2018 BOARD OF DIRECTORS

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LETTER FROM BOARD CHAIR

ELLEN LUSTGARTEN

Greetings! What an exciting year the Lansdowne Economic Development Corporation (LEDC) had in 2018. The April 27 ribbon-cutting marked the official opening of Utility Works, the LEDC’s creative co-working space in Lansdowne’s central business district. A $95,000 grant, corporate sponsorships, and individual donations contributed to the creation of artist studios, conference and meeting rooms, training/classroom space, and more. In less than a year, studio spaces are filled, classes offered, and a retail space rented.

Utility Works has 3 private studios and 10 open studio spaces on the second floor, all of which have been filled. There's already a waiting list of artisans looking to rent space. In these studios, you will find photographers, mixed media artists, a clothing designer and painters.

The lower level of Utility Works is an open space that can accommodate 9 artists and crafters. Here you will find a metal sculptor, painters, and more mixed-media artists. The LEDC recently received another grant for the purchase of a kiln. Look forward to seeing pottery and ceramics classes in the near future.

Several things are happening on the first floor. Sixteen seats are available at our “hot desk” where people working from home or on the road can rent desk space, access Wi-Fi, and meet clients in private meeting rooms. A conference room is available for meetings and trainings or classes. There is also the “Kiosk” where artisans can sell their creations. On the first floor you can also visit the LEDC offices and stop by KayWay Juice for smoothies and a healthy lunch.

We are excited to watch the continued evolution of Utility Works as it supports the LEDC’s mission of supporting, encouraging, and promoting sustainable economic growth in the Borough.

This year, my term as the LEDC’s Board Chair comes to an end. It has been a wonderful experience and I greatly appreciate all who contribute to our organization’s success: the volunteers, LEDC Board and staff, Borough Council and staff, and our sponsors and donors. Your hard work and dedication make Lansdowne the great place it is to live, work, and play.

Thanks for everything.

Ellen
BUILDING ON MOMENTUM - EVENTS

One of our proudest moments of 2018 was the Grand Opening and Ribbon-Cutting for Utility Works, our creative co-working building. We combined this with our Annual Meeting which meant that all of our proud accomplishments were shared with the press, media, and legislators, and funders alike. The event attracted a standing-room-only crowd and was featured in the Philadelphia Inquirer and local papers as well.

The LEDC continues to strive to refresh our events to maximize the benefit to the community and the central business district.

The summer and fall of 2018 were seasons of extremes - extreme cold, extreme heat, and endless rain. This didn't stop our farmers markets and other events from proceeding, but certainly made for some very damp and sweaty days. Attendance dropped all over town, but never stopped our supporters completely. Over 250 folks joined us at the 5K Harvest Run/Walk in November. Hundreds more braved the elements to support the artists at our Lansdowne Arts on the Avenue Festival.

A Bit of the Arts, our fine art show held in November, had more artists than ever displaying and selling their wares. Students from local schools also had the opportunity to showcase their creative work. This year, live music was added to the lower level exhibits.

Our Farmers Market continues to grow, with new vendors (including craft brewers and PA distilleries) and hundreds in attendance every weekend. The Market features an artist and musician of the week, alongside the 30+ tents filled with homemade, organic, and farm-fresh goods. Look for some exciting new changes at the farmers market in 2019, including a Kids' Activity tent, courtesy of the YMCA.
BUILDING ON MOMENTUM - BUSINESS DEVELOPMENT

The LEDC’s Business Development Committee completed their Business Recruitment packets which were sent out to over a 40 craft brewers resulting in the sale of a prime building in the Central Business District for a future brewery and restaurant business on the way. This committee also began the task of researching and developing a plan to change Lansdowne from a “dry” town to one that permits alcohol sales. A new ad hoc committee was created and the business owners were joined by dozens of residents with the same goal. The committee called themselves Moving Lansdowne Forward and created the Thirsty For Change Campaign which will spend 2019 educating the public, obtaining signatures on a petition, and hopefully winning a majority vote in May. If the vote is successful, many more restaurants should be attracted to Lansdowne and those that are here will better be able to compete with nearby communities.

