



York County
Economic
Alliance

2021

YEAR IN
REVIEW



WE **MADE** THINGS HAPPEN.



In 2020, together, the **County of York**, the **City of York**, the **Downtown York Business Improvement District**, the **York County Planning Commission**, and the **York County Economic Alliance** partnered with nationally known **Fourth Economy Consultants** to help align stakeholders around a common vision and develop a **countywide strategic action plan**.

CREATE
OPPORTUNITIES FOR ALL PEOPLE

FUEL
THE ENGINES OF PROSPERITY

ENHANCE
YORK COUNTY'S SENSE OF PLACE



QUALITY OF PLACE



RURAL ECONOMY



QUALITY OF PLACE



EQUITY & INCLUSION



FUTURE OF INDUSTRY



WORKFORCE & ECONOMIC MOBILITY



ENTREPRENEURSHIP





The 10-year economic action plan guides the work of the YCEA to
CREATE EQUITABLE PATHWAYS to economic prosperity for all and
DRIVE FUTURE ECONOMIC GROWTH

to position York as a highly desirable location to live, learn, work, and play.

YorkCountyEAP.org

Carolina Velasco, Unlimited Welding
& Fabrication LLC | Dover

Terrence and Lauren Days,
Sara Ellen Event Venue | Downtown York

Ali Collier, Glen Rock Train Stop
Pop Up Market | Glen Rock

Eric Menzer,
York Revolution | Downtown York

CREATE OPPORTUNITIES FOR ALL PEOPLE

Equity and Inclusion

- ✓ 2021 welcomed the inaugural **Changemaker Edition** magazine **issue**, jointly published by the **YCEA** and **Downtown Inc.**, celebrating the talent and drive of individuals of color making things happen in our community.

The inaugural six changemakers featured were:

- Deborah Hioutis: The Educator
- Wayne Sweeney: The Enthusiast
- Dolka Lugo: The Lifetime Changemaker
- LaQuinn Thompson: The Visionary
- Lisa Kennedy: The Builder
- Mark Rhodes: The Entrepreneur





Anthony Collier, Ciara Rossum-Darr, and Alicia Rodriguez



Kiwana Henderson and Sharee McFadden

- ✓ A **Changemaker** event was held at PeoplesBank Park in December to celebrate those nominated and featured in the magazine, along with the **175 graduates** of the year's **BLOOM Small Business Development Course**, emceed by Demietra Middleton, HR Manager of Harley-Davidson.



Deborah Hioutis and Family

CREATE OPPORTUNITIES FOR ALL PEOPLE



Workforce and Economic Mobility

- ✓ Over **600 jobs** from **140 employers** were shared on the **Pathways Portal** - a one-stop shop for job seekers and hiring employers to connect York Countians to their next career, internship, or resource.
- ✓ Secured national designation for York County with the **Federal Reserve Bank** for **Small Business Recovery**. This program provides training and strategic planning with a racial equity lens to address barriers to access to credit and other resources for small business owners of color and women.

CONNECTED over 400 job seekers to 100+ employers through two in-person job fairs in partnership with the York Cooperative and York Revolution

- ✓ Second Year of **Manufacturing Training Partnership Program** wrapped with **HACC, MANTEC and Crispus Attucks**.
- ✓ **Virtual Career Fair Series** in partnership with **York County Reentry Coalition** continued connecting over **40 employers** with over **800 viewers**.
- ✓ Hosted 1st **Manufacturing Month Industry Tour** in October with **MANTEC, Manufacturers' Association, YCAL and DCED** as part of the Engage! Program.

“ This was so much a **needed and viable tool** in **improving the business climate here in York County** and putting substance to **hiring and retaining a DIVERSE AND INCLUSIVE workforce.**

Every business and organization serious about promoting **D.E.I.** (not just in rhetoric but in practice) should **become a member** of this. ”

- Mike Jefferson (pictured right)
Director of Employment & Training
Crispus Attacks - Downtown York



Launched **Welcoming Workplaces** Initiative

The mission of Welcoming Workplaces is to drive opportunities in York County to attract, retain and elevate diverse talent in our workforce. Over 20 companies and organizations are a designated Welcoming Workplace in York County.



