

LANCASTER  
**DOWNTOWN**  
**INVESTMENT**  
DISTRICT

LANCASTER DOWNTOWN INVESTMENT DISTRICT AUTHORITY  
(DID)

PLAN FOR:  
May 1, 2023 – April 30, 2028

**DID Mission:**  
To ensure economic vitality and the highest quality of life in the DID.

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# LANCASTER DOWNTOWN INVESTMENT DISTRICT AUTHORITY

## FOREWARD

We are so glad you chose to live or invest in Lancaster's Downtown Investment District. Over the last few years, the city has been cited by several national publications as a great place to live, to visit, to retire, and to dine. The list of accolades is long, and the Downtown Investment District is at the center of it all. The cleaning services, safety ambassadors, beautification initiatives, and outreach specialist provided by the DID lay the foundation for a thriving City.

The high quality of life found throughout the city, but especially in the DID, are a testament to the value that the DID provides. As a property owner in the Downtown Investment District, you help pay for the services and amenities that attract the shops, restaurants, visitors, residents, small and large businesses, and real estate investment to the DID. Based on the businesses and residential growth the DID has seen in the last 30 years, there is confidence that this is a program that works.

The 2023-2028 Downtown Investment District Plan reflects the extraordinary success of the city and adapts to the changing needs of downtown. The new plan proposes to extend the boundaries of the DID to include properties within the areas outlined in red on the map on page 14 of the plan. Through our own outreach to property owners, the DID learned that several owners in this area have expressed interest in being included in the DID. Given continued commercial investment in that area, the inclusion of these additional blocks in the DID is a natural fit.

In response to survey feedback from DID property owners, city merchants, and members of our community, we recognize that there are challenges facing our community. Therefore, contracted services for a city outreach specialist are now included within the DID. The outreach specialist's job is to connect with individuals experiencing homelessness, addiction, or mental illness, and to check in with businesses to address their concerns for this vulnerable population. This approach is both a compassionate and effective way to reduce the number of at-risk individuals on the street. The DID is also exploring the most effective ways to increase the presence of the red shirt ambassadors and ensure that each interaction they have with the public is both welcoming and productive.

The success of the DID requires additional revenue due to an increase in pedestrians, increased upkeep of public spaces, and the addition of the outreach specialist services. Under the municipal plan, the 2023 millage rate would increase from 1.57 to 2 mills through fiscal year 2025 and would increase to 2.45 mills by 2028. This change reflects the opportunity to maintain the high-quality of life and expand the amenities you have come to expect in the Downtown Investment District. This will allow for increased presence of ambassadors and clean team members to earn a livable wage as well as support more beautification projects within Downtown.

There is so much to be proud of when Lancaster is the place where you live, work, or invest. The DID hopes you will take the opportunity to review the full proposed Downtown Investment District plan and are able to join us for the public hearing on December 5, 2022. Thank you for the opportunity to serve you and support this extraordinary City.

Respectfully,

The Lancaster Downtown Investment District Board of Directors  
and the Plan Renewal Task Force

## I Introduction

The Lancaster Downtown Investment District Authority (DID) began operation in 1992 within the DID District (see Appendix A). The DID, in its 30<sup>th</sup> year in 2022, is a municipal authority created by the City of Lancaster under the Municipality Authorities Act of the Commonwealth of Pennsylvania, as amended (Act), and is governed by an eleven-member Board of Directors (see Appendix B). The Act authorizes the DID to impose an assessment on properties within the DID to provide a reliable and equitable source of funding for downtown administrative service programs. Since the DID's formation, property owners, civic leaders and area businesses have supported DID programs and activities, geared toward fostering economic vitality through a clean and safe DID.

Since inception, the DID has worked in the best interest of property owners and stakeholders to provide the services as determined by the Downtown community. The responses the DID have received through surveys and conversations with owners, acknowledges the appreciation and dedication of the clean and safe ambassadors and the outreach specialist introduced in 2021. It was recognized that there is a desire to not only see these programs continue but see an increased presence. Property owners just outside of the previous boundaries recognize the positive impact the DID services and want to be included. These properties are included in this plan.

Over the course of this plan, the DID will make incremental increases to the hours of service of our clean and safe teams and outreach positions. Start and end times of coverage may be adjusted as well. Increased customer service training will be implemented to enhance experience with team members when on the streets.

## II. Purpose of This Plan

Each DID Plan for administrative services is subject to approval by the Lancaster City Council. Upon expiration of an approved plan the DID is required to submit a new plan that outlines improvements and services to be provided, together with estimated costs, and the proposed method of assessment. The current approved plan expires on April 30, 2023. The new plan will be effective from May 1, 2023 and will expire on April 30, 2028.

