



HARRISBURG
YOUNG PROFESSIONALS

2008 Annual Report

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PRESIDENT'S COMMENTARY

HYP grew in many ways in 2008. First, there were several organizational changes that were made during the year. We kicked off the year at the annual meeting by unveiling our new logo. With the new logo came the need to update our website, and so we hired a Harrisburg city business, [Factory 44](#). The new and improved website, www.hyp.org, gives us a great new look and we are continuing to make improvements to the site going forward. We also strengthened our relationship with Harrisburg University in 2008 by offering all students a free membership, and by increasing our scholarship fund, which benefits HU students.

We are known for organizing great events, and there was no shortage of them in 2008. In fact, the Social Committee earned the 2008 Committee of the Year award, which recognized them for doing such a fantastic job of providing new and exciting events throughout the year. For example, we partnered with the Downtown Improvement District to make a float for the St.



Patrick's Day Parade, and we then partnered with Susquehanna Outfitters to offer kayaking trips on the beautiful Susquehanna. Capitalizing on Pennsylvania's importance in the national political scene in 2008, we hosted two surrogate presidential debates, one in the spring with 3 candidates and one in the fall with 2 candidates. We had two HYP teams for the ever popular Harrisburg Mile and we organized the 1st annual HYP Amazing Race through Harrisburg, which raised \$1,400 for the Downtown Daily Bread and \$1,400 for the HYP Mural Program. All of these new events were in addition to our regular monthly events, including 1st Friday Happy Hour, 2nd Wednesday Social, Book Club, Midtown Cinema Movie Night, and Dinner with Frank.



One of our most popular new programs in 2008 was the establishment of the HYP Sports League. We have had an excellent turnout for each sport and participation continues to increase. The League, which became an official HYP committee in 2009, has created a great co-ed atmosphere that has introduced a great many new people to HYP. We

know that the Sports League will continue to grow and be an important part of what HYP has to offer to the community and its members.

Our other committees were also active in 2008. We once again had a great turnout for our 10th Annual Home Tour, which was held in downtown Harrisburg followed by a Block Party. The Outreach Committee offered at least one volunteer opportunity per month and the Beautification Committee helped to transform the Forster Street Corridor during the year. The Economic Development Committee made significant improvements to the Passport program and more businesses continue to join, offering great discounts to HYP members.

Most significantly in 2008, we celebrated our 10th Anniversary. In honor of that milestone, we hosted an event at Level 2, which drew nearly 200 people, including many past HYP Presidents and Board Members, Dauphin County Commissioner Nick DiFrancesco, who issued a proclamation to HYP, and Pennsylvania State Representative Ron Buxton, who awarded HYP with a citation.



I have greatly enjoyed serving as your President in 2008 and wish Nicole the best for 2009.

*Wendell Hoover
2008 President*

ABOUT HARRISBURG YOUNG PROFESSIONALS

MISSION

The **Harrisburg Young Professionals (HYP)** is a group of young, active, civic-minded professionals who have a clear vision of Harrisburg's future as a great place to live, work and play. Founded in 1997, we are part of a movement which is breathing new life into urban areas, preventing “brain drain” and encouraging those who have left to return to the Central Pennsylvania region.

BOARD OF DIRECTORS

HYP’s Board of Directors is comprised of members who volunteer their talents for the leadership and administration of HYP’s mission and programs.

Board composition as of December 2008:

- Nicole Borda, Esq. Buchanan Ingersoll & Rooney, PC
- Virginia Burd International House
- Vincent Champion, Esq. Rhoads & Sinon LLP (ex officio)
- George Connor Dauphin County DCED
- Corey Detar, Esq. Pennsylvania Higher Education Assistance Agency
- Michael DiCiaccio M&T Bank
- Wendell Hoover Green Street Properties, LP
- Jason Marks Cisco Systems, Inc.
- Jessica Meyers JEM Group, LLC
- Jennifer Olivetti Harrisburg University of Science and Technology
- Brian Reilly Harrisburg Regional Chamber & CREDC (ex officio)
- Elizabeth Gray Smith Triad Strategies, LLC
- Erica Streisfeld Journal Publications, Inc.
- Melba Twitty U.S. Department of Agriculture
- H. Ralph Vartan Vartan Group, Inc.
- Jim Willshier Pennsylvania Chamber of Business and Industry
- Michael Wilson Harrisburg University of Science and Technology
- Matthew Zieger Team PA Foundation

Board officers for 2008 and their successors for 2009:

