

York County
Economic
Alliance



YEAR IN REVIEW

(AND WHAT A YEAR IT WAS!)

2020

COVID-19 RESPONSE

Together with our County Government, and several partners, the **York County Economic Alliance (YCEA)** has dedicated our team and talents to creating a pathway towards recovery during the COVID-19 pandemic. Since March, we have consistently done our best effort to be a frontline resource for information, assistance, and data to numerous constituencies.

COVID-19 Response Timeline

MARCH

PreparedYork.com

Website launched to provide information and resources.

MARCH

Sourcing Personal Protective Equipment

Local sourcing and supply chain logistics activated to generate and access much needed PPE with MANTEC, Manufacturers' Association and Hanover Chamber as partners.

APRIL

PA CWCA Loans

Over \$2.3 million COVID-19 Working Capital Assistance Funds administered for lost revenue of 31 small businesses.

APRIL

YoCo Strong Recovery Task Force

Created for County's recovery plan.

MAY

City of York - Bureau of Health

Provided COVID-19 communication support to target businesses and residents.

JUNE

YoCo Bloom Grants

\$180,000 awarded to Downtown York businesses to aid in recovery efforts.

JULY

CARES Act Allocation Support

\$40.5 million awarded to County of York.

AUGUST

YoCo Strong Restart Fund Launched

\$14 million deployed in CARES Act funding.

SEPTEMBER

Broadband Pilot Project

Funding allocated to help make broadband internet more accessible in southern York County and to create a strategy for countywide broadband expansion.

OCTOBER

Pathways Portal

Formed in response to recovery and connecting residents with opportunities for learning, training and employment with bilingual career fair series.

NOVEMBER

YoCo Strong Restart Fund Awards

Disbursement of an additional \$2.5 million in Restart grants commences.

DECEMBER

CARES Act Allocation

Final CARES Allocations made by County Commissioners, thus concluding the deployment of \$40.5 million in strategic aid and relief in YoCo.

DECEMBER

YoCo Bloom: Start Up Edition

YoCo Bloom Start Up grant program invested \$20,000 in start up businesses rising from the pandemic.

PREPARED YORK



The YCEA launched the **Prepared York** website on March 16, accessible in over 30 languages, as a hub of information and resources available to the public. Our team pivoted to triage the daily needs of our community, analyze the barrage of changes, and provide daily communications to serve as a clearinghouse for information and assistance for those economically impacted by the COVID-19 pandemic.

Since the launch of PreparedYork.com:

- Over **366,000** visitors have been to a page on PreparedYork.com, with Small Business Assistance and Recovery being the top pages.
- The YoCoStrong.org webpage, for the YoCo Strong Recovery Task Force and subsequent Restart Fund, has received over **250,000** visitors.
- Our team has provided assistance to over **2,300** inquiries.
- Over **90** e-newsletters have been sent from Prepared York – first daily, then weekly.
- Social media posts with over **4,000** video views for Prepared York, and **32,000** organic post impressions.
- Bilingual marketing kit available with flyers for COVID-19 precautions.
- Featured in YoCo Connect, distributing to over **3,000** businesses in York County.
- A companion PreparedCentralPA.com was launched to support similar information resources by sister organizations in Adams, Dauphin, Lancaster and Lebanon counties.

COVID-19 WORKING CAPITAL ASSISTANCE (CWCA) LOANS

\$2.3 MILLION AWARDED

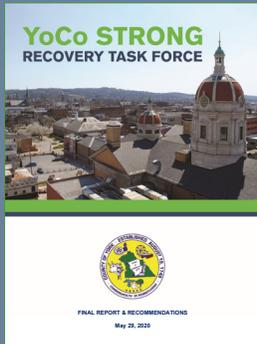
The **COVID Working Capital Access Program (CWCA)** launched in March by the Commonwealth of PA, and administered by the YCEA in York County. Low interest loans capped at \$100,000 were offered first come, first served. In the span of five days, the YCEA would field over \$9 million in requests. Awards were determined by the Commonwealth, resulting in \$2.3 million awarded to 31 small businesses in YoCo.



YoCo STRONG RECOVERY TASK FORCE

In April, the County Commissioners launched the **YoCo Strong Recovery Task Force**, comprised of community subject matter experts volunteering their time to provide recommendations to shape our County's recovery plan.

To assist the facilitation of this Task Force, the YCEA dedicated six team members to provide administrative support to the thirteen committees. Dr. Silas Chamberlin, the YCEA's VP of Economic & Community Development served as the Task Force facilitator.



In just 30 days, 13 committees assembled, met, and produced:

- 190-page Recovery Task Force Report, with nine consensus priority recommendations. The report and its priority recommendations have been utilized by our County government and have been referenced by sister counties as a recovery process to emulate amid the crisis.
- YoCoStrong.org was created to host the Recovery Report, along with an email address (info@yocostrong.org) to solicit public feedback.