In this document, property owners within the DID boundaries and members of the general public will find information about the proposed terms of that new plan, activities that will be undertaken and the assessed millage rates that the DID Board of Directors has identified are needed to support these activities.

## III. New Plan Process Overview

The DID staff and Board of Directors have engaged in conversation over the past year and authorized a comprehensive process to evaluate the new Plan for the DID. The process included a task force to conduct outreach to the community in the summer of 2022. The Board-approved process included surveying property owners and businesses in an effort to gauge the DID's overall effectiveness and the value of its current services. This plan reflects the task force findings and information gathered through the survey. The expanded areas of the DID boundaries are being included after requests from property owners in those areas.

## Boundaries

A map of the previous geographical boundaries serviced by the DID are attached as Appendix A. In general, the DID's boundaries run from Farnum Street to Lemon Street and from Water Street to the middle of Lime Street. Within the boundaries are 601 properties, 81 of which are tax exempt.

The expanded areas of the DID boundaries are being proposed after requests from property owners just outside our current boundaries. Under the proposed plan (also shown on Appendix A), the expansion includes the addition of the properties on the 200 block of W. King St. to Mulberry St. and all of the properties bordering the west side of S. Prince St. from Mifflin St. to and including 108 S. Prince St., from 43 S. Prince St. to and including 131 S. Prince St., W. Vine St. from Beaver St. to S. Prince St. and 25 S. Water St. and 136 Beaver St. Within this area are an additional 51 properties, three of which are tax exempt.

In total, the new proposed boundaries include 733 properties, 84 of which are tax exempt. Many property owners own more than one property in the DID and expansion area. The 649 taxable properties reflect approximately 487 different owners.

## 2023-2028 Plan Process Overview/Outreach

The authorization of the DID plan occurs upon approval by the Lancaster City Council. Prior to City Council acting on a plan, the Act dictates that legal owners of property and commercial lessees 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 DID will follow this schedule for approval:

- On or about November 1, 2022: DID property owners, commercial lessees notified of the scheduled public hearing on the plan. (Which is required to occur at least 30 days in advance of the date of the public hearing)
- On or about November 14, 2022: Public notice of public hearing. (Which is required to occur at least 10 days in advance of the date of the public hearing)
- On or about December 5, 2022: Hold public hearing to present plan.  
(Begin 45-day period to allow for written objections to the plan)
- On or about January 19, 2023: End of 45-day period. (Tabulate any objections utilizing an independent auditor)
- February 2023: City Council review/approval process to occur

As noted above, during the 45-day period following the public hearing, the legal owner of a property within the DID can object to the plan. Specifically, the law states the following:

“The authority shall take no action on proposed improvement or service if objection is made in writing by persons representing the ownership of one-third of the benefited properties in the district or by property owners of the proposed district whose property valuation as assessed for taxable purposes shall amount to more than one-third of the total property valuation of the district. Objection shall be made within 45 days after the conclusion of the public hearing. Objections must be in writing, signed and filed in the office of the governing body of the municipality in which the district is located and in the registered office of the authority.”

#### IV. Term/Sunset Provision

The decision to set the duration of this plan is a local one, not dictated by the Act and not contained in any of the DID’s organizing documents. As a result, the DID has had the flexibility to set its terms/durations based on current events, conditions and community needs, and the community is also allowed at regular intervals the opportunity to assess the value of the DID. The DID has operated with the following plan durations over its history:

| <u>First Year of Plan</u> | <u>Term/Duration of Plan</u> |
|---------------------------|------------------------------|
| 1992                      | 3 years                      |
| 1995                      | 3 years                      |
| 1998                      | 3 years                      |
| 2001                      | 6 years                      |
| 2007                      | 6 years                      |
| 2012                      | 2 years, 4 months            |
| 2015                      | 3 years                      |
| 2018                      | 2 years                      |
| 2020                      | 2 years                      |
| • 2023                    | 5 years                      |

- For this Plan, the DID Board of Directors created a five-year plan to cover fiscal year 23-28.

There are several elements that the DID Board of Directors considered in proposing this five-year plan. There is the recognition that the City of Lancaster, and particularly Downtown, has had positive growth over the past several years, with additional business and residential development likely to continue. With this continued growth, the independent merchant base, arts, and cultural amenities has strengthened and will continue to do so with additional planned residential units. The Board has recognized that our downtown community is thriving and will continue to thrive.

Costs have increased for one of the most visible programs the DID provides to our community, the clean team & safety ambassadors. This program has assisted in providing an environment which has helped in attracting new development projects, businesses, and residents.

