
A photograph of a historic street scene. On the left, a red brick building features a grand entrance with white columns and a black metal railing leading up to the steps. A yellow lantern hangs from the building. The street is lined with similar red brick buildings and mature green trees. In the background, a street sign for 'MONTGOMERY PK' is visible. Several cars are parked along the street.

*Main Street:
How your town can be
the best version of itself*

Julie Fitzpatrick, Executive Director
Pennsylvania Downtown Center



“...in a world where people and capital are footloose, the quality of the community is of critical new importance in economic development.”

- Ed McMahon, Board Chair Emeritus,
Main Street America & Senior Fellow, ULI;
“New Life for Small Cities” Richmond Times-
Dispatch, May 16, 2022

WHO are we?

- Pennsylvania Downtown Center (PDC) is the only statewide nonprofit dedicated solely to the revitalization of the commonwealth's core communities.
- PA State Coordinator for the National Main Street Center – Main Street America, subsidiary of the National Trust for Historic Preservation



NATIONAL MAIN STREET CENTER

- Main Street America has been helping revitalize older and historic commercial districts for more than 35 years.
- Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development.
- Main Street America is a program of the National Main Street Center, Inc., a subsidiary of the [National Trust for Historic Preservation](#).



NATIONAL MAIN STREET CENTER



Economic
Vitality

Design

Organization

Marketing &
Promotions

Safe, Clean,
& Green

PENNSYLVANIA DOWNTOWN CENTER



Who are we?

- A statewide, membership nonprofit organization
- In operation for more than 30 years
- A National Main Street Center “Coordinating Program”
- Technical Service provider for the Department of Community and Economic Development

What do we do?

- Community Visioning
- NID/BID Feasibility Studies
- Downtown 101
- Strategic Planning
- Outreach & Education
- Work Plan Development

WHAT do we do?

- In partnership with DCED, PDC provides outreach, education & technical assistance to support the Keystone Communities Main Street & Elm Street programs
- As a membership-based organization, PDC's role is to build and support the capacity of local non-profit organizations, municipalities and individuals to enhance the overall well-being and sustainability of Pennsylvania's central business districts and surrounding residential neighborhoods.



Department of Community and Economic Development



- Designed to encourage the creation of partnerships between the public and private sectors that jointly support local initiatives such as the growth and stability of neighborhoods and communities; social and economic diversity; and a strong and secure quality of life.

Department of Community and Economic Development

Keystone Main Street

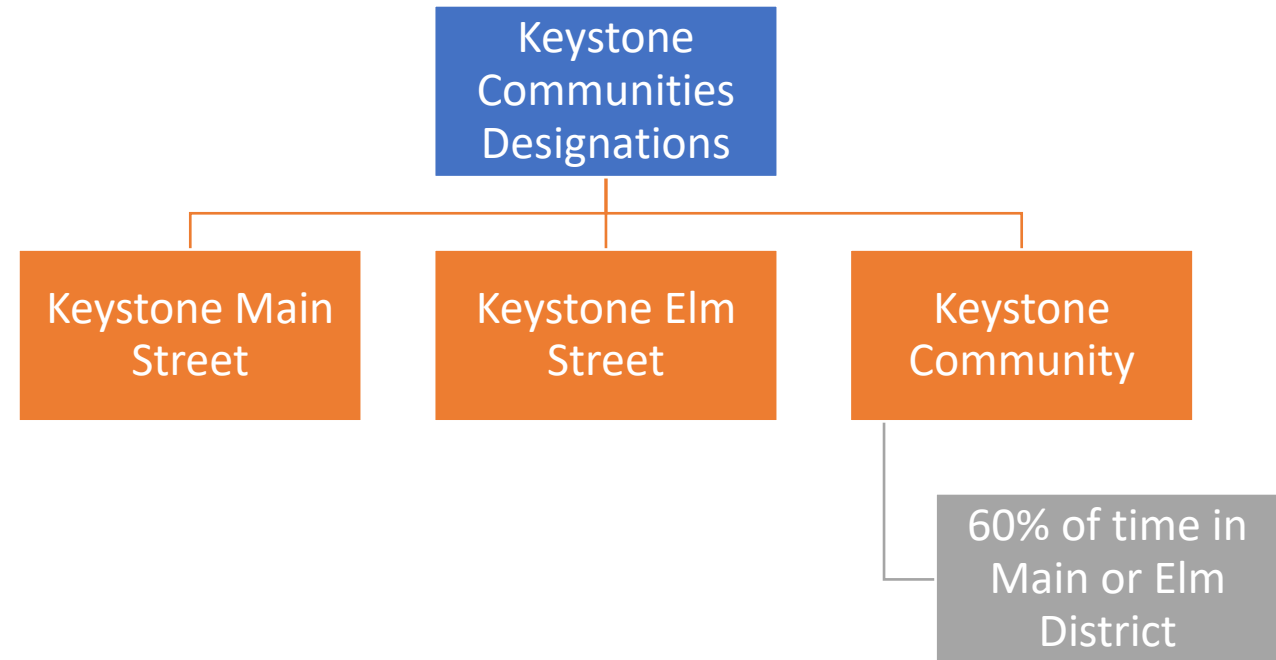
- focus on downtowns and commercial districts

Keystone Elm Street

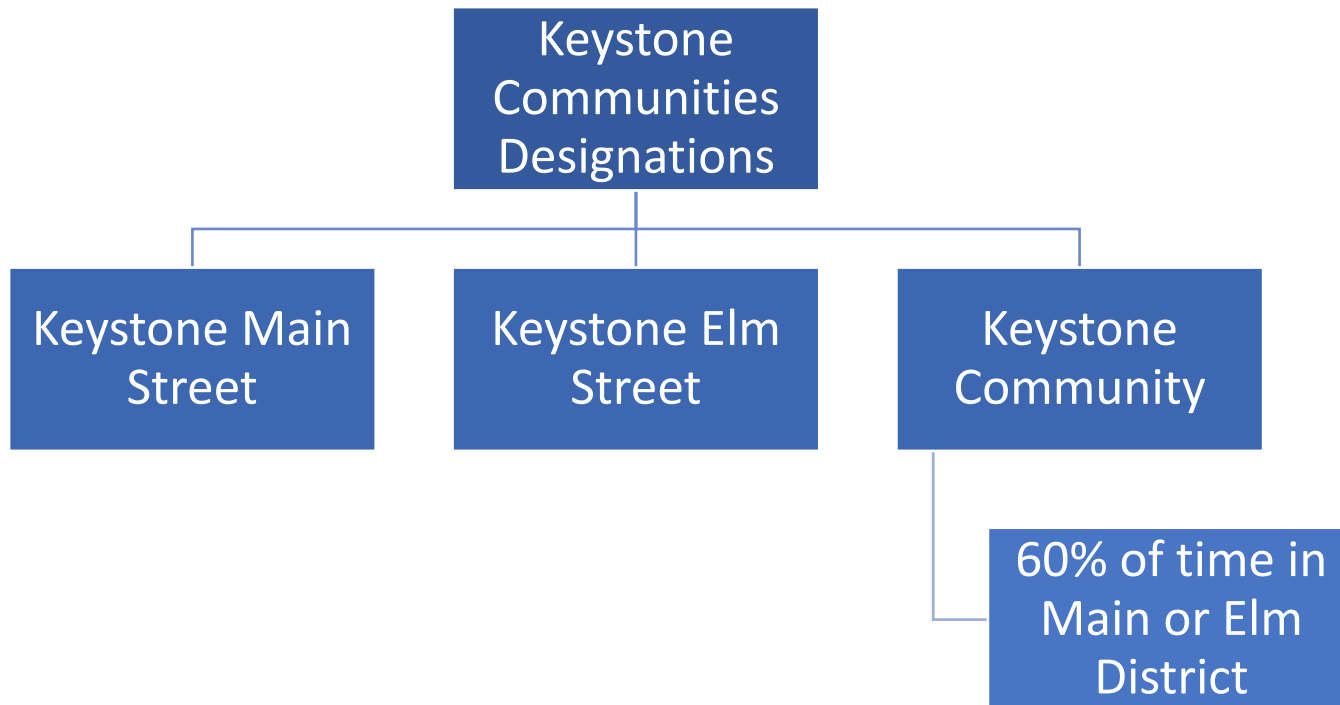
- focus on residential areas and neighborhoods adjacent to the community's downtown or commercial district

Keystone Community

- 60% of time in Main Street or Elm Street district



Department of Community and Economic Development



Benefits of Designation

- Free technical assistance and training
- Access to manager's meetings and manager's network
- Priority consideration for DCED funding opportunities

March 16th, 2020 – What could we do to help?



**Listened to our network
of community
revitalization
professionals: Main
Street & Elm Street
programs throughout the
commonwealth**



**Hosted PDC Listening
Sessions – weekly for first
thirteen weeks, then as
needed**

Partners, speakers, funding,
tools, technical assistance, etc.

