



DOWNTOWN IMPROVEMENT DISTRICT DRAFT REAUTHORIZATION PLAN

STATE COLLEGE, PENNSYLVANIA



executive SUMMARY

INTRODUCTION TO THE DOWNTOWN STATE COLLEGE IMPROVEMENT DISTRICT

The DSCID is a Neighborhood Improvement District and 501(c)(3) non-profit organization established in 2002 by ordinance of the Borough of State College in accordance with the laws of Pennsylvania. The district extends from Atherton Street to Sowers Street, between College Avenue and Highland Alley.

MISSION STATEMENT

The DSCID is a live, work, and play neighborhood that sparks the creative, the eclectic, and the local. We're a constantly changing, adapting, progressive community of people, with tradition blending harmoniously with trends in food, entertainment, and the arts. The DSCID is devoted to preserving and enhancing the value and vitality of Downtown and works to retain, expand, and attract businesses and investment to improve the Downtown environment. The result is the establishment of Downtown State College as the premier business, cultural, and entertainment destination in Centre County.

PROGRAM AREAS

THRIVING DOWNTOWN

DESIGN & APPEARANCE

ECONOMIC DEVELOPMENT

MARKETING & PROMOTION

PROGRAM GOALS, 2022-2026

THRIVING DOWNTOWN



STRENGTHEN THE DSCID'S
COMMUNITY IMPACT



CONTINUE TO REFINE THE VISION
FOR DOWNTOWN STATE COLLEGE



INCREASE AWARENESS OF THE
DSCID



ENSURE ORGANIZATIONAL AND
DOWNTOWN SUSTAINABILITY

DESIGN & APPEARANCE



MAINTAIN AND ENHANCE A
WELCOMING AND ATTRACTIVE
DOWNTOWN



BE A CATALYST FOR PHYSICAL
IMPROVEMENTS WITHIN THE
BOUNDARIES OF THE DSCID

ECONOMIC DEVELOPMENT



ENCOURAGE BUSINESS
ESTABLISHMENT WITHIN THE DSCID



ENCOURAGE MIXED USE REAL
ESTATE DEVELOPMENT



ENCOURAGE DEVELOPMENT OF
CLASS A OFFICE SPACE



FOSTER AN ENTREPRENEURIAL
ECOSYSTEM

MARKETING & PROMOTION



PROMOTE DOWNTOWN
BUSINESSES AND EVENTS



OFFER EVENTS &
PROGRAMMING TO DRAW
VISITORS TO DOWNTOWN



CONVEY A POSITIVE IMAGE OF
THE DSCID



PROMOTE PATRONAGE OF
DOWNTOWN BUSINESSES



ESTABLISH THE DOWNTOWN AS
AN ATTRACTIVE LIVE, WORK, PLAY
ENVIRONMENT

program HIGHLIGHTS

EVENT MANAGEMENT

The DSCID hosts and helps to facilitate a variety of annual and seasonal events throughout the year. The organization produces events that include:

- > Live After 5 Summer Concert Series
- > First Friday
- > Military Appreciation
- > Downtown Pumpkin Pursuit
- > Light Up Downtown
- > Holiday Trolley and Tree Lighting

COMMUNITY-MINDED BUSINESS SUPPORT

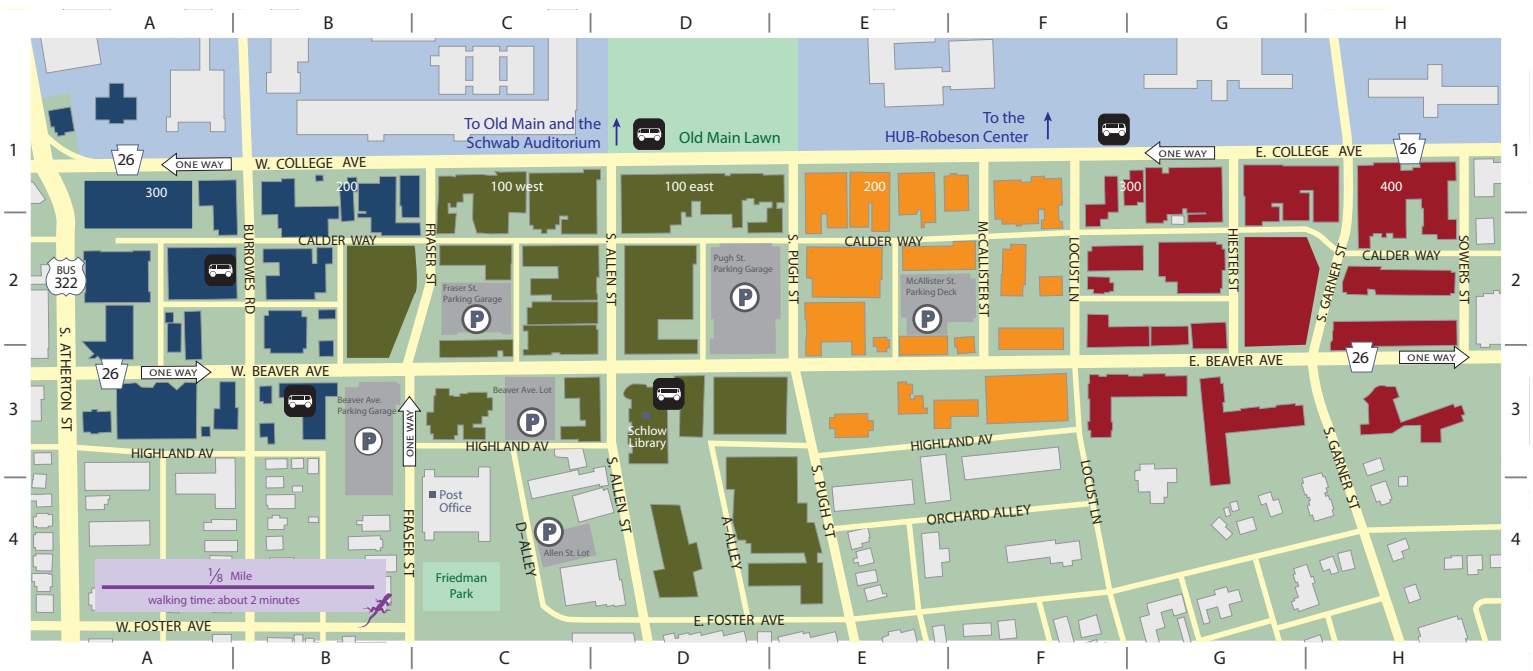
The organization works to support business development and business recruitment in downtown State College. One example is:

- > The organization has collaborated with the Borough to relax restrictions on outdoor dining to help our restaurants stay open during the pandemic.

MAP OF DSCID

The Downtown State College Improvement District extends from Atherton Street to Sowers Street, between College Avenue and Highland Alley, including the parcels on the southside of College Avenue, the eastside of South Atherton Street, the northside of

Highland Avenue, and the westside of Sowers Street; also including the parcels between the westside of South Allen Street, the northside of East Foster Avenue, and the westside of South Pugh Street.



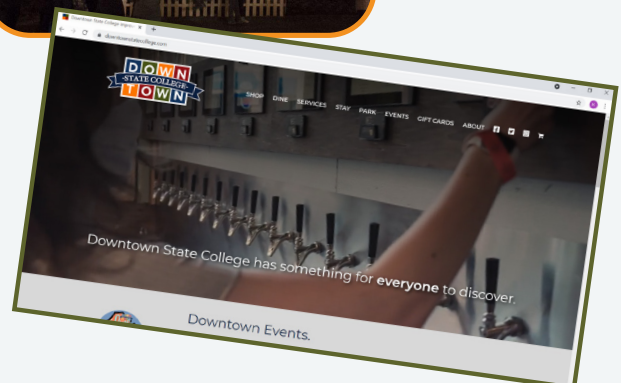
PROGRAMS & INITIATIVES

The DSCID manages several programs that encourage a thriving downtown community, a couple highlights are:

- > Calder WalkWay is a successful dynamic lighting attraction that includes family movies, a community vegetable garden and interchangeable public art.
- > Over 100 businesses participate in the downtown gift card program that generates over \$100,000 in the downtown economy annually.
- > The DSCID was an early supporter of the State Theater renovation to preserve it as a key entertainment anchor in the downtown.

MARKETING AND PROMOTIONS

- > The DSCID's robust marketing approach utilizes a variety of media and platforms to support downtown State College and our businesses.



2022 FOCUS AREAS

In 2022, Downtown State College Improvement District will focus on evaluating operations and exploring opportunities to ensure organizational sustainability in years 2-5. Below are the focus areas for 2022:

THRIVING DOWNTOWN

Goal: Ensure Organizational and Downtown Sustainability

- > Diversify revenue sources.
- > Evaluate opportunities to achieve operational and budgetary efficiencies.
- > Identify and build regional partnerships.

DESIGN & APPEARANCE

Goal: Maintain and Enhance a Welcoming and Attractive Downtown

- > Maintain a clean downtown.

ECONOMIC DEVELOPMENT

Goal: Foster an Entrepreneurial Ecosystem

- > Connect to more people & audiences.

MARKETING & PROMOTION

Goal: Promote Downtown Businesses and Events

- > Evaluate the effectiveness of existing marketing and promotional efforts.

Goal: Offer Events and Programming to Draw Visitors to Downtown

- > Evaluate current event programming and consider new offering options.
- > Consider opportunities to shift from running events to coordinating events.

2022 PROJECTED BUDGET

Revenues	Total
Total Property Assessments	\$ 452,000
State College Borough	\$ 75,000
Penn State University	\$ 30,000
Miscellaneous Income	\$ 65,000
Total	\$622,000

Expenditures	Total
Personnel Expenses	\$225,000
Professional Services	\$35,000
Operational Expenses	\$65,000
Clean Team	\$105,000
Marketing & Advertising	\$100,000
Programs & Events	\$92,000
Total	\$622,000

The full draft plan is available for review at:

Office of the Borough Secretary
243 S. Allen Street
State College, PA 16801

A digital copy of the full plan is available at:
www.statecollegepa.us

