

BUSINESS BRIEFS

Economic Development News from Central Pennsylvania

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Visit our Web site at
www.seda-cog.org

Apartments for Elderly Dedicated

Parkside Manor, a new apartment building for seniors, in Montoursville is open and ready for business with 65 percent of the apartments already rented. Dedication ceremonies on Tuesday, May 26, 2009 marked the project's completion. The three-story, 28-unit building is located at 95 Rocky Lane, adjacent to Indian Park, in Montoursville.

The building neighbors Mill Race Commons, which was constructed in 2005. Both Parkside Manor and Mill Race Commons were developed through the SEDA-COG Housing Development Corporation (HDC). Seven months after Mill Race Commons opened, all of its units were filled and it became apparent a second apartment building was needed.

"The success of Parkside Manor is due to the involvement of area banks and elected officials," remarked Michael Fisher, Chief of SEDA-COG Housing Programs. The Borough of Montoursville contributed \$50,000 in Community Development Block Grant (CDBG) funds, and a total of \$200,000 in CDBG and Affordable Housing Trust funds was provided by the Lycoming County Commissioners.

Fisher said, "Borough officials supported the development of Parkside Manor, particularly in

recognizing the need for a second building once Mill Race Commons was fully occupied. Representative Garth Everett and the County Commissioners played major roles in securing the needed resources for this project."

Three community banks: FNB Bank, Fulton Financial Corporation, and Swineford National Bank, provided over \$3 million through the federal housing tax credit program. Financing also includes a low-interest loan from the Pennsylvania Housing Finance Agency (PHFA). The total cost of the project is \$4.6 million.

Lycoming County, Montoursville Borough, and PHFA were among those represented at the dedication. Parkside Manor is now under the ownership of Loyalsock Creek Elderly Housing Associates, L.P, made up of the three banks and SEDA-COG Housing Investments, Inc. Facility management will be provided by the SEDA-COG HDC.

The building has been designed for maximum safety, inside and out. Driveways and parking areas are configured to allow fire and rescue vehicles to easily access the building. Fully automatic



Parkside Manor is the sixth apartment building for the elderly constructed through the SEDA-COG Housing Development Corporation, and the second in Montoursville.

sprinklers in the building are monitored by a 24-hour service that alerts fire and rescue personnel, if needed.

A number of supportive special services are available to residents through Albright Care Services. Among these are health screenings, computer training, and educational services relating to aging and health issues. Facilities within Parkside Manor include a community room, computer lab with high-speed Internet service, kitchen, library, lounges, laundry, and an enclosed porch. In general, Parkside is intended for individuals who can meet their own basic needs.

There is a part-time manager at the building, as well as maintenance personnel. Rent includes all utilities, other than

See Parkside on page 2

DSIRE Energy Financial Assistance?

Are you looking for information about financing opportunities for renewable and energy efficient projects? Do you find it difficult to search through the numerous opportunities available at both the state and federal level to identify programs that are right for you?

SEDA-COG's Energy Resource Center (ERC) uses the online *Database of State Incentives for Renewables and Efficiency* (DSIRE) site to better provide financial assistance to our region. The ERC organizes all DSIRE incentives for Pennsylvania by sector. Through the ERC site, a small business owner can link directly to incentives that apply to small businesses rather than search through each incentive's prerequisites to find a grant suitable for a small business. The ERC classifies incentives by



residential, business, agriculture, school, local government, and building trades categories.

Visit DSIRE online at www.dsireusa.org. DSIRE organizes all available incentives nationwide into federal and state

lists, classifying incentives by type of financing: tax incentives, grants, loans, corporate deductions, and more. Each incentive has its own page describing applicable projects and sectors, amount of money available, and contact information for those interested in learning more. DSIRE keeps track of new programs, and posts and updates new information as often as developments take place.

Visit the ERC website at www.seda-cog.org/energy and click on "Financial Assistance" to access the links to the DSIRE website.

Parkside from page 1

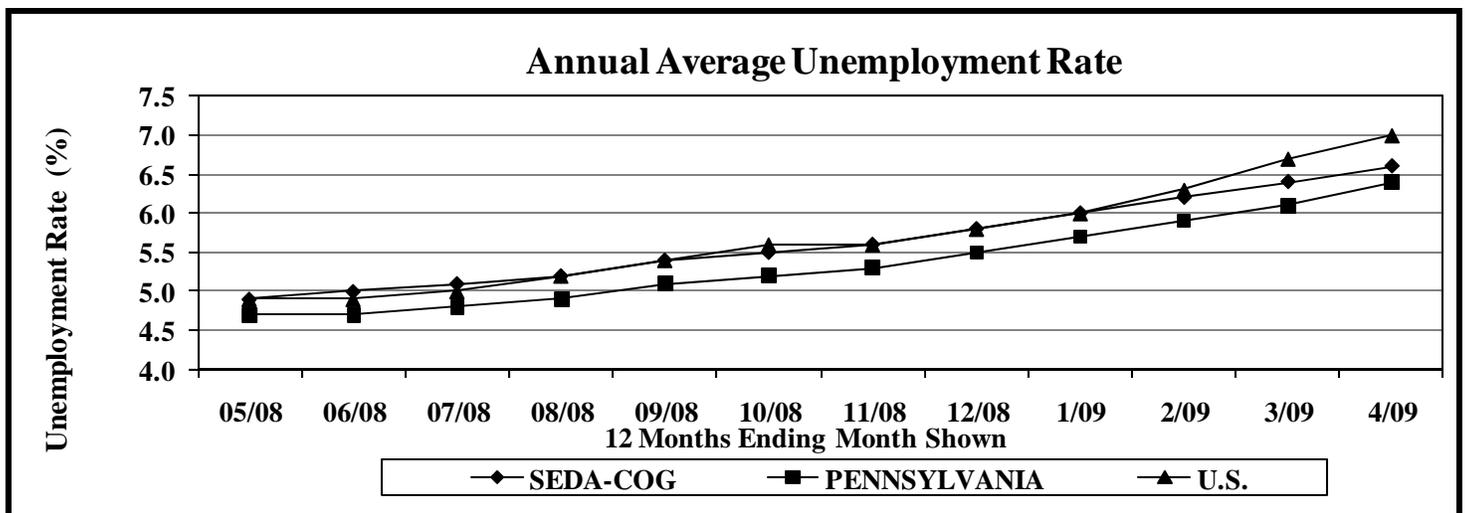
telephone and television. Residents must be at least 62 years old, and meet annual income criteria. The maximum allowable income is \$22,620 for one person and \$25,800 for two.