Hosted over 40 sessions/
webinars/round-table
discussions in 2020 – 1,300
participants



**Developed Recovery &
Resiliency Task Forces
and Online Resources**

Business Support Recovery
Team, Local Delivery Services,
Localized Living, Owner-Tenant
Relationships, Public Space
Reconfiguration & Vacant
Property



*“Stay Safe, Support Our Community –
by Living, Investing, and Shopping Locally”*

Designing *for* Distance



Pennsylvania
Historical & Museum
Commission

*“Could there be a way to rethink the ‘return to normal’,
in this way building upon the lessons of the pandemic
to solve immediate needs for social distancing, while
improving the public realm long term?”*

- EASTON “DESIGN FOR DISTANCE” PRESENTATION

.....
Easton Bacon Fest | November 7-8

- Need to create more public outdoor spaces
- ACCESSIBLE TRANSPORTATION:
 - Need to connect Riverfront to Downtown for pedestrians & bicyclists
 - Need to create more/safer walkways, crosswalks and bicycle lanes

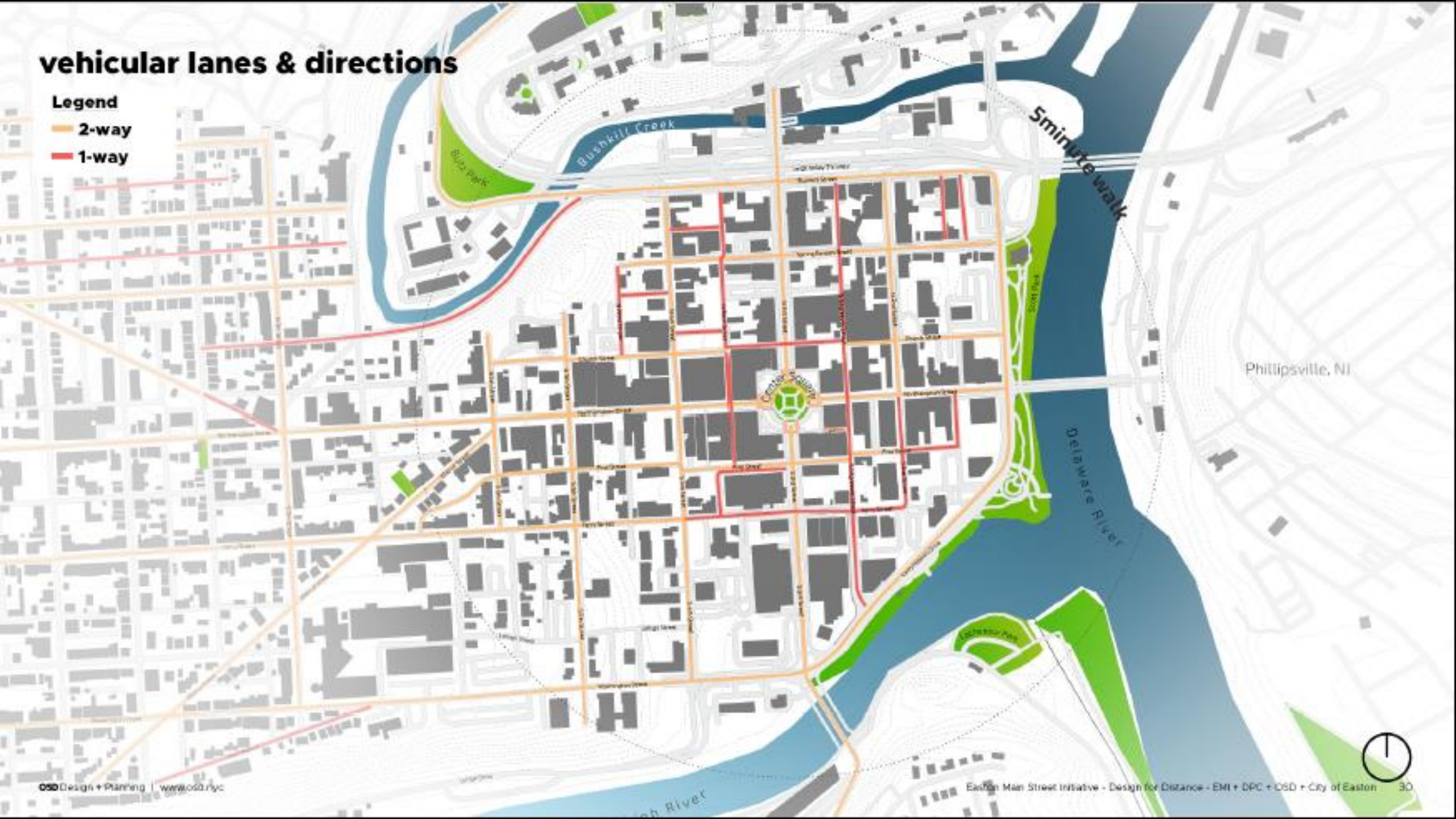


vehicular lanes & directions

Legend

2-way

1-way



Northampton + Sitgreaves - existing



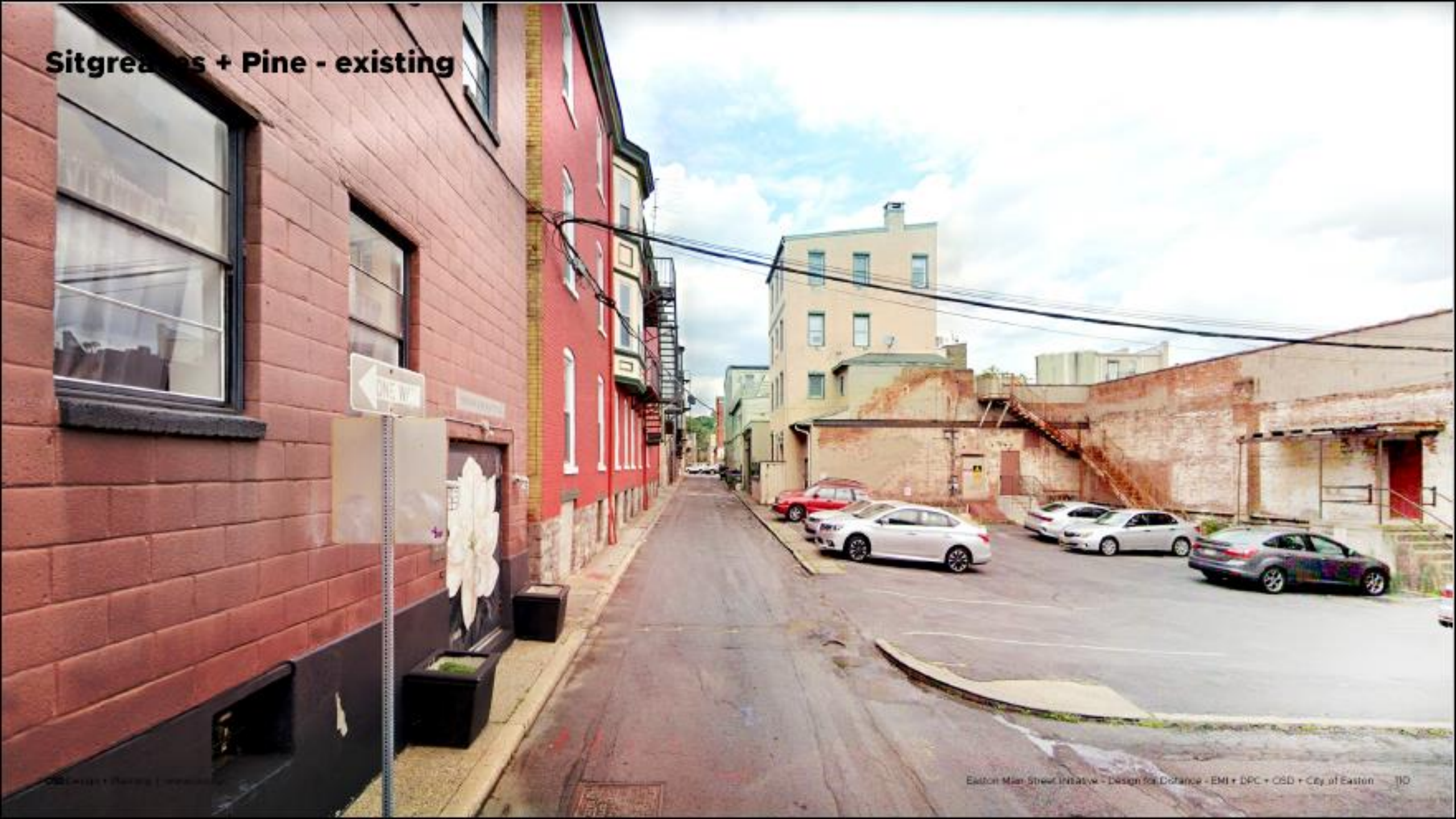
Northampton + Sitgreaves - proposed



Northampton + Sitgreaves - proposed



Sitgreaves + Pine - existing