The DID Board of Directors saw a strong need to provide an additional level of service for the members of our community who are less fortunate. The Board authorized the addition of a social service outreach specialist by the independent contractor engaged by the DID to provide services. The outreach specialist works closely with local social service agencies and engages with those in need to connect them with life changing assistance, providing a compassionate and effective way to connect with those most in need.

The outreach specialist also serves as an additional set of eyes and ears to immediately report illegal activity to the police or call for EMS should someone need medical services. The specialist also relays information to the Lancaster Safety Coalition to assist in their efforts in keeping the community safe.

The Downtown Investment District Board of Directors is committed to the continued success and vibrancy of our downtown. The services and programs provide a benefit to all of our businesses, retailers, restaurants, churches, residents, and property owners.

## V. Programs and Activities/Uses of Funds

The DID will maintain its primary service activities over the five-year plan. Specifically, the DID will continue the operations of the red shirt safety ambassadors, who serve both hospitality and public safety functions, the operations of the supplemental public sidewalk and public space cleaning service and provide an outreach specialist. There continues to be resounding support for the DID to continue its focus on clean and safe, including the outreach specialist.

Coverage times will be consistently evaluated for the clean and safe ambassadors. Several years ago, our clean team was limited to six days a week, Monday thru Saturday from 7:00am till 3:30pm. As activity increased downtown on Sundays, the DID increased the hours to provide the cleaning on Sundays. In May of 2020, during the pandemic, the need arose to have additional clean team members out longer hours of the day. They helped to ensure Lancaster was ready to get back to business by wiping down public space touch points like trash cans, benches, and crosswalk buttons. Power washing duties were also increased during this time.

Property and business owners responded very well to seeing the clean team out in the evenings. In response, the hours were adjusted to deploy the clean team from 7:00am until 11:00pm, seven days a week. With that change, red shirt ambassador's hours were sacrificed. The presence of the red shirt ambassadors will now increase as part of this plan.

### Ambassadors

The DID contracts with an outside organization to provide the services of the clean team and ambassadors. The ambassadors operate seven days a week from 2:30pm – 11:00pm. Ambassadors play an essential role as a visible and friendly resource to address quality of life issues such as, burned out streetlights, checking in with businesses, providing assistance to residents and visitors with directions or an escort to their destination. They are an extra set of 'eyes and ears' on the street to report concerns and, when asked and/or necessary, provide support to police, fire, or EMS emergency personnel.

The ambassadors regularly report maintenance issues such as damaged or malfunctioning traffic lights, pedestrian cross walk lights, and street signs. While the ambassadors are watchful for suspicious activity, they also support the city public works departments by reporting things like tree damage or other hazards. The staffing levels of the ambassadors and clean team are also increased when the city hosts special events where large crowds are anticipated, like Celebrate Lancaster and the Mayor's tree lighting. These important partnerships with the City of Lancaster enhance quality of life in the city by providing the opportunity to quickly address and resolve issues.

Specific examples of the red shirt safety ambassadors' activities this past year:

- Providing directions in the DID over 2,000 times – an average of almost 166 per month
- Contacting PPL to report street light replacement needs
- Conducting almost 3,000 'business checks,' (stopping in briefly to a business)
- Assisting Downtown visitors with the parking kiosks
- Communicating with/assisting over 3,500 District residents, visitors
- Documenting/abating almost 1,200 quality of life issues affecting the District

## Public Sidewalk and Public Space Cleaning

The DID also provides for its public sidewalk and public space cleaning program by contracting with an outside organization. Our blue shirt clean team provides cleaning services from 7:00am – 11:00pm, seven days a week. The clean team covers the entire DID area daily, using a combination of mechanical equipment and dustpan/broom to clear sidewalks, bus shelters, and areas in the public-right-of-way where debris collects. Another tool the DID uses to help keep downtown clean is a power washer trike - a self-contained power washer mounted on a three-wheel trike that allows us the maneuverability to get around the Downtown. This tool allows us to power wash benches, trash receptacles and bus shelters. These cleaning services help attract and retain residents, visitors, and businesses to the DID.

In addition to the extraordinary amount of trash and leaves removed from the sidewalks annually, they are also keeping an eye on the curb lines throughout the district to remove trash. The clean team also monitors and clears stormwater grates as they are an area that accumulate a lot of trash and they pay special attention to the storm grates when rain is in the forecast to help alleviate any flooding. During the winter months, they clear snow from fire hydrants, curb cuts, shovel a path to the stormwater grates to allow melting snow to drain.

