

**DOVER TOWNSHIP
INDUSTRIAL COMMERCIAL DEVELOPMENT COMMITTEE
MINUTES
AUGUST 27TH, 2025**

The Dover Township Industrial Commercial Development Committee (I/CDC) Meeting for August 27th, 2025, was called to order at 4:02 PM by Industrial/Commercial Development Township Chairperson Brian Caden. The committee members present were James Turnure, Dave Wolverton, and Emily Miller. Ashley Spangler Jr., Anthony Sarago, and Kim Hogeman were absent with prior notification. Also, in attendance was Stephen Parthree, Township Supervisor; Cindy Snyder, Borough Council Member; Laurel A. Oswalt, Township Manager, Kristina Rodgers, Assistant Township Manager; and Brooke Searce, Township Secretary. There were 2 members of the public present.

APPROVAL OF MEETING MINUTES FOR JULY 23RD, 2025

Motion by D. Wolverton and seconded by J. Tunure to approve the June 25th, 2025, Industrial Commercial Development Committee meeting minutes as presented. **Passed** with 4 ayes.

PUBLIC COMMENT

No comments were offered.

BUSINESS ASSOCIATION UPDATE

B. Caden stated DABA attended National Night Out and the cotton candy machine was a success. The next mixer will be held on October 16th from 6-8 PM at Mt Zion Off Road. He also noted that the next DABA meeting will be on September 11th at Dover Valley and the speaker will be Chalet Harris, the Township Parks and Recreation Director.

Brenden Salyards, YCEA - Presentation on Placer.ai Data Collection

B. Salyards stated that he provided the committee with a general analysis with Placer.ai which is a tool YCEA has purchased to allow them to access cell phone location data. He provided a power point which includes general information from Downtown York and specific examples from Dover. Generally speaking, 97% of Americans have a cell phone and 90% have a smart phone with one or more apps on their phones. 84.1% of Pennsylvanians have a smart phone but this rate varies by region. However, 87% of York County Residents have a smart phone. Placer.ai is a foot-traffic analytics software that uses cell phone data to understand how visitors, employees and residents move through an area. App users agree to terms and conditions allowing Placer.ai to package and sell their data. The data is anonymous and aggregated to protect user privacy. Restricted sites and vulnerable populations are blacked out from the site. Place.ai is available by annual subscription based on the size of an organization. YCEA used private donations to subscribe to Placer.ai for the first time in January 2024 to help measure the impact of events, explore other uses and make this otherwise expensive platform more widely available to York businesses and nonprofits.

B. Caden questioned if the data still pulls when selecting “only allow when app is in use”.

B. Salyards stated that he is unsure and that he’d have to go back and ask Placer.ai.

B. Salyards provided visitation numbers for Downtown York. He stated that since 2018, Downtown York hosted 29.4 million visits. Although visitation has increased steadily since 2020, they still have not regained pre-pandemic visitor levels. He provided a list which includes the top 9 most popular destinations in Downtown York as well as the largest group of visitors. The largest group of visitors to the Downtown York area are area residents. Although only 9% of visitors to Downtown York are tourists, Downtown York is the most powerful tourist asset in York County hosting 1,664,900 tourist visits since 2018. The average Pennsylvania tourist spends \$419.00 per visit. Downtown York is at the heart of an estimated \$698 million in tourist consumer spending in the past 7 years or \$155 million in 2024 alone. Since the reopening of the Yorktowne Hotel in 2023, it has hosted 312,750 visits from 80,700 visitors. These visitors patronized 601 other businesses across the region. Overnight hotel guests made 55,136 visits to the 13 most popular dining options for guests. Since 2018, Penn Market has hosted 273,200 visits with 22,800 visitors. Penn Market has expanded its customer base while still serving locals. The Rock the Country concert was held on Friday, May 30th and Saturday May 31st. On Friday, there was a total of 30,518 visitors and on Saturday a total of 38,119. Since the opening of Wawa in Dover Township in December of 2024, Wawa has been visited 472,291 times and the average customer stays for 14 minutes. Customers come from a multi-state regional but 48% live within 3 miles of Wawa. In the past 12 months, Eagle View Park has been visited 16,908 times by 5,239 visitors and the average visitor stays for 29 minutes. 63% of the visitors live within 3 miles of the park and 8.5% of the visitors go to a convenience store after the park. Day 1 of Dover Days at Brookside Park had 1,038 visitors within an average stay of 69 minutes. Dover Days attracts families from throughout York County, not just Dover Township. Over the course of 7 years 197,177 customers have visited Moonlight Café for a total of 16,431 visits each year. On average, visitors come once a year. 68% of customers live 3+ miles from Moonlight and 10,969 of the visits were from tourists traveling 50+ miles.

B. Caden stated that as a business owner, this is great data to have.

B. Salyards stated that a business owner may have some data based on their register system if they are paying with credit card but seeing where the consumer came from and went to after is not information that they would have. YCEA pays for Placer.ai annually, and it is a hefty expense. They are trying to present business contracts at various levels and rates for business owners who would like to have this information.

E. Miller questioned whether there is data that could be acquired from Placer.ai to show us what we need more within the community.

B. Salyards stated that those features are currently being developed by Placer.ai now. YCEA has a good relationship with the developers of Placer.ai and within the past weeks, they just released a market tool that attempts to put all the businesses in a category and say how they are doing. It is still too early to see how valuable that will be.

J. Turnure stated that during this presentation, he found that this tool would be useful as you see population shifts within municipalities.

Manager Oswalt stated that the Township has talked about it from the aspect of seeing where people are viewing the fireworks from and how many people are at each location for the fireworks. It has also been discussed to gather data based on the Drum and Bugle show that was held at the Middle School to see where attendees were coming from. These larger Recreation Events are more revenue generating and can also bring customers to area businesses while visitors are in the Township.

S. Parthree questioned how much YCEA is charging municipalities to use Place.ai.

B. Salyards stated that businesses are being charged \$2,500.00 but for a municipality it is only a couple hundred dollars.

