



TURN TO  
**DANVILLE**  
DOWNTOWN

**Danville Business Alliance**

**MILL ST.**

**Annual Report – 2010**

## **DBA's Mission**

To forge and promote cooperation and collaboration among key stakeholders (local, county and state government; merchants; major employers; and residents) to make Danville the best small town in Pennsylvania.

To develop, enable and facilitate implementation of downtown development projects to make the downtown attractive, pleasant, and sensitive to Danville's unique cultural and architectural heritage, and able to meet its future needs.

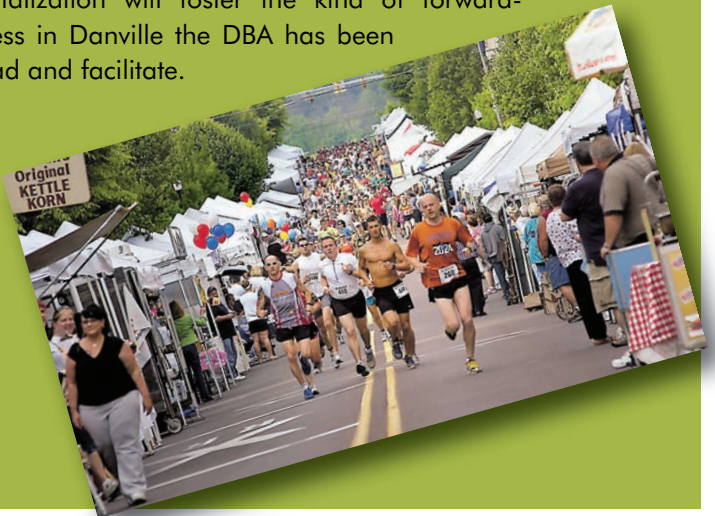
To foster economic revitalization by recruiting businesses that are consistent with the DBA's vision, and by supporting existing businesses through information, education, participation in the Main Street Program, and membership services.

To promote downtown Danville, attract residents and visitors, organize promotional events, and aggressively market downtown's unique range of services, shops, activities and natural assets.

## **Use of Our Donors' Contributions in the Past Year**

In the fiscal year completed June 30, 2010, the DBA spent \$118,810 (86%) on a wide variety of downtown revitalization projects and initiatives to meet its mission, and \$19,508 (14%) on administration and office expenses.

Comparable to other Main Street programs, salaries to fund a professional staff is the greatest expense. Without it the DBA would not be able to support or achieve the goals it has already, or its future objectives. Continued revitalization will foster the kind of forward-thinking progress in Danville the DBA has been able to both lead and facilitate.



## **DBA and Downtown Danville Accomplishments**

- Maintained an active membership that represents a cross-section of major employers, small businesses, and residents of the greater Danville community
- With commitments from a broad coalition of local government, businesses and community residents, the Next Generation Pledge Campaign made great strides to assure DBA's financial sustainability through 2016, receiving nearly \$400,000 in pledges and contributions toward its goal of \$500,000
- Ranked #1 for physical improvements, #3 for public and private investment, and #4 overall in Pennsylvania among more than 100 Main Street communities by the Pennsylvania Downtown Center
- Sustained a positive business environment that directly or indirectly is responsible for a vacancy rate of less than 5% and the addition of a half dozen new downtown businesses in the past year, capitalizing on the seven businesses added in 2009 and more than \$10 million in infrastructure improvements, business expansion and business starts since 2008
- Continued implementation of the façade grant program resulting in six more projects completed in 2010, and a total of approximately \$35,000 in grants awarded, which have leveraged \$80,000 in completed and ongoing downtown improvements
- Obtained Danville Borough Council endorsement of DBA's five priority Downtown Danville Master Plan projects on which the DBA and the Borough will collaborate in the design, planning and funding
- Continued positive media coverage about Danville's renaissance, both locally and statewide in the Fall/Winter issue of Pennsylvania Pursuits, and online at Keystone Edge and [www.newPa.com](http://www.newPa.com)
- Partnered with SEDA-COG and the Montour Area Recreation Commission to develop a master site plan for the riverfront
- Collaborated with Bloomsburg University, Pennsylvania State University, and SEDA-COG to conduct a detailed upper floor inventory of the Mill Street corridor, the



first step in developing a vertical growth plan for continued commercial and residential expansion in downtown Danville