This past year, the crew logged the following statistics:

- Cleared 52 tons of trash and leaves from District sidewalks – an average of 8,000 pounds per month
- Pulled weeds and spread over nine tons of mulch in 550 tree wells
- Cleared snow from 175 curb cuts and shoveled out more than 80 fire hydrants
- Identified and, in most cases helped to remove, graffiti over 300 times

With the opening of Ewell Plaza, the DID, in cooperation with the City of Lancaster, will provide a dedicated clean team member, seven days a week to provide a clean and inviting public space in both Ewell Plaza and Binns Park. The DID will maintain the area free of trash and debris, wipe down chairs, tables and benches, empty trash receptacles, and monitor and clean the public restrooms. The parks will be staffed Sunday thru Thursday from 9:00am to 5:30pm and from 9:00am to 7:00pm Friday and Saturday during the winter months from October 1 to March 31. During the warmer months, April 1 to September 30, the parks will be staffed from 9:00am to 8:00pm seven days a week.



## Outreach Specialist

In August 2021, the DID initiated a new program in collaboration with the City of Lancaster to expand on the clean & safe services by adding an outreach specialist. The service is provided by contracting with an outside organization, to focus on the core areas of the city to address the needs of people experiencing homelessness, addiction, and mental illness. The goal is to ensure there are adequate resources to help connect those in need with available resources.

The outreach specialist is also connecting with our business community to provide contact information should a business encounter someone in need.

Over this past year, our outreach specialist has interacted with over 450 individuals. Not all of them were homeless, but our outreach specialist inquired about services to help with their situation and have been able to connect many of them with services like, substance abuse counseling, available shelter, Covid-19 vaccine locations, food, clothing, laundry, and shower assistance.

Through conversation and results of the surveys, the DID received positive feedback on this new program and requests to not only continue it, but to expand it. Over the course of this plan, the DID will add additional hours to the outreach specialist position to have this resource coverage seven days a week.

## DID Communications

Our surveys indicated the DID stakeholders would like to have a better understanding of the DID programs, benefits, and how the investment by the DID has impacted everyone in the District. The DID will be increasing its outreach to property owners and stakeholders with respect to the services provided, with informative updates, and any special projects being implemented.

The DID will continue supporting the efforts of the merchant community through monthly meetings that provide information on upcoming events, conventions that have large visitor impacts to merchants, and presentations with informative business enhancement strategies.

The DID will continue to partner with Lancaster City Alliance, Lancaster Office Of Promotion, Lancaster County Convention Center, and Discover Lancaster to support additional marketing of the Downtown and its attractions, businesses, and events.

## Beautification

Over the years, the DID has supported projects that beautify the downtown. The DID has purchased trees to plant, had additional sidewalk trash cans installed, and mulches all of the tree wells in the district each spring. The DID will continue to provide funding for additional trees and adding or repairing more trash cans. These are a few of the projects the DID will continue to focus on as well as other beautification projects that will add to the visual aesthetics. The DID will also continue our support of LEADS flower basket program.

## Other Plan Investments

The final year of the current DID plan includes \$415,000 to fund the Clean & Safe Team. Another \$10,000 is dedicated to education about the DID services and supporting the efforts of the DID merchant committee. In addition, \$30,000 in expenses is related to legal fees, insurance, accounting, and overhead items.

In fiscal year 2021-22, the DID budget includes an administrative fee to the Lancaster City Alliance of approximately \$101,000. This fee includes the cost of the entire LCA staff time spent on DID activities (the DID has no direct staff) and a portion of costs associated with the DID's space needs. The fee does not cover the LCA's full costs of supporting the DID, with an estimated in-kind contribution by the LCA of approximately \$40,000.

As development activity continues throughout the District, assessment revenues will likely afford us the opportunity to continue investment in areas such as beautification and marketing. These opportunities of continued beautification projects are already being evaluated throughout the DID.

## VI. Areas of Assessment

The proposed five-year Plan for fiscal years 2023-2028 is expected to be a time of significant change for the District, potentially reshaping the DID landscape and skyline. Over the five years of the plan, the DID will carefully evaluate the effects of a number of important real estate projects under development and planned within the District.

### Implementation of *Building On Strength*, The Economic Development Strategic Plan for the City

The Implementation of *Building On Strength*, the economic development strategic plan for the City of Lancaster, continues to guide the City's growth through 2030. The plan is city wide, but a major focus is the downtown core. Now eight years into implementation of the 15 year plan, much has been achieved in downtown. Remarkably, just since July 2015, Lancaster has seen over \$1.4 billion in privately led investment. An additional \$223 million in Downtown hotel, residential, retail/restaurant, and office projects are currently in the planning stages. Specifically, assuming all planned development comes to fruition, this equates to almost \$491 million of investment completed or in the pipeline just within the DID, compared to a total of \$913 million of investment in all phases of development outside of the DID.

Since July 2015, about 35% of all privately led investment has occurred or is in the planning stages within the Downtown Investment District, an area that is just 5% of the land area that makes up the City's historical 4 square miles.

