



**mainspring**  
of ephrata

**An Economic & Community  
Development Organization**  
Serving the Borough of Ephrata

<https://mainspringofephrata.org/>



**mainspring**  
of ephrata

**mainspring**  
[ meyn-spring ]

*noun*

--the principal spring in a mechanism, as in a watch.

--the chief motivating power; the impelling cause.



### **Mission:**

To improve the quality of life in our community through increased economic and community opportunity.

### **Vision:**

Mainspring of Ephrata celebrates the unique history, landscape and blended cultures of Ephrata by cultivating a memorable, multigenerational and thriving local business corridor.

### **Values:**

**Collaborative** - Mainspring of Ephrata forges strategic partnerships with community groups, government representatives and residents to move our work forward.

**Inclusive** - By providing a venue for all to participate in the development of our local economy and community, Mainspring of Ephrata values inclusivity.

**Imaginative** - We value solutions that are “outside of the box” and seek to showcase Ephrata’s uniqueness by promoting our historical value, our recreational assets and award-winning institutions.

**Impactful** - Through our work, Mainspring of Ephrata makes an impact in the day to day lives of our business owners, residents and



**mainspring**  
of ephrata

**Pennsylvania**  
**WORK SMART. LIVE HAPPY.**



**PENNSYLVANIA**  
**Downtown Center**  
• Since 1987 •

## Keystone Communities Main Street Program

Opportunity to designate areas of a municipality for targeted investment and development for a five-year period.

Benefits include:

- Priority consideration for a variety of DCED programs,
- Technical assistance and training by experts for the designated area manager, Board of Directors, committee members,
- Networking opportunities with other designated program areas,
- Eligibility for consideration under the Neighborhood Assistance Program (NAP).



## **BOUNDARIES FOR KEYSTONE COMMUNITIES PROGRAM DESIGNATION**



# Key Strategies





## Why is the economic development of the Borough of Ephrata important? Why is the Main Street program important?

### 1. Employment = Income, stable homes and families

High employment within the Borough:

a. Wellspan Ephrata Community Hospital

Medical facilities located within the Borough

b. Ephrata School District

Ephrata High School, Intermediate/Middle School and two elementary schools

c. Borough of Ephrata

d. Manufacturing & Services businesses within the Borough; ie, Restoration Relief; Compleat Restoration; Ira Steffy & Sons; Astro Mechanical; Morgan Trucking

### 2. Small, privately owned businesses, where the money is more directly reinvested back into the community

### 3. Builds community = safe neighborhoods, additional resources

### 4. Historic Preservation

### 5. Fosters sustainable growth through cultural and economic shifts in the Country.



# REVITALIZATION PLAN

**VISION  
TRANSFORMATIONAL STRATEGIES  
GOALS  
ACTION PLANS**





# MAINSRING OF EPHRATA VISION

Mainspring of Ephrata celebrates the unique history, landscape and blended cultures of Ephrata by cultivating a memorable, multigenerational and thriving community.



# PREAMBLE

Surrounded by rich farmland, the Borough of Ephrata serves as a gateway to Northern Lancaster County and celebrates its agricultural history and recreational highlights. Aptly located by the banks of the Cocalico Creek and the foot of the Ephrata Mountain, and positioned strategically between Lancaster and Reading, the central business district of Ephrata is a safe, attractive, and thriving location for customers, residents and investors alike.

With appealing and well-maintained storefronts in buildings with significant architectural detail, the Downtown Ephrata of the 21<sup>st</sup> Century is...

# TRANSFORMATIONAL STRATEGY #1

...a location for both residents and visitors to experience outdoor recreation. The Warwick-Ephrata Rail Trail (WERT) provides a beautiful and safe avenue for bicyclists and walkers to traverse, and links Ephrata to other municipalities in the northern part of the County. A primary appeal of the Rail Trail is that it runs directly through the middle of Downtown Ephrata, providing access to restaurants, shops and other amenities.

Additionally, Mountain Springs Recreational Preserve offers hiking and biking trails atop the Ephrata "Mountain", where people can take in the incredible vista of the Borough nestled in the valley below.

Residents enjoy a community pool, tennis courts, a bike park and bike share, and thanks to the active Ephrata Rec Center and the Ephrata Area Education Foundation, annual 5K runs.

When folks finish with their walks, runs and cycling pursuits, they walk downtown to the local watering holes for whatever ice-cold beverage suits their fancy.

