

DANVILLE BUSINESS ALLIANCE



2017 WINTER/SPRING Newsletter

05/31/17

What's Happening!

- From the desk of James Wilson, DBA Executive Director

Due to the change of employees at the DBA, this is a combined winter/spring edition of the usual newsletter. We hope to return to our regular schedule in July. Meanwhile, we encourage you to read the Downtown's and the Danville Business Alliance's accomplishments from October - December 2016, as listed below:

- The DBA presented an update on the success of the downtown upper floor initiative to the Greater Danville Industrial Development Corporation on October 13, 2016. Data indicates these owner-occupied buildings added 5 new businesses, 20 employees, 10 residential tenants, and have experienced a 150 – 300% increase in their fair market value.
- At the request of Representative Masser the DBA arranged a tour of the theater project on October 20, 2017.
- The Canal Park feasibility study began with a kickoff meeting on October 20, 2017, facilitated by Mr. Steven Beattie of the Larson Design Group. The meeting was attended by Danville Borough Council members and staff, and members of the DBA Design Committee. This was followed by focus group meetings of community leaders on November 29, 2016. The projected timeline is to have preliminary concept plans to present to the DBA and Danville Borough in January 2017, and final plans in Spring 2017.
- In collaboration between the DBA and the Bloomsburg University Department of Mass Communications, students developed an integrated communications, events, social media and fundraising plan for the pending theater project.
- In its efforts to diversify downtown Danville's business offerings, the DBA has begun to work with the Bucknell Small Business Development Center and a group of private individuals to explore the development of a co-work space in a downtown building. A concept usually found in more urban areas, such a space would provide flexible offices for business owners and entrepreneurs who have no need for a fixed, 5-day or 6-day a week office location.
- To further the DBA's financial sustainability, we took input from our members and simplified our membership dues structure, providing more benefits to more members.
- Downtown Danville enjoyed another successful holiday season, highlighted by: free carriage rides in the historic and business districts, the relocation of Santa's Cottage next to Beiter's, enhanced Christmas lighting, holiday music, Santa's parade on Mill Street, live reindeer in Canal Park, the first annual Holiday Art Walk, and free parking in the downtown. Much of this would not have been possible without either the permission or cooperation of Danville Borough, for which we are most grateful. Plans are already in place for 2017!
- The Danville Arts Council, a part of the DBA, held two exhibits in the last quarter of 2016: "The Power of Water" in October and November, which attracted a large number of guest, non-member artists, followed by a members only holiday exhibit in November and December. Plans are already being made for a new exhibit in early 2017: "Body Art: Art of the Body & On the Body."



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What's Happening!

The following list of noteworthy Danville Business Alliance accomplishments were submitted for the period of January - March 2017.

- The DBA received national accreditation from the National Main Street Center for the 8th year in a row.
- The DBA held the first annual Winter Wine in the Pines at Frosty Valley Country Club. Approximately 175 people attended, and it was a successful fundraiser for the DBA.
- The Canal Park feasibility study is almost complete. Representatives of Danville Borough and the DBA met with Steven Beattie of Larson Design Group to refine the preliminary concept plans developed to date. As a result, a single, unified concept plan was reached.
- The DBA held another successful annual meeting at the Pine Barn Inn on March 22, 2017, at which members had the opportunity to network and reconnect. Five Directors were elected to new terms: Mr. Tim Karr, Villager Realty, Inc.; Mr. Tom Forrestal, Merck Cherokee Pharmaceuticals; Ms. Amanda Marko, Connected Strategy Group; Mr. John Rodman, Attorney at Law; and Mr. Ted Strosser, Strosser Architecture and Conservation, Inc. Steven Beattie of Larson Design Group was the guest speaker, and he presented the proposed final concept plan for the Canal Park feasibility study. The Danville Arts Council was recognized for its accomplishments since its inception in 2013. Mr. James Wilson, DBA executive director, presented the annual report of DBA and downtown accomplishments, and Ms. Judy Spiegel, DBA Treasurer, presented the annual financial report.
- Beginning in January the Danville Arts Council organized a month-long, well attended art show – Body Art: the Art of the Body. That was followed by a collaboration with the Danville Area School District to present the best of student art in the Scholastic Art Exhibit, at the Boil Line Coffee Company in April.
- DBA continues to work with our state legislative delegation and federal and state agencies to explore funding incentives for a future downtown community arts center. In connection with that initiative the DBA hosted a tour for representatives of Governor Wolf and the Department of Community and Economic Development.
- DBA submitted a Keystone Communities Main Street Program Designation application to the Department of Community and Economic Development.
- DBA facilitated a meeting with the Central Susquehanna Valley Co-Working Jelly, a consortium of area freelancers, entrepreneurs, and artists. The purpose of the meeting was to explore the possibility of a permanent co-working space in downtown Danville, and to offer feedback, suggestions and opinions of what an ideal co-working space should be.
- Sponsored by the DBA, the Bucknell Small Business Development Center held two workshops at the Service 1st Federal Credit Union Corporate Center for aspiring and existing businesses: the First Step Pre-Business Workshop on March 8 and Basic Quickbooks on March 16, 2017. More SBDC workshops are in development.
- The Summer in the Park Concert Series schedule is set. Organized on behalf of the Danville Arts Council by Zing Productions, nine concerts will be performed, eight in Memorial Park and one at Hess Recreation Area, between June 6 and August 15. More information about the concerts is available at www.danvilleartscouncil.org and www.zingproductionspa.org.
- Planning and execution of several near-term and long-term events continues: Spring Fling on May 6 and the Fall Arts & Crafts Fair on September 9, with the latter adding a juried arts and fine crafts division for the first time; Wine in the Pines on June 17; and the first annual Columbia Montour Restaurant Week, March 16-24, 2018.