- | | <u>2008 Officers</u> | <u>2009 Officers</u> |
|--------------------|------------------------|------------------------|
| • President: | Wendell Hoover | Nicole Borda, Esq. |
| • Vice-President: | Corey Detar, Esq. | Michael Wilson |
| • Vice-President: | Michael Wilson | H. Ralph Vartan |
| • Treasurer: | Michael DiCiaccio | Michael DiCiaccio |
| • Secretary: | Nicole Borda, Esq. | Melba Twitty |
| • General Counsel: | Vincent Champion, Esq. | Vincent Champion, Esq. |

FINANCE REPORT

Harrisburg Young Professionals
Balance Sheet
As of December 31,

	2008	2007
ASSETS		
Cash	\$ 51,971	\$ 56,219
Accounts Receivable	-	2,889
Other Assets	<u>12,893</u>	<u>21,850</u>
Total Assets	<u>\$ 64,864</u>	<u>\$ 80,958</u>
LIABILITIES & NET ASSETS		
Accounts Payable	\$ -	\$ 4,978
Deferred Revenue	272	-
Other Liabilities	<u>14,293</u>	<u>21,850</u>
Total Liabilities	14,565	26,828
Net Assets	<u>50,299</u>	<u>54,130</u>
Total Liabilities and Net Assets	<u>\$ 64,864</u>	<u>\$ 80,958</u>

Harrisburg Young Professionals
Statement of Revenue and Expense
For the year ended December 31,

	2008	2007
REVENUES		
Membership Dues	\$ 14,153	\$ 15,313
Sponsorships and Donations	20,193	26,891
Events and Programming	42,045	19,831
Interest Income	<u>6,232</u>	<u>2,400</u>
Total Revenues	<u>82,623</u>	<u>64,435</u>
EXPENSES		
Administrative	32,978	21,476
Events and Programming	<u>47,942</u>	<u>33,720</u>
Total Expenses	<u>80,920</u>	<u>55,196</u>
Net Revenues	<u>\$ 1,703</u>	<u>\$ 9,239</u>

Notwithstanding the challenging economic environment in 2008, HYP was able to increase revenues which in turn facilitated a greater investment in Harrisburg's economy. HYP injected over \$80,000 into the City's economy in 2008.

Reflective of the current economic conditions, sponsorships, donations and membership dues were down from 2007. However, despite these declines, total revenues increased 28%.

This growth was largely driven by the great success of the HYP Sports Leagues. New in 2008, the Kickball, Flag Football, and Dodgeball Leagues have been a huge success, attracting hundreds of athletes to compete in recreational, co-ed sports with their friends and fellow HYP members. In turn the funds these sports have generated allow us to conduct our mission of making Harrisburg a better place to live, work and play.

In accordance with our mission, our 2008 investments supported the City of Harrisburg's economic base. An example of one such investment is our website redesign. The contract was awarded to a local firm, and we hope you'll agree the new website has greatly enhanced HYP's online presence and marketing capabilities.

Over the past four years, HYP has had a direct financial impact of more than \$250,000 on the City's economy.

The Board of Directors continues to monitor the organization's finances closely to ensure the continued success of Harrisburg Young Professionals.

Michael DiCiaccio
2008 Treasurer

COMMITTEE REPORTS

HYP conducts the majority of its affairs under the auspices of its committees, in which all members are encouraged to participate actively. The members comprising these committees volunteer their talents for a variety of causes in support of HYP's mission of making Harrisburg a better place to live, work and play.

The Arts & International Committee was formed as a merger of the Arts/Culture Committee and the International Committee. Its mission has been expanded accordingly.

The Sports League, founded as an ad hoc committee, has been formally adopted as an official committee under the HYP Bylaws.

ARTS & INTERNATIONAL COMMITTEE

Co-Chair: Joseph Foner, Pennsylvania Department of Health

Co-Chair: Carolyn McNamara, Lutheran Social Services of South Central Pennsylvania



In 2008 we organized over a dozen events, attended by more than one hundred members and friends of HYP, highlighting Harrisburg's rich artistic and cultural amenities.

These events included a lecture in discriminating taste at the Susquehanna Art Museum, an exclusive recital by the Harrisburg Symphony Orchestra's Maestro Stuart Malina, a glass-blowing demonstration at the ArtHouse Lounge, and movie nights at the Whitaker Center's Select Medical IMAX Theater and the Midtown Cinema.



