

LANCASTER CITY ALLIANCE

IMPACT REPORT 2022–2023



Thank You To Our Legacy Donors



Penn Medicine
Lancaster General Health

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COLLEGE

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FOUNDATION

Fulton Bank

 **HIGH**



The Lancaster City Alliance Team: L-R Danny Torres, Lori Herr, Anne Williams, Alex Otthofer, Marshall Snively, Kathlene Carroll Sullivan, David Aichele, Colleen Wagner, Fran Denlinger, Jeremy Young.

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Thank you to our Executive and Visionary Sponsors.

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Our Mission

Lancaster City Flourishes and Everyone Shares in its Success



Left: Richard M. Rankin, Chair, Lancaster City Alliance
Right: Marshall W. Snively, President

“Your partnership empowers our community with tools for success.”

WE ARE PLEASED to present the Lancaster City Alliance 2022-2023 Impact Report. Since our founding 10 years ago, we have brought the community together for the common good. As we expand the impact of our work, this year, we also expanded our team, welcoming a new Office Manager and Outreach Specialist. Our staff is now even more prepared to support the City through important economic development programs and informative outreach.

In partnership with 11 other community organizations, this year, the Lancaster City Alliance was proud to support the release of the Lancaster County Racial Equity Profile, the first of its kind in Pennsylvania. The profile will serve as a baseline of our current conditions and a guide to a better future. We will use this direction to inspire our work and that of our partners.

Your support drives results. From economic development tools like the CRIZ Small Business Grant and Loan Program to the Building On Strength Economic Development Plan for the

City, your partnership empowers our community with tools for success. This year, we celebrated dozens of business milestones and achievements as we prepare to welcome incoming businesses to the City.

We appreciate your strong support in recognition of our 10 years of work for the City. In the coming year, we will be raising funds to continue our Façade Improvement Grant Program, to strengthen our Executive Leadership teams, and to advance the work of the City Revitalization and Keystone Innovation Zone Programs. In the Spring of 2024, we invite you to celebrate 10 years of our achievements. We hope that you will join us in the march toward a thriving community where everyone shares in its success.

Sincerely,

Richard M. Rankin, *Chair*
Marshall W. Snively, *President*

ECONOMIC GROWTH

The Lancaster City Alliance manages several programs that generate economic growth for the City.

Find out how these programs support smarter growth, increase quality of life, and increase economic opportunity for the City.

Dynamic Merchant Meetings to Inform and Connect

11 MONTHLY MERCHANT MEETINGS featuring informative presentations and timely spotlights on City merchants.

07.2022

Economic Impact of
Land Development

08.2022

What to Know:
Supporting Mental
Health in the
Workplace

09.2022

Penn Medicine
HealthWorks:
Queen Street Clinic

10.2022

Sharing the
Lancaster County
Tourism Story

11.2022

Milestone Anniversary
Awards (3rd and 4th
Quarter of 2022)

01.2023

Update on Homeless
Outreach Efforts in
the Downtown
Investment District

02.2023

The Performing Arts
Mean Business

03.2023

Create Marketing
Videos, on a Budget,
with your Smart
Phone

04.2023

Workplace Culture,
Creating Alignment:
Your Business, Your
Culture, Your People

05.2023

Creating Community
on West King Street,
Impact for Economic
Success

06.2023

Milestone Anniversary
Awards (1st and 2nd
Quarter of 2023)

◀ **BRAVO!** June 2023 saw a record 114 attendees at the Merchant Meeting, where volunteers from our Member Intra Marketing Committee and Lancaster City Alliance staff recognize business milestones in the City.



41 merchants were recognized for business milestones at the June 2023 Merchant Meeting

Building On Strength

Economic Development Strategic Plan for the City (2015-2030)

LANCASTER CITY ALLIANCE Manages the City's Building On Strength Economic Development Strategic Plan. More than halfway through the plan, we have met or exceeded many of the plan goals.