S. Parthree stated that he would like to see data based on where Dover Residents are going outside of Dover Township.

B. Salyards stated that they would be able to see for a specific business outside of Dover Township. They cannot trace residents specifically to see exactly where they are going.

Manager Oswalt questioned whether Placer.ai is used by Rock for their leakage reports.

E. Miller stated that they have been using census data for many years.

COMPREHENSIVE PLAN ACTION ITEMS

Work Force Development Training Update and Discussion of Next Steps

B. Caden stated that he and the Township Manager had a call with New Hope.

Manager Oswalt stated John McLucas reached out to Emily Miller trying to schedule dates and times for New Hope to come in and see the facility so we could determine what kind of space they needed.

E. Miller stated that after school hours would be best to see the facilities available. It will be a little harder to book a facility without significant notice.

Manager Oswalt stated we would like to have the training this fall but due to the late notice spring is more likely.

B. Caden stated that New Hope was open and willing to partner to provide the training.

DEVELOPMENT UPDATE

Manager Oswalt stated that there is no development update at this time but noted that there will be a special meeting held on September 29th regarding the Hines Warehouse Project. The Board will hold a special meeting on this specific topic. The topic will be to consider approval of the preliminary plan. She also noted that on Monday the Board had a liquor license transfer hearing from Penn Township to Dover Township for Wawa Inc site.

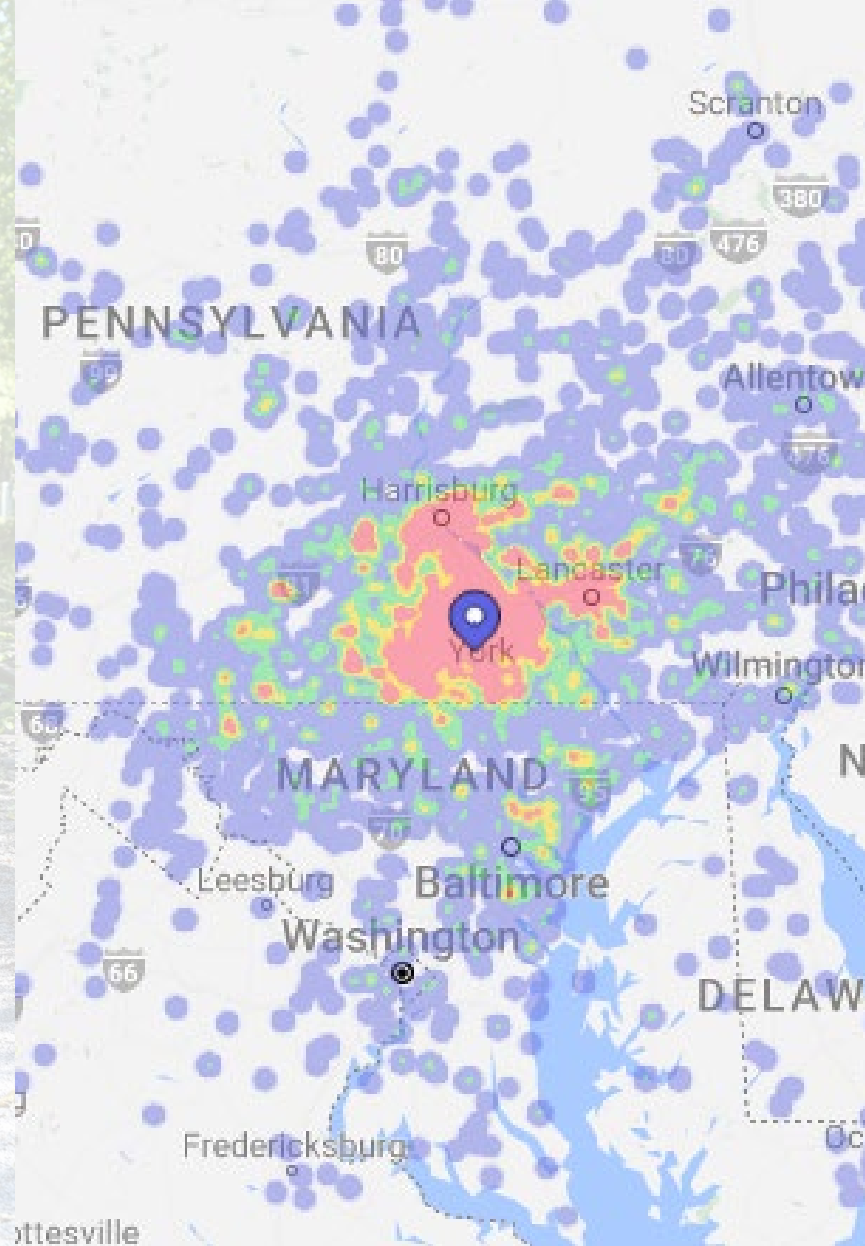
With no further business, the meeting was adjourned at 4:53 PM by Chairperson Brian Caden.

Respectfully submitted by: Brooke M. Searce

Brooke M. Searce, Township Secretary

Using Cell Phone Data to Understand Visitation in York County

Brendan Salyards
Manager, Economic Initiatives & Analysis
York County Economic Alliance

