

Task/Goals for 2024 :

Marketing:

A-1: Promote the LEDC and Lansdowne online and in print, through social media, website updates, and print media. Expand content to draw larger audience including business and government officials

A-2: Coordinate/Conduct the LEDC Annual Meeting

- Ongoing – Continue conducting annual meeting

A-3: Ongoing - Provide marketing assistance to new and existing businesses

- press releases for businesses
- website listings
- cooperative advertising
- cross-retail promotions
- sidewalk sales, coupon programs, etc.

A-4: Ongoing - Press releases for LEDC activities and events

A-5: Ongoing - Organize pop-up events (partner with Business Development Committee)

A-6: Ongoing – Promote Living in Lansdowne

- welcome packets
- work with local realtors and landlords
- promote development of new market-rate housing

A-7: Promote membership at Utility Works Creative Community and MakerSpace; promote classes at both locations

Business Development:

B-1: Fill vacant storefronts (ongoing)

B-2: Develop a healthy mix of businesses by increasing the number and diversity of businesses

- Ongoing - Recruit new businesses, some focus on arts-based businesses, entertainment-related, businesses with evening and late-night hours
- Ongoing - Recruit new businesses, some focus on businesses that are “green,” health, good for the environment

B-3: Help entrepreneurs who want to open new businesses esp. those that are minority, women, veterans, and/or low/moderate-income

B-4: Ongoing - Provide assistance to existing businesses

- Organize meetings and presentations on business loan and grant information
- Maintain database of existing businesses and owner information
- Organize business-based events (First Fridays, Small Business Saturday, etc.)
- Assistance with permits, zoning, HARB reviews, etc.

B-5: Ongoing - Partner with LBPA on various events

B-6: Maintain Business Cooperative Facebook page, posting relevant information. Recruit more businesses to join/use the platform.

B-7: Ongoing - Partner with Historic Lansdowne Theater to help bring about their renovation and re-opening

B-8: Research theater impact on businesses and residents in other communities. Use this info to make recommendations to the businesses, residents, and the Borough

Events:

E-1: Ongoing - Organize events for residents and visitors from surrounding areas, including:

- Lansdowne Arts on the Avenue Festival
- A Bit of the Arts (Holiday Arts Show)
- Lansdowne Farmers Markets

Design:

D-1: Work with the Borough and other organizations to provide streetscape improvements

- Review WalkShed study, Temple “Drawing on Lansdowne,” and other streetscape plans
- Create streetscape plan with specific projects (lighting, bike racks, trees, sidewalks, planters, etc.)
- Prioritize action items
- Ongoing – Work with the Borough to apply for funding to implement the streetscape plan

D-2: Ongoing - Help businesses through the HARB review process; work with HARB and code enforcement to create acceptable samples of building signage, awnings, etc.

Fundraising:

F-1: Private funds

- Continue annual business/corporate fundraising/sponsors
- Increase private (individual) contributions
- Research and apply to grant and foundation opportunities

F-2: Produce an Annual Report listing donors

Governance:

G-1: Ongoing - Build a more diverse, strong Board of Directors

G-2: Ongoing - Ensure the LEDC's administrative compliance with funders, IRS, and government entities; administer grants, maintain 501(c) (3) status, and establish financial measures.

G-3: Ongoing - Review policies and procedures on an annual basis.

G-4: Ongoing - Completion of annual fiscal audits, appropriate filing of 1099, BCO, etc., timely submission of reports to funders.

G-5: Ongoing - Partner with Borough Council, County Council, local businesses and other local non-profits whenever feasible

MakerSpace:

M-1: ~~Secure 7 tenants for the 7 studios at the MakerSpace.~~

M-2: Get 30 equipment memberships

M-3: Increase the number of classes at the MakerSpace utilizing the existing equipment

M-4: Complete construction of the sound lab, hire a sound engineer, and begin renting it out

M-5: Grow our partnership with Penn State and increase the number of entrepreneurial business classes

M-6: Work with our Lansdowne businesses to teach them how to take advantage of the equipment at the MakerSpace

M-7: Grow our partnership with Ben Franklin Technologies

M-8: Apply for and secure additional funding for MakerSpace operations.

M-9: ~~Work with Penn State to fund raise for MakerSpace operations and capital investments, including establishing an endowment to fund operations.~~

M-10: Research additional artist needs including, but not limited to, the digital reproduction and printing of art works.

M-11: Create a stronger partnership between the artists at Utility Works and MakerSpace.

M-12: Continue working with local schools to participate in MakerSpace programs.

M-13: Participate in more STEAM-based and maker events as well as the Philly Maker Faire.

Arts Committee:

C-1: Continue building relationships with the public via surveys and data gathering

C-2: Complete the Lansdowne Arts Plan by researching potential funding streams

C-3: Complete the Lansdowne Arts Plan by creating a marketing plan for all arts events

C-4: Public Art: work with at least one business to create and install a piece of public art or window display

C-5: Establish working relationships with outside curators, artists, and musicians

C-6: Produce up to 4 shows at the 20*20 House, with Community Engagement Workshops, and approx. 150 attendees per show

C-7: Work on defining best practices for Public Art

C-8: Create a Lansdowne Arts website and social media sites.