



LDP's Mission

The Lewisburg Downtown Partnership brings together diverse community interests and resources to promote the economic vitality, architectural heritage, and cultural vibrancy of the downtown commercial district for the benefit of the greater Lewisburg area.

How the LDP Spent Donors' Gifts in 2009

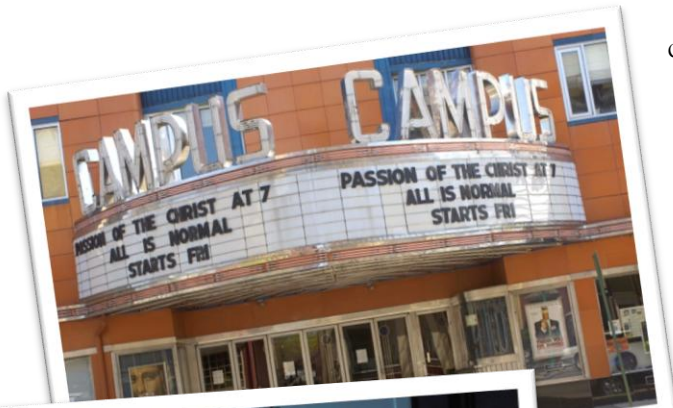
In 2009, the LDP spent \$95,470 (82%) executing projects designed to meet its mission and \$20,930 (18%) on administration and office expenses.

As in other Main Street programs, the greatest LDP expense is staff salaries. Having full time management is the most important component of a successful downtown development program, according to the National Main Street Center.

A listing of the major LDP projects for 2009 follows to specifically answer the question of how the LDP spent contributor dollars:



- Collaborated with Bucknell on projects that would maximize the economic benefit to downtown Lewisburg from the Bucknell bookstore relocating to Market St.: cross promotion;



downtown business owner visits with bookstore management to answer questions; Campus Dollars, a program to allow students to use their BU ID's as a debit card in downtown businesses.

- Provided direct planning and marketing assistance to downtown businesses and disseminated LDP and business related information through regular e-newsletters and mail.
 - Introduced a successful, new summer promotion, The Summer Solstice Party, in addition to the existing 14 annual major promotional activities.
 - Started a Lewisburg Facebook page that has already grown to 2,200 fans who received regular weekly updates about Lewisburg events and helped businesses learn more about using Facebook for promotion.
 - Initiated the new Ambassador Program, which resulted in volunteers visiting business owners several times during the year to give and receive information.
 - Sold \$55,340 in Lewisburg Downtown Gift Certificates.
 - Provided organizational support to the Campus Theatre.
 - Maintained LewisburgPA.com, the marketing and promotional cornerstone for downtown that received 63,546 unique visits in 2009 alone.
- Collaborated with Bucknell on “Night on the Town” during Bucknell Homecoming and hosted the Alumni Board downtown.
 - Held the annual Heart of Lewisburg Ice Festival, with a record attendance of 3,800, which is especially significant during what is typically a slow time for the retail district.
 - Coordinated volunteer activities to maximize the positive results of donations to the LDP, supporting 906 volunteer hours to benefit downtown Lewisburg (\$17,767 worth of work according to the National Association of Not-For-Profits, which sets the value of a volunteer hour at \$19.61).

Is It Working?

In a year where retail struggled nationally and retail giants downsized and reorganized, downtown Lewisburg attracted 7 new businesses and lost 6 thereby weathering the economic downturn with a 2% vacancy rate.

What's Next?

By 2020, the Lewisburg Downtown Partnership will have evolved from its early stages of formative development into a mature, financially self-sustaining organization whose stakeholder constituencies - residents, merchants, large employers, anchor organizations and local government - all understand, value and work effectively together to support and promote an economically and culturally vibrant downtown Lewisburg.

The Board of the LDP is working on a strategic plan that will help fulfill this vision for Downtown Lewisburg. The strategy includes:

- Develop a new website that will feature downtown Lewisburg, and market greater Lewisburg as a wonderful place to live and work.
- Re-examine existing business retention strategies, identify missed opportunities and create a proactive approach to business recruitment.
- Create a downtown economic consortium for the benefit of the greater Lewisburg area.
- Plan events and increase marketing to offer more entertainment and cultural opportunities.
- Explore the feasibility of hiring a part-time marketing director to expand in-house promotional opportunities and to improve communication.

In 2010, the LDP board will launch a campaign to fund the Lewisburg Downtown Partnership for years 2011, 2012 and 2013, with a campaign goal of \$350,000 for the three-year period.

2009 Board of Directors

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Lisa Z. Leighton, Secretary
Maurice Brubaker, Treasurer



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Wayne Bromfield, Bucknell Appointment
Sue Mahon, Borough Council
Appointment
Tami Radecke
Libby Robinson
Erica Shames
Jenni Stieler
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Susan Warner-Mills
Chris Wheeler

Linda Sterling, Executive Director
Renelle Spagnoletti, Special Projects
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LDP Standing Committees

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Karen Gardner, Maureen Hauck,
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FINANCE AND RESOURCE DEVELOPMENT

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Tami Radecke, Co-Chair
Diane Meixell, Secretary
Kevin Gardner
Robert Harder
Rich Barlett
Stephen Young





MARKETING AND PROMOTION

This committee is a diverse group representing the downtown business community with meetings open to all downtown business owners.

Libby Robinson, Chair

MEMBERSHIP

Martha Barrick, Chair

Kevin Gardner

Robert Harder

Tami Radecke

Learn More



For more information about the Lewisburg Downtown Partnership, including its mission, goals, and current Board Members, please go to LewisburgPA.com or connect with us on Facebook at [Facebook.com/DowntownLewisburg](https://www.facebook.com/DowntownLewisburg).

All images courtesy of the Susquehanna River Valley Visitors Bureau/VisitCentralPA.org