### Determine the CRIZ effect on the DID

In 2013, the City of Lancaster was designated as one of two, third class cities in Pennsylvania to be authorized as a City Revitalization and Improvement Zone (CRIZ). The purpose of the CRIZ Program is to provide a financial resource through the reinvestment of new state tax dollars generated within targeted

the CRIZ Districts. With a focus on infill development on vacant and underutilized sites and the redevelopment of existing challenging sites within the City.

Much of the DID is within the Downtown CRIZ District and several projects have been able to take advantage of the program. This important economic development tool may have a significant effect on the DID by the development of both new construction and adaptive reuses of historic properties. CRIZ has the potential to increase jobs, residents, visitors, and property values, which may result in increased revenues for the DID.

## **VII. Areas of Opportunity**

Based on the outreach conducted by the DID Plan Task Force and the recommendations from property owners, and our merchant community surveys, the DID Board of Directors identified these areas, described below, that require further study as they relate to both future revenues and expenses.

With continued increased investment and through conversations and outreach to property owners, these opportunities will continue to be evaluated.

### **Strengthen the Engagement of Tax Exempt Property Owners**

The DID, like many downtowns, is home to properties exempt from paying the DID assessment. Within the DID boundaries, about 13% of properties are exempt. This 13% includes considerable government buildings – from City and County offices, and properties owned by various municipal authorities – to faith-based institutions and nonprofit organizations. If all tax-exempt properties paid full assessment, the DID would see an additional \$450,000 in revenue.

The DID annually approaches all tax-exempt properties with a request to consider making a contribution in lieu of assessment, since DID services benefit all properties. As a result, in fiscal year 2021-22 the DID has secured an additional \$70,000 in revenue, that included a substantial contribution from the County of Lancaster.

The DID staff and Board continues to strengthen engagement with tax exempt properties recognizing that an effort to secure voluntary contributions will take time and energy. The DID is committed to continuing the outreach to the owners of the 81 exempt properties to educate them on the services provided by the DID, the benefits being received and the value that would be achieved through enhanced revenue from the exempt community.

### **With increased development within the DID, the DID looks to reinvest assessment funds within the boundaries of the District**

It is anticipated that development within the DID will continue to grow. This will increase revenue, but it will also increase pedestrian traffic and increased need for clean & safe services. The DID staff and Board of Directors believe that consideration from increased revenue should go toward beautification and additional physical improvements to public spaces, such as lighting, street trees, additional trash receptacles, and façade improvements within the DID.

## VIII. Funding/Millage Rate

The DID is pleased to support the programs and services that result in a successful DID. The source of funding to support these activities requested by property owners and stakeholders as described in this plan, is the assessment income received from taxable property owners within the DID. In order to maintain and increase the level of service desired, a primary purpose of this plan is to notify property owners within the area served by the DID of intended changes to the millage rates that are required to support these services and programs.

Under the new plan the DID Board of Directors has determined that the millage rate be increased from 1.57 to 2 mils. This increase remains in effect during the first two years of this plan. The millage rates will then see incremental increases through 2028. This table shows the annual increases through 2028.

|                    |                     | <b>DID Assessment based on Assessed Value of:</b> |                  |                  |                  |
|--------------------|---------------------|---------------------------------------------------|------------------|------------------|------------------|
| <b>Fiscal Year</b> | <b>Millage Rate</b> | <b>\$100,000</b>                                  | <b>\$150,000</b> | <b>\$200,000</b> | <b>\$500,000</b> |
| FY 23-24           | 2.00                | \$200.00                                          | \$300.00         | \$400.00         | \$1,000.00       |
| FY 24-25           | 2.00                | \$200.00                                          | \$300.00         | \$400.00         | \$1,000.00       |
| FY 25-26           | 2.15                | \$215.00                                          | \$322.50         | \$430.00         | \$1,075.00       |
| FY 26-27           | 2.3                 | \$230.00                                          | \$345.00         | \$460.00         | \$1,150.00       |
| FY 27-28           | 2.45                | \$245.00                                          | \$367.50         | \$490.00         | \$1,225.00       |

The median total assessed value for the 652 taxable properties in the DID is \$232,000. Under the proposed millage rate of 2.00%, the DID's median assessment is approximately \$464.00. At the fifth year's millage rate of 2.45% the DID median assessment is approximately \$568.40. This amounts to an increase of \$104.40 over the five-year life of the Plan. (See Appendix D for proposed budgets.)

