

July 1, 2024 - June 30, 2025

Annual Report



About Main Street Hanover

Our Mission

Main Street Hanover, Inc. is a 501(c)(3) non-profit community organization that works to expand the economic capacity of downtown Hanover, thus improving the business environment, enhancing the quality of place, and increasing community synergy.

Accreditations & Partnerships

Borough of Hanover	Keep PA Beautiful
Civil War Trails	Main Street America
Cultural Alliance of York County	Pennsylvania Downtown Center
Explore York	York County Economic Alliance
Hanover Area Chamber of Commerce	York County Trail Towns

What We Do:

- Downtown Revitalization
- Community Events
- Business Support
- Beautification Projects

Who We Support:

- Retailers and Boutiques
- Restaurants and Breweries
- Professional Services
- Arts, Entertainment, and Cultural Organizations

Main Street Hanover Staff

Moriah Tyler
Executive Director

Emerson Buffalow
Marketing & Event Coordinator

Main Street Hanover Board of Directors:

Daniel Frey, Esq., Chairperson, Barley Snyder
Mindy Crawford, Vice Chairperson, Preservation PA
Nikki Hoffman, Treasurer, Stambaugh Ness
Vanessa Berger, Secretary, YWCA
Adam Kruzic, Cross Keys Village
Jason Duvall, Campbell's Snacks
Margie Lewis, Borough of Hanover
Sam Jarvis, Cross Keys Village
Sarah Messer, Hanover Area Chamber of Commerce
Susan Seiple, Hanover Public School District
Tammy Wise, Utz Quality Foods

How We Support Downtown Businesses

Marketing and Promotion:

- Social Media Spotlights and Campaigns
- Downtown Hanover Website and Business Listings

Events and Foot Traffic:

- 2nd Saturdays: Monthly themed events to encourage community engagement and patronage of local businesses

Partnership and Sponsorship Opportunities


- Collaboration is our goal


Business Resources:

- Access to grants and funding programs
- Educational workshops and networking opportunities

Thank you to our sponsors, donors, and partners whose support allows us to grow, invest in our community, and keep Hanover thriving. - Moriah Tyler, Executive Director


Contact


 MainStreetHanover.org

 MainStreetHanover@gmail.com



Follow Us!

 [MainStreetHanoverPA](https://www.facebook.com/MainStreetHanoverPA)

 [mainstreethanover](https://www.instagram.com/mainstreethanover)



Donate Today!

As a non-profit organization, Main Street Hanover relies on the generosity of its community

Program Highlights

21 Hometown Hero Banners Installed



Over 6,141
Total Attendees at
Downtown Events

Our Programs:

- 2nd Saturdays
- Hometown Hero Banners
- Heart of Hanover Trails
- Christmas in Hanover

18 New Businesses Opened
July 1, 2024 - June 30, 2025

Over 125 Businesses
are Located Downtown

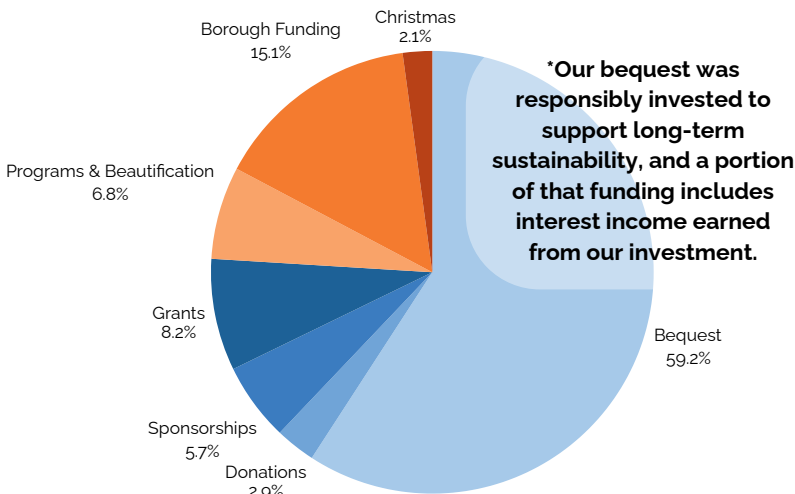
Over 554
Volunteer Hours
Valued at \$17,000.00



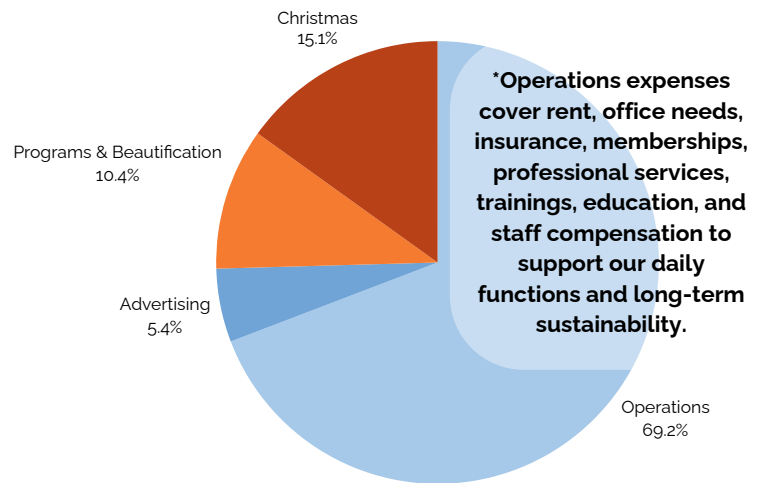
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Revenue & Expenses at a Glance

Revenue Sources



Expenses



Marketing Highlights

We're your friendly, local tourism advocate—working year-round to showcase all that our vibrant downtown has to offer. This year, our targeted advertising efforts reached audiences in Pennsylvania, Maryland, Virginia, and West Virginia, inviting visitors from near and far to experience the charm, history, and hospitality of Hanover.

Reached 95,280 Accounts
487,150 Impressions
Social Media Advertising

Followers

9.2K 
2.5K 



Featured in
Four Local
Magazines



Over 1,300
Monthly E-Newsletter
Subscribers

