FOCUS ON HEALTH
2020 ANNUAL REPORT
LANSDOWNE ECONOMIC DEVELOPMENT CORPORATION
2020 BOARD OF DIRECTORS

Lisa Welch, Chair
Laureen Carlin, Vice Chair
Antoinette Truehart, Treasurer
Skylar Bentley
Rich McKie
Susan Williams
Bill Brown

STAFF
Debbie Brodeur, Executive Director
Derek Ludwig, Community Arts Coordinator
TABLE OF CONTENTS

3 Letter from the Board Chair
4 Focus on Growth - Partners
5 Focus on Growth - Business Development
5 Focus on Growth - Design
6 Focus on Growth - Community
7 Focus on Growth - Marketing
8 In the Works
9 Financials & Sponsors
10 Help Continue the Growth
Greetings to our Followers, Supporters and the Lansdowne Community.

2020 was a very challenging and remarkable year. It also marked the 15th anniversary of acceptance into the Pennsylvania Main Street Program. We all experienced the effects of the COVID virus and the disruption it caused. This report focuses on the remarkable success and achievements the Lansdowne Economic Development Corporation (LEDC) experienced in 2020.

Major development in the Lansdowne Central Business District is about to occur. An accomplished Philadelphia-based private developer made a major investment in the CBD and will build 65 market-rate apartment units plus complimentary retail spaces. The completed project will bring consumers and commerce to the CBD and is the largest development in Lansdowne in over three decades.

Equally exciting, Penn State University is partnering with the LEDC to open a LaunchBox on N. Lansdowne Ave. The Brandywine LaunchBox is an educational and business development facility offering courses in business and entrepreneurship coupled with hands-on technical training and creative skill building. The goal is provide young entrepreneurs the business knowledge and creative skills to develop new products and services and to launch new business ventures. This proven Penn State University model is successfully operating in more than a dozen communities across Pennsylvania. This is a major accomplishment for Lansdowne. Penn State University is the first major, nationally recognized, institution or business to open and operate in Lansdowne.

While several businesses closed due to the pandemic, more businesses opened than were lost. The LEDC was there to help new and existing businesses owners apply to the Payroll Protection Program providing federal relief funds. The LEDC also awarded façade grants to existing and new businesses for storefront improvements and signage.

The LEDC attributes its success in 2020 to the support received from the Lansdowne community. We thank the nearly 200 volunteers who generously give of their time, contribute ideas and perform the tasks that make the LEDC successful. We thank our sponsors and individual donors for their financial support. We are excited about the future and the continued development of our beloved community. 2020 was challenging, but a new cornerstone was set, a new foundation poured, ready to build Lansdowne’s Future.

Very truly yours,

Lisa Welch, Board Chair
FOCUS ON GROWTH - EVENTS

Events are a critical part of what we do here at the LEDC: not only do they generate revenue for our organization, but they also bring people (customers) to the downtown. For many small businesses, the 300-400 people who come here for our weekly farmers markets who then shop and eat in the business district are what keep their businesses going.

Plans to grow the Farmers Market by adding more vendors and expanded Community Days were dashed by the COVID shutdown. Instead of expanding the market, we had to reduce it. Safety protocols meant vendors had to be spaced further apart to allow for social distancing. The LEDC received a grant to purchase new signage and hand-sanitizing stations. The market was moved to the west end of the municipal parking lot to better accommodate protocols and we called on more volunteers to help administer the safety procedures and to move shoppers through the market with minimal lingering. The music and artist tents had to be eliminated and the whole social and community vibe that the marketers experience and enjoy each week became another casualty of the lockdown. The Lansdowne Arts on the Avenue festival and all other event activities were also cancelled with a commensurate effect on operating earnings.

It was a tough year, but we made it through and can’t wait for 2021!
Last year, more than ever, we relied quite heavily on donations and support from foundations, corporations and public organizations to keep our doors open (once we were allowed to open them again, that is.).

We were so fortunate, as a Main Street organization, to receive a grant from the PA Department of Community & Economic Development to help pay staff, rent, utilities, and more as we shut our doors at Utility Works and cancelled our major fundraising events. We also applied for, and received, a PPP loan to help keep us afloat.

Our good friends at the Foundation for Delaware County not only provided technical assistance but also grant funds to continue our plans to open a Maker Space for STEAM-based entrepreneurial activities.

