



State College...

Greetings,

In 2022, The Downtown State College Improvement District (DSCID) seized the opportunity of a major economic recovery event to re-imagine downtown. This, along with stakeholder feedback from the 2021 reauthorization process, helped develop an energized 5-year strategic focus.

We took a hard look at our existing events and added outdoor alternatives for those still cautious in crowds. Understanding our visitation was an important part of these decisions, and we worked towards securing this data with Placer.ai, a location analytics platform that studies visit trends, trade areas and demographics. With this information, we are able to provide in-depth quarterly reporting to our constituents.

Navigating trends of changing shopping and dining habits shined a beacon of light toward merchants who adjusted their business models to evolving customer behavioral habits. Our organization too is making adjustments focusing on supporting growth while revisiting traditions through a modern lens.

Recognizing the importance of creating a space accessible and welcoming to all is one key area. We sought funding to support the Borough's Master Plan work along Calder Way. This infrastructure project will facilitate a more walkable and bike-friendly downtown, while still allowing access to vehicles and deliveries.

As we strengthen partnerships with local leaders, including new relationships at Penn State, we are seeing the benefit of shared goals and visioning. Aligning economic development strategies and collaborating with county-wide efforts has us positioned to make a greater impact on the health and vitality of downtown.

We invite you, our constituents, to get involved. Consider joining one of our committees, or stop in to share your story. New perspectives and diverse voices are always welcome and will continue keeping us running into 2023 and beyond.

Best wishes,

Lee Anne Jeffries
Executive Director

Sharon Herlocher
Chairman of the Board

Staff

Lee Anne Jeffries, Executive Director
Joseph Quinn (JQ), Events & Operations Specialist
Rae Stefaniak, Administrative Assistant
Michael David, Clean Team
Damian Cabrera, Clean Team
Joe Bellehumeur, Clean Team

Board of Directors

Executive Committee:

Sharon Herlocher, Chair
Jonathan Friedman, Vice-Chair
Al Pringle, Secretary
Chris McKee, Treasurer

Board Members:

Brian Cohen
Ezra Nanes
Curtis Shulman
Gary Brandeis
Charima Young
Jill Rosenfeld, Chairman Assistant
Danielle Stemple/Lindsay Jones ex-officio RAC Committee Chair

Retail Advisory Committee

Danielle Stemple/Lindsay Jones, Chair
Katie Dawes
Erica Quinn
John Peterson
Sara Court
Amy Frank
Jessica Wargo
Lee Anne Jeffries
Joseph Quinn (JQ)

Finance Committee

Romulus Comly, Chair
Chris McKee
Al Pringle
Dwight Miller
Tom Minichiello
Gary Brandeis

Get Involved...

The DSCID continually seeks new committee and board members. If you would like to learn more about the Retail Advisory or Finance Committee, email Lee Anne at leeanne@downtownstatecollege.com.



Lee Anne Jeffries
Executive Director



Joseph Quinn (JQ)
Events & Operations Specialist

STATEMENT OF NET POSITION

ASSETS	2022
Cash & Cash Equivalents	\$561,454
Prepaid Expenses	\$7,956
Accounts Receivable	\$6,611
Net Capital Assets	\$58,910

TOTAL ASSETS \$634,931

LIABILITIES

Accounts Payable & Accrued Expenses	\$7,252
Deferred Revenue	\$5,174
TOTAL LIABILITIES	\$12,426

NET POSITION

Invested in Capital Assets	\$58,910
Restricted Net Assets	\$563,595
TOTAL NET POSITION	\$622,505

TOTAL LIABILITIES AND NET POSITION \$634,931

The DSCID 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, 2022 unaudited financial report. You may request an audited report when available by contacting the DSCID office.

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	\$566,280
Borough Contributions	\$75,000
Penn State Contributions	\$30,000
Sponsorships	\$7,000
Grant Revenue	\$14,000
Interest	\$3,729
Other Income	\$3,923
TOTAL REVENUE	\$699,932

EXPENSES

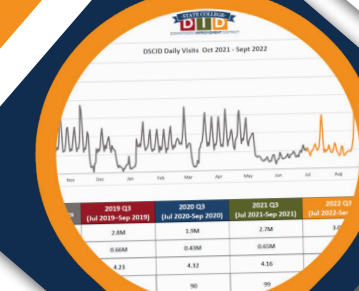
Marketing	\$155,976
Clean & Safe	\$101,671
Administration & Operation	\$235,824
TOTAL EXPENSES	\$493,471

(DECREASE)/INCREASE IN NET POSITION \$206,461

2022 Annual Report



Building on Recovery



State College

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



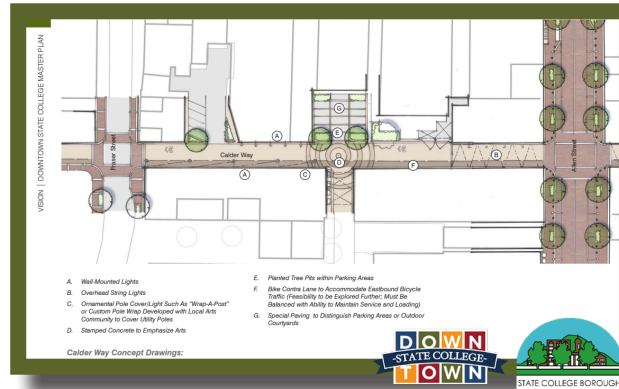
www.downtownstatecollege.com
downtown@downtownstatecollege.com

2022

2022

Economic Vitality & Design

Seeking Design & Infrastructure Funding



The DSCID applied for a PA DCED Multimodal Grant to support an infrastructure project outlined in the Downtown Master Plan (adopted in 2013). Project timing would coincide with borough water and sewer work planned for spring/summer 2023. The borough is seeking other funding opportunities to bury the power and communication lines in Calder Way during this work.