In 2018, a significant portion of South Lansdowne was designated as a Federal Opportunity Zone. The Business Development Committee is researching and learning more about the designation and how it can help attract new developers to the south side of Baltimore Ave.

BUILDING ON MOMENTUM - DESIGN

Last year, the LEDC Board formed a new committee: the Design Committee. This group of volunteers got right down to work in 2018 with the creation of a set of Design Guidelines for buildings in the Central Business District. The guidelines, which cover everything from lighting to signage and awnings, were highly acclaimed by the PA Historic and Museum Commission and were the basis of a grant application to the state for façade grants for business owners who agree to follow the Design Guidelines.

The Design Committee also worked with the Borough to streamline the application and approval process for signage and other building repairs in the Central Business District. This resulted in the creation of a new brochure and a one-page flyer to help guide new business owners through the zoning and permitting processes in the Borough.
BUILDING ON MOMENTUM - COMMUNITY

Improving the community means having hundreds of dedicated people provide thousands of volunteer hours. It also means bringing in foundations, corporations and public organizations whose mission is to make an impact and who have the financial ability to do so.

In 2018, a grant of $95,000 from the PA Department of Community & Economic Development allowed us to make major interior renovations to Utility Works, a creative co-working building where we sublet studio spaces to artists. The building is also home to the LEDC offices as well as KayWay Juice Cafe.

The Borough of Lansdowne stepped up to the plate and increased their financial support as we said goodbye to an operations grant that had supported the LEDC for more than ten years.

More than 500 volunteer hours were logged from the Upper Darby-Lansdowne Rotary Club and the Lansdowne YMCA gave over 100 hours to help make our Arts on the Avenue festival a success. Friends of the LEDC gave over 600 volunteer hours at the festival, more than 750 hours at the Farmers Markets, and over 500 hours at other LEDC events.

Our partnership with Mercy Fitzgerald Hospital has remained mutually beneficial. Mercy Fitz sponsored our 5K Harvest Run/Walk, donated hundreds of pedometers, hosted a first aid tent at the 5K and the Arts festival, and generally helps us make sure Lansdowne is a healthy community. Our good friends at WSFS Bank provided financial support to the LEDC and volunteers at our Farmers Market. The YMCA took over the Kids' Zone at our arts festival and made it in to a kiddie wonderland of activities and crafts. Today's Child provided a Family Resting Zone in their shaded lawn at the festival.

TD Bank and TD Charitable Foundation sponsored several events, helped us promote our Business Retention Program, and held two educational classes in our new building on how to finance a small business. RCN continues to provide free Wi-Fi at our Farmers Market and donates commercial airtime to promote our events.

Woodward Properties helped us distribute over 100 new resident Welcome Packets. Thrivent Financial donated a total of six $250 gift cards which helped us provide food, crafts, and other necessities for kids at our various events.
BUILDING ON MOMENTUM - MARKETING

This past year, the Marketing Committee focused much of its attention to marketing the new Utility Works creative community. The building, formerly Noel Schmidt Furniture, re-opened in May as the new home to local artists and creative professionals. The building name, the tagline, logos, brand standards, etc. all had to be created and had to tie in with the LEDC brand. Once this was done, a new website was created along with a Facebook page, Twitter account, etc. The end of the year was spent making final decisions on building signage.

"Being surrounded by the collective community of creative people at Utility Works has inspired me to push the boundaries of my own art. I am doing the best new work of my life." - John Kovach, metal sculptor

"Having a studio space at Utility Works has made a definite impact in my life as an artist. In this unique venue, I am able to afford studio space in a diverse, dynamic, and positive environment. This has encouraged me to make more art, try out for more shows, and I have sold more work...Utility Works is a great place and offers an opportunity to artists that I have not encountered elsewhere." - Mary Begnardi, mixed media artist

"Utility Works gave me a quiet place to be productive. It’s a lovely space with a beautiful view of the city skyline. But most importantly, I met other members with whom I could collaborate. My fellow members and I have not only designed and created together, we have also become good friends in the process. I couldn’t recommend [it] more highly." - Lesley Curtis, Ph.D., writer, editor, photographer
IN THE WORKS

DEBBIE BRODEUR
EXECUTIVE DIRECTOR

We have much to look forward to in 2019.