Restaurants, family outfitter businesses and gear shops offer everything people need for their recreational experiences and the workforce of those businesses love to call Ephrata home.

# TRANSFORMATIONAL STRATEGY #2

...Ephrata is the place to be. Community events all year round entice visitors to stay and residents to gather. All walks of life, every creed, nation and social status gather to enjoy Parties on the Whistle Stop Plaza, live music performed by the Cocalico Creek, the largest street fair on the Eastern seaboard, Christmas Tree Lighting, Christmas Markets and a New Year's Celebration, making our town rich in diversity and inclusivity.

It is a destination for history lovers and architectural enthusiasts. Beginning at Ephrata's birthplace, the Historic Ephrata Cloister, visitors walk back into time through the 18<sup>th</sup> century Germanic buildings that originally housed religious celibates and learn about Ephrata's rich agricultural history of threshing wheat and raising livestock to provide for its families and for those less fortunate. This heritage continues through its lively farmers market and produce stands.

Residents and visitors alike enjoy historic walking tours and learn about the architectural significance of the downtown buildings ranging from Colonial to Italianate to Art Deco. Ephrata has established itself as a destination for specialty shops that complement this historic downtown setting.

Efforts to preserve the delicate fabric of the downtown historic district are reinforced through preservation initiatives and façade improvement programs.

Ephrata boasts both a historic theater and a live performance theater in the park where musicals and plays draw crowds of hundreds.

# TRANSFORMATIONAL STRATEGY #3

...a family-friendly community for people of all ages. With a growing active senior population and an increasingly diverse younger population, Ephrata works diligently to ensure that it is safe, clean and green and provides a variety of housing, healthcare, economic engagement and civic involvement opportunities for both existing and future residents, customers and businesses.

Streets are accessible and safe for all.

The downtown's desirability as both a residential address and business location is strengthened by the community's commitment to ensure access to the best available technology linking the commercial core to the rest of the world.

Faith is a hallmark of the community's character and churches provide not only houses for worship but community involvement to shepherd those in need, just as the Ephrata of two hundred years ago did at the Historic Ephrata Cloister.



# Goal 1: Create a recreational destination, building on what is already established.

Outcome 1: Development of the “Ephrata Mountain”

Outcome 2: Increase businesses catering to recreational pursuits

Outcome 3: Increase more restaurant and pub-type businesses

“Nature-Based Placemaking”