FUEL
THE ENGINES
OF PROSPERITY

Over \$57.3 MILLION
in Economic Development generated in YoCo



PSC Biotech Corporation cut the ribbon at
their York County pharmaceutical manufacturing
location, creating over 100 new jobs.



Conowago Township



MCC Mobile Climate Control

Created 117 new jobs | West Manchester Township



d campusdoor

Created 100+ new jobs | Downtown York

\$2.4 MILLION

TOTAL OF TWO PENNSYLVANIA INDUSTRIAL
DEVELOPMENT AUTHORITY (PIDA) LOANS

\$54,350,000

TOTAL OF TWO TAX-EXEMPT ISSUANCES

\$558,000

TOTAL NEXT GENERATION FARMER LOAN

148 FUNDING AND
SITE INQUIRIES
FIELDIED

Future of Industry

✓ Business Expansion and Attraction

6 SITE
VISITS

5 BUSINESS
LOCATIONS

\$3M IN STATE
INCENTIVES

300 NEW JOBS
CREATED

\$25M IN INVESTMENT
STIMULATED



Economics Club, Wyndham Garden York



Kindred Wellness Cafe Ribbon Cutting, Glen Rock



Spirit of YoCo Awards, Heritage Hills Golf Resort



Annual Golf Outing, Royal Manchester Golf Links

✓ **1,013 members**
68,122 employees
1 out of every 3
 York Countians in
 the workforce is a
 member of the
 YCEA

WELCOMED **CELEBRATED**
70 New Members **24** Ribbon Cuttings
HOSTED **POSTED**
25 Virtual Events **16** Podcast Episodes
54 In-Person Events

✓ **Event Highlights**

- Sold out **Showcasing YoCo**
- Honored Jeff Hines of York Water as the **Business Achievement Award** Recipient
- Sold out **33rd annual Golf Outing** at Royal Manchester Golf Links



WBCO Summer Networking Event, Heritage Hills Golf Resort



Business Achievement Award Dinner for Jeff Hines, York City



Directors' DrawDown & Silent Auction, Wyndham Garden York



Legislative Luncheon with Brandon Flood (On L: Senator Kristin Phillips-Hill on R), Out Door Country Club

“ Through our YCEA Membership, **Central Bark York** has received an **abundance of support**, allowing us to continue to serve the York community and **take our business to new heights**.

Throughout the pandemic, the YCEA **STOOD BY OUR SIDE** and ensured that as a small business owner, we were equipped with the necessary tools and resources to **CONTINUE OUR OPERATIONS**.

Through YCEA programming we were able to **connect** with new audiences and **build our network**. ”

- Jen Hicks, Co-Owner | **Central Bark York** - York



Member of the Month: S&O Auto Sales & Tire Service, York City



York Story Slam: Grand Slam, Appell Center for the Performing Arts

enroot



Hosted **10 virtual York Story Slam events** and heard **80 true, personal stories** from volunteer storytellers who shared with about **600 attendees**



Showcasing YoCo!, Wyndham Garden York



Changemaker Celebration, PeoplesBank Park

FUEL THE ENGINES OF PROSPERITY

Entrepreneurship

- ✓ Launched Virtual **BLOOM Small Business Development Program** classes with over **175 registered**
- ✓ **\$1.7 million** raised to deploy as **BLOOM** grants, loans, classes and support in **2022**

INTRODUCING...



Helping small businesses bloom through education, capital, opportunity, and inclusivity.



2021 BLOOM Small Business Development Course Graduates

“ I feel this session was **extremely informative** and either helped answer some questions we had, or made us **think about things** we hadn't thought about.

GREAT SESSION! ”

- Sandra Rojas, Entrepreneur
BLOOM Small Business Development Program Graduate - York

Awarded **3 BLOOM Grant Rounds**

\$25,000

AWARDED TO 12 ENTREPRENEURS
IN THE TRAIL TOWN COMMUNITIES

\$25,000

AWARDED TO 10 ENTREPRENEURS
IN DOWNTOWN YORK

\$10,000

AWARDED TO 6 WOMEN
ENTREPRENEURS IN YORK COUNTY

Since 2018, BLOOM has awarded **\$291,500** to **104** small businesses in York County, with **57%** of grants going to **businesses owned by persons of color** and **65%** going to **women-owned businesses**.

