

YoCo CONNECT

A publication of the York County Economic Alliance JAN / FEB 20

A man with glasses and a blue suit is smiling and leaning against a brick wall. The background shows a blurred brick building with windows.

INVESTING IN YoCo:

Why the Powder Mill Foundation,
Groff North America, and more give back

- › Preserving a Legacy of Generosity
- › Hemp Farming Takes Root in YoCo
- › Hospitality Nourishes Downtown York



Cardiac Care in *One Convenient Location*

“I am excited to be part of the expansion at UPMC Memorial. Our patients have access to the most advanced technology and equipment for both inpatient and outpatient cardiac health care.”

— David Gilbert, DO
UPMC Pinnacle
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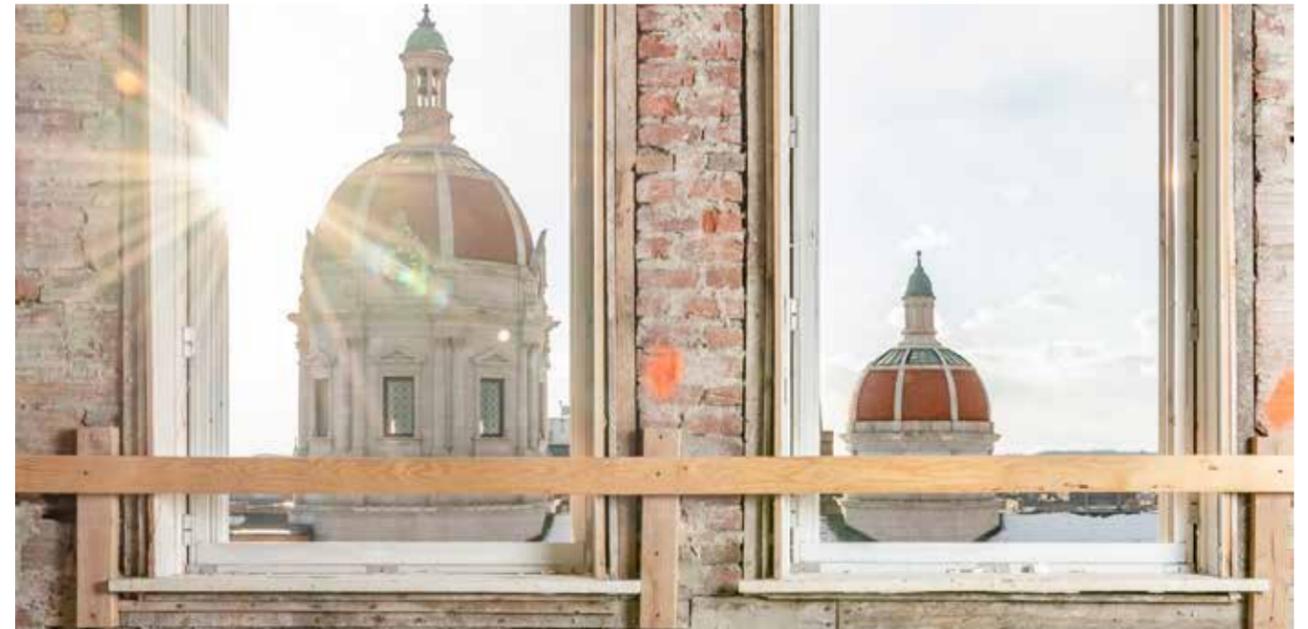
UPMCPinnacle.com/TheFuture

UPMC | MEMORIAL

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Why the Powder Mill Foundation, Groff North America, and more give back



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Featured on the front cover:

Photography by YRK Creative

Michael H. Hady III, president and CEO of the Powder Mill Foundation, is shown from inside the Yorktowne Hotel in downtown York. Read about the Powder Mill Foundation’s work to support York’s growth, reinvestment, and redevelopment on pages 08-11.

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You're the Why Behind Our Work!

