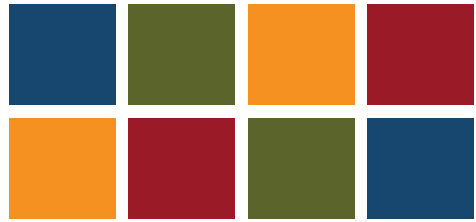




State College...



Financials

Greetings,

2021 was a year of reimagining. It was a chance for the Downtown State College Improvement District (DSCID) to reflect on the last 20 years of service to our stakeholders, partners, and community while providing an opportunity to reset our goals. During this transitional year, the DSCID made major shifts in programming to better focus our efforts on creating an experience...a destination Downtown.

With the creation of Calder WalkWay, a dynamic lighting attraction in the heart of downtown, and the expansion of Light Up Downtown over the holidays, the DSCID has taken the reins to improve, beautify, and animate underutilized spaces in our district.

As the pandemic held on, we continued to collaborate with community partners to offer new incentives that helped spur local revenue with programs like the Happy Valley Take Out Trail and the Blue White Block Party. Additionally, the DSCID offered new outdoor programs for the community with our weekly concerts and family movie series. We continued to distribute thousands of free masks to our district during the surge of Omicron as the borough's indoor masking ordinance remained in effect.

Our Retail Advisory Committee stepped up with new initiatives to encourage local spending and aid in the recovery efforts. Programs including the Lift up Local campaign, Pop-In Downtown videos, and the 2021 Collectable Downtown Ornament were the innovative results of a collaborative and engaged committee.

We are energized by our reauthorization. As we continue to advocate for the businesses, residents and property owners in our district, we plan to seize new funding opportunities and seek ways for the organization to innovate and adapt to the changing post-pandemic climate.

We look forward to serving you and invite you to share your input as we plan for the future.

Best,

Lee Anne Jeffries
Executive Director

Sharon Herlocher
Chairman of the Board

Staff

Lee Anne Jeffries, Executive Director
Joseph Quinn, Events & Operations Specialist
Claudia Harris, Administrative Assistant
Joseph Quinn, Clean Team
Damian Cabrera, Clean Team
Joe Bellehumeur, Clean Team

Board of Directors

Executive Committee

Sharon Herlocher, Chairman
Jonathan Friedman, Vice-Chairman
Pat Daugherty, Secretary
Chris McKee, Treasurer

Board Members

Brian Cohen
Peter Marshall
Al Pringle
Elizabeth Yoder
Charima Young
Jill Rosenfeld, Chairman Assistant
Danielle Stemple ex-officio/RAC Committee Chair

The DSCID Board of Directors and staff wish to honor the memory of our colleague and friend Pat Daugherty. For nearly a half century, Pat shared his passion, historical knowledge and vision for Downtown State College.

Serving 17 years as Board Member, 13 years on the Executive Committee after over 2 decades with the organizations that ultimately formed the DSCID. While his legacy is with The Tavern, his contributions to Downtown will continue to be felt for generations to come.



Lee Anne Jeffries
Executive Director



D. Patrick Daugherty
1946-2021

STATEMENT OF NET POSITION

ASSETS	2021
Cash & Cash Equivalents	\$409,009
Prepaid Expenses	\$10,703
Accounts Receivable	\$6,268
Net Capital Assets	\$58,910

TOTAL ASSETS \$484,890

LIABILITIES	
Accounts Payable & Accrued Expenses	\$33,834
Deferred Revenue	\$5,174
TOTAL LIABILITIES	\$39,008

NET POSITION	
Invested in Capital Assets	\$58,910
Restricted Net Assets	\$386,972
TOTAL NET POSITION	\$445,882

TOTAL LIABILITIES AND NET POSITION **\$484,890**

The Downtown State College Improvement District receives an assessment from all properties within its boundaries. The audited financial statements on this page represent the consolidated finances of the Downtown State College Improvement District, Inc. in accordance with accounting principles generally accepted in the United States.

This report is based on the December 31, 2021 unaudited financial report. You may request an audited report when available by contacting the DSCID office or by checking the appropriate box on your assessment bill.

