

“Why Community Benefit Districts Will Sustain Downtowns In A Challenging Economy”







Time Square, NY



Philadelphia, PA







New Hope, PA



Lancaster, PA



LAKESHORE DISTRICT | Oakland, CA | 2004



LITTLE ITALY FESTA | San Diego, CA | 2006

Graffiti Removal, Easton, PA





Easton, PA



General Benefits vs. Special Benefits





Easton Ambassadors Spring Cleaning





Bethlehem, PA



Blue mailbox with text: "Duty Local News"

Street sign: "E WALKER ST" and "S WALNUT ST"

Blue mailbox with text: "Duty Local News"









West Chester

P E N N S Y L V A N I A

WHERE FRIENDS AND FAMILY LOVE TO MEET

DOWNTOWN GUIDE

SHOPPING



DINING



HERITAGE



Why Community Benefit Districts will Sustain Downtowns

2010 APA PA Annual Conference

October 4, 2010

Presented by: Lisa Riggs, President
James Street Improvement District



JSID Mission Statement

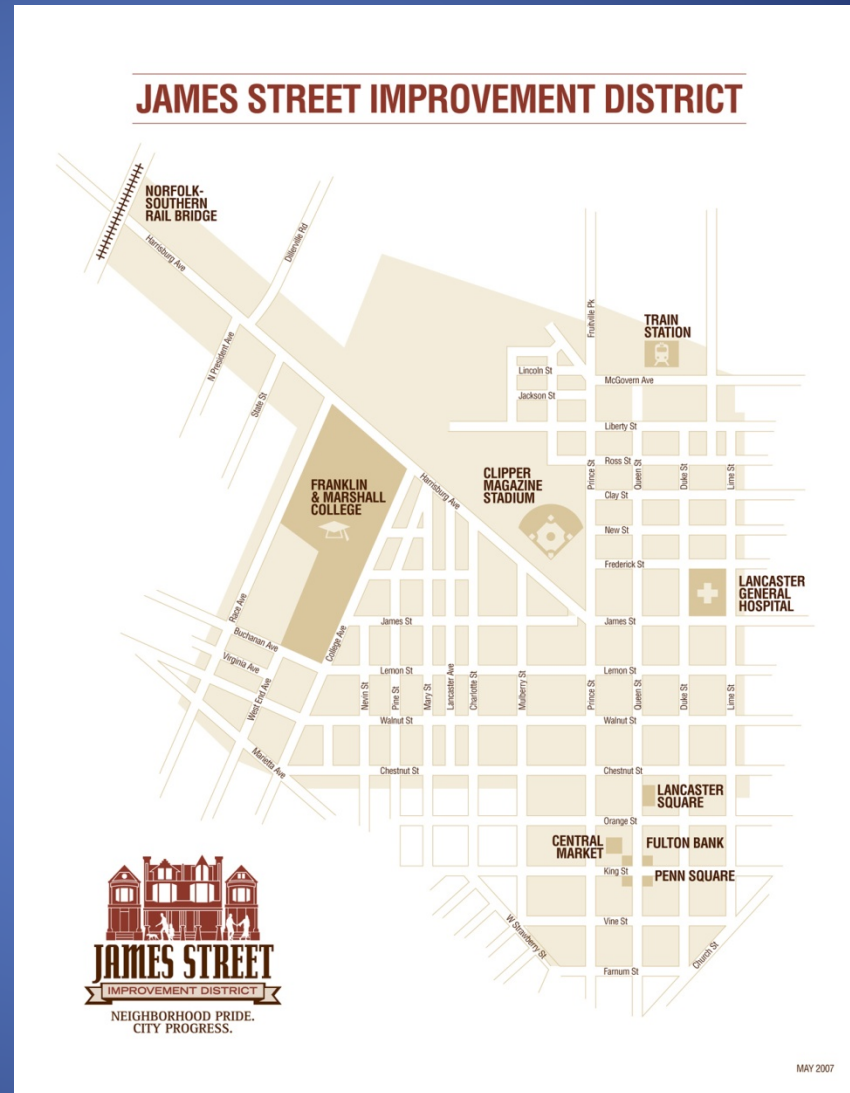
*The JSID promotes, plans and advocates
to improve quality of life
through a clean, safe
and economically vibrant community.*

JSID Quick Overview

Geography:

Northwest and
Downtown Lancaster

Includes major residential
of all income levels, two
primary gateway
corridors plus the Central
Business District



JSID Quick Overview

- Formed in 2003 through the leadership of Franklin & Marshall College and Lancaster General Hospital; initial focus was just on the City's Northwest
- Organized as a 501(c)3; budget funded primarily through corporate charitable contributions
- Expanded in 2007 at the Mayor's request to include Downtown and to assume responsibility for Lancaster's BID, the Downtown Investment District Authority
- Current stabilized budget is \$1.1 - \$1.2 million annually

JSID Core Strategic Priorities

- **Community Development**
 - Clean & Safe Services
 - Neighborhood Engagement
- **Economic Development**
 - Business Retention/Recruitment (office and retail)
 - Planning (real estate redevelopment and transportation)
 - Research/Data Collection
- **Resource Development**
 - Sustainable funding
 - Staff and volunteers

Why Improvement District's Work

- Public-private partnership
- Luxury of a narrow geographic and programmatic focus
- Best practices from across the country (www.ida-downtown.org)
- Typically good at communication
- Often bring clarity of vision and can build confidence

Improvement District Challenges

- Sustainable funding at meaningful levels, particularly given the current environment
- Ability to hire qualified, professional staff
- Being all things to all people
- Navigating the current shift away from clean and safe as the impetus to business retention/recruitment
- Balancing the pace and demands of private and public sectors

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QUESTIONS?