Sitgreaves + Pine - Art Walk



Sitgreaves + Ferry - Existing



Sitgreaves + Ferry - Proposed



Sitgreaves + Larry Holmes Drive - Existing



Sitgreaves + Larry Holmes Drive - Proposed



TACTICAL INTERVENTION IDEAS

MASLOW'S
HIERARCHY OF NEEDS

PHYSIOLOGICAL

SAFETY NEEDS

LOVE & BELONGING

ESTEEM

SELF-ACTUALIZATION



Sanitation



Food



Seating and
Shelter



Gathering



Storytelling



Art & Delight



Giving Back

- ● Restrooms
- Handwashing
- PPE Stations
- Food Lockers

- ● Lighting
- Warming Pods
- Wind Screens

- ● Moveable Seating
- Charging Stations
- WiFi

- ● Murals
- Games
- Wayfinding

- ● ● Operations
- Donations



Covid Response



Activity/
Programming



Education

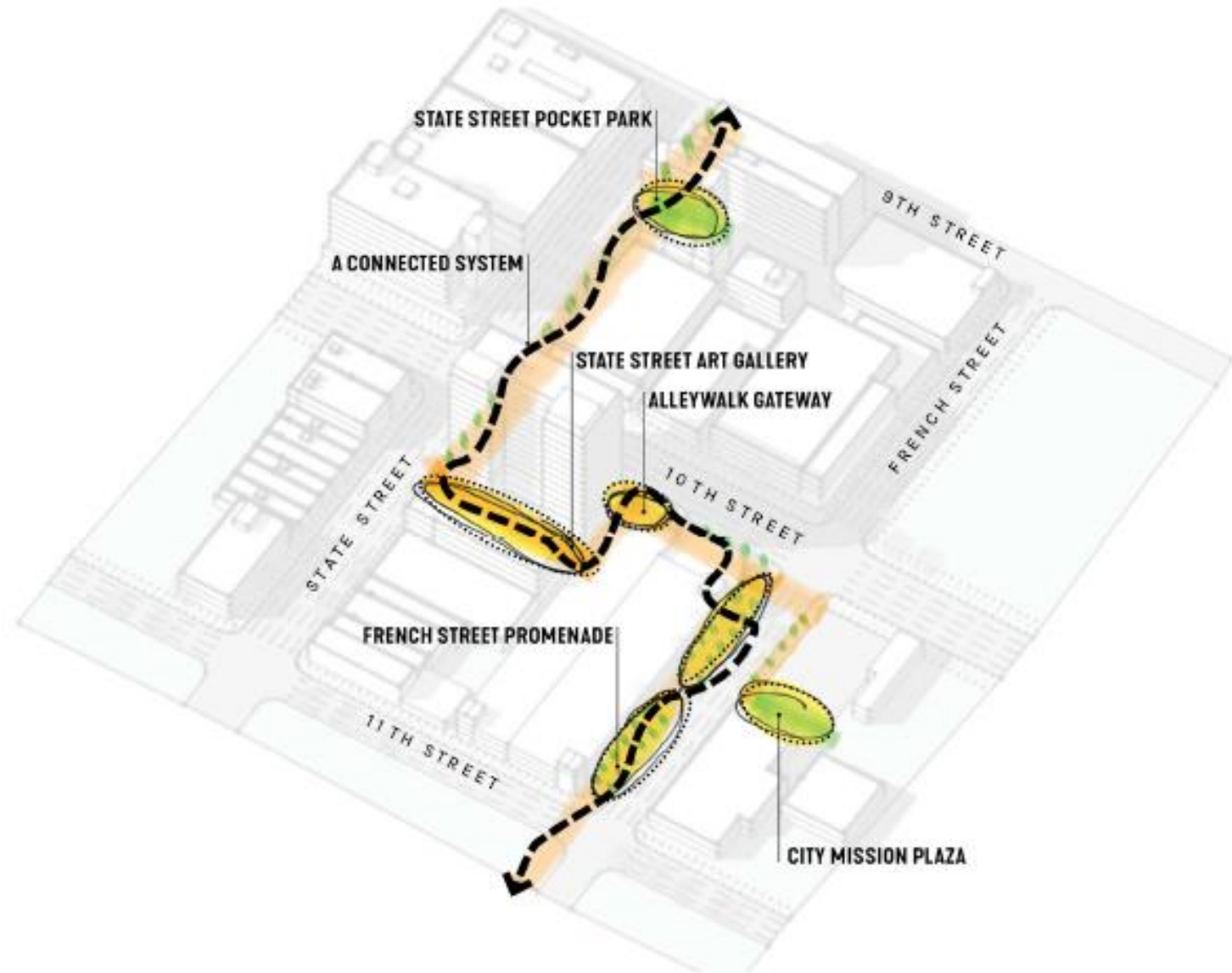


Equity/ Dignity

A CONNECTED SYSTEM

URBAN ARTS TRAIL

- Not about discrete places, but a connective experience
- Moments of rest, not encouraging unsafe gathering, but a network of lingering opportunities
- Linear CARE storytelling, branding, color
- Telling stories, building empathy, connectivity, linear connection of spaces



STATE STREET

2



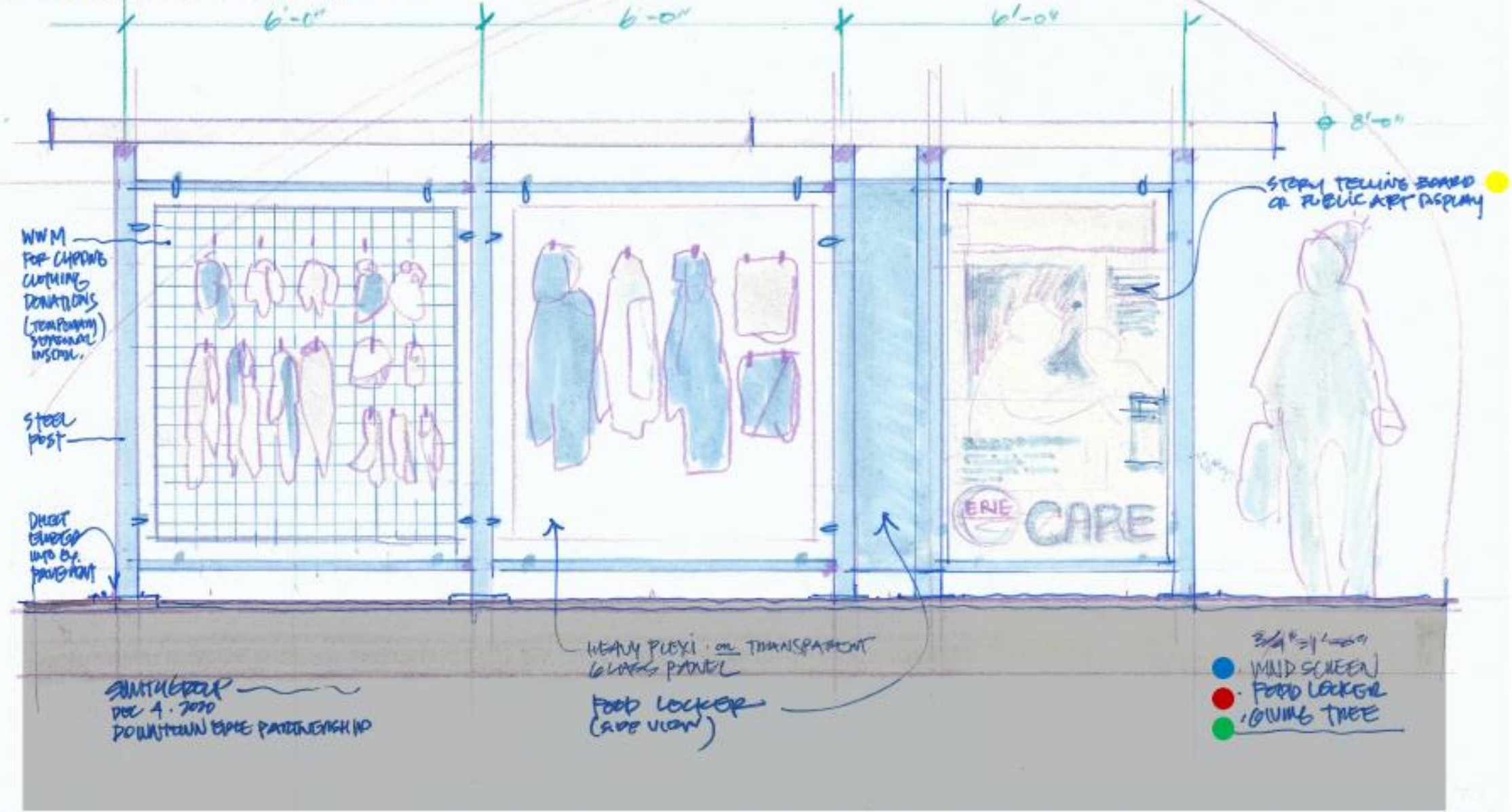
POCKET PARK



Tools:

- | | | |
|--|--|--|
| 
Seating and Shelter | 
Giving Back | 
Art & Delight |
| 
Sanitation | 
Gathering | 
Food |

