



Lansdowne Economic Development Corporation

ANNUAL REPORT 2010



LANSDOWNE

*Discover
the Treasure!*

Lansdowne Economic Development Corporation

2010 Annual Report

C O N T E N T S

From the President5

Introduction to the Lansdowne Economic Development Corporation: The Basics6

Economic Restructuring: 2010 Activities8

Promotion10

Design12

Organization16

Financial Information18

Sponsors, Volunteers, & Acknowledgements19



From the President

This year marked a turning point for the Lansdowne Economic Development Corporation. We graduated from Pennsylvania's Main Street funding stream and are moving ahead to become a self-sustaining economic development corporation.

Our transformation into a self-sustaining organization has not affected our ability to provide the services that the LEDC has become known for. The Lansdowne Arts Festival completed its ninth-annual run, bringing in over 3,500 individuals over the course of the weekend. The ever-popular Lansdowne Farmers Market completed its fourth season this November. Over 27,000 attendees came to sample the fair of regional farmers and relish in the live music, local art, and community. The season was crowned by a significant placing in the America's Favorite Farmers Market contest – we came in second in the United States for a Farmers Market of our size. We also successfully continued the Holiday Fine Arts Show, Summer Concert Series, Lansdowne 5K Race, and Arts and Crafts Show.

Despite a difficult economic climate, businesses in Lansdowne enjoyed successes. Sycamore BYO doubled its capacity and has received numerous accolades from local and regional reviewers. The downtown saw the re-opening of several businesses that had closed due to significant construction, including BeeJays Fashion, Dunkin Donuts and the Lansdowne Chinese Restaurant. A Dish Network franchise as well as Lansdowne Scrubs and Uniforms also opened their doors downtown. Better Together (BT) Baking recently – an organic brownie company – recently expanded from its home-based operation to a store front in Lansdowne.

Our Design Committee embarked on some of its most ambitious projects in 2010. We funded a renovation of a thriving business on Baltimore Avenue – Mark Galdo's Ceramic Tile and Flooring Store – that has caused some Lansdowne residents to notice the store for the first time. We are supporting – and have completed – several renovations of significant historic downtown buildings. For the first time in 2010, the LEDC dedicated some of its funds to a building included on the National Register of Historic Buildings – the Historic Lansdowne Theater. Our support enabled the theater to leverage over \$100,000 in grants from other sources.

Our Organization Committee embarked on another first for the LEDC – the generation of an Annual Report to document our successes and keep everyone informed of our progress. And, as suspected, we found that our volunteers were our greatest asset. Scores of people dedicated more than 4,600 hours to our programs and events. Thank you to our many volunteers for all of your work in contributing to the success of LEDC programs from the 5K Race to the Farmers Market and Celebration Theater.

Our successes in 2010 have prompted us to set ambitious goals for 2011. We will be expanding the Farmers Market and incorporating EBT machines to increase local access to fresh food. These will allow farmers to accept ACCESS cards. Accompanying that, the LEDC will be starting a youth garden and entrepreneurship program. We are working on creating an Artists Registry and expanding the Arts Festival and Lansdowne 5K Race. Our Design Committee has committed to spending our remaining Façade Funds and engaging in innovative projects – such as a design contest – to generate interest in Façade Improvements along our Main Street.

2011 will also mark a new chapter for us as we embark on implementing the Lansdowne-Yeadon Elm Street Program. The Elm Street Program will provide assistance to households in the multi-municipal Interboro neighborhood, as well as lead numerous neighborhood-wide improvements.

The LEDC has enjoyed the successes of this busy year and look forward to continuing to serve the Lansdowne community in 2011. We invite you to join us in continuing to enhance our community.

Virginia Gavin
President, Lansdowne Economic Development Corporation



Introduction to the Lansdowne Economic Development Corporation: The Basics

The Lansdowne Economic Development Corporation (LEDC) is a 501(c)(3) not-for-profit that has served the Borough of Lansdowne since 1998. The LEDC has led the effort to strengthen existing Lansdowne businesses and to attract a strategic mix of new businesses to Lansdowne.