The distribution of taxable properties in the DID based on current total assessed value is as follows:

| <b>Total Assessed Value</b>  | <b># of DID Properties</b> |
|------------------------------|----------------------------|
| \$0 - \$99,999               | 94                         |
| \$100,000 - \$249,999        | 253                        |
| \$250,000 - \$499,999        | 198                        |
| \$500,000 - \$999,999        | 65                         |
| \$1,000,000                  | 42                         |
| TOTAL<br>Median = \$232,000. | 652                        |

## IX. DID Contact Information

There are several ways for property owners and other interested parties to stay in contact with the DID. To contact the DID/Lancaster City Alliance office:

115 East King Street  
Lancaster, PA 17602

Phone: 717-394-0783

e-mail: [info@TeamLanc.org](mailto:info@TeamLanc.org)

In addition to sending letters to property owners in the mail, the DID would like the opportunity to connect with owners via email with important information about DID projects and services. If you own property in the DID and would like to receive our communications, please share your email address at [info@TeamLanc.org](mailto:info@TeamLanc.org)

The DID Board of Directors meetings are open to the public. Meetings are scheduled to occur quarterly on the fourth Wednesday of February, May, August, and November, at noon at 115 E. King Street. To confirm a meeting date, contact the Lancaster City Alliance office or online at [www.LancasterCityAlliance.org](http://www.LancasterCityAlliance.org).

Information, including a Board Member listing, Board Meeting Agendas, Board meeting minutes and the DID's most recent audit can be found online at [www.LancasterCityAlliance.org](http://www.LancasterCityAlliance.org),





## Appendix B: 2022 - 2023 DID Board of Directors

### Executive Committee

**Crystal Weaver\***

DID Chair, DID Resident, Property Owner, Business Owner

**Pastor Tim Mentzer**

DID Vice Chair, Trinity Lutheran Church

**Nancy Neff\***

DID Treasurer, City Resident

**James Wagner**

DID Secretary, Fulton Bank

**Alicia Byler\***

DID Assistant Secretary, DID Resident, Property Owner, Business Owner

### Remaining Members of the Board

**Teddy Boucard\***, City Resident, Business Owner

**Joe Donaldson**, Steinman Communications

**Chris Delfs**, City of Lancaster

**Jami Rhynes\***, City Resident

**Mark Stoner\***, City Resident

**Bernard Truong**, DID Property Owner, Business Owner

\*Denotes City resident

### DID PLAN TIMELINE

#### 2022

- March 23 Discuss draft Timeline for Plan renewal with DID Executive Committee
- April 27 Draft DID Plan to be discussed by Executive Committee based on the following considerations.
- Boundary expansions
    - Impact of expansion
  - Impact of upcoming projects on revenue
  - Services provided, existing, enhanced?
  - Term/Duration of new PLAN, 2023 - 2028
  - Set new millage rate
- May 25 DID Board of Directors to discuss DRAFT PLAN
- June / July DID Board and Executive Committee to finalize DRAFT PLAN
- August
- October 26 DID Board of Directors to approve Plan
- November 1 Mail notice of public hearing to DID property owners and proposed expansion area owners <sup>1</sup>
- November 7 Advertise public hearing<sup>2</sup>
- December 5 Required public hearing to present Plan
- December 6 Start of mandatory 45 day wait period during which property owners who wish to object to the Plan must submit a signed, written notification

#### 2023

- January 19 End of 45-day review period. Tabulation by independent auditor of any objections

#### Present Plan to City Council

- February 6 Present “Plan” to City Council Economic Development & Neighborhood Revitalization Committee
- February 14 First reading of Plan ordinance by City Council
- February 28 Second reading/ approval by City Council for Plan to be effective May 1, 2023

<sup>1</sup> Notice must be given 30 days before hearing

<sup>2</sup> Publication of public hearing must occur at least 10 days in advance of public hearing