DBA COMMITTEE NEWS

Promotions Committee

As the sultry days of summer approach (we hope!) and with the holiday season in the rearview mirror, the Promotions Committee turns its attention to the upcoming events. After having recently hosted the inaugural winter "Wine in the Pines" (see page 4) and a successful Spring Fling, our attention turns now to the summer festivals.

The third annual "Wine in the Pines" event is scheduled for June 17, 2017 and all details will be handled by a sub-committee chaired by Brian Wiktor and Kim Murren. The festival month was changed to avoid the heat and also will not conflict with other regional and previously planned events.

Design Committee

At this time, the Design Committee has many 'irons in the fire'. First, they are responsible for the final Larson concept plan for Canal Park. The estimated cost for the design and construction is \$525,000, which we hope to partially offset through the use of grants this summer.

The Design Committee has set up 3 sub-committees to address downtown issues. These include a) a bikerack committee charged with design and location; b) a façade committee aimed at surveying and recommending storefronts for grants available soon; and c) a group focused on type and procurement of planters to beautify downtown Danville.

The Danville Arts Council is also busy with planning details for the Summer Concert Series and other future exhibits. Please visit www.danvilleartscouncil.org, for more information.

Finally, a fundraiser organized and sponsored by StudioB Yoga Center will take place on Sunday, June 4, 2:00 pm, at the Montour Preserve (Goose Cove Field). This is a yoga mala event that brings together many who wish to support the community. All proceeds will benefit the downtown of Danville. Details about this event are located at www.StudioBYogaCenter.com.

ERC (Economic Restructuring Committee)

The Economic Restructuring Committee is focusing on ways to attract entrepreneurs, tech workers, and creatives to downtown Danville. We met with a group called Central Susquehanna Valley Co-Working Jelly which is a collection of people who work remotely for companies located elsewhere or who have their own home-based businesses. Although they mostly work solo from home offices, the members sometimes gather to discuss their individual work and also to find ways to work together. The Danville Business Alliance would like encourage this community of highly skilled workers to congregate in downtown Danville for the betterment of our Mill Street businesses.

We listened to the reasons they enjoy working in downtown Danville: the convenience of the pharmacies and shops, the walkability, the ease of parking, the availability of great coffee, and the overall atmosphere of Danville. They were very positive and upbeat about Danville.

We also shared with them the many reasons why Danville is an attractive place to start and grow a business. One key reason is that Danville's business district is a designated Keystone Innovation Zone (KIZ), which means businesses in targeted industries that are less than eight years old and are located in our downtown are eligible to apply for tax and financial incentives. This is attractive to start-ups that are growing fast and need capital to continue expanding and creating jobs.

Danville has the potential to be a hub of even more entrepreneurial activity. We will continue to foster this important relationship and others like it.



Pictured above is the final rendition of the Canal Park concept plan, and at right, the StudioB logo.

WINE IN THE PINES– Winter Edition



This successful, inaugural event was held February 4th at Frosty Valley Country Club. Approximately 175 people attended. The winefest was scheduled to coincide with Valentine's Day and provided opportunities for guests to sample wines, beer and food.



ANNUAL MEETING

2017 DBA Board of Directors:

Robert Dressler, President

Ted Strosser, Vice President *

Amanda Marko, Secretary *

Judith Spiegel, Treasurer

Chris Benjamin

Thomas Forrestal *

Tim Karr *

Francis Moyer

Jay Reed

John Rodman *

Megan Scherer

Jamie Shrawder

Brian Wiktor

**denotes directors elected to new terms on March 22, 2017*

UPCOMING EVENTS

Memorial Park Summer Concert Series– Tuesday Nights, June– August

www.danvilleartscouncil.org

3rd annual 'Wine in the Pines' Festival– Saturday, June 17, 2017

Old Forge Brewing Company 5K Beer Run– Saturday, June 24, 2017

Danville Heritage Festival- Friday-Sunday, July 14-16, 2017

Montour 24 Endurance Runs– Saturday, July 22, 2017

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