



center Piece

PENNSYLVANIA DOWNTOWN CENTER'S QUARTERLY NEWSLETTER / SPRING 2017



YES, YOU BELONG.

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Stand for | P2*

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*A community with
character, and two unique
demographic components.*

YES, YOU BELONG HERE.

Remembering What You Stand For.

by Bill Fontana

As we draw to a close on the 2016-2017 PDC program year, let's take a quick look back at the theme we have been exploring for the past twelve months. As you will recall, this was a year dedicated to taking a deeper look into many of the organizational development issues confronting the revitalization community. In this article, over the last year, we have talked about the importance of understanding the sub-topics of organizational development and the importance of investing in the development of both the knowledge base and skill level of the local board, committees and volunteers as well as the staff of the organization. We have discussed the importance of local board members taking positive steps to insure that inclusion and diversity become a more critical part of the governance considerations within their organization. Here at PDC we have been actively engaged in providing assistance with preparing or exploring organizational development plans in places like Kennett Square, Easton, and Tamaqua.

There is however, one aspect of organizational development that we have not touched on – the development and/or enhancement of a passion for the mission of the organization. There is a great article in the March 2014 edition of the Business Journal component of the Gallup organization's publication by Chris Groscurth entitled "Why Your Company Must be Mission-Driven." While the article in some respects focuses on the private sector, there are important lessons for those of us in the non-profit world. As one might expect from a Gallup-related article there are numerous survey findings in the article. Among these findings are:

- **25% OF MILLENNIALS WILL LOOK FOR A NEW JOB IN THE NEXT TWELVE MONTHS IF ECONOMIC CONDITIONS IMPROVE.**
- **ONLY 41% OF EMPLOYEES REALLY UNDERSTAND WHAT THEIR COMPANY STANDS FOR.**

The article poses an important question for board members, committee members, volunteers and staff alike. That question is... "Do I belong here?"

For many of us in leadership roles within our organizations, I think the real issue is whether or not we are doing enough to help volunteers and staff understand that they are doing incredibly important work and giving something back to society and thus helping them to answer that question. I remember the tears shed by Mary Means in her keynote speech at PDC's 20th anniversary dinner, when she talked about the devastation of so many Gulf Coast towns after Hurricane Katrina. I felt inspired by the emotion shown by Don Rypkema at our 2010 conference in Lancaster when he talked about the struggles facing our small business owners. These were not objective, data-driven statements. These were testimonials and pleadings for all of us engaged in this work to understand that what we do helps to sustain and support individuals for years, businesses for decades, the architecture of our buildings for a century, and the historic character of our communities, hopefully, forever.

We will all have a unique opportunity to see that passion on display in Pittsburgh in just a few weeks. Because we in Pennsylvania have a fairly large statewide conference annually, we tend not to have a terribly large presence at most National Main Street Center conferences. But if you have never been to a NMSC conference, and have not already registered, I encourage you and other members of your organization to take advantage of this opportunity. The conference will provide you with a chance to witness a wonderful display of passion for the mission of community revitalization. It will provide you with the ability to meet other managers and board members, not just from Pennsylvania, but from across the country who struggle with the same issues you do every day, who persevere and who succeed in carrying out their mission. And hopefully that interaction will ignite, or reignite, that fire within that may be dampened by the daily challenges of the job. We look forward to all of you being able to say "YES, I belong here." All of us at PDC look forward to seeing you in the 'Burgh and celebrating the work that we all do.

THE NEWEST FACES

on Main Street & Elm Street



United Neighborhood Centers of NE PA **CHRISSEY MANUEL, ELM STREET MANAGER**

Scranton is Chrissy's hometown where in January she became the Revitalization Manager of the Elm Street program for the United Neighborhood Centers of NE PA. Chrissy has been an event organizer for Arts on the Square and ScrantonMade Holiday Market. Prior to joining the UNCNEPA Chrissy was the Marketing Supervisor at Flowserve in Moosic. She has a BA from University of Maryland University College in English Literature and an AAS from Fashion Institute of Technology in Advertising & Communications. Something that often surprises

people is that Chrissy has a military background—she was a Contract Negotiator in the Air Force and spent four years stationed in Japan and a summer in Iraq. She loves meeting the neighbors and business owners in South Side and seeing all the great things they are working on in the community. Chrissy enjoys painting, photography and spending time with her niece and nephews.