## Appendix D: Draft Budgets for FY23-28

|                                        | FY22-23<br>Budget at 1.57<br>Mils | FY23-24<br>Budget at 2.0<br>Mils | FY24-25<br>Budget at 2.0<br>Mils | FY25-26<br>Budget at 2.15<br>Mils | FY26-27<br>Budget at 2.3<br>Mils | FY27-28<br>Budget at 2.45<br>Mils |
|----------------------------------------|-----------------------------------|----------------------------------|----------------------------------|-----------------------------------|----------------------------------|-----------------------------------|
| <b>REVENUE</b>                         |                                   |                                  |                                  |                                   |                                  |                                   |
| <b>Assessments (4000)</b>              | \$402,000.00                      | \$546,000.00                     | \$569,700.00                     | \$612,400.00                      | \$655,200.00                     | \$697,900.00                      |
| Interest & Penalty Income (4001)       | \$1,500.00                        | \$1,500.00                       | \$1,500.00                       | \$1,500.00                        | \$1,500.00                       | \$1,500.00                        |
| Prior Years Assessments (4005)         | \$5,000.00                        | \$5,000.00                       | \$5,000.00                       | \$5,000.00                        | \$5,000.00                       | \$5,000.00                        |
| Bank Interest (4006)                   | \$0.00                            | \$0.00                           | \$0.00                           | \$0.00                            | \$0.00                           | \$0.00                            |
| <b>Total Assessment Revenue</b>        | <b>\$408,500.00</b>               | <b>\$552,500.00</b>              | <b>\$576,200.00</b>              | <b>\$618,900.00</b>               | <b>\$661,700.00</b>              | <b>\$704,400.00</b>               |
| Donations Within DID (4002)            | \$65,000.00                       | \$65,000.00                      | \$65,000.00                      | \$65,000.00                       | \$65,000.00                      | \$65,000.00                       |
| Donations Outside DID (4003)           | \$0.00                            | \$0.00                           | \$0.00                           | \$0.00                            | \$0.00                           | \$0.00                            |
| <b>Total Donations</b>                 | <b>\$65,000.00</b>                | <b>\$65,000.00</b>               | <b>\$65,000.00</b>               | <b>\$65,000.00</b>                | <b>\$65,000.00</b>               | <b>\$65,000.00</b>                |
| Gift Certificates Sold (4200)          | \$15,000.00                       | \$15,000.00                      | \$15,000.00                      | \$15,000.00                       | \$15,000.00                      | \$15,000.00                       |
| Downtown Marketing Revenue (4420)      | \$0.00                            | \$0.00                           | \$0.00                           | \$0.00                            | \$0.00                           | \$0.00                            |
| <b>Total Marketing Income</b>          | <b>\$15,000.00</b>                | <b>\$15,000.00</b>               | <b>\$15,000.00</b>               | <b>\$15,000.00</b>                | <b>\$15,000.00</b>               | <b>\$15,000.00</b>                |
| Other Grants (4007)                    | \$0.00                            | \$0.00                           | \$0.00                           | \$0.00                            | \$0.00                           | \$0.00                            |
| DCED Façade Grants (4012)              | \$0.00                            | \$0.00                           | \$0.00                           | \$0.00                            | \$0.00                           | \$0.00                            |
| <b>Total Other Grants</b>              | <b>\$0.00</b>                     | <b>\$0.00</b>                    | <b>\$0.00</b>                    | <b>\$0.00</b>                     | <b>\$0.00</b>                    | <b>\$0.00</b>                     |
| <b>Contribution from Cash Reserves</b> | <b>\$70,000.00</b>                | <b>\$0.00</b>                    | <b>\$0.00</b>                    | <b>\$0.00</b>                     | <b>\$0.00</b>                    | <b>\$0.00</b>                     |
| Miscellaneous Revenue (4004)           | \$2,000.00                        | \$2,000.00                       | \$2,000.00                       | \$2,000.00                        | \$2,000.00                       | \$2,000.00                        |
| Contracted Services (4110)             | \$9,298.00                        | \$121,152.80                     | \$125,317.10                     | \$129,762.75                      | \$134,208.40                     | \$138,935.40                      |
| <b>TOTAL REVENUE</b>                   | <b>\$569,798.00</b>               | <b>\$755,652.80</b>              | <b>\$783,517.10</b>              | <b>\$830,662.75</b>               | <b>\$877,908.40</b>              | <b>\$925,335.40</b>               |
| <b>EXPENSES</b>                        |                                   |                                  |                                  |                                   |                                  |                                   |
| <b>Clean/Safe</b>                      |                                   |                                  |                                  |                                   |                                  |                                   |
| Clean & Safe/Ambassadors (6100)        | \$415,147.68                      | \$442,750.00                     | \$458,246.00                     | \$487,970.00                      | \$505,050.00                     | \$546,442.00                      |
| Clean Team / Binns Park-Ewell Plaza    |                                   | \$96,752.80                      | \$99,017.10                      | \$102,462.75                      | \$105,908.40                     | \$109,535.40                      |
| Outreach Specialist                    |                                   | \$50,000.00                      | \$51,750.00                      | \$64,049.00                       | \$77,106.00                      | \$79,805.00                       |