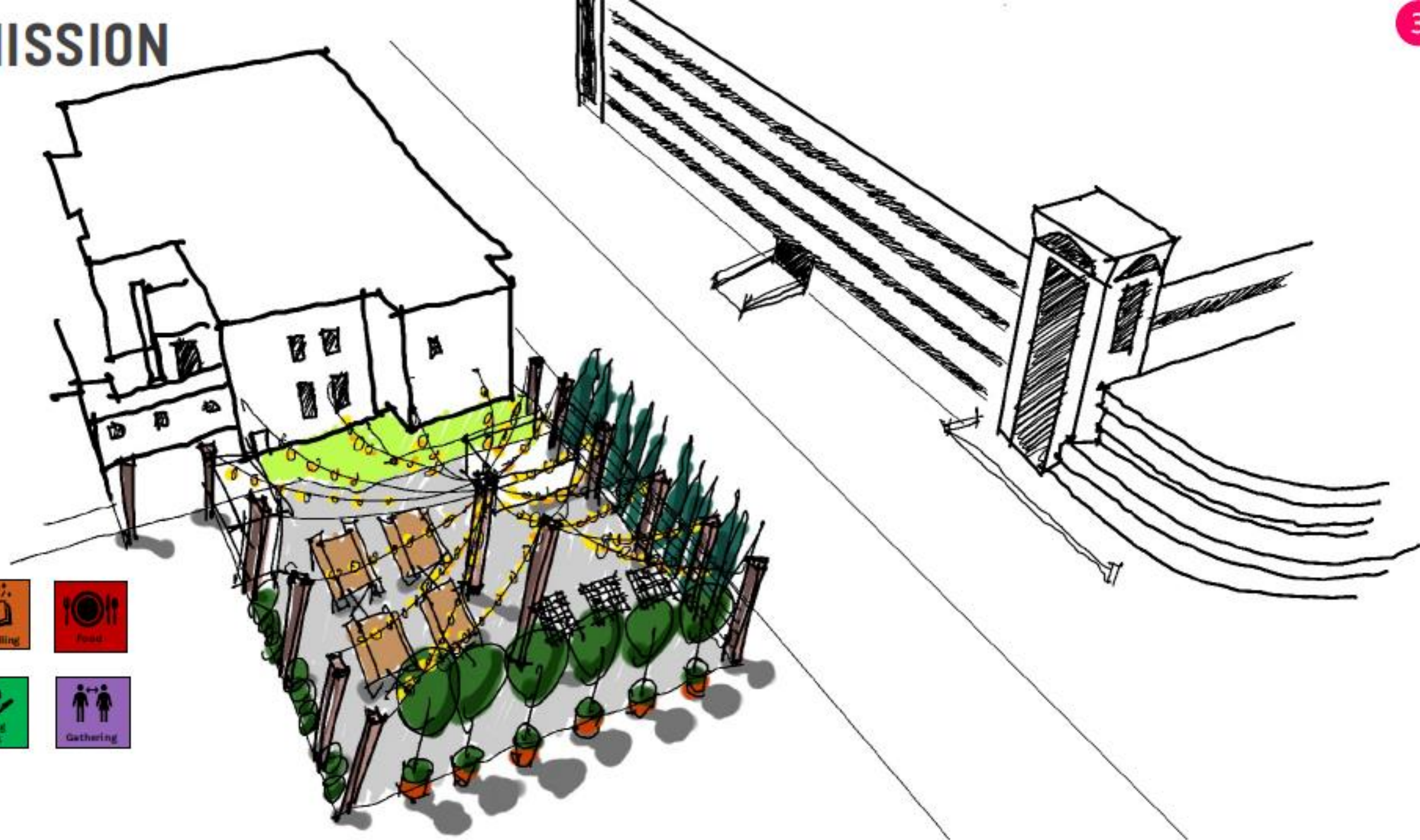
POCKET PARK CARE WALL + WIND SCREEN



Tools:



CITY MISSION





KIT OF PARTS / IMPLEMENTATION MATRIX

MASLOW'S
HIERARCHY OF NEEDS








PHYSIOLOGICAL

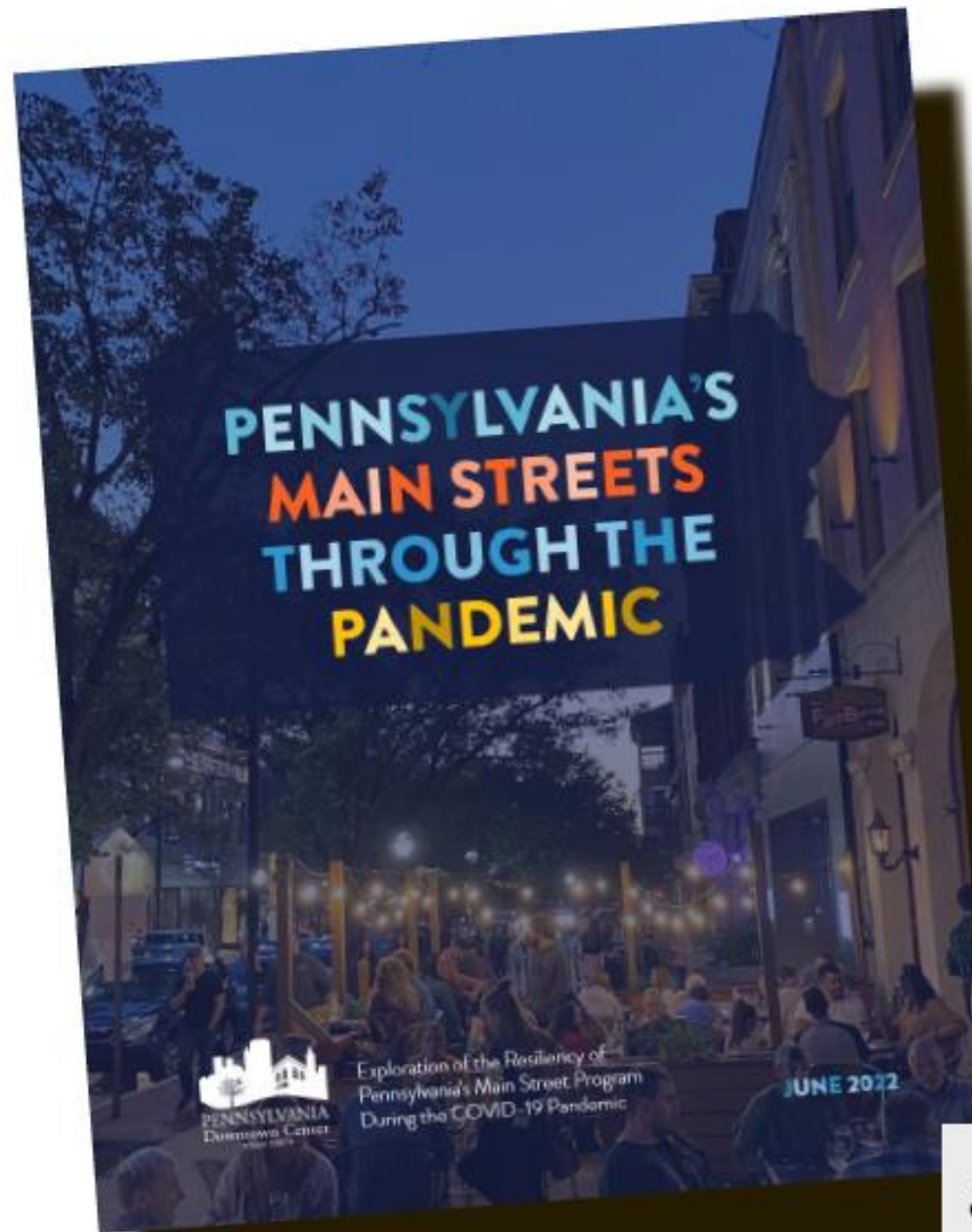
SAFETY NEEDS

LOVE & BELONGING

ESTEEM

SELF-ACTUALIZATION

Tools:	 Sanitation	 Food	 Seating and Shelter	 Gathering	 Storytelling	 Art & Delight	 Giving Back
	<ul style="list-style-type: none"> • Portable Toilet • Hand washing • PPE Dispensers 	<ul style="list-style-type: none"> • Food Lockers • Lunches from Mission • Urban garden • Vending 	<ul style="list-style-type: none"> • Warming pods • Wind screen • Lighting 	<ul style="list-style-type: none"> • Welcome in all languages • Seating • Games • Pre/post game/show 	<ul style="list-style-type: none"> • Murals • Cultural kiosks • Know your neighbor - photobooth (ask questions) 	<ul style="list-style-type: none"> • Piano/Music • Painted surfaces • Seasonal installations • Lighting 	<ul style="list-style-type: none"> • Giving tree • Little Library • CARE Teams
Temporary/Permanent							
Maintenance/Responsibility							
Cost							
Location/Site							



Sneak Peek!

What were we anticipating?



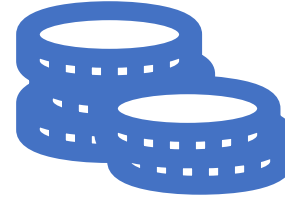
As expected...

Downtowns that cater only to office uses were hit the worst

Other impacts:

- Business travel/Tourist-oriented places/Regional destinations

Areas shut down longer fared worse

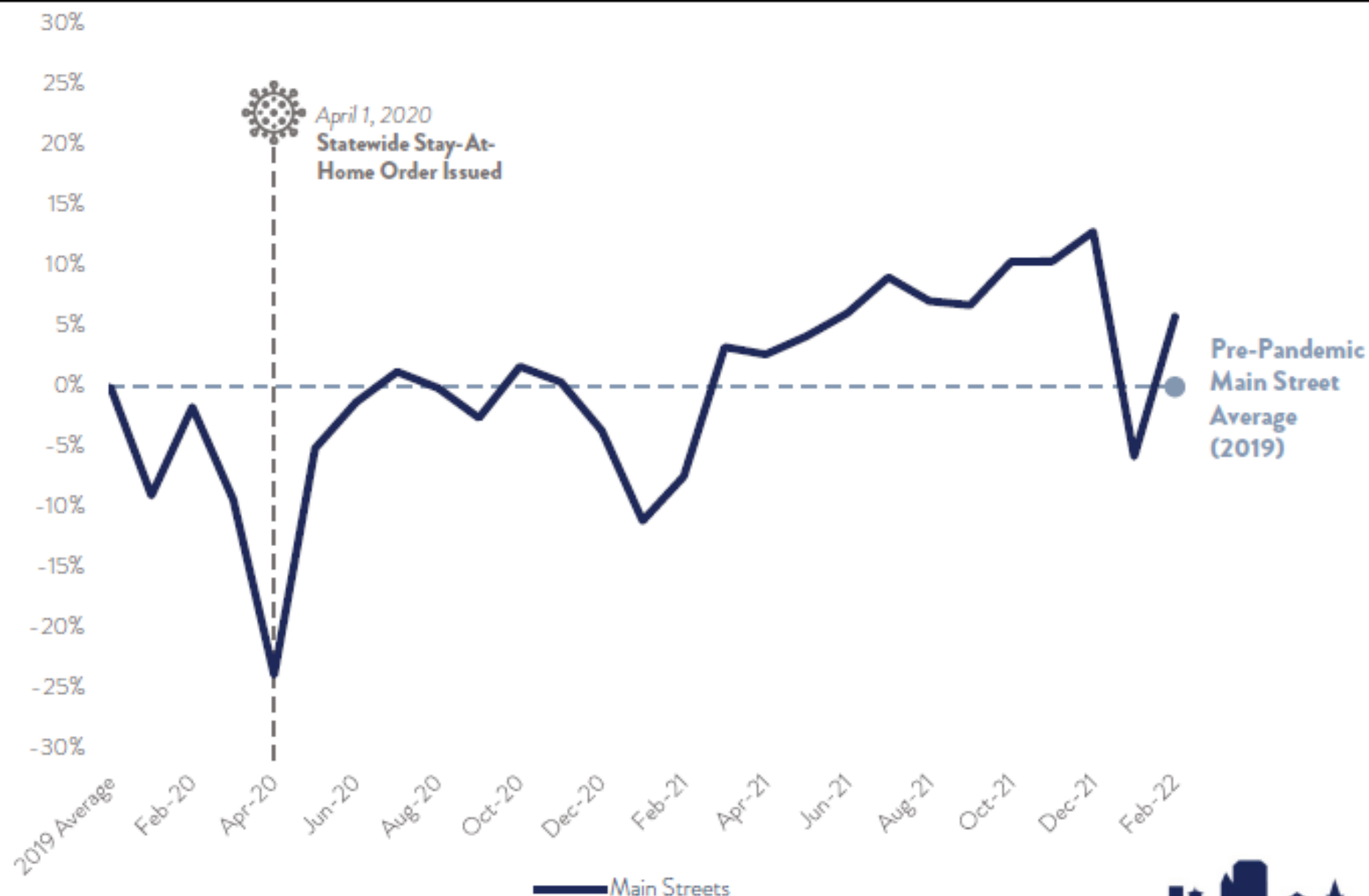


What Creates Economic Resiliency?

Mix of customer bases, land uses, and business types

Many of the same elements that create “vibrancy” or “placemaking”

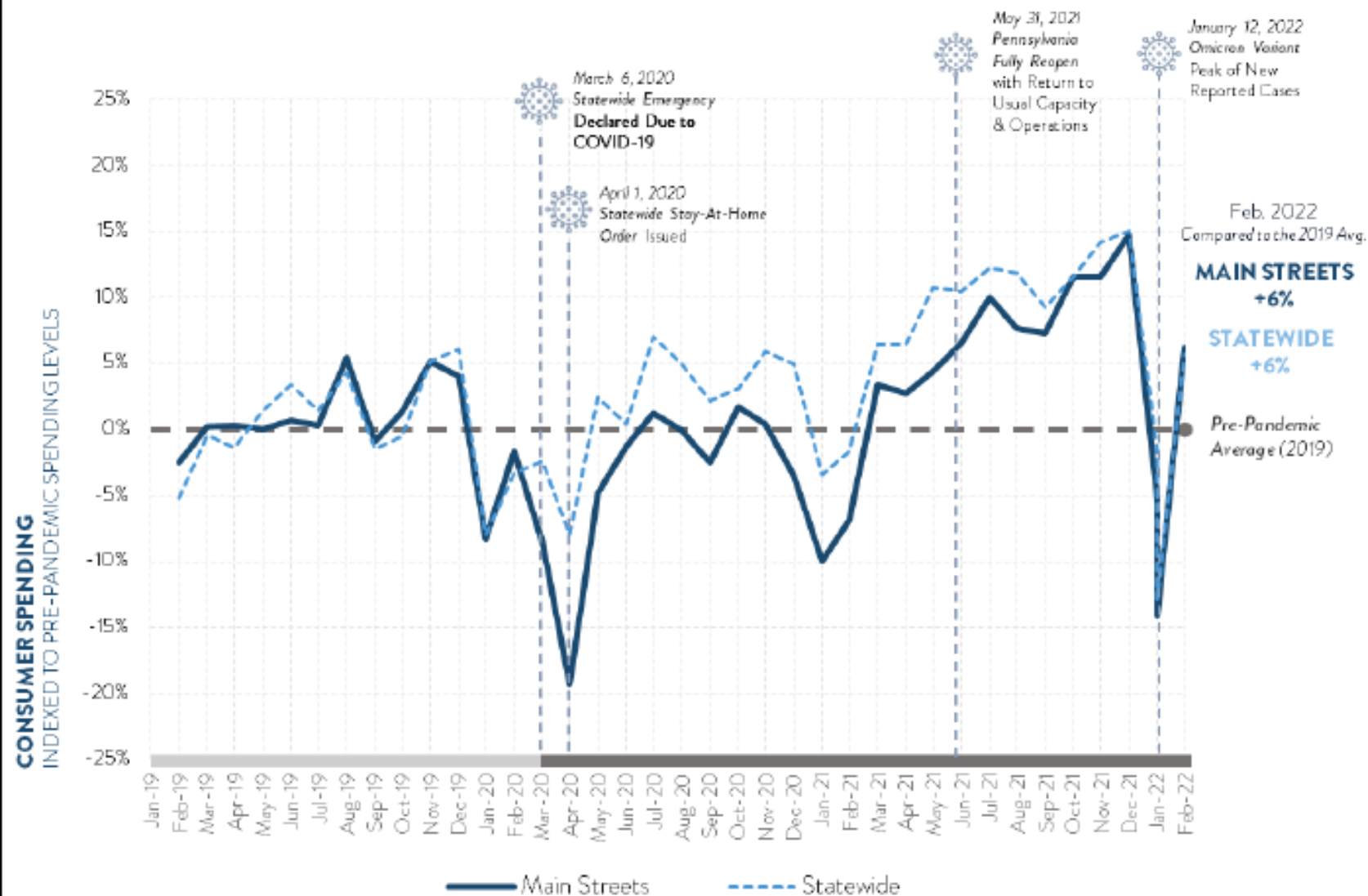
CONSUMER SPENDING INDEXED TO PRE-PANDEMIC SPENDING LEVELS



The above figures are adjusted for inflation and represent consumer spending trends indexed to pre-pandemic conditions in 2019. Findings are preliminary and subject to change. Data Source: MasterCard Retail Location Insights (2021)

Analysis conducted by Jon Stover & Associates. The full report of this study will be made available during the summer of 2022.

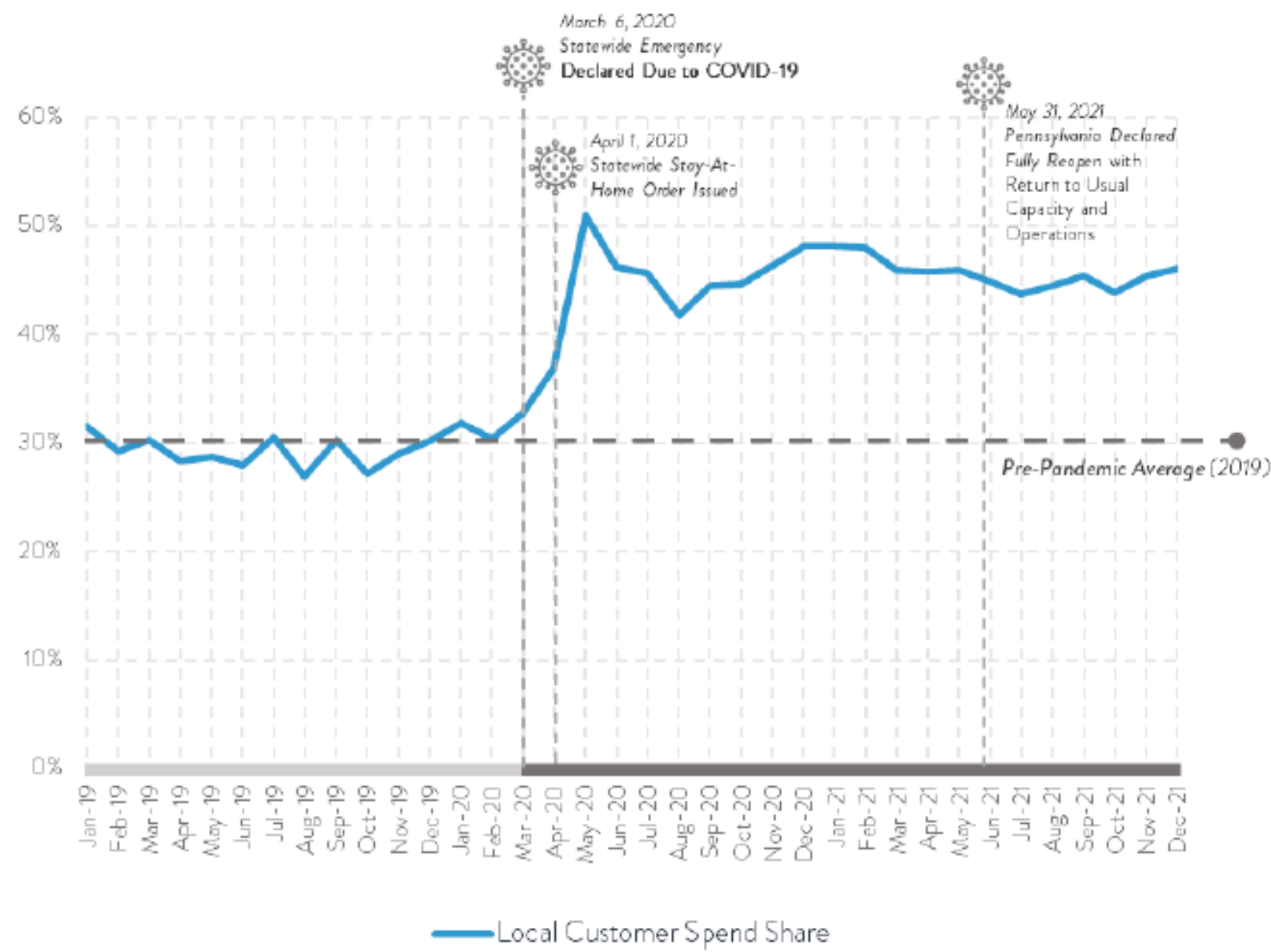
MAIN STREET CONSUMER SPENDING TRENDS



- Customer spending in Main Streets dropped 20% at the onset of the pandemic
- By the spring of 2021 Main Street consumer spending trends show the importance of PA's Main Streets in generating resiliency for the local business community