Spanish American Civic Association **JACK HOWELL, ELM STREET MANAGER**

Jack earned his Urban Planning Degree from Michigan State University in 1975. While in Michigan he worked as a consultant where he discovered the Main Street Program and worked with colleagues around the state to create the Michigan Downtown Association, which still exists today. Jack ran the Main Street Program in Bay City, Michigan, which was among the first in the state. There he helped with legislation to create special improvement districts for downtown, and applied that tool in downtown Bay

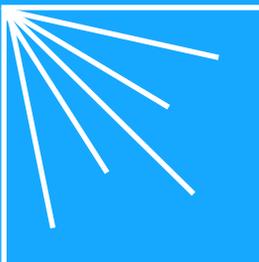
City. The tool is still used to employ handicapped people to remove litter and keep things clean. While in Bay City, he was recruited to run the Cereal City Development Corporation in Battle Creek. Following that, Jack ran the Lancaster Alliance for eleven or so years. After returning to consulting, he maintained his board seat on SACA (Spanish American Civic Association). Jack recently wrote the SACA Elm Street proposal because the regular grant writer was sick; and, they succeeded.



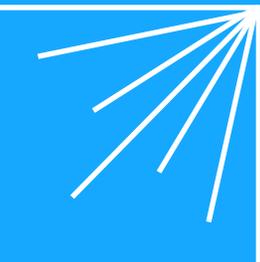
Lewisburg Downtown Partnership **TERE RILL, EXECUTIVE DIRECTOR**

Before becoming the Executive Director of Lewisburg Downtown Partnership, Tere published and owned an educational magazine geared to women. Tere's background is varied beginning with nursing, ten years in real estate with several awards, financial planning, marketing and PR. Schooling includes PSU, Carl Sandburg University, College of William & Mary and George Mason University graduate classes. She has worked for several non-profits and believes that volunteers are the heart of any organization.

She is an international Athena winner and founded 100 Women Who Care in Centre and Huntingdon counties. She has been the President of the PSU Cheer and Dance Booster Club for the past 15 years. Tere loves Lewisburg and is excited to be helping the enthusiasm of the community expand. She is married to James K. Rill, a Lutheran Pastor.



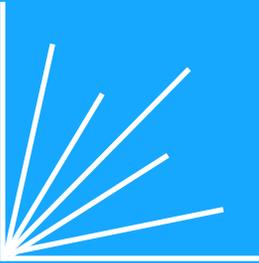
2017 EVENTS *Calendar*



For more information or to register for an event or training, please [visit our online events calendar](#).

| EVENT | DATE | TIME | LOCATION |
|---|---|------------------------|-------------------------------|
| Revitalization Network Meeting | Wednesday, April 12 | 1:00 p.m. – 4:00 p.m. | Mansfield, PA |
| National Main Street Conference | Sunday, April 30 - Wednesday, May 3 | All Day Events | Pittsburgh, PA |
| New Manager Training | Monday, June 5 - Tuesday, June 6 | 8:30 a.m. – 4:00 p.m. | Harrisburg, PA PDC Offices |
| Community Revitalization Academy: Safe, Clean, & Green | Wednesday, June 7 - Thursday, June 8 | 8:30 a.m. – 4:00 p.m. | Harrisburg, PA PDC Offices |
| Townie Awards Gala and 30 th Anniversary Dinner | Tuesday, June 13 | 5:00 p.m. – 11:00 p.m. | Hilton Harrisburg, PA |
| Statewide Mangers Meeting | Wednesday, June 14 | 9:00 a.m. – 12:00 p.m. | Harrisburg, PA |
| Leadership Forum | Wednesday, June 14 | 9:00 a.m. – 12:00 p.m. | Harrisburg, PA |
| New Manager Training | Monday, July 24 - Tuesday, July 25 | 8:30 a.m. – 4:00 p.m. | Harrisburg, PA PDC Offices |
| Community Revitalization Academy: Organization | Wednesday, July 26 - Thursday, July 27 | 8:30 a.m. – 4:00 p.m. | Harrisburg, PA PDC Offices |
| Managers Meeting – East | Wednesday, September 13 | 9:00 a.m. – 4:00 p.m. | TBD |
| Leadership Forum | Wednesday, September 13 | 9:00 a.m. – 12:00 p.m. | TBD |
| Managers Meeting – West | Tuesday, September 19 | 9:00 a.m. – 4:00 p.m. | TBD |
| Leadership Forum | Tuesday, September 19 | 9:00 a.m. – 12:00 p.m. | TBD |

