



Report to City Council
July 17, 2012

2012 First and Second Quarter Accomplishments

Administrative

Reached 2012 fundraising goal of \$100,000

Formalized lien process to ensure all property owners are accountable

Moved offices to a storefront near Continental Square to be closer and more accessible to our constituents

Hosted a downtown update to keep constituents and stakeholders informed of ongoing efforts to improve downtown

Regularly attend ANA meetings

Began a formal assessment process through PA Downtown Center as a step towards achieving Keystone Community designation from the State DCED

Received accreditation from the National Trust for Historic Preservation as a premier Main Street program

Marketing and Events

Collaborated with the City and the Strand on *Jazz in the City*

Continue to orchestrate and market First Fridays

Hosted three downtown Walking Tours - *Green Building, Hidden Art and Pubs of York*

Planned, coordinated, executed and marketed *Go Green in the City*

Participated in the planning and marketing of *Bike in York* week

Convened all involved parties in planning for this year's **Bike Night** weekend, which will include the White Rose Thunder event at the York Expo Center anticipating 35,000 attendees

Created, subsidized and distributed the second annual Downtown Destination Guide

Capitalized on Travel and Leisure's *Top 20 Downtowns* designation

Financially supported the creation and development of RAYAC's *York City Living* website

Continue to market downtown York as a destination through conventional and social media channels with bi-weekly newsletters, Facebook posts and Twitter feeds.

Landscape

Managed and marketed the downtown segment of the *York City Spring Clean Up*

Continue to promote *Take Ten on Tuesday*

Convened stakeholders to work on improvements to Heritage Rail Trail

Facilitated the placement and dedication of eight benches throughout downtown

Instituted a *Street Amenity Legacy Program* whereby benefactors can purchase trees, benches and artwork in honor or memory of a loved one

Hired and oversee the seasonal cleanup crew

Play a role in the Continental Square upgrade project

Instituted the expansion of the parking meter painting project on West Market Street

Secured funding from The Wolf Organization to purchase a sidewalk power washer

Managed the placement of new planters and the spring flower planting in concert with York City Parks

Safety

Continue to work with the County Sheriffs and City Police on downtown deployment and quality of life issues

Facilitate monthly meetings with York City Police and County Sheriffs, and representatives from the downtown business community

Hosted a public safety workshop attended by more than thirty downtown businesses

Provide funding for graffiti removal efforts

Business recruitment and retention

Support and foster downtown merchant groups:

West Market Street (BID West)

North George Street Alliance

North Beaver Street Merchants

West Philadelphia Street Merchants

Establishing the Market District merchants group

Collaborate with the Mayor's office to host Merchant of the Month

Hold quarterly educational workshops offered to downtown businesses at no charge

Offered over 120 instances of business assistance to over 80 businesses

Hosted one dozen ribbon cuttings

Implemented SWOT and Gap analyses of each downtown neighborhood within the Central Business District

Hosted a retail open house

Collected and analyzed trade area data for business recruitment purposes