The architect for Parkside Manor was Wolfe Associates/Architects, of Sunbury. The contractor was T-Ross Brothers Construction, Inc., of Montandon. This is the sixth apartment building completed through the SEDA-COG HDC. Others are in Danville, Selinsgrove, and Dalmatia in lower Northumberland County.

For more information about renting an apartment in one of the five apartment buildings, or about the HDC, contact Mike Fisher at 570-524-4491 or by email at mfisher@seda-cog.org.



(L. to r.) State Senator Gene Yaw, State representative Garth Everett, and Brian Hudson of PHFA had an opportunity to talk before the dedication ceremony.



Finance Program Success: Hoag's Catering, State College

Hoag's Catering in State College, has been in business for 61 years since 1948. Begun by the current owner's father after World War II, Hoag's Catering was originally located in Bellefonte on High Street. The business started as a partnership between Mrs. Frank Hoag, the owner of a local delicatessen, and Mr. William Moerschbacher, Sr., who focused on catering banquets.

Over time, the business evolved into a catering service, with Penn State University as a major customer. In 1979 after graduating from high school and college and serving in the U.S. Navy, Skip Moerschbacher operated the business in partnership with his brother, William, Jr. Then, in 1986, Skip became the sole proprietor of Hoag's Catering.

In 1994, Hoag's Catering moved from Bellefonte to its current facility at 2280 Commercial Boulevard, State College. In addition to providing new banquet facilities, the location is in close proximity to the State College market while still remaining convenient for their Bellefonte client base.

Hoag's Catering has been working with the SEDA-COG Finance Program since 1998. With the help of a loan from the Finance Program in 1998, Skip purchased the facility from the existing owner, as well as an adjacent parcel of land to handle future expansion needs. In 2000, again with the help of two SEDA-COG loans, Hoag's doubled the size of their facility, adding banquet hall space.

In 2009, Hoag's Catering decided to further expand their facilities. This brings the total seating capacity to about 500 people at their current location. The company again looked to SEDA-COG to provide some of the financing for that project.



Hoag's Catering current facilities at 2280 Commercial Blvd., State College.

Over the last 11 years, SEDA-COG has provided two Small Business Administration 504 loans, one Small Business First loan, and a recently approved First Industries Tourism loan, for the expansion of the business, which has greatly improved their catering and banquet service capacity. With SEDA-COG's help, Hoag's was able to grow from 17 employees in 1998 to the 40 they currently employ.

"My first experience with SEDA-COG allowed my

business to expand when other avenues were not available. This allowed the business to comfortably grow without undue pressure on cash flow," said Skip.

"Most importantly, they were a great resource for my business in helping us realize we had proper resources to expand without overstepping our boundaries.

"Our expansions in 2000 and 2009 were both expedited by SEDA-COG, especially with John Reichard's guidance and knowledge of the company.

It is very nice to know that small business has a companion, willing to help us grow."

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*--Skip Moerschbacher
Owner, Hoag's Catering*

This is just one example of the impact of the SEDA-COG Finance Program and the available economic development loan programs designed to assist companies.

The SEDA-COG Finance Program can provide partial financing for your business project, whether you're expanding or starting a new firm. They offer several different programs that depend on what's right for you.

SEDA-COG Finance offers fixed-rate, long-term financing, at interest rates that are generally lower-than-market.

For more information on the SEDA-COG Finance Program, visit finance.seda-cog.org, call us at 570-524-4491 or send an email to finance@seda-cog.org.

Government Contracting Event Series to be Held

SEDA-Council of Governments Procurement Technical Assistance Center will be holding government contracting meetings at various locations in the SEDA-COG region. Staff is offering these meetings to give businesses a chance to speak with counselors about specific government contracting issues as they relate to your business.

This is a great opportunity for your business to find out about potential bid opportunities that are associated with the American Recovery and Reinvestment Act.

The first series of meetings will be an "Introduction to Government Contracting" and will be held on different days at the following locations:

July 8, 2009

Williamsport Chamber of Commerce, Williamsport

August 3, 2009

Central PA Chamber of Commerce, Milton

September 10, 2009

Williamsport Chamber of Commerce, Williamsport

There will be one-on-one appointments from the hours of 9:30 a.m. - 4:30 p.m. at these locations.

You will be meeting on a one-on-one basis with a procurement counselor; therefore it is important to make an appointment prior to the event.

To make an appointment for one of these meetings in your area, or for more information about the Procurement Technical Assistance Center, please contact Kristen Moyer at kmoyer@seda-cog.org or by phone at 570-524-4491.

SAVE THE DATE!
Friday, September 11, 2009
11th Annual Pennsylvania International Trade Conference
Celebration Hall, State College
Featured Speaker: Ernie White of Skyline Exhibits: "Effective Trade Show Marketing"

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