

# 2015 Annual Report



**MAIN STREET  
HANOVER**

[www.MainStreetHanover.org](http://www.MainStreetHanover.org)

717.637.6130

**Discover Hanover**

## MESSAGE FROM THE CHAIR:

In its third year, the Main Street organization has taken major strides in the revitalization of downtown. Main Street Hanover is a collaborative effort between the Hanover Borough, the Hanover Area Chamber of Commerce, the Partnership for Economic Development of York County, and the York County Economic Alliance. This unique partnership has made it possible to accomplish all the successes you'll read throughout this report.

The progress and successes that you will see within this report, are a direct result of the efforts put forth by many hours of staff and volunteer time. We are so grateful to those who give their time and talent to Main Street Hanover; whether through serving on a committee, being a strong merchant in the downtown, a participant in our events, or a supporter of our mission, every bit of support counts. Without our four dedicated committees, our invigorated merchant group, and our fiscal sponsors, none of what you see listed here would be possible.



### 2015 Highlights:

- Welcomed 29 new businesses that opened in the Central Business District
- Launched a new website, featuring a business directory and event calendar (Launched Nov. 2014)
- Received two Department of Community and Economic Development Grants as a Designated Keystone Community, \$40,000 Façade Grant funding and \$10,750 for an architectural study to be completed at 22 Carlisle Street, as part of a Planning Grant.
- Raised over \$6,810 in event sponsorships
- Released the Business Recruitment brochure for downtown business attraction
- Unveiled new public art piece in downtown, 'Past, Present and Future' by Jeff Asper (Nov. 2014)
- Assisted the Borough of Hanover in enacting a new parking permit system
- Hosted three new successful downtown events; Main Street Mini-Golf, Sip & Stroll and Oktoberfest
- Participated in two local events, Utz Summer Bash and Hanover Chamber's Dutch Festival
- Reinvigorated the merchant group
- These highlights only scratch the surface, read onto the next page to hear more about the 2015 accomplishments of Main Street Hanover

As the Chair of the Steering Committee of Main Street Hanover, I'm pleased to present this report to you in the hopes that you'll join us as we revitalize downtown Hanover. I am proud to be a part of such an impactful organization; I invite you to Discover Hanover! The future is bright and we look forward to being a part of it.

Gary M. Laird  
Chair, Main Street Hanover Steering Committee  
President, Hanover Area Chamber of Commerce

## POSITIVE ACTION AWARD RECIPIENT

In November 2015, Main Street Hanover received the Hanover Area Chamber of Commerce Positive Action Award. The Positive Action Award is given to an organization or business that positively contributes to meeting the needs of the Hanover region and work together with community members toward a cooperative vision that suggests ways to manage growth.

Main Street was nominated for this award by a downtown merchant, which is a testament to the organization's work and relationships built in the downtown business district.

Mark Mathias, co-owner of Miscreation Brewing Company, wrote in his nomination: "Main Street has been a major influence in downtown Hanover, encouraging people to get together and reinvest time and money around the square."

Mathias cited several successful events, organized by Main Street, that have brought people to the downtown, including downtown clean-ups, Chalk It Up, and the new Sip & Stroll and Oktoberfest. His business is one of many who have seen the effects that Main Street has had in the downtown.



### Mission:

*To expand the economic capacity of downtown Hanover, thus improving the business environment, enhancing the quality of place and increasing community synergy.*

## COMMITTEE ACTIVITY

### MSH Steering Committee:

**Objective: Serve as the Main Street Hanover governing body focusing on areas such as fundraising, prioritization, community outreach and strategic direction**

- Held legislative familiarization tour for 30 local legislators, community, and business leaders in Downtown Hanover
- Applied for a Redevelopment Assistance Capital Program (RACP) grant to help in the rehabilitation of the former Montgomery Ward property at 34 Frederick Street and the renovation of the former Wachovia Bank building at 22 Carlisle Street
- Successfully completed the organization's first Pennsylvania Downtown Center program assessment
- Began organizational development planning for program longevity and financial sustainability

#### MAIN STREET HANOVER STEERING COMMITTEE

Gary Laird, Chair	Kevin Gulden
Ben Adams	Nikki Hoffman
Casi Brough	Claire Hornberger
Mindy Crawford	Matthew Jackson
Felicia Dell	Katie Lentz
Drew Derreth	Ryan Myers
Anne Druck	Mark Riggs
Florence Ford	Jill Rohrbaugh
Daniel Frey	Scott Roland
Gerry Funke	Justine Trucksess