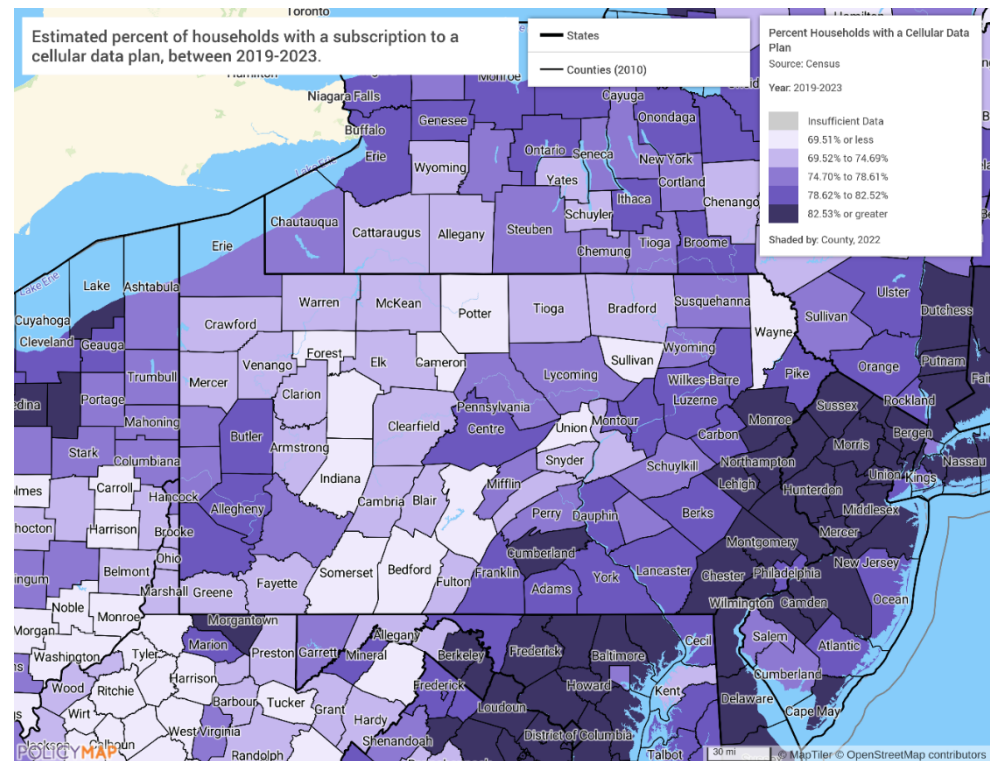


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Cell Phone Analysis

- 97% of Americans have a cell phone and 90% have a smart phone with one or more apps (Pew)
- Another 44 million Americans will use smart phones by 2040 reaching nearly 100% use (US Census)
- 84.1% of Pennsylvanians have a smart phone, but this rate varies by region:
 - 70.8% of Cameron County residents
 - 87% of York County residents
 - 90.3% of Chester County residents





Cell Phone Analysis



Placer.ai



ZARTICO

Precisely

PlaceIQ



QlikSense



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Placer.ai

- Placer.ai is a foot-traffic analytics software that uses cell phone data to understand how visitors, employees and residents move through an area.
- App users agree to terms and conditions allowing Placer to package and sell their data.
- Data is anonymous and aggregated to protect user privacy. Restricted sites and vulnerable populations are blacked out from the site. Individuals cannot be tracked.
- Used by hundreds of public and nonprofit entities, including libraries, tourism bureaus, and downtown organizations, etc. to better serve residents and visitors.
- Placer is available by annual subscription based on size of organization.
- YCEA used private donations to subscribe to Placer for the first time in January 2024 to help measure the impact of events, explore other uses and make this otherwise expensive platform more widely available to York businesses and nonprofits.





- Total visitation by day, month or year for past 7 years
- Visitor comparison with other POIs, including:
 - total visitation
 - total dwell time
 - visit frequency
- Market landscape heat map at any scale
- Visitor demographic estimates for:
 - Ethnicity, age, gender
 - Median household income
- Visitor Journey for any timeframe including:
 - Top 50 POIs visited prior to site visit
 - Top 50 POIs visited following visit
- Visitor “favorite places”
 - Top 10 locations your audience visited during a defined timeframe

Analysis available for:

- Businesses
- Custom POIs
- Parks, trails, open space

No geographic restrictions





Downtown York

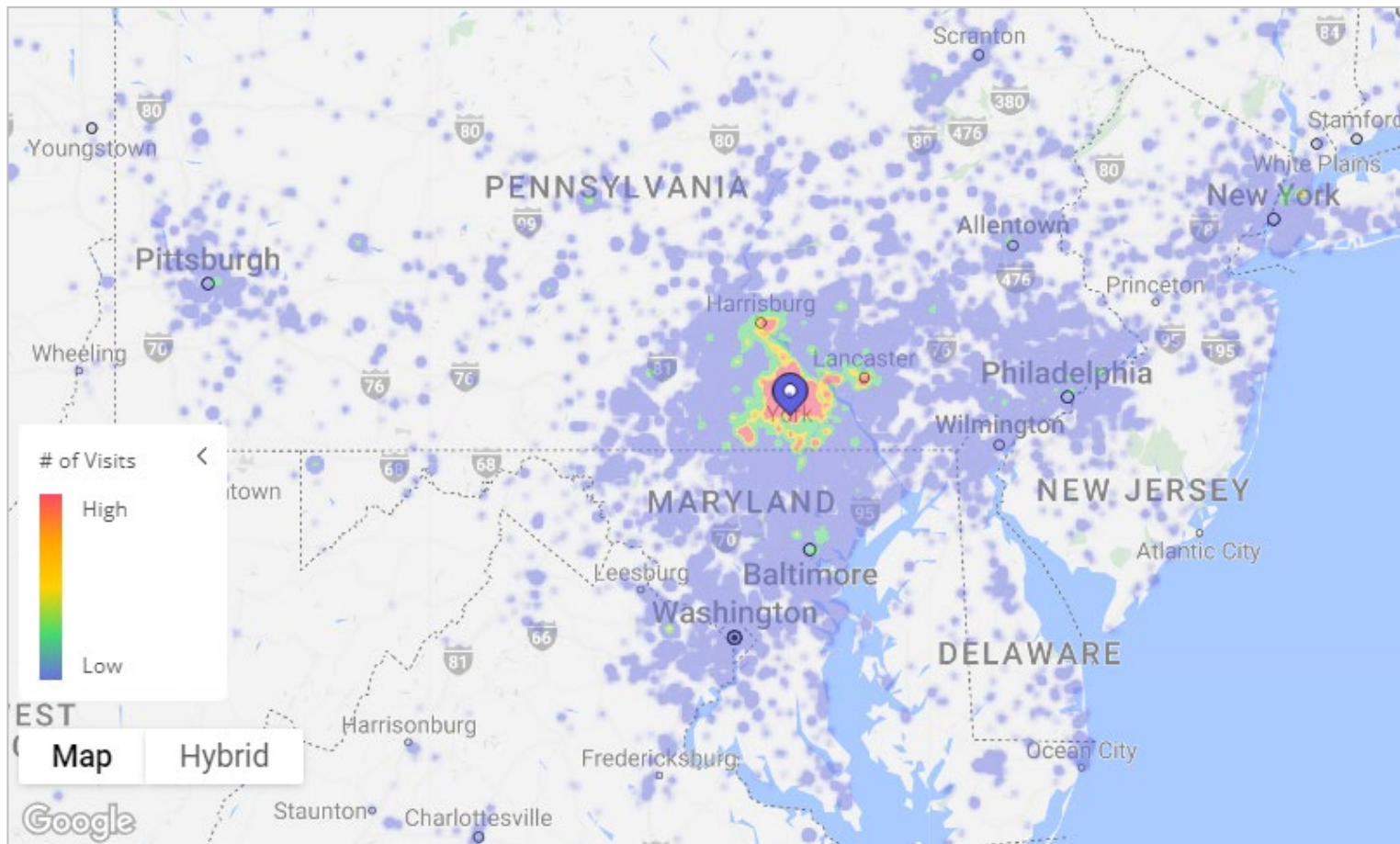
Since 2018, Downtown York hosted 29.4 million visits. Although visitation has increased steadily since 2020, we have still not regained our pre-pandemic visitor levels.