BY KEVIN J. SCHREIBER

PRESIDENT & CEO,
YORK COUNTY ECONOMIC ALLIANCE

Happy New Year, YoCo!

As we jump into 2020, there are some substantial achievements of the York County Economic Alliance from the past year I'd like to share. Each day, our team dedicates its time to making York County a better place to live, work, and play, for each and every resident in York County.

Our YCEA team works incredibly hard to strengthen and revitalize our community, to improve overall investor confidence, to strengthen employment sectors, and to enhance our county's competitive advantage, thus leading toward greater shared prosperity for our residents and businesses.

The YCEA assisted in more than \$668 million in economic development activity in 2019. Thus, for every \$1 contributed by a county taxpayer, more than \$668 was produced in economic activity with direct assistance from the YCEA team and its efforts.

A few brief highlights from this past year include the following:

- The YCEA facilitated projects and initiatives that retained 332 jobs, created more than 194 jobs, and generated approximately \$666,953,750 in capital investment.
- Our Economic Development team saw a spike in Next Generation Farmer loans totaling \$1.4 million granted to those beginning their farming careers.
- The York County Land Bank Authority completed its first project in Felton Borough, demolishing a blighted property now owned by the municipality, which intends to incorporate it into its public park.
- Our Downtown Inc team raised \$100,000 for implementation of the "Historically Edgy" brand, winning a "Townie" award from the PA Downtown Center.
- We raised over \$14,000 through 114 donors and the stretch pool on Give Local York to fill 93 planters with flowers throughout Downtown York (mark your calendars for the third year of Give Local York on May 1, 2020!).

And we're just getting started! The year 2020 will assuredly bring new excitement, successes, challenges, opportunities, and growth. We thank YOU—our members, partners, friends, cheerleaders, champions, and ambassadors—for being the WHY behind our work.

Cheers!

When it's a heart attack, "time is heart muscle."

The sooner the blood flow is restored,
the better for the patient.

That's why WellSpan has put heart centers
close to where patients live.

The region's most advanced heart care

is nearby at WellSpan York Hospital.

Our specialists teach other cardiologists
their techniques on a national level.

And our care coordinators handle everything else.

Providing life-saving care close to home.

That's the WellSpan Way.

And, I believe, the better way.

Adnan Malik, MD
Cardiologist
WellSpan York Hospital



WellSpanSpecialists.org/Heart

5888 PR&M 12/19



PHILANTHROPY AND ECONOMIC DEVELOPMENT FUELS REINVESTMENT IN YoCo

Philanthropist, visionary, champion for a better York...the legacy of Mr. Louis Appell Jr. continues today through the nonprofit organization he founded during his lifetime, the Powder Mill Foundation. Discover how the Foundation, under the leadership of its president and CEO, Michael H. Hady III, supports York's growth, reinvestment, and redevelopment. Also in this issue, we profile the work of dynamic business leaders who are reinvesting in YoCo through agriculture, hospitality, and small business development.



PRESERVING A LEGACY OF GENEROSITY

Michael H. Hady III, president and CEO,
Powder Mill Foundation

Powder Mill Foundation dedicated to continuing Mr. Louis Appell's vision for a better York

BY MICHAEL VYSKOCIL
YRK CREATIVE
PHOTOGRAPHY BY ERIC FORBERGER FOR YRK CREATIVE

Each time a child opens a library book, each time a musical performance takes to the stage, and each time the crack of a bat resounds throughout PeoplesBank Park, York celebrates and preserves a legacy of generosity.

This is the legacy of Mr. Louis J. Appell Jr.

From the cultural arts to educational institutions, entertainment venues to social service agencies, Mr. Appell cared deeply about helping all segments of York thrive, a desire he maintained until his death in 2016. Today, his legacy and vision for York's growth, reinvestment, and redevelopment continues through the nonprofit organization he founded, the Powder Mill Foundation.