2030 OUTCOMES DASHBOARD

Progress since July 2015 (as of end of June 2023)

Outcome	Completed/ Under Construction	Completed/Under Construction and Pipeline Projects	% of Goal To Date	% of Goal Including Pipeline
300 New Hotel Rooms	193	193	64%	64%
2,500 New Residential Units (All Types/Price Points)	787	2,753	31%	114%
100,000 SF of New or Renovated Retail/ Restaurant Space	189,865 SF	241,745 SF	187%	242%
300,000 SF of New Office/Flex Space	415,691 SF	482,755 SF	139%	161%
\$1B in Privately Led Investment	\$1.02B	\$1.43B	102%	143%

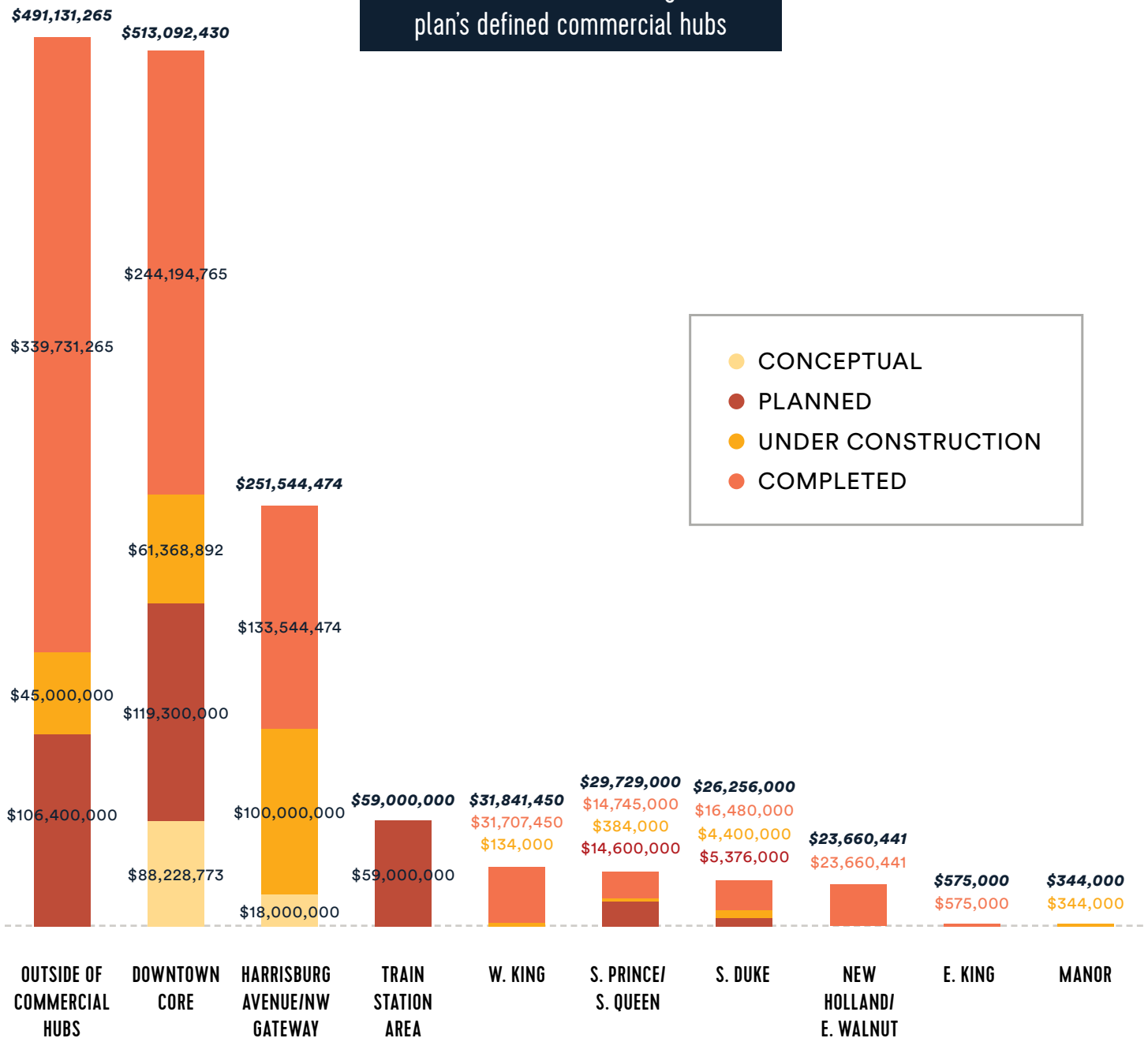
Privately Led Investment in Dollars

SINCE JULY 2015, By Commercial Hub and Current Phase of Development (as of June 2023)

TOTAL PRIVATELY LED INVESTMENT: > \$1,427,174,060

By Commercial Hub and Development Phase as of June 2023

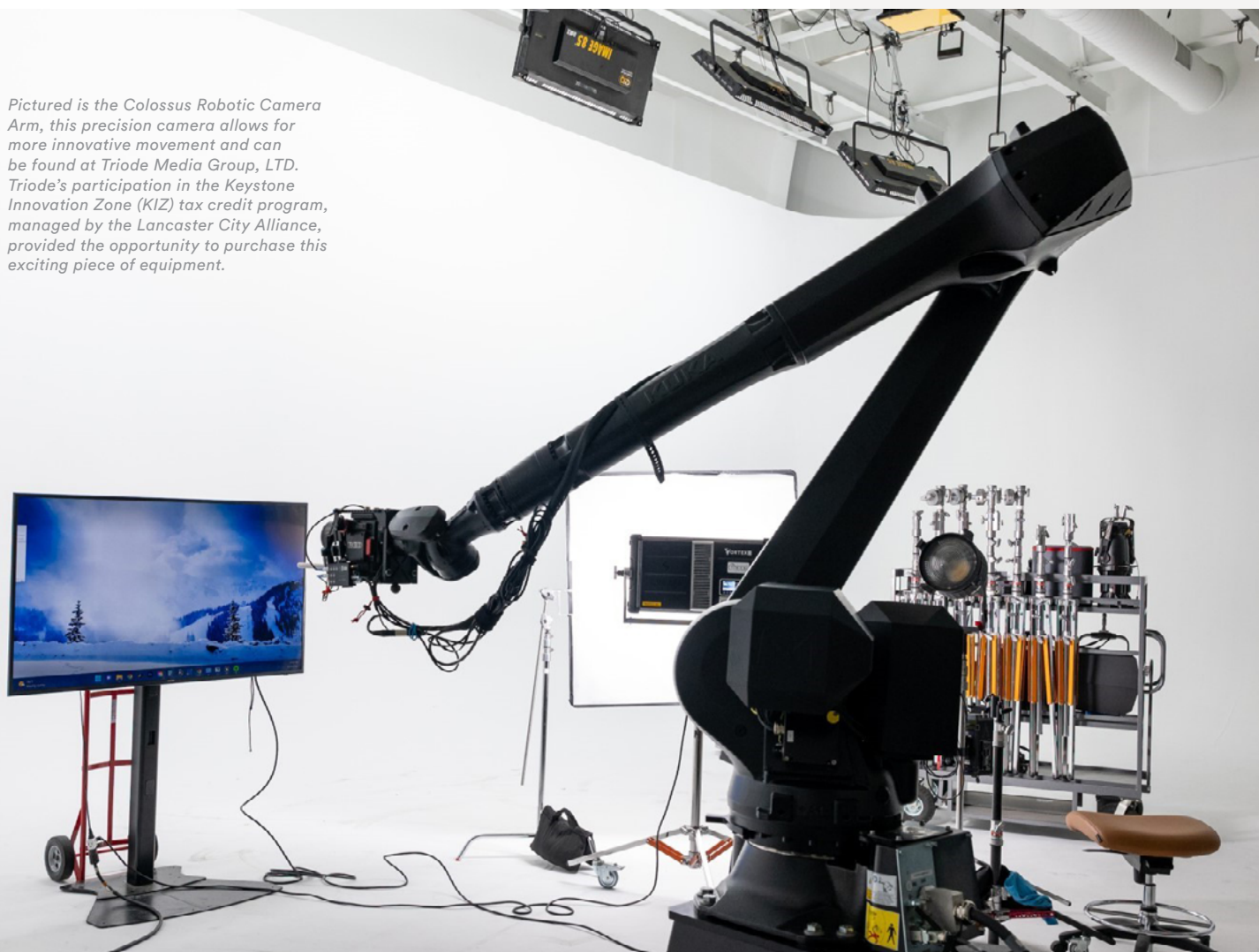
64% of investment occurring within
plan's defined commercial hubs