## Goal 2: Brand Ephrata as the “Place to Be”; increased vibrancy & embraced heritage

Outcome 1: Improved Facades on Downtown Buildings

Outcome 2: Expanded Holidays in Ephrata; Vibrant 1<sup>st</sup> Saturdays

Outcome 3: Downtown Historic District Developed; Preservation-Focused

Outcome 4: Tourism Increased



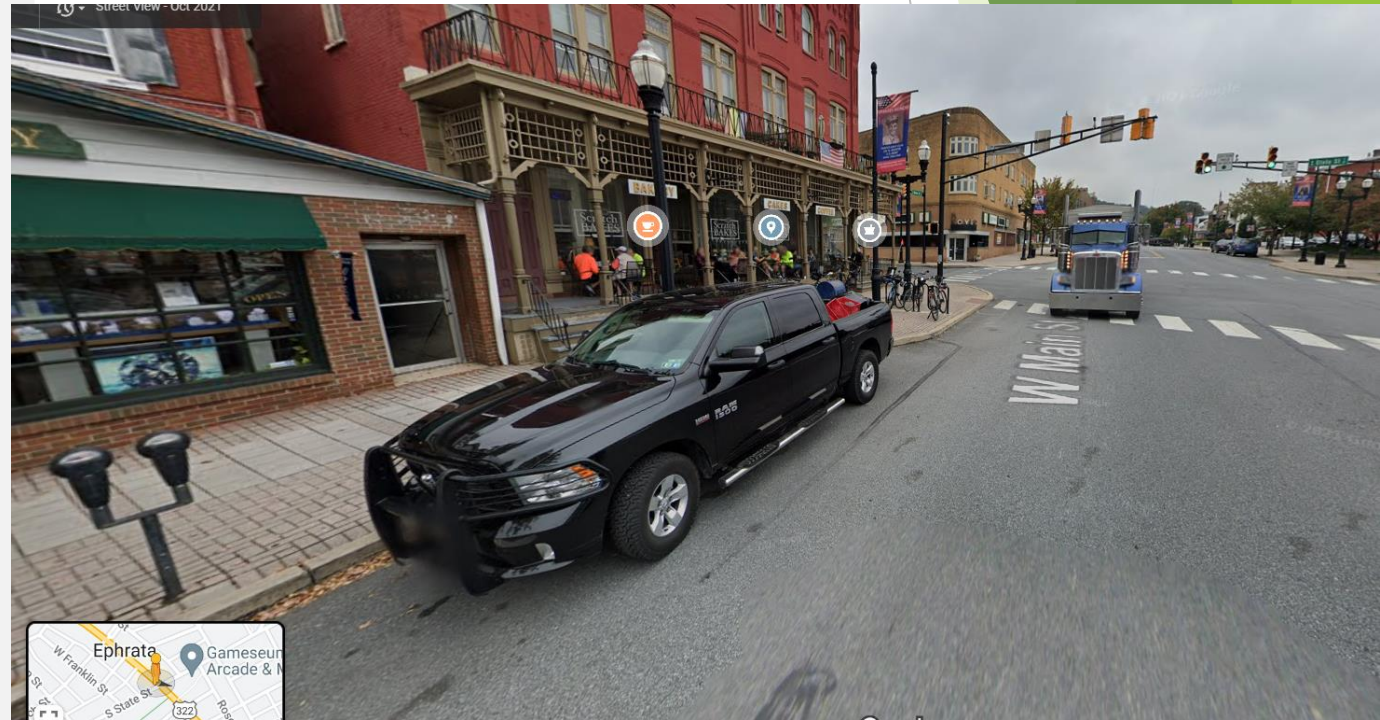
# Goal 3: Create a Safe, Clean & Green Downtown & Increase Community Engagement

Outcome 1: Traffic-Calming & Safety Measures on Main Street Implemented

Outcome 2: Parking Becomes a Positive Asset

Outcome 3: Anchor Businesses/Buildings Established Downtown