Supporting Innovation and Collaboration

Mr. Appell's father, Louis J. Appell, purchased The Pfaltzgraff Pottery Co. from his father-in-law, George W. Pfaltzgraff, in 1935. In 1942, Mr. Appell Sr. created Susquehanna Broadcasting Co., which started WSBA-AM and, later, WSBA television.

In 1954, Louis J. Appell Jr. succeeded his father as president and CEO of Susquehanna Broadcasting, a position he held for 50 years. Susquehanna Broadcasting Co. would eventually become one of the largest communications companies in the country. At its peak of operations, the newly named Susquehanna Media Company not only grew to own and operate 33 radio stations in major markets across the United States, but also owned seven cable television systems, as well as internet and data services.

Pfaltzgraff became a leading manufacturer and marketer of ceramic dinnerware and related tableware. Its products were distributed through

close to 100 company-owned and -operated retail stores, major department stores, gift and specialty stores, and more. In 1989, the company name changed to Susquehanna Pfaltzgraff Co.

More than a successful businessman, Mr. Appell was deeply engaged in the civic life of the York community his company called home. His leadership in the community was private, but his vision for a better York inspired his generosity and his philanthropy—something he encouraged in every employee of Susquehanna Pfaltzgraff Co. Mr. Appell recognized York's potential in its downtown core, historic buildings, nonprofits, and city neighborhoods. To ensure that York could grow and develop in the way he believed it could, Mr. Appell created the Powder Mill Foundation in 1993 as a way to ensure that the charitable giving he and his wife, Josephine D. Appell, began would continue beyond their lifetimes.



Provided photo: Mr. Louis J. Appell Jr. and his wife, Josephine.

Stewarding Community Resources

As president and CEO of the Powder Mill Foundation, Michael H. Hady III says he is always interested in hearing from people and organizations about ideas and projects that can benefit York and its citizens.

"We seek to support effective collaboration between nonprofits along with other community partners to produce vital and authentic urban experiences that are attractive to residents and businesses," he says. Organizations interested in



receiving funding apply for grants, which are then reviewed by the Powder Mill Foundation's board of trustees. Hady estimates that the Powder Mill Foundation maintains approximately \$150 million in assets, which will continue to grow, to support community investment initiatives.

Examples of grant recipients reflect the breadth and depth of Mr. Appell's desire to have all elements of the York community flourish. They include the Appell Center for the Performing Arts, the Cultural Alliance of York County, the Yorktowne Hotel, Downtown Inc, Leadership York, the United Way of York County, York College, and more.*

"We focus on projects that will enhance the community and support nonprofits that are aimed at improving the quality of life in York and York County," Hady adds.

Mr. Appell embodied the ideal of being a good steward of resources. "He was accessible to those in the community who wanted to make a difference, and he wanted to help people who had the potential to make a difference," Hady says.

Jessica Brubaker, co-founder and executive director of Keystone Kidspace, is one of these individuals who has benefited from Mr. Appell and the Powder Mill Foundation's support. When it opens in Downtown York, Keystone Kidspace will be an experiential learning center that incorporates

art, science, engineering, and technology through fun, hands-on activities, events, and programs for children ages 6 to 15.

"Keystone Kidspace would literally not be possible without the early and generous support of the Powder Mill Foundation. Sharing our vision of a dynamic programming hub serving families from across the county, they (the Foundation) agreed that all York youth deserve access to tools, mentors, and experiences that will prepare them for a successful future," she says. "The Foundation provided us with critical early funding to develop and vet our plan, asked tough and important questions that propelled us forward, and ultimately made a significant early gift that was the critical launching pad for our successful capital campaign. We are so grateful for the Powder Mill Foundation's essential support and look forward to opening to serve the greater York community later this year."

"I think Mr. Appell would be proud of what is being created to enhance this community," Hady says. "We want people to continually realize the great quality of life here, and that's part of our responsibility to make sure it happens so that we as a community can continue to blossom."