Year	Visits	Visitors	Frequency
2018	4,900,000	966,600	5
2019	4,890,000	949,300	5.2
2020	2,909,000	647,100	4.5
2021	3,610,000	758,000	4.7
2022	4,105,000	855,400	4.7
2023	4,499,000	917,200	4.9
2024	4,501,000	905,400	4.9





Downtown York



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Downtown York

What are the top 9 most popular destinations?

#1 McDonalds!

#2 White Rose Bar & Grill

#3 WellSpan Park

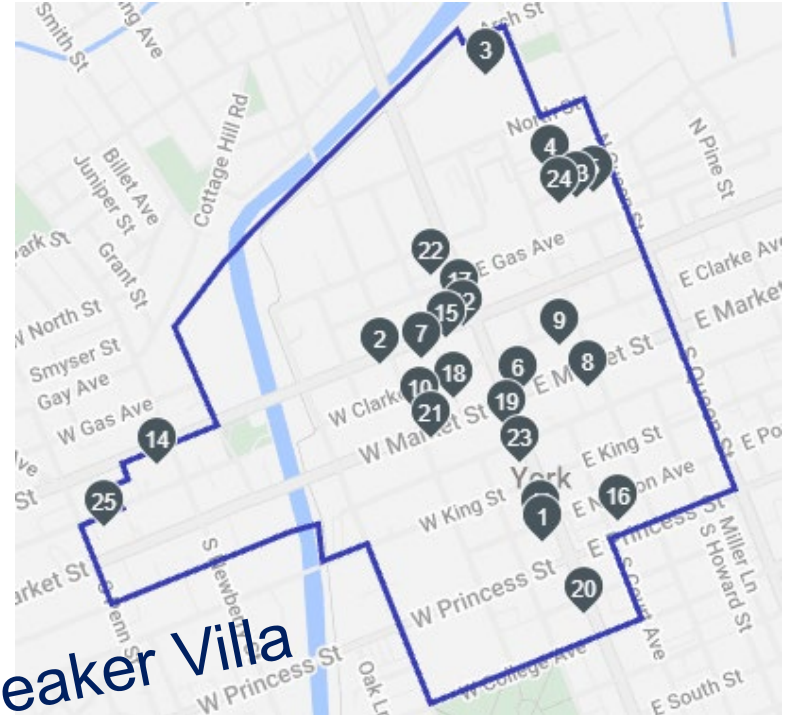
#4 C-Town / Yorktown Mall

#5 Central Market

#6 Yorktowne Hotel

#7 Holy Hound

#8 DTLR / Sneaker Villa
#9 Appell Center



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Downtown York

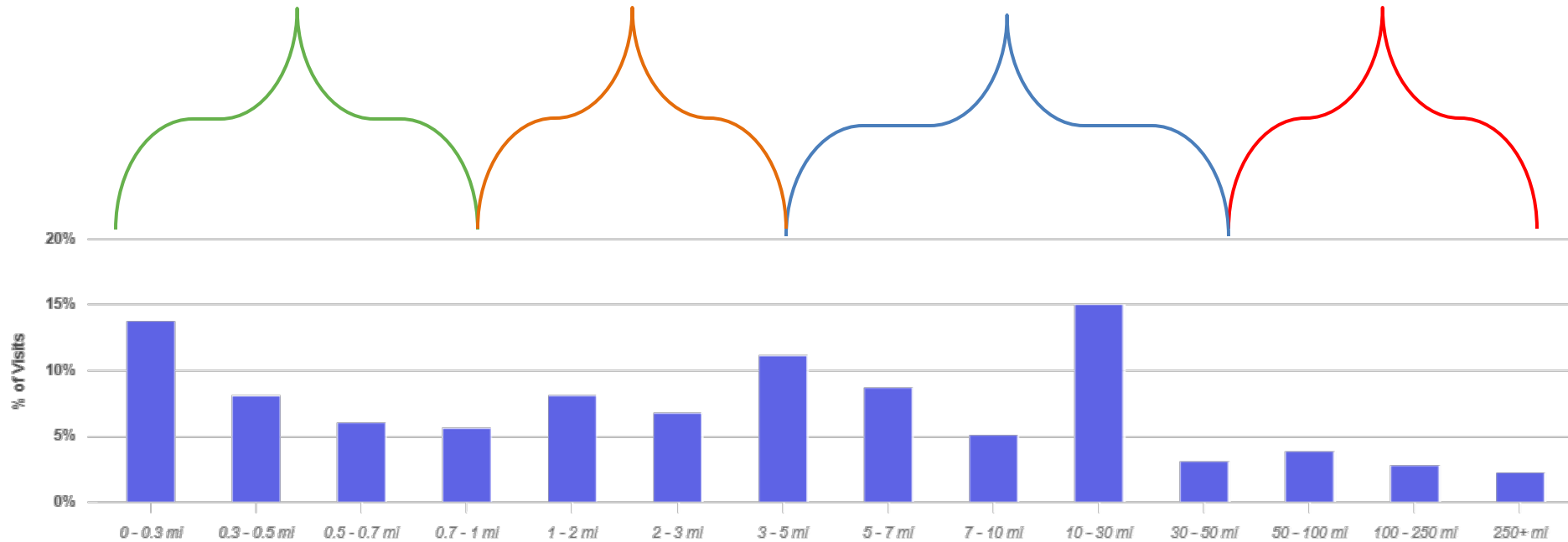
Largest group of visitors to Downtown York are city residents.

