



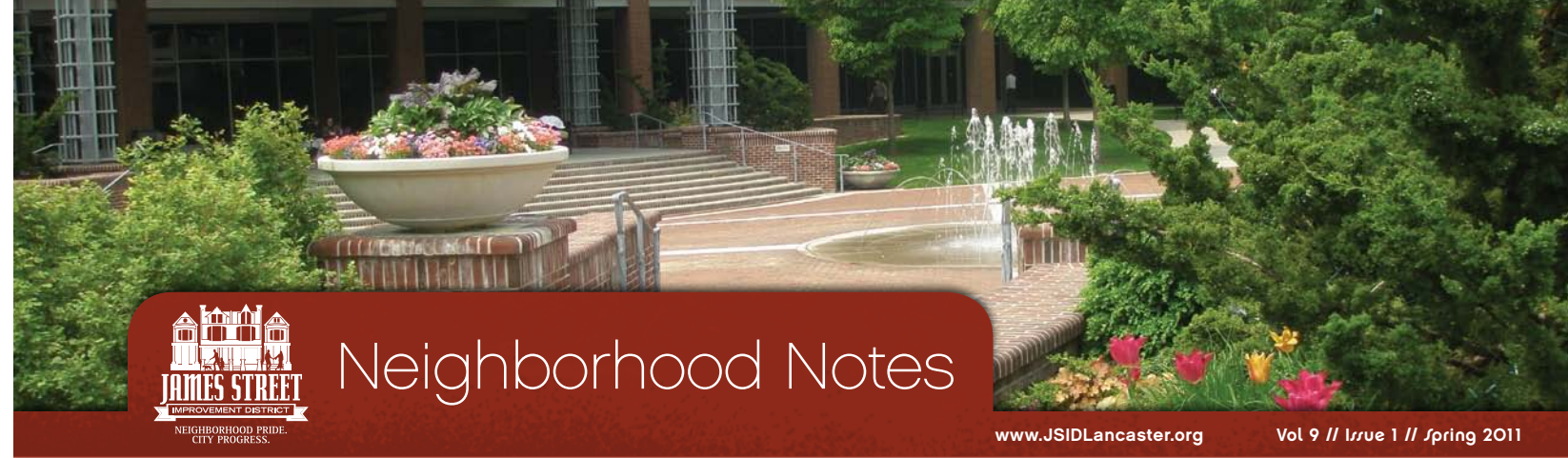
NEIGHBORHOOD PRIDE.  
CITY PROGRESS.

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## JSID Awards Grants for Façade Work

Last August, the County of Lancaster awarded the JSID a \$50,000 grant through its competitive Urban Enhancement Fund. The JSID's application for the funding was to advance its successful work in supporting property owner reinvestment through façade improvements. To maximize the limited funding, the JSID targeted two specific areas of the District, focusing on areas that provide notable pedestrian linkages and where façade enhancements could make meaningful public safety and aesthetics impacts. The selected target areas include the 400-500 blocks of West Frederick Street/600-700 blocks of North Mary and the 00-200 blocks of West King/00-100 blocks of North Water Streets.

In November, the JSID contacted all property owners in the target areas to inform them of the grant opportunity, which requires a property owner match of \$1.50 for every \$1.00 of grant funds. The response to a first-come,



JSID board member Bruce Evans, Cox Evans Architects, and JSID's Shelby Nauman on W. King Street

first-reviewed application was tremendous, with owners of 28 properties requesting a total of more than \$80,000 before the end of 2010.

In early 2011, the JSID convened a diverse panel of experts to review the applications and determine grant awards. The JSID also hosted a special meeting of residents along North Mary Street in an effort to coordinate project elements. In March, 22 projects were awarded grants, utilizing

all of the grant funds available. Property owners have six months to complete the work, so the JSID expects that the majority of projects will be done by early Fall 2011. Special thanks to Cox Evans Architects and Thomas Comitta Associates for their pro-bono design work supporting this effort. Look for a summary report in an upcoming newsletter showcasing various improvements and the combined total investment.



Participating property on W. Frederick Street



**WHAT'S UP**  
DOWNTOWN?  
For a complete list of events, shops,  
restaurants and attractions, visit  
[www.DowntownLancaster.com](http://www.DowntownLancaster.com)

# JSID Budget Update

Last fall, the JSID included in its newsletter a community funding appeal, noting changes to the amount of major gifts and public funding now available. Thank you to the many residents and small business owners who sent in contributions to support our operations! It is gratifying for the whole JSID team to know that our efforts touch individuals in a meaningful enough way that results in a contribution. And these gifts make a real impact — not just to the organization's bottom line, but in support of our efforts to secure larger grants and corporate contributions. It is critically important to be able to demonstrate that people who live, work or own businesses in the District see value in our work.

