2015 YEAR IN REVIEW

York County Economic Alliance
Chamber of Commerce & Economic Development Corp
**FINANCING ACTIVITY**

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>ENTITY</th>
<th>LOAN Amount</th>
<th>TOTAL Invested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centurion Construction</td>
<td>YCEA</td>
<td>$219,000</td>
<td>$525,000</td>
</tr>
<tr>
<td>Starlight Diner</td>
<td>YCEA</td>
<td>$537,000</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>Pet Food Experts, Inc.</td>
<td>YCEDC</td>
<td>$2,000,000</td>
<td>$12,470,500</td>
</tr>
<tr>
<td>Exelon</td>
<td>YCIDA</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>York County Cerebral Palsy Home, Inc.</td>
<td>GASP</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>York Water Company</td>
<td>YCIDA</td>
<td>$10,000,000</td>
<td>$2,700,000</td>
</tr>
<tr>
<td>York College of PA</td>
<td>GASP</td>
<td>$24,125,000</td>
<td>-</td>
</tr>
<tr>
<td>WellSpan Health</td>
<td>GASP</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Hanover Hospital, Inc.</td>
<td>GASP</td>
<td>$24,165,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$61,046,000</strong></td>
<td><strong>$16,995,500</strong></td>
</tr>
</tbody>
</table>

- 3 Locations/Relocations totaling $75M investment and the creation/retention of 676 jobs

**INTERNATIONAL ACTIVITY:**

- 9 International Projects (Requests)
- 8 Office of International Business Development Leads
- 1 Governor’s Action Team Lead
- 1 Site Tour with a lead through the Office of International Business Development

**ADDITIONAL INCENTIVE ASSISTANCE:**

- Assisted three (3) companies/developers with securing a LERTA designation for their site, with an estimated savings over a 10 year period of around $4 million (Target/Genco, Apio and NorthPoint).
- Assisted one (1) company with securing Job Creation Tax Credits (JCTC) for their project, with an estimated amount of $18,000 (LifeStyle Foods).
**Business Retention & Expansion**

**Business Outreach Program:**
- 238 Business Visits
- 497 Referrals Made

**YCEA Entity Activity:**

**PEDYC:**
- Provided fiscal sponsorship for a York County Community Foundation grant for the Central Business District Y-Fi program through York College of Pennsylvania and Moena
- Provided fiscal sponsorship for Main Street Hanover for the following activities: Chalk it Up, Music in the Park, Beautification, Main Street Hanover, Geocaching, Christmas Program, and Main Street Mini Golf

**RACY:**
- Served as a funding conduit for an Industrial Site Reuse Program (ISRP) grant for the Harley-Davidson Motor Company West Campus project for ground remediation

**YCIDA:**
- Worked with and facilitated the sale to NorthPoint Development for the redevelopment and remediation of the Harley-Davidson Motor Company West Campus property
- Facilitated the sale of the MarketView Arts building to York College of Pennsylvania

**Small Business Expansion**

**YorKitchen:**
- Awarded additional funding for a co-packing program for agricultural producers
- Since inception:
  - 54 New Businesses
  - 22 Business Expansions
  - 140 Jobs Created
  - 4,500 Visitors

**Keystone Innovation Zone:**
- 4 New Patents Filed
- $100,000 in KIZ Tax Credits Awarded
- Nearly $1,000,000 in New Local Investments

**Workforce/Talent Attraction**

**Develop the Workforce Pipeline:**
- Hosted inaugural Careers in 2 Years night for parents and students highlighting manufacturing career pathways
- Launched Manufacturing Week event in partnership with Hanover Area Chamber of Commerce, MANTEC, and Manufacturers’ Association. The event paired Juniors and Seniors from nine high schools with nine local manufacturers to spend a full interactive day learning about their products, production and career opportunities

**Expand York County’s Talent Recruitment and Retention Efforts:**
- Refreshed the Creativity Unleashed brand with the development of:
  - Innovative recruiting package for employers
  - Eye-catching rack cards delivering the message of York’s attractive cost of living
  - Engaging peer videos of young professionals telling their stories of why they relocated to York for their careers and love living and working here

