

2022

MAIN STREET HANOVER PROGRAM REPORT



BACKGROUND

Mission

Main Street Hanover, Inc. is a 501c3 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.

History

Main Street Hanover, Inc. is a nationally accredited Main Street program for the last five years by the National Main Street Center. Formalized as a 501c3 in 2018, the organization has been integral in creating a desired destination and a thriving business community in downtown Hanover.

Activity

In recent years the organization has played a number of roles in the improvements in downtown, leading initiatives, collaborating on regional projects, building relationships, and fostering collaboration.

Advocacy

- Economic Development Liquor License 11 York St. & 40 Broadway
- RACP for 34 Frederick Street
- Eisenhower Extension
- PNC Bank Building - adaptive reuse
- Theater revitalization & Parking Garage development

Relationships

- Downtown business owners through merchant outreach
- Pennsylvania Downtown Center & National Main Street Center
- Department of Community and Economic Development
- Explore York & Destination Gettysburg
- York County Economic Alliance
- Civil War Trails organization - putting Hanover on the map as a history destination
- Cultural Alliance - York County
- County-wide Brand Task Force

Support

- Facade Grant
- Fostering business growth
- COVID support - connecting businesses with grant funds and loans
- Marketing Value - destination marketing
- Event production - increased foot traffic

Placemaking

- Streetscape study
- Banner program
- Holiday celebrations

REVENUE GENERATION

Through a variety of programs and initiatives, Main Street Hanover has increased dollars flowing in the Borough, as well as the businesses who are located in the downtown district. Below is a snapshot of dollars brought in to the community over the past five years.

\$1,600,000

Grants awarded to downtown projects and programs since 2015

\$60,000

Ticketed Event Estimated Merchant Revenue

\$50,000

Non-Ticketed Event Estimated Merchant Revenue

RETURN ON INVESTMENT

Main Street Hanover generates revenue for the Borough annually that exceeds the support provided annually. Economic Development dollars spent to received, or the ROI on the program, for the past **five years** can be roughly estimated to be:

\$200,000

\$40,000/year

\$1,700,000

\$1 = \$8.50

For every dollar spent on Main Street Hanover over the past five years, the Borough has seen an \$8.50 return in investment in economic development activity.

CASE STUDY

MCALLISTER PROPERTY 11 YORK ST. 10 YR. LERTA



McAllister tenants - 30 units
\$60,000 Average Income
\$1,800,000 Walkable Wallets
Business owners
Executives
Public service



New restaurants and coffee shop not only drive foot traffic, but drive tax revenue as well.

\$0

Pre-development tax value to 3 taxing bodies

\$44,117

Current total tax value

IMPROVING TAX BASE

Main Street Hanover worked closely with the taxing bodies to implement a 10 year LERTA program that encourages development in the downtown by offering tax incentives. No taxing body receives less than the originally taxed value, but sees increase in tax value over 10 years.

PROJECTS

2022 Plans

- Bank Lane outdoor dining program
- Heart of Hanover walking trail history marker installation and marketing
- Wayfinding Signage providing informative signs to direct people around the downtown district
- Trail Towns Program final action plan presentation and implementation
- Art Alley Mural Initiative
- Continued COVID Recovery support
- Hometown Hero Banner program, 3rd year
- Events creating exciting atmosphere for the community and driving spending in downtown businesses
- Marketing the area as a destination
- Quality of life efforts attracting residents, supporting talent attraction efforts for local businesses
- Merchant engagement - retention & attraction

2022 BUDGET

Main Street Hanover
2021-2022 Budget

Revenues

Donations	\$ 9,500
Events	19,636
Grants	50,000
Partner Funding	40,000
Projects	31,000
Sponsorships	8,500
Other	1,000
	<u>\$ 159,636</u>

Expenses

Advertising	\$ 2,740
Benefits and Payroll Tax	26,684
Compensation	81,912
Events Expense	5,502
Insurance	2,899
IT Expenses	2,700
Legal and Professional	1,350
Memberships	2,375
Office Expense	2,803
Projects	21,090
Rent	8,900
	<u>\$ 158,955</u>

Budgeted Net Income	<u>\$ 681</u>
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APPENDIX A

