



State College...



Financials

Sometimes we don't appreciate everything we have until you get a visitor's perspective. It was never truer when the Downtown Improvement District joined forces with the Borough and Penn State to host the International Town & Gown Conference in May. More than 350 higher education and municipal officials visited our town.

"State College is my favorite college town," declared ITGA Executive Director Beth Bagwell, someone who has been to more than her share of college towns in her career. "It represents the true blend of Town & Gown. The comments we received from attendees were over the top."



Downtown State College is evolving. As we enter a new decade the Downtown State College Improvement District is evolving too. The goal of the DSCID is to enhance our partnerships and advocate for the interests of our businesses and property owners. We collaborate daily with the Borough of State College. We continue to provide input, gather information and build consensus on current issues.

In 2019, we participated in borough led initiatives including a parking study, a community strategic plan, and focus groups. We continue to advocate for the infrastructure improvements provided in the 2013 Downtown Master Plan, including sidewalk improvements and redesigning Calder Way.



After months of discussion and research the CVB was renamed The Happy Valley Adventure Bureau. We have been working with THVAB to cooperatively market the district. The Centre County Board of Commissioners voted to increase the hotel tax from 2.5% to 5%, which will allow the DSCID to receive additional grant funding to promote the district.

We are also partnering in efforts to attract visitors, Penn State parents and families, conference and sports camp attendees to the district. In 2019 we provided maps, flyers, retail offers and more to more than 5000 visitors. We are enhancing that effort in 2020 by actively participating in all 40 Penn State Student Orientation sessions during the summer.

Every day our team works to make Downtown State College a vibrant place to live, work and play.



Regards,

Handwritten signatures of Rob Schmidt and Sharon Herlocher

Rob Schmidt Executive Director

Sharon Herlocher Chairman of the Board

Staff

- Rob Schmidt, Executive Director
Lee Anne Jeffries, Marketing & Communications Director
Jenie Engle, Administrative Assistant
Denny Barnhart, Clean Team
Kevin Runkle, Clean Team
Hunter Shawver, Clean Team



Rob Schmidt Executive Director

Board of Directors

Executive Committee

- Sharon Herlocher, Chairman
Jonathan Friedman, Vice-Chairman
Pat Daugherty, Secretary
Chris McKee, Treasurer

Board Members

- Brian Cohen
Peter Marshall
Al Pringle
Elizabeth Yoder
Charima Young
Jill Rosenfeld, Chairman Assistant
Amy Frank ex-officio/RAC Committee Chair



Lee Anne Jeffries Marketing & Communications Director

MISSION STATEMENT The DSCID is a live, work, and play neighborhood that sparks the creative, the eclectic, and the local. We're a constantly changing, adapting, progressive community of people, with tradition blending harmoniously with trends in food, entertainment, and the arts. The DSCID is devoted to preserving and enhancing the value and vitality of Downtown and works to retain, expand, and attract businesses and investment to improve the Downtown environment. The result is the establishment of Downtown State College as the premier business, cultural, and entertainment destination in Centre County.

With over 350 assessment paying members, the DSCID sponsors annual events, promotions, and other civic-minded pursuits that add value to the State College experience and reinforce our belief that there is no better place in the world to discover the best times of your life.

STATEMENT OF NET POSITION

Table with 2 columns: ASSETS, 2019. Rows include Cash & Cash Equivalents, Prepaid Expenses, Accounts Receivable, Net Capital Assets.

TOTAL ASSETS \$364,604

LIABILITIES

Table with 2 columns: LIABILITIES, 2019. Rows include Accounts Payable & Accrued Expenses, Agency Funds, Deferred Revenue, TOTAL LIABILITIES.

NET POSITION

Table with 2 columns: NET POSITION, 2019. Rows include Invested in Capital Assets, Restricted Net Assets, TOTAL NET POSITION.

TOTAL LIABILITIES AND NET POSITION \$364,604

STATEMENT OF INCOME & EXPENSE

INCOME

Table with 2 columns: INCOME, 2019. Rows include Property Assessments, Borough Contributions, Penn State Contributions, Service Agreements, Sponsorships, Grant Revenue, Interest, Other Income, TOTAL REVENUE.

