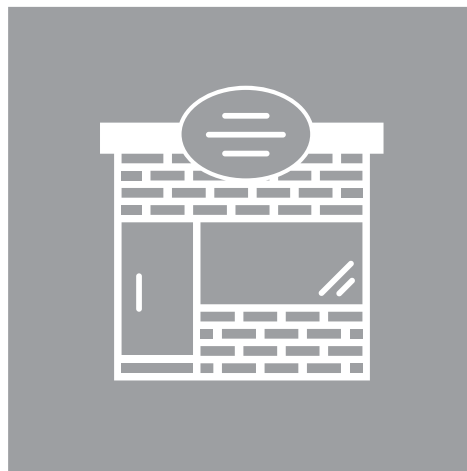


Midtown Action Council  
**Annual Report**



**2021**



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## WHAT IS MAC?

The Midtown Action Council (MAC) is a 501(c)(3) nonprofit organization dedicated to sustain and improve the physical, social, civic, cultural, environmental, and economic welfare of the citizens, properties, and business of the historic midtown neighborhood in Harrisburg, Pennsylvania.

MAC was founded on November 14, 1977 and is the oldest continuously-operated neighborhood organization in the City of Harrisburg.



MAC is headquartered in the Historic Harrisburg Resource Center



MAC Board Meetings are currently held on the first Wednesday of each month



Learn more or donate at our website: [www.machbg.org](http://www.machbg.org)

# MESSAGE FROM THE PRESIDENT

**F**or nearly 45 years, MAC has collaborated with neighbors and organizations within the greater Midtown neighborhood and throughout the City to continue a proud history of mutual respect, community purpose, civic action, and goodwill.

As I prepare to round out my second year serving as MAC's President, I remain ever impressed by the passion of our neighborhood in the face of the pandemic. Midtown - and historic Midtown in particular - has seen outstanding growth. Home sales are through the roof and we are seeing businesses open and develop along the Third Street corridor. Just outside of our boundaries, we are watching the construction of the New Federal Courthouse and State Archives. Change is not coming, it is here.

MAC has grown with the neighborhood. We have welcomed Board members who are new to the neighborhood. We created a committee dedicated to keeping an eye on City Council, Zoning, and other matters within City governance that may impact our lives. We have also taken dedicated steps to partner with the City on efforts in our neighborhood, including increased lighting and hosting informational sessions with developers so our neighborhood is involved in decisions that impact us.

We also took on the role of co-hosting debates for one of the most hotly-contested elections in Harrisburg's recent history. Working with Friends of Midtown and Young Professionals of Color, we ensured

that debates for the School Board, City Council, and Mayoral Election were fair and made available virtually to all.

**“MAC has collaborated with neighbors and organizations within the greater Midtown neighborhood and throughout the City...”**

Of course, we continue our beautification efforts that include neighborhood clean-ups and the holiday decorating contest. We are excited to have reintroduced the holiday bows - a collaboration with MAC and the City that saw bows installed on light poles throughout historic Midtown. Most important remains our partnership with the Historic Harrisburg Association. HHA has remained our physical home and meeting place, as well as home in the emotional sense where resources can be shared and efforts supported.

As we enter 2022, we look forward to another great year of community service and project work while celebrating our 45th anniversary. If you have thought about getting involved in the past, now is the time! We want you to be a part of this ever-evolving organization and we hope to see you at an upcoming meeting!

Sincerely,

**Cate Rowe**

**President, Midtown Action Council**

# BOARD OF DIRECTORS

## 2021 Officers and Directors

**President** ..... Cate Rowe  
**Vice President** ..... Dan Fulton  
**Secretary** ..... Vacant  
**Treasurer** ..... Liz Herrmann

### **Directors:**

Rich Brenner • Ed Jaroch • Greg Kauffman • Kurt Knaus  
Azure Maset • David Morrison • Danielle Moore • Bernie Pupo  
David Shewmon • Chris Zyroll

## 2022 Officer and Director Nominees

**President** ..... Cate Rowe  
**Vice President** ..... Dan Fulton  
**Secretary** ..... Azure Maset  
**Treasurer** ..... Liz Herrmann

### **Directors:**

Maria Gonzalez • Ed Jaroch • Greg Kauffman • Kurt Knaus  
David Morrison • Bernie Pupo • David Shewmon

# FINANCIAL SUMMARY

## 2021 Year End Balances

Operations Account ..... \$ 2,241.38

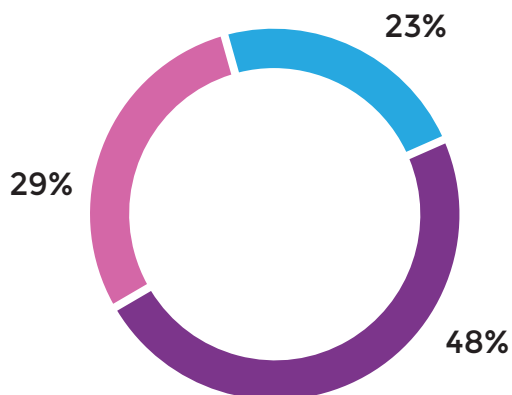
Projects Account ..... \$ 5,160.51

Grant Funding ..... \$ 2,442.00

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Total ..... \$ 9,843.89

## 2022 Funding Allocation



### 2022 Funding Allocation

- General Operations (\$ 2,241.38)
- Historic Marker Project (\$ 2,857.00)
- Security-Related Projects (\$ 4,745.51)

