



State College...



Financials

What a year.

2020 started similarly as many others. Then Penn State students left for Spring Break, the university and local schools told everyone to stay home as they swiftly moved to virtual learning. State and federal governments announced unprecedented closures. The result was Downtown State College's vibrant atmosphere shifted to a ghost town overnight.

The Downtown State College Improvement District (DSCID) jumped into action and became a valued information source. Government guidance was evolving by the minute so we ensured that our members had the most current information. DSCID initiated a hugely successful Bonus Gift Card Campaign that generated more than \$100,000 in immediate retail sales for more than 70 participating businesses. We sourced hard-to-secure PPE supplies, researched and provided up-to-date CDC signage and PA guidance. This followed with working with the County to secure Cares Act supplies and grant funding.

With its many challenges, this year required the DSCID to expand collaboration efforts with partners and stakeholders. Additionally we were pivotal in the formation of the Town & Gown Task Force; formulated cohesive strategies with the County Commissioners and health care officials; connected with a small group of Business Improvement District Managers in similar college towns; including the Big 10, ACC, SEC and PAC 12 schools.

The pandemic continues to impact our downtown, yet it has provided a light that shines on the strength, resolve, and resiliency of our downtown. We are encouraged by what we accomplished in 2020 and confident for our downtown's future.

Staff

Rob Schmidt, Executive Director
Lee Anne Jeffries, Marketing & Communications Director
Claudia Harris, Administrative Assistant
Denny Barnhart, Clean Team
Kevin Runkle, Clean Team
Hunter Shawver, Clean Team



Rob Schmidt
Executive Director

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



Lee Anne Jeffries
Marketing & Communications Director

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 350 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.

STATEMENT OF NET POSITION

ASSETS	2020
Cash & Cash Equivalents	\$321,463
Prepaid Expenses	\$8,657
Accounts Receivable	\$26,533
Net Capital Assets	\$58,909

TOTAL ASSETS \$415,562

LIABILITIES	
Accounts Payable & Accrued Expenses	\$24,426
Agency Funds	\$0
Deferred Revenue	\$68,874
TOTAL LIABILITIES	\$93,300

NET POSITION

Invested in Capital Assets	\$58,909
Restricted Net Assets	\$263,353
TOTAL NET POSITION	\$322,262

TOTAL LIABILITIES AND NET POSITION \$415,562

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, 2020 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	\$385,352
Borough Contributions	\$75,000
Penn State Contributions	\$30,000
Transferred from Reserve	\$25,000
Sponsorships	\$4,350
Grant Revenue	\$28,500
Interest	\$1,719
Other Income	\$3,301
TOTAL REVENUE	\$553,222

EXPENSES

Marketing	\$167,483
Clean & Safe	\$149,554
Administration & Operation	\$233,862
TOTAL EXPENSES	\$550,889

(DECREASE)/INCREASE IN NET POSITION \$2,323

2020 Annual Report



Resilient & Resolute

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Economic Innovation

Marketing

Collaborations & Initiatives

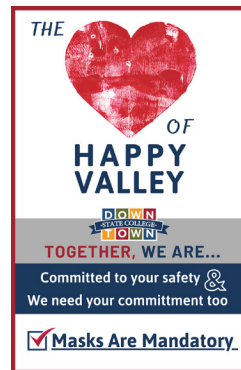
Heart of Happy Valley Campaign

26 longtime merchants, essential to the State College community for years, participated in the Heart of Happy Valley campaign last summer. This promotion highlighted the importance of supporting downtown businesses by bringing attention to their longevity and dedication to our community. We are proud to say many of these family owned businesses have been with us for decades...and we hope for many years to come!

Cover: Includes photos of participating merchants

"The DSCID was informed, supportive and encouraging! Tough times, but we really were and are in this together. Thank you!"

Grant Recipient,
Joy Rodgers-Merlin
The Nittany Quill



Downtown Gift Cards

With an increase of 53% over 2019, the Downtown Gift Card program had its strongest year ever in 2020 with over \$100K worth of sales. This year, **The DSCID introduced a BOGO gift card promotion, which generated more than \$100,000 to the downtown economy.** Over 100 downtown businesses participated in the free program this year. Interested merchants should [contact the DSCID office](#) for more information.

2,111 Gift Cards Sold
Totaling over \$112K



Online Presence

We quickly adapted to community requests for a one stop shop for information on downtown businesses offering gift cards, take-out, delivery and curbside pickup. Our website received an update which helped customers find what they needed to support their favorite businesses during the pandemic.

downtownstatecollege.com

62%
INCREASE IN PAGEVIEWS
134,038 ▶ 217,771

Merchant Validated Parking



The MVP program offers FREE garage parking to downtown customers. The cost is typically split between the Borough, the DSCID, and the local business. **In 2021, until the emergency order is lifted, validations will be covered 100% by the borough and the DSCID with no cost to the merchants.** If your business would like to participate in this program, [please contact the DSCID.](#)

Social Media

Social Media continues to be an effective way to engage the community about events and happenings downtown. **With the rise of virtual events in 2020, social media platforms were a constant source of information.** The DSCID continues to focus on increased presence on Twitter and YouTube, and have done so by hosting the 25th Annual Tree Lighting virtually on YouTube, which has gained over 1.1K viewers to date.

