

# MOSHANNON VALLEY PROGRESS

## SPRING WILL SOON BE HERE!

### Special points of interest:

- We're on the Web
- Thank You!
- New Chamber Members
- Free Advertising Offer
- Annual Dinner Slated

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I am pleased to have this opportunity to update you on some of our work at the MVEDP.

A new fiscal year has begun so the year

started with the development of a new and official **Program of Work** that will guide the staff in 2011. At our January board of directors meeting, the board reviewed with the staff some of their key priorities for the new year. After a thorough discussion, the 2011 Pro-

gram of Work was finalized. The complete Program of Work appears later in this newsletter.

We continue to be very pleased about the new business development that has occurred in our region because of the Marcellus Shale natural gas play. There are now seven businesses located here that serve the natural gas industry and that were not here not a short three years ago. Fluids Management, ScomiOilTool, Grady Reynolds, and Short Fuse Gas Field Trucking LLC are some of the businesses now operating here. Of the seven gas industry service businesses that we are aware of, four are new companies started by entrepreneurs here in our region. The entrepreneurial spirit is alive and well in the Moshannon Valley.

### MVEDP WEBSITE UNDER CONSTRUCTION



A website is the hub of your business presence and therefore investing time, effort and financial resources into it on a regular basis

will help ensure that you are attracting as much business as possible.

Regardless of when you had your website designed, it should always be tweaked, added to, and updated on an ongoing basis to keep your website visitors interested. Many clients won't contact you on their first visit to your website. Therefore, you need to give them a reason to come back. Having irrelevant or out-dated con-

Continued on Page 4

### FIRST ENERGY GRANT



The First Energy Foundation recently awarded the Philipsburg Revitalization Corporation a \$1500

operating grant. The PRC's initiatives align with the FirstEnergy Foundation's focus on organizations within their service area that support their priorities: helping to improve communities, promoting local and regional economic development, and supporting FirstEnergy employees' community leadership and volunteer interests. (Pictured: John Shimko, FirstEnergy and Emily Gette-Doyle, Main Street Manager).

Continued on Page 4

# PRC 2011 ACTION PLAN

2011 is here and the Philipsburg Revitalization Corporation Main Street Program has big plans for the year! To begin, we recently finalized the Philipsburg Borough Preservation Plan and are hopeful borough council will adopt it and begin implementing some of the plan goals. The PRC is also busy preparing an application to the Commonwealth of Pennsylvania to receive designation as an Elm Street Community. Elm Street is a sister program to Main Street that focuses on neighborhood revitalization as opposed to downtown revitalization. The application is based on the Elm Street plan which was completed and adopted in early 2010. The Elm Street neighborhood identified in the plan includes the Sixth Street area, home to the P-O Junior High School. The reuse of the Junior High School is a priority for the PRC, as well as the MVEDP. Elm Street will be an important tool in our revitalization toolbox.

By committee, here some of the other items that the PRC wants to focus on in the coming year!

**Organization Committee:** The goal of the Organization Committee is to provide effective centralized management of the downtown and increase involvement in the program. Organization means getting everyone working towards common goals. The common-sense formula of a volunteer-driven program and an organizational structure of board and committees assisting professional management can ease the difficult work of building consensus and cooperation among the varied groups that have a stake in the district. Key 2011 action items include developing new fundraisers and events, developing better community involvement, and recruiting more volunteers.

**Economic Restructuring Committee:** The goal of the Economic Restructuring Committee is to strengthen and broaden the economic base of downtown. Economic Restructuring means finding new or better purposes for Main Street enterprises; Helping existing downtown businesses expand and recruiting new ones, a successful Main Street converts unused space into productive property and sharpens the competitiveness of its businesses. Some of the 2011 action items of this committee are recruitment of Marcellus Shale related businesses, working on property redevelopment and small Brownfield remediation, and developing a marketing strategy for vacant or underutilized properties.

**Promotion Committee:** The goal of the Promotion Committee is to promote the downtown as the community's social, cultural, and economic center. Promotion means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics through advertising, retail promotional activities, special events, and marketing campaigns an effective promotion strategy forges a positive image to shoppers, investors, new businesses and visitors. In 2011 the Promotion Committee would like to focus on implementing better way finding signage downtown, further developing the Philipsburg Farmers' Market, developing promotional materials like brochures, and continuing to promote the use of social media like Facebook and Twitter.

