



DOWNTOWN -STATE COLLEGE- TOWN

2017 Annual Report: A Downtown for Everyone

Together, our community illuminated a February evening on Allen Street with over 5,600 ice luminaries and secured a Guinness World Record!

Photo Credit: Phoebe Sheehan, Centre Daily Times

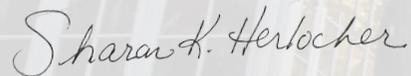
To take the time and reflect on 2017 is to take a moment and revel in the memories and accomplishments. Through teamwork, our community broke a Guinness World Record, honored Dr. Martin Luther King, Jr. with a stunning plaza, and welcomed several new business and neighbors to town!

In September, our board was able to see up close how people worked together to do things on behalf of the community. Something as simple as lending a hand to hang the American flag across Allen Street demonstrated more than Military Appreciation; it showed our willingness to honor each other and our community.

This spirit is why we are excited for the things to come in 2018 and beyond! The Downtown State College Improvement District (DSCID) is uniquely positioned to promote our community 365 days a year. Each day, our team is in the community, ensuring that Downtown State College is a vibrant place to live, work, and play.

We invite you to get involved in our dynamic community. Interact with us on Facebook, be in the know by signing up for e-mails, or contact the office to learn about hands-on opportunities. Your unique skill set, passion, and perspective will make a difference!

See you downtown,



Sharon Herlocher
Chairman of the Board

Envisioning the Future



About the Board

Representing property owners of various sizes, commercial and retail tenants, the Pennsylvania State University, and the Borough of State College, our nine volunteer board members meet monthly, serve on committees, and lend their expertise to ensure that the DSCID is achieving its mission on behalf of our hundreds of members and the greater community.

The board would like to thank George Arnold, Irene Miller and Valerie Reed for their service and commitment to the downtown community.

Finally, we would like to welcome Amy Frank, Brian Cohen, and Charima Young who joined the board in 2017 and 2018 additions Executive Director Rob Schmidt, Marketing and Communications Director Lee Anne Jeffries, and Retail Advisory Chair Brenna Robb.

2017 Board of Directors

Sharon Herlocher, Chairman of the Board
Jonathan Friedman, Vice-Chairman
Chris McKee, Treasurer
Pat Daugherty, Secretary
Brian Cohen
Cathy Dauler
Amy Frank
Al Pringle
Charima Young

Ex-officio Members

Dave Richards, Retail Advisory
Committee Chair
Dolores Taricani, Past Chairman

*Kay Emigh of Growing Tree Toys assists
pumpkin decorators at Fall Fest 2017*

Growth

As the State College skyline soars, we welcome new neighbors to our downtown community! From condos at the Fraser Centre to the student leasing offices throughout the area, we are welcoming people every day who have selected downtown as the location for fun and accessible housing.

“I live and work downtown, and I love being able to walk to my job every day. I like the fresh air and I like passing by my neighbors as they take their kids to school, walk their dogs, and carry their backpacks to class. We’re all dressed differently and we all have different routines, but we smile and nod and get to be a small part of each other’s lives, and I think those moments are really nice. No one is out of place in downtown State College.”