EXPENSES

Table with 2 columns: EXPENSES, 2019. Rows include Marketing, Clean & Safe, Administration & Operation, TOTAL EXPENSES.

(DECREASE)/INCREASE IN NET POSITION \$ 10,540

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

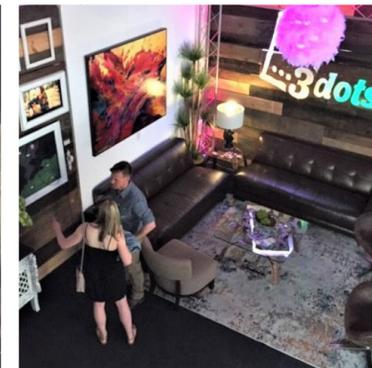
This report is based on the December 31, 2019 unaudited financial report. You may request an audited report (available in July 2020) by contacting the DSCID office or by checking the appropriate box on your assessment bill.

The DSCID is a Neighborhood Improvement District and 501(c)3 non-profit organization established in 2002 by ordinance of the Borough of State College in accordance with the laws of Pennsylvania. The district extends from Atherton Street to Sowers Street, between College Avenue and Highland Alley.

2019 Annual Report



A Vibrant Downtown



State College

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State College, PA 16801
(814) 238-7004



www.downtownstatecollege.com
downtown@downtownstatecollege.com

Economic Development

Marketing

Events

International Town & Gown Conference

The Downtown State College Improvement District and CBICC partnered with Penn State and the Borough of State College to host the ITGA Conference in May. It provided a great opportunity to showcase our community to more than 350 university and municipal leaders from all over the world. It included an opening night reception at the MLK Plaza and "A Night on the Town" where visitors shopped and dined in Downtown State College. Over \$17,000 worth of "Downtown Dollars" were gifted to conference attendees to spend downtown.



"Honestly, we received reviews like never before. Numerous attendees mention your wonderful campus and walkable downtown. I said this before the conference and I'll say it again: State College is my favorite college town."

Beth Bagwell
ITGA Executive Director

downtown. I said this before the conference and I'll say it again: State College is my favorite college town."



Downtown Gift Cards

The Downtown Gift Card program had its strongest year ever in 2019 with over \$73,000 worth of sales, an increase of 1.3% over 2018. A record number of downtown businesses are participating, totalling 112 locations accepting the card. There are no fees to participate in the program, and joining is easy. Interested businesses should contact the DSCID Office for more information.

1,460 gift cards sold
totaling over \$73K



Economic Development

2019 saw the completion of the Edge, a student housing project on the corner of Beaver and Locust Lane at the former site of Kappa Sigma Fraternity. It houses 160 students and two floors of commercial space. We also saw the ground breaking for three new mixed-use projects. These projects will house more than 1500 students and over 60,000 square feet of commercial space.

◆Here at Garner Place ◆The Pugh Centre ◆The Standard

A Growing Hotel Destination

Downtown State College has rapidly become a place the place to stay for visitors. Graduate State College opened in 2019, providing a much-needed facelift to the former Atherton Hotel. Construction also began to convert the historic Glennland building into the Scholar, an 80-room boutique hotel.



The Days Inn Penn State was once again recognized as the top Days Inn in the world. With the addition of Hyatt Place in 2017, Downtown State College now offers more than 500 hotel rooms and 15,000 square feet of meeting space. Together, we are working with our hotel partners and The Happy Valley Adventure Bureau to draw more conferences, visitors and Penn State parents to enjoy the convenience of staying downtown.

Clean Team Ambassadors

Well before the sun comes up our Clean Team Ambassadors are out in full force maintaining the cleanliness and appearance throughout the district. In 2019 we provided the team with DSCID branded uniforms, not only to promote the district, but to make the ambassadors more identifiable to visitors needing directions or assistance.

The cleanliness of Downtown State College will become even more critical as our skyline and population continues to grow.