*See a full list at powdermillfoundation.org/recipients

Access the Powder Mill Foundation's grant application form and learn more about how to request funding at powdermillfoundation.org/criteria-process.



140 E. Market St., York, PA 17401
717.852.2163

powdermillfoundation.org

Provided photo by: Deidre Lynch



NOURISHING THE DOWNTOWN YORK COMMUNITY WITH HOSPITALITY AND REINVESTMENT

A Q&A with Kyle Sollenberger, Cofounder & CEO of Commons Company

YoCo *Connect* introduces you to Kyle Sollenberger of Commons Company. Discover how this hospitality manager has created a place that brings business and people together in the heart of the downtown York community.

Q: For those who are not familiar with the business, could you explain the Commons Company family and your vision for Prince Street Cafe in York?

A: Commons Company is a family of food, beverage, and hospitality ventures based in Lancaster. It currently employs over 100 people across six businesses: Prince Street Cafe, Passenger Coffee, Blue Line @ Franklin & Marshall, Merrymaker Catering, the Commissary Kitchen & Bakery, and our core management team. Commons is a certified B Corporation with a mission to belong to and nourish our communities through inspiring concepts, thoughtful hospitality, and meaningful employment.

We are thrilled to be part of a new community in York and believe that Prince Street Cafe will serve as a gathering place in the city for years to come.

Q: What made you decide to open a location in the heart of Downtown York?

A: We have been contemplating a location in York for about five years. When we walked through the Rupp Building in the summer of 2018, we knew this was it—the center of community, culture, and business. There are so many inspiring entrepreneurs pushing the envelope in York, and we just wanted to be close to the action!



Q: In your opinion, what makes Prince Street Cafe unique in the market?

A: Prince Street Cafe is built around the idea of being a gathering place. It is where you go for your next meeting, to catch up with an old friend, or to study for your big exam. It is a safe, alcohol-free space that is open seven days a week, 7 a.m. to 10 p.m. Prince Street Cafe is also a certified B Corporation, meeting rigorous standards of social and environmental performance, accountability, and transparency. We are excited to bring this concept to the downtown core of York!

Q: What else would you like readers to remember about Prince Street Cafe?

A: Prince Street Cafe is a counter service cafe with an outstanding coffee and tea program. It serves breakfast, lunch, and dinner all day using quality local ingredients and is the York hub for Merrymaker Catering—exceptional catering, simply delivered.



2 W. Market St., York, PA 17401 | 717.455.3660

 princestreetcafe.com/pages/york

 [/PrinceStreetCafe](https://www.facebook.com/PrinceStreetCafe)

 [@pscyork](https://www.instagram.com/pscyork)

GROWING IN YORK: THE STORY OF GROFF NORTH AMERICA AND THE RISE OF THE HEMP INDUSTRY

A Q&A with Taylor Groff, CEO, Groff North America

The Groff family founded Wyndridge Farm in Dallastown, starting with cider and allowing it to blossom into the hospitality superstar of which York residents and visitors have fallen in love. Known for its rustic but elegant venue, Wyndridge has become the ideal location for weddings, corporate events, and a variety of celebrations.

But the Groff family is just beginning its investment in YoCo. We sat down with Taylor Groff, CEO of what is now Groff North America, to learn about the family's endeavors into the booming industry of hemp farming and why the Groffs chose Red Lion to make this work happen.

Q: For those who are not familiar with the business, could you explain Groff North America?

A: Groff North America is a physician-owned, agribusiness focused on industrial hemp. It's based in Red Lion. Groff North America focuses on whole plant utilization and seeks opportunities from seed to shelf.

Q: We're pretty proud to see Red Lion becoming a hemp farming capital! What do you think makes it so special?

A: Red Lion is in the heart of a large portion of hemp growth in the state, making it logistically sound. There is old infrastructure here primed for redevelopment for future growth.