The Main Street platform is based on creating a comprehensive design for the downtown, promoting the community and businesses, encouraging economic restructuring through programs and events, and maintaining a sustainable organization.

In 2005, the Pennsylvania Department of Community and Economic Development selected the LEDC to oversee a new Main Street Program. The Main Street program is a national project of the National Trust of Historic Preservation. The Main Street platform is based on creating a comprehensive **design** for the downtown, **promoting** the community and businesses, encouraging **economic restructuring** through programs and events, and maintaining a **sustainable organization**.

ORGANIZATIONAL STRUCTURE: THE LEDC BOARD, STAFF AND VOLUNTEERS

The LEDC Board is comprised of local business owners, professionals, and representatives from the Borough of Lansdowne. Board members dedicate time and resources to the LEDC. In 2010, Board donations (including volunteer hours) were valued at approximately \$60,000. The LEDC conducts its activities through four Board-led committees that align with the Main Street platform: Economic Restructuring, Design, Organization and Promotion.

A full-time Main Street Manager complements the talents of the Board and supports committee work. The Main Street Manager is responsible for maintaining relationships with the Borough government and other organizations and coordinates the LEDC's projects and programs.

Dedicated volunteers form the backbone of the organization. According to the Pennsylvania Downtown Center, in 2009 the LEDC has the second-greatest number of volunteer hours for any Main Street Organization (Pennsylvania Downtown Center Top Performing Main/Elm Streets, 2010)



MISSION

The mission of the LEDC is to support, encourage, and promote sustainable economic growth in the Borough of Lansdowne through focused community and economic development activities.

VISION

The LEDC envisions Lansdowne as a regional destination with a historic, walkable downtown, a thriving mix of businesses, and a vibrant arts and culture community.

Economic Restructuring: 2010 Activities

The Economic Restructuring Committee works to assist downtown businesses, identify and attract a strategic mix of businesses to Lansdowne, and promote commercial properties. The Committee assists businesses in strategic planning and provides developers and business owners with information regarding commercial properties.

ACTIVITIES IN 2010

The Economic Restructuring Committee works closely with the Borough of Lansdowne and other downtown stakeholders to promote business expansion and development in the downtown. Many of the successes of the Economic Restructuring Committee depend on the actions of these partners. The committee both directly and indirectly influenced successful downtown development in Lansdowne in 2010, described below.

The LEDC's Economic Restructuring Committee directly and indirectly influenced successful downtown development in Lansdowne during 2010.

NEW BUSINESSES

BT Baking. BT Baking is a regional baking operation that supplies brownies to coffee shops, restaurants and universities throughout Southeastern Pennsylvania. The company relocated to Lansdowne and opened a small retail outlet and a headquarters for its wholesale company. This brought three jobs into the community.

Dish Network. A Dish Network franchise recently opened along Main Street adding two jobs and filling a previously vacant storefront.

Lansdowne Scrubs and Uniforms. A small owner-run store specializing in medical scrubs and uniforms opened along Lansdowne Avenue to serve two nearby hospitals: Mercy Fitzgerald and Delaware County Memorial.

BUSINESS INVESTMENT

Sycamore. Philadelphia Magazine named this Lansdowne restaurant, opened in 2009, as the "Best New Restaurant in the Suburbs." In 2010, Sycamore doubled its capacity through the renovation of an adjoining storefront.



Sycamore, 14 S. Lansdowne Ave.

Lansdowne Chinese Restaurant. The popular Lansdowne Chinese Restaurant reopened after closure due to building renovations.

Lansdowne Diner. The Lansdowne Diner, a downtown landmark at the main intersection of the central business district, is being remodeled following the retirement of its long-time owner. While the exterior of the building is undergoing a major renovation, partially funded with an LEDC façade grant, the new owners are busy renovating the interior space for a new restaurant.

Dunkin' Donuts. The local franchise of the popular coffee and donut shop reopened after renovations due to a 2009 fire.