The DSCID is a Neighborhood Improvement District and 501(c)(3) non-profit organization established in 2002 by ordinance of the Borough of State College in accordance with the laws of Pennsylvania. The district extends from Atherton Street to Sowers Street, between College Avenue and Highland Alley.

STATEMENT OF INCOME & EXPENSE

INCOME	
Property Assessments	\$451,582
Borough Contributions	\$75,000
Penn State Contributions	\$30,000
Sponsorships	\$27,899
Grant Revenue	\$63,700
Interest	\$458
Other Income	\$3,060
TOTAL REVENUE	\$651,699

EXPENSES	
Marketing	\$169,820
Clean & Safe	\$85,929
Administration & Operation	\$250,827
TOTAL EXPENSES	\$506,576

(DECREASE)/INCREASE IN NET POSITION **\$145,123**

2021 Annual Report



State College

MISSION STATEMENT The DSCID is a live, work, and play neighborhood that sparks the creative, the eclectic, and the local. We're a constantly changing, adapting, progressive community of people, with tradition blending harmoniously with trends in food, entertainment, and the arts. The DSCID is devoted to preserving and enhancing the value and vitality of Downtown and works to retain, expand, and attract businesses and investment to improve the Downtown environment. The result is the establishment of Downtown State College as the premier business, cultural, and entertainment destination in Centre County.

With over 411 assessment paying members, the DSCID sponsors annual events, promotions, and other civic-minded pursuits that add value to the State College experience and reinforce our belief that there is no better place in the world to discover the best times of your life.

2021

2021

127 S. Fraser Street
State College, PA 16801
(814) 238-7004



www.downtownstatecollege.com
downtown@downtownstatecollege.com

Economic Developement

Calder WalkWay Lighting Attraction

The DSCID implemented a beautification project focused on revitalizing Calder Way to create a better pedestrian experience in the summer of 2021. The vision was based on the 2012 Downtown Master Plan that identified Calder Way's potential to function as a "shared space" that "would be designed to show preference to the pedestrian" with design enhancements and shared bike space.

The project, Calder WalkWay, is an evolving experience that stretches from Fraser to Pugh Street, included a dynamic lighting display, interactive murals, a community vegetable garden, backdoor art installations and free movie nights. In the winter, Calder WalkWay was integrated into the larger Light Up Downtown winter light display.

This project is ongoing with potential to evolve into a more permanent design that fits into the vision of the Master Plan as we reimagine downtown.

Employee Parking Reimbursement Program

The DSCID partnered with the Borough of State College to offer employee parking reimbursements in 2021. The program was intended to provide COVID relief for permit holding employees working in our district. The end result was a total savings for downtown employees of over \$44,000!

"Thanks again...our employees really did appreciate this program. For me, it wasn't just getting the money back but it was also a spark of sunshine in an otherwise dark period. I know that it put more on your plate...thank you for doing that for State College."

Kelly Hughes, Student Book Store



Continued Growth

During an extremely challenging year, Downtown State College welcomed 16 new businesses into the district. The DSCID is pleased to welcome Aone Mart, Bhakti Yoga Center, Big Dean's, Blue Brick Theatre, Blue & White Bottle Shop, El Jefe's Taqueria, Happy Valley Adventure Bureau, Happy Valley Launchbox and the Innovation Hub, Hibachi Express, IQ Skate Shop, K2 Roots, Lion Mart, Mr. Wish, The Hut Pot, The Scholar Hotel, and Victory Christian Fellowship.



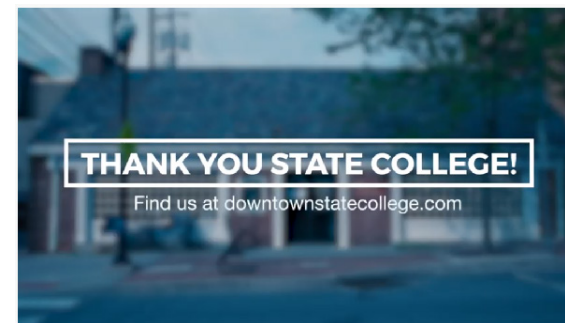
Marketing

Thank You Promotional Video

The support that our downtown received during the early stages of the pandemic was certainly something to celebrate. During the 2020 shut-down and after businesses reopened, our community came out to lift up our local merchants. As a thank you for ordering on-line, purchasing gift cards, choosing take out and committing to buying local, we created this heartfelt Thank You video to our community that was marketed in a TV and social media campaign.



