

ANNUAL

2022

REPORT

ALL Together



ERIE DOWNTOWN
PARTNERSHIP





EMILY FETCKO
CEO



DAVE TAMULONIS
EVENTS & MARKETING MANAGER



JOHN YOST
OPERATIONS MANAGER
SAFETY + HOSPITALITY AMBASSADORS



KEN PARKS
ASSISTANT MANAGER
SAFETY + HOSPITALITY AMBASSADORS



ROB NELSON
AMBASSADOR
SAFETY + HOSPITALITY AMBASSADORS

Letter from Emily

In 2022 the Erie Downtown Partnership delivered its largest scope of work to its members since its inception in 2004. Downtown events and activation scaled to almost 150, new park infrastructure was piloted, downtown event attendance tripled to 77,500, the Downtown Design Guidelines were completed, more grant and corporate funding was received for programs and projects, more gift certificates were sold, and more people came back to downtown. We were essentiallyall together again.

It was also a year of new opportunities as the Erie Downtown Partnership embarked on a transition of leadership. Through the transition we were able to provide continuity in delivery of services as well as introduce three new large activations, with Erie Winter Carnival, 14th Fest, and the Downtown Erie Community Skating Rink. It is a great honor to be named the next CEO of this organization and to work with an incredible team to continue to proactively assist members and advance bold ideas.

As we approach our 20th anniversary in 2024, we are looking to the light and we are excited about the hope that surrounds us—in every business, every resident, every visitor, every investor. Our staff will continue to serve our members and seek solutions that positively impact the downtown experience. But we know that creating a downtown that is safe, fun, and welcoming is something everyone plays a vital role in. Thank you to our members who work at it... all together.

Emily Fetcko
CEO



20
22

PLACEMAKING

Safety + Hospitality Ambassadors

The Erie Downtown Partnership's Ambassador program delivers services to downtown stakeholders that make downtown safe, clean, and welcoming. Ambassadors are an essential part of elevating downtown's standard of care as they work with businesses and residents within the Downtown Improvement District.

Ambassadors collaborate with other partners to assist vulnerable individuals including our homeless neighbors to inform solutions and provide relief to businesses impacted by those unsheltered or experiencing crisis.