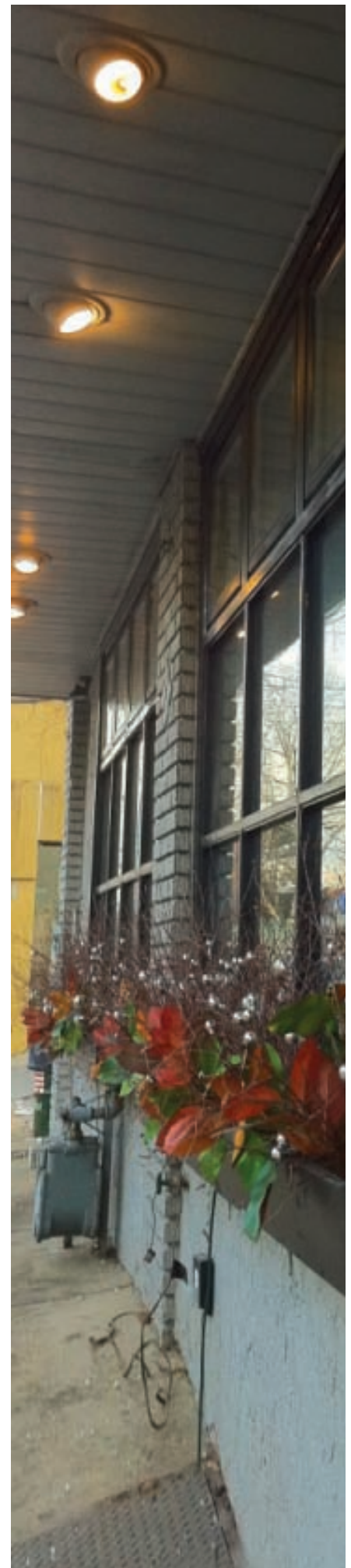
Beejay's Fashion. A local clothing store has reopened after being closed due to building renovations.

DOWNTOWN REDEVELOPMENT

Lansdowne Center Redevelopment. The Food Lion Corporation selected Lansdowne as a site for their much-publicized expansion to the Philadelphia region. Due to the hard work of the Borough, Food Lion was approved for a zoning variance and plans to invest approximately \$5 million in the renovation of Lansdowne Center. Construction on the site will begin in 2011.

RESULTS

- Approximately 10-12 new full-time equivalent jobs created through business expansion and reinvestment.
- More than \$50,000 invested through new small businesses and business expansion in Lansdowne.
- Multi-million dollar investment in the acquisition of shopping center stores, and a major investment in shopping center remodeling to occur in 2011.



Promotion

The Promotions Committee works to promote the downtown as a great place to work, shop, own a business, and live. One of the main goals of the Promotions Committee is to make Lansdowne a destination for consumers. Events attract shoppers from throughout the region and are a regular draw to downtown.

ACTIVITIES IN 2010

Lansdowne Arts Festival:

The Eighth Annual Arts Festival is a three-day event that promotes local businesses and artists. The 2010 Arts Festival was a success, drawing over 3,500 people to the Historic Twentieth Century Club. Local food establishments and over fifty artists and musicians participated in the event.



The Lansdowne Farmers Market experienced its most successful season to date, and finished second in its category in the nationwide Americas Favorite Farmers Market contest.

Lansdowne Farmers Market

The Farmers Market experienced its most successful season to date. Four new vendors were added to the Market, which increased the market to 17 vendors from throughout the region. The Market regularly drew crowds of 1,000-1,500 shoppers, a 15% increase over the 2009 season. The Lansdowne Farmers Market was second in its category in the nationwide Americas Favorite Farmers Market contest. Businesses in the main shopping district continue to support spillover from Market shoppers.



Holiday Fine Arts Show

The Holiday Fine Arts Show occurs the weekend after Thanksgiving and provides an alternative venue for "Black Friday" shopping. It is a great place to shop for holiday gifts and attracts local and regional artists. The 2010 show drew approximately 1,000 visitors to the Historic Twentieth Century Club and downtown for Holiday shopping.