**Design Committee:** The goal of the Design Committee is to encourage visual and functional improvements through design compatible with historic features. Design means getting Main Street into top physical shape. Capitalizing on its best assets such as historic buildings and the traditional downtown layout is just part of the story. An inviting atmosphere can be created through window displays, parking areas, signs, sidewalks, street lights, and landscaping; good design conveys a visual message about what Main Street is and what it has to offer. Some of the 2011 goals of the Design Committee include continuing the façade incentive program, developing historic district signage, work with the borough to find funding for phase II of the streetscape, and continuing to promote solid design principles for window and interior displays.

These are just some of the items our Main Street volunteers will be working on in 2011. If you are interested in getting involved or serving on one or more these committees please contact the Main Street Program at 342-2260, or [mainst@philipsburgpa.org](mailto:mainst@philipsburgpa.org), or visit our website [www.philipsburgpa.org](http://www.philipsburgpa.org).

# HOST A BUSINESS AFTER HOURS



Do you want more customers? Are you looking for a way to network with other business people? Do you want to tell people what you do? Business After Hours (BAH) has traditionally been a very popular and well-attended function over the years. *Business After Hours* provides an outstanding evening of fun, food, and fellowship between Chamber and Main Street members and their guests. With a chance to network, make new friends, and meet potential customers, hosting a *Business After Hours* is a unique opportunity to showcase your business. This is a perfect opportunity to introduce your particular products and/or services to fellow chamber and Main Street members.

One of the obvious benefits of hosting a *Business After Hours* is **name exposure**. Your event will be listed on our online calendar as well as on our website homepage and in our quarterly newsletter. In addition, the invite for your event will be emailed out to our Chamber/Main Street membership. And photos from the event will be added to our Facebook page.

## What is involved in hosting?

- Choose a date
- Pay host sponsor fee \$50 members, \$100 non-members

- Provide company logo, business background information, and directions to facility
- 3 weeks before- Provide parking directions / location for attendees for advertising; Provide caterer's / beverage provider's name for advertising; Provide list of door prizes for advertising
- 2 days before- Fax guest's names for the 5 complimentary attendees and any staff that you would like to have a name-tag printed for
- Day of- Provide one 6 foot table for nametags and sign in; Provide two trashcans for the event
- ♦ Business After Hours are typically held on the 3<sup>rd</sup> Wednesday of the Month but we will work with you to find a date that suits you.

Business After Hours is like an open house and runs from 5:30 pm to 7:30 pm

You give us your information and we do all the marketing!

You provide beverages and refreshments, generally hors d'oeuvres/finger foods and door prizes.

You have the option to give a brief talk on the business and/or provide a tour of your facility.

This is your night to showcase your business and your employees.

Business After Hours typically draws between 35-50 people.

The sponsor fee gets you: Guidance in organizing the event; Listing of your event in the Chamber newsletter's calendar of events and on the website; maintenance of the R.S.V.P. list; e-mail reminders sent to our member lists; Staff-

ing of the registration table at the event; Nametags and greeting of your guests; Sound system if necessary; Photographs during the event; An attendance list after the event; Photos published on our Facebook page.

Don't wait! Contact Emily today- 342-2260 or [Emily@mvedp.org](mailto:Emily@mvedp.org)

## UPCOMING BUSINESS AFTER HOURS!

*The Closing Company, April 21st*



*Retro Eatery, May 16th*



## THE PHILIPS HOTEL GOES PUBLIC!

Now you can own a piece of Philipsburg history! What did Messrs, Atherton, and Rowland have in common? They were shareholders in The Hotel Philips. Now, The Philips offers you, our friends, the same opportunity. Get your piece of Philipsburg's past and its future by the owning private stock in the corporation! For a prospectus or more information email your request to [info@ThePhilips1921.com](mailto:info@ThePhilips1921.com) or call (814) 342-2102 to reserve your place at a group informational meeting or to request a private presentation.

## SPRING CONTINUED FROM PAGE 1

A final note on the Marcellus Shale gas play for the time being: we are aware that a Canadian company is interested in a property located in the Philipsburg area. We were pleased to have been a part of the local team that worked to find the right location for this company. We are crossing our fingers that the property acquisition will be finalized and local folks put to work by this new company to the Moshannon Valley.