66,100

CIGARETTE BUTTS
REMOVED

78,600

LBS OF TRASH
COLLECTED

16,800

CITY BLOCKS
CLEANED

139

HOURS OF
FLOWER WATERING

121

HOMELESS
WELLNESS CHECKS

32

HOURS PRESSURE
WASHING

554

HOURS OF
SNOW REMOVAL

48

BUSINESSES
DIRECTLY ASSISTED



20
22

PLACEMAKING

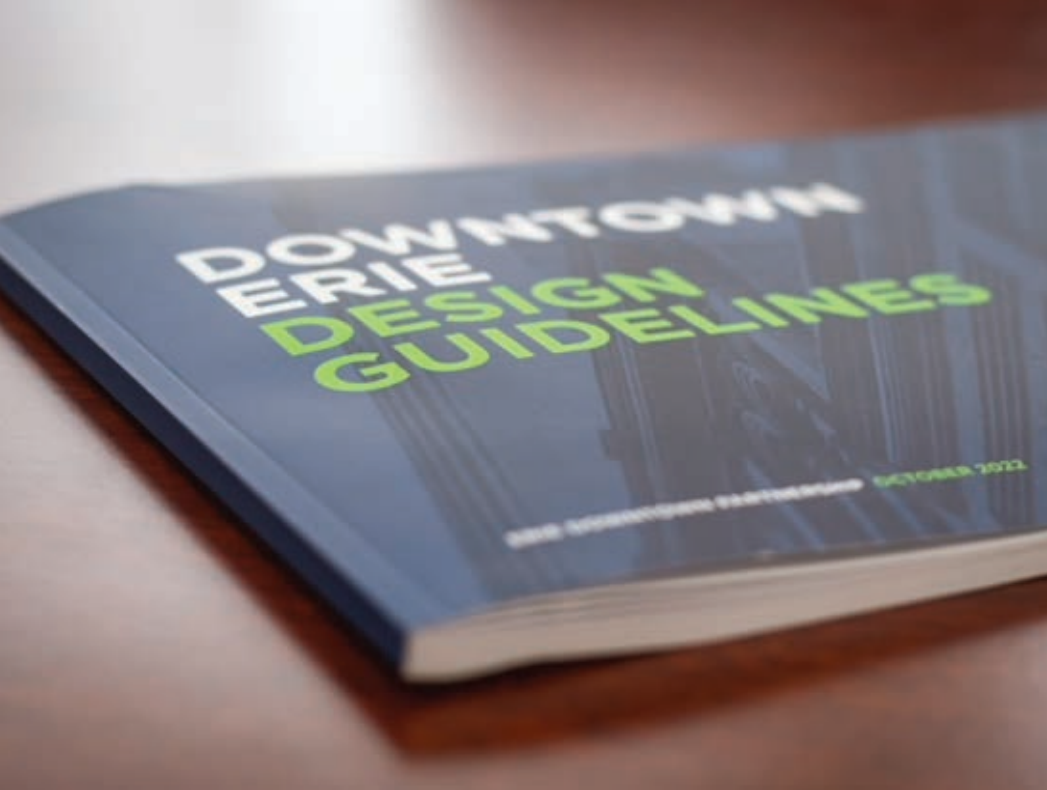
Design Guidelines

The Erie Downtown Partnership developed the first Design Guidelines and Standards resource to help property owners and developers consider maintenance and restoration best practices to improve the built environment.

The project study area is from 2nd Street up to 14th Street on both the east and west sides of State Street. The guide considers downtown Erie's unique and eclectic building architecture, history, and context with adjoining neighborhoods and Historic Districts.

Cleveland-based firm Perspectus facilitated public input sessions and the development of the guide, including a maintenance check list. This project was made possible by a grant from the Erie County Gaming Revenue Authority and the Pennsylvania Historical & Museum Commission.

The guide is available for review and download at www.eriedowntown.com. Façade and preservation workshops will be planned as companion education for users of the guide.



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22

PLACEMAKING

Events

2022 was a landmark year for events in Downtown.

The totals below represent our **largest community impact so far** through our events calendar. Compared to last year's numbers, our impact has grown substantially in a short amount of time:

2021

100

EVENTS

22,250

ATTENDANCE

285

HOURS

50

EARNED
MEDIA

140

EVENTS

78,199*

ATTENDANCE

471

HOURS

132

EARNED
MEDIA

2022

* Celebrate Erie not included

Special thanks to our generous community partners: Erie Insurance, UPMC Health Plan, Erie Community Foundation, Erie News Now/ Happi 92.7 and Erie County Gaming Revenue Authority.



2022

EDP saw a **huge increase in engagement per event in 2022**, helped by an investment into events marketing and several partnerships like our media partnership with Lily Broadcasting for our Skating Rink and Winter Events. **These marketing investments helped us to draw nearly 4x the crowd with only 1.4x as many events.** With attendance numbers affected by the pandemic in 2020, you can more clearly compare the progress over the past four years by using the engagement ratio, which is how many people were engaged per dollar spent:

Year	# of Events	Average Event Cost	Engagement Ratio*
2019	19	\$5,100	0.15
2020	37	\$272	0.27
2021	100	\$745	0.35
2022	140	\$1,357	0.57

With a diverse calendar of community-informed, year-round, family-friendly events and a focus on accessibility and inclusion, Erie Downtown Partnership's events and activation aim to create public spaces in Downtown that are safe, fun, and welcoming to all.

DOWNTOWN WAS ACTIVATED WITH EVENTS FOR APPROXIMATELY

40% *of the year*



EDP HAD DIVERSE REPRESENTATION AT MORE THAN

65% *of all events held*

THAT INCLUDED PAID PERFORMERS, ARTISTS, AND SMALL BUSINESS VENDORS.



20
22

New MARQUEE EVENTS Added



The ice-skating rink was a new addition to winter programming allowing for ongoing promotional opportunities with downtown businesses. The rink launched on Small Business Saturday and hosted almost 2000 skaters over the season and an additional 500 spectators.

Our rink team has worked hard to gain public feedback and provide a safe and fun rink experience for everyone. The rink will be further enhanced with additional infrastructure and programming next season.

We extend a special thank you to rink manager, Kim Smith-McMahon, who oversaw rink operations and the rink team throughout the three-month season.