-Rae Harlow

Keeping Town Clean

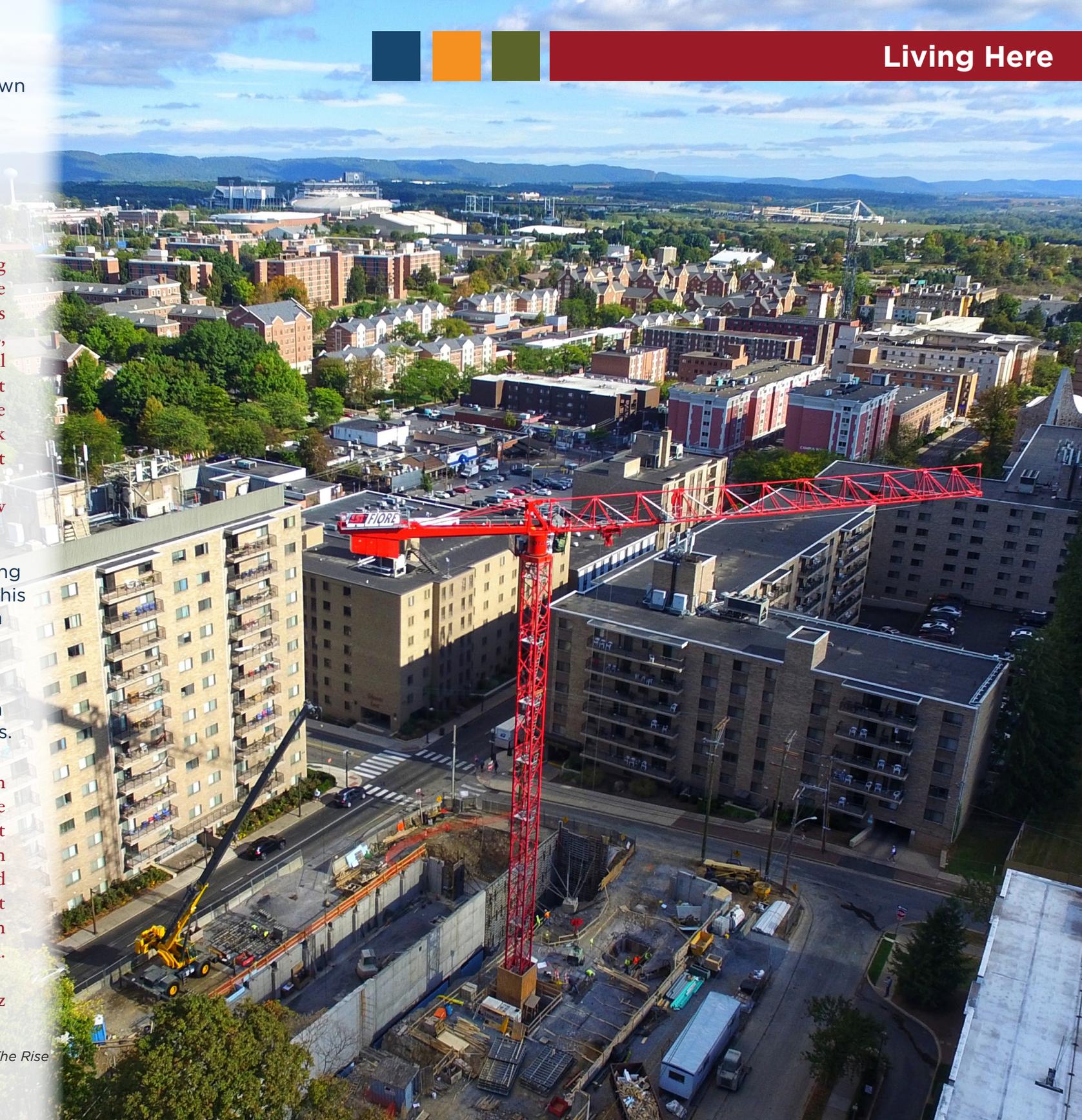
Each morning the sun rises on a sparkling downtown, thanks to the Clean Team! This three-member crew works seven days a week collecting refuse, power washing sidewalks, and removing graffiti so that downtown is ready to greet the public. These hard-working guys also help with special projects and holiday decorations.

“I always wondered how they keep Downtown State College so clean. One morning, I drove in at 6 a.m. and as I waited for the traffic light to turn green, I watched the Clean Team crew hard at work. These folks work behind the scenes every day and don’t always get the credit they deserve for their dedication and diligence to keeping State College clean. Thank you Clean Team!”

- Vilma Shu Danz

*The tower crane is in place to begin construction on The Rise
Photo Credit: Justin Melanson, Edison Design*

Living Here





Working Together

Our community recognized Dr. Martin Luther King, Jr., his visit to the area, his accomplishments, and his impact past and present with a newly redesigned plaza located on the 100 block of Fraser Street. This area enriches our community and also provides a beautiful new community space.

Ribbon Cutting at the Martin Luther King Jr. Plaza Photo Credit: CBICC, Lesley Kistner

Partnership Spotlight:

Penn State students were welcomed to the community with a LION (Living In One Neighborhood) Bash in downtown. The Bash provided a venue for students to build personal connections to local retailers in their community. This successful event was fueled by teamwork from Penn State, the State College Borough, and the DSCID!



Welcome!

In 2017, downtown welcomed KCF Technologies, Hyatt Place, Federal Tap House, Amazon, Peace Love & Little Donuts, Momotaro, Kondu, Little Food Court, Yallah Burrito Co., Escape Room, Inc., The Rise Leasing Office, and What-a-Blast Laser Tag. New looks were also debuted at Designer's Denn, Harper's, and CVS.

"I love the serendipity of downtown State College. Great restaurants, interesting galleries, and lots of fun events - you never know what you'll find!"

– Amy Frank, The Makery

Customer Care

Accepted at over 100 businesses, Downtown State College gift cards make gifting a breeze! Businesses wishing to expand revenue sources may simply contact our office to participate!