The beginning of the year will be focused on the Thirsty For Change Campaign to make Lansdowne a "wet" town, providing more beverage options and the economic stability that might just take our restaurants to the next level of success. With or without this option, we hope to welcome a new restaurant and craft brewer in one of our larger downtown buildings.

Utility Works is already over 70% occupied but we hope to increase that number in 2019, especially with the help of the Penn State Brandywine Boost program which awarded us a $5,000 grant to purchase a kiln and related equipment to open a pottery center in our basement. In addition, we'll be offering art classes, summer camps, and various other workshops at Utility Works next year.

We look forward to providing façade grants and technical assistance for the businesses in the central business district in 2019. Coupled with our new Design Guidelines, the grants should go a long way toward making a big visual impact on the downtown.

We will also be taking over the creation and maintenance of one unified online calendar of community events. Watch for the new link on our website: LansdownesFuture.org.

We are so excited to keep #Moving Lansdowne Forward!

DEBBIE BRODEUR
EXECUTIVE DIRECTOR
FINANCIALS

2018 Revenue $272,764

2018 Expenses $272,764

2018 SPONSORS
Blue Ribbon Partners ($5,000+)
Mercy Fitzgerald Hospital • RCN

Gold Sponsors ($2,500)
Woodward Properties
Marty Von Rosenstiel & Elliot Borgman
Today's Child

Silver Sponsors ($1,000)
Thrivent Financial
Bill & Violet Brown
WSFS Bank • TD Bank

Bronze Sponsors ($500)
Arthur J. Gallagher & Associates • Allstate JLB Agency • Conshohocken Brewing Company
Keller Williams • The Carpenter Team • PECO Energy • Simpson Gardens
Lansdowne Allied Youth Council • Portnoff Law Associates
Lansdowne Business and Professional Association • Robert W. Scott, P.C.

Arts Patron Sponsors ($250)
Mark Caldo Tile • Federal Mint Credit Union • Lansdowne Friends School • Hennessy Bullen Law Office
Campuzano General Contractors • Hennessey, Boullen, McElhenney • Hartnett Auto • State Farm • BeneServ

Friends of the LEDC ($100)
The Icery • St. Philomena Church • Automotive Collision Services • Jeffrey Hanson Educational Services
Peppers Pharmacy • Sycamore Studio • Shillady Plumbing • Greater Gladstone Civic Association
Lansdowne Hearing Aid Center
HELP CONTINUE THE MOMENTUM

DONATE. SUBSCRIBE. VOLUNTEER.

We couldn't do what we do without you. Lansdowne is an awesome community: 15 minutes from the city with a walkable downtown, affordable homes, vibrant Farmers Market, and a community of incredibly talented and caring people.

The success of everything we do is highly dependent on our sponsors and volunteers. So if you've been wondering how to get involved, here are three ways:

- Donate!
  Your tax-deductible donation goes a long way toward supporting our Farmers Market, festivals and events, and the support we provide to business owners - all at no charge.

- Subscribe!
  If you want to know what's going on in Lansdowne (and look smarter than your friends) like us on Facebook, follow us on Twitter and Instagram, check out our boards on Pinterest, and subscribe to our e-newsletter. The newsletter comes out monthly in the winter and weekly the rest of the year, so you'll always be in the know.

- Volunteer!
  Volunteers are the foundation of our success. We have a variety of projects and events going on and we always need an extra hand. So grab a friend and sign up on our website – to help out for a few hours or a few days

DONATE, SUBSCRIBE, VOLUNTEER
at
www.LansdownesFuture.org