On December 31st, the Keystone Opportunity Zone designation expired for the businesses now located within our Moshannon Valley Regional Business Park. It is very important to note that the KOZ designation is still in place for the unsold lots and will stay in place through December 31, 2017. The current property owners within the MVRBP must now pay all property taxes that are due. The MVEDP must now pay the \$27,000 tax bill on our Moshan-

non Valley Regional Business Center. The businesses within the MVRBP will now pay over \$170,000 in real estate taxes per year with just over \$148,000 allocated to the Philipsburg-Osceola Area School District. Not bad revenue considering that the total property tax on the two parcels that the MVEDP purchased to develop into the Business Park was just \$1,300 in 1999/2000.

Dr. Stephen Benson, Superintendent of the Philipsburg-Osceola Area School District, attended the February 22<sup>nd</sup> meeting of the MVEDP's board of directors to provide an update on the most important issues facing the school district at this time. We were pleased to learn about the efforts of our teachers, administrators, and school board members to improve the financial condition of the district, and the performance of our students. We discussed with Dr. Benson the antici-

pated future of the Junior High School building located on Sixth Street and learned that the school district is anticipating vacating that structure. When the MVEDP first learned of that possibility about a year ago, we immediately contacted Mel Curtis of the Moshannon Valley YMCA about a consolidated community effort to keep that building in operation. We have asked Dr. Benson that the school district's contract with the architectural firm overseeing the building addition at North Lincoln Hill be structured in such way that the architect will be responsible for developing a reuse strategy for the Junior High building. We need to know what the approximate annual operating costs will be to keep that building in operation.

### Website Update

Continued from Page 1

ment can make you and your services look out of touch and uninspiring. It will pay off to add new information regularly to motivate your audience to return.

Keeping your website up to date both in content and design will give the impression that you care about what your potential clients want and are able to provide it.

The MVEDP has entered into a contact for services with Shan Kari-mushan to redesign the MVEDP website. The new website will allow for an online directory of all chamber members and will also allow for some advertising for our members. Anticipated launch date of the new site is set for sometime in mid May.

**WWW.MVEDP.ORG**

## MVEDP 2011 PROGRAM OF WORK

Representatives of the Moshannon Valley Economic Development Partnership announced that the goals and priorities have been established for the new year. Each year the Partnership board of directors meet in a planning session to lay out the program of work for the organization. "Our board members continue to be very dedicated to the job of improving the Moshannon Valley area," said Stan LaFuria, Executive Director.

The Partnership's key priorities for the year include:

### Moshannon Valley Enterprise Center

- Working to lease the two large spaces that are available
- asphalt repairs

### Moshannon Valley Regional Business Park

- Continue to assist the tenants in the Moshannon Valley Regional Business Center with their development needs.

### MVEDP Website

- The Partnership will be working to update the MVEDP's website to ensure that the our properties are properly marketed. The new site will

Continued on Page 5



## MVEDP 2011 PROGRAM OF WORK CONTINUED FROM PAGE 4

also provide advertising opportunities to existing members.

### Moshannon Valley Regional Business Park

- Work with an engineer to access how the lots might be improved to make them more marketable
- Determine if there are any state funds that could be secured for the lot improvement project
- Market and promote the KOZ status of the Business Park

### MVEDP Finances

- Thorough evaluate all revenues and expenditures to determine where changes needed to improve our financial position
- Work with MVEDP staff to identify how programs, projects offerings, events, could be modified to improve the financial position
- Derive a list of potential new revenue sources and work with the staff and board to determine which offer a realistic opportunity for incorporation into the MVEDP's budget.

### Eastern Clearfield County Phase III Housing Rehabilitation

- Rehabilitate a minimum of (8) homes located in eligible municipalities

### Philipsburg Area Housing Rehabilitation Program

- Make application to DCED for HOME Program funding for a Phase V project targeting eligible homeowners in Philipsburg Borough and Rush Township.

### Marcellus Shale Natural Gas Developments

- Continue membership on the Centre County Natural Gas Task Force; assist in administering the economic development subcommittee
- Provide marketing assistance to private property owners that want to sell or lease their properties to businesses in the industry
- Improve the MVEDP's inventory of privately owned sites and buildings; solicit property owners to provide the MVEDP with up-to-date, accurate, and professional-appearing information on their sites/buildings
- Set up a tour of a well site for the MVEDP board

### Revolving Loan Fund Program

- Generate 2-3 new RLF loans

### Business/Job Retention

- Continue to work with the existing business community, determine needs, and address their needs

when possible; bring in other expertise when necessary.