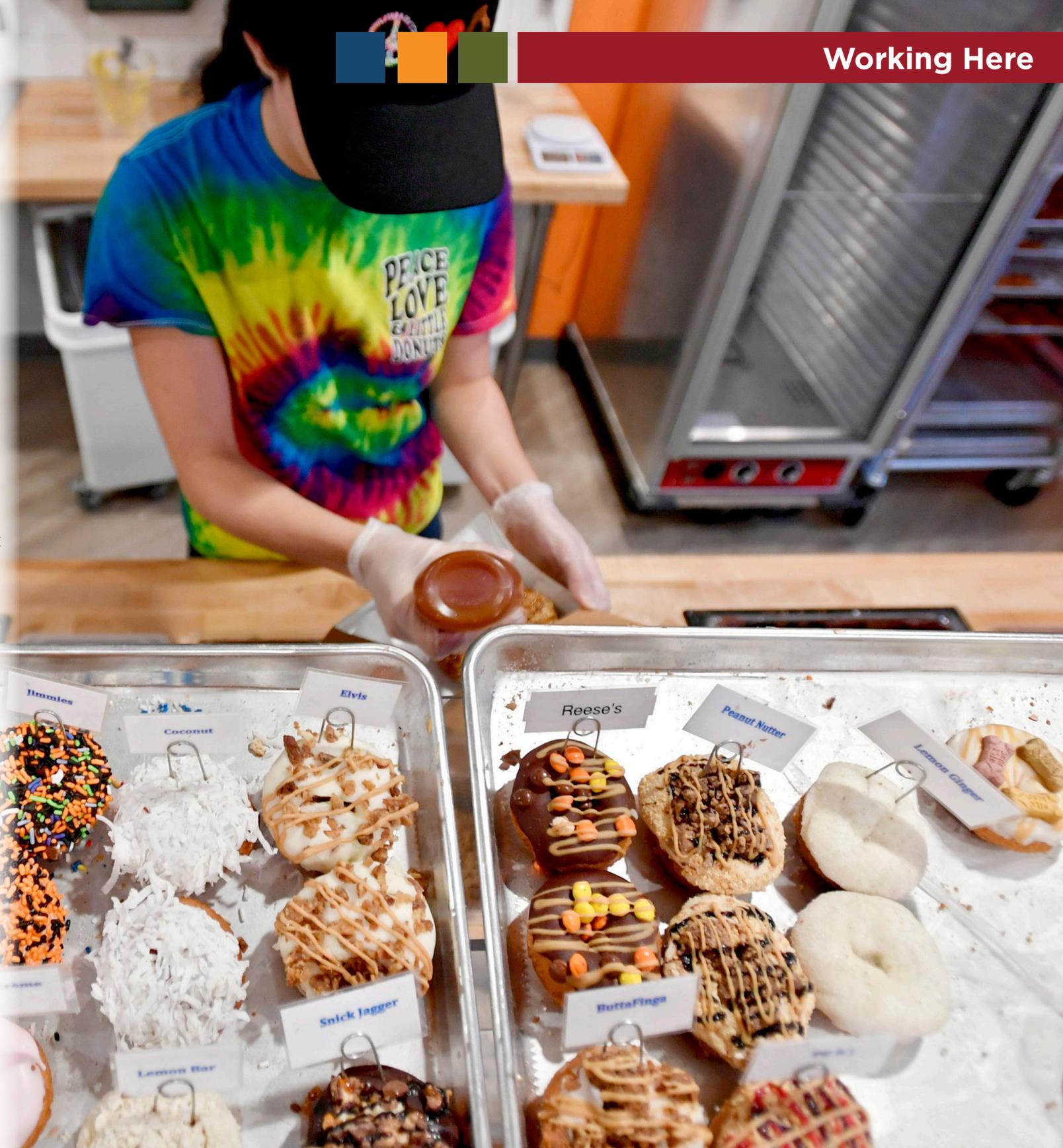
We make it easy to show customers some love with validated parking! Businesses participating in the Merchant Validated Parking program print validations directly from their online account. Customers scan validations at the Beaver, Fraser and Pugh Street garages and enjoy reduced rate or free parking.

Partnership Spotlight:

Our generous friends at the State College Borough make the parking program possible! Customers parking for an hour usually incur a \$1 bill, but with parking validations the business pays 25¢, DSCID pays 25¢, the Borough picks up the balance, and the customer parks free. During the holidays, 100% free holiday parking validations and other parking promotions are also funded by the Borough.

Serving up sweetness at Peace, Love and Little Donuts
Photo Credit: Abby Drey, Centre Daily Times

Working Here



Playing Here



Events

From January's First Friday to December's Polar Express, there were many events for the community to enjoy in Downtown State College! We celebrated fall, music, holidays, the military and much more! Altogether, more than 20 days provided unique programming for over 22,000 people.

In 2018, we'll focus on partnering and promoting events organized by the community as we review the events that are provided by the DSCID. Although Happy Valley Music Festival and Beatlemania entertained many people, our organization will look to new partners to continue these fun events! If you're interested in organizing an event that you're passionate about, please contact our office and we'll be happy to help!

