

Danville Business Alliance

Press Release

FOR IMMEDIATE RELEASE

Date: March 1, 2011
Contact: Danville Business Alliance
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Danville Business Alliance is Recruiting Downtown Businesses

The Economic Restructuring Committee of the Danville Business Alliance (DBA) has made business recruiting a top priority for 2011. Even though the Danville central business district has a vacancy rate of about 5%, owing to its strong economic base and low unemployment rate, there are suitable locations for a restaurant, coffee shop, bakery, day spa, office supply, wine outlet and other, similar businesses.

Downtown Danville also has many opportunities and advantages for prospective business owners not shared by many area communities:

- the DBA, a strong member-based downtown business organization (for more details, see www.visitdanvillepa.org) with opportunities for networking, mutual support, continuing education, participation in the state's Main Street Program, and various discounted and free services
- legal, accounting, financial, real estate and graphic design consultations through the DBA, introduction to zoning and other Borough officials, and assistance with the business start-up process
- estimated retail opportunities of approximately \$200 million in the Danville trade area
- a vibrant, diverse downtown suitable for evening business hours
- the recent addition of over 100 Geisinger employees downtown
- the presence of economically strong and stable major employers: Geisinger Health System, Cherokee Pharmaceuticals, PPL, and U.S. Gypsum
- a well-branded community with a positive, readily identifiable image which is marketed through a variety of print and electronic media
- an ongoing façade matching grant program that has funded nearly 40% of downtown storefront improvements in the past 2½ years
- average household income of nearly \$75,000; 60% of the population under the age of 45; and almost 30% of the population has at least a baccalaureate degree
- annual downtown special events which attract as many as 10,000 attendees
- the Downtown Danville Master Plan, already being phased in with enhanced parking, a river front trail, redeveloped downtown park, and streetscape improvements
- a downtown historic district, providing opportunities for substantial historic tax credits for capital improvements

For more information please contact Jim Wilson, DBA Executive Director, or his Executive Assistant, Mary Dinehart at the DBA office, 284-4502/4503 or visit them at 17 East Mahoning Street in Danville. Normal business hours are 9:00 a.m. to 5:00 p.m., Monday through Friday.

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