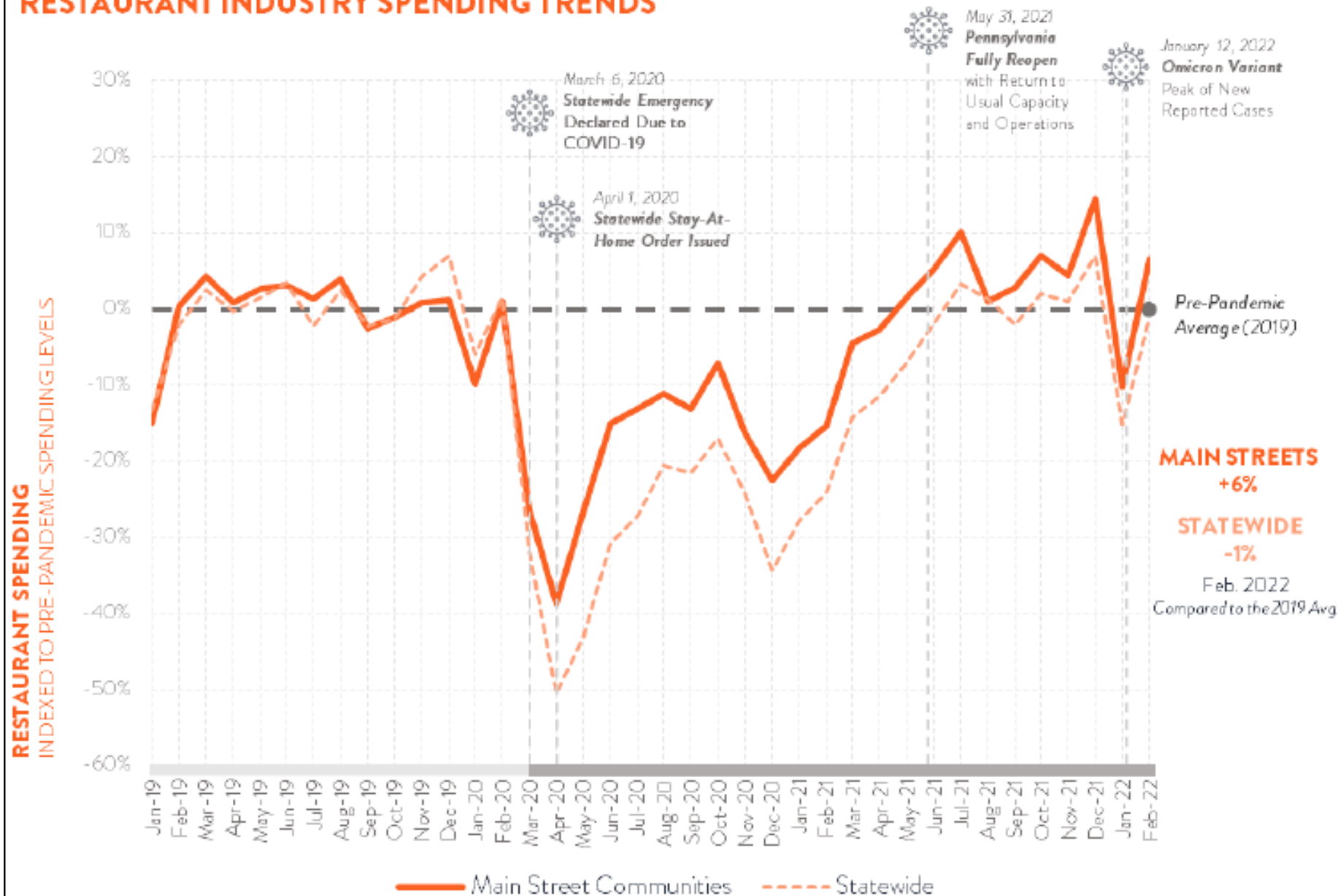
LOCAL CUSTOMER SPENDING TRENDS IN MAIN STREET COMMUNITIES

LOCAL ZIP CODE SPEND SHARE
IN MAIN STREET COMMUNITIES



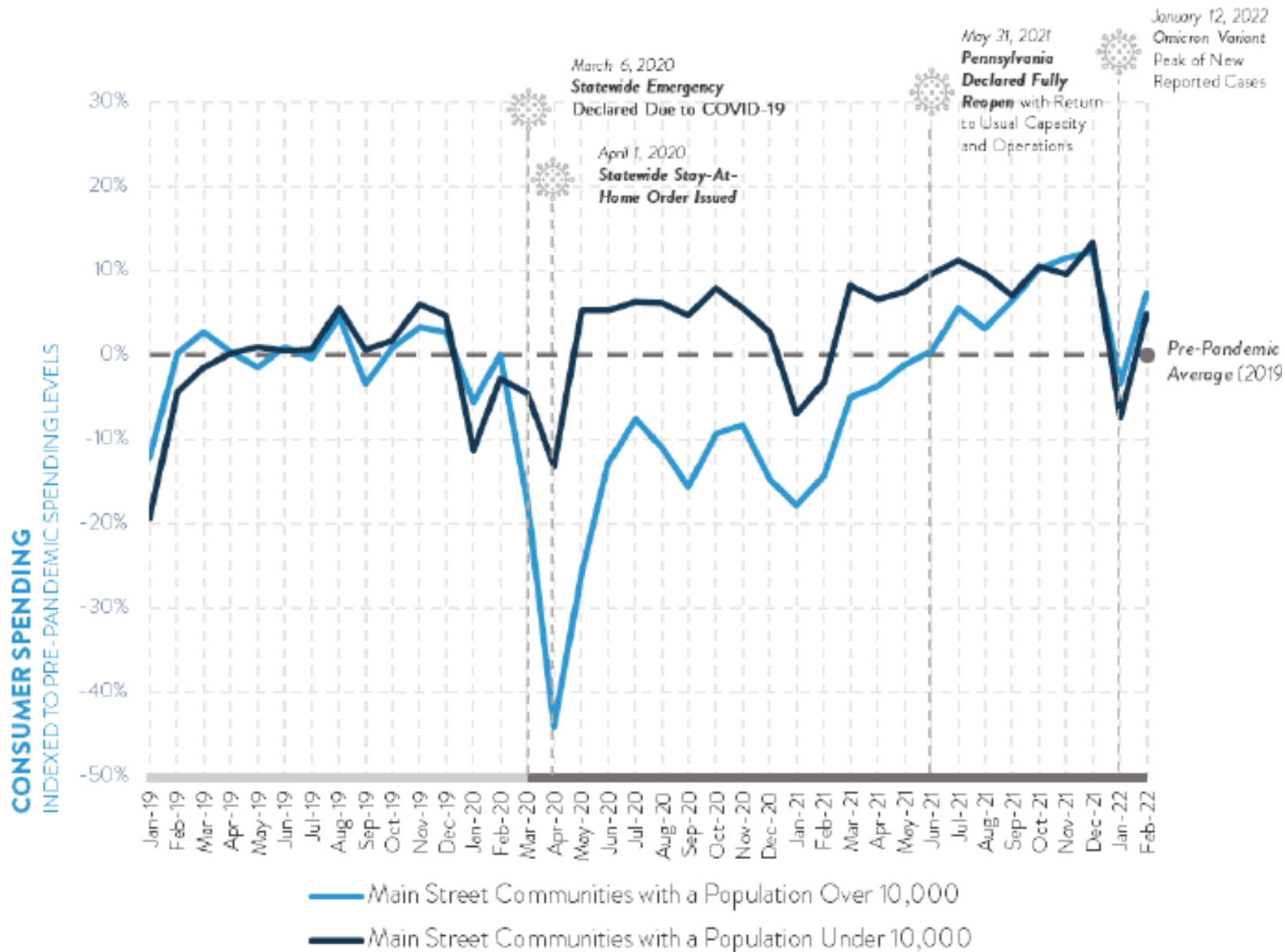
- Local customer support for Main Street businesses increased since the onset of the pandemic
- Support has continued showing longer term shifts in downtown business loyalty
- Local customers accounted for 30% of sales & transactions pre-COVID
- In 2021, local customers made up 46% of total customer base

RESTAURANT INDUSTRY SPENDING TRENDS



- PA's restaurants mirrored state industry trends pre-COVID, but outperformed throughout the pandemic
- Communities with Main Streets generated more restaurant spending than other areas of the state
- In Feb. 2022, Main Street restaurant sales were up 6% compared to pre-pandemic sales & above the industry as a whole

MAIN STREET CONSUMER SPENDING BY POPULATION SIZE



- Main Streets located in bigger cities/borough, 10,000+ were hit worse economically at the start of the pandemic than smaller Main Streets communities
- Now both are beginning to perform similarly in most places
- Nationally, larger cities with high concentrations of office workers faced stronger disruptions in their local economies as more people started to WFH & downtown businesses faced significant disruptions to their operations and customer base

Pennsylvania Main Street Reinvestment Statistics During COVID

2020 REINVESTMENT STATS

- **243** Net FT Jobs
- **152** Net PT Jobs
- **167** Net New Businesses
- **118** building rehab projects
- **42** public improvement projects
- **\$16.2+ million** public investment
- **matched with over \$24.8 million in private investment = \$41 million**

2021 REINVESTMENT STATS

- **178** Net FT Jobs
- **252** Net PT Jobs
- **71** Net New Businesses
- **176** building rehab projects
- **41** public improvement projects
- **\$64.78+ million** public investment
- **matched with \$16.4+ million in private investment = \$80.78 million**

What did we learn? (Priorities to Consider)

1. Focus on Upper Floor Housing & Housing Diversity:
higher density = more local customers



What is the current state of upper-floor housing in your downtown?



