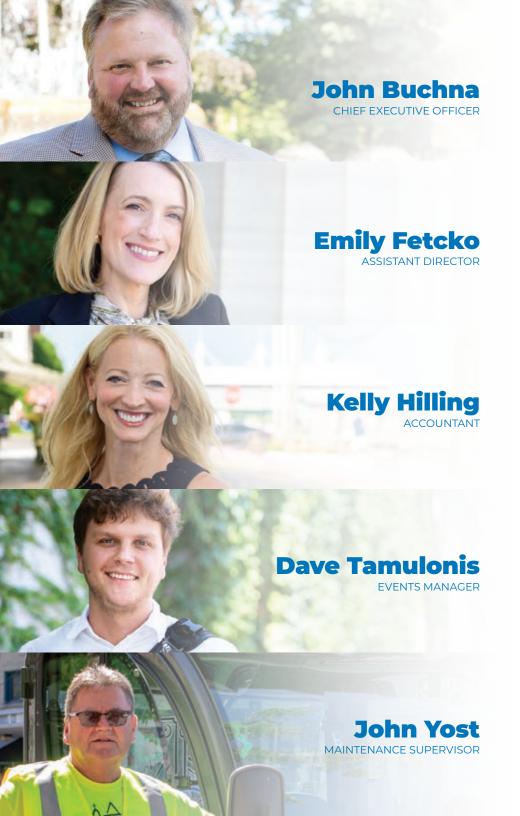
DOWNTOWN Experience



<u>LMPACT REPORT</u>



The Erie Downtown Partnership's mission to create a better downtown experience through placemaking, advocacy, and marketing was tested in many ways in 2020. The downtown experience looked and felt very different this year.

Working together to stop the spread of COVID-19 has been of the utmost importance to our organization and other community development organizations across the country. While we had to quickly adjust plans for events, services, and programs, we focused on how the EDP could act as a leader during and beyond this pandemic.

We used Maslow's Hierarchy of Needs as a guiding reference for how to deliver on the downtown experience. This includes prioritizing the needs of our downtown into the major categories of **physiological**, **safety**, **love and belonging**, **esteem**, **and self-actualization**.

These principles translate to cleanliness and sanitization, food and shelter, gathering, storytelling, art and delight, and giving back.

Reassessing our priorities through this lens allowed us to deliver more intentional programs and services, educate and engage the community, design an accessible downtown for all, commit to diversity, equity, and inclusion practices, and help our small businesses recover in the wake of the COVID-19 pandemic.

We invite you to join us as we continue this journey into 2021.



BUSINESS SUPPORT + MARKETING

During the first 30 days of the pandemic, we developed a 'Main Street Relief + Recovery Plan' to guide us in efforts that utilized available grant funds to assist downtown's Main Street businesses who needed them most

These Relief + Recovery Grants offered up to \$5,000 for eligible businesses to acquire PPE safety and sanitization equipment, provide staff training, launch new e-commerce platforms, and help fund interior reconfigurations to assist with customer intake and ordering protocols that adhered to CDC Guidelines. Funding for this program was provided through the generosity of the Erie County Gaming Revenue Authority through their Mission Main Street grant program.

We also leveraged grant funds from the Erie Community Foundation to launch a Downtown Erie gift certificate buying campaign to support the 60 participating businesses and organizations who accept them. The planned three-day campaign sold out in just 12 hours.

A heartfelt thank you goes out to everyone who purchased Erie Downtown gift certificates throughout the year. Your generosity helped support our downtown businesses at a truly critical time—while further encouraging our community members to Shop Local. We sold \$78,930 in gift certificates during 2020 which is almost ten times the previous year's \$8,630 in sales.

BUSINESS SUPPORT + MARKETING

To ensure our downtown was as welcoming as possible, we worked with the Erie Parking Authority to amend parking spaces adjacent to restaurants and retailers to provide free 20-minute parking for carry-out orders to assist with increased support and customer satisfaction.

Comprised of small business owners and economic development partners, our newly launched Economic Vitality Committee focused solely on economic growth within our downtown. These engagements along with small business briefings and individual outreach efforts have helped us frame this year's approach as we work to address the needs of our business community.