DowntownStateCollege.com
FirstFridayStateCollege.com



5,158
TWITTER
FOLLOWERS



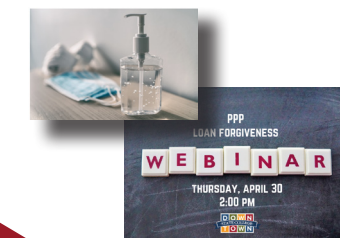
11,141
FACEBOOK
FOLLOWERS



3,138
INSTAGRAM
FOLLOWERS

Offering Support & Information

When the pandemic hit we immediately began to deal with the challenge. In order to ensure businesses opened safely, the DSCID supplied all downtown businesses with \$30,000 personal protective equipment (PPE). We soon learned the DSCID was most valuable by digesting the myriad of information, and connecting stakeholders with the proper information and resources.



Working Together

Town & Gown Task Force:

The DSCID joined in the formation of the Town & Gown Task Force with key representatives from both sides of the street to formulate cohesive strategies for dealing with the pandemic. The 10-member Task Force (PSU, the borough, Centre County, CBICC, Mount Nittany Health, and the DSCID) continues to meet each week.

Borough of State College:

We spoke with borough management daily, dealing with a variety of issues and initiatives. Additionally, we worked with the Borough on opportunities to accommodate businesses, employees, and customers.

- Identified Curbside Pick-up Zones to assist restaurants and retailers in serving safely.
- Pushed for on street parking time limit to increase visitor access
- Created the Parking Permit Reimbursement Program, incentivizing employers and their employees to take advantage of Garage or off-street monthly parking.
- We successfully lobbied the borough to waive the individual businesses portion of parking validations distributed to customers, and will continue until parking demand increases.



SBDC:

One of our first calls and most important partners has been the Penn State Small Business Development Center. We connected businesses with the SBDC, providing expert advice in filing the PPP loan and other SBA loan opportunities.

County Commissioners & other Government Agencies:

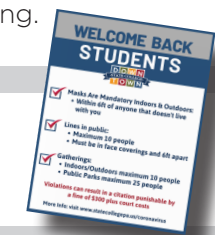
- Encouraged County Government to direct Cares Act Grant funding directly to restaurants and retailers most injured by the pandemic, emphasizing the impact to Downtown State College.
- Application assistance, resulting in 92 downtown businesses receiving grants totaling more than \$1.8 million.
- Kept business up to date on other COVID relief small business grant and loan opportunities, including Minority Business Grants and the Rainy Day Fund.

Tavern Owners Association:

- Organized first meeting of the group in five years to prepare for re-opening in June.
- Collaborated to assist on solutions for adapting to occupancy limits and the new Borough line ordinance.
- Engaged with PA Restaurant & Lodging Association with lobbying efforts and information sharing.

Happy Valley Adventure Bureau:

- Formed our "Destination Downtown" Partnership to promote visitation and events.
- Partnered in joint promotions such as "Happy Valley Live."
- Worked jointly to lobby legislators to support the distressed restaurant and lodging industry.



Property Management Group:

- Organized by George Woskob, property owners met regularly to address Penn State's shift to virtual learning.
- To insure everyone was giving the same message, the DSCID arranged a series of communications meetings, including a Focus Group Presentation. This culminated in the "Mask Up or Pack Up" Campaign.
- DSCID provided marketing collateral for all stakeholder apartment buildings.
- All DSCID stakeholders received masks and hand sanitizer ready for fall 2020 student move-in.

Events in 2020

Several of our annual events were reimagined this year to insure public safety while still bringing joy to the community. The DSCID continues to support events, while also building financial sponsorship for the events. If you want to hold an event downtown, or wish to sponsor one please [contact us](#) and we can point you in the right direction.



The first ever **Downtown Pumpkin Pursuit** was a 3 day adventure that saw children searching for the perfect pumpkin with take-home decorations and giveaways. Jersey Mikes gave away 160 free children subs over the three-day event. Additionally, three lucky individuals won a \$50 Downtown gift card after finding the prized purple pumpkin.

The 25th Annual Tree Lighting this year saw the DSCID partner with State College Live to welcome the holidays with the 25th VIRTUAL Annual Tree Lighting. The live stream event included a tour of our Light-Up Downtown lighting attraction, a display of the non-profit tree-decorating contest, and a visit from Santa himself.



Light Up Downtown encouraged the local community to come downtown and enjoy a safe festive walking tour for the holidays. Light Up included a timed musical lighting show, photo murals, a FREE trolley loop and gift wrapping station, and a non-profit tree decorating challenge...with the winner receiving \$1,000! Thanks to sponsors KCF Technologies and PNC Bank.

"Our family loves to shop, eat and support our downtown stores and restaurants. So during this very unusual year, we wanted to continue that support with weekly visits for take-out from our favorite restaurants, and gifts from local shops. We also enjoyed community events like Light Up Downtown and the Art Walk all while feeling safe and connected to the establishments that we love."
Katie Krebs, State College Resident