Additional Task Force Results: The County provided direct allocations to nonprofits specializing in tourism, cultural arts, workforce development, and basic needs. Additionally, the County provided reimbursements to local governments for expenses incurred throughout the pandemic at the recommendation of the Task Force. In each of these instances, our team has been called upon to provide guidance for allocation recipients, and support for initiatives.

The YoCo Strong website was retained and utilized to communicate important information pertaining to the development of ongoing resources, such as the YoCo Strong Grant Program.

TASK FORCE TEAM MEMBERS

Task Force Facilitator Dr. Silas Chamberlin	Philip Given Laura Gurreri
Task Force Administrative Support Rebecca Laird	Brendan Harris Dr. Matthew Howie Bill James
Task Force Co-Chairs Joe Adams Abe Amoros Dave Bode Kim Brister Jane Conover Paul Crouse Felicia Dell Dr. Joshua Doll Anne Druck Jenny Englerth Dr. David Eshbach Tannisha Fuentes George Giangi Kelley Gibson	Mark Kandryawatz Kyle King Bev Mackereth Eric Menzer Andrew Paxton Bob Reilly Christy Renjilian Delma Rivera Jose Santiago Kevin Schreiber District Attorney Dave Sunday Shanna Terroso Jean Truthart Dr. Larry Walthour

TASK FORCE SUPPORTING STAFF

Kristy Bixler David Gonzalez Katie Mahoney Jason McSherry	Jessica Mockabee Casey Nixon Sully Pinos
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COVID-19 PROTECT YOURSELF & OTHERS

Protejase y a los demas

WASH HANDS
Lavese las manos

WEAR A MASK
Use una máscara

KEEP 6 FEET
Mantenga 6 pies de distancia

STAY AT HOME
Quedese en casa

1-877-PA-HEALTH • HEALTH.PA.GOV



\$180,000 AWARDED

With support of our philanthropic community, and fundraising efforts during Give Local York, \$180,000 was raised to award small business grants to 50 small businesses primarily in Downtown York. The majority of these funds were awarded to businesses owned by persons of color, including a majority of women owned businesses. This included funds to support outdoor dining to maintain restaurant viability.

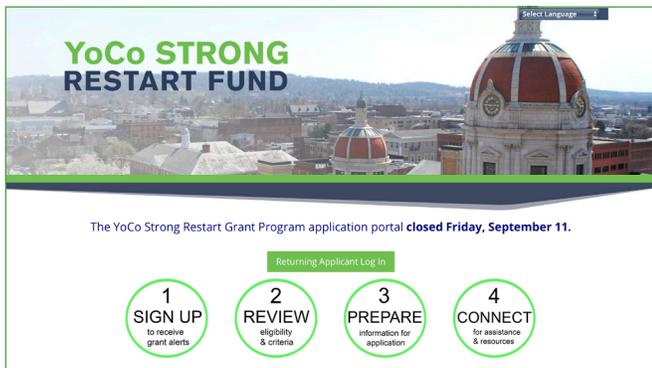
YoCo STRONG RESTART FUND

The County of York was awarded \$40.5 million by the Commonwealth of Pennsylvania via the federal **CARES Act legislation**. Among the initial allocations made by the County, as recommended by the Recovery Task Force, was \$12 million and \$2 million respectively to support small businesses and nonprofit organizations with grants up to \$35,000 through the **YoCo Strong Restart Fund**.

To deploy \$14 million in CARES funding, the YCEA engaged Community First Fund (CFF), a 501c3 nonprofit Community Development Finance Institution (CDFI) to provide technical support and application portal development. This original amount enabled funding for 78% of all applicants. The Commissioners would increase the allocation by \$2.5 million, enabling the funding of 100% of all eligible applicants.

Launched on July 29th, the **YoCo Strong Restart Program** made grants eligible to businesses and nonprofits with under \$3 million in annual revenues, and made all restaurants eligible with under 75 full-time equivalent employees. Together Community First Fund and the YCEA embarked upon one month of marketing, direct outreach, and application preparation assistance in Spanish and English. The application portal opened on August 28th. It remained open for two weeks and was not first come, first served. YoCoStrong.org was utilized for all information pertaining to the Restart Grant.

Both a **conventional bilingual marketing campaign** and a **strategic, grassroots, community outreach campaign** were utilized to connect potential applicants. Conventional marketing included: social media promotions, radio, television, and digital advertisements, and direct mail sent to every York County business. Our team also conducted a series of direct community canvases to strategically target outreach throughout York County, walking block by block to introduce the Restart program, heighten awareness, and connect applicants with our support team.



