

# WELCOME TO DOWNTOWN HANOVER!



717.637.6130  
MAINSTREETHANOVER.ORG  
40 YORK STREET, HANOVER, PA



MAIN/STREET  
HANOVER

# LETTER FROM EXECUTIVE DIRECTOR

Dear Business Owner,

Welcome to the downtown Hanover community! My name is Moriah Tyler, and I am thrilled to introduce myself as the Executive Director of Main Street Hanover.

As we embark on this new journey together, I am eager to get to know the wonderful businesses that make Downtown Hanover such a vibrant community.

In the coming weeks, I will be stopping by to personally say hello and introduce myself. I am excited to learn more about your business, understand your unique needs, and hear your vision for how we can collaborate to enhance our downtown area.

At Main Street Hanover, we are committed to supporting your business and fostering a thriving business environment. Your insights and ideas are invaluable to us, and I look forward to discussing how we can work together to create a dynamic and prosperous downtown for everyone.

I am looking forward to meeting you soon and working closely to achieve our shared goals.

Warm regards,

Moriah Tyler



Executive Director  
Main Street Hanover  
[Mtyler@MainStreetHanover.org](mailto:Mtyler@MainStreetHanover.org)



# ABOUT MAIN STREET HANOVER

Main Street Hanover (MSH) launched in January 2013, a collaborative effort between Hanover Borough, Hanover Area Chamber of Commerce, Partnership for Economic Development of York County, and York County Economic Alliance. Following the Main Street Four Point Approach® of Organization, Design, Economic Restructuring and Promotion, the community has embraced the revitalization movement.

Main Street Hanover applied for and received 501c3 status in October of 2018, thus launching a new chapter for the effort. Now a stand-alone non-profit organization locally run by an appointed board of community leaders, we can maintain our partnerships while focusing on expanding our impact. We are excited about the growth and future of the downtown and our organization.

## OUR MISSION

THE MISSION OF MAIN STREET HANOVER IS TO EXPAND THE ECONOMIC CAPACITY OF DOWNTOWN HANOVER, THUS IMPROVING THE BUSINESS ENVIRONMENT, ENHANCING THE QUALITY OF PLACE, AND INCREASING COMMUNITY SYNERGY.

