

2022-2023

# Annual Report





**MAIN  
STREET HANOVER**

40 York Street  
Hanover, PA 17331  
717.637.6130  
[mainstreethanover.org](http://mainstreethanover.org)



## Staff

Justine Trucksess  
*Executive Director*

Noël Soisson  
*Marketing, Events & Development  
Coordinator*

## 2022-2023

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*Gettysburg Foundation*

Sarah Stich  
*Just Wellness, LLC*

*\*term ends in September 2023*



# Transforming *Downtown Hanover*



## WINNER

of Pennsylvania Downtown Center's "Townie" Award recognizing our Heart of Hanover Trails historic marker project in the Physical Improvements & Design: Public Space Improvements category.

**34**

Wayfinding  
signs installed



**OVER 400**

volunteer hours



**5,900+**

total event attendees at  
downtown events



facilitated 12 small business  
improvement grants in partnership with  
The BLOOM Business Empowerment  
Center & York County Economic Alliance  
as well as eight Hanover area events  
grants with the Cultural Alliance of York  
County



**\$20K**

total grant  
dollars  
awarded



# About Us

The mission of Main Street Hanover is to expand the economic capacity of downtown Hanover, thus improving the business environment, enhancing the quality of place, and increasing community synergy.

As we look to the future, Main Street Hanover is dedicated to being the hub of innovation, collaboration, and advocacy for Downtown Hanover and its adjacent areas. Over the last few years, we've accomplished many goals and learned a lot. In the pages that follow, we're recapping this past successful year and presenting what we are dedicated to achieving as we move forward.



*Greetings from Hanover!*



# From Chairman

*Daniel M. Frey, Esq.*



Friends,

This past year has been an exciting one full of achievements. One has only to walk around downtown to see the results of the efforts of Main Street Hanover.

In the not-too-distant past, vacant storefronts were prevalent downtown, but those vacant storefronts are now filled with new businesses and restaurants. One can sense a vibrancy in our downtown which was lacking only a few years ago. Main Street as an organization continues to be excited with the property redevelopments downtown, which have seen a corresponding increase in revenue for our downtown businesses.

As proud as Main Street is with its accomplishments over the last several years, we submit to you that we have reached a point in our existence where we need financial support to continue the revitalization of our downtown. As a non-profit organization we depend on grants and donations to meet our expenses.

Along with the support received from our Board of Directors, we ask for the community to also show its support for Main Street by considering a donation that will ensure that we can continue to revitalize downtown. No amount is too small, and it is our hope that the number of people and or businesses that respond to our financial needs will help see us through these next years.

Thank you,

*Daniel M. Frey*

Daniel M. Frey, Esq.  
Chairman, Board of Directors

# From Executive Director *Justine Trucksess*



Hello!

Main Street Hanover is thrilled to highlight the transformation that has occurred in downtown Hanover under our leadership. We hope you enjoy our annual report and learn more about our activity from this past fiscal year as well as our transformative priorities for Hanover's future.

The past year that we reflect upon contained an abundance of highs and lows. Our program received a Townie award from the Pennsylvania Downtown Center for a project we created and were very proud to complete.

We continue to grow and cultivate this program as it has become a tourism attraction for the area, teaching Hanover's history to all who visit the Heart of Hanover Trails. This honor is one that carries great significance for our program, knowing the incredible Main Street programs across this commonwealth that are nominated for these awards.

In April we lost our dear friend and champion Andrea Niehoff Goodson whom we will honor in our holiday activities for years to come. It is under her encouragement and passion that we are able to share with our readers that downtown will be brighter and more colorful this coming Christmas season than ever before. We know her legacy will lead us on as we move forward, all while missing her dearly.

Our events have transformed the downtown. We take great pride in providing high-quality, family-friendly events throughout the year. We are known for our events featuring and promoting the local craft-beer makers in the community but feel strongly about having downtown events and activities that the whole family can enjoy.

I encourage everyone to use the QR code at the end of this report to read our new strategic refresh to learn more about the next chapter for Main Street Hanover!

From all we've accomplished we've been able to learn more about our role in supporting and leading the transformation of downtown Hanover. Incredible projects are on the horizon, we hope you will join us in making these transformative priorities a reality by joining one of our committees working on forming concrete action steps for bringing this plan to fruition.