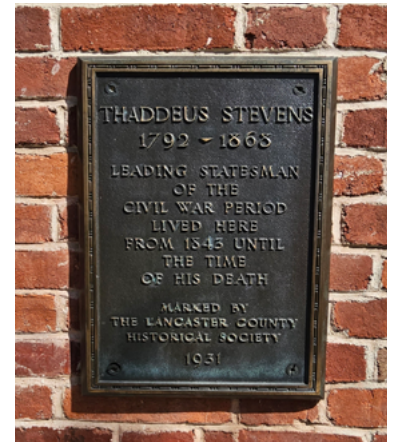
Keystone Innovation Zone (KIZ)

FOUR CITY BUSINESSES received over \$220,000 in Keystone Innovation Zone Tax Credits to help drive business innovation and growth. This year's KIZ recipients include Creative Coding Group Inc., Pipedream Marketing Inc., Triode Media Group, LTD, and VIZpin Inc.

Pictured is the Colossus Robotic Camera Arm, this precision camera allows for more innovative movement and can be found at Triode Media Group, LTD. Triode's participation in the Keystone Innovation Zone (KIZ) tax credit program, managed by the Lancaster City Alliance, provided the opportunity to purchase this exciting piece of equipment.



City Revitalization and Improvement Zone Program (CRIZ)




LancasterHistory's Thaddeus Stevens & Lydia Hamilton Smith Center for History and Democracy received a portion of the \$10.1 million in state and local tax revenue returned to the CRIZ Authority from 2021 taxes. The money is used to support business growth and the development of vacant or underutilized properties. Other CRIZ projects include upgrades to Clipper Magazine Stadium and the buildout of interior retail space at Ewell Plaza.

MORE THAN \$723K in CRIZ Small Business Financial Assistance (SBFA) grants and low-interest loans issued in 2022-23. Together, these grants and loans are in place to accelerate small business growth and better support the City's entrepreneurs.

FORMED A TASK FORCE of public and private sector stakeholders to design a CRIZ-funded grant and loan program to support new housing units in the CRIZ districts. With state approval, this new housing program could begin in the first quarter, 2024.

CRIZ Core Priorities:

- Redevelopment of underutilized and/or vacant properties
- High economic impact projects
- Supporting entrepreneurs/small business growth
- Sustaining key public facilities as vital economic drivers

COMMUNITY IMPACT

The Lancaster City Alliance manages the Downtown Investment District and uses relationship building to bring people together to support a high quality of life for all.

Learn how these programs and initiatives impact the community.

Downtown Investment District (DID)

ON MAY 1, 2023, the boundaries of the Downtown Investment District were expanded to include areas around S. Prince and W. Vine Streets and the 200 Block of W. King Street.

DID Business owners and residents in these new sections now benefit from cleaning services, weeding, and mulching of tree wells. Ambassadors now patrol the area, to provide an extra set of eyes and ears to help maintain a high quality of life.

Downtown Investment District Ambassadors now patrol Ewell Plaza from 9AM–8PM, seven days a week and the outreach specialist spends a minimum six hours in the plaza connecting with individuals in need of social services and housing. In the evening hours ambassadors regularly patrol the plaza as part of their assigned coverage of downtown. Additionally, area stakeholders meet regularly to address issues together.



