

Expanding Opportunities

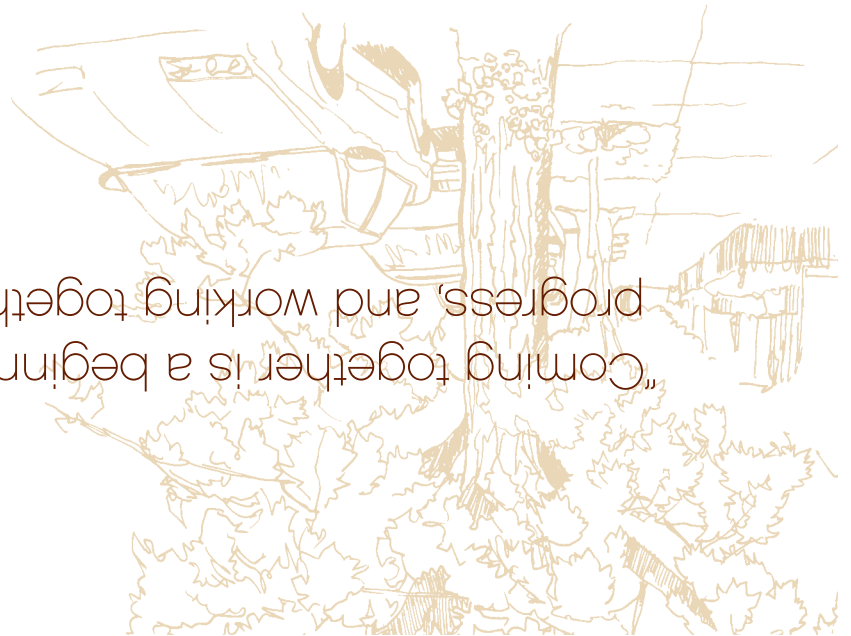
May 2007



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Henry Ford

“Coming together is a beginning, staying together is progress, and working together is success.”





Expanding Opportunities.

Pick any day and the James Street Improvement District (JSID) is installing trash receptacles, distributing window boxes and patrolling the community at the same time it's planning road improvements, connecting prospective businesses with property owners and sharing the next piece of exciting news in Lancaster. Starting May 1st, the JSID expanded its efforts to include Downtown Lancaster, the heart of the County and an area poised for tremendous growth.

As a young organization – now in our fifth year of operation – the decision to expand our geography, our programming and our area of influence, was carefully considered. While we're proud of our accomplishments in the City's Northwest and the momentum that now exists, we also are aware that significant work remains and opportunities abound in this area. So, why here, why now and what happens next?

Who are we?

The JSID is a non-profit organization with a broad mission to enhance the quality of life in Northwest Lancaster City and now Downtown. Our guiding principles include setting the highest standards for customer service, seeing the big picture yet focusing on the details, moving quickly and deliberately and expecting the best out of people and partners.

What do we do?

We have four primary areas of focus: "clean and safe," strengthening neighborhoods, leveraging economic development and marketing – all with the goal of enhancing the quality of life in the community. For detailed program initiatives, please see our website at www.jsidlanaster.org or stop in to our offices on West James Street to pick up our Annual Report and newsletter.

Why Downtown? Why now?

These questions have many answers. First, City of Lancaster Mayor Rick Gray asked the JSID Board of Directors to consider a larger role, given a wide range of opportunities in Downtown, including the Lancaster County Convention Center and Marriott Hotel project. Second, the JSID's Board quickly concluded that the entire community benefits from a strong and stable urban core and that we have an obligation

to evaluate how our expertise, experience and resources can best be used. Third, after thoughtful deliberation and engaging a number of stakeholders in the Northwest and Downtown, the JSID Board is confident the organization can tackle the challenge of maintaining its existing activities while taking on many new challenges.

What's next?

Effective May 1st, the JSID began overseeing many of the functions of the Downtown Investment District (DID), a municipal authority that receives assessments from property owners within a specific Downtown area. Both the JSID and DID Boards of Directors approved a management agreement which outlines responsibilities and accountability measures. The DID shares common goals with the JSID, including a primary focus on ensuring a "clean and safe" environment.

Starting May 21st, the JSID will be expanding its red-shirted bike squad into the Downtown. Just as the squad functions in the northwest, the JSID's bike squad presence in the Downtown will be an enhancement to the Bureau of Police's patrols, with considerable coordination and collaboration between the Police and the JSID.

Beyond public safety, over the next few weeks and months, the JSID, working in conjunction with the City of Lancaster and other partners, will focus its energy on several key priorities:

Collaborative Marketing: How can we do a better job celebrating successes and opportunities? How can we be more effective in promoting our assets?

Assessing Infrastructure: From traffic enhancements needed on Harrisburg Avenue/Pike to increased pedestrian lighting in key locations to ensuring an adequate parking inventory, what are the immediate infrastructure priorities that can begin to be implemented?

Supporting Real Estate Development: From encouraging more investment along Prince Street, to identifying new retail opportunities in Downtown and supporting the construction of new housing products, what other development opportunities can be catalytic for the community?

It is an exciting time for the JSID and for the City of Lancaster. We welcome your comments and participation in our efforts. Please feel free to call or e-mail us, or drop by our offices. We'll work hard to keep the community updated regularly on our progress.