



June 30, 2011

Richard Blosky, President
Danville Borough Council
Municipal Building
239 Mill Street
Danville, PA 17821

Dear President Blosky:

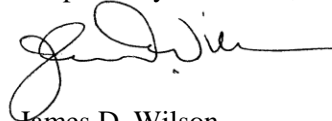
In accordance with the Danville Borough – Danville Business Alliance (DBA) Cooperation Agreement and its requirement in Attachment F that the Executive Director report at least quarterly to the Borough Council, I submit the following list of noteworthy Main Street Program accomplishments for the period of April 1, 2011, to June 30, 2011:

- On April 14 the DBA, along with the Bucknell Small Business Development Center, hosted a “First Step Seminar” at Service 1st Federal Credit Union for potential start-ups in Danville. This continues our collaboration with the SBDC to provide continuing business education to Danville and Montour County businesses on topics relevant in today’s business climate.
- As a result of our successful annual assessment on May 3 by DCED and the Pennsylvania Downtown Center, the DBA received its last installment of Main Street funding under the current grant. The grant will expire June 30, 2012.
- On May 7 the DBA held the 25th Annual Spring Fling in conjunction with the River Town Race Series 4th Annual Marathon and Half Marathon. The synergy of both events resulted in both achieving their largest turnouts. An estimated 15,000 people attended the festival, and over 450 runners participated. With the additional area on Mill Street that had been approved by the Borough Council, over 200 vendors registered. The race’s estimated economic impact to Danville on that weekend was approximately \$35,000. A number of downtown businesses reported record sales.
- With Danville Borough Council approval, on April 8 the DBA submitted an application to the 2011 SEDA-COG Transportation Enhancements Program. The grant requested approximately \$390,000 in construction funding for three projects considered priorities for revitalization in Danville Borough. The DBA was among the few applicants invited to make an oral presentation on May 13 to the SEDA-COG Rural Planning Organization. Three communities were awarded funding, and I regret to inform the Council the DBA was not among them. However, the grant remains under strong consideration by the SEDA-COG RPO for Fiscal Year 2012 funding. We will update the RPO by July 22.

- On June 6 DBA received a façade matching grant application from BJ's Steak and Ribhouse. The proposed project would enhance both the front and rear entrances of the building at 291 Mill Street. Other applications are anticipated. On June 23 the Moose Lodge provided documentation of the completion of its project at 242 Mill Street.
- The undersigned participated in a WKOK Roundtable with Mark Lawrence on June 15, along with Montour County Commissioner Trevor Finn, Greater Susquehanna Chamber of Commerce President and CEO Charlie Ross, and Montour Area Recreation Commission Director Bob Stoudt. The topic of discussion was economic development in Montour County.
- On June 21 the joint Penn State/DBA inventory and analysis of the Mill Street corridor was completed and published. It is entitled "Danville, PA CBD Upper Floors Study: assessing the potential for revitalization and economic development." Copies will be provided to the Danville Borough Council and staff. This study will become the foundation for the efforts of the DBA Economic Restructuring Committee to establish a plan and a strategy for vertical development and revitalization of the nearly 2/3 of downtown Danville that is above street level.
- As noted in our first quarter report for 2011, the DBA and Danville are finalists in a statewide competition for participation in the Carnegie Mellon/Keystone Core Services, Inc. (KCS) Initiated Development Pilot Program to select 3 building sites in the state to complete pre-development studies necessary to attract a developer. This is consistent with the long-term objective of our Economic Restructuring Committee (ERC) to establish a vertical development strategy in the Mill Street corridor. Two downtown buildings are among the 30 finalists. As part of the process to rank the finalists, a representative of KCS made a site visit to Danville on June 23, met with the building owners, and toured the buildings. It is expected the final selection will be made and announced by the end of July. Regardless of the outcome of the competition, the ERC will continue its work to establish a strategy for vertical development in the Mill Street corridor.
- The downtown business district lost five businesses in the past 90 days: Fat and Happy Confections, City Girl Bakery, ABC Travel, Iron Heritage Pizzeria and Princess Fancy Pants Boutique. Two new businesses have joined the downtown community: Little Treasures by Strouse (117 Mill Street) and La Mesa Restaurant (252 Mill Street).
- The DBA continued its work with several strategic partners: (1) SEDA-COG and the Montour Area Recreation Commission (MARC) on a comprehensive plan, consistent with the Downtown Danville Master Plan, for the recreational development of the Danville riverfront and adjacent areas, which is anticipated to be finished by September 30; (2) the Montour County Commissioners, MARC, Danville Police Department, CATV, and the Cooperative Extension Service to plan the First Annual Pumpkin Palooza, scheduled to occur in the downtown business district on Saturday, October 22, 2011; and (3) in the spirit of financially assisting other local organizations when we can, we have contributed to the 2011 Iron Heritage Festival and MARC Summer Concert Series.

Inasmuch as the above summary only highlights the activities of the Main Street Program during this period, I welcome any questions the Borough Council may have for me.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "James D. Wilson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

James D. Wilson
Executive Director/Main Street Manager

cc: Senator Gordner
Representative Masser