We also recruited many organizations to participate in the Passport program, offering exclusive discounts for HYP members only. These organizations included Progressive Galleries, ArtHouse Lounge, PD's Pretzel Dogs, Harrisburg Symphony Orchestra, Central Pennsylvania Symphony Orchestra, Bricco, Gamut Theatre Group, Theatre Harrisburg, Open Stage, National Civil War Museum, and Radius.

BEAUTIFICATION COMMITTEE

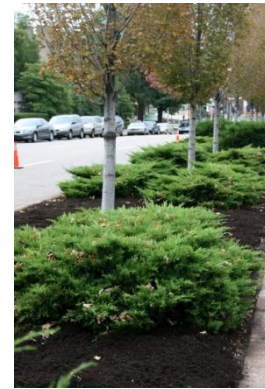
Co-Chair: David Butcher, WCI Partners, LP

Co-Chair: Eric Fischer, Commerce Bank PC

In 2008, in furtherance of our sole custodianship of Forster Street, we held two large events focused on clean-up and mulching.

In the spring, partnering with the Friends of Midtown and the Capital Area Neighborhood Association, we pulled weeds, picked up trash, and trimmed shrubbery along the entire stretch of Forster Street. In the fall, Harrisburg University students joined our partnership, this time mulching the entire Forster Street median.

Over 50 HYP volunteers demonstrated our civic pride throughout this program. In addition the new, long-term partnership with Harrisburg University will allow HYP to expand its resources and volunteer capacity for future beautification efforts.



CITY LIVING COMMITTEE

Chair: Nicole Borda, Esq., Buchanan Ingersoll & Rooney, PC



In 2008 we brought the 10th Annual Home Tour and Block Party back to downtown Harrisburg.

Nearly 400 HYP members and guests spent the day touring twelve unique homes and properties while sampling culinary delights from a variety of Harrisburg's finest restaurants.

Following the Tour, guests moved on to the Block Party, where they listened to live music from The Chuck Britton Project and Sabrina Duke & HardSoul while enjoying a catered barbecue and a few frothy beverages under the glow of the State



Capitol dome.

The Honorable Mayor Stephen R. Reed, an HYP member and long-time supporter, made his usual guest appearance to welcome us on behalf of the City of Harrisburg and congratulate the Committee on another successful event, which helped to raise \$9,400 for HYP's Scholarship Fund and other important programs.

ECONOMIC DEVELOPMENT COMMITTEE

Co-Chair: Jim Willshier, Pennsylvania Chamber of Business and Industry

Co-Chair: Matthew Zieger, Team PA Foundation

In 2008 we were tasked with encouraging HYP members to support City-based businesses and cultural amenities, and developing HYP's relationships with City-based businesses. We did this by rebuilding and re-launching the HYP Passport program.

Our efforts resulted in the following:

- an expanded menu of exclusive discounts for HYP members;
- preference to Passport participants for hosting HYP events;
- discounted advertising rates for Passport businesses;
- 26 new businesses recruited to the Passport program, including 8 arts organizations, 11 retail businesses, and 4 neighborhood anchor businesses;
- a redesigned Passport Discount Card to match HYP's new logo and website; and
- HYP Passport decals installed in storefront windows of the program's participants.

MEMBERSHIP COMMITTEE

Co-Chair: Brian Ostella, Pennsylvania Office of Administration

Co-Chair: Melba Twitty, U.S. Department of Agriculture

In 2008 in partnership with the Harrisburg Regional Chamber/CREDC, we installed a higher standard of professional administration of our memberships. This partnership resulted in numerous process improvements, from new enrollments to renewal notices.

We maintained membership tables at our popular 2nd Wednesday Socials, Bravo Group Deck Party, Election Watch events, and the Maestro Stuart Malina event, from where we answered questions, administered name tags, and enrolled new members on the spot. We also hosted two New Member Socials as a way to welcome and extend our hospitality towards new members, many of whom are new (or newly-returned) to the area.

OUTREACH COMMITTEE

Chair: Colleen Auriemma Smith, M&T Bank

In 2008 we helped organize a number of events in which HYP annually participates, including Big Brothers/Big Sisters Job Shadow Day, the Annual HYP Book Drive, and Lunch, Learn, and Lead at Sci-Tech High.

HYP members volunteered at a number of traditional Outreach events, including cooking dinner at the Joshua House, serving lunch at Downtown Daily Bread, and volunteering for the day with Habitat for Humanity.

New opportunities included volunteering with Dress for Success, the Salvation Army, and the YWCA.

The Outreach Committee hopes to continue to provide HYP volunteers to these organizations, as well as partner with new organizations, in 2009.