Q: York County has seen incredible growth from the Groff family, starting with Wyndridge Farm, and now the endeavors of Groff North America. How does it feel for you personally to experience this fast-moving level of impact?

A: We have thoroughly enjoyed being a part of the York business community. It is incredible to see the teamwork of our staffs and what we are able to accomplish together. We have enjoyed the job creation and the community impact. There is a bright future ahead.

Q: This issue of YoCo Connect is about reinvesting in York. What made you and your family want to do so?

A: York is our home first and foremost. This part of Pennsylvania is a true business hub that will experience fast growth over the next decade. York has great history and infrastructure to allow businesses to scale. We look forward to continue contributing to the reinvestment in York.

Q: What can we expect to see in the near future from Groff North America?

A: With the HempTrain in use, we can process 4,000 to 5,000 acres of hemp per year. With that volume, we're able to partner with Albright College's hemp research program to educate the future of farmers and researchers. We're the first U.S. company to use the HempTrain and process the whole plant, so there will be a lot more to come.



GROFF
NORTH AMERICA

100 Redco Ave., Suite A, Red Lion, PA 17356
717.296.2311



GroffNA.com



/GroffNA



THE MILL OF RED LION: INVESTING IN CUSTOMERS AND EXPERIENCE

A Q&A with Henry Holloway, Owner, The Mill of Red Lion



Q: For those who are not familiar with the name, could you explain the history of The Mill of Red Lion?

A: The Mill of Red Lion store became part of The Mill family of farm supply stores on January 1, 2011. Prior to becoming The Mill of Red Lion, this site was called D. E. Horn. The Horn family had feed mills in and around York for many years. D. E. Horn eventually became Pennfield Corp. in the 1970s. When The Mill purchased the Red Lion store, the facility was no longer milling feed.

Q: With this issue of YoCo Connect focused on investing in York, how does it feel to you personally to have such a long investment in York?

A: York County is a strong and vibrant agricultural county. As demand for mill products grew to the north, timing was correct for expansion into York County, Pennsylvania. The Mill has delivered our products into York County for many years; however, in order to provide full service to the York County consumer, it was necessary to open a retail store. From the time of purchasing The Mill of Red Lion, our team realized that a store expansion would be necessary in the future. Within the first year, we expanded the retail square footage at the expense of warehouse space. The Mill has now addressed the need for additional warehousing and increased parking to better serve our growing market.

Q: In your opinion, what are you most looking forward to in York regarding either The Mill or overall improvements in the community?

A: The new "look" of our store has made a huge improvement. The available parking has tripled, and we have more than doubled our warehouse space, which will allow us to expand our brands of pet and horse feed. In addition, in the spring, we will increase our offering of bedding plants and gardening items helping to make Red Lion homes the envy of York County. Our customers will find the expansion has improved the shopping experience at The Mill of Red Lion.

Q: What else would you like readers to remember about The Mill?

A: The key asset in The Mill's arsenal that differentiates us from our competitors is our team. Our customer support team at The Mill of Red Lion, led by Beth Innerst, is without a doubt the best in the region. Beth and her team assist our customers with product selections and advise them on improvements in management that will make their lawn and nursery beds the envy of the community. The Mill feeds many York County champions. If you have a field trial dog or an entry in a livestock or horse event at the York County Fair, Beth and her team will do everything possible to make that animal perform at the highest possible level.

“Our customer support team at The Mill of Red Lion, led by Beth Innerst, is without a doubt the best in the region.”

It's maintained a heritage of producing quality feed for the Red Lion area. Today, The Mill of Red Lion serves customers with pet, equine, livestock, and wildlife feed and supplies. Owner Henry Holloway describes The Mill and the staff's continued investment in YoCo.