Members of the Downtown Investment District Clean Team remove weeds and soil build-up in the newly expanded section of W. King Street.

The Downtown Investment District Clean Team and Ambassadors Statistics 07.01.2022 – 06.30.2023



12,321
BIKE MILES



394
REPORTS OF EXCESSIVE
TRASH ON PROPERTY



1,329
CONNECTIONS WITH
BUSINESSES



5,840
HOURS PATROLLED
ON FOOT



49
REPORTS OF PPL
ELECTRIC ISSUES



431
ASSISTED WITH
DIRECTIONS



657
INSTANCES OF
GRAFFITI REMOVED



2,354
CONNECTIONS WITH
RESIDENTS



200
"FIX IT LANCASTER" APP
REPORT SUBMISSIONS



580
TREE WELLS MULCHED

Street Outreach Provides a Helping Hand to Those Most in Need

500+

Interacted over 500 times with individuals experiencing homelessness and/or addiction. These connections provide a listening ear, inform individuals of available services, and share important community updates.

550+

Engaged over 550 times with business owners to hear their concerns and educate them on how to help.

16

Assisted 16 people to accept help for addiction rehabilitation.

25

Coordinated with other agencies to get 25 people into shelters.



Outreach Specialist Regina Cooper patrols City streets connecting with individuals experiencing homelessness, mental health, and/or addiction.

Façade Improvement Grant Program

SINCE 2019, \$656,000 in grant money was awarded to the façade improvement program.

Through matching grants with property owners and donor support, we leveraged \$656K into \$1.3 million in neighborhood façade investments, including \$130K toward the Beaver Street Quality of Life Initiative.



Left to right, Jeremy Young, Director of Community and Economic Development, Marshall Snively, President, and Alex Otthofer, Community Engagement Manager, accept the C. Emlen Urban Community Revitalization Award for the Façade Improvement Grant Program from the Historic Preservation Trust of Lancaster County.

114

façade improvements completed or underway since 2019

29

façade improvements completed in fiscal year 2022/2023

75

contracting companies employed

31%

City-based

13%

BIPOC* owned

6%

Woman-owned

2%

LGBTQ+ owned

THANK YOU TO OUR GENEROUS FAÇADE PROGRAM FUNDERS:

City of Lancaster
Flyway Excavating, Inc.
Fulton Bank
High Foundation
M&T Bank
PA Department of Community and Economic Development

PNC
S&T Bank
SoWe
Tenfold
The Steinman Foundation
Truist
Wells Fargo Regional Foundation

*BIPOC: Black, Indigenous and/or Person of Color



Volunteers Deliver 33 Welcome Packets to New Businesses

Ariana Garcia, second from left, volunteer with the Lancaster City Alliance Member Intra Marketing Committee delivers a new business welcome packet to Lancaster Beignet Company. In the past year, MIM Committee volunteers delivered 33 packets to new City businesses.

Lancaster Train Station Small Area Plan

LANCASTER CITY ALLIANCE partnered with Lancaster County, Lancaster City, Manheim Township, community stakeholders, and PennDOT, to guide future development around the Lancaster Train Station. Lancaster City Alliance led the effort to engage area property owners to capture their vision for the area. You can view the plan at lancastercountypanning.org.



Public Spaces Initiative

THE ACTION PLAN FOR WELCOMING PUBLIC SPACES INITIATIVE looks to achieve the four pillars of urban public spaces, which are:



SECURITY



COMMUNITY



SERVICES



PROGRAMMING

Achieving these four pillars is a priority of the Lancaster City Alliance Community Safety ELT and in partnership with the City, County Redevelopment Authority, Homelessness Coalition, and the Lancaster City Police Department.



The statue of Barney Ewell, located in his namesake Ewell Plaza, has become a popular photo destination and Lancaster City Alliance Director of Communications, Anne Williams and Director of Administration and Relations Colleen Wagner were excited to honor the City's newest statue.