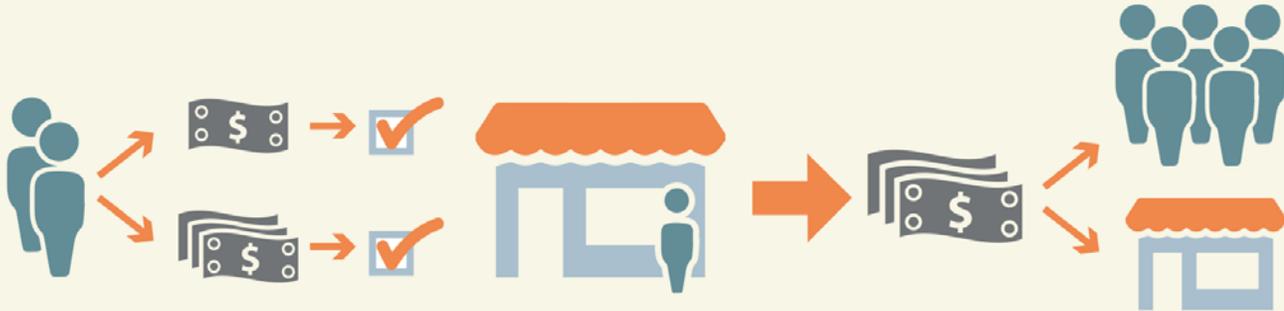
*Registration is **OPEN** for PDC's
30th Anniversary Gala Celebration!*
CLICK HERE TO REGISTER ONLINE




COMMUNITY-OWNED REAL ESTATE?

How to Build a Real Estate Co-op

Community money supports local businesses—and helps investors, too.



Members invest capital, starting at \$1,000 shares, earning one vote per member; more money can be invested, but no extra votes can be gained.

The elected board decides which properties to purchase and accepts tenants.

The tenant opens for business and pays rent, putting money back into the co-op. The money earned is then reinvested in more property and, when possible, is used to pay dividends back to members.

by Julie Fitzpatrick

What if we each

What if we each banded together with our neighbors and bought up empty buildings? Real estate cooperatives are just that. The cooperative movement seems to be thriving all around the Midwest – particularly around Minnesota, who has a long-standing tradition of ag-related producer-owned cooperatives. The Northeast Investment Cooperative (NEIC) in Minneapolis is the

country's first community-owned real estate cooperative.

Too often our downtowns and neighborhoods are owned by absentee landlords and non-local investors. We work and/or volunteer countless hours to improve the condition of our communities, only to be as good as the worst property. Too often our good work is overshadowed by the derelict property as the missing tooth of our community's collective smile, or the opposite may occur where disconnected developers gentrify our neighborhoods and price out the local businesses and residents.

Started with 39 original members investing \$1,000 each in 2011, the NEIC has grown to around 200 community members. The NEIC purchased its first two buildings that were once neglected, underutilized and vacant, and rehabilitated them to house three new businesses in the neighborhood. Their hope was to enhance the community, not push people out; by doing just that, they were able to create their own "local market control". These three businesses, a bike shop, brewery and bakery created 25 new jobs!