City Residents
(33%)

York Metro
(26%)

Regional
(32%)

Tourism
(9%)



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Downtown York

Although only 9% of visitors to Downtown York are tourists:

Downtown York is the most powerful tourist asset in York County, hosting 1,664,900 tourist visits since 2018.

The average Pennsylvania tourists spends \$419/visit.

Our Downtown is at the heart of an estimated \$698 million in tourist consumer spending in the past 7 years, or \$155 million in 2024 alone.

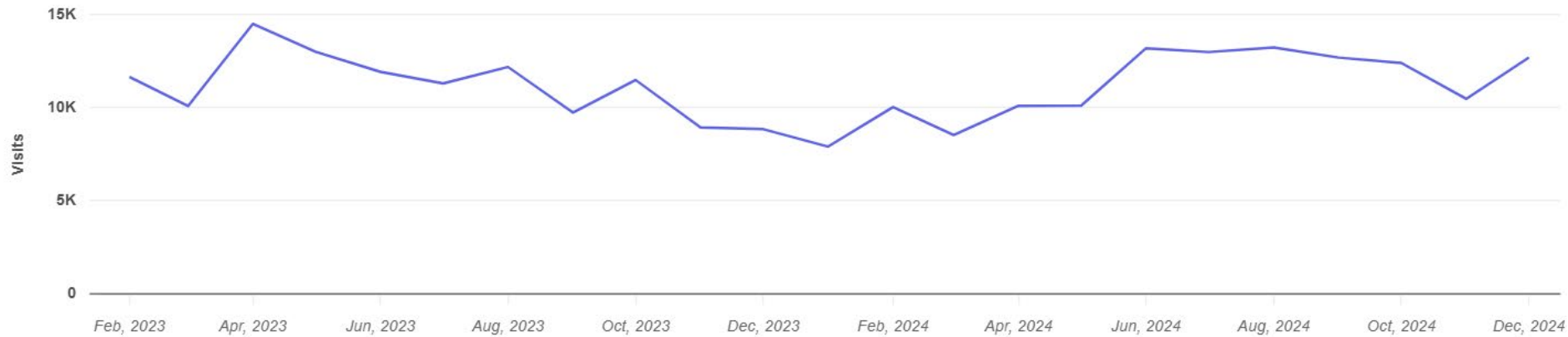


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Yorktowne Hotel

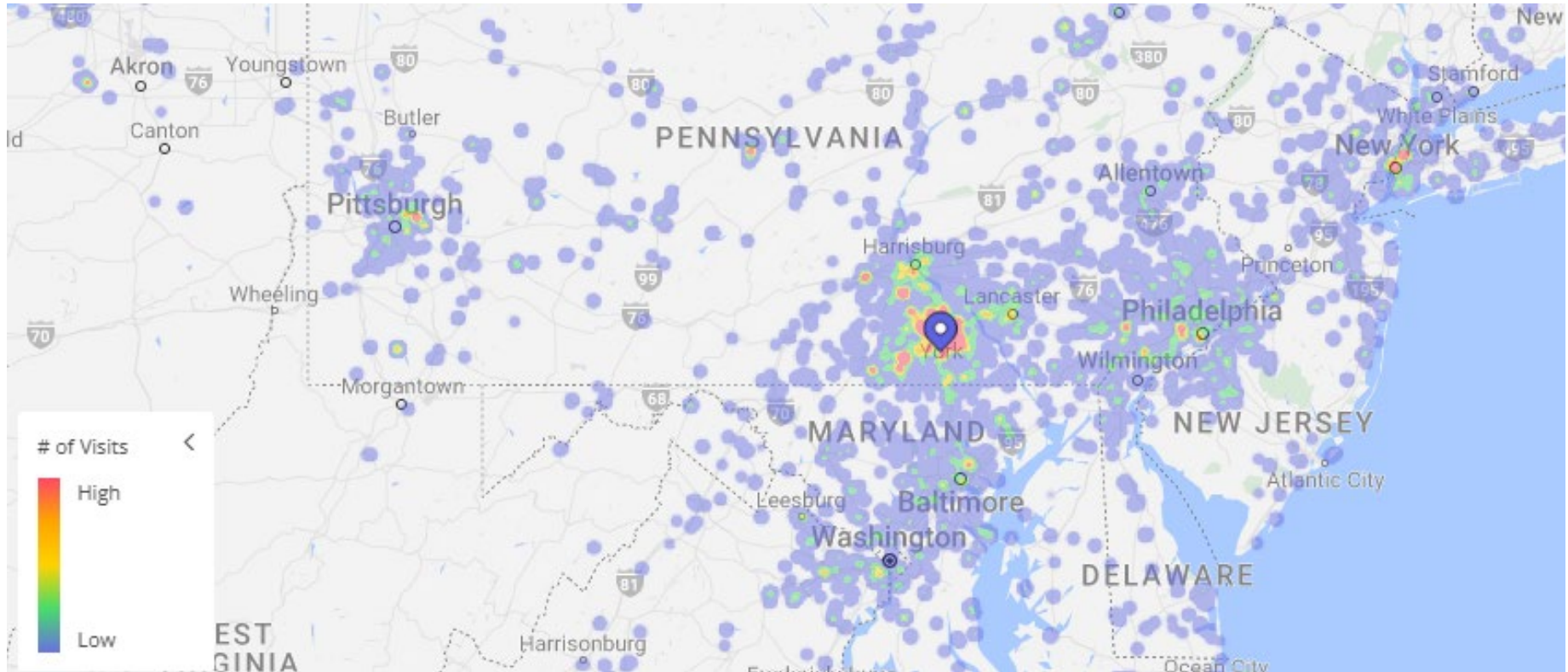
From its reopening in 2023, the Yorktowne has hosted 312,750 visits from 80,700 unique visitors.