The rink was made possible by generous support from Erie Insurance through the PA Department of Community and Economic Development's Neighborhood Assistance Program Tax Credit. Additional support was provided by A.M. Higley, the City of Erie, and Jason Troyer of Millcraft Barns.

20
22

BUSINESS

Support and Marketing

As the Downtown Improvement District our main focus is to provide programs and services that benefit our downtown's businesses and add economic vibrancy. In 2022 the Erie Downtown Partnership staff provided direct assistance to 445 downtown businesses.

\$68,885,274

DOLLAR VALUE OF
BUILDING PERMITS FILED

158

BUILDING PERMITS FILED

445

BUSINESSES
ASSISTED

18

DOWNTOWN BUSINESSES SERVING
ON EDP COMMITTEES

New Businesses

CASABLANCA HOOKAH LOUNGE, TLA DIVINE SALON DE BEAUTE' & SPA, GORDON'S MEAT MARKET, LUMINARY DISTILLERY, PURRISTA CAT CAFE, ERIE APPAREL CITY SUPPLY, FRESH HEALTHY CAFÉ

Downtown Gift Certificates

The Downtown Gift Certificate Program had its best year ever with \$79,710 in sales, just surpassing our 2020 record. We had a great partner in Erie Insurance who collaborated with us on a special gift certificate incentive program for their employees. Through this unique initiative we were able to provide \$20,400 in sales to downtown businesses over a three-month period.

Small Business Saturday

Our celebration of Small Business Saturday continued to grow this year, reaching nearly 5,000 people and involving over 100 local small and micro businesses. In addition to the vendor events in several locations Downtown, we also held the grand opening of the Skating Rink in Perry Square. Our efforts to market Downtown as a destination for holiday shopping and activities saw over 17,000 people drawn to Downtown throughout the holiday season to shop, dine, and attend events. Events and activation around the major holiday shopping season helped to boost the impact of the season for our member businesses in the Downtown district, helping them to take full advantage of their busiest time of the year.



2022 FINANCIALS

The Erie Downtown Partnership's 2022 operating budget was \$1.3 million, with the majority of funding being directly allocated toward delivery of programs and services. The most recent audit, completed in May of 2022, is available at our office or online.

We were pleased to increase our grant and corporate giving income to \$625,000, which is an \$81,085 increase from 2021.

\$625,000

GRANT REVENUE AWARDED
FOR PROGRAMS

405

VOLUNTEER HOURS

\$12,127

\$ VALUE OF
VOLUNTEER HOURS

Most recent 990 and audit available online at ErieDowntown.com



What's Next

The Erie Downtown Partnership continues its commitment to improving the downtown experience through public space activation and enhancement. This year we will begin a community-led process to develop downtown's Engaged + Energized Public Space Plan, which will explore what amenities, infrastructure, and programming are needed to support downtown's economic vibrancy for businesses and quality of life for residents.

An urban planning firm will facilitate the planning process, which will provide opportunities for the public to participate so that the people who use these spaces can tell us what they need in these spaces.

The plan will focus on three sites, which will include both Perry Square and Griswold Park. A third site will be informed by the community and involve creating a public space in an underutilized area of downtown in connection with the built environment.

Downtown's public spaces need to keep pace with private investment and the Engaged + Energized Public Space Plan will provide the road map to help evolve the downtown experience for all.





BOARD OF DIRECTORS

William Matrogran, Chairman of the Board
VP, Corporate Services Division, Erie Insurance Group

Christopher Friday, Board Vice President
Executive Director, Erie Parking Authority

Michelle Griffith-Aresco, Treasurer
President, Rick Griffith Properties

Dr. Keith Taylor, Secretary
President, Gannon University
(Erika Ramalho, Representative)

Mayor Joe Schember
Mayor, City of Erie

David Sherman
Owner, Isaac Baker Menswear

Jaimee Black
VP of Operations, UPMC Hamot
Health Foundation

Shawntá Pulliam
Executive Director, Nurturing Hearts
(Constance Ratcliff, Representative)

George Willis
Retired, Urban Engineers

Sean Fedorko
Radius Cowork
(as of January 2023)

Chuck Peters
Altair Real Estate
(as of January 2023)

COUNSEL TO EDP

Tim Wachter
Lawyer, Knox McLaughlin Gornall
& Sennett

COUNCIL LIAISONS

Maurice Troop
City of Erie Council

Andre Horton
County of Erie Council

ABOUT

The Erie Downtown Partnership

The Erie Downtown Partnership is a 501(c) 3 nonprofit, designated as both a Downtown Improvement District and a nationally accredited Main Street program. The organization's mission is to create a safe, fun, and welcoming downtown experience.