FINANCIALS

Lancaster City Alliance Financial Results 2022/2023

We leverage corporate and private contributions with supplemental funding from grants and successfully manage each dollar we receive.

\$1.3 MILLION

in Operations Dollars

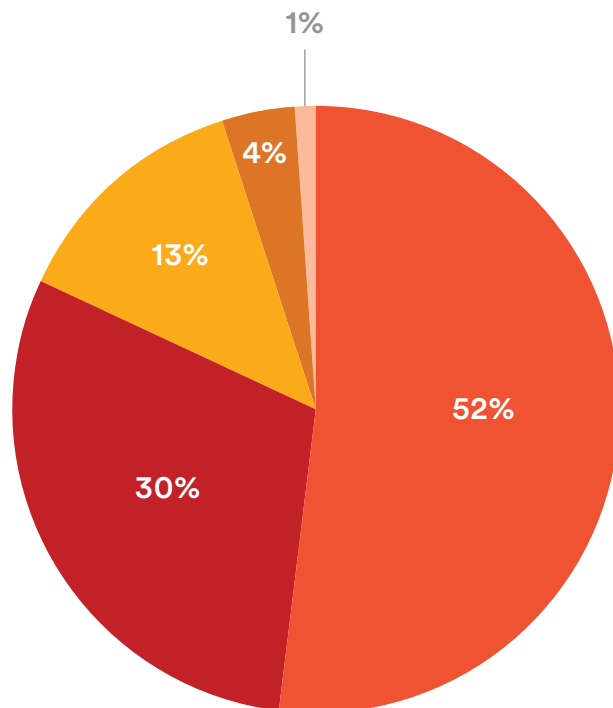
\$336,000

leveraged in grant funds to support:

- Façade Improvement Grant Program: **\$121K**
- Beaver Street Quality of Life Initiative: **\$130K**
- Cultivate Lancaster Entrepreneurship Coalition Strategic Planning: **\$50K**
- Homeless/Congregant Outreach: **\$35K**

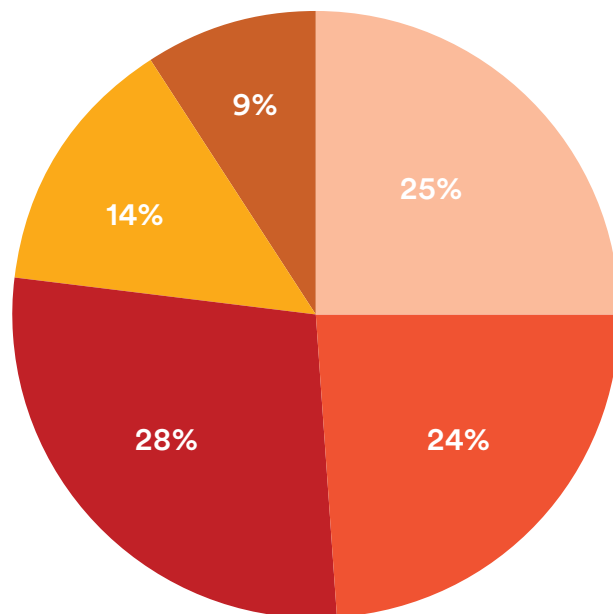
Revenues

- Corporate/Business
- Contracted Services/Management Fees
- Foundations/Grants
- Individuals
- Other



Expenses

- Public Safety
- Community Development
- Economic Development
- Marketing
- Administration



**With gratitude to our
volunteers and investors,
we are thankful for your
investment of time and
talent to our community.**