Lansdowne Arts and Crafts Show



The Lansdowne Arts and Crafts Show is the first show of spring and marks the start of the LEDC's busiest season.

Celebration Theater

Celebration Theater, newly under the helm of the LEDC, performed two successful shows in 2010: Hatman and The Ransom of Red Chief. Over 500 theatergoers attended these events, a 10% increase over last year. The shows drew several hundred theatergoers to the Historic Twentieth Century Club and garnered positive reviews in theater publications such as *Playbill*.



Memorial Day 5K Race

The Third Annual Memorial Day 5K Race drew 339 participants this year, representing a 10% increase over 2009. Hundreds of supporters gathered downtown to congratulate the racers.

Proceeds from the event were split with the Lansdowne Boys and Girls Club.



Lansdowne Summer Concert Series

The 2010 Summer Concert Series, now in its second year, continues to enjoy a growing audience. The Series returned to the lawn of St. John's Evangelist Church with four well-attended concerts. These free concerts under the stars make delightful summer evenings in the Lansdowne Business District.



LEDC E-Newsletter

The LEDC E-Newsletter is sent out on a weekly and bi-weekly basis and highlights events and activities in Lansdowne. The E-Newsletter now reaches over 3,000 individuals, an increase of 15% over 2009, and has a 50% open rate every week.



RESULTS

- Lansdowne Farmers Market brought approximately 27,000 people downtown during the 2010 season.
- The Market generated \$250,000 for vendors (including local businesses); most vendors reported a 15-25% increase in sales over 2009.
- Arts events brought 8,000 individuals to the central business district.
- Arts events generated approximately \$60,000 in revenues for local and regional artists.
- E-newsletter circulation increased by 10% over 2009.



Design

The Design Committee oversees projects that create an appealing downtown shopping atmosphere that encourages pedestrian shopping and enhances historic character. The Committee awards small matching grants to businesses for façade renovations, assists with design, and guides applicants through necessary paperwork.

ACTIVITIES IN 2010

The Design Committee funded several high-impact projects in 2010 and has successfully distributed \$57,260 in grants. The Design Committee also worked with several businesses to provide conceptual designs and drawings for their façade projects. 2010 projects (completed and in-progress) include:

24-26 North Lansdowne Avenue

- New stucco façade, replacement of doors and windows on both storefronts, and conceptual design.

27-31 North Lansdowne Avenue:

Historic Lansdowne Theater Corporation

- Structural repairs, new historically appropriate awnings, and restoration plan. Restoration plan leveraged over \$200,000 in donations to the Theater.

88-92 East Baltimore Avenue:

Mark Galdo Ceramic Tile and Flooring LLC.

- New windows, new doors, new signage, and conceptual design.

55 East Baltimore Avenue (in progress)

- New windows, new doors, and conceptual design.

2-12 North Lansdowne Avenue (in progress).

- New windows, new doors and conceptual design.

47 South Lansdowne Avenue (in progress).

- Re-painting of exterior detail, new entry foyer, and new door.

RESULTS

- LEDC grant funds leveraged well over \$200,000 of property investment in Lansdowne's historic downtown.
- Supported the on-going restoration of a National Historic Landmark – the Historic Lansdowne Theater.
- Helped to maintain an important community building – the old Lansdowne Library building (47 South Lansdowne Avenue).
- Assisted in the renovation of three anchor commercial buildings with significant visibility in the downtown.



LEDC grant funds leveraged well over \$200,000 of property investment in Lansdowne's historic downtown.

27-31 NORTH LANSDOWNE AVENUE



The Lansdowne Theater before (inset) and after improvements.

88-92 EAST BALTIMORE AVENUE



Mark Galdo Ceramic Tile before (inset) and after improvements.

24-26 NORTH LANSDOWNE AVENUE



Before (left) and after improvements to storefronts at 24-26 N. Lansdowne Avenue

55 EAST BALTIMORE AVENUE



Before (inset) and in-progress improvements at 55 E. Baltimore Avenue

47 SOUTH LANSDOWNE AVENUE



Before (left) and in-progress improvements at 47 S. Lansdowne Avenue

2-12 NORTH LANSDOWNE AVENUE



Before (inset) and in-progress improvements to properties at the corner of Lansdowne and Baltimore Avenues.

