

# Business 2020

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## BUILDING BOOM

*A look at big projects completed or on the horizon in Lancaster County*

Today, Lancaster County is attracting more visitors and new residents than ever before who are looking for things to do and places to shop and eat. As a result, this recent renaissance has spurred the emergence of many new locally owned businesses throughout the county.

Additionally, the county population's growth and buying habits have also captured the attention of large corporations that are looking to expand into new, desirable markets. Here's a look at the most recent business openings and large projects in Lancaster County as well as businesses that are slated to open in 2020.

### 101NQ

**Where:** Downtown Lancaster  
The former Bulova building at the corner of Queen and Orange streets in downtown Lancaster has been transformed from a vacant eyesore into a modern retail, office and residential complex. With more than 150,000 square feet of space, 101NQ will have retail stores on the first floor, offices on the second and third floors and luxury condos, including a penthouse, on the fourth floor. Here's a list of tenants that will be occupying the building:

- Core tenants**
- Cargas
  - LNP Media Group
  - iTrain Studios
- Row tenants**
- Domaci
  - Starbucks
  - Casa Carlo
  - Free Press
  - Blossom Med Spa
  - Yahi
  - Peoples Bank

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FILE PHOTOS

Left: 101NQ, at the corner of Queen and Orange streets in downtown Lancaster, welcomed its first tenants this month.

Below: The Market at The Wilbur, left, and the Wilbur Hotel, right, recently opened as part of the redevelopment of the former Wilbur Chocolate factory.





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HARLEY-DAVIDSON



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Lancaster Harley-Davidson recognizes the need for alternative methods of transportation by offering Harley-Davidson model motorcycles and economical personal vehicles, including the newly raved electric scooter. For over 68 years, Lancaster Harley-Davidson has been serving the Lancaster County community with the two-wheeled engines that serve the needs of city commuters and committed cruisers alike. A local native, Bill Miller, opened the shop in 1951 on Hazel Street. In 1964, Ray Texter moved the dealership to Beaver Valley Pike of Willow Street, PA. Though the dealership has gone through several remodels since its 1964 re-establishment in Willow Street, the dealership remains family owned and run to this day. The commitment to quality product and excellent customer service has truly been tested through time. As the need for safe, smaller vehicles rises, Lancaster Harley-Davidson has only seen this as an opportunity to expose its services to the public once again. "We have what the community not only desires, but needs, as the community considers ways of alternating larger vehicles for smaller ones", says owner, Jack Texter. The dealership has recently invested in the electric Zero Scooters by REV Rides. The scooters are offered in four

models, the Zero 8, 8X, 9 and 10X, each with differing capabilities. The Zero 8 and 9 are the most affordable and also transportable, each weighing just 40lbs and a 22-25 mile range per charge. The Zero 8X is designed for commutes up to 45 miles, has a solid stable feel, and dual disk brakes for greater stopping power. The 10X is both heavier and larger than the 8X, offering the smoothest ride; it also is capable of holding more weight, up to 330lbs. The scooters are equipped with stellar on-road and off-road trailing capabilities. All 4 model scooters include power settings, so speed is easy to manage. The Zero 8X, 9 and 10X include both rear and front breaks for greater safety control. "You have to come and test ride them", says Texter, "It's all in the test ride". The scooters are available at both Lancaster Harley-Davidson locations, the dealership, of 308 Beaver Valley Pike on Willow Street, and Lancaster Harley-Davidson at the Tanger Outlets.



# Managing your company's online reputation

Today's small business owners face unique challenges that businesspeople of yesteryear never had to confront. While the internet has made it possible for even the smallest businesses to have a global footprint, it's also forced business owners to devote substantial time to managing their online reputations.

A company's online reputation can have a major impact on its ability to survive and thrive. In its 2018 "Local Consumer Review Survey," BrightLocal, a United Kingdom-based company that focuses on the needs of digital marketing agencies and local businesses, found that 91 percent of consumers between the ages of 18 and 34 trust online reviews as much as personal recommendations. In addition, the survey found that 57 percent of consumers won't use a business that has a star rating of fewer than four stars.

The BrightLocal survey underscores the effort small business owners must put into managing their companies' online reputations. Whether business owners feel their online reputations are war-



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ranted or not, ignoring them can greatly affect their bottom lines. The following are a handful of simple ways business owners can manage their companies' online reputations in the hopes of benefiting their businesses and expanding their customer base.

### Don't ignore negative reviews.

Small Biz Ahead, a service from the insurance provider The Hartford that aims to help busi-

ness owners manage and grow their businesses, advises business owners to acknowledge negative reviews. Respond privately to customers, apologizing for their unsatisfactory experience and thanking them for their feedback. When communicating with customers, always keep these communications friendly and constructive. Dismissive, confrontational and/or rude interactions with customers will only fur-

ther damage your online reputation.