The Borough of Lansdowne continues be one of our biggest partners, providing financial (and moral!) support for all we do.

It meant we were able to share COVID-related grant and loan information to our business owners to keep them going until this pandemic is over.

RCN continued to provide free Wi-Fi at our Farmers Market. Mercy Fitzgerald Hospital, now Trinity Health, continued their corporate support as well as their knowledge and assistance with all things COVID-related so that we could keep our residents as healthy as possible.

Without these many partners, the LEDC would surely have closed operations in 2020. We are fortunate to have so many reach out and lend a hand in our own time of need.
FOCUS ON GROWTH - BUSINESS DEVELOPMENT

While we all worked from home, we decided to take advantage of the down time to update our websites, collect and analyze new data, and talk (virtually) to customers about the types of businesses they’d like to see in Lansdowne. It was a time of research and development and it led to some great results.

With the COVID crisis in full swing, it’s a miracle that any business survived. And yet, we had several new businesses open last year including a photography studio, a hair and jewelry boutique, a chicken restaurant, an urban farm, and a marketing company. Never doubt the power of positive thinking in our local entrepreneurs!

FOCUS ON GROWTH - DESIGN

The facade program had to be placed on hold during the pandemic, but we were still able to meet with some new developers who are planning to build new market-rate housing along Baltimore Avenue, the first of its kind in Lansdowne in decades. The Design Committee began researching new construction design in a historic district and continues to work with the developers to create a building that might be modern but fits in with our historic Central Business District.
FOCUS ON GROWTH - MARKETING

This past year, the Marketing Committee worked hard to spread the word about any COVID-related grants, loans, or special programs. We researched every restaurant in town, found out who was offering takeout options, which delivery services each one used, and began sharing and promoting them to as many customers as possible.

We updated our websites and our email lists for business owners. We also distributed more than 50 Welcome folders to new residents.

Our social media platforms continued to grow last year, as we also used them to promote COVID-related assistance.

We put together an Event Marketing Plan for all of our events, in anticipation of a more normal 2021.
IN THE WORKS

DEBBIE BRODEUR
EXECUTIVE DIRECTOR

We have much to look forward to in 2021.

In 2019, fourteen businesses in our CBD applied for our matching facade grants, including several on South Lansdowne Avenue. All of those projects were put on hold in 2020. We can’t wait to get back to work next year and make a big impact on a section of our downtown that often feels neglected during markets and events.

We continue our plans to expand Utility Works into the vacant building next door. Thanks to our great partners at the The Foundation for Delaware County, PA Department of Community & Economic Development and Penn State Brandywine, who have already made financial commitments, we hope to start renovations soon after the pandemic restrictions are lifted. The new location will be the site of the first Maker Space in the area: think art studios AND equipment like 3D printers, Mac computers, sewing machines, soldering guns, and more.

With any luck, the farmers market will welcome artists and musicians again and the arts festival and shows will be back on the calendar.

We are so excited to keep #Moving Lansdowne Forward!

DEBBIE BRODEUR
EXECUTIVE DIRECTOR
2020 SPONSORS

Blue Ribbon Partners ($5,000 +)
Mercy Fitzgerald Hospital · RCN

Gold Sponsors ($2,500)
Woodward Properties
Career Wardrobe
Today's Child

Silver Sponsors ($1,000)
Pettaway Pursuit Foundation
WSFS Bank

Bronze Sponsors ($500)
Arthur J. Gallagher & Associates · The Carpenter Team · Simpson Gardens
Robert W. Scott, P.C.
Lansdowne Business and Professional Association

LEDC Patrons ($250)
Mark Galdo Tile · Lansdowne Friends School · Jerry Shillady, Shillady Plumbing
Campuzano General Contractors · BeneServ

Friends of the LEDC ($100)
Jeffrey Hanson Educational Services · Sycamore Studio

FINANCIALS

2020 Revenue $184,694
2020 Expenses $2184,694

LEDC Patrons ($250)
Mark Galdo Tile · Lansdowne Friends School · Jerry Shillady, Shillady Plumbing
Campuzano General Contractors · BeneServ

Friends of the LEDC ($100)
Jeffrey Hanson Educational Services · Sycamore Studio
HELP CONTINUE THE GROWTH

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