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Main Street Hanover Celebrates Keystone Designation

HANOVER, PA. – June 3, 2014 – Main Street Hanover is formally recognized as an official Keystone Main Street.

Over 100 attendees, key stakeholders, program partners, business owners, legislators and members of the community joined the celebration on Friday, May 30th in Downtown Hanover's Center Square.

"A five-year sustainability plan was developed and The Borough of Hanover and The Hanover Area Chamber of Commerce partnered to fund the initiative for five years. A creative and unique partnership was formed. Hanover Borough and the Hanover Chamber stepped up to fund the initiative; the Partnership for Economic Development of York County serves as the fiscal sponsor, providing 501(c)3 status; and the York County Economic Alliance oversees and staffs the Main Street Hanover program," stated Hanover Chamber of Commerce President, Gary Laird.

"Main Street Hanover and its partners lead efforts to revitalize downtown Hanover and recognize that a community's health and quality of life are reflected in its downtown," affirmed Mayor Ben Adams.

As a designated Main Street, Main Street Hanover will receive funding priority for PA Keystone grant and loan programs - that means that grant applications that have already been submitted, like the facade improvement and planning grants, will now be moved to the top of the pile.

As a designated community, MSH is now eligible to apply for the previously restricted \$50,000 implementation grant, which can be used for all manner of downtown promotion including advertising and branding. Additional training and technical assistance will be received from the Pennsylvania Downtown Center as well.

This collaboration is a testament to the strong desire for transformation in downtown Hanover," echoed York County Economic Alliance President and CEO, Darrell Auterson.

Katie Caples, Main Street Manager and Jennifer Herfel, Development Coordinator who staff Main Street Hanover emphasized, "thank you to the many business and property owners in the downtown, who day in and day out drive the local economy and make our jobs so rewarding. And, a special thank you to the many volunteers that comprise the Main Street Committees, whose investment of time, energy, money, and talent is to be recognized and celebrated."

The Main Street Hanover initiative brings together diverse community interests and resources to promote the economic vitality, architectural heritage and cultural vibrancy of the downtown business district for the benefit of the greater Hanover area. The initiative is overseen by the York County Economic Alliance.

As the second largest population center in York County, the Hanover area significantly impacts the overall economy of South Central Pennsylvania. Through increased partnership to implement Main Street Hanover, Hanover Borough, Hanover Area Chamber of Commerce and the York County Economic Alliance are committed to expanding the region's economic capacity.

The mission of the York County Economic Alliance is to lead economic growth, connect local businesses to resources and each other and advocate for business and the community to create a prosperous York County. For more information, visit www.ycea-pa.org.