### Actively monitor your reputation.

Websites such as Yelp and Google, via its Google Reviews capability, give customers plenty of places to go to share their comments about your business. Stay up-to-date on these, making a concerted effort to monitor your reputation. If you're open for business seven days a week, chances are customers will be reviewing your business seven days a week. Reach out to customers who had negative experiences as soon as possible, and report any comments you feel violate websites' standards the moment you see

them.

### Don't hesitate to ask customers to edit their reviews.

When you successfully reach out to customers who left negative reviews, don't hesitate to ask them to consider editing their reviews. Many customers are happy to update their reviews if issues were promptly and successfully addressed.

Online reputation management is important for today's business owners. Though managing online reputations can seem like a full-time job, a positive reputation can greatly benefit your bottom line.

METRO CREATIVE CONNECTION

## Monitor your digital performance

If your business has a website, maintains a social media presence and uses online marketing campaigns, it's important that you take full advantage of all data regarding traffic, click-through rates and purchases. This information will help you retain your current clients and attract new ones. Here are a few types of data to help you make sense of your digital performance.

### Unique visitors

Calculating the number of unique visitors your website gets, on which pages they spend time and the geographical location where they reside provides you with critical information with which to evaluate your current marketing strategies.

You can also determine whether visitors found your website through a search engine or a social media website.

Use this information to craft more targeted campaigns.

### Click-through and bounce rates

Tracking the number of clicks per visitor and how long they spend on each of your website's pages can tell you a lot about its quality.

If visitors tend to leave quickly, it may be time to think about a redesign. Similarly, if they never seem to visit important pages, or any page past the homepage, a revision of the site or of your marketing strategy may be in order.

### Survey results

Tracking customer satisfaction through survey results is a good way to identify your platform's strengths and weaknesses. If you have an e-commerce component, you can also identify popular products. This will help you define effective marketing strategies to attract new customers and retain current ones.

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### 5 REASONS YOUR BUSINESS NEEDS A WEBSITE

- **GAIN VISIBILITY:** Websites allow clients to find out more about your business. If search engine optimization (SEO) is used, they can also help you connect with your target market when they appear in search engine results.
- **PROVIDE INFORMATION:** Websites are great platforms for organizing and communicating a lot of information efficiently. A well-designed website, both in terms of ease of use and of the information you put on it, can make a huge impact on your bottom line.
- **EXTEND YOUR REACH:** Word of mouth shouldn't be underestimated but having a website will allow you to reach clients in other cities and regions. This is especially relevant if you have an online store.
- **GET FREE MARKET RESEARCH:** Tracking your website's traffic statistics can be a powerful way to shape your marketing strategy. You can find out more about the kinds of people who search for your business and what motivates them to make purchases.
- **ENHANCE YOUR BRAND IMAGE:** Your website says a lot about your company. It can be the glue that holds your brand image together, and the design choices you make will play a key role in converting visitors into customers.

To create an attractive and effective website, work with a reputable business. In particular, many local media companies offer website creation services.

## Building: New projects

Continued from A9

### The Wilbur Hotel

**Where:** Lititz  
If you want to "wow" out of town guests who are looking for local accommodations, look no further than the newly opened Wilbur Hotel — one of Hilton's Tapestry line of customized boutique hotels — in downtown Lititz. This 74-room luxury hotel — the centerpiece of the former Wilbur Chocolate factory's redevelopment — features exposed century-old brick and beams throughout, the "skin" and "bones" from its prior life as well as an abundance of upscale amenities and touches, starting with a faint aroma of chocolate wafting through the lobby.

### Market at The Wilbur

**Where:** Lititz  
More than three years after the Wilbur Chocolate factory in downtown Lititz went dark, it has finally reopened as Market at The Wilbur. This food hall features six permanent vendors, including Zig's Bakery, Waltz Vineyards, Rooster Street Butcher and Deli, Oola Bowls, Whiff Roasters and Presto Scratch Pasteria. Additionally, you can expect to see a lineup of rotating ven-

dors who will sell food, flowers and related items. The hours are 7 a.m. to 6 p.m. Tuesday through Saturday, 8 a.m. to 3 p.m. Sunday; closed Monday.

### Park City Center

**Where:** Lancaster  
Who's ready for some more fun and games? Earlier this year, Park City announced that Round1 will open in part of the space that Sears vacated in March. Round1 is an entertainment venue with bowling, arcade games, darts, ping pong, food and a kids zone that will occupy 77,380 square feet of the former Sears. You can expect to see Round1 open in fall 2020.

### Rock Lititz

**Where:** Lititz  
More celebrity sightings could be on the horizon with the \$41.7 million Rock Lititz expansion slated to begin late this year or early 2020. Though you can't exactly visit this location, it's reported that this building will generate an additional 220 jobs. The expansion will include additions to Rock Lititz Studio as well as two free-standing buildings. Development of a black-box theater is also in the works.