2020FINANCIALS



\$78,930IN CERTIFICATES SOLD

100

BUSINESSES DIRECTLY
ASSISTED

581

MEDIA IMPRESSIONS

31

BUSINESSES RECEIVED
GRANTS

\$3,000

RAISED BY CROWD FUNDING CAMPAIGNS

30+

PARKING SPACES
RESERVED FOR CARRYOUT

\$37,742

RELIEF + RECOVERY GRANTS

\$16,395

FACADE GRANTS

\$2,950

SECURITY CAMERA GRANTS

\$150,000

RELIEF + RECOVERY PLAN

35

BUSINESS HIGHLIGHT VIDEOS



60,450

REMOVED FROM SIDEWALK

17,280

CITY BLOCKS CLEANED

6,441

HOURS OF CLEANING

76,300

CIGARETTE BUTTS REMOVED

\$35,000

REDIRECTED FOR

753

HOURS OF REMOVING SNOV

32

HOURS OF POWER WASHING SERVICES

300

TREES MAINTAINED

24

HANGING BASKETS
WATERED DAILY

280

HOURS WEEDING

PLACEMAKING

Public Spaces

The need to maintain Downtown Erie as a safe, clean, and welcoming environment has never been more important.

The COVID-19 pandemic was a major stress test on the community's social and economic infrastructure, and that was evident in our downtown core.

Among other pandemic-related issues, our cleaning crews experienced new challenges in keeping our public spaces as clean and safe as possible. Our response to these issues was punctuated by the need to bring people together to create collaborative solutions that take a proactive, hands-on approach.

And we delivered.



PLACEMAKING

Public Art

Last year we installed our second downtown mural on the Housing and Neighborhood Development Service office building at the corner of 7th and State Streets. The mural titled, "Her Voice, Her Vote" was a collaborative project with the League of Women Voters, Erie County Chapter celebrating the 100th anniversary of the ratification of the 19th Amendment and the women's suffrage movement. Six local female artists from Erie's public school and university system were selected to develop the mural concept, participate in community paint events, and install the mural. The Erie Downtown Partnership was invited to participate as coordinating partner for the mural after the dedication of our first mural in 2018 celebrating Erie's diverse New American and refugee community.

Additionally, we will finally be able to install our sculptural gateway, titled "Points of Reference" at the intersection of 3rd and State Streets this Spring. After the pandemic delayed the project, we were still able to host a public input session about the project in September and look forward to working with a local fabricator to bring the project concept to life.



104

+ PROGRAMMING

10,000+

100,000+

VIEWS OF

VIRTUAL CONTENT

SUPPORTERS + SPONSORS

100

VOLUNTEERS

\$800

LOCAL ARTISTS

\$3,000

FARMERS MARKET

\$2,500

BUSINESS STIPENDS FOR HOLIDAY LIGHTING

PLACEMAKING

Events & Activation

Our 2020 events programming was greatly impacted by the COVID-19 pandemic. We pivoted early to hold events online and host videos supporting our downtown businesses and local artists. We introduced Downtown Farmers Markets in Perry Square and Clean & Green Workday events where volunteers received \$10 downtown gift certificates for lending a hand.

We got creative with a drive-in movie event on the Bayfront during 814 Day and continued our programming through the Fall and Winter with our Downtown Fall Fest and the expanded Downtown d'Lights event that featured a month-long lighting event marketing our downtown businesses.

Each of our altered events met three new, post-COVID-19 goals:

- \cdot To provide access to essential and beneficial services
- \cdot To create safe environments out of our public space
- · To support Downtown Erie in recovery efforts

2020 challenged us to be more intentional, more resourceful, and more creative with our programming. It also forced us to respond to the changing needs of our community with speed and decisiveness. Our goal is to carry this momentum into 2021 as we continue to push forward with safe, engaging new programming.

Community events and expanded placemaking efforts will play an important role in Downtown Erie's recovery, sustainability, and growth in 2021 and beyond.



420MEMBER BUSINESSES

300

BUSINESS TOUCHPOINTS

LETTERS OF SUPPORT WRITTEN

1,200 SURVEY PARTICIPANTS

ADVOCACY

Over the last year we have all had to find ways to advocate for what we need. We heard loud and clear the business community's need for immediate Federal and State legislative support through shutdowns, lockdowns, and complete turnarounds. We advocated for small business support through our affiliations with the Pennsylvania Downtown Center and the National Main Street Center. We wrote letters and made calls to connect with our local legislators and we collaborated with the Erie Regional Chamber and Growth Partnership to convene legislators serving downtown to underscore the current and forecasted needs in support of small businesses.