As a non-profit organization we also encourage you to show your support in a way that's meaningful to you, that will allow us to pursue our future goals.

We ask that you consider making a gift and joining our 'Friends of Main Street Hanover' program this fiscal year to improve our long-term sustainability as well as downtown Hanover's future!

In gratitude,



Justine Trucksess  
Executive Director

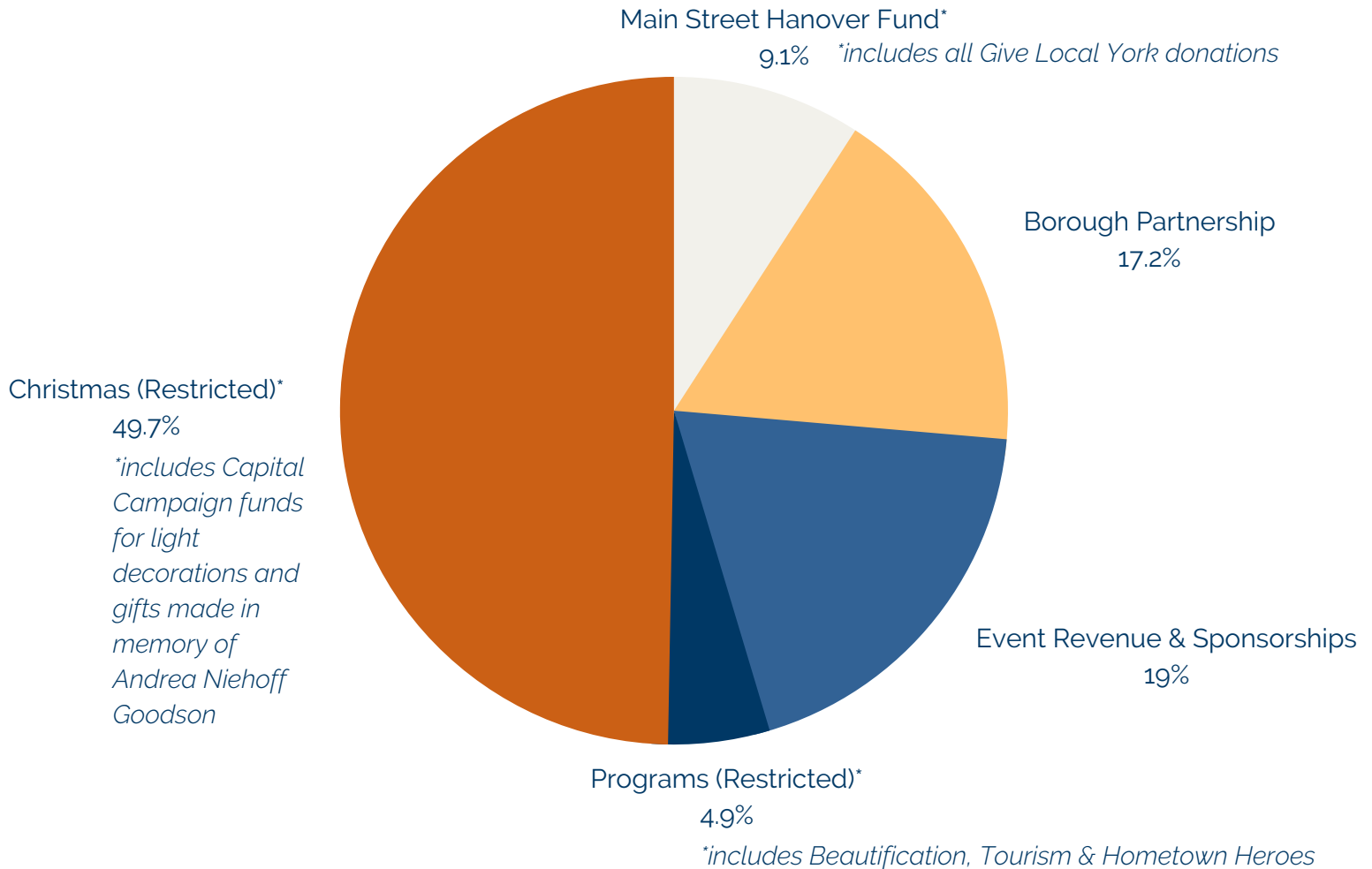




# Philanthropic Support

Over \$230,000 Raised!