LANCASTER CITY ALLIANCE**Marshall W. Snively**, President**David Aichele**, Director, Clean & Safe Services/Executive Director of DID**Regina Cooper**, Outreach Specialist**Fran Denlinger**, Office Manager**Lori Herr**, Team Coordinator**Alex Otthofer**, Community Engagement Manager**Kathlene Carroll Sullivan**, Social Media and Engagement Manager**Danny Torres**, Streetplus Operations Manager**Colleen Wagner**, Director of Administration and Relations**Anne Williams**, Director of Communications**Jeremy Young**, Director of Community & Economic Development**BOARD OF DIRECTORS**Chair, **Richard M. Rankin**Vice Chair, **Mark A. McCollom**Secretary, **Jennifer Craighead Carey**Treasurer, **Vanessa E. Philbert****Brett Calabretta**
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**As a supporter of the Lancaster City Alliance
you are leaving a Legacy for the City.**

**You are a City Visionary, you
are mobilizing the City to do
well, and you are sustaining
the City for generations to
come. You are a City Enthusiast
and you are a Friend. We thank
you all for your support!**

LEGACY

Franklin & Marshall College
Fulton Forward Foundation
High Real Estate Group LLC
Penn Medicine Lancaster General Health
The Steinman Foundation

EXECUTIVE

The M&T Charitable Foundation

VISIONARY

AP Murray
Baker Tilly US, LLP
Barley Snyder
Benchmark Construction
Discover Lancaster
Ecklin Group
EHD
Irex Corporation
Lancaster County Solid Waste Management Authority
Orrstown Bank
PNC Financial Services
PPL Electric Utilities
S&T Bank
Warfel Construction
Willow Valley Communities
Woodstream Foundation

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Parcel B Development Company
RKL, LLP
Warehouse District
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Jane Eastman
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Lancaster Marriott at Penn Square
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Robert and Hale Krasne
Truist

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Hazlett, Burt & Watson Inc.
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Justin Geisenberger

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Tom Koppmann
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Tyler Swope
Vanessa Philbert
Victor and Melanie DeSantis
Victor Ramos

Ville & Rue
Vy Banh
Wayne Groff
Wes Farmer and Hilda Shirk
Wyatt Behringer
Xiang Guo

CONTRIBUTIONS TO LANCASTER DOWNTOWN INVESTMENT DISTRICT

County of Lancaster
Jaycee-HDC (Lancaster House North)
Salvation Army
St. James Episcopal Church
Tenfold
Trinity Lutheran Church

TRASH RECEPTACLE ADOPTERS

Alex Otthofer
Andrew and Joy Whalen
Angela Papadimitriou
Arch Street Center
Boys & Girls Club of Lancaster
Brent Olejack
Brian Luckenbaugh
Callaloo Trinidadian Kitchen
Carter & MacRae Elementary School
Christian Science Reading Room
Community Action Partnership
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Connection Center
Custom Prescriptions of Lancaster, LLC
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F&M College Facilities & Operations
First United Methodist Church
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Heidi Shirk
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Ian Tangert
Ingrain Construction
International Restaurant
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James Street Properties
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John F. Reynolds Middle School
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Mom's House
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Noah Miller
O & M Deli Grocery
Otterbein United Methodist Church
Passenger Coffee
Penn Medicine Lancaster General Health
Peter Barber
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Queen Deli
Quip's Pub
R3 House
Rhiannon Rector
Robert Gonzalez
Rosanne Andrade
Saint Ann's School
Slugger's Pizzeria
Souvlaki Boys Grill
Special Occasions & Queen Street Linens
Splits & Giggles
The Stone School
Stubby's Bar & Grill
Thomas Wharton Elementary School
Tim & Kate Freund
Timm Wenger
Torres Bakery
Turkey Hill Minit Markets
Warehouse District

Our apologies to any we may have missed or listed incorrectly. If we have erred, please contact our office so we may correct our records.

working to ensure Lancaster
can, safe, & vibrant city for
non-profit working to ensure
Lancaster is a clean, safe, &
vibrant city for all. a non-profit
working to ensure Lancaster
can, safe, & vibrant city for
non-profit working to ensure
Lancaster is a clean, safe, &
vibrant city for all. a non-profit
working to ensure Lancaster



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volunteer, or join our mailing list.