\$16,474,689 AWARDED TO SMALL BUSINESSES AND NONPROFITS

COVID-19 RESPONSE

Recognizing a significant need exists for in person support, or technological assistance for application submission, the YCEA hosted public office hours available in Spanish and English.

In addition to our office hours, we worked to host countywide satellite office hours with municipal, elected and community partners:

- Main Street Hanover
- Dover Township
- New Freedom Borough
- West Manchester Township
- State Senator Kristin Phillips Hill
- State Representative Kate Klunk
- State Representative Dawn Keefer
- Red Lion Borough
- Dallastown Borough
- Springettsbury Township

Need help?
▶▶▶▶▶
Support is available!

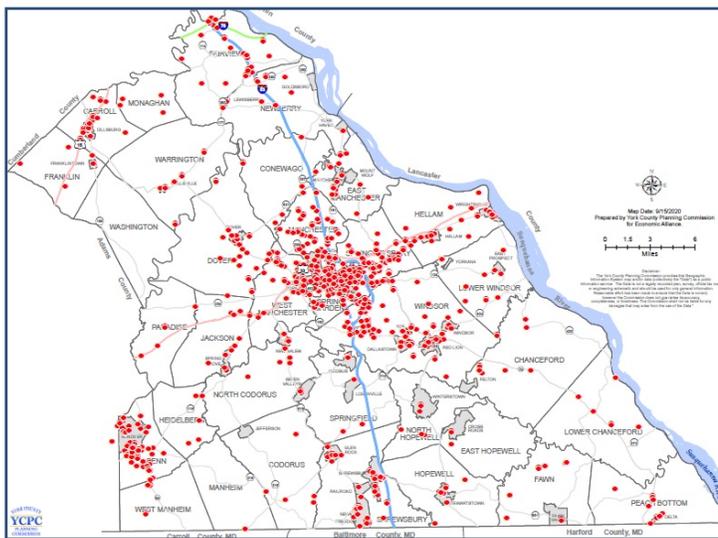
MOBILE Office Hours

YoCo STRONG RESTART FUND

<p>DALLASTOWN Borough Hall - 175 E Broad St. • Wednesday, September 2 - 11:30 am - 2:30 pm</p>	<p>HANOVER Rep. Klunk's Office - 118 Carlisle St. Suite 300 • Monday, August 31 - 1:00 pm - 4:00 pm</p>	<p>SPRINGETTSBURY Township Building - 1501 Mt Zion Rd. • Tuesday, September 8 - 2:00 pm - 5:00 pm</p>
<p>DILLSBURG Rep. Keefer's Office - 12 N Baltimore St. • Wednesday, September 2 - 9:00 am - 12:00 pm</p>	<p>NEW FREEDOM Community Center - 150 E Main St. • Tuesday, September 1 - 2:00 - 5:00 pm</p>	<p>WEST MANCHESTER Township Building - 380 E Berlin Rd. • Tuesday, September 8 - 9:00 am - 12:00 pm</p>
<p>DOVER Township Building - 2480 W Canal Rd. • Thursday, September 3 - 9:00 am - 12:00 pm</p>	<p>RED LION Borough Hall - 11 E Broadway • Thursday, September 10 - 2:00 pm - 5:00 pm</p>	<p>YORK YCEA Office - 144 Roosevelt Ave. • Aug. 31 & Sept. 4, 8 & 10 - 3:00 pm - 7:00 pm • August 29 & September 5 - 9:00 am - 12:00 pm</p>

For more information on the full list of qualifications and application support, visit YoCoStrong.org

Applicants were provided with technological support, this included access to a computer, printing, scanning and upload assistance. All precautions were taken to follow CDC safety, distance, and sanitation guidelines.



- **\$16,474,689 DISBURSED**
- **955 RECIPIENTS**
 - 855 Small Businesses received \$14,776,489
 - 100 Nonprofits received \$1,698,200
- **\$17,250 AVERAGE GRANT AMOUNT**

Has your business been affected by COVID-19? ¿Ha sido su negocio afectado por el virus COVID-19?

FUNDING AVAILABLE HAY FONDOS DISPONIBLES

YoCo STRONG RESTART FUND

York County has grants available to small businesses and nonprofits, through the CARES Act. The grant amount will be up to \$35,000, and funds must be used for COVID-19 pandemic relief.

El programa de fondos CARES Act del condado de York será un relieve para empresas pequeñas y organizaciones sin fines de lucro. La cantidad disponible para cada subsidio será hasta \$35,000 para quienes fueron impactados económicamente por COVID 19.

Applications will open the week of August 24 and remain open for 10 days. This is NOT a first come, first served.