# 4 tips for women who want to start a business

Entrepreneurship among women in America is on the rise. Of the nearly 27 million Americans that are self-employed, more than a third are women.

According to a 2019 report commissioned by American Express, between 2014 and 2019, the number of women-owned businesses rose 21% to a total of nearly 13 million. Employment grew by 8% to 9.4 million, and revenue rose 21% to \$1.9 trillion.

Over the past five years, the report found, the annual growth rate in the number of women-owned firms has been more than double that of all businesses.

The appetite for risk, the love for a good challenge, the desire to succeed, the longing to be one's own boss, the appeal of a better balance between work and family life, and, most importantly, the immense passion for one's job — these are the driving factors that are increasingly pushing women to enter the business world.

While starting your own business is challenging, it can also be very rewarding. Here's some advice every

woman who wants to be an entrepreneur should follow:

## 1. Find out what resources are available.

Federal or state funding and grants may be available for launching your business. Other organizations may also offer financing.

Mentorship programs are another type of resource that may prove valuable. Business organizations at regional and national levels should also be explored. Many provide workshops and offer free resources for women starting businesses.

## 2. Network with other entrepreneurs.

The connections you make with other entrepreneurs will play a big part in your success. Join business associations in your area to meet them. The connections you make with other women entrepreneurs are likely to be particularly valuable.

## 3. Never stop learning.

Take all the steps necessary to become an expert in your field. Enroll in classes, attend seminars, go to conferences and read everything you can about your industry.

## 4. Persevere.

Owning your own business is hard work. Most people aren't overnight successes and instead work for years to achieve their goals.

Perseverance is the most important characteristic a businesswoman can have. Don't be discouraged by setbacks. Instead, learn from them and use them to make yourself and your company stronger.

The path to success for the entrepreneur isn't usually a straight one. However, passion, hard work and believing in yourself will help you overcome trials and get you through challenging times.



**Women  
in  
BUSINESS**

**Donna Partin,  
Owner**

Donna Partin has been in the home cleaning industry for 31 years. She bought her first Merry Maids operation in 1989 in Camp Hill. In 2018, Lancaster County Merry Maids owners, Jim and Bo Leppien, were ready to retire and offered her the opportunity to buy their business. Partin jumped at the opportunity. She loves Lancaster and wanted to be a part of the culture created by the Leppiens.

Partin sees continued growth for Merry Maids over the next ten years thanks to her continued development of her staff. Promoting from within and helping employees develop for the next stage in their careers are the cornerstones to her strategy.

Merry Maids owners from around the country strive to operate with the utmost integrity. Partin is proud to be a part of this family and operates her location under this principle.

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**Anne M. Lusk,  
Realtor®**

Anne M. Lusk is a native of Lancaster County and has over 25 years of real estate experience. Anne launched her real estate career while living in Florida, then returned to Pennsylvania starting her own agency in 2006. Anne leaves no stone unturned in her goal of providing the highest excellence of customer service. By collaborating with some of the finest agents in the area, Lusk & Associates brings a shared vision for world-class service to a broader base of homeowners and buyers. They can expect to receive a unique degree of personal attention, hard work, dedication, and local knowledge that when combined, provide an unparalleled approach to real estate. Through affiliating with Sotheby's International Realty, Lusk & Associates looks forward to the upcoming year by serving local, regional, and global audiences while retaining the one-on-one client accessibility that has resulted in so much success.

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**Melanie B. Scheid,  
Owner/Funeral Director**

A licensed Pennsylvania funeral director since 1995, Melanie B. Scheid has devoted nearly 25 years to helping local families through the most difficult times in their lives. Melanie is the owner of Melanie B. Scheid Funeral Directors and Cremation Services, which includes The Gundel Chapel in Conestoga and a second location at 317 E. Orange St. in downtown Lancaster. She is also president of Porterfield-Scheid Funeral Directors & Cremation Services and Lebanon Valley Crematory. Melanie is an active member of her community, whether it's hosting a backpack giveaway for local children or the annual Conestoga Classic Car Show benefiting the Conestoga Volunteer Fire Company. She brings that dedication to community and her neighbors to her work as a funeral director as well, taking the time to get to know families in their time of need and helping them prepare a fitting tribute that honors the lives of their loved ones.

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# Data helps businesses connect with customers

From the Shoppes at Belmont to the Crossings at Conestoga Creek, from 101NQ to the revitalized Wilbur Chocolate complex, Lancaster County's business footprint continues to grow.

As promising as that sounds for local businesses, that growth also presents a challenge for those who are not prepared.

"Lancaster is flourishing," says Renee Tacka, an assistant professor of marketing in York College of Pennsylvania's Graham School of Business. Tacka recently spoke at a marketing seminar for Lancaster County businesses.