### Business Development Committee

**Objective: Grow the local economy by targeting existing buildings for residential and commercial redevelopment while attracting and expanding the downtown business base for investment and removal of growth barriers.**

- Created and published a new business recruitment and attraction brochure for downtown
- Assisted the Borough of Hanover in enacting a new parking permit system
- Created a comprehensive business inventory and began working to complete with baseline information for tracking business growth and activity
- Developed Business Support section on website to provide small business resources to community business owners
- Strengthened connection with Small Business Development Center and made four referrals



### Promotion Committee

**Objective: Promote and market the Main Street Hanover image through marketing activity, special events and campaigns**

- Greatly increased awareness through social media
  - 1,769 Facebook Followers
  - 250 Twitter Followers
- Launched Picket-Up: Downtown News E-newsletter, the first monthly e-newsletter for the downtown community
- Held second full year of themed 2nd Saturdays
- Created the first ever Hanover Holiday Gift Guide in partnership with the Hanover Area Chamber of Commerce
- Launched a website for the initiative (Nov. 2014) – www.MainStreetHanover.org
  - Contains business directory
  - Interactive events calendar
- Reinvigorated the merchant group to assist in networking among merchants as well as offer peer support and assistance
- Saturdays on Main Street committee focused on planning downtown events:
  - Chalk It Up – hosted the 5th Annual chalk art festival in downtown
  - Launched three new successful events:
    - Main Street Mini-Golf – 100 participants
    - Sip & Stroll – 260 participants
    - Oktoberfest – 300 participants



### Design Committee

**Objective: Transform the downtown streetscape, creating a friendly atmosphere to live, work and play.**

- Raised over \$1,100 for the beautification program, allowing us to place 16 planters and 28 hanging baskets in the square
- Received \$40,000 for the Façade Grant Program, this will give up to \$5,000 to businesses or property owners to assist in the rehab of downtown facades
- Unveiled the first public art piece in downtown Hanover, 'Past Present and Future' by Jeff Asper
- Continued efforts to implement a Comprehensive Streetscape Plan

## WE LOVE OUR VOLUNTEERS:

Thanks to a dedicated group of volunteers, Main Street Hanover was able to present new events, produce new publications and brochures, and make plans for our future. Main Street Hanover volunteers worked 348 hours in 2015, resulting in \$7,635.12 of economic value. We couldn't do it without you!

## DOING BUSINESS

### 2015 CENTRAL BUSINESS DISTRICT NEW BUSINESSES - 29 TOTAL

Sen. Richard Alloway's Office 118 Carlisle St - Young Manor	The Gallery 33 Broadway	Miscreation Brewing Company 6 Center Square	San Marcos Mexican Restaurant 14 West Chestnut St
Barrett's Second-hand Store 36 Broadway	Historical Society Yelland Library 21 Baltimore St	Mo's Photos 1 Center Square	Save Point 22 Carlisle St
Diamonds and Designs by Ashley Lauren 9 Carlisle St	Hulson Homes 118 Carlisle St - Young Manor	Peoples Bank 118 Carlisle St - Young Manor	Scrappy Shique 10 York St
Divino's Pizzeria & Grille 1 Center Square - Center Square Commercial Building	Just Wellness 8 Baltimore St	Pin UP Hair Salon 6 Baltimore St	Something Wicked Brewing Company 34 Broadway
Dubin Medical, Inc. 1 Center Square - Center Square Commercial Building	Rep. Kate Klunk 118 Carlisle St - Young Manor	The Rase Project 1 Center Square	Sturgill Associates 118 Carlisle St - Young Manor
The Evening Sun 37 Broadway	Lorie Horst 1 Center Square	Riggs Holding, Inc. 118 Carlisle St - Young Manor	Whirled Records 34 Carlisle St
Fluvaccine.org 1 Center Square - Center Square Commercial Building	Memories Forever 1 Center Square	Ronald Barrick, LPC 1 Center Square	XSynthesis, LLC 1 Center Square
Fulcrum Vets, LLC 1 Center Square - Center Square Commercial Building			

# 2015 MAIN STREET HANOVER SPONSORS

## MAIN STREET MINI-GOLF:



EST. 1852  
SCHMUCK  
LUMBER CO.