**Support Employers Efforts to Increase the Skills and Education of Their Workforce:**
- Conducted 12 Industry Specific Workforce Forums and utilized feedback to implement new programs
- Worked with 36 employers to address their specific workforce challenges
Membership, Events & Marketing

Membership:

- **Membership Dues**
  - $36,216 New Member
  - $618,663 Total
  - *Included in total member dues

Sponsorship:

- **Sponsorship Dollars**
  - $152,975 Cash
  - $140,377 Trade

**Member Benefits:**
- 162 Members Advantage Program (MAP) Participants

**Events:**
- 52 Events Held
- 4,413 Event Attendees
- 43 Ribbon Cuttings
- Launched a new Executive Briefing Series program to provide economic and community development updates to the top two executives of members companies that reach a minimum investment level in the York County Economic Alliance

**Sponsorship Dollars**

- **$152,975** Cash
- **$140,377** Trade

**1,112 Members**

**$618,663 Dues Income**

**$94,628 Premier Benefit Income**
Marketing:

- Unveiled award-winning website
- Developed brand messaging strategy with staff, volunteers and Campbell, Harrington & Brear, Inc.
  - Identified five primary messages
  - Created new vision statement “To be York County’s recognized resource for leading business growth and economic development.”
  - New logo incorporating Chamber of Commerce & Economic Development Corp.
- Launched Member Information Center
- Celebrated Chamber Month in October
- Holiday takeover with WARM 103.3 and www.WARM1033.com

Communications:

- Website Stats:
  - 48,157 Visits
  - 145,754 Page Views
- Social Media
  - 656 Twitter Followers
  - 834 Facebook Likes
  - 555 LinkedIn Group Members

<table>
<thead>
<tr>
<th>COMMUNICATION Vehicle</th>
<th>AVERAGE Distribution</th>
<th>AVERAGE Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Update</td>
<td>7,563</td>
<td>601 / 17.3%</td>
</tr>
<tr>
<td>Events Calendar</td>
<td>7,563</td>
<td>619 / 19%</td>
</tr>
<tr>
<td>York County Connect</td>
<td>7,433</td>
<td>1,065 / 17%</td>
</tr>
</tbody>
</table>

*Distribution to YCEA Members only

201 News Article Mentions
83 Press Releases
32 Print Ads

Most Visited Web Pages

- Staff Directory (1,794)
- Member Login (2,236)
- All Events (3,482)
- Alliance Events (5,176)
- Member Directory (5,381)
- YCEA Homepage (24,971)
Policies & Advocacy
Committee Activities

- Advocated for repeal of Medical Device Tax - implementation delayed
- Supported final phaseout of the Capital Stock and Franchise Tax

Policies/Resolutions:

- Support Pennsylvania Fairness Act
- Hotel Tax enabling legislation efforts
- Continue to advocate for full repeal of Medical Device Excise Tax
- Immigration Reform
- Education, including a call to address the funding formula
- Pension Reform Advocacy: state and public school employees and municipalities' pensions
- Labor and Workforce, including Prevailing Wage reform of threshold
- Liquor sales/privatization

Collaboration for Advocacy:

- Partner with PA competes to advocate for update to human relations laws
- Coalition for Sustainable Communities continued advocacy efforts to support third class cities and other municipalities

Advocacy Events:

Business Advocacy Roundtables:

- 2 Business Advocacy Roundtables helds to provide members an opportunity to get first-hand information from elected officials and county leaders
- Advocacy / Workforce Roundtables on workforce, education, and training issues as focus for first one; with minimum wage and prevailing wage as focus for second Roundtable; both to provide follow up on previously identified issues

Issues Forums:

- 2 Forums Held
- Topics included Independent Fiscal office revenue and economic outlook and “Pay for Success” innovative social impact bond funding

Legislative Luncheons:

- Over 200 people heard from members of the York County delegation on important business and community issues at the Spring and Fall Luncheons

Regional Advocacy Day in DC:

- Traveled to Washington, DC with business leaders representing the Harrisburg Regional Chamber & CREDC, the Lancaster Chamber of Commerce & Industry and the Greater Reading Chamber of Commerce and Industry
- Sessions held with five regional Congressmen and both PA Senators as well as issues updates with the US Chamber
- Presented Business Advocacy resolutions and addressed issues most important to Economic Alliance members
**Municipal Outreach Activities**

- 5 Municipal Developments newsletters published
- Updated the regional Comprehensive Economic Development Strategies (CEDS) plan on behalf of the 8-county South Central Team PA Region
- Worked with multiple municipalities on different outreach activities, marketing activities, resident education, and redevelopment projects

**Main Street Hanover:**

- Welcomed 29 new businesses in the Central Business District
- Launched a new website, featuring a business directory and event calendar
- Released the Business Recruitment piece for downtown business attraction
- Assisted the Borough of Hanover in enacting a new parking permit system
- Hosted three new successful downtown events; Main Street Mini-Golf, Sip & Stroll and Oktoberfest
- Participated in two local events, Utz Summer Bash and Hanover Chamber’s Dutch Festival
- Reinvigorated the merchant group

Main Street Hanover volunteers worked 348 hours in 2015, resulting in $7,635.12 of economic value.

$15,800 Cash Donations Received

$57,750 Grant Funding Received
2015 York County Economic Alliance Board of Directors

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C.S. Davidson, Inc.

Douglas L. Berman, CPA, Vice Chair
Reinsel Kuntz Lesher LLP

Claire Forbush, Treasurer
ACNB Bank

Jennifer Geesey, Secretary *
Central Penn Benefits

Jean M. Treuthart, Secretary
YWCA York

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Law Office of Carl E. Anderson

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Coupling Corporation of America

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Absolutely Secure Technology

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NuTec Design Associates, Inc.

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Corvus, LLC

John Lewis
DOCEO Office Solutions, LLC

JJ Sheffer
CoWork155

Glenn J. Smith, Esq.
CGA Law Firm, PC

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Central York School District

Shanna Terroso
Realtors Association of York & Adams Counties, Inc.

Jon Toy
FASTSIGNS

Jean M. Treuthart
YWCA York

Jeffrey Vermeulen
York College of Pennsylvania

Sheeldon Yourist
Graham Packaging Company

*Board Member Resigned in 2015

Nonvoting-Officers:
Ronald L. Hershner, Esq., General Counsel
Stock and Leader, Attorneys at Law

Darrell W. Auterson, CEcD, EDFP, President & CEO
York County Economic Alliance

2015 York County Economic Alliance Staff

Darrell W. Auterson, CEcD, EDFP
President & CEO

Wilda Alessi
Vice President, Public Relations

Nancy Barry
Vice President, Operations & CFO

Aeman Bashir
Manager, Special Projects

Janelle Black, Esq.
Manager, Advocacy

Katie Caples
Director, Business Outreach

David Cook
Director, Member Development

Venessa DeLauder
Assistant to the President

Fran Diffenderfer
Finance Coordinator

Kate Gaudet
Manager, Member Services

Kenneth Hansen, EDFP
Vice President, Economic Development

Kimberly Hogeman
Community Development Coordinator

Ellie Lamison
Senior Manager, Workforce Development

Katie Lentz
Executive Vice President

Kim Lentz
Manager, Workforce Development

Dawn Lenz
Business Development Coordinator

Kayla Linden
Communications Coordinator

Kacie Longenberger
Marketing Coordinator

Blanda Nace
Vice President, Community Affairs

Sue Northey
Manager, Finance

Jill Rexroth
Manager, Business Development

Harrison Sallada
Marketing Coordinator

Laura Schmaltz
Operations Coordinator

Amy Smith
Member Services Coordinator

Justine Trucksess
Manager, Main Street Hanover

Mary Walker, IOM
Manager, Member Relations

Christina Woodall
Marketing Coordinator

Susan Workinger
Business Outreach Coordinator

* For a current list of employees visit www.ycea-pa.org

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