Organization

The Organization Committee develops broad local, county, and state support for the activities of the Lansdowne Economic Development Corporation. The Organization Committee also oversees the financial stability of the LEDC and facilitates strategic partnerships.

ACTIVITIES IN 2010

Media Outreach

The LEDC has maintained connections with local news organizations such as the *Delaware County Daily Times* and the *Philadelphia Inquirer*.



The LEDC drafted nine press releases in 2010, all of which were picked up in the *Daily Times* and the *News of Delaware County*. The LEDC partnered with RCN to release television commercials for its events on popular channels such as HGTV and the Food Network.



Finally, the LEDC partnered with radio stations in Reading and Lancaster to promote the Lansdowne Arts Festival. Through these partnerships, the LEDC reached over 100,000 listeners and viewers.

LEDC Publications

The LEDC has published its first annual report and is drafting a Five-Year Report to summarize the impact of the Main Street Program in Lansdowne.

Volunteers

The LEDC has a strong volunteer base that continues to grow. In 2010, volunteers donated a total of 4,600 hours to the LEDC, valued at over \$90,000 by the Pennsylvania Downtown Center.

Website

The LEDC updated its website with new content regarding Committee activities and successes.

Foundation/Funding Outreach

The LEDC has been successful in establishing relationships with several private foundations and is organizing its first comprehensive annual fundraising campaign to ensure future sustainability. The campaign will be launched in 2011.



Partners

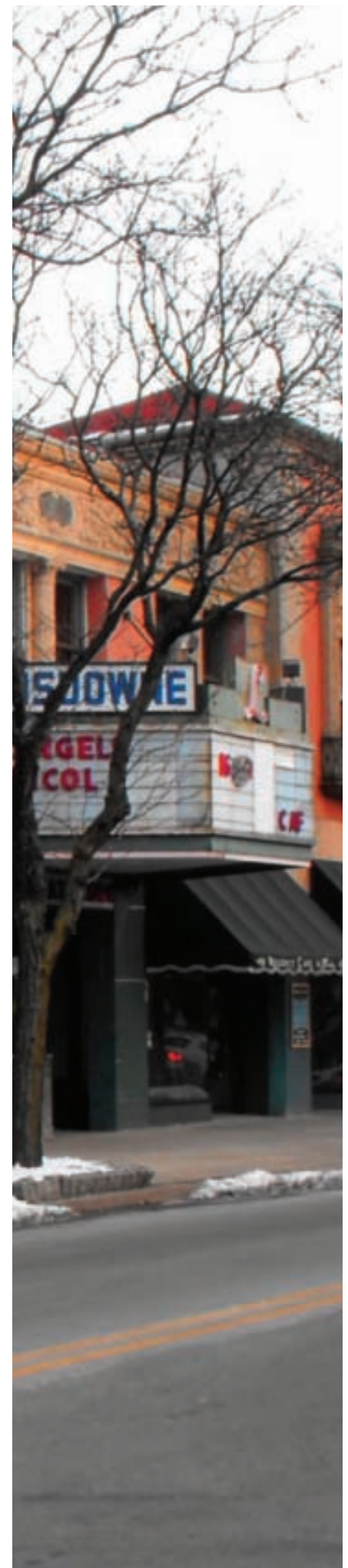
In addition to our generous sponsors, the LEDC works with local organizations and state agencies on a number of our programs, projects and events. These partners include:

- Lansdowne Borough
- Greater Philadelphia Cultural Alliance
- Delaware Valley Regional Planning Commission - Classic Towns
- Greater Lansdowne Civic Association
- Lansdowne Business and Professional Association
- Historic Lansdowne Theater Corporation
- Widener University Small Business Development Center
- Sherwin-Williams
- Pennsylvania CareerLink
- Pennsylvania Downtown Center
- William Penn School District
- Commonwealth of Pennsylvania Department of Community and Economic Development