Since 2004 the Erie Downtown Partnership has been facilitating placemaking experiences to create community building, economic vitality, and foster inclusive opportunities for downtown employees, residents, and visitors to access these experiences.

PRESENTING SPONSORS



The Erie
Community
Foundation

UPMC HEALTH PLAN

MARQUEE EVENT SPONSORS



SUPPORT SPONSORS



UPMC HEALTH PLAN

2023 event sponsorships can receive a 75% NAP Tax Credit.
Request a sponsor packet or contact staff for details.

2022 ASSESSED MEMBERS

100 PEACH STREET LLC
 1012 STATE STREET OH LLC
 1014 STATE STREET LLC
 1025 STATE LLC
 1213 STATE STREET LLC
 1220 PEACH LLC
 12TH & STATE LLC
 1401 STATE STREET LLC
 1839 REALTY
 21ST CENTURY ERIE DEVELOPMENT
 302 ASSOCIATES REALTY PTRSHIP
 5TH AND PEACH LLC
 5TH AND STATE WEST LLC
 A KANG & ASSOCIATES LLC
 A&M SALA PARTNERSHIP
 AC4 PROPERTIES
 ADIUTORI LAWRENCE A JR UX SUSAN L
 AL QURAISHI MUNTATHER ABDUL
 ALABED HAMID MOHAMMED
 ALHELO MOHAMMED
 ARBYS PROPERTIES LLC
 ARC PNEREPA001 LLC
 BALDWIN BROTHERS INC
 BALDWIN CENTRE LTD
 BANNER JEFFREY
 BARBATO ALFRED M
 BARBATO ALFRED M AKA BARBATO ALFRED A JR
 BARZYK PETER P III ETAL
 BAY FRONT REALTY LP
 BAYEH EDGAR
 BAYFRONT PROPERTIES LLC
 BAYSIDE DEVELOPMENT CORPORATION
 BEARD GARY C
 BLACK INTERESTS LIMITED PARTNERSHIP
 BLOCK 3 DEVELOPMENT LLC
 BOARD OF TR FOR ERIE DIOCESE
 BOETGER DON RICHARD
 BOWSER JONATHAN L ET MARIA L
 C & R REALTY PARTNERSHIP
 CAGE DAVID J UX BETHANY L
 CAMP KEVIN E
 CARPENTER GARY P UX CONNIE J
 CASSA TAMMY K
 CATHEDRAL OF ST PAUL
 CENTRAL MALL PARTNERSHIP
 CHANDLERY CORNER LLC
 CHIDO THOMAS W III
 CHILD DEVELOPMENT CENTER INC
 CITY MISSION OF EVANGELICAL
 CITY OF ERIE
 CITY OF ERIE SALE 1938
 COLLINS NELSON N UX KAREN
 COMMONWEALTH OF PA
 COMMUNITY HEALTH NET
 CONRAIL
 CONRAIL ERIE FEDERAL CREDIT UNION
 COUNTY OF ERIE
 COVELLI ALBERT M REVOCABLE TRUST
 CROW LLC
 DANIEL & JING INC
 DAVISON CLIFF LLC
 DAVISON FOX LLC
 DBS REALTY CO
 DEMARCO DAVID J UX LISA G
 DILORETO JAMES C
 DJC ASSOCIATES
 DOUGHERTY PATRICK A
 DSB REALTY COMPANY
 DWORZANSKI THOMAS A