La aplicación abrirá la semana del 24 de agosto y permanecerá abierta por 10 días. Este programa NO es por orden de llegada.

OPEN SHOP

YoCo STRONG RESTART FUND

Need help? ¿Necesita ayuda?

Support is available! Ayuda esta disponible!

Call 717-718-7845
Email Info@YoCoStrong.org
Visit YoCoStrong.org for instructional webinars, and to save the locations and hours these webinars will be available to meet in person.

Llama a 717-718-7845
Correos Electrónicos Info@YoCoStrong.org
Visita YoCoStrong.org para más información sobre las sesiones virtuales de asistencia de como preparar su aplicación, y para ver las ubicaciones y los horarios en que los miembros de nuestro equipo estarán a través del condado para reunirse en persona.

Full details on eligibility, application, and support are available at YoCoStrong.org. Los detalles completos sobre elegibilidad, aplicación y soporte están disponibles en YoCoStrong.org.

Has your business or nonprofit been affected by COVID-19? ¿Le ha sido su negocio o organización sin fines de lucro afectado por COVID-19?

Help is available. Hay ayuda disponible.

YoCo STRONG RESTART FUND

Application Open Until Sept. 11 | Aplicación abierta hasta el 11 de septiembre

Application Now Open Until Sept. 11

Aplicación abierta hasta el 11 de septiembre

▶ Apply Today! ¡Aplique Hoy!

YoCoStrong.org

YoCo STRONG RESTART FUND

YoCo STRONG RESTART FUND

By The Numbers

\$ 14,500,000	Small Business Support via Restart Program
6,000,000	County Government Reimbursement
4,600,000	Nonprofit Direct Allocation Support: Tourism, Arts, Basic Needs
3,000,000	Local Government Reimbursement
2,000,000	Nonprofit Support via Restart Program
1,500,000	Broadband Pilot Project: York City to New Freedom via Rail Trail
1,087,500	School Districts, and Private/Charter Schools for Connectivity Needs
500,000	County PPE Inventory
475,000	Veterans Outreach Organizations
410,000	Senior Care Facility Reimbursement: 41 centers / \$10k per
300,000	Mental Health Service Providers
275,000	Intellectual Disabilities Service Providers
161,000	\$1,000 PPE Reimbursement to 161 Polling Locations for Primary and General Elections
150,000	Countywide Health Department Feasibility Analysis
150,000	Countywide Broadband Analysis
50,000	York County Library System for Connectivity Enhancements

TOTAL: \$40.5M

Over the course of 6 WEEKS, YoCo Strong Restart Program Outreach included:

TECHNICAL ASSISTANCE AND PREPARATION WEBINARS

- **9 Webinars**
Targeting specific groups, such as small businesses in Downtown York and Hanover, Spanish speaking applicants, realtors, MANTEC manufacturing members, Hanover-based businesses, personal care and salons, and nonprofit organizations. Other webinars were focused on specific topics, such as reviewing revenue and profit and loss statements.
- **280 Total Participants**
- **23,000 Impressions**
Webinar social media promotional reach

COMMUNITY PRESENTATIONS

- **11 Virtual Presentations**
Targeted to community leaders, municipal offices, elected officials, the Hanover and Uptown Rotary, Hanover Merchants, York NAACP, and Confronting Racism Coalition.
- **5 In-Person Presentations**
Held at events such as the Alliance of Neighborhood Association, African American First Friday, and the Urban Air Market.

BUSINESS CANVASSES

- **15 Sessions, 35 Total Hours**
- **11 Locations, Countywide**
Hanover, Dallastown, Delta, Dillsburg, Springettsbury, Wrightsville, Red Lion, City of York, West Manchester, New Freedom, Shrewsbury
- **Over 230 Business Visits**
Completed with the support of various community, municipal and elected officials
- **Focused Canvasses**
Targeted to Spanish-speaking businesses, businesses owned by persons of color, beauty services, retail and restaurant and food service sector businesses.
- **Organization Partnerships**
Black Ministers' Association, CASA, Susquehanna SCORE, Shiloh Baptist, York XL, Gandy Real Estate and Anysha Pidgeon
- **Promoted via Social Media**
To help drive further awareness about the program

OFFICE HOURS

- **20 Sessions, 100+ Total Hours**
- **10 Locations, Countywide**
Hanover, Dallastown, Dover, Dillsburg, Springettsbury, Loganville, Red Lion, City of York, West Manchester, New Freedom
- **Over 150 Applicants**
Provided support in Spanish and English

E NEWSLETTERS

- **6 E-Newsletters distributed to 7,440 recipients each**

SOCIAL MEDIA

- **134,686 Impressions**
Facebook & Instagram
- **7,170 Impressions**
LinkedIn

WEB (YoCoStrong.org)