"There's a lot of big retail coming in here. You've got a lot of small businesses in here doing really well. You have a lot of competition," she says. And beyond that brick-and-mortar competition, there's even more competition online.

"In the past, you didn't have to worry about online," Tacka says. "Now, the person who has a business in his garage and is selling on Amazon can be your biggest competitor."

All of that competition means Lancaster County businesses must find ways to set themselves apart now and in the future. One way is by getting to know their customers and potential customers better.

If you're a consumer, that means businesses



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tools can help business owners learn what customers like so they can customize their offers. They can also help track inventory, find out what products are being returned or exchanged, or determine what times of the day or week generate the most sales.

Data collection can also include monitoring activity on a business website, likes and shares on social media, and the open rate on emails.

For those willing to invest more, there are also commercial services that use surveys to measure consumer behavior and predictive technology to determine how consumers are likely to behave in the future.

Data is also available from government resources, such as the U.S. Census, which can give businesses information on the households in their area.

Put simply, data helps businesses know who their customers are so they can build a better relationship with them and give them the customized experience they have come to expect, Tacka says.

"Most people who think they know their customers really don't," she says.

"Whether you're a small business or a large business, data is instrumental in decision-making," says Tacka, who wants businesses to view data as their personal GPS.

"I believe that in this day and age, with all the technology, we don't have to throw pencils at the ceiling," she says.



Renee Tacka

are constantly looking for ways to track your behavior, your likes and dislikes, whether in-store or online.

The key to that, Tacka says, is data.

Gone are the days of throwing pencils at the ceiling in an old-fashioned brainstorming session until you come

**"Whether you're a small business or a large business, data is instrumental in decision-making."**

Renee Tacka, York College of Pennsylvania

up with something that sounds like a good business idea.

Sure, businesses can still guess when it comes to marketing, Tacka says. But why not make strategic decisions instead — with data?

Data is an invaluable tool for businesses of any size, says Tacka, who recently completed her doctoral dissertation on consumer impulsivity in relation to instant consumable snack food purchases.

In fact, data is so invaluable, she says, that

planning and inventory management, she says.

Admittedly, Tacka says, there can be a fear factor associated with data. At its most complex level, it can be intimidating, but there are resources that can help. You don't have to be a data analyst. In fact, you really don't have to know anything about data at all to be able to put it to good use.

For the novice, collecting data can be as simple as creating a customer database in an Excel spreadsheet that you can then filter to determine, say, who responded to a coupon offer.

A business with a point-of-purchase system should find out whether it has an analytics tool, she says. Such

Data collection not only helps with customer acquisition and retention, but also in sales

businesses should view it as an essential expense and a strategic business initiative.

Data can reveal a lot about customers, from their attitudes and behaviors to the products they purchase and the websites they visit.

"Everything is measurable," Tacka says.

All of those customer insights can help businesses make smart decisions, she says.

Data collection not only helps with customer acquisition and retention, but also in sales



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## BUSINESS Feature

### Arthur Funk & Sons, Inc.

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### ARTHUR FUNK & SONS, INC. CELEBRATES EIGHT DECADES

In 2019, Arthur Funk & Sons, Inc., Construction Services, celebrates its 80th year as a leader in construction. In an era that has seen economic highs and lows, Funk Construction has achieved steady growth and valued, long-lasting client relationships.

"It is amazing how time passes us by, at points too quickly, sometimes too slowly, but the rest just right," said President Bob Funk, PE, LEED AP. "Our 80th year marks a lot of just right moments, and I am thankful for our customers and employees—both past and present—for making the Funk name synonymous with integrity, quality craftsmanship and excellent customer service."

Arthur Funk & Sons traces its beginnings to Arthur's Uncle, Daniel

Funk, who started his own construction business in 1892, and was noted for building barns. In 1939, Arthur Funk purchased the company from his uncle and moved it to his own farm. He quickly became well-known for his quality homes and agricultural buildings. Soon Arthur decided to move into larger, more extensive projects.

Arthur's son, Henry, after graduating from Pennsylvania University with a degree in engineering, joined his father in the family business. By 1953, the father-son team created a formal partnership. The company grew and expanded.

Today, the offices remain on Arthur's farm, and the family-owned business is operated by the third generation. The company is expanding again, as the offices are being renovated to

create more space.

"Our success can be attributed to one crucial ingredient: Our team, which has grown to over 60 dedicated employees," added Funk. "The project-dedicated office staff includes our Project Managers: Ken and Dave Funk, Scott Yiengst and Jessica Kosoff; and our Project Estimators: Steve Reed, Travis Freede, Nathan Fry, and Jon Belleman. Our field staff are skilled craftsmen and hardworking laborers. Many are longtime employees who inspire and guide 'the next generation' joining our team as the Funk culture continues to grow through the decades."

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