## MAIN STREET STAFF

Moriah Tyler, Executive Director

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Mainstreethanover@gmail.com

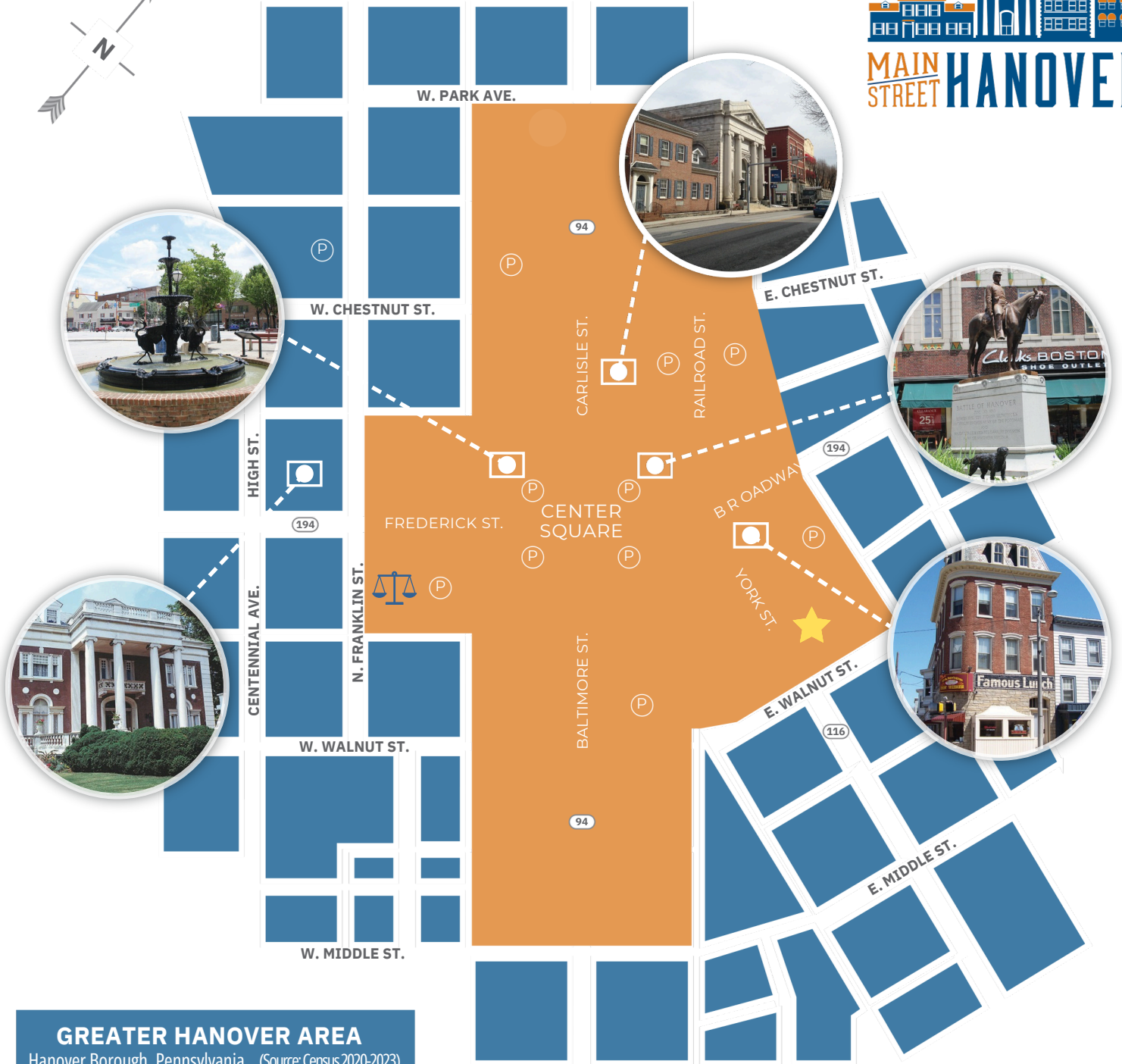
## BOARD OF DIRECTORS

- Mindy Crawford, Chairperson, Preservation PA
- Vanessa Berger, Co-Chairsperson, YWCA
- Adam Kruzic, Treasurer, Cross Keys Village
- Jason Duvall, Campbell's Snacks
- Sam Jarvis, Cross Keys Village
- Susan Seiple, Hanover Public School District
- Tammy Wise, Utz Quality Foods
- Jennifer Mosier, DVM, eMBA, Hanover Veterinary Hospital
- Taylor Welsh, Becker Law Group P.C.

Downtown Hanover Organization Board Members

- Margie Lewis, Borough of Hanover
- Jake Taylor, Chamber of Commerce





**GREATER HANOVER AREA**

Hanover Borough, Pennsylvania (Source: Census 2020-2023)

Population: 16,573

Median household income: \$66,050

Total households: 7,169

Average household size: 2.27 PERSONS

Land area in square miles: 6.6 SQ. MILES

Persons per square miles: 4,445.1 PERSONS

-  = Main Street Hanover
-  = Borough of Hanover
-  = Hanover Area Chamber of Commerce
-  = Parking Areas
-  = Photo Reference



# HISTORY ABOUT HANOVER

## EARLY SETTLEMENT AND FOUNDING (1730S-1760S)

Hanover, Pennsylvania, traces its origins back to the 1730s when Richard McAllister acquired land in the area, eventually leading to the town's official founding in 1763. Positioned along a major route between Baltimore and Philadelphia, Hanover quickly developed into a pivotal trade center. The town's growth was significantly influenced by German immigrants, who established prosperous farming and milling industries in the region.

## AMERICAN REVOLUTION AND CIVIL WAR (1770S-1860S)

Hanover played notable roles during pivotal moments in American history. During the Revolutionary War, it served as a critical supply center for the Continental Army. In 1777, the Continental Congress briefly used Hanover as a temporary capital to escape British forces, underscoring its strategic importance. The town was also impacted by the Civil War, experiencing Confederate raids such as the skirmish during the Gettysburg Campaign in 1863.

## INDUSTRIALIZATION AND GROWTH (LATE 19TH TO EARLY 20TH CENTURY)

The late 19th and early 20th centuries witnessed Hanover's transformation into an industrial powerhouse. Factories producing shoes, cigars, and furniture became prominent, shaping the town's economy. Hanover's prominence in the shoe industry earned it the moniker "Shoe Capital of the World." Additionally, it later became renowned as the "Snack Food Capital of the World" due to the proliferation of snack food manufacturers in the area.

