



Danville Business Alliance

Press Release

FOR IMMEDIATE RELEASE

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DANVILLE BUSINESS ALLIANCE RECEIVES 2011 NATIONAL TRUST MAIN STREET ACCREDITATION

The Danville Business Alliance (DBA) has been designated as an accredited National Main Street Program for meeting the commercial district revitalization performance standards set by the National Trust Main Street Center®. Each year, the National Trust and its partners announce the list of accredited Main Street® programs that have built strong revitalization organizations and demonstrate their ability in using the Main Street Four-Point Approach® methodology for strengthening their local economy and protecting their historic buildings. This is the second year in a row the DBA has been designated.

“We congratulate this year’s nationally accredited Main Street programs for meeting our established performance standards,” says Doug Loescher, director of the National Trust Main Street Center. “Accredited Main Street programs are meeting the challenges of the recession head on and are successfully using a focused, comprehensive revitalization strategy to keep their communities vibrant and sustainable.”

The organization’s performance is annually evaluated by the Pennsylvania Downtown Center, which works in partnership with the National Trust Main Street Center to identify the local programs that meet 10 performance standards. These standards set the benchmarks for measuring an individual Main Street program’s application of the Main Street Four-Point Approach® to commercial district revitalization. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts, and include standards such as developing a mission, fostering strong

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public-private partnerships, securing an operating budget, tracking economic progress, and preserving historic buildings. For more information on the national program accreditation program, visit <http://www.preservationnation.org/main-street/about-main-street/the-programs/national-programs.html>.

Consistent with the National Trust's recognition, over the last 18 months the DBA has:

- Together with Danville Borough facilitated a positive business environment for opportunity and growth that in the last 3 years has helped foster nearly \$12 million in public-private construction, improvements and expansion in the central business district.
- Ranked #1 for downtown physical improvements, #3 for public and private investment, and #4 overall in Pennsylvania compared with nearly 100 other Main Street Programs in the state.
- Worked with SEDA-COG and the Montour Area Recreation Commission to develop a master site plan for the Danville riverfront.
- Collaborated with Penn State to produce the recently completed "Danville, PA CBD Upper Floors Study: assessing the potential for revitalization and economic development," a detailed inventory of the Mill Street corridor, which will be the first step in developing a vertical growth plan for downtown Danville.
- Successfully conducted its 5-year capital campaign, the Next Generation Pledge Campaign, in which it received 115 pledges exceeding \$396,000 or nearly 80% of the campaign target. This represents more than a three-fold increase over the first pledge campaign in 2005. Pledges came from 60 small businesses and major employers, as well as Danville Borough and Montour County, and 55 households in Danville Borough and all the surrounding municipalities.
- Succeeded in expanding the Main Street Program boundaries and extending its benefits to a part of the 300 block of Ferry Street, the 400 and 500 blocks of Mill Street, the Montgomery House, and the former Boyd Mansion/Elks Building.
- Supported the successful effort by the Greater Susquehanna Keystone Innovation Zone to establish a KIZ subzone in downtown Danville identical to the Main Street Program District, creating financial and tax incentives for local technology startups to locate in Danville.
- Continued to operate a successful façade matching grant program to repair, restore and rehabilitate Main Street District storefronts, with the Danville Moose Lodge being the latest example of downtown reinvestment facilitated by the program. Overall nearly \$90,000 in small business reinvestment has been facilitated by the program since it began in 2009.
- Continued to hold highly successful downtown special events, attracting large crowds to downtown Danville and helping to create future shoppers, residents and investors
- Partnered with the Montour Area Recreation Commission, the River Town Race Series, Columbia Montour Visitors Bureau, Danville Borough, Montour County, and the Cooperative Extension Service to promote Danville as a regional destination.

- Pursued positive media coverage of Danville, the latest example being in the forthcoming issue of Susquehanna Business Life magazine.
- Selected a Pennsylvania company to design, fabricate and install welcome and directional signage in the downtown area with the cost being funded entirely by a tourism grant previously awarded to the DBA.
- Continued to work with the Bucknell Small Business Development Center to bring professional planning, educational and consulting services to the DBA membership.