

November 2008

Dear Downtown Stakeholder:

I am pleased to present a summary of the Downtown Wilkes-Barre Business Improvement District (DWBBID)'s initial year of operations in the form of our first Annual Report.

The DWBBID works to ensure that Downtown Wilkes-Barre is Clean, Safe, and Attractive.

In 2007 you became a DWBBID stakeholder when you contributed your fair share to this effort. Now, we have turned your contribution into action.

We hope you agree that, today, there is visible change in Downtown Wilkes-Barre. Sidewalks are cleaner, graffiti has been removed, and new police patrols are working throughout the district. Volunteers have been reenergized and come forward to work with us. A new Façade Grant Program funds storefront and signage improvements that can help your business look its best, and new Design Guidelines will soon be in place. New businesses have opened and Downtown's general atmosphere continues to improve. New restaurants and bars like Thai Thai, Café Toscana, the Mines, Rodano's Public Square, Hardware Bar, and Bourbon Street Saloon have reinforced Downtown's position as a regional center for dining and entertainment.

This summer, we sent a survey to all DWBBID ratepayers to see whether we are on the right track. The responses to that survey are presented throughout this Annual Report. We're pleased with the results, but there's still more to do. It's your support that makes our work possible, and we will continue to do our best for you. On behalf of the DCP Board, thank you for your support of the DWBBID. Please don't hesitate to contact me if I can be of assistance.

Dan Block
Director, Business District Operations

Who We Are

The Downtown Wilkes-Barre Business Improvement District (DWBBID) is a special district dedicated to its ratepayers by improving the appearance, cleanliness, and perception of safety within the district. The DWBBID enhances Downtown Wilkes-Barre's economic climate by providing a safe, clean and friendly environment to Downtown's visitors, owners, residents, students and employees. The DWBBID is managed by the Diamond City Partnership, Wilkes-Barre's public/private alliance for downtown revitalization.

Downtown Wilkes-Barre Business Improvement District

ANNUAL REPORT 2008


DIAMOND
CITY PARTNERSHIP
OF WILKES-BARRE, PENNSYLVANIA
PO Box 5340
Wilkes-Barre, PA 18710-5340


DIAMOND
CITY PARTNERSHIP
OF WILKES-BARRE, PENNSYLVANIA



Graffiti Removal

Graffiti compromises any neighborhood, so its elimination was a major focus of the DWBBID's first year of operation. We brought in a special contractor to ensure the removal of the large, hard-to-reach "tags" that had blighted Downtown for too long. Today, our Clean Team ensures that new tags are removed as quickly as they appear.

Clean

DWBBID's Clean Team ensures that the District "opens clean" six days a week. During the DWBBID's first year, our Clean Team:

- Removed over 600 bags of trash from the District's sidewalks.
- Repositioned or replaced 375 sidewalk pavers
- Powerwashed the District's sidewalks twice
- Painted 20 benches within the District
- Removed 200+ graffiti tags from the District
- Removed 250 stickers and small signs
- Plowed snow within the District 9 times

Safe

Safety is primary to the revitalization of Downtown, and the DWBBID works with the Wilkes-Barre Police Department to enhance Downtown's sense of safety and security. The DWBBID funds a minimum of 80 additional patrol hours per week - above and beyond the City's existing patrol schedule - throughout the District.

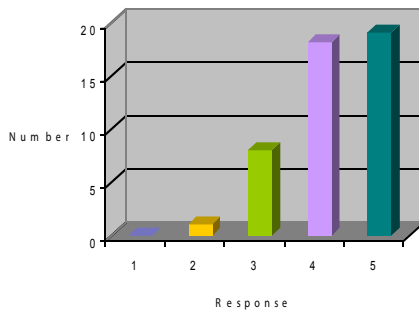


2008 RATEPAYERS SURVEY RESULTS

Q: The Business Improvement District removes graffiti from buildings and street furniture in Downtown Wilkes-Barre. How would you rate the extent to which Downtown is graffiti-free in comparison to other areas in Wilkes-Barre?

Possible Responses

1. Much worse
2. Somewhat worse
3. About the same
4. Somewhat better
5. Much better

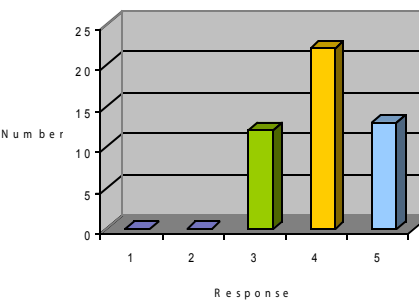


2008 RATEPAYERS SURVEY RESULTS

Q: The Business Improvement District cleans sidewalks in Downtown Wilkes-Barre. How would you rate the cleanliness of Downtown sidewalks in comparison to other areas in Wilkes-Barre?

Possible Responses

1. Much dirtier
2. Somewhat dirtier
3. About the same
4. Somewhat cleaner
5. Much cleaner

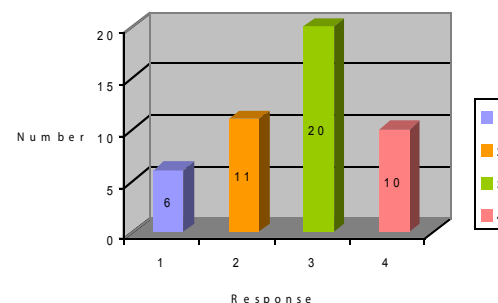


2008 RATEPAYERS SURVEY RESULTS

Q: Please choose the statement that most accurately describes your perception of safety in Downtown Wilkes-Barre.