Online Presence

DowntownStateCollege.com saw increased traffic in 2019. Fresh content and helpful information kept the site high in search results, with the parking information page garnering more than 22,000 hits. Updated content included business spotlights, weekend and special events, news features, and the ever-growing event calendar...

39% INCREASE IN PAGEVIEWS
118,043 ► 134,038

23% INCREASE IN NEW USERS
62,317 ► 76,594

P Validated over 52K hours of parking worth \$51K

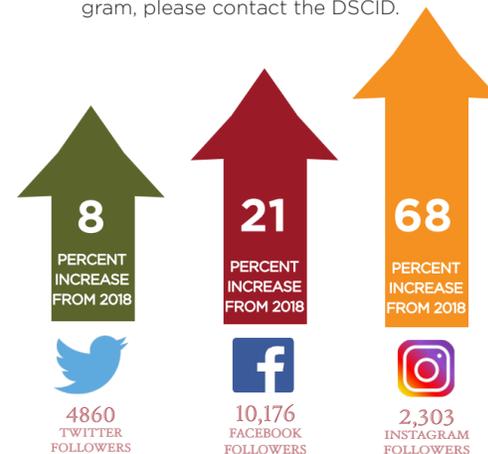
Merchant Validated Parking

The MVP program offers FREE garage parking to downtown customers. The cost is split between the Borough, the DSCID, and the local business. If your business wants to participate in this program, please contact the DSCID.

Social Media

In addition, Social Media proved to be an effective way to engage the community about events and happenings downtown. With growing followers on Facebook, Twitter, and Instagram, the DSCID is building an increased presence on YouTube and LinkedIn. The various social media pages were used to advertise upcoming events, share events and posts by other downtown businesses, interact with community members, and drive traffic to the various downtown websites.

DowntownStateCollege.com
FirstFridayStateCollege.com



Our festivals and events would not be possible without the continued year round support and cooperative efforts of local organizations and volunteers. In addition to our personally sponsored events, The DSCID works closely with organizations such as Centre Region Parks and Recreation, the Central Pennsylvania Festival of the Arts, and others that host events Downtown. The DSCID continues to support events, while also building financial sponsorship for the events. If you want to hold an event Downtown, please contact us and we can point you in the right direction.

First Friday Experience the cool vibe of downtown State College during our monthly First Friday events. Visitors can experience a casual atmosphere and all of Downtown's offerings. In 2019, First Friday flags were distributed to participating businesses and were placed outside on the day of the events to help draw attention to the event.



Downtown Sidewalk Sale & Street Bazaar This long-time tradition in Downtown State College has seen a number of expansions over the years, and is now a hybrid of a traditional sidewalk sale and street festival. A number of businesses chose to sell their discounted merchandise from the sidewalks in front of their stores, while others set up booths on Allen Street to enjoy more of a festival atmosphere complete with live music provided through the generous donations of several sponsors.



Fall Fest The 20th Annual Fall Fest once again featured a pumpkin patch with pumpkin decorating and hay ride photo booth, pony rides, a bounce house and other Kid's Day events organized by the Youth Service Bureau. 2019 Fall Fest saw the highest number of visitors to date...the DSCID gave away pumpkins to a record number of children...over 1200!



Annual Tree Lighting The DSCID welcomed the holidays with the 24th Annual Tree Lighting. Performances by a variety of local community groups set the tone for a visit from Santa Claus. A larger number of families were in attendance, enjoying the free refreshments and donating items for Toys for Tots and the State College Area Food Bank. New in 2019, Kish Bank joined in the fun and hosted photos with Santa after the Allen Street tree was lit.



The Polar Express This long-standing holiday tradition brought children of all ages together over two weekends in December. More than 1,000 children participated in the event with family members and friends. This year the DSCID organized the book reading and included activities hosted by downtown businesses, providing more reasons to enjoy a longer day downtown. Jersey Mike's gave away 390 kids meals to children attending the event. Thanks to the Downtown State College Rotary and Stepping Stones Community Church for their continued partnership.