PUBLIC RELATIONS/MARKETING COMMITTEE

Chair: Erica Streisfeld, Journal Publications, Inc.

In 2008 we undertook two major projects: the design and implementation of a new HYP logo, and the complete overhaul of our website, www.hyp.org. Both were done successfully.

The new logo was inspired by the occasion of HYP's 10-year anniversary. A local Harrisburg graphic designer/branding specialist led this project, from the design of the logo to its roll-out, including all the collateral materials from letterhead, to membership cards, to window decals.

The new website was necessary because of our incredible growth in membership, and the web-functionality that we needed to keep up our programming. In 2008 we had over 92,000 page views by more than 15,000 unique visitors! A Harrisburg-based web design company built the site from front to finish, and we are extremely pleased with the results. We hope you agree.



SOCIAL COMMITTEE

Co-Chair: Nicole Evans, Pennsylvania Commission on Crime and Delinquency

Co-Chair: Eileen Radencic, Pecht & Associates, PC

In 2008 we organized HYP's "core" social events: 1st Friday Happy Hour, 2nd Wednesday Social, Dinner with Frank, Book Club, and Movie Night. This was in addition to several other events held this year which included: a Night at the Farm Show, several Election Watch events, the St. Patrick's Day parade, *Our Body* exhibit at the Whitaker Center, and a Halloween Party. We also paired with other community organization to promote networking. Examples are the Bravo Group Deck Party, 1st Friday Happy Hour with Susquehanna Ski & Snowboard Club, and 2nd Wednesday Social with Bar Association of Harrisburg.

Several committee members took on the task of solely organizing events. They acted as the contact person, prepared event write ups, and handled questions or RSVP's.

Committee members not only regularly attended events, but branched out to serve on other HYP committees to ensure that HYP's membership is being represented in our events.



SPORTS LEAGUE

Co-Chair: Tamara Fox, Esq., Pennsylvania House of Representatives Republican Caucus

Co-Chair: John Havas, Integrity Bank



In 2008 we launched the Harrisburg Young Professionals Sports League. We hoped that this league would appeal to our membership, as well as attract friends and colleagues who were not yet members of HYP. The response has been phenomenal and participation grows with each sport.

Our inaugural Kickball League season was held over the summer at the Camp Curtain Elementary School. Nearly 250



participants competed throughout a 7-week season. The Flag Football League season took place over the fall at John Harris High School, with 287 participants and 7 weeks of competition.

In December we launched the winter Dodgeball League, with over 300 participants. We continue to plan the subsequent sports, including a basketball tournament, a Bowling League, and an Ultimate Frisbee League.

HYP PASSPORT PROGRAM

The HYP Passport Program offers significant discounts to HYP members on behalf of participating businesses. Not only is it a membership perk, but is also a symbolic gesture on the part of businesses who join us in the mission of urban revitalization and brain gain.

HYP members may show the wallet-sized Passports to the participating businesses listed below for special discounts. The participating businesses also display an HYP decal in their storefronts. The Passport is administered by the Economic Development Committee.

(This roster is current as of the date of this report. The most up-to-date roster, as well as detailed discount offers, is maintained on the official HYP website, www.hyp.org.)

- **ArtHouse Lounge** Arts/Recreation
- **Bricco Restaurant** Dining
- **Central PA Friends of Jazz** Arts/Recreation
- **Central PA Symphony Orchestra** Arts/Recreation
- **CORE Changes, LLC** Lifestyle
- **Gamut Theatre Group** Arts/Recreation
- **Harrisburg Senators** Arts/Recreation
- **Harrisburg Symphony Orchestra** Arts/Recreation
- **Ladies Who Launch** Retail
- **Modern Jewelers** Retail
- **National Civil War Museum** Arts/Recreation
- **Nonna's Deli-sioso** Dining
- **Open State Harrisburg** Arts/Recreation
- **Patriot-News** News
- **PD's Pretzel Dogs** Dining
- **Pennsylvania Place** Housing
- **Plum Sport** Retail
- **Progressive Galleries** Arts/Recreation
- **Radius (HACC Gallery & Museum Shop)** Arts/Recreation
- **Salon McBeth** Lifestyle
- **Scott's Grille** Dining
- **Susquehanna Art Museum** Arts/Recreation
- **Table 15** Dining
- **The Fitness U** Lifestyle
- **Theatre Harrisburg** Arts/Recreation
- **Tinder Box** Retail
- **Walker's Art & Framing** Retail
- **Your Web Your Way** Business