The idea of cooperatively-owned real estate, like condos or a home-owners association certainly isn't a new idea, but this model, with the intention of truly community-supported cooperative real estate rooted in the purpose of social enterprise is a model that we need to replicate, and we can replicate in our downtowns and neighborhoods. This model could work in both our rural and urban neighborhoods and business districts throughout Pennsylvania.

MOUNT LEBANON

A Community with Character



The Main Street Program

in Mt. Lebanon is managed by Eric Milliron. He has been the Economic Development Officer for the Municipality of Mt. Lebanon for the past eight years. Eric has a Bachelor's degree in Urban Planning with a concentration in Historic

Preservation from the University of Pittsburgh, and has been involved in business and community development since 2000. He started at the South Side Local Development Company which hosted the E. Carson Urban Main Street Program. He also worked for Allegheny County Economic Development office where he developed the Allegheny Together program and was employed as the Business Development Director in Pittsburgh's North Side.

Like many of our Main Street Managers across the State, Eric wears two hats. He is also employed by the Municipality of Mount Lebanon as the Economic Development and Commercial Districts Manager. They have a very close relationship. The Partnership Board has two appointed commissioners out of five commissioners. The two entities work in tandem to deliver events, business attraction and retention services and design contributions for the Washington Road Main Street. They are currently embarking on a major streetscape project and the partnership design committee is a major component of that effort.

by Stefan Klosowski

One of Eric's favorite projects will come to fruition this Spring. Mt. Lebanon will be installing a three-tiered drinking fountain that will accommodate all of their downtown guests. It is a three bowled drinking fountain that is ADA compliant. There is a fountain at the regular height, one at wheelchair height and another for four-legged friends. While it is a small installation, it will speak volumes about their priorities. The Uptown program strives to be an inclusive place for business, residents and visitors.

The main design challenge in Mt. Lebanon is the topography. Their Main Street, Washington Road, lies on a ridge. As a result, it is difficult to find a flat piece of property to conduct special events. This has also led to a major disconnect psycho-graphically and topographically in relation to the new light rail station. It has also led to the neglect of the alley that adjoins the station. One of his goals is to improve the walkability of the district and the connectivity with urban transportation modes.

The community is embarking on a major push to improve how people get to and from the Main Street to the light rail station. This will be a combination of capital improvements and public art. The hotel has been built and is having a major impact on the Main Street businesses. This is especially true for restaurants and taverns. One of their goals is to make their Main Street, Washington Road, a destination location for the South Hills of Pittsburgh.



*Opposite Page: Mt. Lebanon ULTRA Party; Above Left: Art Market; Above Right: Block Party Enthusiasm!
Center Page: Eric is an avid backpacker and outdoorsman, and shares that passion with his family whenever he's not working*

The community with character is unique in that the adjoining neighborhoods and commercial district exhibit two different demographic components. One is that there is a strong stable blue collar neighborhood flanked with a more exclusive and wealthier neighborhood and commercial district. The neighborhood has rows of beautiful homes with aesthetic pleasing landscaping. There is quite an array of specialty stores, dining opportunities, cafes and wellness focused services. The boutique style district is somewhat transitional in character and on the verge of further change with its emphasis on multi-modal transportation offerings, walkability and connectivity.

Some of the highlights of the Mt. Lebanon Main Street Program include:

- The community's primary urban park was recognized by the Pennsylvania Planning Association as a Great Public Space in 2015.
- Development and execution of a successful Plein Air series which morphed into the Mt. Lebanon Artist's Market.
- The Uptown Strategic Plan acts as the guide for their Main Street program and includes significant capital improvements that will enhance the connectivity of the light rail station, introduce the urban parklets and improve the overall Uptown experience. This will include improved sidewalks, lighting and place-making elements.
- The larger Main Street area has been recently recognized as a National Historic District.