“ This BLOOM grant has
**SUPPORTED
MY BUSINESS
TREMENDOUSLY**

by being able to add new things
to my shop and pay back rent
when I was **struggling...**”

- Kaila Jones, Velvet Beauties
WBCO BLOOM Grant Receipt - Downtown York



2021 WBCO Council and WBCO BLOOM Grant Recipients



(L to R) Roth Preap, Myra Gillis, Silas Chamberlin, & Senator Kristin Phillips-Hill | Glen Rock

ENHANCE YORK COUNTY'S SENSE OF PLACE

Quality of Place



- ✓ Initiated a planning process that will transform **Glen Rock's Ruins Hall** and the trail's corridor through town into a tourist destination that draws residents, visitors, and regularly trail users into downtown Glen Rock.
- ✓ Expanded the **Trail Towns** program to include **Hanover** and **Wrightsville**

“ The **YCEA** has been such a **help** to me since opening my business. Between **INFORMATION SHARING, grant availability, and assistance,** it has been our **absolute pleasure** to be associated with this **great** group of people. ”

- Carol Sieling, Owner
New Freedom Roasting Company & Deli - New Freedom



- ✓ Invested **\$20,000** in Northern Central Railway's restoration of a 1906 Gondola Car that will serve as a bike shuttle between Trail Towns for its new Bike Aboard program.
- ✓ Welcomed **12 inaugural Trail-Friendly Businesses**, a designation for those who are prepared to provide premiere customer service to **outdoor recreational users**. YCEA supports and provides benefits to promote these businesses.

“ Simply Local can't say enough good things about **YCEA** and their **focus** on helping **small businesses**.

Their support through
GRANT OPPORTUNITIES
and by coordinating community
events give small businesses a
BIG BOOST,
HELPING TO DRIVE TRAFFIC
into our trail towns.

Their people are very **dedicated**
and **professional** while being
very friendly and **approachable.** ”

- Karen Dietrich, Owner
Simply Local at the Glen Rock Mill Inn - Glen Rock

ADVANCE Codorus Creek Project

to shovel ready, transformational development



Shown here, in December 2021, Governor Tom Wolf announced \$10 million awarded to the Codorus Greenway in a ceremony hosted at York College of Pennsylvania's site of the future Knowledge Park, along the Codorus.

The Codorus Greenway is a 1.4-mile greenway project through the City of York to transform a currently inaccessible, rocky terrain into an ADA-accessible, walkable, bikeable, boatable waterfront, connecting city line to city line and provide access to the water for residents and visitors. This project will deliver upon a 100+ year vision to improve and enhance the natural beauty of the Codorus Creek.

Quality of Place

ENHANCE YORK COUNTY'S SENSE OF PLACE



- ✓ Advanced the **Codorus Greenway** nearly to the shovel-ready phase
- ✓ Raised significant **funding**, including a **\$10 million RACP grant** for construction and a **\$500,000 PA DEP Growing Greener Grant** for design, bringing the **total raised to date** to approximately **\$24 million**
- ✓ **Construction start** is now pending approval by the **US Army Corp of Engineers**, which is expected by summer of **2022**
- ✓ Demolition of the inoperable **Bascule Gate Dam** is anticipated in **2022**. **Phase 1 construction** to commence in **early 2023**.

“ The beautification of the Codorus Creek will be an **asset** to both the residents of York City, and those who visit.

From providing recreational water access, to improving water conditions and cleanliness both locally and all the way to the Chesapeake Bay,

THIS ACCOMPLISHMENT IS A WIN-WIN

for all who **live, play, work, and visit York City.** ”

- Sandie Walker
York City Council President
& City Resident



ENHANCE YORK COUNTY'S SENSE OF PLACE



Elizabeth Silbaugh Johnides | The Markets at Hanover | Hanover

YoCo CONNECT

Showcased 100 businesses through
7 PUBLICATIONS



LettUsKnow | Downtown York



Assen & Amaa Achu, Global Café | Downtown York



Connecting local businesses and community partners to over

170,000 READERS,
all promoting YoCo!



