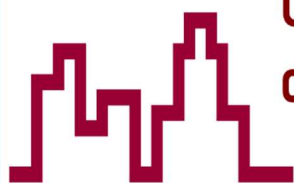


Community Development Corporation of Lancaster

Created in 1996, we are a non-profit organization dedicated to the success and revitalization of the Central Downtown Business District in the Village of Lancaster

FISCAL YEAR
JUNE 1ST, 2020- MAY 31ST, 2021

ANNUAL REPORT



**Community Development Corp.
of Lancaster**

Striving for a Vibrant Downtown

Mission Statement

Date Adopted: May 12, 2003

Our mission is to plan, promote, and if necessary coordinate and execute programs in the Village of Lancaster, New York area aimed at improving the quality of life of its residents by developing new approaches and methods of economic development where necessary and proper. Also to achieve certain educational, charitable objectives and public purposes of relieving and reducing adult unemployment, promoting and providing for additional and maximum adult employment, bettering and maintaining adult employment opportunities within the area.

Economic Activities

Year End Square Footage

Total square footage in Central Business District 81,204

Rented – 81, 204 sq ft

Available/Vacant - 0 sq ft

New Businesses

3D Comics

Juls & Jane

Valint's Meats

Broadway Nutrition

Flourish Cafe



Community Development Activities

- West Main Street Construction completed June 2020-May 2021 and the Main Street Manager was the communication liaison.
- Worked with Lancaster Area Chamber for Basket Raffle with over 1k in prizes to local businesses.
- Completed Successful Easter Egg Hunt in Central Business District.
 - 380 Participants
 - Each received a chocolate bunny with 'Rediscovering Lancaster' branding.
 - 12 businesses participated.
 - Sponsors: Henry's Chocolate, The 716 Dance Lab, Tops, Wegmans, Wehner Family, Long Weekend Bakery.

Community Development Activities Cont'd

- Completed 'Taste the Art of Music' June 5th, 2021
 - Over 1,000 in attendance.
 - 10 Musicians
 - 10-15 Artists
 - 20 Vendors
- Construction began April 2021 for the Lancaster Village Center.
- Marketing video for the Village of Lancaster businesses to "We are Family".
 - Included all businesses waving, their new hours post-covid shutdown & saying we miss you/come support!
 - 1,900 views on the video & reached 3,732 people on Social Media
- Went to Village board to request planning a 4th of July event for the community.
 - This was denied.
- Advertised for Small Business Saturday 2020.
- Holiday Decoration Contest
 - Had community head to the local businesses to view the décor and head to our Social media to 'like' the photo and vote for their favorite.
 - 2020 Winner- Twin Village Music- received CDC Holiday trophy to be rotated to new winner each year.
 - Businesses name was added on trophy with year to track it's history.
- Town of Lancaster
 - Did Video with Ron Ruffino at some businesses showcasing what they do & thanking the community for their support. Promoting the '716 Giftcard'.
- Lancer Nights – December 2020
 - Worked with St. Marys to keep local businesses open to promote families coming out to shop locally in the community.
 - Over 500 in attendance.
- Began planning for Halloween 2021 with Lancaster Opera House.

Administrative Activities

- Sent out sponsorship requests.
 - Bank on Buffalo \$250
- Completed 2 Chiavetta Chicken Dinners for fundraisers.
- Completed Easter Egg Hunt as fundraiser.
 - 380 Participants
 - Each received a chocolate bunny with 'Rediscovering Lancaster' branding.
 - 12 businesses participated.
- Completed Valentines Day & Mother's Day Basket Raffles.
- Created RediscoveringLancaster.com as landing page.
 - Added contact form to website to collect emails for future information distribution.
 - Gained 260 subscribers.
- Completed SuperBowl Square raffle for fundraiser.
- Went to Lancaster IDA for funding request. (Denied)
- Social Media
 - Increased Facebook Social Media Following by 841.
 - Increased Instagram Following by 752.
- Assisted CAD Designs & Grape D'vine for paint night event.
- Coordinated virtual merchant meetings until November 2020.
- Cancelled Meat Raffle for September 2020
- Historical App
 - Worked with Lancaster HS Academy on the project collecting data.
 - Got quotes and worked on the app platform layout.
 - Proposed to HPC & Village board for split funding.
 - 50% Historical Tour app & 50% CBD Map with deals, info, etc.
 - Not financially possible at this time without Village/HPC.
- Virtual Sales
 - Coordinated 5 sales with Bloomsbury Lane Toy Shoppe
 - Ranging from \$500-\$1500 in Sales
 - Coordinated 4 Sales with the Lancaster New York Store
 - First Sale was over \$1k in Sales.
 - Coordinated 3 sales with Josie's on Central
 - Over \$500 in sales each LIVE

Other Activities

- Assisted merchants in learning Facebook LIVE virtual sales.
- Increased Social Media following/involvement to all local businesses via social media contests streamed through “Rediscovering Lancaster” page.
 - Dark Forest Reached 3,023 people on Social Media
 - Early Bird Reached 7,493 people on Social Media
 - Rutter’s Barbershop reached 1,522 people on Social Media
 - Wilde Art reached 1,533 people on Social Media
 - Josie’s reached 2,418 people on Social Media
 - Purely Pets Reached 1,280 people on Social Media
- Kept businesses up to date on Covid-19 Protocols to operation safely and correctly during the pandemic.
- Assisted Josie’s on Central creating online webstore.
 - Input inventory, photos & webstore setup.
- Sent out info for PPP and SBA loans to merchants.
- Created over 30 Digital ads for local businesses and the community.
- Created 1 Ad for each business every week for the month of July 2020
 - Tagged them on social media & posted in stories.
 - Increased their traffic and ours.
- Virtual Meeting “Ask the Developer” with Tom Sweeney
 - Over 100 participated to ask questions on the upcoming projects.
- Promoted Purley Pets sidewalk sales during Summer 2020.
- Interviews the owners on FB LIVE
 - Lilly Belle Meads
 - Bloomsbury Lane Toy Shoppe
 - Josie’s on Central