

## LIBERTY STREET-COLLEGE AVENUE CONNECTION NEARS COMPLETION

The long-anticipated new east/west connection of the City with Liberty Street will soon open. The extension will meet with College Avenue at Harrisburg Avenue. This project was an undertaking of several partners and facilitated by the removal of the North Southern rail yard. The City of Lancaster re-constructed the roadway between Prince and Charlotte, adding green retention basins, bike sharrows and reversing the angled parking to back in to increase safety for block residents. Partners Franklin & Marshall College and Lancaster General Health built the new extension of Liberty Street that begins at Thomas Armstrong Boulevard and continues to Harrisburg Avenue. Lancaster City Alliance facilitated communication with neighbors and impacted stakeholders as this critical construction was underway and street closings were necessary.

## BUY LOCAL! INTRODUCING THE NEW LANCASTER DOWNTOWN DOLLARS



The Lancaster Downtown Dollars will soon have a new look and will be more accessible. While still available at the LCA/DID office starting in October, they will also be available for purchase at the Visitors Center on Penn Square and soon may be ordered online by credit card.

Downtown Dollars are gift certificates available in \$5 and \$10 increments and are accepted at over 100 merchants in Downtown – including Central Market, galleries, restaurants and shops. For more information, visit <http://www.visitlancastercity.com/visitor-services/downtown-dollars/>.

## CITY RETAIL & RESTAURANT GROWTH CONTINUES!

\$450M of resident dollars leave the City for goods and services each year and a substantial portion of that is for specialty retail and food-related services such as grocery stores and restaurants. With that said, the local shopping and dining scenes continue to expand with almost 20 establishments opening or announced since May alone – including existing merchants expanding into new spaces! The list includes, but is not limited to:

### RECENT ADDITIONS TO THE SHOPPING SCENE:

**Madcap & Co.**—310 N. Queen Street

**Twice Found**—309 N. Queen Street

**Boutique Tana Kaya**—  
305 N. Queen Street

**Because I Like U**—  
307 N. Queen Street

**La Petite Patisserie**—  
136 N. Prince Street

**Rita's Ice**—4 N. Prince Street

### RECENT ADDITIONS TO THE DINING SCENE:

**Spring House Brewing Co.**—  
209 Hazel Street

**Barberet and Altana**—  
26 East E. King Street

**B Peace Café**—701 E. Walnut Street

**Mulberry Social Kitchen + Bar**—  
300 W. James Street

**Silantra Asian Kitchen**—  
101 E. King Street

### SOON TO OPEN:

**La Piazza**—38 W. Orange Street

**DiCarlo's Pizza**—155 E. King Street

**Rice & Noodles**—  
100 W. Orange Street

**Root**—23 W. Walnut Street

### SLATED FOR 2017:

**Luca**—436 W. James Street

**Atlas Kitchen + Bar**—  
Surveyor Hotel on Gallery Row

*Luca After*



*Luca Before*



## VELOCITY 2015

CELEBRATING A CITY MOVING FORWARD

The second annual Velocity will be held on **Thursday, September 17th, 2015** at Tellus360, 5:00 PM – 10:00 PM. Following a sold-out event last year, this is another great example of how our City's family of merchants continues to work together in support of Lancaster and the LCA. This event is driven by our great boutiques, restaurants, salons and performing and visual artists in celebration of our homegrown locally owned businesses. This event is also an important fundraiser for LCA's marketing efforts in support of our City businesses!

An idea surfaced at the monthly merchant meetings; this event has quickly grown to include over 40 businesses and cultural institutions, all of which will play a role on the 17th. **Ticket prices are \$25 for general admission and \$100 for VIP, which includes a gallery & rooftop reception with open bar from 5:00 PM – 7:00 PM. Tickets are going fast, so please visit [VelocityLancaster.com](http://VelocityLancaster.com) to get yours today.**



# LANCASTER CITY ALLIANCE

Strong Community, Strong Economy, Vibrant City.

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## MARK YOUR CALENDARS

They're back! The Extraordinary Give and Great Giving Gig (at Tellus360) will take place on **Friday, November 20th**. The Lancaster City Alliance looks forward to this exciting time of the year and thanks you in advance for your wonderful support of our organization. Stay tuned!