- Continued to hold highly successful downtown events, such as Spring Fling and the Fall Arts and Crafts Fair, which attract over 10,000 visitors to downtown Danville, creating future shoppers, residents and investors
- Worked with local merchants and such diverse organizations as the Montour Area Recreation Commission, the River Town Race Series, Danville Borough, Montour County, and the Cooperative Extension Service to enhance Danville as a destination by seamlessly making the Annual Marathon and Half Marathon and the Ferry Street Growers Market successful downtown events
- Introduced a new, successful summer event, The Scavenger Hunt, to the existing lineup of over 20 annual special events in the Danville area
- Embarked on a 3-year, \$90,000 marketing campaign funded by the Columbia Montour Visitors Bureau and the County Commissioners of Montour and Columbia Counties to further promote special events in Danville and Montour County
- Together with the Iron Heritage Festival and numerous Danville sponsors and volunteers, the DBA was instrumental in the production of "Our Town Danville," broadcast by WVIA-TV in June 2010
- Collaborated with the Bucknell Small Business Development Center to bring professional planning, educational and consulting services to the DBA membership
- Partnered with the Greater Susquehanna Keystone Innovation Zone to establish a KIZ subzone in downtown Danville identical to the Main Street Program District
- Designation again by the National Trust for Historic Preservation as an accredited National Main Street Program

## Plans for the Future

- Continue the implementation of the Downtown Danville Master Plan
- Move forward with SEDA-COG and MARC to complete the riverfront master plan study and inaugurate the riverfront trail
- Expansion of the Main Street District to incorporate more downtown businesses, building on a successful downtown revitalization model
- Consistent with our branding campaign, market a fresh new image for Danville and award façade and business-to-business grants for downtown capital investment to literally change the face of Danville and make our businesses more competitive
- Continue to lower the vacancy rate, strengthen our business and customer base, and attract new businesses and residents to the downtown area
- Collaborate with GSKIZ to select a site for the downtown KIZ incubator, and develop a strategy to attract technology-based start-ups
- Conduct an economic feasibility study of downtown upper floor assets to assess potential vertical development
- Erect welcome and wayfinding signage at the gateways of Danville and in the heart of the downtown business district



## **2010 Board of Directors**

Thomas DiPasquale, President	Francis Moyer
Samuel Haulman, Vice President	Connie Lemon
George Santos, Secretary	Damien Malfara
Chris Benjamin, Treasurer	Robert McWilliams
Thomas Beiter, Sr.	Marc Van Sickle
Thomas Graham	Jeffrey Tiesi
William Lavage	

James Wilson, Executive Director

Mary Dinehart, Executive Assistant

## **DBA Standing Committees**

### **EXECUTIVE**

Thomas DiPasquale, President  
Samuel Haulman, Vice President  
George Santos, Secretary  
Chris Benjamin, Treasurer  
Jeffrey Tiesi, Immediate Past President  
William Lavage  
Francis Moyer

### **ECONOMIC RESTRUCTURING**

Samuel Haulman, Chair  
Timothy Bowers  
Chris Benjamin  
David Brokus  
Robert Fleck  
Greg Cole  
Leonard Ingrassia  
James Minniti  
Denise Prince  
Brian Wiktor

### **DESIGN**

Connie Lemon, Chair  
Francis Moyer  
Dottie Bane  
Bryan Holmes  
Jean Knouse  
Cheryl Wenzel

### **PROMOTIONS**

George Santos, Chair  
Holly Bagwell  
Mary Dinehart  
Thomas DiPasquale  
Mark Hendrickson  
Jean Knouse  
William Lavage  
Connie Lemon  
Damien Malfara  
Marc VanSickle

## **Next Generation Campaign Contributors**

### ***Friend of Danville Downtown*** (\$25 per year)

May Bartages	Marlin and Jean Hummel
Eve L. Birmingham	John and Kristin Keller
Dr. John R. Boker	Gary and Kessey Kieselhorst
Nina Charnoff and Peter Berger	Dr. W.C. Manges, Jr.
Jeff and Lisa Foster	Reverend and Mrs. P. Dale Neuffer
James and Dorothy Gallagher	R.M. Shoemaker
Dick and Donna Grafmyre	Barbara Tapscott
Sam Haulman	