Tyler L. Lerman, Smith Wealth Advisory Group
of Janney Montgomery Scott LLC | York



Long Level Marina | Wrightsville



(L to R) First Lady Frances Wolf, Dr. Monea Abdul-Majeed, President Judge Maria Musti Cook, & Grace Quartey

ENHANCE YORK COUNTY'S SENSE OF PLACE



“ **Downtown Inc** helped me **start** to my restaurant. I just started as a small space in Central Market and my husband, Youseff, and me had a dream to have a restaurant. We came here to **SHARE OUR CULTURE** with the **lovely people** that we have here in the city. **I love York.** ”

- Neema Khalil, Owner (pictured above)
Neema's Egyptian Cuisine - Downtown York

Quality of Place



✓ Grants in Downtown York

- **\$5,181,066** through the Restart Fund, awarded to **444 Small Businesses and Nonprofits**
- **\$1,190,000** through COVID-19 Hospitality Industry Recovery Program (CHIRP), awarded to **51 Small Businesses**

Thank you to the York County Board of Commissioners and Commonwealth of Pennsylvania for the allocations of Restart and CHIRP funding to our community.

- **\$25,000** through BLOOM grants to **10 Downtown York Businesses**

Record-breaking
GIVE LOCAL YORK
campaign totaling
\$21,424

100% of which was deployed as BLOOM grants

40
New or Expanded
BUSINESSES

40+
Businesses
Promoted Each
FIRST FRIDAY

**RELAUNCHED
SWEETEST
PINT**

to a record crowd of
over 120 attendees

**LAUNCHED
DOWNTOWN
CLEAN 15**
for a cleaner city

**HOSTED
DOWNTOWN
FIRST AWARDS**
honoring over 40
businesses, individuals,
and organizations



Sweetest Pint Tasting Tour Group



Cornerstone Barbershop | Downtown Clean Up



Rainbow Rose Center | Downtown First Awards:
The Outstanding Nonprofit Organization Award

YoCo STRONG RECOVERY TASK FORCE

The York County Commissioners created the YoCo Strong Recovery Task Force in **April 2020** to provide guidance on the county's response to the COVID-19 pandemic. In **May 2020**, the task force delivered an exhaustive report with eight priority recommendations. The report informed the county's allocation of CARES Act funds and other responses to the pandemic.

- ✓ The work of the **YoCo Strong Recovery Task Force** continued in 2021, with the updated recommendations to guide the county's recovery process and inform the allocation of **\$87 million** in **American Rescue Plan Act** funds by our York County Commissioners Julie Wheeler, Doug Hoke and Ron Smith.

YoCo STRONG RESTART FUND

YoCo CHIRP (COVID-19 HOSPITALITY
INDUSTRY RECOVERY PROGRAM)



By The
Numbers
2021-2022

\$29.7 MILLION DISBURSED **1,894** TOTAL RECIPIENTS

Awarded to
167
NONPROFITS

Awarded to
1,727
SMALL BUSINESSES

35% of the businesses owned
by **Persons of Color.**

38% of the businesses owned
by **Women.**

7% of the businesses owned
by **Veterans.**

Average grant amount: **\$15,600**

“ Thank you for your **support and dedication** towards all small businesses that want to grow and for **helping our community as well.**

Thank you for helping guide us through the application process.

We are incredibly thankful and happy to keep our business running and as always,

**YCEA IS THERE TO HELP
US REACH OUR DREAMS.”**

- Unlimited Welding & Fabrication LLC,
YoCo Strong Restart Grant Recipient - Dover



Rural Economy



- ✓ Continuing to facilitate the **YoCo Fiber Broadband Task Force** on behalf of the **County Commissioners**, which convenes leaders from education, health care, business, and municipal government to advance the findings of the countywide broadband assessment completed in **2021**

ADVANCE the findings of the countywide broadband assessment

- ✓ **YoCo Fiber** and the **Countywide Broadband Task Force** initiated **three projects** in **2021** thanks to a **\$25 million commitment** of **ARPA** funding from the **County Commissioners**

- **Middle Mile Design and Construction:** **\$20 million** has been allocated to build the first **144 miles** of the 333-mile countywide middle mile network, with the goal of **expanding fiber infrastructure** into underserved parts of the county.

- **Urban Wireless: \$5 million** has been allocated to design and build public wireless networks in the **York** and **Hanover** metros, with the goal of providing **baseline internet access** to residents and visitors.