- **49,000 Visitors**
August 14 - September 14
- **34,200 Unique**
(Not repeat)

CONVENTIONAL ADVERTISING

- **2 Direct Mail Pieces**
Each sent to 10,000 small businesses and nonprofits
- **Digital and Print Advertising**
Placed via the York Daily Record, Central Penn Business Journal, BizNews, WGAL, WITF, and WLCH

COVID-19 RESPONSE



BROADBAND PILOT PROJECT

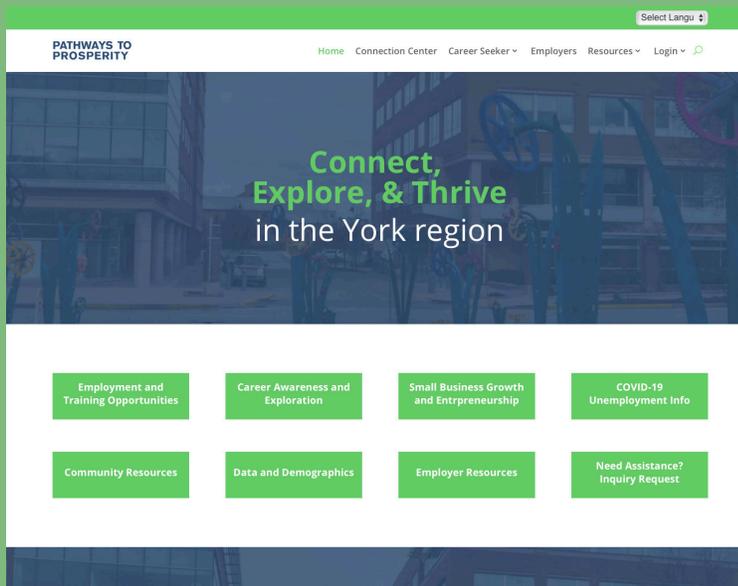
The **YoCo Strong Recovery Taskforce** identified lack of broadband and internet availability as barrier to education, remote working, and information sharing during COVID-19. To take the first steps in addressing this digital divide, the County Commissioners allocated \$2M in CARES funding to install 26 miles of fiber in the existing county-owned conduit underneath the York Heritage Rail Trail to create a backbone of broadband fiber in an underserved part of the county from York City south to the Maryland line. Part of this CARES allocation included funding a countywide broadband that will serve as a blueprint for our county's future broadband strategy.

The YCEA provided technical assistance to support the County of York's comprehensive CARES funding allocation and compliance processes. The CARES Act consists of complex legislation with regulatory guidelines by both the federal and state governments. Our team of professionals assisted the distillation of the legislation into practical application assistance to

garner greater understanding of CARES Act funding eligibilities, ensuring compliance by both the County and funding recipients. This ensured strategic, expedient use of funds, in concert with the recommendations of the Recovery Task Force, and that dollars made it to those most vulnerable.

MAKING WORKFORCE SOLUTIONS HAPPEN

PATHWAYS PORTAL



- From jobs, apprenticeships, to talent attraction tools and info on why you should love York, the Pathways Portal is a one-stop-shop of resources and information for all career seekers and learners to connect them with their next pathway.
- We launched this portal in 2020 and it continues to grow, welcoming businesses and organizations to share open opportunities and training programs.



"Under the umbrella of the York County Economic Action Plan, the YCEA is proud to partner with community stakeholders to create opportunities for all people, while ensuring the tools are in place to attract and retain talent to compete today and into the future."

- William T. Yanavitch II
Chair of the YCEA Board of Directors
Chief Human Resources Officer at Kinsley



PATHWAYS TO PROSPERITY

- YoCo's first-ever countywide workforce plan continued to thrive through the work of the Pathways to Prosperity Workforce Committee connecting business, community and education.
- A success in 2020 was the partnership developed with Manpower and ES3 to launch a logistics training program for career seekers, providing a direct pipe line for talent to this employer.
- We (virtually) brought together Federal Reserve of Philadelphia, Rabbitransit, Careerlink and Commuter Services to discuss the impact of transportation on their workforce.

BLACK AND MINORITY OWNED BUSINESS LISTING

- In partnership with Downtown Inc, Black and Minority Owned PA, and City of York, a comprehensive listing of businesses was created to elevate the opportunities to support local businesses owned by persons of color.
- There are over 100 businesses highlighted in this directory, check them out and support them!

BILINGUAL VIRTUAL CAREER FAIR SERIES

- In a year of sudden unemployment, we launched a virtual solution for job seekers and employers, connecting over 40 employers and partners to over 800 career seekers in YoCo.
- To reach a diverse population, this series was presented in Spanish & English, and streaming on Zoom and Facebook.
- We partnered with the York County Reentry Coalition to host a monthly session for career seekers returning from incarceration.