EVENTS

= Ticket Sales | Any other number is an estimate based on observation

Average 15 events planned a year with an average of 10 being held successfully (meaning no cancellation)

Small Business Saturday Yearly Event: Relative Attendance- MSH promotes the day, supports the businesses, becomes a national downtown advocate, and encourages businesses to offer promotions

2017	
Event	# of people
Sunshine, Sip & Stroll	555
Fall Sip & Stroll	515
Christmas Parade	
Tree Lighting	
Christmas Visitors	

2018	
Event	# of people
Sunshine, Sip & Stroll	514
Fall Sip & Stroll	314
Christmas Parade	
Tree Lighting	
Christmas Visitors	

2019	
Event	# of people
Winter Carnival	30
Wellness Crawl	50
Green Clean	30
Mom's the Word	30
Sauce Boss	100
Sip & Stroll	473
Elf Scavenger Hunt	100
Mini Golf	100
Spooky Spirits	497
Cookie Stroll	105
Christmas Parade	
Tree Lighting	
Christmas Visitors	

2020	
Event	# of people
Winter Carnival	30
Wellness Crawl	35
Elf Scavenger Hunt	15
Picnic in the Park: July	100
Shop & Support with Let's Play	50
Pop-up Sip & Stroll: July	103
Art in the Park	100
Downtown Glows	84
Picnic in the Park: Sept.	100
Pop-up Spooky Spirits	99
Christmas Parade	x
Christmas Visitors	x

2021	
Event	# of people
Window Seek & Find	10
Sip & Stroll	500
Picnic in the Park: July	100
Elf Scavenger Hunt	100
Wellness Crawl	4
Brewery Olympics	60
Picnic in the Park: Aug.	100
Art in the Park	300
Downtown Glows	28
Spooky Spirits	200
Holiday Stroll	100
Christmas Parade	800
Tree Lighting	200
Christmas Visitors (Children)	2300

TOTAL	1070
TOTAL	1070

TOTAL	828
TOTAL	828

TOTAL	1515
TOTAL	970

TOTAL	716
TOTAL	321

TOTAL	4802
TOTAL	732

GRANTS

Purpose	Awarded	Year Received	Awarded to	Notes
Facade Grant - DCED	\$ 40,000.00	2015	Borough	Passthrough to Borough property or business owners
Historic Markers - Tourism Grant - Explore York	\$ 40,000.00	2017	MSH	
Website Update - Tourism Grant - Explore York	\$ 10,000.00	2017	MSH	
Facade Grant - DCED	\$ 50,000.00	2018	MSH	Passthrough to Borough property or business owners
Wayfinding Grant - KC Implementation Grant	\$ 50,000.00	2018	Borough	
RACP - 34 Frederick St.	\$ 1,400,000.00	2018	Private Developer	
Team Better Block: Bank Lane Project	\$ 5,000.00	2019	AARP	
Have it Made in Hanover video project - Tourism Grant - Explore York	\$ 12,500.00	2020	Borough	\$10K from Explore York, \$2,500 Matched by Borough
Warehime Foundation Grant- COVID Organziational Support & Bank Lane Project	\$ 25,000.00	2020	MSH	
Grant Total	\$ 1,632,500.00			

BUSINESS GROWTH

2021 New Businesses

Amelia Symone's Couture Bridal
Blue Bird Tattoo Studio & Art Collective
Fat Bat Brewing Co.
McAllisters on York
Vinnys Deli
Zeichen des Pferdes

2021 Recent Growth in Employees & Business Plan

Blue Bird Tattoo Studio & Art Collective
Collado Cosmetics
Face to Face
Heirloom 23
Ikigai
Infused Naturals
Just Wellness
The Cake and Panini Bar
Texas Hot Lunch

Renovated above space and started a new business. Brought on 2 new tattoo artists and a piercer along with adding new employees
Adding to her business plan, changed her name, hired new specialists and a front desk associate
Expanded and moved out of smaller downtown space into a larger downtown space
Adding to her business plan and hired additional employee
Adding to their business plan to increase products sold and hired additional employees
Adding to their business plan to increase products sold and hired additional employees
Adding to their business plan to increase products sold and hired additional employees
Adding to their business plan to increase products sold and hired additional employees, and changed their name.
Added new product line to business