The DSCID, pushing for completion of the Calder Way Master plan project, chose to go after additional funding of \$2.9 million for improved street-scaping, removal of curbs, stamped pavement, accessible crosswalks and installation of bollards for ease of event street closures.

This project received full support from Penn State Leadership and PA state representatives. Award announcements from the Commonwealth Financing Authority have been postponed until March 2023.

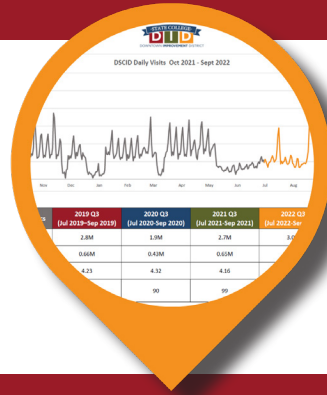
Businesses Opened in 2022



Downtown Visitation Reporting

Last spring the DSCID initiated the use of foot traffic data provided by Placer.ai (96 % accurate mobile phone location-based data). The data obtained from Placer can be utilized to drive economic recovery and growth, identify marketing opportunities, attract the right retailers, measure success and more. The DSCID provides quarterly reporting that includes data highlighting visitation, length of stay, visitor demographics and journey.

To receive quarterly visitation reports and other important updates, email Lee Anne at leeanne@downtownstatecollege.com to receive our stakeholder emails.



Pennsylvania Downtown Center Award

The Pennsylvania Downtown Center (PDC) hosts an annual, statewide Townie Awards gala to recognize both communities and individuals for their projects, programs and events that represent the PDC's mission to revitalize communities. Out of nearly 200 member organizations, twelve awards were presented at the 2022 conference in Harrisburg. The DSCID received the award in "Physical Improvements & Design: Public Space Improvements," specifically for the Calder Walkway Lighting Experience. DSCID Director Lee Anne Jeffries and Events & Operations Specialist JQ accepted the award at the PDC's Conference in Harrisburg.



Events, Marketing & Promotion

Light Up Night **LION Bash** **Central PA Festival of the Arts**
COLLECTABLE ORNAMENT **Fall Festival** **Juneteenth** **State College Pride**
Market Jam **DOWNTOWN EVENTS & HAPPENINGS**
Happy Valley Latin Festival **First Friday** **Holiday Trolley Rides**
Live After 5 **Havana Fest** **Central PA Theatre & Dance Festival**

Attracting downtown visitation is paramount to our mission, and events continue to drive that foot traffic. The DSCID hosts weekly, monthly and annual events targeted to support downtown revenue during quiet months. New in 2022, First Friday Market Jam featured live local music over lunchtime at the Downtown Farmers market. Additionally, we support and sponsor events that continue to make a lasting impact locally, like State College Pride and Happy Valley Latin Fest.



Light Up Night 2022 Promotional Video



Downtown Gift Cards

2,157 Gift Cards Sold
 Totaling \$116,662

82 Stores

\$77,212 Redeemed Gift Cards

We continue to see sales increases year after year with 2022 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.

Merchant Validated Parking

Approximately
 \$17,000 Free Validations Issued

Employee Parking

With parking permits in high demand, the DSCID worked closely with new leadership in the Borough Parking Department to prioritize downtown employees when garage permits became available, ensuring business permit needs were filled before public sales opened. This collaboration came out of listening sessions and direct conversations with local business owners.