E P VENTURES LLC
 E R S REALTY PARTNERSHIP
 EARLY CONNECTIONS INC
 EATON JAMES G UX LAURA J
 ELLIOTT PROPERTY MANAGEMENT LLC
 ENTERPRISE DEVELOPMENT CENTER
 ERIE ART MUSEUM
 ERIE CITY CABLE TV ACCESS CORP
 ERIE CIVIC CENTER AUTHORITY
 ERIE CIVIC THEATRE ASSOC
 ERIE CLUB
 ERIE CO COALITION MENTAL HEALTH
 ERIE COMMUNITY CREDIT UNION
 ERIE COUNTY CONVENTION CENTER AUTHORITY
 ERIE EVENTS
 ERIE INDEMNITY CO
 ERIE INSURANCE EXCHANGE
 ERIE METROPOLITAN TRANSIT AUTHORITY
 ERIE PARKING AUTHORITY
 ERIE PROPERTY TRUST
 ERIE SHISH KABOB LLC
 ERIE WESTERN PENNSYLVANIA PORT AUTHORITY
 ERRIE LLC
 ERS REALTY PARTNERSHIP
 EXPERIENCE CHILDRENS MUSEUM
 FATICA CHRISTOPHER UX ANGELA
 FEED LLC
 FERRARO REAL ESTATE LLC
 FETZNER DIANE VIR DONALD N
 FILIPPI RICHARD E UX CLAUDIA M
 FILIPPI RICHARD ETAL
 FILIPPI RONALD L
 FILIPPI RONALD S
 FILIPPI RONALD S ET RICHARD E
 FIRST NIAGARA BANK
 FIRST UNITED METHODIST CHURCH
 FLAGSHIP CITY INVESTMENT GROUP LLC
 FLAGSHIP COMPLEX LLC
 FNB OF PA
 FULTZ JASON C UX SARAH J
 GANDRUD JOHN T UX CHAUVIN CECILIA M
 GANNON UNIVERSITY
 GAUDENZIA FOUNDATION INC
 GENERAL STATE AUTHORITY
 GENERAL TELEPHONE CO
 GILGAMESH TCHOUPITOULAS LLC
 GRACE FELLOWSHIP INT CHURCH INC
 GREATER ERIE COMMUNITY ACTION COMMITTEE
 GREATER ERIE ECONOMIC DEV CORP
 GREENSTACKS LLC
 GRISWOLD ENTERPRISES INC
 GULERIA PROPERTIES MANAGEMENT II LLC
 HAGGERTY WILLIAM T ET MICHAEL
 HAMOT HEALTH SYSTEMS INC
 HAMOT MEDICAL CENTER
 HAMOT MEDICAL CENTER OF ERIE
 HAMOT SECOND CENTURY FOUNDATIO
 HANDS BOSTON STORE OWNER LLC
 HEIDI CORP
 HONARD JAMES J ET MARCIANNE
 HOUSING AND NEIGHBORHOOD DEVELOPMENT SVC
 HOUSING AUTHORITY OF THE CITY OF ERIE
 HUGE PURPLE HOUSE LLC
 ISLAM NADEEM ET PIRZADA
 JENSEN ROBERT J
 JYOUNG ENTERPRISES LLC
 KANONCZYK GERALD J UX SUSAN R
 KENNEDY THOMAS
 KERR JAMES W ET JAMES ETAL