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## NEIGHBORHOOD NOTES



Fall 2015

**Strong Community. Strong Economy. Vibrant City.**

LancasterCityAlliance.org

# MOVING FROM PLANNING TO EXECUTION

On June 11th, LCA celebrated the release of the City's new strategic plan for economic development. As a community-owned plan, it was only fitting we were joined by 300 or so of our closest community friends and we were thrilled with the reception.

While we have finalized the Plan, we will continue to seek input, suggestions and coaching to bring forth the best possible outcomes. The community was instrumental in developing an authentic, inspirational and customized Plan for our future; those traits will serve us equally well as we move into implementation.

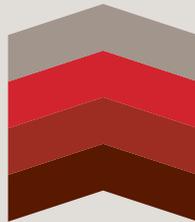
### So Now What?

The 15-year plan has four strategies broadly focusing on four categories: making it easier for traditional development in all of the City's commercial hubs, supporting our entrepreneurs, marketing our city and neighborhoods as great places to live, visit, work, learn and explore, and enhancing the quality of life of the community. There are 24 recommendations and we have much to do to achieve the ambitious goals of this community-owned and implemented plan.

### So Where Do We Start?

In the short-term, LCA is focusing on three very important broad areas.

**1. Community Engagement and Development**—This plan cannot be implemented without the support and participation of our residents, property owners and business owners throughout the City. July through October, LCA has been and will continue to return to the commercial hubs and the neighborhoods



## BUILDING ON STRENGTH

THE COMMUNITY-OWNED  
ECONOMIC DEVELOPMENT STRATEGIC  
PLAN FOR THE CITY OF LANCASTER

surrounding them to meet with the stakeholders, talk about the strengths and opportunities on those corridors, the needs of the communities and impediments to investment. This is a critical step in developing more detailed initiatives to enhance the quality of life for these areas and drive investment to support neighborhood growth and empowerment. It is from this important first step that, as a community, we can achieve great things throughout the City for our residents and families.

**2. Embracing the City's Entrepreneurial Spirit**—Lancaster is a city of great innovation, creativity and independent strength. That is clear by the number of individually owned businesses that continue to grow. So, how do we continue and expand on this momentum? The first step is developing a local inventory of who is doing what. Next is to learn what the common barriers are to entry and/or success.

From there we assess where we are, where we want to go, and how we'll get there. LCA convened a meeting with entrepreneurs in August to plan the inaugural Entrepreneurs Forum – a key recommendation of the Plan. This forum will bring together the thinkers, doers, educators and resource providers in order to keep and nurture the best and brightest!

**3. Funding Mechanisms to Support Implementation**—Inventorying and understanding the current funding programs is key in identifying the resources to achieve much of what is outlined in the Plan. A team has been assembled to review existing programs and to explore the development of new initiatives to assist in both brick-and-mortar projects as well as funding in support of entrepreneurial ventures and business growth. This plan is reliant on private investment as public monies just aren't as prevalent as years past. Creative thinking in financing and pooling available resources are paramount in realizing the goals of the plan. This important work is now underway.

Economic development work is typically long range in nature, sometimes without visible progress. And while we have short-, medium-, and long-term tactics, we know the pace of change will be deliberate. If it were easy, it would already be done. We invite you to stop by our "locker room" anytime to see what's being worked on, and, more importantly, you can expect a quarterly progress report to augment on-going social media posts to reveal our efforts. Finally, if you are not engaged in the process, let us know why not!

# Lancaster City Alliance Partners to Advance Quality of Life in South Lancaster

Photo Credit: PhotoLife Photography



Left to right: Shelby Nauman, LCA Vice President; Robert Torres, VP of the Wells Fargo Regional Foundation Board of Directors; Fran Rodriguez, Community Foundation and SW Steering Committee; Mayor Gray, City of Lancaster; Scott Kuhn, Wells Fargo and Lancaster City Alliance Neighborhood Executive Leadership Team; Ray D'Agostino, Executive Director of the Lancaster Housing Opportunity Partnership

The City of Lancaster is on a roll. Over the last 18 months, Lancaster City Alliance did a lot of listening as part of the development of the Economic Development Strategic Plan and tremendous pride for our City is evident as neighborhoods want to be part of the action related to revitalization and high standards for quality of life. These conversations led the LCA to work in tandem with other City partners to make meaningful impacts in several areas of South Lancaster.