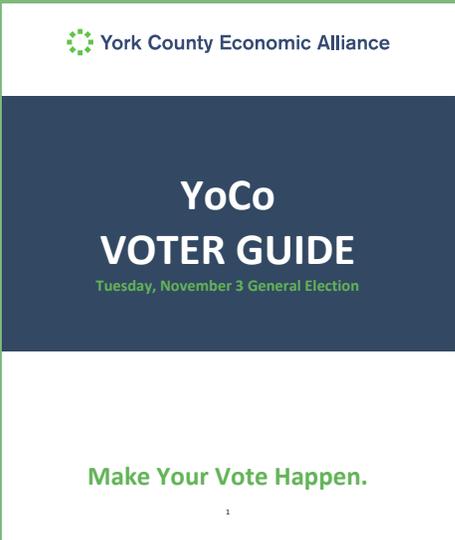
WELCOMING WORKPLACES

- Derived from our Economic Equity Plan, and to create a more diverse, inclusive and welcoming workplace culture across YoCo, we convened CEOs to develop criteria and commit to becoming a Welcoming Workplace.

YOUNG HEROES OUTREACH PROGRAM

- Connected Southern York County School District and the STEAM Academy with the National Liberty Museum of Philadelphia to extend their Young Heroes Outreach Program to York.
- This program focuses on teaching middle school students valuable leadership and civic skills in the classroom.

MAKING ADVOCACY HAPPEN



YoCo VOTER GUIDE CAMPAIGN

YCEA launched the 2020 YoCo Voter Guide, a compilation of information to help inform on voting processes and a non-partisan social media campaign that highlighted candidates running in the 2020 general election.

YORK COUNTY 2020 CENSUS

- YCEA along with county-wide partners worked to promote and inform residents on the importance of the completing the 2020 Census.
- The committee distributed Census flyers and signs to area businesses and community groups, launched a series of five digital stories on how Census data is used locally, created five local video testimonials, and hosted COVID-19 safe events.

ELECTED OFFICIAL ENGAGEMENT

- To inform on the impact felt by the local economy during the pandemic, YCEA created opportunities for local businesses to engage with all four members of Congress who represent York County.
- YCEA shared issues and partnered with state and local offices to assist businesses in accessing government relief programs.