Scan to Watch



Downtown Gift Cards

2,537 Gift Cards Sold
Totalling \$112,505

We continue to see sales increases year after year with 2021 as the best year to date. There are no fees to participate and 100% of sales go directly to the downtown businesses where the cards are redeemed.

Website Refresh

In an effort to update the design and user experience, new elements were added to the DSCID website in 2021. A more aesthetically pleasing and user friendly directory was added along with a polished landing page featuring a modern downtown video montage. Check it out...

www.downtownstatecollege.com



Limited Edition Collectable Ornament

The first Happy Valley Holiday Collectable Ornament launched in November, featuring an image of the evergreen tree at the Allen Street Gates. This limited edition keepsake, sponsored by the DSCID, was available for purchase or gift with purchase at 14 downtown businesses. The local community will have an opportunity to vote on the 2022 ornament design later this year!

Art Walk Brochure Update

In 2019, the Downtown Art Walk Brochure was out of date with many new works of public art emerging regularly. The DSCID took the initiative to revise the brochure as the original Art Walk Committee had dissolved. In 2021, the brochure was updated once again with close to a dozen new works of art. Information on this self-guided downtown tour are now available on our website, including a downloadable version of the brochure.

downtownstatecollege.com/art-walk



Events & Initiatives

Clean Team Ambassadors

The Clean Team Ambassadors are on the streets every day and work quickly and tirelessly in all weather to maintain the cleanliness of the district. Our current team is laser focused on providing the best experience for our customers, by offering directions, parking validations, and general hospitality.

Meet the team (from left to right):
Damian Cabrera, Joe Bellehumeur,
Joseph Quinn (JQ).



Featured



Live After 5 Weekly Concert Series

New in 2021, Live After 5 was created to support local musicians and engage the community with their downtown. The weekly summer concert series was held on the MLK Plaza, featuring some of the best local musicians in the area!



Blue White Block Party Co-hosted with PSU Athletics

To welcome students and visitors back to Happy Valley, the Blue White Block Party engaged our fans for the Penn State football home opener. Special guests Brandon Short and basketball coaches Shrewsberry and Kieger were there to hype up the crowd along with the Spirit Squad and the Nittany Lion!



May Day Art & Garden Walk Local Art and State Theatre Fundraiser

Thirteen of the area's best local artists and artisans were featured in stores and cafes throughout Downtown State College. This event included a community engagement project dubbed Downtown in Bloom where individuals purchased flower crafts that benefited The State Theatre, decorated them and placed the flowers around town during the Art Walk event.



Happy Valley Takeout Trail

Designed to encourage takeout sales for restaurants impacted by the ongoing pandemic, the Happy Valley Takeout Trail was a partnership with the Happy Valley Adventure Bureau and other Centre County leaders. The DSCID offered free Downtown Gift Cards to every Takeout Trail participant who supported at least 10 downtown restaurants.



Pop-in Downtown Videos Think Local First Campaign

The Pop-in Downtown support local campaign gave social media viewers the opportunity to get to know the faces of local business owners. The campaign's message focused on the importance of local small businesses as they are a part of what makes our hometown feel like home.

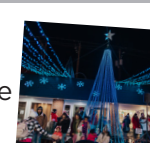


Scan to Watch



Second Annual Light Up Downtown

Light Up Downtown included several locations enhanced with light and decorations, with the Allen Street evergreen and the timed lighting show on the MLK Plaza as the stars of the show! Families visited with Santa, took trolley rides, voted on their favorite decorations, and enjoyed hot drinks and festive cheer!



2021

2021

2021