### MVEDP Personnel & Personnel Policies

- Continue to work with the personnel committee and the board of directors to modify existing personnel policies

### Assistance to Community Organizations

- Work with community organizations such as Holt Library, Veterans Monument Committee; provide financial and technical assistance when possible.

### Main Street Program/Elm Street Initiative

- Continue to partner with the PRC on downtown development initiatives.

### Moshannon Valley Municipal Governments

- Provide assistance whenever possible; disseminate information regarding program offerings, training opportunities, etc.

### MVEDP Chamber Work

- Evaluate MVEDP services and enhance those that are the most important to our members.
- Evaluate MVEDP events to determine which should be maintained and which should be eliminated

### PA Department of General Services Property/PAH Site

- Work to determine what options might be available to the community to redevelop this site
- Determine funding available for feasibility work.

### PA Department of Community & Economic Development

- Keep in regular contact with C. Alan Walker, Sec. of DCED
- Determine if DCED could address the former PAH site
- Certification: determine the individual and organization certification requirements; pursue required training and course work necessary to be certified.



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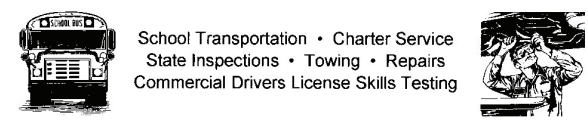
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## ONDEMAND ENERGY SAVINGS PROGRAM EXTENDED!

The Partnership recently brought to you a program to significantly reduce your electricity bill. That program was to expire in January. However, it has been extended, but with the next large increase, how long is unknown. The Penelec PTC (Price to Compare) is moving from 7.24centskWh to 7.78centskWh for the following months of March, April, and May. If taking advantage of the program, an 11% discount would apply and during those months a

discount price of 6.97centskWh would present itself to those enrolled.

ChamberChoice, after much anticipation, now has a residential discount program available to chamber members and employees. Maximize your savings by maximizing our leverage with suppliers! Enroll today in the OnDemand, Chamber Choice Guaranteed Savings Electricity Program. Contact Quentin Trisler at 412-424-2587 for more details.

## PARK N RIDE UPDATE

The Moshannon Valley is the one of the most transportation-disadvantaged community in Centre and Clearfield Counties, particularly in regard to alternative modes of transportation. The use of informal "park & pool" lots in the Philipsburg area has been growing and has reached a significant level. This existing activity is currently using public and private property "ad-hoc" without the expressed permission of property owners. As such, liability and stable long-term use are ambiguous. The need to improve transportation service to the Moshannon Valley has been a top-ranked priority for both the Centre County MPO and the North Central RPO. Therefore, ATA and CATA are looking to coordinate their expansion of transit service to the Moshannon Valley. The Moshannon Valley Park and Ride study was launched on Wednesday, March 2<sup>nd</sup> with a stakeholder meeting. The group will work to identify sites for locations of permanent park and pool and park and transit lots to be used by commuters in the Moshannon Valley. A public meeting will be held in late March or early April to solicit public interest. Watch your email or visit our website for announcements.

### MOSHANNON VALLEY ENTERPRISE CENTER



- Space to accommodate manufacturing, distribution, warehousing or other uses
- Air conditioned offices and conference room available; 50% of large area also has air conditioning
- One-quarter mile from PA Rt. 322, one mile east of Philipsburg
- 10 miles to I-99 and to I-80

Contact: Stan LaFuria, Exec. Dir  
814-342-2260  
Email: slafuria@mvedp.org

### MOSHANNON VALLEY REGIONAL BUSINESS PARK



- Tax Free Keystone Opportunity Zone
- 6 Lots Still Available
- Located Along PA Route 322 One Mile East of Philipsburg
- Complete With All Utilities

