

Winter 2020

Hourglass Quarterly



OPPORTUNITY ZONES

HOURGLASS FALL FORUM

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FIRST FRIDAY FORUMS

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Letter from the Executive Director

Hello,

I am pleased to welcome you to our new Hourglass Quarterly! This publication has historically been one of our key methods of presenting Lancaster County's leaders with relevant, exciting and important articles from a variety of sources. This new Quarterly reaffirms our commitment to keeping you informed by providing more in depth summaries of our First Friday Forums, increasing the number of articles we showcase, and relating these featured articles to Lancaster County when possible.



In this edition, we first highlight the reporting done by PA Post's Ed Mahon on the City of Erie's use of Opportunity Zones to spur economic growth. We also include a summary of our highly successful forum "The Future Ain't What It Used To Be". This forum featured eight presentations from leaders from Lancaster and York Counties on innovative ideas and practices that will influence our future. Following this summary, we have included two articles which relate to two topics covered in the forum: Artificial Intelligence and Immigration and Refugees.

If you enjoy reading the Hourglass Quarterly, please sign up to receive our bi-weekly email publication "Keeping Lancaster Current" which includes recommendations of articles to read from across the web. You can do so by visiting our website (www.hourglassfoundation.org) and entering your email address on our homepage.

This Quarterly is part of our commitment to educate Lancaster's leaders and to champion and facilitate sound decision-making in order to assure prosperity while maintaining the county's unique character and enviable quality of life.

Happy reading!

Jonathan Russell
Executive Director

HOURGLASS FIRST FRIDAY FORUMS

Highlights from the last quarter

October 4, 2019 - Millersville University

Presenter: Dr. Daniel Wubah

President of Millersville University, Dr. Daniel Wubah, presented on his first year in office and highlighted Millersville's exciting new partnerships and degree programs.

Dr. Wubah provided information on the makeup of the student body. Almost 90% of Millersville students come from Pennsylvania. Millersville graduates are prepared and ready for the changing workforce. Of the 68,000 Millersville alumni, 48,000 stay in Pennsylvania with 18,000 living in Lancaster County. This is a huge benefit to the Lancaster County community.



Millersville has entered into several community partnerships to create opportunities for students and the community. Some of these include a partnership with Penn Medicine Lancaster General Health to create the framework for a certificate and multi-disciplinary degree program in population health, a partnership with Eurofins Scientific to develop new on-site graduate courses, a partnership with Clair Brothers and Rock Litzitz to create a new music business and entertainment technology degree, and a partnership to continue the Respiratory Therapy program with UPMC Pinnacle now at the new Litzitz campus.

Millersville's commitment to its community is exemplified in the 190,000 hours of community service that students, faculty, and staff devote annually. This community service is amplified by a number of key partnerships including: working with the Watershed Education and Training Institute on stream monitoring and restoration; the 150 unique events the Ware Center hosts annually in downtown Lancaster; partnering with WGAL to preserve and digitize the WGAL Film Archive (1949-1979); collaborating with Millersville Borough on traffic flow and safety; conducting research for the Spanish American Civic Association (SACA) on the needs of households in southeast Lancaster City; and participating in the United Way's Day of Caring.



November 1, 2019 - City Revitalization and Improvement Zone

Presenter: Randy Patterson



Randy Patterson joined the Hourglass to discuss the City of Lancaster's "City Revitalization and Improvement Zone" (CRIZ), established in December of 2013. A CRIZ is an area of up to 130 acres, comprised of parcels designated by the CRIZ Authority, which provides economic development and job creation within a political subdivision. State and local taxes collected within the CRIZ are used to repay debt service to stimulate economic development projects within the CRIZ. The focus of the program is to provide opportunity to spur new growth, helping to revive the City of Lancaster's downtown and major corridors and create jobs for the residents of the region. Because of the CRIZ, the City is able to stimulate new business activity that generates additional state tax revenue.

The CRIZ considers the following factors when determining what projects to fund: is the property undeveloped; is the property underutilized; has the property been vacant for a long time; does the redevelopment

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ment of the property have high economic impact? The CRIZ has funded aspects of some substantial projects within the CRIZ boundary — the most significant of which is the 101 N Queen Street project and the Ewell Plaza. This project is a substantial catalyst for economic growth in the City. The CRIZ also provided funding to pay for the debt service on a \$6 million acquisition loan for the Holiday Inn Lancaster.

The CRIZ Authority has developed a Small Business Financial Assistance Program by borrowing \$5 million to capitalize a revolving loan fund. The program is designed to encourage small business growth and improvements as well as create opportunities for entrepreneurs to start new small businesses. The assistance comes in two forms: up to a \$25,000 grant or up to a \$100,000 loan. Both forms of financial assistance include a matching requirement of \$1 for every \$5 of CRIZ funds. The new Small Business Financial Assistance Program has received interest from a variety of small businesses and entrepreneurs since its inception.



December 6, 2019 - Lancaster Newspapers

Presenter: Robert Krasne

This is the 225th anniversary year of the Lancaster Newspapers (LNP). Founded on June 17, 1794 as the Lancaster Journal, LNP and Lancaster County have undergone some drastic changes since its founding, including 19 different names and a variety of headquarter locations.

In order to remain a viable newspaper, LNP has needed to make some operational changes including: addressing pension costs; selling four buildings to developers to convert into offices, retail, residential, and senior living; re-establishing a newspaper printing press in Lancaster County; and moving its headquarters to the new 101 N. Queen Street building (a flagship project undertaken with CRIZ help). Additionally, the Steinman family reaffirmed its commitment to the newspaper by reinvesting any profits from the newspaper back into the organization. All of these changes were undertaken to maintain the vitality of LNP for the future.



The state of local newspapers throughout the United States is one of crisis. Lancaster County is unusual because it has a daily newspaper. Two thirds of the counties in the United States do not have a daily newspaper. In this current news climate, LNP and LancasterOnline are fighting for their survival. Much of this financial hardship comes from a 72% decline in advertising revenue nationwide for newspapers for the last 15 years. Currently, more than 77% of digital advertising spending in Lancaster County goes to Google and Facebook. The digital media revolution has destroyed newspaper's traditional revenue structures.

So what can we do to support LNP and LancasterOnline in this challenging time? Lancasterians can: let the newsroom know about matters that merit attention; write letters to the editor or opinion editorials; share celebrations (weddings, anniversaries) and sorrows (obituaries); promote products and services through LNP; and subscribe to the newspaper and encourage others to do so as well.



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