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Yorktowne Hotel

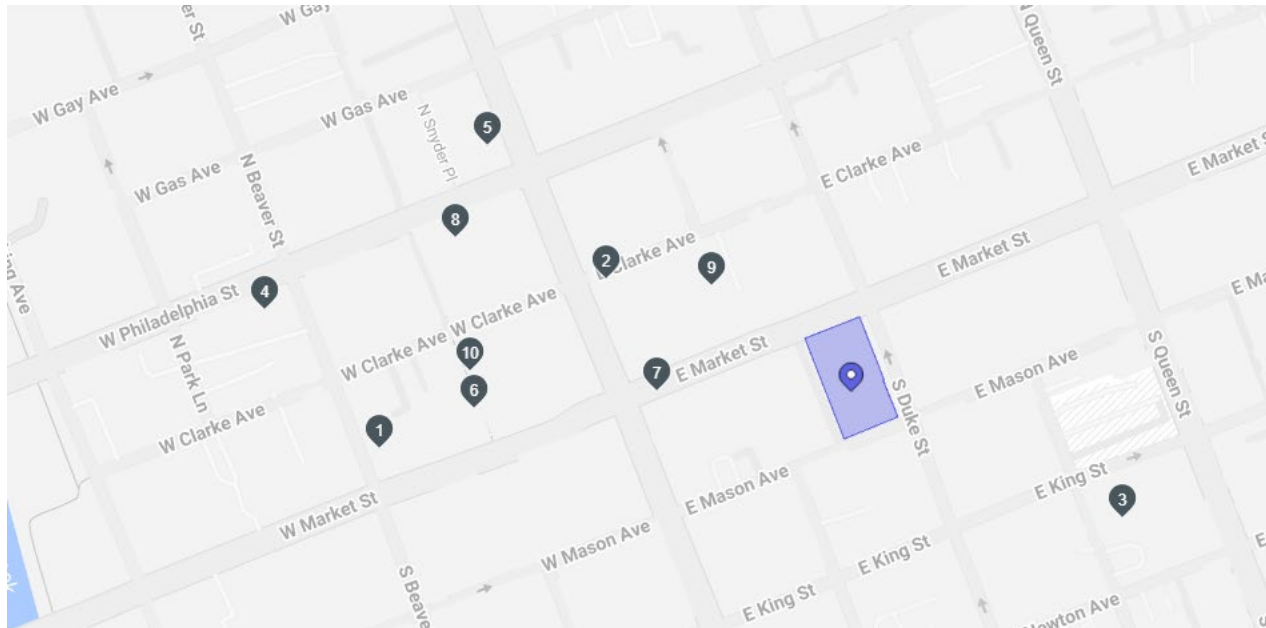


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Yorktowne Hotel

These visitors patronized 601 other businesses across the region. The top 10 destinations for YTH visitors are all in Downtown York:



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Yorktowne Hotel

Overnight hotel guests made 55,136 visits to the 13 most popular dining options for guests.

We “leaked” 34,000 patron visits to 20 dining options outside the downtown.

Name	Total Visits
White Rose Bar & Grill	8,629
The Fig & Barrel Pub	8,464
The Handsome Cab	5,859
McDonald's	5,711
Revival Social Club	5,146
Collusion Tap Works	4,888
Holy Hound Taproom	4,645
Roost	2,923
Archetype Pizza	2,183
Granfalloon's Tavern	2,139
Mesa Moreira	1,633
Gift Horse Brewing	1,069





Yorktowne Hotel

Grilled Caesar: \$14

Manhattan: \$11

= \$25

8,629 visits X

\$25/visit

= \$215,725

YTH guests spent an
estimated \$215,000 at
White Rose.



WHITE ROSE
BAR & GRILL



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Penn Market





Penn Market

Since 2018, Penn Market has hosted 273,200 visits by 22,800 visitors and has recovered from the pandemic.

Year	Visitors
2018	44,121
2019	38,686
2020	29,491
2021	31,332
2022	39,474
2023	46,664
2024	43,441