The JSID, through the leadership of its Board of Directors, has closely managed its finances, paying particular attention to the organization's financial health since 2008 when larger economic challenges began impacting funding. As a non-profit that serves a local base, the JSID is highly dependent on the community's generosity to fund its services. Like most for-profit and



non-profit businesses, the JSID has had to navigate a shrinking revenue base by sharpening its focus on its core businesses, reducing its involvement in non-core activities and becoming even more efficient in its operations. The Board and staff have been guided by the JSID's 2010-2012 Strategic Plan and the clarity of our mission focused on improving the quality of life in the District.

Specifically, over the past two years, the JSID has reduced its expenses in two primary areas: promoting Lancaster

as a destination and the overall cost of the bicycle ambassador program. On promotions, the JSID has established strong partnerships with other entities which have a primary marketing focus, with a goal of ensuring that the community's assets and activities are publicized and that people inside and out of the City sense the palpable momentum here. On the bicycle ambassador program, the JSID has made a number of changes that has reduced the overall size of the squad. While in general, the daily hours of coverage have changed little, the level of staffing during shifts has been reduced. As the squad's primary focus continues to be on identifying quality-of-life concerns and serving as community ambassadors, the JSID has set up a schedule to have the greatest presence during hours when people are out and about in Downtown and the neighborhoods.

For more information about the JSID's budget, contact Lisa Riggs at [lisariggs@JSIDLancaster.org](mailto:lisariggs@JSIDLancaster.org). To make a contribution to the JSID, visit [www.JSIDLancaster.org](http://www.JSIDLancaster.org).

# Strong 2011 Start for Convention Center



Freedom Hall

As the second anniversary of the Convention Center nears, the pace of activity — particularly during traditionally slow winter/early spring — continues steadily. During just the first quarter of 2011, the Center was home to 66 events in the Freedom Hall on Level I and the Commonwealth Ballroom on Level II. These events represented 119 event days with a total estimated attendance of over 54,000. The facilities manager, Interstate Hotels & Resorts, also reported first-quarter revenue up 38% compared to a year ago.

This year, the Center has hosted a series of large events, both public and private. In January, several thousand young people

converged on Lancaster for one of the region's largest volleyball tournaments. In March, Lancaster was again host to the American Quilters Society, which drew approximately 15,000 attendees. The LAUNCH Music Conference & Festival, which had venues throughout Downtown, anchored at the Convention Center in April, offering a range of musical acts and seminars. In between these major events was a daily schedule of smaller conferences and meetings, shareholder gatherings, weddings, faith-based services and trade shows. To see a schedule of upcoming activities at the Center, visit [www.LancasterConventionCenter.com](http://www.LancasterConventionCenter.com).

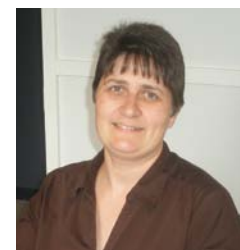
# Hats off to...

Photo Credit: Annie Bailey's Irish Pub & Restaurant



- Annie Bailey's Irish Pub & Restaurant and its customers for bringing Lancaster national attention as the clear winner of IrishCentral.com's challenge to identify the best pint of Guinness in America.
- Mara Sultan at the Lancaster Arts Hotel for coordinating a familiarization tour of Downtown Lancaster for 30 representatives from Welcome Centers located throughout the Commonwealth, giving them a great first-hand experience of all the City has to offer.

- Laser Plus, a locally owned leader in remanufactured laser print cartridges and printer repairs located in the 1000 block of North Prince Street, for earning the North American Sustainable Small Business of the Year Award by the Institute for Sustainability.
- The Central Market Trust and the City of Lancaster for completing extraordinary renovations to Lancaster's treasured gathering space, and to customers, standholders and neighbors for their flexibility during the construction.
- Thaddeus Stevens College of Technology student Todd Hardy for winning this year's essay contest honoring Stevens and to Mr. and Mrs. Jack Gorelick for underwriting the annual contest, which culminated in an award ceremony at the historic Shreiner-Concord Cemetery.
- City resident and Inkling Media owner Ken Mueller for sharing his expertise on social media with the Downtown merchant community and to Harvey Owen and Millersville University for jumping in to host the monthly merchant meetings at 42 N. Prince Street.
- James Street Mennonite Church for beautifying the 300 and 400 blocks of West James Street with eight decorative flower pots and to neighbors in this area for taking on the responsibility for watering and maintenance.
- Ross Elementary School students for taking the top prize in a school district-wide contest in creating a video about nutrition which debuted to the public on May 6th at Clipper Magazine Stadium during their annual Wellness Fair.



## Meet Toby Vargas

Most people who call or stop by the JSID office have spoken to Toby Vargas, JSID's Administrative and Development Coordinator. While on the front line of JSID's customer service, Toby's responsibilities are far-reaching within the organization, ranging from supporting the JSID's fundraising activities to handling bookkeeping and accounting functions and parts of the organization's marketing and communications. Prior to joining the JSID in June 2005, Toby worked on the economic development team at the Lancaster County Planning Commission.