Free Holiday Park & Ride Program

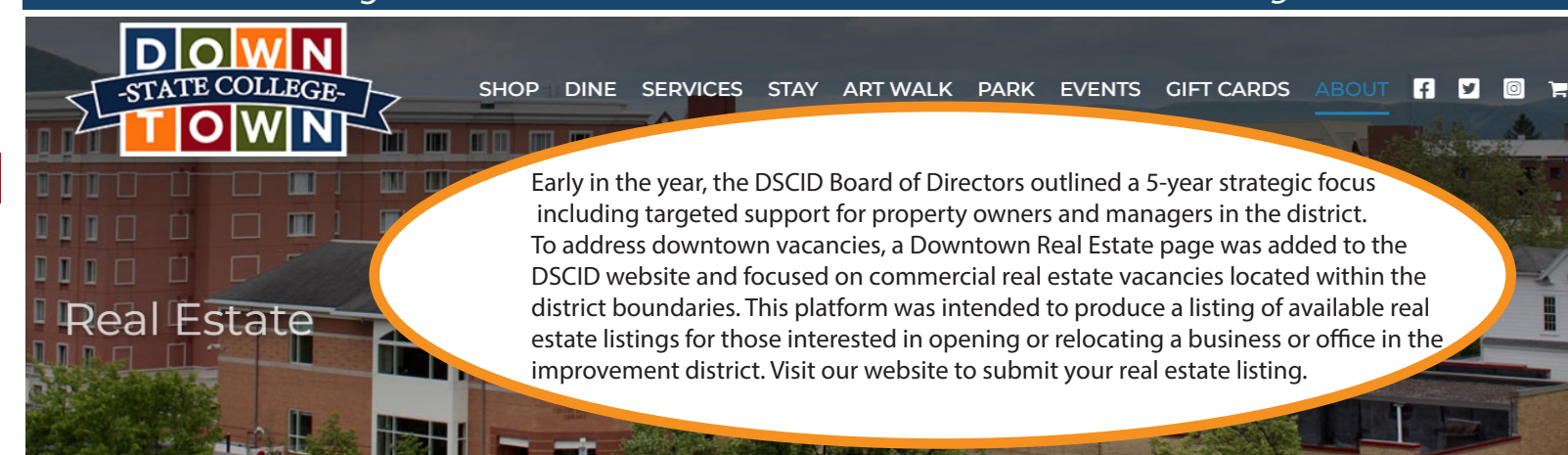


This year the DSCID/Borough Holiday Parking Program included extended free parking in the 3 downtown garages as well as free lot and meter parking later in the season. New this year, the DSCID provided free CATA Bus tokens to encourage alternate forms of transportation. The Easy Ride program was very well received and will be repeated in 2023.



DSCID Real Estate Page

downtownstatecollege.com/real-estate



Early in the year, the DSCID Board of Directors outlined a 5-year strategic focus including targeted support for property owners and managers in the district. To address downtown vacancies, a Downtown Real Estate page was added to the DSCID website and focused on commercial real estate vacancies located within the district boundaries. This platform was intended to produce a listing of available real estate listings for those interested in opening or relocating a business or office in the improvement district. Visit our website to submit your real estate listing.

Partnerships & Initiatives

Clean Team Ambassadors



Meet the team:

Joe Bellehumeur (truck & garden)
 Damian Cabrera (power washing)

3,627
GLASS

9,169
FOOD SPILLS

798
TRASH BINS

Fostering an engaged and empowered team is critical to our mission at the DSCID. Our Clean Team is an extension of our staff, sharing information, distributing parking validations and providing directions to visitors.

Engaging with business owners and visitors is a focus for the team, making them invaluable members of the DSCID! They take great pride in their work and support our mission each and every day.

"Damian should be recognized for his big smile and always keeping State College beautiful. You can't teach his Happy Valley smile!" - Dave Gerdes, Happy Valley Adventure Bureau

Sunflower Solidarity with Ukraine

As the war in Ukraine advanced through the summer, the DSCID Retail Advisory Committee responded by supporting humanitarian efforts on the ground while also raising money for Ukrainian and other refugee families living in State College and Centre County. The Sunflower Solidarity project incorporated local artists window displays downtown with QR codes for direct access to donate to the World Central Kitchen, supporting their mission to feed families displaced by the war. The DSCID partnered with local non-profit Mid-State Literacy council to identify the needs of refugee families located here. Support in the way of cash and gift cards came rolling in from our generous community, raising over \$2,000 in support of local refugees.



Economic Development Partners



The DSCID Executive Director and Board Chair met with newly elected Penn State President Dr. Neeli Bendapudi this summer. We shared our mission and vision and discussed challenges and opportunities as a neighbor to the Penn State campus. The rest of the board joined other local leaders to welcome President Bendapudi during a reception on campus. We are confident that this line of communication will remain open with the new leadership at Penn State based on our common goals and the university's land grant mission.

Executive Director Jeffries assisted the Borough's Redevelopment Authority (RDA) in selecting a consultant to build a comprehensive economic development strategy that will focus on the downtown retail market and adopt an actionable plan to grow and diversify the local economy. Philadelphia's U3 Advisors were selected and quickly began conducting stakeholder interviews and data collection last fall and winter.



In April, Governor Tom Wolf and Representative Scott Conklin visited The Nittany Quill for a press conference urging the General Assembly to take action by committing \$225 million to recapitalize the Small Business Assistance Program with funding through the American Rescue Plan Act. Joy Rodgers-Mernin, owner of The Nittany Quill, was awarded a grant during the first round of funding. Wolf was joined by State College Mayor Nanes, County Commissioners Pipe and Higgins and DSCID Director Lee Anne Jeffries.

Regular Meetings & Committees

- State College Borough Manager
- Penn State Community & Government Relations
- Penn State Athletics & Tourism Industry Leaders
- Town & Gown Task Force



- Happy Valley Adventure Bureau Marketing
- Happy Valley Adventure Bureau Arts & Culture
- LION Bash
- Latin Festival
- State College Pride Festival & Parade
- Juneteenth



2022

2022

2022