## Southwest Lancaster Neighborhood Revitalization Plan

On June 29, 2015, representatives from the Wells Fargo Regional Foundation presented the Lancaster Housing Opportunity Partnership (LHOP) and City

leaders with a \$100,000 check to facilitate a comprehensive neighborhood-driven Plan for a 20-block target area of the City's Southwest. LCA Vice President Shelby Nauman is helping to lead this effort along with LHOP and other key partners including Millersville University, Lancaster Community Safety Coalition and the Project Steering Committee comprised of key partner organizations and neighborhood stakeholders. The team hit the ground running with consultant team Urban Partners of Philadelphia and neighborhood surveys are expected to be completed by early October. The initial Steering Committee meeting occurred in July, key stakeholder interviews began in August and the first public meeting is scheduled for September 23rd. A final

plan will be presented in April 2016, which will lead to applying to the Wells Fargo Regional Foundation for the Plan implementation funding. For more information on this effort, please visit [www.southwestlancaster.org](http://www.southwestlancaster.org).

## South Lancaster Connections Grant

Lancaster City Alliance is one of nine partners with lead agency Boys & Girls Club of Lancaster in a United Way Collective Impact Collaborative. The goal of this collaborative is aligning community partners to remove barriers and help families stabilize and feel connected to their community and needed resources. The \$255,000 grant was awarded to the Boys & Girls Club and will be used to fund Community Connector positions that will provide outreach to families to help them leverage existing programs, navigate services and remove systemic barriers. In meeting the United Way's interdependent BOLD Goals, the Collaborative will work on specific outcomes including: helping families obtain quality and affordable housing; making families accessible to a medical home and receive regular care and in-home education and prescription management; and working with families and individuals to identify educational goals and develop a plan for achieving those goals through Community Connectors. You can find the list of partners for the South Lancaster Connections grant and more information about the Collective Impact Model by visiting: <http://www.uwlanc.org/ImpactPartners>.

## COMMUNITY SCHOOL, FOCUSED ON REFUGEES, OPENS THIS FALL AT REYNOLDS MIDDLE SCHOOL

Eight percent of the student population at Reynolds Middle School is of the refugee population. A new Community School has the goal of extending the role of the school building and key staff to include programs that meet the growing refugee population's social, health and educational needs, as well as those of the local community at large. The Community School at Reynolds will include a Community Resource Center and a South East Lancaster Health Services clinic to be a welcoming and safe space for supportive services for families that complement resettlement efforts.

This new initiative is a collaboration of the Lancaster County Refugee Coalition, Lancaster-Lebanon IU 13, The Literacy Council of Lancaster-Lebanon, School District of Lancaster, Ware Institute for Civic Engagement at F&M, South East Lancaster Health Services, Church World Service, and Lutheran Refugee Services. The project is made possible through multiple funding streams, including funds from the United Way of Lancaster County, the Rotary Club of Lancaster, and the Lancaster County Community Foundation. Lancaster-Lebanon IU 13 is the lead agency for the project.

## LCA IS PLEASED TO WELCOME

Two additional volunteers to our Executive Leadership Teams and a new member to our Administrative Team:

- **Tom Ponessa**, T.W. Ponessa & Associates, to the Economic Development & Planning Team
- **Rosa Graupera**, Spanish American Civic Association, to the Community Safety Team
- **Sharon Moore** has joined the LCA Team as Team Administrator

# CLEAN & SAFE HIGHLIGHTS



During the months of April, May and June, LCA Ambassadors logged over 4,000 miles on bikes in addition to many hours of walking the streets and neighborhoods in our coverage area. During this time, they also made

connections with almost 8,000 residents and businesses, while giving directions to over 800 visitors.

While working in the neighborhoods, the Ambassadors addressed almost 550 quality of life concerns, including over 200 reports of excessive trash, tall grass and weeds in addition to almost 50 maintenance or mechanical problems needing the City's immediate attention. They contacted PPL over 15 times to have burned-out street lights replaced and helped with traffic and crowd control 12 times for Police, Fire and Ambulance personnel during emergency situations.

The Clean Team removed over 11,000 lbs. of trash from the sidewalks of the DID and assisted in the removal of over 275 graffiti tags and stickers from public spaces during the same time period.