MAKING ENTREPRENEURSHIP HAPPEN



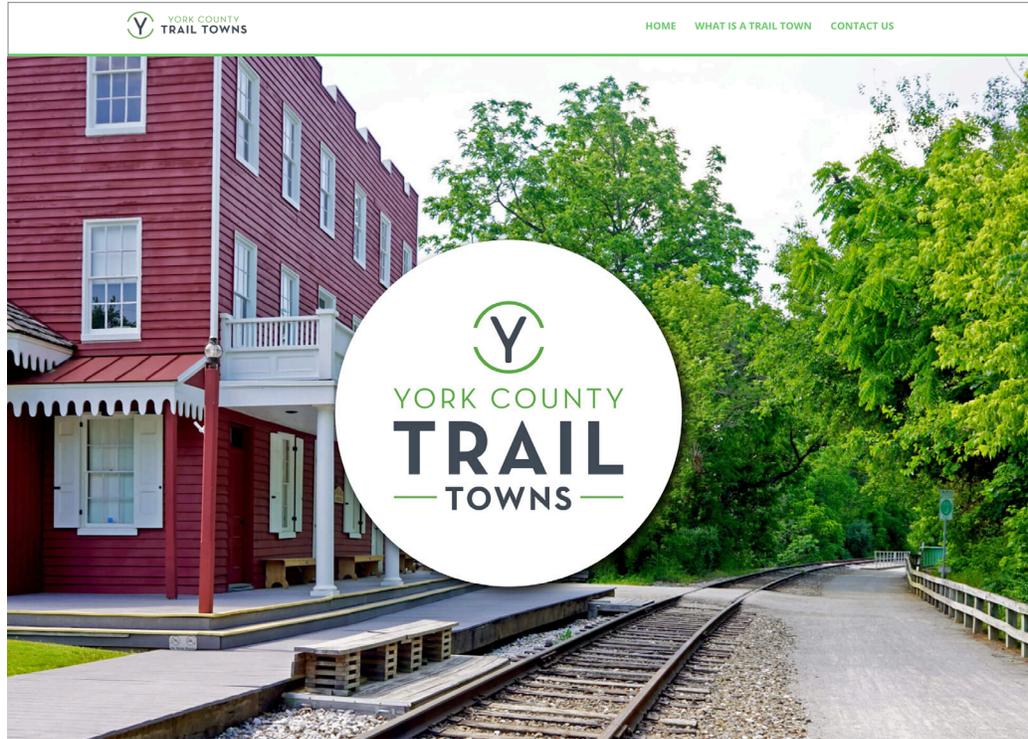
YoCo BLOOM

— START UP EDITION —

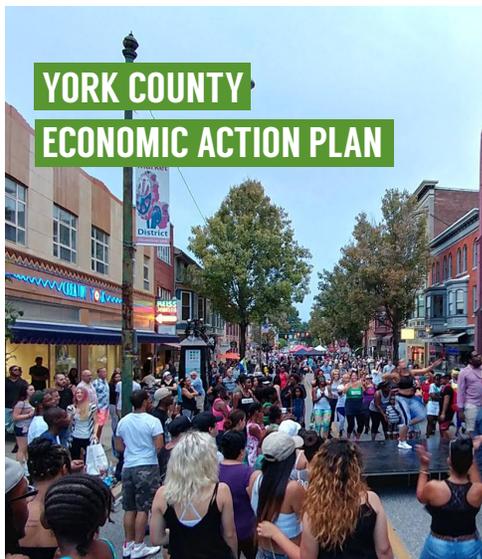
- A pitch competition was held to award grants up to \$2,500 to Start Ups who began in the last 18 months.
- Almost 40 applicants were narrowed down to 14 finalists who met with partners from SCORE, MANTEC, and Ben Franklin to discuss their presentations and businesses plans.
- A total of \$20,000 was awarded, with 50% of the awards were granted to businesses owned by persons of color, and 75% of all of the businesses supported were women-owned businesses.

YORK COUNTY TRAIL TOWNS

- The Heritage Rail Trail is an incredible civic asset, and the towns adjacent the trail are awesome. The Trail Towns program leverages this asset and these towns, including: York City, Seven Valleys, Glen Rock, Railroad and New Freedom.
- Secured three grants, over \$1M, that will contribute to leveraging the trail as a driver for business support and promotion of the communities.
- Worked with local business owners to develop collateral marketing pieces and videos to show case the towns unique identities.



YORK COUNTY ECONOMIC ACTION PLAN



YORK COUNTY
ECONOMIC ACTION PLAN
Adopted December 2020

- Launched a 10-year action plan to create a sustainable, equitable and dynamic economy that elevates well-being throughout the county.
- Despite COVID, we engaged over 1,000 stakeholders in webinars, working groups, surveys and steering committees, and aligned the county, city and downtown economic development strategies for the first time in our county's history.
- The guiding themes include: Create opportunities for all people; Fuel the engines of prosperity; Enhance York's sense of place; Diversity, Equity & Inclusion, Collaboration & Coordination.

MAKING DEVELOPMENT HAPPEN

\$60 MILLION in Financing Support to YoCo businesses, farmers, and nonprofits during a challenging year

Here is how we Make It Happen:

\$ 22,405,267

issued in **Pennsylvania Economic Development Financing Authority (PEDFA bonds)** for land and building acquisition, renovation and new construction, equipment, infrastructure and working capital.

\$ 21,280,000

issued in **tax-exempt financing** for 501(c)3 organizations, manufacturing and other exempt facilities for land and building acquisition, construction and renovations, and equipment.

\$ 15.9 million

secured for public/private partnership projects through the **Commonwealth of Pennsylvania's Redevelopment Assistance Capital Program (RACP)**

\$ 2.3 million

issued in **COVID-19 Working Capital Access (CWCA)** loans to 31 small businesses who were adversely impacted by the COVID-19 pandemic.

\$ 877,000

issued in **Next Generation Farmer** loans to reduce interest rates on mortgage's for agricultural land and property acquisition and improvements.

\$ 250,000

issued in **Small Business Administration (SBA) 504** loans to aid growing businesses with long-term financing for land, building, and equipment.

\$ 126,622

issued in **Keystone Innovation Zone (KIZ) Tax Credits** to young companies in targeted industries to spur entrepreneurial activity and knowledge economy growth.

SOME WHO WE ASSISTED IN 2020





YORK COUNTY INDUSTRIAL DEVELOPMENT AUTHORITY (YCIDA)

THE YORKTOWNE HOTEL

- Launched the 3rd phase of the project, the Interior Reconstruction Phase with reopening slated for Summer 2022.
- The huge pop-up mural on the south-side – meant to be inspirational for 2020 – we are all in this together York!
- The Yorktowne Hotel will have several historic items in the Smithsonian Museum – Green Book Exhibit for the next 4 years.
- Completed the 6th semester of Project-Based Learning with York College of Pennsylvania. The students created unique attraction tools for the future restaurant and corner retail space.
- The Yorktowne Hotel project received an ICRI (International Concrete Repair Institute) Award of Merit in the Highrise Category, and was a finalist in CPBJ’s Innovation Award program in the collaboration category.

