

## Downtown Goals

Your gift now will provide critical support in achieving the following goals for Downtown Danville.

- A vertical development plan for Mill Street building upper floors.
- Phase in the Downtown Danville Master Plan, tying together the riverfront, historic walking trail, and further downtown development.
- Incorporate Danville landmarks and historic walking trail into a regional trail system and heritage area.
- Strengthen and diversify Danville's business and customer base, as well as attract new businesses and residents to locate in the downtown area.
- Make downtown more "user friendly" through accessible parking and attractive buildings.
- Improved welcome and directional signage.



**For additional information, please contact:**

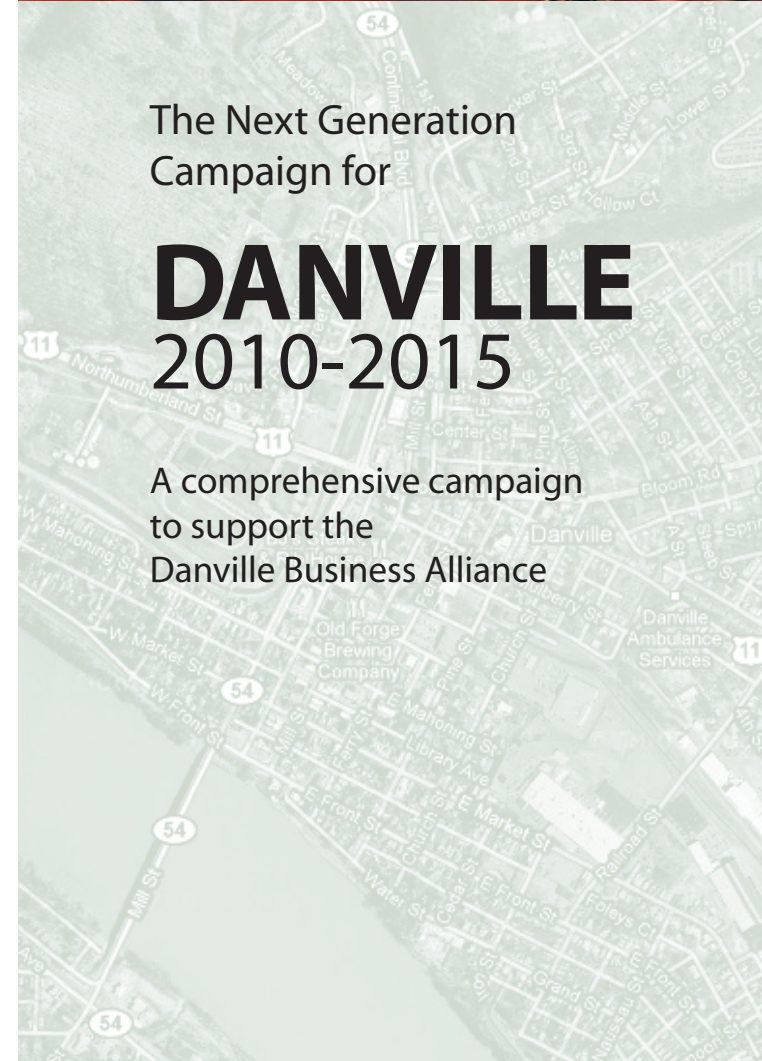
**Danville Business Alliance**  
17 East Mahoning Street  
Danville, PA 17821  
570.284.4502

For more complete information about the DBA, its history, purpose, achievements and goals, visit our website at:  
[www.visitdanvillepa.org](http://www.visitdanvillepa.org)

*"For over 20 years we have lived in Danville and raised our children here. We have seen many recent, positive changes in the downtown area that are adding to the town's quality of life. The DBA has done much to cultivate those changes. We congratulate it on its successes, and we support its future efforts to strengthen our downtown and the entire Danville community!"*

*– Dr. David and Pamela Franklin,  
Danville residents*

TURN TO  
**DANVILLE**  
DOWNTOWN



The Next Generation  
Campaign for

# DANVILLE

## 2010-2015

A comprehensive campaign  
to support the  
Danville Business Alliance



### What is the Danville Business Alliance?

The Danville Business Alliance (DBA) is a member-based, 501(c)(3) tax-exempt organization that partners with local businesses, government, community leaders, and residents to promote economic revitalization and reinvestment in Downtown Danville, historic and architectural preservation, and the growth of the arts in our community.

### How is the Alliance Funded?

The DBA is funded through several initiatives, including a state grant from the Main Street Program with a match created five years ago through generous pledges by local businesses. This grant and match will expire in two years. Long-term community financial support is the key to our continued work, with the goal of the Danville Next Generation Campaign set at \$500,000 in multi-year commitments through 2016. Major donors have already committed 40 percent of the goal. These funds will enable the DBA to maintain office and staff to support future initiatives and projects, with special event profits, grants and other gifts funding marketing and special projects.



### The Vision for Danville in 2016

- Continue to be a nationally recognized center for healthcare, scientific research and technology
- Create a healthy and diverse downtown that compliments a creative economy
- Development of central business district upper floors for commercial and residential use
- An intergrated riverfront, historic walking trail and downtown business district that fulfill our potential to be a historic river town with a 21st century economy
- A model of rural renaissance, tied to our heritage while also moving into the future

### Recent Downtown Highlights

- The Downtown Danville Master Plan, a 10-year vision for Danville's renaissance.
- Eleven new businesses established since January 1, 2009.
- More than \$10 million in business investment and reinvestment in downtown since the beginning of 2008, increasing traffic and sales for many businesses.
- Nearly \$70,000 in façade improvements funded in part by DBA grants.
- Completed a 1,200 square foot mural at the riverfront gateway to Danville.
- Developed a regional and national branding campaign to promote Danville through its website, [www.visitdanvillepa.org](http://www.visitdanvillepa.org) and other marketing media.
- Developed a historic walking trail and map.
- DBA volunteers logged 4,777 hours in the past two years, creating nearly \$100,000 in community investments



## In their own words...

*"Much of Danville's recent growth would not be occurring without the work and leadership of the DBA. Benefits can already be seen in the façade program; the mural project; and the downtown master plan. All of these are improving Danville right now and laying the foundation for Danville evolving into a top-notch, first class downtown."*

**– Maria and Damien Malfara,**  
Owners of Old Forge Brewing Company

*As a new business owner, I cannot overemphasize the progressive role of the Danville Business Alliance in cultivating a climate of growth, making Danville a regional destination and creating additional opportunities for new business owners like me.*

**– Holly Bagwell,**  
Owner of City Girl Bakery & Market

*In the thirty-four years I have lived in Danville and owned a business here, the climate for growth and progress is the best I have ever seen. I wholeheartedly support the DBA's efforts to strengthen downtown and add to our quality of life with such initiatives as the river front mural, façade improvements, and its special events.*

**– Thomas Beiter, Sr.,**  
owner of Beiter's Department Store