- **Last Mile Pilot Project:** In **2021**, York County issued an RFI for private firms to build and operate last mile broadband networks in **Seven Valleys, Glen Rock, Railroad, and New Freedom**.

“ Expanding high speed internet services to rural areas of York County is **vital for our community.**

Students are expected to participate in **virtual learning days** due to inclement weather and parents are often working from home.

High-speed internet is now a NECESSITY FOR ALL FAMILIES.”

- Nick Root,
North Hopewell Township

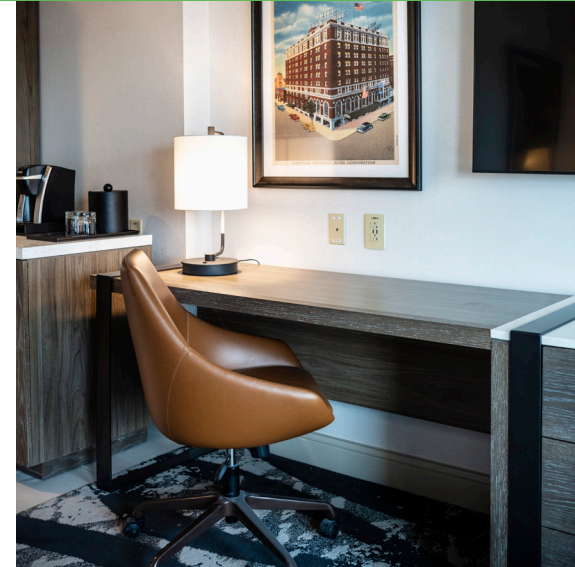
Infrastructure and the Built Environment



- ✓ Upon **reopening**, the hotel will boast a **newly-created** arrival plaza, elegant lobby, full array of room options and suites, fitness center, and meeting and celebration rooms, along with a **much-anticipated new** rooftop bar and lounge.
- ✓ The project will generate in excess of **\$85,000,000** of **investment** to York-based companies, suppliers, and providers by the time it opens.
- ✓ The hotel will be a **job and career generator** for the **100 positions** to be filled with the help of **York College of Pennsylvania**, **Crispus Attucks' Office of Employment and Training**, and **community organizers** to recruit city residents for job and career opportunities. By providing employment opportunities to City residents who can walk to work, our sustainable community development objectives can be advanced.
- ✓ **70+ students** over **nine semesters** from York College's **Hospitality Management and Communications Program** have been engaged through project-based learning as part of course work.



ENHANCE YORK COUNTY'S SENSE OF PLACE



The Yorktowne Hotel,

a Tapestry Collection by Hilton hotel,
is opening **Fall 2022.**

2021 saw significant
progress of reconstruction,
and the reveal of the Hilton
approved model rooms.



ENHANCE YORK COUNTY'S SENSE OF PLACE

Infrastructure and the Built Environment



The Land Bank Authority exists to facilitate the conversion of vacant and/or tax delinquent properties and to bring them back into productive use and to bring them back onto the tax rolls and eliminate blighted properties in the County.

- ✓ Completed **7 demolition projects**
- ✓ Approved **10 additional demo reimbursement agreements**
- ✓ **\$465,795** total demolition dollars collected
- ✓ **\$275,207** total demolition dollars spent
- ✓ **\$1,023,250** in approved projects in progress

Completed Projects:

- **Hanover: 1 Project**
- **Windsor: 1 Project**
- **Glen Rock: 1 Project**
- **York City: 6 Projects**
- **Stewartstown: 1 Project**



- ✓ **RACY** transferred ownership of the **McAllister Hotel** in **Downtown Hanover** to developer Jordan Ilyes, who had worked for several years to redevelop the former hotel into luxury apartments, a fine dining restaurant and coffee shop.



(L to R) Silas Chamberlin, Katie Mahoney, Kim Hogeman, Kyle Joines, & Matthew Sechrist



(L to R) Andrew D'Agenias, Jordan Ilyes, & Robert Godfrey at the Business After Hours held at McAllister's on York

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ECONOMIC ALLIANCE
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**Denotes completed term in 2021*

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Matthew Sechrist
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YCEApa.org



@YCEAPA



— THE —
YORKTOWNE
HOTEL

TAPESTRY COLLECTION
by Hilton™

WE CAN'T WAIT TO
WELCOME YOU BACK!