The Mill

327 E. Broadway, Red Lion, PA 17356 | 717. 244.4511

 themillofbelair.com/pages/red-lion-location

 [/themillofredlion](https://www.facebook.com/themillofredlion)

ADVOCACY: PREPARATIONS BEGIN FOR CENSUS 2020

BY DAVID GONZALEZ
MANAGER, ADVOCACY
YORK COUNTY ECONOMIC ALLIANCE

Across the country, Complete Count Census Committees are at work to help express the importance of ensuring communities are fully counted in Census 2020. The York County committee is made up of county and municipal officials, including the City, nonprofits, state legislative offices, educators, businesses, and other nongovernmental organizations, including the YCEA.



What's at Risk Without an Accurate Count?

A state can risk a multitude of effects if its population is miscounted or undercounted.

- Since the 1990 Census, Pennsylvania lost five congressional seats because of a population decline as reported by the census. Pennsylvania is projected to lose another seat in Congress after the 2020 census.
- Decisions on how annual federal or state funds are distributed can be affected. Census data is used to determine how more than \$675 billion in federal funds are distributed to states and local communities every year for services and infrastructure, including health care, jobs, schools, roads, and businesses. Pennsylvania stands to lose as much as \$2,093 for each undercounted resident.
- Many businesses utilize the data from the census to gauge the economic or business climate of markets, including insight on a community's average wage and earnings, whether an area has a skilled workforce ready to work, and development of land.

Help us ensure an accurate count.

United States[®]
Census
2020

Learn more at 2020census.gov.

What Types of Questions Are Asked on the Census?

The census asks general demographical and residential questions such as age, race, relationship status, sex, and tenure (residence status) to be used for congressional apportionment and intrastate redistricting. Additionally, 3.5 million addresses — or one in six households, at random — are sent the American Community Survey (ACS) each year, which does a deeper data dive by collecting detailed socioeconomic information to plan and determine funding at all levels of government. For example, the ACS provides insight on educational attainment, disability or employment status, income, and housing costs.

What Can Residents Expect?

Every household will have the option to respond online, by mail, or by phone. Beginning in mid-March, households will receive a mailed invitation to respond online to Census 2020. April 1 acts as a national promotional day to encourage households to complete the census. Reminders will be sent until late April.

YCEA is engaging in Census 2020 to help with education, promotion, and assistance in collecting responses. Together, we can ensure all of our neighbors are counted and that Pennsylvania and YoCo receives the resources we need.



APRIL 18, 2020

10am - 3pm
Downtown York



Join us for the 12th year of this fun, family-friendly festival celebrating green, healthy and local living in the heart of Downtown York, PA!

- 50+ vendors
- Live music
- Food
- Interactive Art
- Children's activities
- Much more!

#GoGreenYork



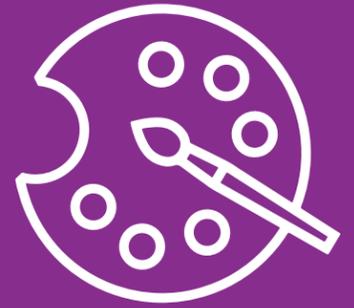
Downtown Inc
DowntownYorkPa.com



York County
Economic Alliance

MEET THE YORKTOWNE ARTISTS OPEN HOUSE

FREE AND OPEN TO THE PUBLIC • LIGHT REFRESHMENTS PROVIDED



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Rob Evans
Daniel Finch
Judeth Hawkins
Richard Chandler Hoff
Nicholas Ireys

Gale Jamison
Phyllis Koster
Robert Machovec
Susan McDaniel
Carol Oldenburg
Marion Stephenson
York Wallcoverings

WellSpan on Market

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The facility offers:

- Blood and urine specimen collection
- Glucose tolerance testing
- Community meeting space



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46 W. Market St. – Downtown York
(Parking in rear)
(717) 356-4441

5930 PR&M 12/19

Learn more at WellSpan.org

HAVE YOUR CAKE and EAT IT TOO!

What if an insurance company actually paid you back? And what if you could support your local chamber in the process? It really is that simple!