- One of their most successful fundraiser events is the Block Party which has raised money for their Accessible Lebo program and the Mt. Lebanon Artist's Market. They have raised tens of thousands of dollars for the Mt. Lebanon Partnership, but more importantly to improve accessibility issues and public art along their Main Street.



In terms of some of his anticipated projects, there is the Uptown Streetscape project to explore storm water capturing methods. They are also looking how to introduce additional urban park space, and there has also been an emphasis on improving signage along their Main Street.

Eric is an avid backpacker and outdoorsman. When he is not working you could look for him hiking somewhere deep in the forest. He is a former resident of the Pacific Northwest and his family retreats there every year for their annual outdoor adventure. He enjoys cooking, traveling and storytelling and lives in Mt. Lebanon with his wife Shelley and eight year old daughter Sylvie.



ERIC MILLIRON

Main Street Manager/Economic Development Officer

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DRIVING, DOWNTOWNS, AND DESTINATIONS

with Dave

Punxsutawney Phil did his thing about two weeks ago as I'm writing this. He said there'd be six more weeks of winter; thus far, the Prognosticator of Prognosticators has been sort of right. We have three day stretches that are cold and blustery followed by several days of very spring-like weather before going back to cold. Our relationship status with winter this year in southcentral Pennsylvania and much of the rest of the Commonwealth has been an "It's Complicated" situation. The silver lining to the milder weather has been the opportunity to travel far more at the start of 2017 than was expected. Let me share with you just a few anecdotes related to my travels over the past few months:

I WAS FORTUNATE TO GET IN ONE MORE

trip to the Pittsburgh-area at the end of 2016 and while there I had a great outreach visit to Carnegie. Situated just a handful of miles southwest of "dahntahn" the community is of course named after one of America's most impactful philanthropist, Andrew Carnegie, and is home to a gorgeous example of a library that bears his name (fun fact: eleven of the first fourteen Carnegie Libraries opened in the United States, including the first commissioned, are in Allegheny County). As Carnegie prepares for its next phase of community revitalization it has been participating in the Allegheny Together program. The Allegheny Together program is a great example of county and local government collaboration aimed at the improvement of central business districts and encouraging small business growth and development not only for a community's economic, but also for the betterment of the county and regional

quality of life and economy. Collaboration like this offers so much potential for not only enhancing community vitality, but also to enhance the collective understanding of what revitalization is and what it takes across multiple layers of government. When we work to build capacity together the institutional knowledge created has such great potential to inform our combined efforts; moreover, collaboration of this type demonstrates the commitment of a community to invest in itself and that will always make a profound statement.

THE FIRST DCED DESIGNATED PROGRAM

assessment of 2017 was in Reading. As many of you know I grew up in and currently live in Berks County, so Reading is a place that means a great deal to me and my family. For my parents (who are now in their mid-50s) Reading was the place where they were taken to shop or and go to the doctor as kids. In my



LEFT Community driven public art in Bedford

MIDDLE Reading Railroad mural in downtown Reading

RIGHT The Carnegie Library in Carnegie

lifetime, the dynamics shifted and most of our family's shopping, dining out, and other activities took place in the suburban area of the County. As I spent the assessment day with the Reading Downtown Improvement District (RDIDA), the strong passion of its staff, Board, and volunteers was evident. They see the dynamics of Reading poised to change for the better. Downtown Reading, through the work of the RDIDA, is becoming a destination for events (such as the Fire and Ice Festival and the summer concert series) as well as offering a great variety of entertainment, cultural, and educational experience. Having an organization like the RDIDA with its experienced leadership, passionate Board, and strong relationships to critical stakeholders will be crucial for Reading to propel itself forward as more investments and opportunities come along.