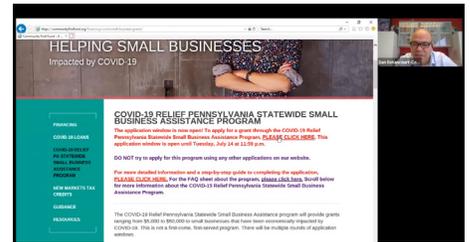
YORK COUNTY LAND BANK AUTHORITY (YCLBA)

- Completed 4 demolition projects, assisted 15 municipalities, and approved several other projects in the pipeline.
- The YCLBA board began their 1st strategic planning process in 2020, identifying their top strategic priorities and 3- and 5-years goals.
- Purchased 8 properties at the 2020 Judicial Sale.
- Worked closely with the Pennsylvania Housing Alliance on the formation of a state-wide network of land banks.
- Working with Red Lion Borough, the Blighted Property Review Committee is taking a severely blighted property through the legal designation of blight process.



Above: A rendering of the former Montgomery Ward building located at 34 Frederick St. in Hanover. The YCLBA aided in this project, now in redevelopment with Integrated Development Partners, LLC.

MAKING CONNECTIONS HAPPEN



“Being a YCEA Member during the onset of the pandemic was **truly a blessing** for our organization. The YCEA provided a variety of business resources and helped administer important funding programs such as the CARES Act Funding. Being a recipient of the grant funding, allowed us to cover our fulltime payroll for the 3 weeks we were closed due to the pandemic, and enabled us to pay health insurance and Christmas bonuses to our employees. We are **truly appreciative** of all that the YCEA does for our community and are **proud** to be a YCEA Member!”

- **Linda Holden**, Skyline Gymnastics Center

“As a business that opened in 2019, the pandemic was devastating for us. Thankfully, the YCEA was there for us and other businesses trying to survive with the effects of COVID-19. Their team was **crucial in helping us** navigate CARES funding programs and applications. We don't know what we would have done without them!”

- **Jen Hicks & Eleesa Collins**, Central Bark York

“As a York County-based small business of over 45 years, we firmly believe in supporting local businesses, and do so whenever we can when purchasing materials for our projects. Being members of the YCEA **strengthens that connection** and lets our customers know that we care about and believe in our community.”

- **Kate Winter**, Yorklyn Construction Co., Inc.

- Pivoted to **virtual ribbon cuttings** celebrating Party Palooza, Alternative HR, York Area Housing Group, Velocity and many more.
- Relunched the **I ♥ YoCo Podcast Series**, reaching over 400 listeners
- Continued the **Member of the Month** program featuring Patton Veterinary Hospital, Honey Run Golf Club, Bailey Coach, Bailea Homebrew and more
- Adapted our monthly series, the **Women's Business Center Organization (WBCO)** and **Economics Club** to a virtual platform, reaching over 3,000 viewers
- Launched a **webinar series** related to COVID-19 resources
- Welcomed 120 golfers at a socially-distanced, CDC approved 32nd annual **Golf Outing** presented by UPMC
- Celebrated our members loving YoCo through member highlight videos in the **“We ♥ YoCo”** campaign

HISTORICALLY EDGY DOWNTOWN



- Record-breaking Give Local York totaling **\$18,235**
- Recognized at the **state level** for best practices of Virtual First Fridays
- **Townie Award** through the Pennsylvania Downtown Center for “Together for the Better: A Story of Collaboration” in the Community Partnerships category
- Awarded **\$115k** to **30 businesses** through Downtown Bloom

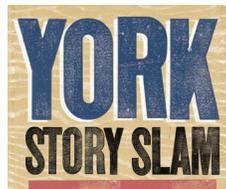
- Installed Pole Banners in every district
- Secured **\$10K** in funding to provide overtime police deployment
- **20** business openings or expansions



ENROOT GATHERINGS



enroot
GATHERINGS



2020 was the fifth season of this live storytelling series, which went virtual in April. The 2020 Grand Slam, featuring 11 of York's best storytellers, premiered as a livestream event on YouTube and has been viewed more than 500 times.



Hosted an Instagram Live series for 12 weeks that featured interviews with 73 people from the music community – from 18 states in the US and 3 other countries.

YCEA PROMISE

We drive York County's economic growth by leveraging the collaboration, resources, and expertise needed to create sustainable prosperity.

We Are...

-  Collaborative
-  Inclusive
-  Knowledgeable
-  Futuristic
-  Driven

We Are YoCo.

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YORK COUNTY ECONOMIC ALLIANCE

Economic Development
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Downtown Inc

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Industrial
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