July 1, 2022 - June 30, 2023



## FRIENDS OF



Any donation of \$50 or more to the Main Street Hanover Fund makes you a "Friend of Main Street Hanover". As a friend of Main Street, you will join a community of like-minded supporters who contribute to our efforts to revitalize and transform downtown Hanover. All Main Street Hanover Fund donations will be acknowledged in our Annual Report.

# Thank you to our donors!



*As a non-profit organization, Main Street Hanover is extremely grateful for the support and funding received by donors, businesses, and other organizations. Your generosity ensures that we can continue to revitalize downtown Hanover. The following list reflects those who gave during July 1, 2022 - June 30, 2023.*

*To make a donation today, visit us at: [mainstreethanover.org/donations](https://mainstreethanover.org/donations).*

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Hanover Garden Club  
Hanover Home Association  
Hanover Kiwanis Foundation  
Hanover Lions Club  
Hanover Pediatric Associates, P.C.  
Hanover Toyota  
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Becky Rote Hawk  
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Ashley Hershey  
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Andrew Winand  
Darlene Wisner  
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York Professional Baseball Club, LLC  
Darryl Young  
Holly Zepp  
Wayne Zumbrum



*This Annual Report lists donors from July 1, 2022 and June 30, 2023. In compiling our lists of contributors, we have attempted to be as accurate as possible. If your name has been omitted or listed incorrectly, please let us know and accept our very sincere apologies.*







# Transforming History

Main Street Hanover was honored to receive the Pennsylvania Downtown Center's "Townie Award" this past year for Physical Improvements & Design: Public Space Improvements for the Heart of Hanover Trails.

The Heart of Hanover Trails is Main Street Hanover's downtown walking tour that allows you to walk through Hanover's history. The trails feature Civil War history, human interest stories, and little-known details about life in Hanover.

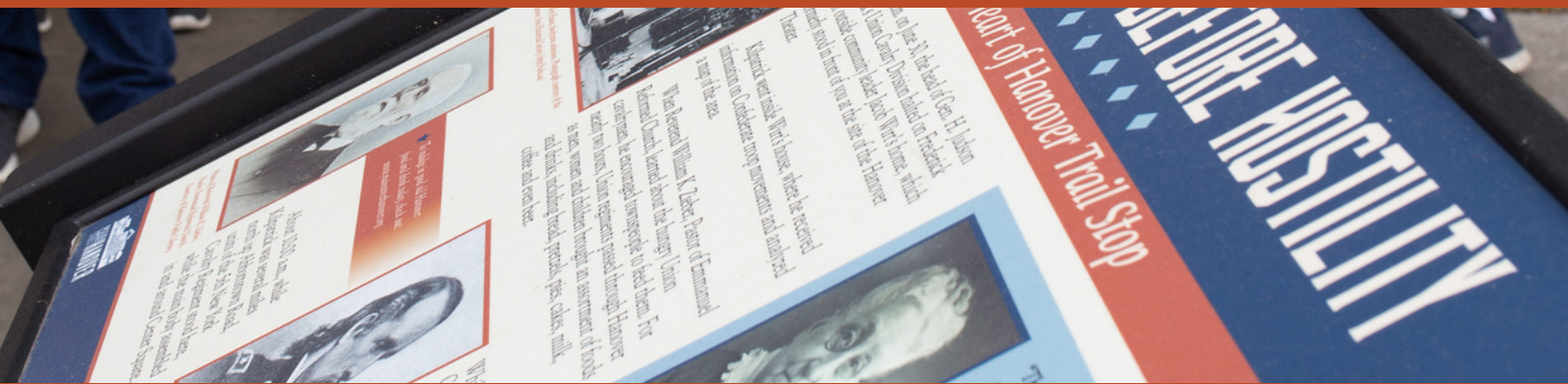
Main Street Hanover secured tourism dollars from Explore York to renew the historic marker program in the downtown district. In planning for this project, with dedicated volunteers Matthew Jackson, local writer and historian, and Brandon Wingert, with L2 Brands, we were able to not only install 16 locally created and branded historic markers, and four branded Civil War Trails markers, but also provide an updated website and interactive walking tour map and brochure to create a connection with the organization's digital footprint and the tourism assets in downtown Hanover.



