

**First Friday Noontime Forum Series**  
**“Continuing the Growth and Prosperity of Downtown Lancaster”**

**Highlights – December, 2011**

**The Lancaster Alliance**

**Bob Shoemaker, President and John Reed, Board Chair**

- The Alliance was formed in 1993. In February 1998 The Lancaster Campaign released the LDR Plan establishing an Economic Development Action Agenda for downtown Lancaster—a strategic plan outlining seventeen strategies for the downtown’s success. Many of the key elements of the plan have been accomplished. The Plan has not been updated, nor is there a plan to do so.
- In 2009 The Alliance underwent a strategic planning process to assess their “place” in the community. A new strategic plan was created that moved the organization from a project oriented focus to a process oriented focus. Municipal finance and public safety were identified as the key focus issues.
- The new Mission—”The Alliance is a group of Executive business leaders whose mission is to identify and advance the best strategic level solutions relating to public safety and financial stability of the city of Lancaster. The Alliance advances the City’s future through: corporate commitment of organizational resources; financial resources and civic and political capital”.
- A Chairperson’s Council has been launched. Quarterly meetings are held. The purpose of the meeting is to identify and/or vet projects that the groups are working on. This eliminates conflicts and optimizes limited resources in the community.
- Promoting public safety consumes 90% of Alliance resources—both time and money. The County realizes approx. \$20,000 in savings per each non-trial conviction. 800 video feeds/month are given to the City Police Dept.
- The Alliance is exploring opportunities for real estate development—gap financing. The work on the PILOT program —payment in lieu of taxes has yielded the City a 20% increase over prior year collections. A \$600K gap remains.