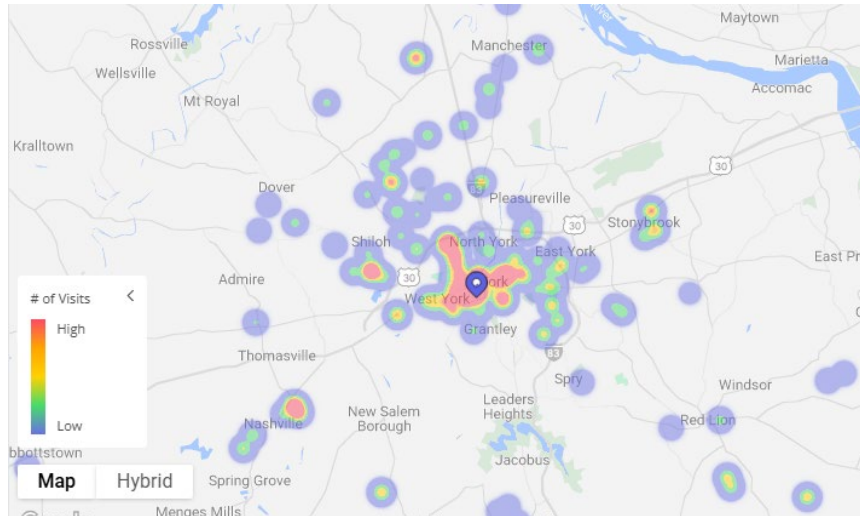




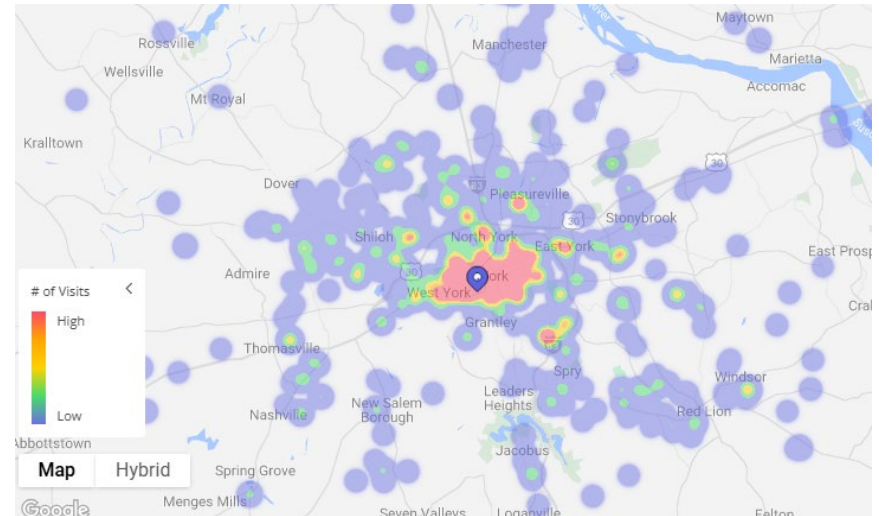
Penn Market

Since 2018, Penn Market has expanded its customer base, while still serving locals.

2018



2024



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Penn Market

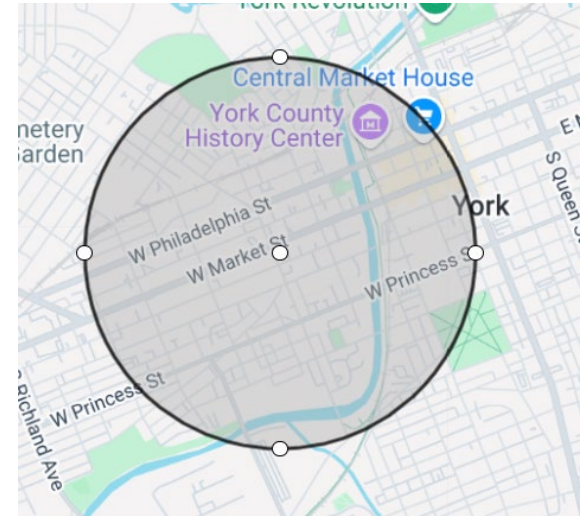
In 2024, 22% of all market visits came from residents living within 1/2 mile.

69% of all visits came from people living within 3 miles of market.

Downtown/city employees matter:

23% of all visits come from those working within a mile of market.

4.42% of visits are from tourists, amounting to an estimated 1,877 tourist visits in 2024 alone.



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Rock the Country

A FESTIVAL FOR WE THE PEOPLE

ROCK^{THE} COUNTRY

★ ★ ★ ★ ★ 2025 ★ ★ ★ ★ ★

KID ROCK ★ NICKELBACK
LYNYRD SKYNYRD ★ TRAVIS TRITT

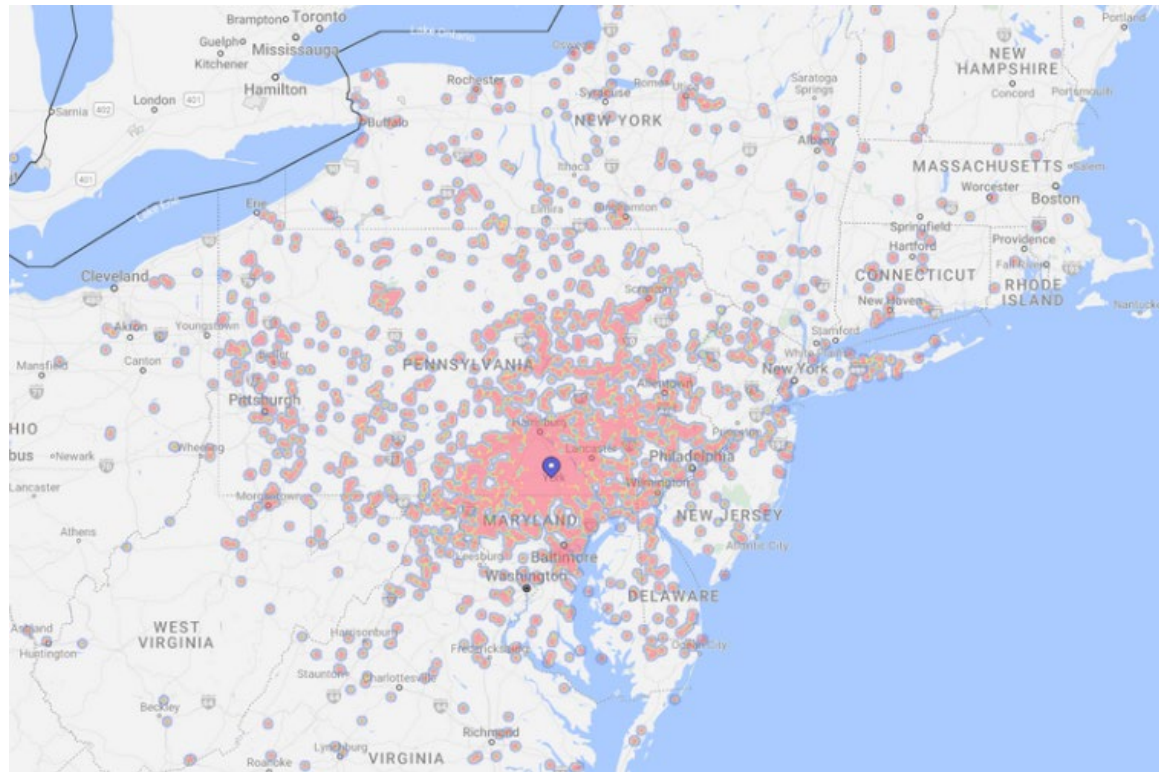
GAVIN ADCOCK · OLE 60 · MARK CHESNUTT · SAMMY KERSHAW
NEAL MCCOY · LITTLE TEXAS · HUDSON WESTBROOK · LOGAN CROSBY