Pennsylvania Downtown Center's executive director, Julie Fitzpatrick, said "Each year we look forward to the Townie Awards presentation for its ability to excite and inspire our members to continue their community revitalization efforts. Our member communities work tirelessly to improve their cities and towns, and we love having the opportunity to applaud them for their efforts."

The Townie Awards are a part of PDC's annual statewide conference, which is held in a different commonwealth community each year to highlight the respective city or town's accomplishments in community and neighborhood revitalization. This year's conference, Making Room: Housing for a Vibrant Community, held in downtown Scranton, was attended by close to 300 individuals and included borough and municipal officials, experts in community planning and landscape architecture, and dozens of Main Street and Elm Street managers.

# Walk in Hanover's History



SCAN ME



to follow the Heart of Hanover Trails on our interactive online map, download our printable map, or check out suggested itineraries!

HEART OF  
HANOVER  
TRAILS ★



Christmas in Hanover has been family tradition and mainstay in the Hanover community for 87 years. For roughly 50 of those years the star and greens tinsel decorations have adorned the poles throughout town. These decorations were in need of refurbishment and replacement after many years of use.

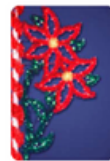
In partnership with Main Street Hanover, the Hanover Christmas Committee was able to raise over \$95,000 through a holiday Capital Campaign to purchase replacements of these pole decorations as a next major step in making our town the best in can be during the holiday season. We hope you enjoy the new additions this year!

# Transforming Christmas



Hanover Christmas Committee

**Donate Today**  
*New Christmas Decorations*  
**FOR HANOVER**



All funds collected are given to the Hanover Christmas Committee, a part of Main Street Hanover, Inc., a 501(c)3.



## REMEMBERING ANDREA



When many of us think of Christmas in Hanover we think of Andrea Niehoff Goodson, who passed away unexpectedly this past spring.

Andrea was a champion for all of Hanover's Christmas programming, including our recent Capital Campaign. Her contributions to the Hanover community have been innumerable. Main Street Hanover will continue to honor her memory with the creation of the Andrea Niehoff Goodson Volunteer of Year Award in 2024.



# The Downtown Community

Throughout the year, Main Street Hanover hosts several events to engage the Hanover community. These events include free and family-friendly options, such as 2nd Saturdays, held every quarter in collaboration with other local non-profit organizations and small businesses. We also host ticketed events like our popular Sip & Stroll, which brings 500 people into the downtown. Ticket proceeds from these events benefit the Main Street Hanover organization, so we can continue the work and programming we offer to revitalize downtown Hanover for everyone.

This past year, we partnered with Explore York and the destination brand for York County for the 2nd Annual Brewery Olympics, along with Fat Bat Brewing Co., Something Wicked Brewing Co., and Zeichen des Pferdes (now Sign of the Horse Bierhaus). The Brewery Olympics offered a fun day of friendly physical competition through events at each brewery and a relay race for the top scoring teams. The lucky winning team got the opportunity to make their own mark on the craft beer industry in Hanover by creating their own signature beer.



## MEET THE MERCHANT

Learn more about the merchants and business owners who help make up our downtown community. Scan the QR code to read articles featuring a different merchant each month.



# Transforming Our Future



Main Street Hanover recently underwent a strategic refresh with the Pennsylvania Downtown Center. This mini-strategic plan reviewed our prior goals and updated them for where we are today and how we hope to transform downtown Hanover into the future.

Through a four pillar approach focusing on organizational sustainability, economic vitality, community marketing and design it is our goal to transform our district and community.

With leadership from our Board of Directors as well as several active volunteer committees, we hope to continue the work we do for many years to come, including offering small business improvement grants, facilitating façade and events grants, and acting as a liaison between the Borough of Hanover and local merchants.

*Read*

**OUR FULL  
STRATEGIC REFRESH**



# Thanks!

## Acknowledgements

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Pennsylvania Downtown Center  
York County Economic Alliance







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