# VIRTUAL TOWN HALL EVENTS

This year, MAC partnered with Friends of Midtown (FOM) and the Historic Harrisburg Association (HHA) to host two-day Virtual Town Hall events focused on development projects within the greater Midtown neighborhood on two separate occasions. The purpose of the events were to connect developers and residents to enable two-way communication about projects that are in various stages of the development process. Through our collaboration with FOM and HHA on these events, we were able to inform the community about each project and provide important feedback directly to the developers. The town halls included the following developers and projects:



## February 4th

1507 N 3rd St (Carpets & Drapes Building).....Nathan Foote  
Capitol Heights Redevelopment ..... Chris Bryce  
Salvation Army Building..... Jonathan Bowser, Integrated Development Partners

## February 8th

320 Reily St ..... Doug Neidich, Greenworks Development  
430 Reily St ..... Kevin Baird, 400 Reily Street Management LLC

## October 26th

MarketPlace .....Matt Long, HCI / Chris & Erica Bryce  
320 Reily St .....Doug Neidich, Greenworks Development

## November 4th

Salvation Army Building..... Jonathan Bowser, Integrated Development Partners  
Bethel Village ..... Ryan Sanders, RB Development

# PRIMARY ELECTION DEBATE SERIES



- Friends of Midtown • Midtown Action Council •
- Who's Running for Office •

## HARRISBURG PRIMARY ELECTION DEBATE SERIES

Join FOM, MAC, and WRFO for four nights of virtual debates leading up to Harrisburg's primary elections. All events will run from 7 PM to 9 PM and will be held via Zoom and streamed on Facebook Live.

WEDNESDAY	WEDNESDAY	WEDNESDAY	WEDNESDAY
4/21	4/28	5/5	5/12
Meet the Candidates	City Council Debate	School Board Debate	Mayoral Debate



This year, MAC partnered with Friends of Midtown (FOM) and Young Professionals of Color (YPOC) to host a series of candidate debates for offices within the City of Harrisburg ahead of the 2021 Primary Election. The debates were wildly successful and exceeded expectations with overwhelmingly positive reviews, extensive coverage by local news outlets, and more than 10,000 views of the debates after posting online. We are proud to have supported the debate series and encouraged by the strong community interest and investment in the local election we witnessed this year.



# VERBEKE STREET MEDIAN CLEANUP





# HOLIDAY STREETLIGHT DECORATIONS





# 2021 ACCOMPLISHMENTS

## First Quarter (January - March)

- **Annual Meeting** - MAC holds its 2021 Annual Meeting virtually with Special Guest, Myrtle McDuff
- **Midtown Development Town Halls** - MAC Co-Hosts the first of two Virtual Town Halls surrounding development projects in Midtown
- **Strategic Planning** - MAC launches a strategic planning initiative

## Second Quarter (April - June)

- **Candidate Debates Series** - MAC Co-Hosts a virtual candidate debate series ahead of the Primary election
- **Verbeke Median Cleanup** - MAC volunteers collect trash and pull weeds from the Verbeke Street Median
- **Midtown Yard Sale** - MAC plans and promotes the annual Midtown Yard Sale

## Third Quarter (July - September)

- **Facebook Group Page** - MAC creates a new Facebook Group Page to improve its communication and outreach to the neighborhood
- **Historic Marker Updates** - MAC used grant funding to update and install two historic marker exhibits (Kunkel Building and The Civic Club of Harrisburg)

## Fourth Quarter (October - December)

- **Midtown Development Town Halls** - MAC Co-Hosts the second of two Virtual Town Halls surrounding development projects in Midtown
- **Holiday Streetlight Decorations** - MAC partners with the City to create and hang holiday bows on streetlights throughout the Historic Midtown neighborhood
- **Holiday Decorating Contest** - MAC partners with Friends of Midtown to plan and promote the annual Midtown Holiday Decorating Contest

## IN MEMORIAM

### John C. Bircher, III

November 20, 1944 - August 16, 2021

The Historic Midtown Neighborhood lost a life-long resident and one of its greatest advocates this year. John Bircher, who proudly served on the MAC Board of Directors for many years, was the true definition of a "good neighbor" and exemplified what makes Historic Midtown such a wonderful place to live. Always willing to lend a hand or provide exactly the right tool to perform the specific task at hand, John went out of his way to help his friends and neighbors.



While serving on the MAC Board of Directors, John was a master at finding solutions and workarounds to make lasting improvements to our neighborhood despite limited resources. For example, he was instrumental to the success of the Graffiti Removal Task Force by loaning his personal power washing equipment and technical expertise.

Our neighborhood is stronger today thanks to his dedication, generosity, and kindness given each day of his life. Although he will be missed greatly, our memories of John Bircher will always be remembered by MAC and the Historic Midtown Neighbors.

