

October 2, 2009



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

Dear President Blossky:

In accordance with the Danville Borough – Danville Business Alliance 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 July 1, 2009, to September 30, 2009:

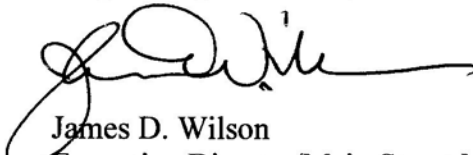
- Following the receipt of the Downtown Danville Master Plan Report in June 2009, DBA conducted a stakeholders meeting to begin the process of identifying potential projects and funding sources among the various proposals and conceptual designs recommended in the Master Plan Report. Attending the stakeholders meeting were representatives of the Danville Borough Council, Montour County Board of Commissioners, Danville Business Alliance, Geisinger Health Systems, PPL, U.S. Gypsum, Cherokee Pharmaceuticals, SEDA-COG, Department of Community and Economic Development, Department of Conservations and Natural Resources, and PennDOT.
- DBA continued to develop the downtown image through the branding campaign, which should be completed in October 2009 when the DBA begins to market downtown businesses, attractions and events through electronic and print media.
- We also collaborated with the Columbia Montour Visitors Bureau and the Commissioners of Montour and Columbia Counties to create a regional marketing initiative to begin in 2010. It will capitalize on the branding campaign to reach the residents of northeastern and southeastern Pennsylvania through a variety of mass media.
- The DBA Board of Directors approved seven (7) façade grant applications in the total amount of \$25,082.50, representing a commitment of approximately 84% of the first year façade grant funding. This is far in excess of the typical first year experience of a Main Street Program. Additional grant applications received in the current quarter will, if approved, result in a commitment of approximately 95% of the first year funding. Also of note is that the façade grants represent a fraction of the total amount of the associated reinvestment in downtown Danville. The total cost of the seven (7) projects for which grant funding has been approved is \$60,339.00.
- In collaboration with a wide range of community businesses, organizations, and individuals, the DBA completed the mural project at Mill and Front Streets and dedicated it August 6, 2009. We have begun to plan a second mural project to be undertaken in downtown Danville in 2010.

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- The DBA completed its strategic review, which established organizational and programmatic goals and objectives for the next three (3) years.
- As a result of our successful annual assessment in May 2009, we received our full Main Street Program funding for the forthcoming budget year. Because the funding had already been appropriated by the General Assembly as part of the fiscal year 2008-2009 budget, we were not affected by the current budget crisis. This has allowed us to continue to operate seamlessly without curtailment of our operations, as has been the case in a number of Main Street communities across the Commonwealth.
- The DBA relocated to 17 East Mahoning Street, where the office configuration and larger space will allow us to fulfill our mission and serve the downtown community more effectively.
- We organized and held another successful Fall Arts and Crafts Fair, which attracted thousands of visitors to downtown Danville and simultaneously showcased its businesses and ongoing downtown development.

Inasmuch as the above summary only highlights the activities of the Main Street Program in the last 90 days, I will welcome any questions the Borough Council has for me.

Respectfully submitted,



James D. Wilson
Executive Director/Main Street Manager