Is it occupied?

- * Market rate?
- * Accessible Housing?
- * Affordable housing?
- * A variety of options?



It is up to code?

- * Fire suppression/sprinklers?
- * Accessible?

What did we learn? (Priorities to Consider)

2. Updates to Planning

Appropriate Land Use

- Is the current planning: subdivision and land development ordinances, building codes, etc. supporting the kind of community you want now and in the future?

Updates to Zoning

- Does your municipality have zoning?
- Are the current zoning ordinances supporting the types of businesses and uses of buildings that you want now and in the future?

New & Inventive Uses: Parking Lot = Outdoor Seating

- Create outdoor dining options
- Bring the inside outdoors:
 - Furniture
 - Plants
 - Music



Downtown West Chester

- GAY STREET
CLOSED
BETWEEN
MATLACK &
DARLINGTON
STREETS FOR
FOOT TRAFFIC,
DINING AND
SHOPPING



What did we learn?
(Priorities to Consider)

3. Focus on Diversity, Equity & Inclusion

- Disproportionate amount of small & small diverse businesses (SDB) received COVID relief compared to non-SDB
 - What is needed?
 - Outreach
 - Technical Assistance, training/coaching, etc.
 - Peer-to-peer support
 - Translation services
 - Additional funding opportunities
- Increased awareness around nonprofit boards representing the community they serve.

What did we learn?
(Priorities to Consider)

4. Needs of Nonprofit Organizations

Funding events and activities postponed

Volunteering halted or shifted

Needs and services have increased
- but capacity has decreased

What did we learn? (Priorities to Consider)

5. Focus on Local Entrepreneurial Ecosystems & New Consumer Habits



Utilization of upper floors – live/work-spaces



New Services

Local Food Delivery Services

Shared B to B Services & Support for E-commerce sales



Business Incubators/Shared
Workspaces – Restaurants Shifting

Commercial Kitchen/Small Scale Production
Prepared Foods/Take-home meal kits



Flex space?

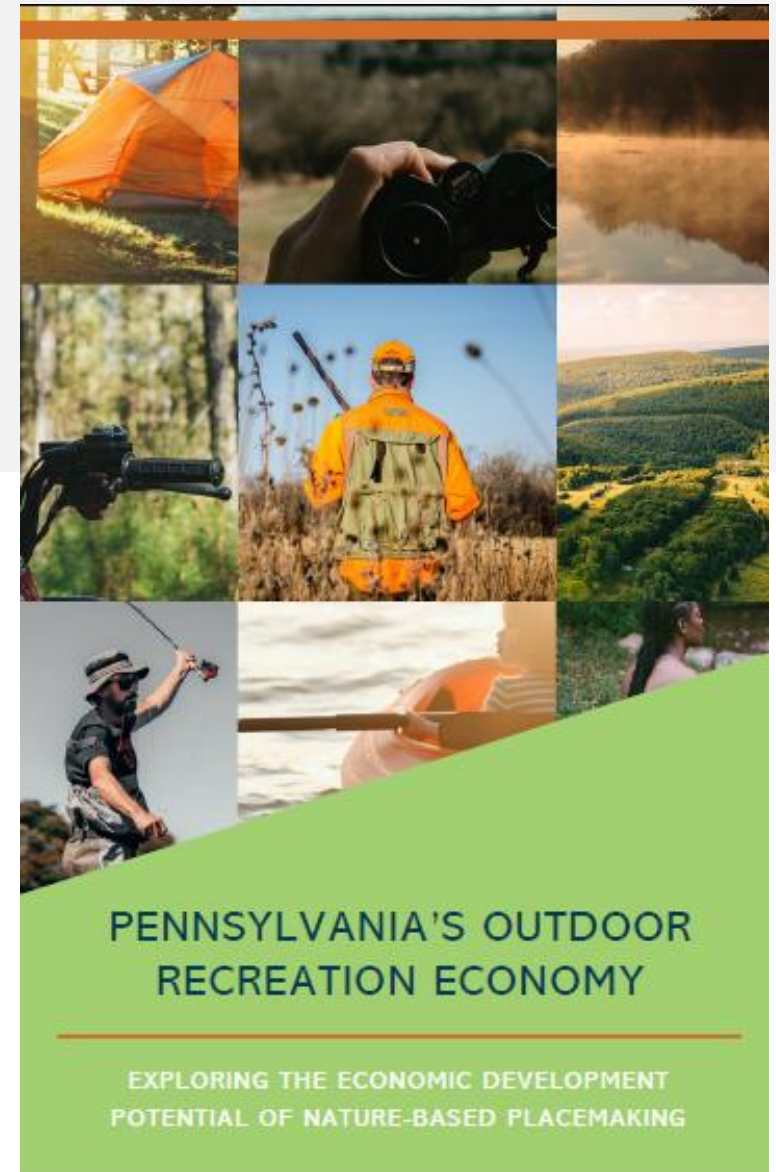
Occasional Office Spaces – by the day/week/month


Maker Spaces, Meeting/Training Spaces, Event Spaces



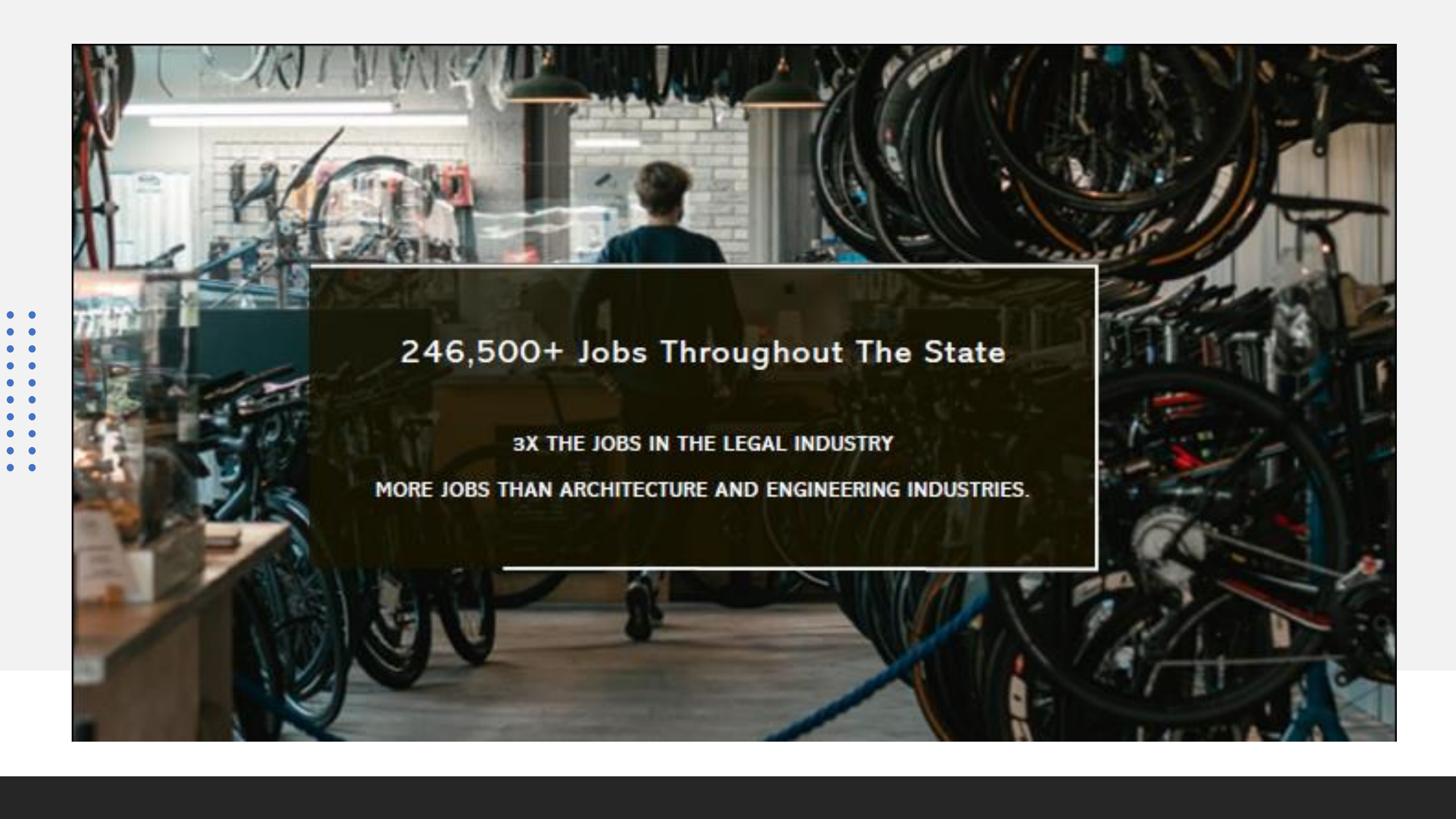
What did we learn?
(Priorities to Consider)
**6. Connect to Outdoor
Recreational Assets**

- Nature-Based Placemaking improves & enhances your community's
 - Attractiveness as a place to live
 - Attractiveness as a place to work
 - General health & wellness
 - Economic health & wellness



A scenic view of a lake with houses and a slide in the background. The water is calm with gentle ripples. In the background, there are several houses nestled among lush green trees. A wooden slide is visible on the right side of the shore. The sky is clear and blue.