Possible Responses

1. I often feel unsafe in Downtown
2. I occasionally feel that Downtown is unsafe
3. I feel safe in Downtown most of the time.
4. I always feel safe in Downtown



Beautification

Summer strolls through Downtown became much more colorful in 2008, when the DWBBID secured a beautification grant to fund a Downtown Flowerpot Giveaway for downtown businesses. Business owners were invited to Public Square, where we distributed the flowerpots and potting soil and made flowers available for purchase. 60 businesses took advantage of this opportunity.

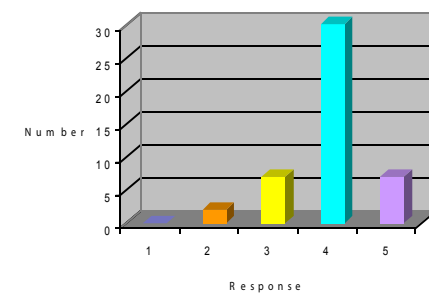


2008 RATEPAYERS SURVEY RESULTS

Q: How do you rate the general atmosphere in Downtown Wilkes-Barre in comparison to last year?

Possible Responses:

1. Much worse than before
2. Somewhat worse than before
3. About the same
4. Somewhat improved
5. Much better than before



South Washington Street Pocket Park

On May 28, the DWBBID and volunteers came together to revitalize the public "pocket park" on South Washington Street, across from St Mary's R.C. Church. Over the years, this small park had fallen on very hard times. Thanks to a private grant, the DWBBID was able to paint and restore the benches and fill the planters with flowers. Once again, the public can enjoy the park, have lunch, and bask in the joys of nature.

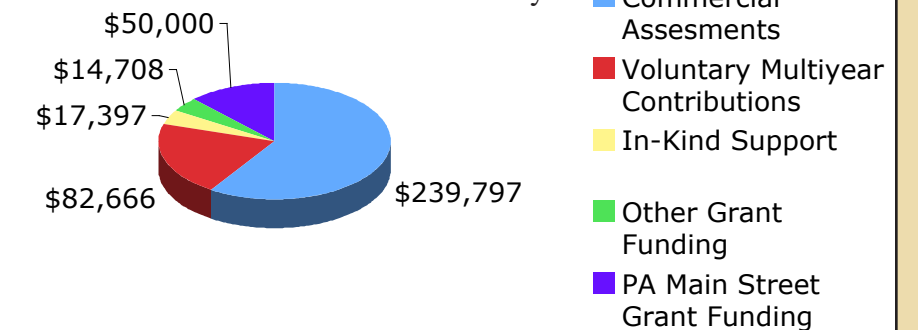


Façade Grant Program

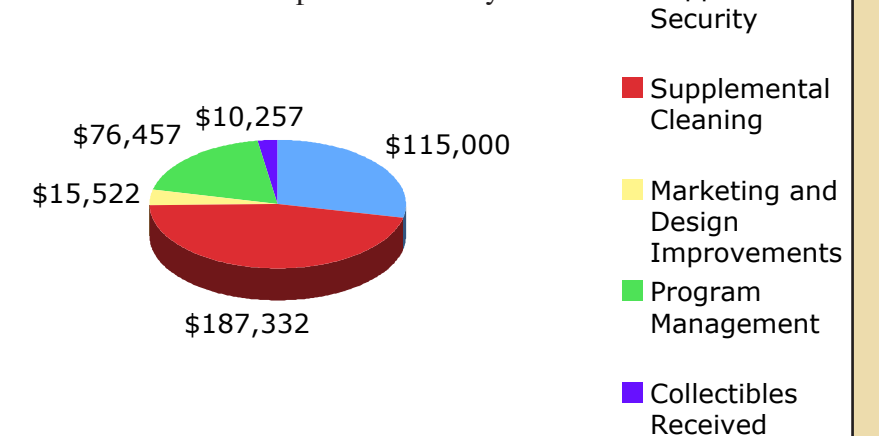
Commercial property and business owners within the District are now receiving grants of up to \$5,000 for the rehabilitation of storefronts, signage, and facades, thanks to the DWBBID's new Façade Grant Program. These matching grants help the District's businesses make appropriate improvements that encourage best practices in storefront, façade, and signage design. Because we were able to demonstrate that the District's property owners had - through creation of the BID - already shown their willingness to invest in a cleaner, more attractive Downtown, we were able to successfully make the case for substantial private foundation support of a façade grant program. We are very grateful for this generous \$120,000 grant, and we are excited to provide this new benefit to the District's ratepayers and contributors. Many property and business owners have already applied, so look for improvements to storefronts and signage throughout the District soon!

Finances

2007-2008 DWBBID Resources Summary



2007-2008 DWBBID Expense Summary



We are pleased to recognize those tax-exempt property owners who see the advantage of our work in Downtown, and who have made financial contributions to support the DWBBID. We thank the following:

- A.E. Kirby Memorial Health Center
- Blue Cross of NEPA
- Catholic Social Services
- F.M. Kirby Center for the Performing Arts
- King's College
- Luzerne County Historical Society
- Osterhout Free Library
- St Mary's Church of the Immaculate Conception
- St Stephen's Episcopal Pro-Cathedral
- United Way of Wyoming Valley
- Wilkes University