Outcome 4: Condo-Style Housing Provided (Active Senior / Young Professional)



# Where did Mainspring come up with these strategies & goals?

It starts with our Assets – both developed and undeveloped

- Anchor Buildings
- Town History / Historic Buildings
- Large amount of green space within the Borough
- Community events
- Wide Main Street
- Connectivity (Blue Ridge / Comcast / Windstream)
- Churches / Strong sense of “Neighbors Helping Neighbors”



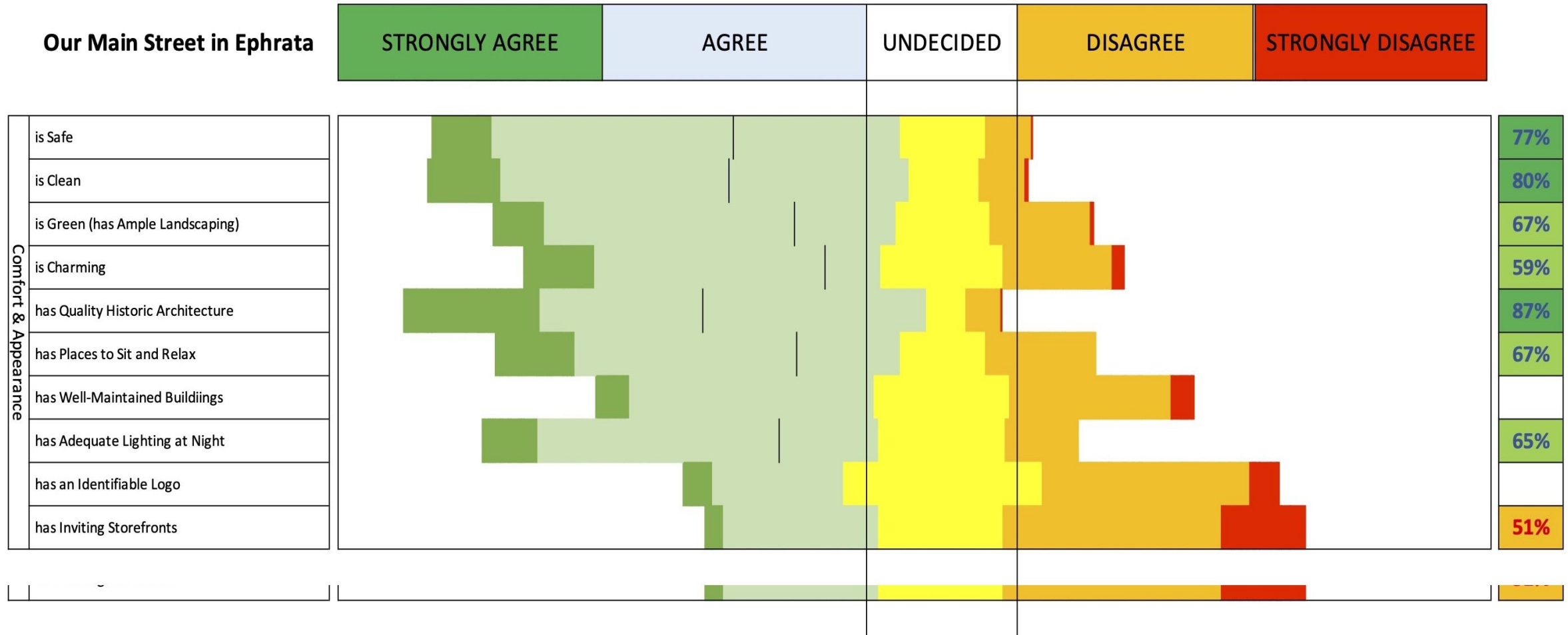
# Where did Mainspring come up with these strategies & goals?