I SPENT A BEAUTIFUL MID-JANUARY DAY IN

Bedford for an assessment. There is such a great sense of pride and history in the community and I was excited to learn about where things are going next. Bedford's waterfront area along the Raystown Branch of the Juniata River is primed for an exciting period of investment and utilization. Time and time again during my visit I heard people talk about improving the "front door" of the community and many great ideas on how to do it. Additionally, I saw some unique examples of public art that brought together community residents and local expertise. Anytime public art includes the intangible of community pride you can see the difference in how people talk about it and the emotions elicited. I encourage everyone to keep an eye for the completion of a regional comprehensive plan being done for Bedford County and five of the other nearby counties. Downtown Bedford and a variety of projects that will impact community revitalization in Bedford are all in the mix to be considered priorities for the regional comprehensive plan (the first of its kind in the Commonwealth I was told). Having core community revitalization as a focal point in this kind of planning process is exactly the kind of thing that better binds together all

aspects of development, but also puts our Main Street and Elm Street programs in a top-of-mind position when prioritization of projects at the local, county, and regional level is being considered.

THE WINNER FOR THIS EDITION'S GOOD

meals out are the fish tacos I had in January while visiting Easton and the honorable mention for good meals out goes to a crab cake sandwich I had while visiting Ardmore. As I've shared with many of you, all too often in the hustle and bustle of doing, a Board and staff don't have time to appreciate their roles as leaders in the community and the opportunities that come along with both leadership and achievement. One of the most rewarding aspects of my job is working on capacity building and also challenging all of the designated programs to find ways they can grow stronger for the future. While working with the respective Boards and staff of the Greater Easton Development Partnership and the Ardmore Initiative recently I've been able to ask each organization one of my favorite questions: What is within your reach now that was not before? This is an exciting question to ponder and something we all should do. In both Ardmore and Easton, there are tremendous assets and achievements to be built upon. What better way to measure the progress of community revitalization efforts than to imagine what the next thing will be that inspires and brings the community's stakeholders together to move forward.

AS ALWAYS, BE SURE TO FOLLOW PENNSYLVANIA DOWNTOWN CENTER ON TWITTER (@PA_DOWNTOWN) AND ON FACEBOOK. AS WE ARE ALL OUT AND ABOUT WE WILL DO OUR BEST TO SHARE PHOTOS AND STORIES ABOUT WHAT WE'RE SEEING AND LEARNING FROM THE COMMUNITIES WE VISIT. HOPE TO SEE YOU ALL SOON AT THE MAIN STREET NOW CONFERENCE IN PITTSBURGH!



*Pennsylvania
Downtown Center's*

JUNE
13
2017

*30th
Anniversary Gala*

HILTON HARRISBURG

REGISTER ONLINE TODAY

CELEBRATE WITH US.



Registration is **OPEN** *for PDC's*
30th Anniversary Gala Celebration!

CLICK HERE TO REGISTER ONLINE

IN JUNE OF 2017, the Pennsylvania Downtown Center (PDC) will mark its 30th anniversary. On the evening of June 13th, 2017, PDC will gather revitalization professionals and volunteers representing local organizations from around the Commonwealth to help us celebrate thirty years of assisting communities in their local revitalization efforts. This event will recognize those communities, those individuals and those businesses that have been instrumental in making these revitalization efforts such a success. The evening will reflect on our past successes as a revitalization community and will look forward to the challenges and opportunities of the next thirty years.

We at PDC look forward to observing this milestone in the history of our organization and the Main Street/Elm Street revitalization movements along with you. We want to take this opportunity to say thanks to all of the

hardworking individuals, both professional staff and volunteers, and the businesses that have supported, and will continue to support those efforts.

We hope that you will join us on June 13th for an unforgettable evening.

Sincerely,

Larry Newman

Larry Newman, PDC Board Chair

Bill Fontana

Bill Fontana, Executive Director

JUNE 13TH
EVENING EVENTS

5:30 - 6:00 PM
Reception - Cash Bar

6:00 PM
30th Anniversary Gala
Welcome

Larry Newman,
PDC Board Chair

Dinner

Keynote

2017 Elm Street /
Main Street

Accreditation Awards

2017 PDC Townie Awards

Best Performing
Programs 2017

Best Overall Performing
Programs – 30 Years

Special Recognition Awards

30 Years of Revitalization

9:00 PM
Music & Dancing