The reporting of quality of life issues is just a part of the daily duties of the Ambassadors & Clean Team. Their interactions with residents, businesses

*Ambassadors of the Month (left-to-right): Brandon, Kevin and Carlos*

and visitors is of equal importance. Their performance, appearance and personality and their willingness to go above and beyond to help someone in need can earn them an "Ambassador of the Month" award. In April, **Carlos Medina** was given that distinction after helping a young boy who was locked out of his home. Carlos stayed with him until his parents could be reached. In May, **Brandon Yates** was honored for his compassion to the homeless and making every attempt to get them assistance. Brandon is also one

of our Ambassadors who has been cross-trained and helps on the Clean Team. In June, **Kevin Rinehart** was awarded for his willingness to always step in and help when he sees someone needing a hand, such as helping merchants and customers load large and heavy packages into customers' vehicles.

The Ambassador of the Month is awarded Downtown Dollars and a gift certificate from Building Character. Please visit the LCA website to see all of the Ambassadors awarded this year.

## CHANGING QUALIFICATIONS, CHANGING LIVES

Photo Credit: Tec Centro



The first graduation at Tec Centro took place June 18th, with over 30 students (pictured) participating in the celebration. Tec Centro is the bi-lingual vocational center located at 102 Chester Street, with a mission to address the needs of the unemployed and underemployed by offering transformative opportunities to build relevant skills that can be transferred into living wage jobs.

The following new programs were offered during the first year: Certified Nursing Assistant, Pharmacy Technician, Construction, Forklift Training, OSHA, and Culinary. A total of 1,115 individuals were served by Tec Centro in the first year. This includes GED attainment, employment services, ESL (English as a Second Language), jobs training and overall skills training.

As an illustration of Tec Centro's impact in the community, each of the Construction Class members were hired before the training was completed, all receiving competitive salaries and benefits.

# HATS OFF TO...



- ▲ • **Burgeoning hoteliers Kyle Sollenberger and Crystal Weaver** for the delightful Prince Street Pop-up Park in the parking lot, which is the future site of the Surveyor Hotel and features Passenger Coffee Roasters and Penny's, an ice cream truck serving our beloved Carmen and David's Ice Cream.

- The following who provided in-kind and volunteer services for the unveiling of the Building on Strength Economic Development Plan launch on June 11th.

**Community Volunteers and aideM Media Solutions** for starring in and producing the Building on Strength videos.

**Millersville University Visual and Performing Arts Ware Center** for the use of Steinman Hall.

**Millersville University's Broadcast Operations and Information Technology Department** for filming the event.

- ▼ • **Exit Lancaster** for becoming the first recipient of Lancaster's 100 Men Who Care Initiative, receiving \$12,000 for the non-profit whose mission is to provide inner-city youth with a variety of choices intended to create a "winning life plan."

Photo Credit: Ken King Photography



*Co-founders Shayne Meadows and Ty Bair are pictured here with Exit Lancaster's first Executive Director Liz Yocum.*

- **Lancaster General Health** for being recognized as the top-ranked midstate hospital in the annual "Best Hospitals" report from *US News and World Report*. LG Health ranked fifth among PA hospitals.
- **Crispus Attucks** for the second successful **Annual Day Celebration** bringing thousands of City residents, visitors and national entertainment together in celebration of our City's rich cultural heritage.
- **Joe Patterson**, retiring Executive Director of the **Historic Preservation Trust of Lancaster County**, for his commitment and dedication to the preservation of the history of Lancaster County.
- LCA Team member **Kathlene Sullivan** for her well-deserved "Hi-Five" award from the Arts at Millersville/Ware Center for her contributions to our community, the artistic life of our City, and giving her time to bring new ideas forward.



*Anne Kirby, Candy Factory (left); Marshall Snively, LCA; Marie Cleaves Rothacker, Move it Studio*

- ▲ • The following Downtown merchants who received awards at the last merchant committee meeting in celebration of milestone anniversaries: **Candy Factory**, celebrating five years; and **Move It Studio, Lancaster Cupcake & Souvlaki Boys**, all celebrating one year.

# WHAT AN OPEN!

By all accounts, the USGA Women's Open was a smashing success. Through exceptional planning and preparation, droves of qualified volunteers and an audience that just kept coming, the Open put Lancaster on an international stage and set a variety of lofty event records. From the event venue to the surrounding market, folks were quick to share their positive reaction to the Open, and the community is buzzing with the thought of "what's next?!" Thanks to all those who helped make this a great success!

