Tasks for 202 (based on Goals & Strategies approved by the Board):

Marketing:
A-1: Promote the LEDC and Lansdowne online and in print, through social media, website updates, and print media. Expand content to draw larger audience including business and government officials
- 2016 – new logo and agency brochure
- 2016 – new website
- 2016 – new letterhead, business cards, banners
- 2018 – Agency video/commercial
- 2018 – Establish brand standards and guidelines
- 2018 – Establish brand for CBD/Borough including name, logo, tagline, etc.
- 2018 – Create promotion strategy for CBD/Borough (great place to work AND live)
- 2017 – review e-newsletter format and schedule
- 2017 – research feasibility of maintaining our own website

A-2: Coordinate/Conduct the LEDC Annual Meeting
- 2016 – Revise meeting format to bring in more people, have video of accomplishments and Volunteer of the Year award
- Ongoing – Continue conducting annual meeting

A-3: Ongoing - Provide marketing assistance to new and existing businesses
- press releases for businesses
- website listings
- cooperative advertising
- cross-retail promotions
- sidewalk sales, coupon programs, etc.

A-4: Ongoing - Press releases for LEDC activities and events
A-5: Ongoing - Organize pop-up events (partner with Business Development Committee)

A-6: Ongoing – Promote Living in Lansdowne
- welcome packets
- work with local realtors and landlords
- promote development of new market-rate housing

Business Development:
B-1: Fill vacant storefronts (ongoing)
- 2016 - Conduct Trade Area Studies and have statistical data available for potential businesses
- 2017 – Create Property Inventory
- 2016 - Prepare/Update Retail Recruitment Guide
- 2017 - Prepare Business Recruitment Strategy
- Ongoing - Organize events to highlight and fill vacant spaces (pop-ups)

B-2: Develop a healthy mix of businesses by increasing the number and diversity of businesses
- Ongoing - Recruit new businesses, some focus on arts-based businesses, entertainment-related, businesses with evening and late-night hours
- Ongoing - Recruit new businesses, some focus on businesses that are “green,” health, good for the environment

B-3: Help entrepreneurs who want to open new businesses esp. those that are minority, women, veterans, and/or low/moderate-income
- Ongoing - Research, evaluate and meet with (as needed) DVRPC, SBA, SBDC, DelCo Commerce Center, SCORE, DelCo Works (WIB)

B-4: Ongoing - Provide assistance to existing businesses
- Organize meetings and presentations on business loan and grant information
- Create and maintain database of existing businesses and owner information
- Organize business-based events (First Fridays, Small Business Saturday, etc.)
- Advertising co-ops
- Power buying strategies (collective purchases)
- Assistance with zoning, HARPB reviews, etc.

B-5: Ongoing - Partner with LBPA on various events

B-6: Ongoing - Work with Marketing Committee on revenue-generating activities for the LEDC that involve businesses
- Including co-ops, incubators, public meeting space for rent, etc.

B-7: Partner with local hospital on Healthy Community Initiatives in the downtown
- 2017 - Create and promote walking tours
- 2017 - Heart-healthy menu options at local restaurants

B-8: Ongoing - Partner with Historic Lansdowne Theater to help bring about their renovation and re-opening

B-9: 2018- Research and disseminate information on liquor license/change to a “wet” town: implications, procedures, etc.
- 2019 – Educate, promote, petition signatures, majority town vote for “wet” town
Events:
C-1: Ongoing - Organize special events for residents and visitors from surrounding areas, including:
  • 5K Race (on hold due to pandemic)
  • Lansdowne Arts on the Avenue Festival
  • Holiday Pop-Up
  • A Bit of the Arts (Holiday Arts Show)
  • Lansdowne Farmers Markets
C-2: Ongoing - Increase revenue generated at/from:
  • 5K Race (on hold due to pandemic)
  • Lansdowne Arts on the Avenue Festival
  • A Bit of the Arts (Holiday Arts Show)
  • Lansdowne Farmers Markets

Design:
D-1: Implement an effective façade program again and promote the accompanying Design Guidelines
  • 2017 – create Design Committee, obtain members
  • 2018 – Update Design Guidelines, determine application process, etc.
  • 2018 - Survey physical condition of buildings to determine priorities
  • 2018 - Contact local businesses to determine interest and commitment
  • 2018 - Apply to DCED for funding
  • 2018 - Upload Design Guidelines to website
  • Ongoing - Print additional hard copies for distribution to approved façade applicants
  • Ongoing - Implement façade program
D-2: Work with the Borough and other organizations to provide streetscape improvements
  • 2019 - Review WalkShed study and other streetscape plans
  • 2019 – Create streetscape plan with specific projects (lighting, bike racks, trees, sidewalks, planters, etc.)
  • 2019 - Prioritize action items
  • Ongoing – Apply for funding to implement the streetscape plan
D-3: Ongoing - Help businesses through the HARB review process; work with HARB and code enforcement to create acceptable samples of building signage, awnings, etc.
D-4: 2018 – Assist businesses with window displays

Fundraising:
F-1: Develop and implement a comprehensive fundraising plan
  • 2016 - Prepare annual fundraising campaign (sponsor packet) for business support
  • 2016 – add (and reach out to) more businesses to list of potential sponsors
  • 2016 – prepare calendar for business/corporate fundraising
  • 2017 – prepare plan to increase private contributions
  • Ongoing - Research and suggest grant and foundation opportunities
F-2: Ongoing - Secure sustainable financial resources for the LEDC
  • Research similar organizations for funding ideas
  • Work with Bus Dev’t Committee to research and suggest private revenue-generating activities and ventures, such as co-ops and business incubators
  • 2016 – Work with consultant to prepare feasibility study for co-op
  • Ongoing: if approved by Board: research and tour similar co-op ventures; update construction and operating budgets as needed; research and apply for funding; locate potential tenants; research design and layout options

Governance:
G-1: Ongoing - Build a more diverse, strong Board of Directors
  • Assess membership in terms of demographics, occupations, non-profit experience, skills and interests. Evaluate gaps. Solicit membership/nominees to fill gaps.
  • 2017 – research and suggest possible Board and Committee members
  • 2017 – determine how to hire a farmers market manager
G-2: Ongoing - Ensure the LEDC’s administrative compliance with funders, IRS, and government entities; administer grants, maintain 501(c) (3) status, and establish financial measures.
G-3: Ongoing - Review policies and procedures on an annual basis.
G-4: Ongoing - Keep current PANO and PA Downtown Center memberships and for regular training and updates. Report to Board on a regular basis.
G-5: Ongoing - Completion of annual fiscal audits, appropriate filing of 1099, BCO, etc., timely submission of reports to funders.
G-6: Ongoing - Partner with Borough Council, County Council, local businesses and other local non-profits whenever feasible

G-7: 2016 – Prepare and submit application for designation as a Main Street Program
  • 2017 – Receive Main Street designation