Contact: Stan LaFuria, Exec. Dir  
814-342-2260  
Email: slafuria@mvedp.org



## FEATURED DOWNTOWN BUSINESS: RETRO EATERY



Welcome Retro Eatery to historic downtown Philipsburg! Retro Eatery, located at 112 E. Pine Street, is a state of the art restaurant that will serve Philipsburg, Pennsylvania and the surrounding communities in style. How did it begin and come to life? It is the collaborative efforts, dreams, and passions of many people. The discussion of opening a new restaurant began a few years back when Ava Selepack owned and operated a restaurant in Philipsburg that was short-lived. Perhaps you remember "Ava's A Thyme to Remember", which had to close its doors when the lease was not renewed much to the dismay of local patrons. Then in 2010, John "Wes" Swartout along with his wife Kelly purchased the afore-named "Dreamers" on Pine Street. Kelly walked into the building, looked beyond the dust and dirt, and could see potential. She envisioned a posh 1950s style restaurant, with black and white tile floors, booth seating, bar seating, custom lighting and much more. She decided to collaborate with who else but her sister Ava, who has a passion for food just as Kelly has an eye for design. Ava could envision a state of art kitchen and a menu that would delight the taste buds. With the building purchased and the support of the entire family- the journey began.

The building required remodeling and renovation both inside and out. Demolition took long hours and at times back breaking work, but worth it. The exterior of the building has a fully restored façade, neon lighting, exterior awning, new sidewalk, and lighting. The interior is designed in a retro 1950s style and is a state of the art establishment in many ways. It has a full service kitchen incorporating the latest culinary techniques to put our food and reputation above the expectations of the consumer. Retro Eatery will have many technical advantages currently available to restaurant owners, a computerized order point system that is also linked to our website offering future online ordering and payment for convenient takeout and pre-ordering.

For your viewing pleasure are five flat panel TV's and a ten foot projection TV system to accommodate all types of sporting venues and theme nights. A retro style jukebox and two pinball machines installed for patron enjoyment. Retro provides a diner style breakfast and lunch, and the flexibility to transform into an elegant and inviting place for couples looking for a romantic dinner, perhaps a family celebration, birthdays, etc. With six booths, numerous tables, and counter/bar area we have a 92 person seating capacity to ensure short wait times. Retro also invites patrons to BYOB with onsite storage of your stock. The family sees Retro restaurant as a winner all the way around. A place where you can bring your family, share some time with friends, have lunch with a co-worker, hold a business meeting, and more. They hope to see you sometime for breakfast, lunch, and dinner, order in/takeout, perhaps enjoy an old seltzer style

fountain soda, and revel in a hand dipped ice cream creation, savor a soothing and delectable Espresso/Latte/Cappuccino and much more. Retro promises to provide atmosphere and style second to none.

So to one and all, "Welcome to Retro Eatery" where "We are not just a burger on a plate!" Visit [www.retroeatery.com](http://www.retroeatery.com) for more information.

### Moshannon Valley Regional Business Center Achieves Milestone!



On Friday, March 4th, the MVEDP achieved a milestone with its Moshannon Valley Regional Business Center when the signing of a new lease agreement resulted in a 100% occupancy rate. The MVRBC is a 30,000 square foot multi-tenant building located in the MVEDP's Regional Business Park. Construction on the MVRBC was completed in August 2006.

There are now five businesses located within the MVRBC: Central PA Community Action Agency, ChemStation, Dux Head Environmental Services, Organic Climbing, and RATT/Orkin. Organic Climbing came to the area from Milwaukee, Wisconsin while ChemStation is a manufacturer and distributor of cleaning products with operations nationwide.

**ANNUAL  
DINNER  
SLATED FOR  
MAY 5TH**

The MVEDP & PRC's 23rd Annual Dinner will take place on May 5th, 2011 at Cen-Clear Child Services, 1633 Philipsburg-Bigler Highway, Philipsburg, PA. The event will not only feature a delicious dinner prepared by Country Catering of Morrisdale, PA, but will also include the presentation of our Annual Awards and remarks by a special guest speaker. Invitations for the dinner are set to be mailed out on March 21st. We look forward to seeing you at the dinner.



**MOSHANNON VALLEY ECONOMIC  
DEVELOPMENT PARTNERSHIP  
200 SHADY LANE  
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Phone: 814-342-2260  
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## Thank You!

The Moshannon Valley Economic Development Partnership & the Philipsburg Revitalization Corporation thank you for your support of our economic & community development efforts!

### Renewals 1st Quarter

611 MRI-CT  
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Central Steamer Carpet & Upholstery Cleaning  
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The EADS Group  
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