## Coupled with the Consumer Spending Opportunity Gaps

Beer, Wine & Liquor Stores	\$2,506,953 Spent \$ 821,506 Supply \$1,685,447 Opportunity
Family Clothing Stores	\$3,135,745 Spent \$ 534,377 Supply \$2,601,368 Opportunity
Bookstores	\$ 389,463 Spent \$ 0 Supply \$ 389,463 Opportunity

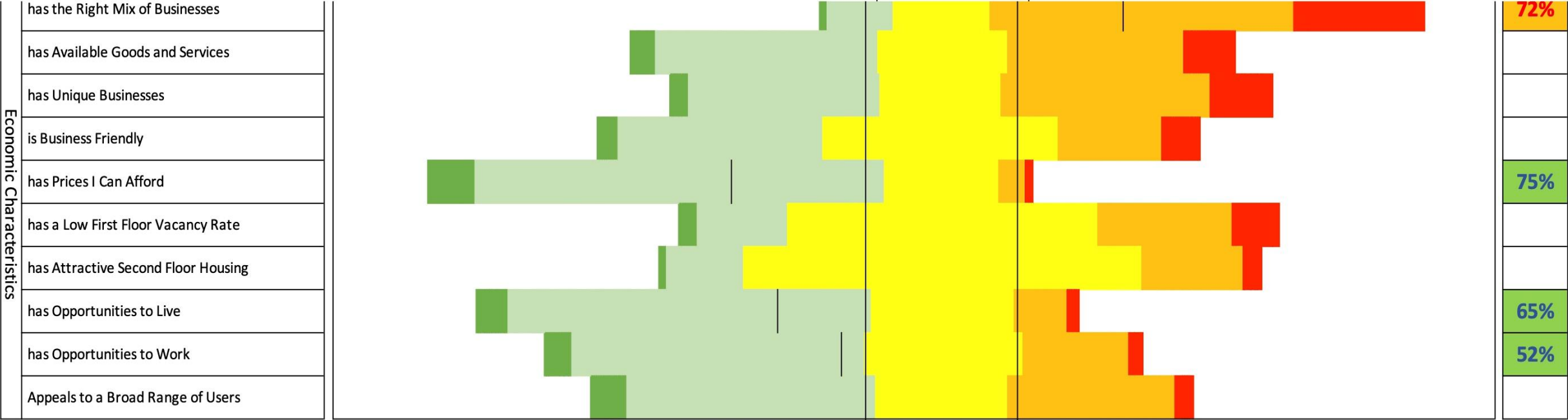


# Where did Mainspring come up with these strategies & goals?



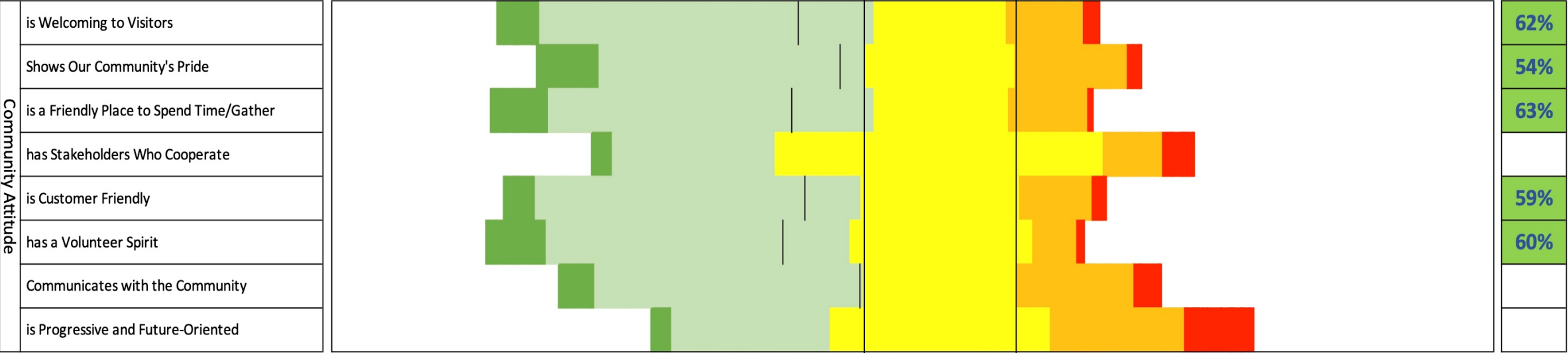
Our Main Street in Ephrata

STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
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Our Main Street in Ephrata

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Our Main Street in Ephrata

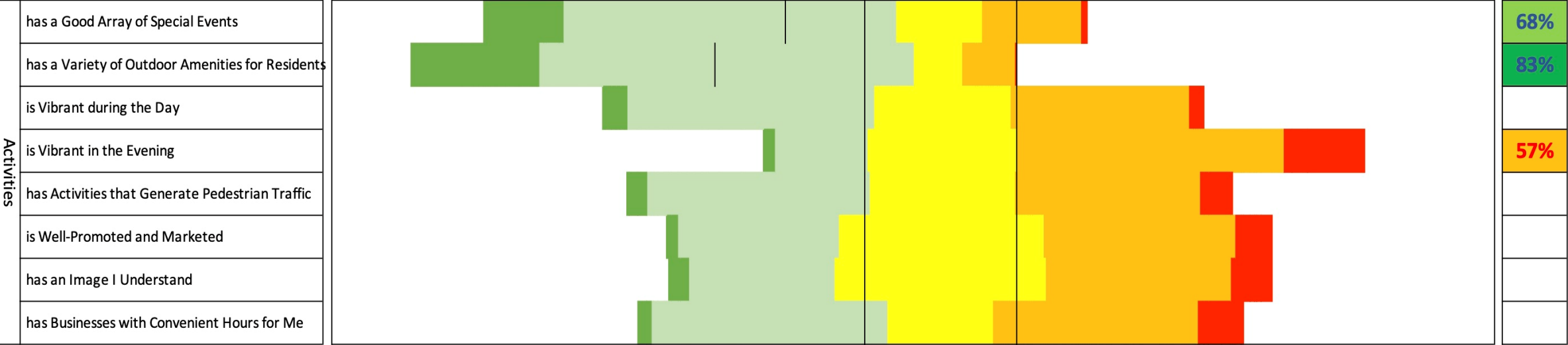
STRONGLY AGREE

AGREE

UNDECIDED

DISAGREE

STRONGLY DISAGREE



## Our Main Street in Ephrata

STRONGLY AGREE

AGREE

UNDECIDED

DISAGREE

STRONGLY DISAGREE



Access & Linkages



## 1. Community Events:

- Ephrata Brewfest
- First Saturdays / Party on the Plaza
- Christmas Tree Lighting / Santa's Arrival
- Holiday Market
- New Year's Eve Celebration
- Veteran's Luminary Walk

## 2. Safe, Clean & Green Committee

## 3. Ambassadors for the Visitors Center (May – October)





# Our Partners

**Pennsylvania**  
WORK SMART. LIVE HAPPY.



PENNSYLVANIA  
Downtown Center  
• Since 1987 •



Lancaster Chamber



Delivering *Excellence*  
Since 1946



DISCOVER  
*Lancaster*



# Q & A