## MODERN DEVELOPMENTS AND RECOGNITIONS (20TH CENTURY TO PRESENT)

In the 20th century, Hanover continued its trajectory of growth and diversification. Beyond manufacturing, the town embraced historic preservation efforts, leading to accolades like the Great American Main Street Award in 2002 for revitalization initiatives. Annual events such as the Snack Town Street Fair celebrate the town's German heritage. Today, Hanover strikes a balance between its rich history and modern amenities, solidifying its status as a vibrant community in south-central Pennsylvania.

# DOWNTOWN BUSINESS LANDSCAPE

## DIVERSE BUSINESSES

Downtown Hanover is a vibrant and diverse hub brimming with a rich array of offerings that cater to all tastes and interests. From eclectic dining experiences and charming boutique shops to professional services and trendy salons, there's something for everyone. Discover the perfect gown at one of our elegant bridal shops or dig through vinyl treasures at our record stores. Art lovers can immerse themselves in captivating galleries, while entertainment seekers can enjoy a night of laughter at our comedy club or challenge their wits at an escape room. Whether you're swinging a club at the Golf Loft, reliving nostalgia in our arcades, or indulging in immersive gaming, downtown Hanover offers a unique blend of experiences that make every visit memorable.



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SERVICES



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DINE



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SHOP



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ARTS &  
ENTERTAINMENT

MORE INFORMATION & RESOURCES AVAILABLE AT [MAINSTREETHANOVER.ORG](http://MAINSTREETHANOVER.ORG)



# PROGRAMS & EVENTS DOWNTOWN

## OUR PROGRAMS

From beautification projects that transform our streets to the festive magic of Christmas in Hanover, there's something for everyone to enjoy. Join us in making Downtown Hanover a vibrant and welcoming place for all.

## BEAUTIFICATION

Main Street Hanover is dedicated to enhancing the charm and appeal of our downtown area through the beautification of our streetscape. One of our key initiatives is the installation of vibrant hanging baskets filled with colorful flowers and lush greenery. These beautiful baskets are more than just decoration—they play a vital role in creating a welcoming and enjoyable environment for residents and visitors alike.

## CHRISTMAS IN HANOVER

Experience the magic of the holiday season at Christmas in Downtown Hanover! Our annual celebration transforms the downtown area into a winter wonderland filled with festive cheer and family-friendly activities. Join us for an enchanting series of events that bring the community together in the spirit of Christmas.

## HOMETOWN HEROES

We invite members of our community to show their love and appreciation for the service member in their life by participating in the Hometown Heroes Banner Program. This initiative celebrates the dedication and sacrifice of our local heroes, proudly displaying their banners throughout our town.

**MORE INFORMATION & RESOURCES AVAILABLE AT [MAINSTREETHANOVER.ORG](https://mainstreethanover.org)**



# 2ND SATURDAYS IN DOWNTOWN HANOVER

Main Street Hanover's "2nd Saturdays" program, is designed to boost foot traffic and support small businesses in our downtown area. This initiative also fosters collaboration among downtown businesses, encouraging partnerships and joint ventures that enhance our community's vibrancy.

Every second Saturday of the month, join us for special promotions, events, and activities that showcase the diversity and charm of our local shops and eateries. Whether you're exploring new boutiques, enjoying live music, or indulging in delicious treats, 2nd Saturdays offer a unique opportunity to experience the best of Downtown Hanover.

Mark your calendars and join us in celebrating our community and supporting local businesses!

## KEY ATTRACTIONS

### Live Entertainment

- Local musicians and performers
- Street artists and entertainers

### Handmade crafts and art

- Local vendors and unique products

### Food trucks and pop-up eateries

- Special deals at local restaurants and cafes

### Kids' crafts and games

- Face painting and interactive activities

### Walking Tours

- History, Architecture, and Hauntings

## STRATEGIES FOR SUCCESS

### Promotion and Marketing

- Utilize social media, local media, and community boards
- Partner with local influencers and businesses

### Collaborations

- Work with local artists, musicians, and vendors
- Engage community organizations and schools

### Consistent Themes and Activities

- Offer varied yet consistent attractions each month
- Create seasonal or themed events to maintain interest

### Feedback and Improvement

- Gather feedback from attendees and participants
- Continuously refine and improve the event experience

# 2ND SATURDAYS BUSINESS CHECKLIST

## IDEAS FOR PARTICIPATION

### Themed Sales or Promotions

- Offer discounts related to the month's theme (e.g., back-to-school, holiday specials).
- Create a "Second Saturday Special" on specific items or services.

### Interactive Experiences

- Host live demonstrations, tastings, or workshops that engage customers.
- Set up a photo booth or selfie station with fun props related to your business.