KNEIDINGER FAMILY PARTNERSHIP
 KOSACK SCOTT A
 KRELL INC
 KUBASIK MICHAEL E
 KV RICHFORD ARMS LLC
 KWAD REALTY INC
 LAKE FRONT REALTY LLC
 LAVERY VENTURES LLC
 LAW BUILDING CO LLC
 LEACH NADINE
 LEASE ERIE LLC
 LGP PROPERTIES LLC
 LITTLE YELLOW HOUSE LLC
 LOT 501 LLC
 LPUSA LTD
 LSH REALTY PARTNERSHIP
 LUBAHN JOHN D UX TERRI W
 LYONS PETER H
 MACDONALD ILLIG JONES AND BRITTON LLP
 MANOS REALTY PARTNERSHIP
 MANUS ENTERPRISES
 MARCO REALTY LTD
 MARJET PARTNERSHIP
 MARQUETTE SAVINGS ASSN
 MARZ KETTIN R UX VICTORIA B
 MASONIC TEMPLE ASSN
 MAYER JULIE
 MCCARTHY COLLEEN C
 MCCARTHY PRINTING CORP
 MCDONALDS CORP
 MCGARVEY STEPHEN B
 MCLAUGHLIN BRIAN P
 MEDICOR REALTY L.P.,
 MEEHL AARON F
 MID CITY TOWER OWNER LLC
 MIDTOWN PARTNERS LP
 MODERN TOOL REALTY LLC
 MORAN BRIAN D UX JANE B
 MOXIE ATE LP
 MOXIE REAL ESTATE LLC
 MOXIE SIX LLC
 MOXIE TWELVE LLC
 NATIONAL FUEL GAS
 NEMOS CORP
 NGO BO UX NGO DAO
 NIAGARA REALTY LLC
 NIAN XIN INC
 NICHOLS SUMNER E II D/B/A 715 INVESTORS
 NILO VENTURES LLC
 NORTH PARK ROW LLC
 NORTHSHORE REAL ESTATE INVESTMENTS
 NORTHWEST SAVINGS BANK
 OHIO DREAM TEAM LLC
 OIKOS H LLC
 OLEVSK PROPERTIES LLC
 PALACE BUILDING LTD
 PENNA ELECTRIC CO
 PENNSYLVANIAN HOUSE PARTNERSHIP LP
 PERFORMING ARTS COLLECTIVE ALLIANCE
 PFEFFER DOUGLAS UX ANNETTE
 PLAZA 9 LLC
 PURRISTA CAT CAFÉ
 PRISCHAK DANIEL J IRR BENEFICIARY TRUST
 QUAGLIANA ANTHONY N
 REGIONAL HEALTH SERVICES INC
 RICHFORD ARMS ASSOCIATION
 RITE AID CORPORATION
 RODENBERG MARIA A
 ROMANS 205 LLC

RUSSO MICHAEL A UX JO'EL A
 SAINT PATRICK PARISH CHARITABLE TRUST
 SALA PETER J UX JENNIFER L ET CATALDE UX
 SALVATION ARMY
 SANDHU RAMNEEK
 SANNER OFFICE SUPPLY COMPANY
 SASSAFRAS INVESTMENT GROUP LLC
 SCOTT' S BAYFRONT DEVELOPMANT INC
 SCOTTS-OHIO INC
 SESLER CECILY P ET GREGORY UX ELIZABETH
 SEVILLE REALTY LLC
 SHEEHAN CRAIG W UX HEIDI E
 SINGLETON DAVID R
 SLECKS II LP
 ST PAULS EVANGELICAL CHURCH
 ST PETER CATHEDRAL PARISH CHARITABLE TRU
 STANDARD SQUARE LIMITED PARTNERSHIP
 STATE STREET VIEW LLC
 STEFANELLI ROMAN A
 STROKES THOMAS
 STUTZMAN DANIEL L UX NAOMI J
 STUTZMAN NAOMI VIR DANIEL L
 SUBSCRIBERS AT ERIE INSURANCE
 TAP HOUSING LLC
 THAIRU LUCY
 THE CITY MISSION OF EVANGELICAL CHURCHES
 THE HOUSE OF PRAYER
 THE PORT AUTHORITY OF THE CITY OF ERIE
 THE SALVATION ARMY
 THREE HUNDRED STATE ST PRTSHIP
 THUNDERING SKY LLC
 TITUS HOUSE INC
 TRISTATE NEUROLOGICAL HOLDINGS L P
 TROY STERRETT PROPERTIES LLC
 TWO PENNY CORPORATION
 UNION SQUARE ERIE LLC
 UNITED STATES OF AMERICA
 UNITED STATES OF AMERICA ADM BLDG
 UPMC HAMOT
 VENDETTI CHESTER J II
 VNET HOLDINGS LLC
 WACHTER RICHARD F II UX ERIN M
 WAKLEY CHRISTOPHER R
 WARD ROBERT C UX JUDY A
 WARNER RUSSELL AS TRUSTEE OF THE RUSSEL
 WEDZIK DAVID UX JENNIFER
 WHITEHORN DIGITAL LLC
 WOLFRAM WILLIAM ET PHILLIPS WILLIAM ET
 YMCA
 ZAPHIRIS FAMILY LIMITED PARTNERSHIP
 ZIMM ENTERPRISES LLC

As a Downtown Improvement District the Erie Downtown Partnership collects an assessment from commercial property owners in the district that contributes to the Erie Downtown Partnership's programs and services. Assessments billed in 2022 totaled \$246,103.



**ERIE DOWNTOWN
PARTNERSHIP**

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