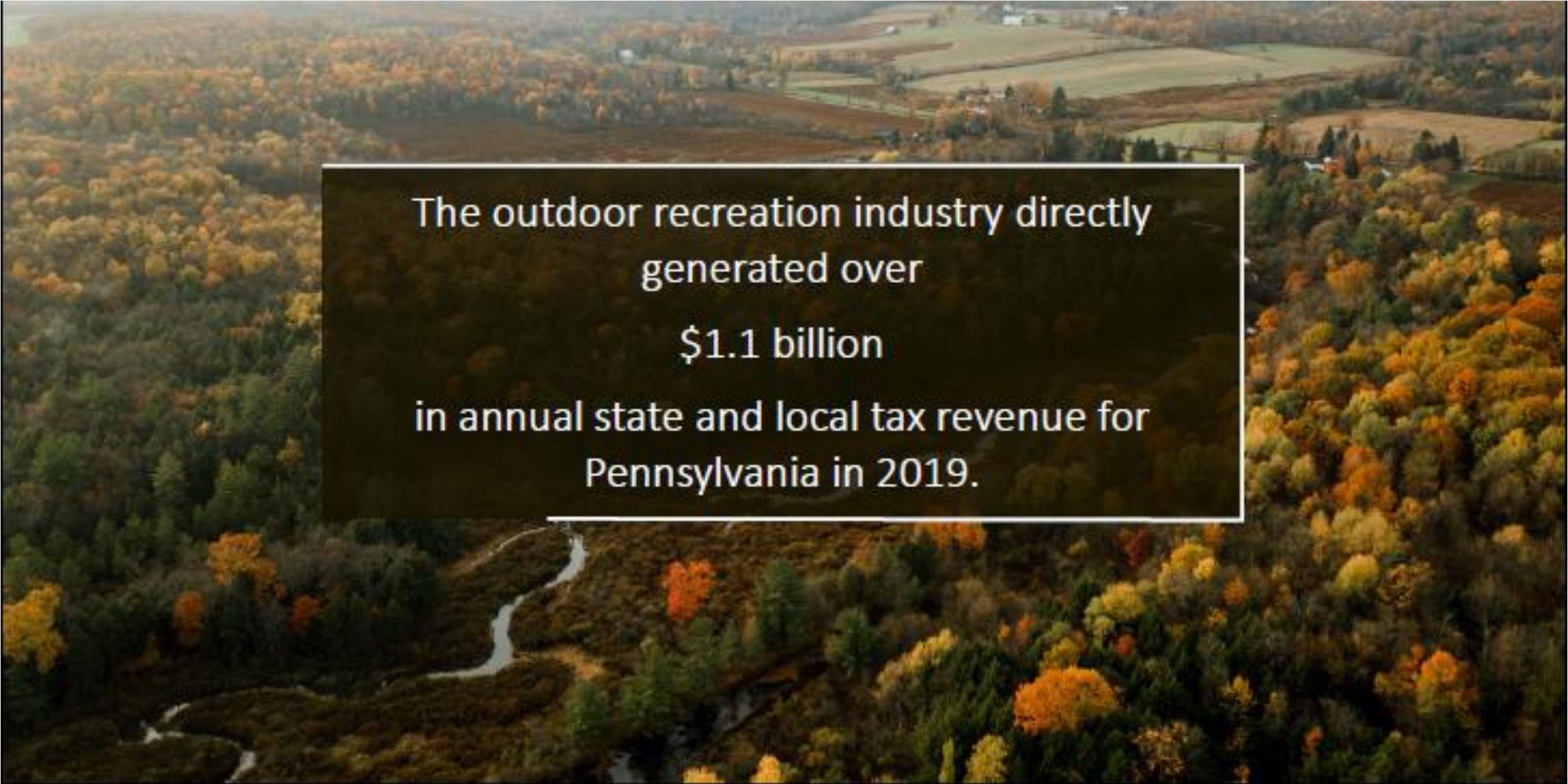
Outdoor recreation in Pennsylvania
contributed \$28.5 Billion to the
state's economy in 2019.

A person is seen from behind, working in a bicycle repair shop. The shop is filled with numerous bicycles hanging from the ceiling and on stands. The background shows a brick wall and various tools and equipment. The lighting is warm and focused on the work area.

246,500+ Jobs Throughout The State

3X THE JOBS IN THE LEGAL INDUSTRY

MORE JOBS THAN ARCHITECTURE AND ENGINEERING INDUSTRIES.



The outdoor recreation industry directly
generated over
\$1.1 billion
in annual state and local tax revenue for
Pennsylvania in 2019.

SNAPSHOT CASE STUDY:

QUAKERTOWN AND LAKE NOCKAMIXON

TURNING NATURE VISITORS INTO LOCAL CUSTOMERS

Non-local and overnight visitors to Lake Nockamixon generated an economic impact of over **\$88 million in 2019** as a result of their spending.

Nature-based placemaking can help capture more visitor dollars to be spent at local businesses.



IF HALF OF THE NON-LOCAL VISITORS BOUGHT COFFEE AND A SNACK FOR 2 IN TOWN (\$ 10) , **\$ 780, 000** COULD BE GENERATED EACH YEAR COLLECTIVELY AT LOCAL RESTAURANTS.



IF 1 OUT OF 4 NONLOCAL VISITORS BOUGHT A T-SHIRT OR A FEW BOOKS AT A LOCAL SHOP IN TOWN (\$ 25) , **ALMOST \$ 2 MILLION** COULD BE GENERATED EACH YEAR FOR THE COMMERCIAL DISTRICT. THAT'S NEARLY **\$ 8,000 MONTHLY PER STORE**.



Main Streets play a big role in generating these impacts...

VISITORS COME TO YOUR MAIN STREETS TO EXPLORE NEARBY NATURE-BASED ASSETS.

OUTDOOR RECREATION AND SUPPORTED BUSINESSES ARE LOCATED IN OR NEAR YOUR MAIN STREET DISTRICTS.

MANY OF YOUR COMMUNITY MEMBERS' JOBS ARE SUPPORTED BY THESE INDUSTRIES.





Nature-Based Placemaking Helps Generate More Economic Impacts for Main Streets by...

TURNING NATURE VISITORS INTO LOCAL CUSTOMERS FOR YOUR BUSINESSES.

LENGTHENING VISITS, CREATING MORE OPPORTUNITIES TO CAPTURE SPENDING DOLLARS.

DEVELOPING COMMUNITY BRAND IDENTITIES AND UNIQUE IDENTIFIERS FOR YOUR MAIN STREET DISTRICT.

Moving Forward/Looking to the Future:

What to expect?

1. Continue to be impacted by supply chain disruptions



2. Workforce shortage



3. Competitive environment for workers & residents (at every life stage)



What can we do to prepare/support?

**1.
Strengthen**

Strengthen local workforce by developing Entrepreneurial Ecosystem

**2.
Partner**

Partner with local college or municipality to create incentives for local employees

**3.
Promote**

Promote safe & livable communities by being more walkable & bikeable



Advocacy for Keystone Communities Main Street & Elm Street Programs

- In 2009, there was \$56 million available - \$5.00 for each person in the commonwealth
- In recent years Keystone Communities has about \$6.4 million - \$.54 for each person
- Decrease of almost 90%

To learn more about PDC:
our annual conference,
membership & free
resources

- PDC's Annual Conference in Scranton:
June 25-28, 2023
 - AIA & AICP credits available
 - Call for session proposals opening soon!
- Visit us on the web - padowntown.org



MAKING ROOM

*Housing for a
Vibrant Community*

PA'S PREMIER REVITALIZATION CONFERENCE | JUNE 25-28, 2023 | SCRANTON

PENNSYLVANIA DOWNTOWN CENTER



■ Membership

- Standard Organization Membership
- Recognized Standard Organizational Membership
- Enhanced Organization
- Recognized Enhanced Organizational Membership

Access to *The Messenger*

- Weekly updates with funding opportunities, trainings, and more!

Translation Services

- Over 110 languages available

PDC's Online Survey Tools

- Provides an Image Development Report for program branding and positioning

Socio-Economic & Demographic Data

- A \$3,500 value – report on income, occupation, education, and more

PENNSYLVANIA DOWNTOWN CENTER

Thank you!

Julie Fitzpatrick, Executive Director
Pennsylvania Downtown Center
juliefitzpatrick@padowntown.org