Blue Ridge Holdings



The Frame Shop  
and Gallery

FURS by SUSAN

Color Wheel  
Decorating Center



isla cat pr@motions  
*We want to get you noticed!*



## CHALK IT UP AND SIP & STROLL:

Curator Sponsor:

Art Collector Sponsor:

Pennsylvania Theatrical Arts  
by Brittany Stevens, LLC



PANEMAKER  
FURNACE HOME INC.  
311 BROADWAY, HANOVER, PA  
717-637-5194  
C. MICHAEL NEWMAN, SUPERVISOR  
KRISTIN KAUFNER, NEWYORK, F.D.  
WWW.PANEMAKERFURNACEHOME.COM

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Sen. Rich Alloway



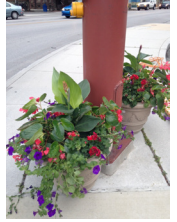
## OKTOBERFEST SPONSORS:

CONEWAGO  
ENTERPRISES, INC.  
DESIGN-BUILD GENERAL CONTRACTOR

Stambaugh  
CPAs / Business & Technology Advisors Ness

## DOWNTOWN BEAUTIFICATION:

Stanley & Christine Carbaugh  
Theodore & Barbara Jenkins  
Paul & Susan Krumrine  
Rotary Club of Hanover  
Schmuck Lumber  
Smith & Company  
Sonoco Plastics



## PROGRAM DONORS:

First Energy  
Gene Latta Ford  
Hanover Area Historical Society  
Pennsylvania Theatrical Arts by Brittany Stevens  
PNC Bank

## CHRISTMAS DONORS:

Aero Energy  
Bailey Coach  
Borough of Hanover  
Alan and Pamela Cashman  
Channell's Locksmith Shop, Inc.  
Christopher Cringle  
Conrad Printing Company, Inc.  
Andrew R. Crooks CPA PC  
Davidson H. & C. Company, Inc.  
Delone Catholic High School  
Donald B. Smith Inc. - Roofing Contractor  
Bertram & Joyce Elsner  
Frank & Grace Elsner  
Exchange Club of Hanover  
Famous Hot Weiner  
First Church of God  
Frock Bros. Trucking  
GHI Engineers and Surveyors

Hanover Chamber of Commerce  
Hanover Concrete Co  
Hanover Door  
Hanover Home Association  
Hanover Lions Club  
Hanover Pediatric Associates, PC  
Hanover Toyota  
Harvest Chapel  
Randy L. Hilker  
Home Association of McSherrystown  
Home Depot  
Peter & Gail Hull  
Mr. Theodore Jenkins  
Keith D Smith Concrete Contractor, Inc  
Kenworthy Funeral Home Inc.  
Kiwanis Club of Hanover  
Paul and Susan Krumrine  
Stanton S. Leboutitz, MD, PC

Main Street Hanover Volunteers  
McSherrystown Moose Lodge 720  
Neiderer's Pool Sales & Service  
Ox Paper Tube & Core  
Penn-Mar Castings, Inc.  
Pennsylvania Theatrical Arts by Brittany Stevens  
Rotary Club of Hanover  
Santa's Cabin Committee  
James Schuman  
Smith & Company  
Spangler's Tree Farm  
Staff Music & Amusements  
Swam Electric  
William M. Therit, Jr.  
Kurt K. Thomas DO, LLC  
Webb Insurance  
York County Economic Alliance

## VISIT OUR WEBSITE: [WWW.MAINSTREETHANOVER.ORG](http://WWW.MAINSTREETHANOVER.ORG)

- See our online event calendar for upcoming events in Hanover
- Learn about our committees
- Read about news stories involving downtown
- Use our business directory to find the downtown shops you are looking for
- Get small business support resources
- Make a donation supporting an event or program of Main Street Hanover

## LIKE US ON FACEBOOK AND FOLLOW US ON TWITTER:



- See pictures from our events
- See updates from local downtown businesses
- Get all the current events from Main Street Hanover
- Interact with other supporters

## GETTING INVOLVED:

If you have a passion for downtown Hanover and seeing its revitalization efforts continue, consider joining a committee, sponsoring a program, volunteering for an event, or patronizing a downtown business. We need your help!

For more information, contact Justine Trucksess at 717.637.6130 x101.