



DOWNTOWN PARTNERSHIP 2015 ANNUAL REPORT *Start-Up Lewisburg!*



Small businesses have always been at the heart of downtown America and since its inception in 1999, Lewisburg Downtown Partnership (LDP) has been committed to connecting burgeoning entrepreneurs and established business owners with the resources they need to make their dreams reality and find success as a collective business district.

LDP works closely with Bucknell University's Small Business Development Center (SBDC) and its Start-up Lewisburg to support the launch and sustainment of new businesses in downtown Lewisburg.

Despite the loss of two important foot-traffic generators in the downtown corridor, LDP helped cut the ribbon on nine new businesses and assisted in the expansion of two established businesses to net a total of 30 new jobs in 2015.

In addition to economic development, LDP has established collaborative relationships to impact the promotion of the downtown corridor, protect the historic essence that sets Lewisburg apart from other communities, and evolve as a community-sustained organization.

Lewisburg Downtown Partnership Vision Statement:

Downtown Lewisburg will be the cultural and economic magnet for the region.

Nine new businesses started in downtown and two existing ones expanded for a net increase of thirty new jobs.

2015 Accomplishments in Economic Development

At its core, LDP strives to nurture and encourage businesses in the downtown district. The organization's Ambassador Program serves to connect local business and property owners with volunteers who engage the businesses in LDP happenings, offer resources where appropriate, and promote a sense of comradery downtown.

In 2015 ...

- Generated \$111,000 in gift certificate sales - an all-time high!
- Supported nine new businesses
- Supported the expansion of two existing businesses
- Welcomed state and local officials to Start-Up Lewisburg, a downtown tour that celebrated several new businesses and the expansion of two established businesses
- Carried the banner for affordable, high-speed broadband access in downtown



"The Lewisburg Downtown Partnership continues to be an exemplary partner for Bucknell's Small Business Development Center in our shared mission of helping entrepreneurs succeed in our community. The many ways in which the LDP supports and promotes downtown businesses very effectively complements the educational resources and consulting services the Bucknell SBDC offers."

-Steven Stumbris, Director, Bucknell SBDC, shown here far right at a ribbon cutting for Lewisburg Sport and Spine Chiropractic Center

2015 Accomplishments in Promotion

Working in collaboration with downtown business owners, LDP organized, hosted, facilitated, and supported a variety of initiatives designed to draw potential customers into the Market Street corridor.



In 2015 ...

- Completely redesigned the LDP website, lewisburgpa.com. The website is one of the organization's key tools in communicating promotions to local and regional audiences, attracting close to 80,000 unique visitors every year.
- Leveraged a network of close to 8,000 Facebook friends to drive participation in various events.
- Distributed some 4,000 event calendars and 7,000 business directories in area hotels, at the Susquehanna River Valley Visitors' Bureau, through Bucknell University, and in downtown Lewisburg.
- Organized sales-driven promotional events like Late Shoppers Night, Miracle on Market Street, and more.
- Helped generate foot-traffic in the traditionally slow month of February with the 14th annual Heart of Lewisburg Ice Festival.
- Grew Lewisburg BrewBQue ticket sales by some 300 percent over the inaugural event.
- Introduced downtown Lewisburg to around 900 incoming Bucknell University freshmen with Welcome to the Neighborhood.
- Participated in a shop local program organized by the visitors' bureau.



76,831 users spent 3,500 hours and read 300,000 pages on the Lewisburg website, www.lewisburgpa.com.

Through Economic Development, Promotion, Organization, and Historic Preservation, the Lewisburg Downtown Partnership works to ensure downtown remains the heart and soul of Lewisburg.

2015 Accomplishments in Historic Preservation and Design

In conjunction with the borough's Historic Area Review Board, LDP actively supports projects that work to protect the unique historical character of downtown Lewisburg while embracing and encouraging more foot-traffic and economic vitality.

In 2015 ...

- Spearheaded an effort to add planting baskets to the signature Market Street lampposts.
- Participated in Lewisburg Neighborhood Corporation's on-going effort to explore the development of the Bull Run Greenway.
- Continued to examine a means of leveraging an untapped resource in drawing people to downtown Lewisburg – the Susquehanna River. The most recent effort included a study conducted by Bucknell University students.

2015 Accomplishments in Organization

LDP is committed to evolving its impact on the downtown shopping and dining district and extending its reach all while being a community-sustained organization. The ability of LDP to meet its mission of ensuring downtown remains the heart and soul of Lewisburg depends on the generosity of individual and business donors.



In 2015 ...

- Earned Pennsylvania Designated Main Street status, just one of 20 community's in the state to achieve this level of recognition.
- Repositioned Lewisburg BrewBQue as a fundraising event and netted some \$18,000 for LDP operational costs.
- Maximized nearly 650 volunteer hours to support LDP's goals for the year.