Enjoying the urban flea market, Pop Up Ave. Photo Credit: Pop-Up Ave.

Fun Fact!

Did you know that there are Penn State student auxiliary officers who help keep late night visitors safe? These specially trained students receive real world experience by patrolling and reporting issues to State College Police, who then intervene as needed. Through this Downtown Safety Enhancement Program collaboration, we are working around the clock to ensure visitors have fun and safe experiences.

Partnership Spotlight:

To create a vibrant atmosphere, we work closely with the Borough of State College and Penn State throughout the year. From traffic management and Special Event Ordinances to honoring our military members who are continuing their education, these vital partnerships enrich our community.



1,321 gift cards sold totaling over \$67K

Validated over 42K hours of parking worth \$44K

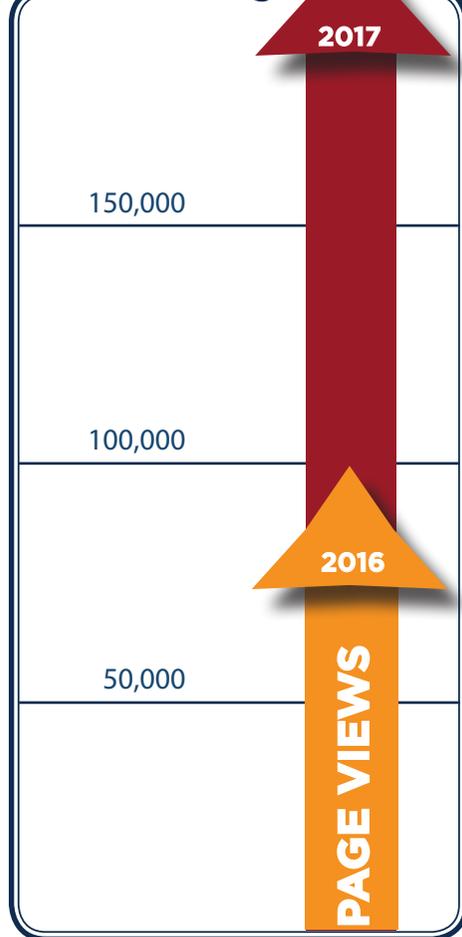


Digital Dashboard

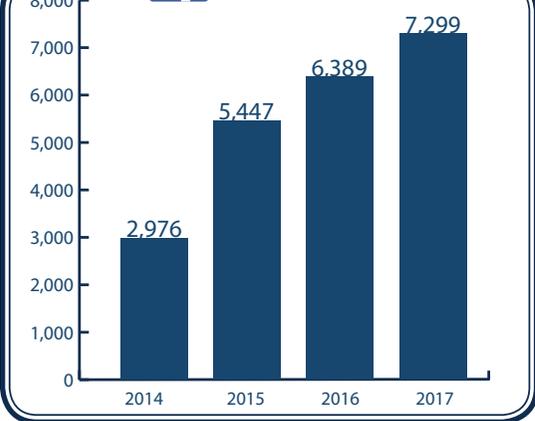
Email Meter



Website Widget



Page Likes



By the Numbers

STATEMENT OF NET POSITION

ASSETS		2017
Cash & Cash Equivalents		\$269,501
Prepaid Expenses		\$10,710
Accounts Receivable		\$19,989
Net Capital Assets		\$42,207
TOTAL ASSETS		\$342,407
LIABILITIES		
Accounts Payable & Accrued Expenses		\$13,759
Agency Funds		\$605
Deferred Revenue		\$6,434
TOTAL LIABILITIES		\$20,798
NET POSITION		
Invested in Capital Assets		\$42,207
Restricted Net Assets		\$279,402
TOTAL NET POSITION		\$321,609
TOTAL LIABILITIES AND NET POSITION		\$342,407

STATEMENT OF INCOME & EXPENSE

INCOME	
Property Assessments	\$342,824
Partnership Contributions	\$117,763
Service Agreements	\$6,522
Merchant Validated Parking	\$7,339
Co-op ads and Sponsorships	\$30,700
Grant Revenue	\$39,303
Interest	\$997
Other Income	\$66,706
TOTAL REVENUE	\$612,154
EXPENSES	
Marketing & Events	\$262,171
Clean & Safe	\$163,355
Administration & Operation	\$205,371
TOTAL EXPENSES	\$630,897
(DECREASE)/INCREASE IN NET POSITION	\$ (18,743)

The Downtown State College Improvement District receives an assessment from all properties within its boundaries. The information on this page represents a summary of the consolidated finances of the Downtown State College Improvement District, Inc. in accordance with accounting principles generally accepted in the United States.

More detailed financial statements are available for review at the DSCID office located at 127 S. Fraser Street.



Let's Connect!

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