### ***Canal Circle*** (up to \$99 per year)

Frank Bastian	St. Cyril Preschool & Kindergarten
Eaton Academy	Dr. David R. Simpson
Iron Rose Bookstore	Susan K. Kesler-Simpson
Timothy and Mary Ann McConnell	Starr Portables
Helen P. Miller	Stoneware
Francis C. and Linda M. Moyer	Pastor Charlie Swank
N. Reichen	Whitehall Remodeling
Laura Reinmiller	

### ***Susquehanna Circle*** (\$100 to \$499 per year)

Animal Care Center	Buckley's Carpet & Linoleum, Inc.
Lisa and David Boedker	Central Susquehanna Community Federal Credit Union
Booth and Deutsch	Patricia and Dominick Conca
Timothy Bowers, Esq.	Jim and Theresa Cook
Dr. John J. Brady	Barbara Cooper Accounting Services
Brady Funeral Home	Elayne and Tom Costlow
G. Breitwieser	

## **Susquehanna Circle** *(continued)*

Danville Area United Way	Roger and Phyllis Minner
Danville Child Development Center	Samuel and Isabel Morrison
Danville Moose	Chris Mowad and Timothy Murphy
Danville Super 8	Dr. Eric and Laurie Newman
Deihl's Tire & Auto Service Center	Carlos and Harriett Perez
Dr. and Mrs. Joseph DeSantis	Dr. and Mrs. A. Quiery
The Doctor's Inn	David and Raj Rolston
Finn's News Agency	Ryan's Jewelers
Reed and Dorothy Fisher	George W. Santos
Fleck Agency	Scott's Floral
Peter and Bobbi Fleming	Valerie Shultz
Hawkins Chevrolet	K.A. Skelding, M.D.
Edwin L. Heim Company	John and Kathy Skiendzielewski
Hometown Abstract	Dr. and Mrs. Joseph Stemm
Drs. Nicole and Eric Hossler	Sudol Paving and Excavating
Herb and Elizabeth Ingraham	Ann and Robert Thomas
Keystone Insurers Group, Inc.	Wendy Tripoli, Esq.
George and Diane Kitts	Bonnie Trump
Michael and Jill Komar	Noelle and Jeffrey Tiesi
Bill and Cindy Lavage	George O. Wagner, Esq.
Lemon A'Peel	Rebecca Warren, Esq.
Di Anne Leonard and Neil Ellison	
James and Elaine Long	
Maria Joseph Manor Continuing Care Community	
McWilliams Homecare & Uniform Shoppe	
Metzer Auto Group	

**Crucible Circle** (\$500 to \$999 per year)

CATV Service, Inc.

D's Clothier

The Daily Item

J&J Financial

Douglas and Natalie Kupas

M&T Bank

M-C Federal Credit Union

Marks, McLaughlin and Dennehy

Old Forge Brewing Company

Sheetz, Inc.

Sunbury Broadcasting Corporation

Henry Voelcker, Inc.

**Bald Top Circle** (\$1,000 to \$2,999 per year)

Alpine Animal Clinic

Beiter's Department Store

Cole's Hardware

David and Pamela Franklin

Pub II

**Mill Baron Circle** (\$3,000 to \$4,999 per year)

FNB Bank N.A.

**Vulcan Circle** (\$5,000+ per year)

Cherokee Pharmaceuticals

Danville Borough

Geisinger Health System

Montour County

PPL Corporation

Service 1st Federal Credit Union

# DANVILLE BUSINESS ALLIANCE

STATEMENT OF SUPPORT, REVENUES AND EXPENSES-  
MODIFIED CASH BASIS  
YEAR ENDED JUNE 30, 2010

	<u>UNRESTRICTED</u>
REVENUES AND SUPPORT:	
Grant income	\$ 115,374
Contributions	32,680
Special events	18,827
Less direct expenses	(5,209)
Membership dues	5,250
Interest income	1,060
Miscellaneous	<u>50</u>
Total revenues and support	<u>168,032</u>
EXPENSES:	
Payroll and payroll taxes	65,013
Promotional expenses	25,510
Fayade grants	20,070
Occupancy	7,150
Office expenses	5,724
Professional fees	5,660
Advertising	2,557
Utilities	1,746
Insurance	1,570
Travel and conferences	1,390
Dues	1,155
Miscellaneous	473
Contract labor	<u>300</u>
Total expenses	<u>138,318</u>
CHANGE IN NET ASSETS	29,714
NET ASSETS, BEGINNING	<u>106,831</u>
NET ASSETS, ENDING	<u>\$ 136,545</u>

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