### Collaborative Pop-Ups

- Partner with local artists or artisans for an in-store pop-up shop.
- Offer a space for local musicians or performers to entertain customers.

### Customer Appreciation

- Offer a free gift with purchase to thank customers for their support.
- Host a raffle or giveaway for customers who make a purchase on 2nd Saturday's.

### Exclusive Products or Services

- Launch a new product or service exclusively on 2nd Saturday's.
- Create limited-edition items that are only available during the event.

### Engaging Displays

- Set up an outdoor display or sidewalk sale to draw in foot traffic.
- Use eye-catching window displays that tie into the 2nd Saturday's theme.

### Family-Friendly Activities

- Offer activities for kids, like face painting or a craft station.
- Provide complimentary refreshments, like lemonade or hot cocoa, depending on the season.

FIND THE CURRENT 2ND SATURDAY'S  
SCHEDULE AND THEMES ONLINE AT  
[MAINSTREETHANOVER.ORG](http://MAINSTREETHANOVER.ORG)

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# KEY CONTACTS FOR YOUR BUSINESS

## HANOVER AREA CHAMBER OF COMMERCE

### CONTACT INFORMATION

(717) 637-6130  
office@hanoverchamber.com  
40 York Street, Suite 2  
Hanover, PA 17331



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The Hanover Area Chamber of Commerce is a membership-based organization that prospers through its partnerships with area schools, businesses and organizations. It is through these types of collaborations that the Chamber is able to provide its members with the tools they need to succeed in the Hanover area.

## BOROUGH OF HANOVER

### CONTACT INFORMATION

(717) 637-3877  
info@hanoverboroughpa.gov  
44 Frederick St  
Hanover, PA 17331



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Hanover Borough staff works diligently to provide the structure that allows for business, personal, and community growth. The Borough Manager oversees the administration of all municipal departments of the Borough of Hanover with the exception of the Police Department.

## EMERGENCY SERVICES

### HANOVER POLICE DEPARTMENT

(717) 637-5575  
EMERGENCY PHONE: 911  
info@hanover-police.org  
44 Frederick St  
Hanover, PA 17331



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## EMERGENCY SERVICES

### HANOVER AREA FIRE & RESCUE COMMISSION

(717) 646-2841  
EMERGENCY PHONE: 911  
5575AClouser@79Fire.com  
228 High Street  
Hanover, PA 17331



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# PERMITS, ZONING, & LICENSING

## BOROUGH OF HANOVER

The Hanover Borough is dedicated to supporting new and existing businesses by providing expert assistance with all your permits, zoning, and licensing needs. Their knowledgeable team is here to guide you through the necessary steps to ensure your business complies with local regulations and operates smoothly. Whether you're just starting out or expanding, the Hanover Borough is your go-to resource for navigating the administrative requirements, helping you focus on what matters most—growing your business.

## ZONING PERMIT APPLICATION

- A Zoning Permit is required any time an owner or applicant wants to open, lend use, and allowable use at the building located on the land.

## COMMERCIAL BUILDING PERMIT APPLICATION

- A Building Permit is required any time an owner or applicant wants to construct, alter or otherwise modify a building and/or any ADA upgrades or issues.

## SIGN PERMIT APPLICATION

- A Sign Permit is required when an owner wants to add, remove or otherwise modify signage at a property/project. If the sign requires electrical service or structural support/attachment, a Building / Zoning Permit will also be required to be submitted.

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**CHRISTOPHER MILLER**  
CHIEF CODE ENFORCEMENT  
OFFICER/ZONING OFFICER

(717) 637-3877 ext. 1004  
cmiller@hanoverboroughpa.gov

**LISA GRAHAM-HERRICK**  
ADMINISTRATIVE ASSISTANT  
TO DCE/DPE

(717) 637-3877 ext. 1015  
lgraham@hanoverboroughpa.gov

FOR A FAQ DOCUMENT THAT MORE FULLY  
DESCRIBES WHEN PERMITS ARE REQUIRED  
(AND NOT REQUIRED) PLEASE REFER TO  
THE BOROUGH'S WEBSITE



# RESOURCES FOR SMALL BUSINESS

Here in Hanover, we have access to a variety of resources that assist small businesses. From starting a business to succession planning, marketing, financing, grants, and anything in between, there are resources for you to manage the ins-and-outs of running a small business.

## SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

The Pennsylvania Small Business Development Centers (SBDC) provide education and no-cost consulting services to entrepreneurs and small business owners. The SBDC is ready to help you grow your business. Consulting is confidential and provided at no-charge by a staff of skilled professionals.



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## U.S. SMALL BUSINESS ADMINISTRATION

Since its founding on July 30, 1953, the U.S. Small Business Administration has delivered millions of loans, loan guarantees, contracts, counseling sessions and other forms of assistance to small businesses. SBA provides assistances primarily through its four programmatic functions: Access to Capital, Entrepreneurial Development, Government Contracting, Advocacy.



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## BLOOM BUSINESS EMPOWERMENT CENTER

The BLOOM Business Empowerment Center offers enhanced technical support, attainable capital, and access to opportunity to instill York with a thriving culture of entrepreneurship.



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## YORK COUNTY ECONOMIC ALLIANCE

The county's primary business resource for facilitating expansion, funding, redevelopment, networking, business-to-business promotion, advocacy and workforce development among many other services.



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# PUBLICITY FOR SMALL BUSINESS

## RIBBON CUTTINGS

Main Street Hanover is proud to partner with the Chamber of Commerce to offer ribbon-cutting ceremonies for new businesses! These events celebrate the grand openings and milestones of our vibrant local businesses, bringing the community together in support. Join us in welcoming new ventures to downtown Hanover and witness the exciting growth of our business landscape.



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## ONLINE EVENTS CALENDAR

Main Street Hanover is thrilled to partner with Discover Hanover and the Chamber of Commerce to bring you an exciting and comprehensive calendar of events happening in Hanover, Pennsylvania! As a local business, we invite you to submit your events to be featured and marketed across multiple media platforms.



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This collaboration ensures your events reach a wider audience, drawing more visitors and creating a vibrant community atmosphere.

## ONLINE BUSINESS DIRECTORY

Promote your business and connect with the community by submitting your business to our website. Our online directory is the perfect place to showcase what you offer and reach new customers. Please review your directory once per year for updates.



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## SOCIAL MEDIA

Whether you're looking to boost visibility, share special offers, or highlight your unique products and services, we're here to support you. Share your specials and events with us online for greater visibility.



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# PARKING

## HANOVER BOROUGH

### PARKING METERS

Patrons are encouraged to reference the informational sticker on each meter. If paid by coin at the parking meter, the minimum session is fifteen minutes for 25¢ and must be paid with a quarter, after which nickels or dimes may be used.



### PASSPORT PARKING APP

If paid using the Passport Parking app, the rate for meters in the quadrants of the Square and on Carlisle from Bank Lane southward toward the Square is \$1.25 for the first hour and 25¢ for each additional 15 minutes. The remainder of the meters, both on streets and in the lots, will be \$1.00 for the first hour and 25¢ for each additional 15 minutes. A 35¢ user fee is charged by the app provider.

### HOW TO USE PASSPORT PARKING

- Download the App.
- Create an Account. Enter your license plate number and preferred payment information.
- Start your Session. Enter the zone number found on the Passport Parking sign or meter decal. Then enter the meter number.
- Pick your Session. Enter the session length and payment method.
- Manage on the Go. Extend your session from the convenience of your phone.
- Track your Use. Send email receipts for your records.



PARKING RATES AT METERS ARE CHARGED DURING THE HOURS OF 8:30 AM TO 8:30 PM.

SUNDAYS AND THE FOLLOWING HOLIDAYS ARE DESIGNATED FOR FREE PARKING: NEW YEARS DAY, MEMORIAL DAY, FOURTH OF JULY, LABOR DAY, VETERANS DAY, THANKSGIVING AND CHRISTMAS DAY.

FOR MORE INFORMATION ABOUT PARKING, THE LOCATION OF BOROUGH LOTS, AND PARKING PASSES, PLEASE VISIT THE BOROUGH OF HANOVER WEBSITE.





# Validating customer parking has never been easier with **Passport Parking**<sup>SM</sup>



## Program Benefits



### Boost Traffic

Easily sign-up and begin using the **Passport Parking** app in just a few minutes.



### Happy Customers

Parking restrictions? No more! Customers can park anywhere the app is available.



### Precise Accounting

How many validations have been redeemed? Quickly manage & export data for simplified accounting.

## Get started today!

1

Sign up for the Validation Program:  
[passportinc.com/validation](https://passportinc.com/validation)

2

Setup your business info, address, settings, and payments info.

3

Use "Manage Validations" to generate codes and begin using the program!

4

Customers simply enter the validation code to an active parking session.