Street, plans for Duke Street Plaza,

and the mixed use residential property at the 800 block of S. Queen Street to name a few. These projects and others since 2015 have culminated in \$1.27 billion in privately led investment, completed, under construction, or in the planning phase, to-date. This exceeds the City's goal of \$1 billion in privately led investment eight years ahead of schedule. Additionally, the vacancy rate among first floor commercial spaces remain low, while new businesses like Pop of Color Art, Nook Books, and EpiteFit have recently opened.



Members of the Lancaster City Alliance team along with the Lancaster Chamber, Fig Lancaster, and SCORE Lancaster Lebanon attended the grand opening of EpiteFit.



Lancaster City Alliance

WELCOMES OUR NEW EXECUTIVE LEADERSHIP TEAM MEMBERS:

MARKETING EXECUTIVE LEADERSHIP TEAM

Ed Harris, Discover Lancaster

Cheila Heuttner, Lancaster Office of Promotion

Margaret Sheely, PPL

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LANCASTER CITY
ALLIANCE

115 East King Street Lancaster, PA 17602

T 717.394.0783

Info@TeamLanc.org

LancasterCityAlliance.org