





The Four Pillars

ORGANIZATIONAL SUSTAINABILITY ECONOMIC VITALITY COMMUNITY MARKETING DESIGN



STRATEGIC REFRESH

Jocusing on



ORGANIZATIONAL SUSTAINABILITY

Main Street Hanover, led by an engaged board of local corporate, nonprofit, and residential community leaders, and steered by a strategic, thoughtful, and intentional executive director and connected support staff, will collectively grow to support and expand partnerships to guarantee Main Street Hanover's existence into the next ten years and beyond.

Creating a Main Street Hanover Fundraising/Development Committee to include larger employers and corporations, Main Street Hanover board members, downtown property owners, financial institutions, local legislators, and community foundation participation to operationalize each member's sphere of influence.



- **Develop** a Main Street Hanover Fundraising Campaign including a strategy for short-term and long-term sustainability, exploring options such as legacy gifts with local funeral homes, annual individual giving, financial planners, and York County Community Foundation.
- Developing a Communication Strategy
 - Produce an ongoing annual report telling the story of Main Street Hanover, its
 origin story, and the successful projects of the last 14+ years. "This is who we are.
 This is what we've accomplished. This is what you can expect from us."
 - Develop a campaign highlighting local entrepreneurs' stories how they got to where they are – why Hanover? – what does the future hold?
- Supporting investment in staff development and talent rentention

Jocusing on

ECONOMIC VITALITY



Main Street Hanover will convene developers, real estate agents, potential investors, and new business owners to continue to support and grow a vibrant and diverse downtown economic climate. Main Street Hanover will accomplish this by developing a robust entrepreneurial ecosystem through strategic business recruitment initiatives and targeted financial assistance.

th projects such as:
 Supporting or initiating a business incubator/co-working/meeting space feasibility study
 Initiating a downtown hotel feasibility study

Hosting regular developers' roundtable sessions to learn how Main Street Hanover can best support and help to expand their role in the community.

Hosting regular roundtable discussions with larger employers and corporations to learn how Main Street Hanover can best support their role in the community.



- Partnering and supporting Hanover Economic Development Corporation (HEDC) and the Borough of Hanover Enhancement committee in accomplishing their missions
- Continuing to provide financial assistance through programs like Welcoming Communities initiative in partnership with the York County Cultural Alliance or the BLOOM small business grants with the BLOOM Empowerment Center.
- Advocating for parking options and solutions for daytime workers and downtown businesses.
- Surveying and understanding the parking needs for daytime workers and downtown businesses.

STRATEGIC REFRESH

focusing on

COMMUNITY MARKETING



Main Street Hanover will engage local business owners for collaborative retail and special events that celebrate the uniqueness, new and diverse cultural influences, and sense of place of downtown Hanover.







Main Street Hanover is committed to a strong preservation ethic that celebrates Hanover's storied past while embracing new and innovative approaches. Main Street Hanover will accomplish this through partnerships with Hanover Borough and other local partners.

With projects such as
 Continuing to support a downtown façade program.
 Activating Hanover's outdoor and public spaces, including trails and parks, for residents and visitors.

MAIN STREET HANOVER

Moving forward, Main Street Hanover is dedicated to being the hub of innovation, collaboration, and advocacy for Downtown Hanover



and its adjacent area.

Shop local. Support local. Jove local.

2023 MAIN STREET HANOVER

STRATEGIC REFRESH



Main Street Hanover

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