ELIZABETHTOWN BOROUGH
Guiding Priorities for a Refocus on the Downtown and Community

Our Statement

Elizabethtown Borough celebrates an interactive community, strong business, and beautiful public spaces. We are an engaged community supported by bustling businesses, walkable and bike-able places, and safe open spaces for residents and guests to share enjoyable experiences.

PRIORITIES	What the BOROUGH will do…	What OUR PARTNERS can do…
STRONG BUSINESS	Engage Elizabethtown businesses Move the Borough Offices downtown Assist the Chamber's move to a more visible, accessible location Reevaluate zoning to promote smart community development Engage the Industrial Development Authority and Chamber of Commerce for business incentives Hold PILOT conversations Use LERTA	Engage in business development and retention Conduct business surveys Create business incentive programs LERTA Conduct business surveys Develop inventory of current properties Promote cross-business pollination
BEAUTIFUL, SAFE SPACES	Develop and enhance parks / public space Identify public spaces for partnerships on beautification Assist with development of a facade grant program Add street/pedestrian lights in public spaces Enhance parking facilities and communication on parking locations Continue evaluation of wastewater, MS4, trash & recycling, and code enforcement services for compliance with regulations and achieving enhanced quality of life Continue focus on community policing and interactive police presence Enhance signage/way-finding Support bicycle/pedestrian friendly initiatives Work to achieve "Complete Streets"	Maintain clean facades & sidewalks Create property development incentives Partner with borough to create beautiful spaces Implement a facade improvement grant program Participate in property maintenance Enhance friendliness of downtown for bikers and pedestrians Coordinate shared parking
INTERACTIVE COMMUNITY	Promote the inclusive, interactive community map Increase multi-modal transportation options Enhance existing and develop more public meeting spaces Partner to create a downtown mobile application Evaluate public Wi-Fi access and existing internet and telecommunications infrastructure Build partnerships with other communities	Enhance the inclusive, interactive community map Create lodging development incentives Create a downtown mobile application Create a community calendar of events Coordinate businesses with community events
CELEBRATE ELIZABETHTOWN	Celebrate success Create new Borough website Increase social media presence Connect to community calendar of events Promote cross-business pollination	Increase social media / internet presence Organize community events in public spaces Promote historical resources