



2024
ANNUAL
REPORT

AGENDA



5:00

COCKTAILS & MINGLING

5:30

WELCOME,
INTRODUCTIONS &
BUSINESS MEETING

6:00

GUEST SPEAKER

6:15

DINNER

7:15

AWARDS
PRESENTATION

7:45

CLOSING REMARKS

A WORD FROM THE PRESIDENT

For nineteen years, the Danville Business Alliance has worked to transform downtown Danville into a vibrant and dynamic business district.

Downtown Danville is where it is today due to the leadership and labor of countless individuals. The DBA is proud to be a part of this vital community and very grateful for the inspired stewardship of our Board and the dedicated work of our passionate volunteers and professionals.

Danville's revolution is just getting started. As the downtown evolves and grows, the potential for more progress, more diversity, and more dynamism grows with it. Here's looking to what tomorrow will bring.



BRIAN WIKTOR
Board President



2024 BOARD OF DIRECTORS

BRIAN WIKTOR, PRESIDENT

M-C FEDERAL CREDIT UNION

JACKIE HART, VICE PRESIDENT

NORTHEAST INSPECTION CONSULTANTS

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BARBARAJEAN MARKASON, *BIG BUCKS FARM*

KATHLEEN MCQUISTEN, *THOMAS BEAVER FREE LIBRARY*

MOLLY NIED, *DANVILLE AREA SCHOOL DISTRICT*

TOM RAMBO, *SERVICE 1ST FEDERAL CREDIT UNION*

JOHN RODMAN, *ATTORNEY AT LAW*

KAY ROTH, *MERLE NORMAN COSMETICS & BOUTIQUE*

REBECCA DRESSLER, EXEC. DIRECTOR

DANVILLE BUSINESS ALLIANCE

ANNIE MCCARTY, MARKETING & MEMBERSHIP

DANVILLE BUSINESS ALLIANCE

MELODY BEROL, EXECUTIVE ASSISTANT

DANVILLE BUSINESS ALLIANCE

**APPOINTED TO FULFILL UNEXPIRED TERM*





About the DANVILLE BUSINESS ALLIANCE

The Danville Business Alliance (DBA) is a 501(c)(3) non-profit organization that has been instrumental in the revitalization of downtown Danville.

The mission of the DBA is to promote, encourage, and enhance the economic strength and vitality of Danville's central business district through volunteer and community driven efforts.

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These efforts will focus on enhancing the quality of life in the downtown and promoting the uniqueness of our community's history, architecture, culture, and riverfront location.

Through these efforts the DBA aims to increase consumer business, build the retail, restaurant, and professional services base, and make downtown Danville, PA the natural gathering place for the greater Danville community.

"The heart and soul of any community, besides its people, is its downtown."

- Roger Brooks



Save the Date 2024 EVENTS

38th Annual Spring Fling

Saturday, May 4th

Third Thursdays

Downtown Community Nights
Every Third Thursday from 5-7pm
May through October

Ferry Street Growers' Market

Saturdays from 8am-12pm
May through November

Summer Concert Series,
hosted by the Danville Arts Council
Select Tuesdays in the Summer,
held in Memorial Park

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**45th Annual
Fall Arts & Crafts Festival**
Saturday, September 7th

Peppermint Trail
Shop Local Holiday Promotion
November 29th - December 20th

Small Business Saturday
Saturday, November 30th

Hometown Holiday Market
Saturday, December 7th

Late Shoppers Night
Friday, December 13th

2023 HIGHLIGHTS

Spring Fling

Held on May 6th, 2023, Danville's 37th Annual Spring Fling was a vibrant celebration of local flavors, artisans, and music that defined our community's charm. According to data provided by USDA, Danville logged more than 10,000 visits to the downtown area during the 2023 Spring Fling.

Canal Park

Canal Park, constructed in 2023, emerged as a cherished gem in Danville's landscape. Anchoring the center of town, Canal Park offers a serene retreat and a focal point for community-based gatherings.

Third Thursdays

A newly created event, Third Thursdays debuted as a monthly highlight, drawing locals and visitors alike to downtown Danville for evenings full of community camaraderie. From live music performances and gallery shows, to nonprofit fundraisers, to eating, drinking, and shopping at our downtown establishments, these vibrant gatherings offered something for everyone to enjoy.

Downtown Danville

According to data provided by USDA, approximately 233,000 people visited the downtown area between December 1st, 2022 and November 30th, 2023, with the average visit time clocking in at two hours and 14 minutes... which is longer than most rural downtown districts. This shows that not only are people visiting our downtown, they're staying in our downtown.



THANK YOU, VOLUNTEERS

The Impact of Volunteerism

Volunteering is about giving, contributing, and helping other individuals and the community at large. It is working with others to make a meaningful contribution to a better community.