| Equipment Maintenance                  | \$2,000.00                        | \$2,500.00                       | \$3,000.00                       | \$3,000.00                        | \$3,000.00                       | \$3,000.00                        |
| Beautification                         | \$2,000.00                        | \$8,000.00                       | \$10,000.00                      | \$10,000.00                       | \$10,000.00                      | \$10,000.00                       |
| <b>Total Clean &amp; Safe</b>          | <b>\$419,147.68</b>               | <b>\$600,002.80</b>              | <b>\$622,013.10</b>              | <b>\$665,481.75</b>               | <b>\$701,064.40</b>              | <b>\$748,782.40</b>               |
| <b>Marketing/Promotion</b>             |                                   |                                  |                                  |                                   |                                  |                                   |
| Gift Certificates (redeemed) (5500)    | \$15,000.00                       | \$15,000.00                      | \$15,000.00                      | \$15,000.00                       | \$15,000.00                      | \$15,000.00                       |
| DID Communications (5005)              | \$10,000.00                       | \$10,000.00                      | \$10,000.00                      | \$10,000.00                       | \$10,000.00                      | \$10,000.00                       |
| <b>Total Marketing Expense</b>         | <b>\$25,000.00</b>                | <b>\$25,000.00</b>               | <b>\$25,000.00</b>               | <b>\$25,000.00</b>                | <b>\$25,000.00</b>               | <b>\$25,000.00</b>                |
| <b>Insurance</b>                       |                                   |                                  |                                  |                                   |                                  |                                   |
| Public Officials Insurance (6030)      | \$2,550.00                        | \$2,550.00                       | \$2,600.00                       | \$2,600.00                        | \$2,675.00                       | \$2,700.00                        |
| Liability Insurance (6031)             | \$850.00                          | \$850.00                         | \$870.00                         | \$885.00                          | \$900.00                         | \$915.00                          |
| Comprehensive Theft (6032)             | \$250.00                          | \$300.00                         | \$300.00                         | \$300.00                          | \$300.00                         | \$300.00                          |
| <b>Total Insurance</b>                 | <b>\$3,650.00</b>                 | <b>\$3,700.00</b>                | <b>\$3,770.00</b>                | <b>\$3,785.00</b>                 | <b>\$3,875.00</b>                | <b>\$3,915.00</b>                 |
| <b>Administrative Expenses</b>         |                                   |                                  |                                  |                                   |                                  |                                   |
| Administrative Services                | \$99,830.00                       | \$102,825.00                     | \$106,425.00                     | \$110,150.00                      | \$114,000.00                     | \$118,565.00                      |
| Misc. Expense (6077)                   | \$0.00                            | \$500.00                         | \$650.00                         | \$800.00                          | \$900.00                         | \$1,000.00                        |
| Legal Advertising (6072)               | \$500.00                          | \$500.00                         | \$525.00                         | \$525.00                          | \$600.00                         | \$800.00                          |
| Membership Dues (6074)                 | \$150.00                          | \$200.00                         | \$250.00                         | \$300.00                          | \$300.00                         | \$350.00                          |
| Postage (6075)                         | \$500.00                          | \$1,200.00                       | \$1,200.00                       | \$1,500.00                        | \$1,500.00                       | \$1,800.00                        |
| Office Supplies (6050)                 | \$500.00                          | \$500.00                         | \$500.00                         | \$650.00                          | \$650.00                         | \$700.00                          |
| <b>Total Administrative Expenses</b>   | <b>\$101,480.00</b>               | <b>\$105,725.00</b>              | <b>\$109,550.00</b>              | <b>\$113,925.00</b>               | <b>\$117,950.00</b>              | <b>\$123,215.00</b>               |
| <b>Legal/Accounting</b>                |                                   |                                  |                                  |                                   |                                  |                                   |
| Audit/Accounting (6041)                | \$9,500.00                        | \$10,400.00                      | \$11,000.00                      | \$11,550.00                       | \$12,250.00                      | \$12,900.00                       |
| Bank Service Fees (4010)               | \$50.00                           | \$50.00                          | \$50.00                          | \$50.00                           | \$50.00                          | \$50.00                           |
| Legal Fees (6060)                      | \$7,000.00                        | \$8,500.00                       | \$8,500.00                       | \$9,000.00                        | \$9,000.00                       | \$10,000.00                       |
| <b>Total Legal/Accounting</b>          | <b>\$16,550.00</b>                | <b>\$18,950.00</b>               | <b>\$19,550.00</b>               | <b>\$20,600.00</b>                | <b>\$21,300.00</b>               | <b>\$22,950.00</b>                |
| <b>TOTAL EXPENSE</b>                   | <b>\$565,827.68</b>               | <b>\$753,377.80</b>              | <b>\$779,883.10</b>              | <b>\$828,791.75</b>               | <b>\$869,189.40</b>              | <b>\$923,862.40</b>               |
| <b>TOTAL NET INCOME</b>                | <b>\$3,970.32</b>                 | <b>\$2,275.00</b>                | <b>\$3,634.00</b>                | <b>\$1,871.00</b>                 | <b>\$8,719.00</b>                | <b>\$1,473.00</b>                 |