Awards

The LEDC received the following awards:

- 2009 Top-Performing Main Street
- 2010 Nationally Accredited Main Street Program
- America's Favorite Farmers Market, Runner Up for Boutique Market
- Classic Towns of Greater Philadelphia
- Preserve America Community



Financial Information

The year 2010 was a very successful transitional year as revenues in all categories rose and total revenue increased by 37.49% compared to the same period last year. Operating expense decreased by 5.2% and the operating deficit was cut in half. The LEDC received no government funding in 2010 as it successfully completed its initial four year start-up funding cycle in 2009 and thereafter became a self-sustaining community development organization.

FINANCIAL HIGHLIGHTS

	2010	2009	% Change
Contributions	\$13,080	\$2,831	+363.6%
Grants	\$16,680	\$10,420*	+60.0%
Earned Revenue	\$44,010	\$40,460	+8.8%
Total Revenue	\$73,770	\$53,701	+37.4%
Operating Expense	\$99,211	\$104,699	-5.2%
Deficit	(\$25,441)	(\$50,998)	

* Excludes government operating grants

Contributing to this year's success was an expansion of and increased participation in LEDC events, such as the Lansdowne Arts Festival and the Lansdowne Farmers' Market. Attendance at these events increased and the additional vendors participating in the events offered more diverse goods and services, drawing more consumers and visitors to the business district. Lansdowne merchants also reported increased sales activity as a direct result of more visitors and consumers attending these events.

During 2010 the LEDC expanded its programming and at the same time reduced overall operating expenses. Significant savings were realized in advertising costs as the LEDC enjoyed more publicity from local media and generous support from The Philadelphia Inquirer, RCN and WXPB in providing print, television and radio promotion. The number of visitors and residents subscribing to the LEDC's popular e-newsletters increased, and these tools proved very effective in community marketing and promotion while at the same time reducing advertising spending.

Looking forward to 2011, the LEDC is steadfast in its commitment to again expand programming and events and to eliminating the operating deficit. To enjoy continued success the LEDC needs your help. Your generous financial support is also very much appreciated.

Sponsors, Volunteers & Acknowledgements

The LEDC could not have enjoyed such success without the help of its generous sponsors. We greatly appreciate the contributions of the following individuals, organizations, agencies and businesses:

Commonwealth of Pennsylvania Department of Community and Economic Development	Independence Advisors
Borough of Lansdowne	ING Financial Partners
Pennsylvania Council of the Arts	Keller Williams: The Carpenter Team
Greater Philadelphia Cultural Alliance	Lansdowne Business and Professional Association
Philadelphia Inquirer	Lime Sportswear
WXPX Radio	Helen Macarelli
World Café Live	Mark Galdo Ceramic Tile and Flooring
The Claneil Foundation	Mortgage Network, Inc.
Marty von Rosenstiel and Elliot Borgman	Eileen Mulvena
Phrequencey	PECO
Appligent, Inc.	Portnoff Law Associations
Hoff Communications, Inc.	Sherwin-Williams
RCN	Pickett Properties, LLC.
Violet and Bill Brown	Stephen and Cindy Parsons
PNC	Marlene McHugh
Barbizon Modeling	Ken and Jennifer Marcellus
AQUA America	Arthur McCullough
Arthur J. Gallagher	Grace Caputo
Risk Management Services	Heather Van Heusen
Law Offices of Robert W. Scott, P.C.	Joe Riggs – Lansdowne Center Partners, LLC
Eagle National Bank	

Board of Directors

The LEDC is guided by the generous efforts of its all-volunteer board of directors.

Virginia Gavin, President	Jennifer Hoff, Vice President
Ellen Lustgarten, Acting Secretary	Bill Brown, Treasurer
Mark Gavin	Lauren Kane
Craig Totaro	Jeff DiBlasi



Lansdowne Economic Development Corporation

23 S. Lansdowne Avenue, Lansdowne, PA 19050

www.LansdownesFuture.org

(610) 745-4013