The broad definition of volunteering is offering to do work for no monetary compensation, and it is for that reason that most frequently, people tend to volunteer for organizations that have some personal meaning to them, or that gives them feelings of fulfillment.

Volunteers are necessary, and in fact, many organizations depend on them for their success.

As a nonprofit organization, volunteers are the backbone of the DBA. Our volunteers help with fundraising, administrative tasks, operational duties, events, clean up, and they help spread the word about our mission. They help make Danville a healthy and vibrant community.

Interested in Volunteering with the DBA?

If you are looking for an ongoing volunteer opportunity, a leadership position, or an event to support, the DBA has a variety of options for you to help strengthen our community. Reach out to us at marketing@visitdanvillepa.org and we'll work to connect you with the right opportunity.







Congrats to our
**2023 AWARD
NOMINEES**



Rising Star Award

The Rising Star Award is given to a new business within their first 5 years and recognizes the bravery and entrepreneurial spirit it takes to start and operate a successful business.

**A Cute Little Place
Old City Bagel Company
Pure Health by Andrea
Revival Skin Studio
Troop 47 Trading Co.**

Good Neighbor Award

The Good Neighbor Award recognizes an organization that embodies what it means to be a good neighbor... always the first to step up in a time of need, to volunteer their time and resources, and to advocate for their friends, neighbors, and the Danville community.

**Danville Moose Lodge 1133
The Good Samaritan Mission
Villager Realty**

Spirit of Innovation Award

The Spirit of Innovation Award recognizes a business that is known for their out-of-the-box thinking and who embodies creativity in their approach to business, marketing, collaboration, and engagement with the community.

**A Cute Little Place
MYNDDSET
Triple Play Custom Apparel
Joint Nomination (for Taylor Swift Night):
BJ's M Street Tavern, Knack Creative Studio,
Troop 47 Trading Co.**

Business of the Year Award

The Business of the Year Award celebrates a local business who has demonstrated consistent growth, contributes to the vibrancy of the community, and helps make Danville a better place to live, work, and play.

**Bason Coffee Roasting
Old Forge Brewing Company
StudioB Yoga Center**



DANVILLE BUSINESS ALLIANCE FINANCIAL STATEMENTS

Statement of Activities

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues and Support			
Grants	\$50,00	\$92,479	\$142,479
Contributions	87,259		87,259
Special Events and subcommittee activities	30,771	6,140	36,911
Less direct expenses	(10,935)	(16,690)	(27,625)
Membership dues	29,050		29,050
Interest income	81		81
Net assets released from restrictions	215,665	(215,665)	
Total Revenues	429,023	(133,736)	295,287
Expenses			
Program Services	364,902	-	364,902
Management and general	17,681	-	17,681
Fundraising	5,715	-	5,715
Total Expenses	388,298	-	388,298

Statement of Financial Position

Change in Net Assets	40,725	(133,736)	(93,011)
Net Assets, beginning	97,536	172,208	269,744
Net Assets, ending	<u>\$138,261</u>	<u>\$38,472</u>	<u>\$176,733</u>

Amounts are summarized from the
audited financial statements
provided by McKonly & Asbury, LLP
dated June 30, 2022.





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THANK YOU, DBA MEMBERS

On behalf of the Board of Directors and myself, thank you for your continued investment in our community Main Street Organization. Your support is critical to our success in building a sustainable organization with a strategic vision for downtown revitalization, beautification, and development.

Your membership with the DBA is an investment in protecting and enhancing both the business and community environment of where we live, work, and play. DBA membership means more exposure for your business. It shows customers that you are investing in their community. It gives you a voice. Your investment can have significant returns for our area which translates to returns for your business. Through pooling our resources we can be stronger and make great things happen.

Thank you for joining our efforts in working together to develop new and innovative ways to market our businesses and community across the region.

A simple 'thank you' is not nearly enough to express the total sense of gratitude we feel at the DBA. To truly demonstrate our thanks, we must always strive to do more to continually earn your membership.

We look forward to working with you to create a more vibrant downtown Danville!

REBECCA DRESSLER
DBA Executive Director

*"As we express our gratitude,
me must never forget that the
highest appreciation is not to
utter words, but to live by them."*

- John F. Kennedy



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2023 SPONSORS & PARTNERS

The DBA would not be the premier downtown business organization it has been for 15+ years without the ongoing support of our partners and sponsors. Thank you for your investment in our community!

Geisinger



Federal Credit Union | Friends you can bank on.



Fulton Bank, N.A. Member FDIC.



DANVILLE BUSINESS ALLIANCE
620 MILL STREET, DANVILLE, PA
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