We launched a private Downtown Business Discussion Group, just for downtown small business owners and managers to create a place for us to share resources and opportunities as well as a place for you to ask questions of your business peers and give each other encouragement.

Last year also provided us the opportunity to work with a team of Erie Insurance cohorts through the first Thomas B. Hagen Fellowship program that resulted in the foundational development of our new Community Relations Plan. As part of informing the plan we had 1,200 respondents to our Downtown Erie Pulse Survey.

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William Matrogran, Vice President VP, Corporate Services Division, Erie Insurance Group

Michelle Griffith-Aresco, Treasurer

Dr. Keith Taylor, Secretary

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Christopher Friday

David Sherman

Jaimee Black

Patrick Fisher

Shawnta Pulliam

Marci Honard

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21 LA RUE DIX 28 NORTH GASTROPUB 408 BAR & GRILLE 5TH & STATE WEST LLC A KANG & ASSOCIATES LLC ACHIEVEMENT CENTER ADVANCED WINDOWS & SIDING ALBERT M COVELLI REVOCABLE TRUST ALKEME AVALON HOTEL & CONFERENCE CENTER BALDWIN CENTRE LTD. BAR MAR MANAGEMENT GROUP INC. BAYFRONT GRILLE BCP PROPERTIES LLC BIG BAR BOOST MOBILE C & R REALTY PARTNERSHIP

ARTS COUNCIL OF ERIE ATTORNEYS AMORIELLO, SCHROEDER AND MANSMANN BALDWIN BROTHERS INC. **BOSTON STORE**

2020 Members and Key Partners CLOUD 9 COUNTY OF FRIE DANIEL & JING INC. DISCOVERY SOUARE INC. DSB REALTY COMPANY E C FARANTZOS FAMILY TRUST EFTHIMIOS C FL AMIGOS ERIE CENTER ON HEALTH & AGING ERIE CLUB

ERIE FEDERAL CREDIT UNION

2020 Members and Key Partners (cont.)

INITIAL BROADCASTING OF PENNSYLVANIA INC JEKYLL & HYDE'S GASTROPUB JONATHAN & MARIA BOWSER JONES SCHOOL ASSOCIATES ERIEBANK KELLAR'S, A MODERN MAGIC & COMEDY CLUB KENNY REALTY INVESTMENTS ERS REALTY PARTNERSHIP KIDDER ARCHITECTS LLC ESSENTIAL CHIROPRACTIC KNIGHT CLUB, THE KNOX LAW FIRM FIRST PRESBYTERIAN CHURCH OF THE COVENANT LAVERY BREWING FNB OF PA LSH REALTY PARTNERSHIP GECAC MANOS REALTY PARTNERSHIP MARITIME MUSEUM GIFT SHOP MARQUETTE SAVINGS ASSN. MASON JARS COMPANY MCCOY'S BARRELHOUSE & GRILL MONACELLA MASSAGE & KINESIOLOGY MOXIE REAL ESTATE LLC MR SUR HOOKAH CAFÉ HOUSING AUTHORITY OF THE CITY OF ERIE

HUGE PURPLE HOUSELLC

PA HISTORICAL MUSEUM COMMISSION PA HOUSE OF REPRESENTATIVES - DISTRICT 1 PA HOUSE OF REPRESENTATIVES - DISTRICT 2 PA STATE SENATE - 49TH DISTRICT PALACE BUILDING LTD PEANUT SHOPPE. THE PRISCHAK DANIEL J IRR BENEFICIARY TRUST RCWE HOLDING COMPANY ROSE BEAUTY & FASHION ROSE GARDEN CAFÉ SAMMI'S HEARTFELT TREASURES, LLC SHAWNEE OPTICAL & KIDSPECS

ST. PAUL'S EVANGELICAL CHURCH TIM HORTON'S & COLD STONE CREAMERY UNITED STATES OF AMERICA USW LOCAL 3199 W.B. MASON COMPANY WARNER RUSSELL AS TRUSTEES WARNER THEATER