Members of the York County Economic Alliance are eligible to join the **Members Advantage Program!** MAP members have shared in over \$10M in dividends.*



Grab your slice.
Contact Susan Stropparo at 717.852.4911

*Dividends are not guaranteed.
© 2018 The Glatfelter Agency

The Yorktowne Hotel will serve as a hub of York County artists upon its re-opening. Join us to view past works of the commissioned artists, meet them in person, and view their ideas for our beloved hotel.

March 19
4 PM – 7 PM

Marketview Arts
37 W Philadelphia St, York, PA 17401

This project is funded in part by the PPA Partners and the Pennsylvania Council on the Arts
For more information, please contact Kim Hogeman at khogeman@YCEApa.org



YCEA EVENTS

FEB 20 **Business After Hours presented by Doceo | 5–7 p.m.**
LOCALiQ, 1891 Loucks Road, York

FEB 25 **Small Business Roundtable | 11:30 a.m.–1 p.m.**
York County Economic Alliance, YCEA Board Room, 144 Roosevelt Ave., Ste 100, York

FEB 26 **Economics Club Breakfast presented by Murray: Economic Forecast | 7:30 a.m.**
Wyndham Garden York, 2000 Loucks Road, York

MAR 04 **Small Business Roundtable | 8–9:30 a.m.**
York County Economic Alliance, YCEA Board Room, 144 Roosevelt Ave., Ste 100, York

MAR 10 **WBCO Luncheon: Women Sharing with Women | 11:30 a.m.**
Heritage Hills Golf Resort, 2700 Mount Rose Ave., York

MAR 13 **Showcasing YoCo: The YCEA Keynote Event | 5 p.m.**
Wyndham Garden York, 2000 Loucks Road, York

MAR 25 **Economics Club Breakfast presented by Murray: Women's History Month | 7:30 a.m.**
Wyndham Garden York, 2000 Loucks Road, York

MAR 26 **Business After Hours presented by Doceo | 5–7 p.m.**
York Revolution 1741 Club, 5 Brooks Robinson Way, York



Come out for the Sweetest Pint Chocolate tour, First Friday, and more events in Downtown York.

Events

MAR 06 **First Friday | 5–9 p.m.**
Locations Throughout Downtown York

MAR 18 **Business Series Workshop presented by PNC | 8 a.m.**
York College Center for Community Engagement, 59 E. Market St., York

MAR 28 **Sweetest Pint Chocolate | 2 p.m.**
Locations Throughout Downtown York

MAR 31 **Downtown Update presented by York Traditions Bank | 7:30 a.m.**
Appell Center for the Performing Arts Capitol Theatre, 50 N. George St., York

MAR 17 **York Story Slam | 7 p.m.**
Holy Hound Taproom, 57 W. Market St., York

MAR 28 **One to One, formerly Human Library | 1 p.m.**
York College Center for Community Engagement, 59 E. Market St., York



144 Roosevelt Avenue
York, PA 17401

A photograph of a modern, multi-story building with a glass facade, illuminated from within, set against a twilight sky. The building has a prominent glass section that reflects the sky and shows an interior view. The UPMC logo is visible on the right side of the building.

Exceptional Care in *One Convenient Location*

The new outpatient services at UPMC Memorial offer convenient access to an array of patient-centered specialty care, including superior surgical services provided by Leader Surgical Associates-UPMC, formed by the joining of Leader Surgical Associates and Memorial Surgical Specialists.

Outpatient Services at UPMC Memorial
1703 Innovation Drive, York, PA 17408
UPMCPinnacle.com/TheFuture

UPMC | MEMORIAL

Services offered:

- Cardiac and Pulmonary Rehab
- Leader Surgical Associates-UPMC
- Sleep Lab
- UPMC Hillman Cancer Center
 - Infusion center
 - Medical oncology
 - Radiation oncology
- UPMC Imaging Services
- UPMC Leader Surgical Center
- York Heart and Vascular Specialists