HOUSE PARTY SETS BY AFROMAN

YORK, PA ★ MAY 30-31
★ ★ YORK EXPO CENTER ★ ★



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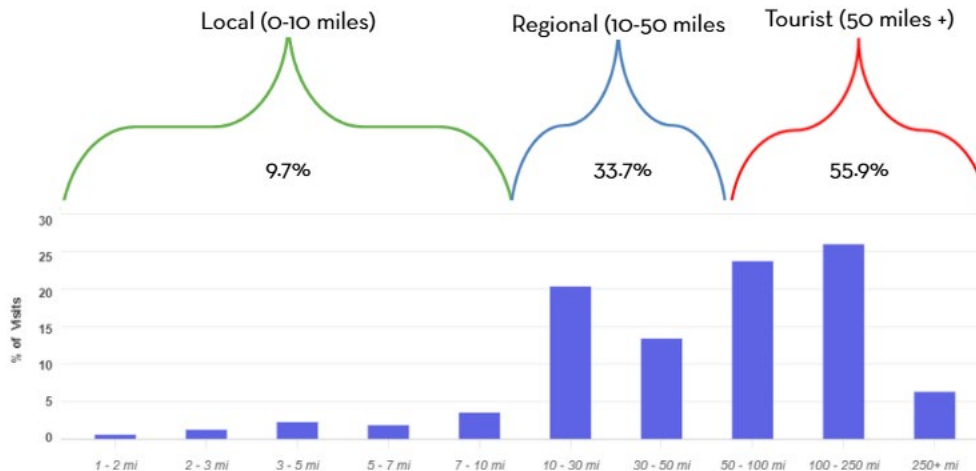
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Rock the Country

Day	Visitors
Friday, May 30 th	30,518
Saturday, May 31 st	38,119

44,253 total unique visitors attended the event



24,737 tourist visits
= \$10,364,982

14,913 day trips
= \$2,072,943

\$12,437,925 in off-site
spending plus onsite
revenue
= more than \$13 million



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Rock the Country

Name	Zip Code	Total Visits
U Tote M	17404	4553
Marco's Pizza & Sweet Shack	17404	2050
Best Western Plus Heritage Rail Inn & Suites	17403	1493
Home2 Suites York	17402	1328
Robburitos	17404	1253
Rutters	17404	1156
Days Inn & Suites York	17402	1102
West York Inn	17404	1089
Homewood Suites by Hilton York	17406	1038
Dollar General	17404	943
Wyndham Garden York	17408	912
The Yorktowne Hotel	17401	843



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Rock the Country

4,553 visits to U-Tote-M Beer Distributor
X \$25 per customer = **\$113,825 in revenue in two days**





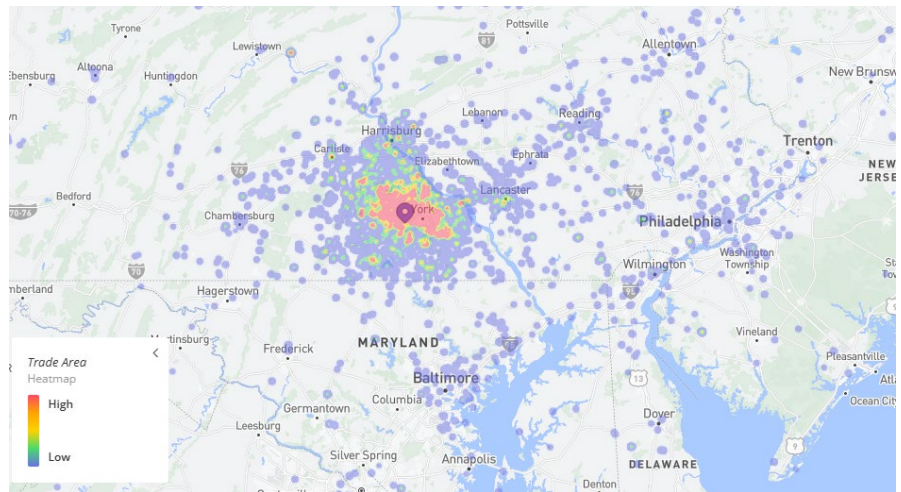
Dover Township's Wawa

Since December 2024, the Wawa has been visited 472,291 times.

The average customer stays 14 minutes.

The average customer has visited 4.66 times.

Customers come from a multi-state region, but 48% live within 3 miles of the Wawa





Eagle View Park

In the past 12 months, the park has been visited 16,908 times by 5,239 visitors.

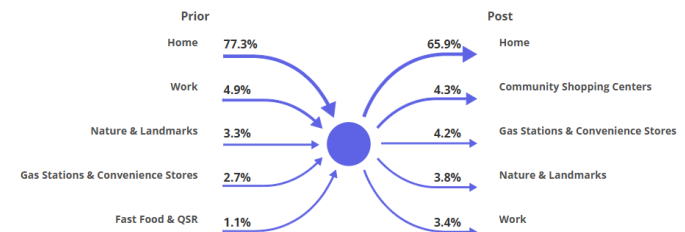
The average visitor stays 29 minutes.

The average visitor has visited 3.23 times.

The park is used year round, with peaks in spring and summer.

63% of visitors live within 3 miles of the park

8.5% of visitors go to a convenience store after the park



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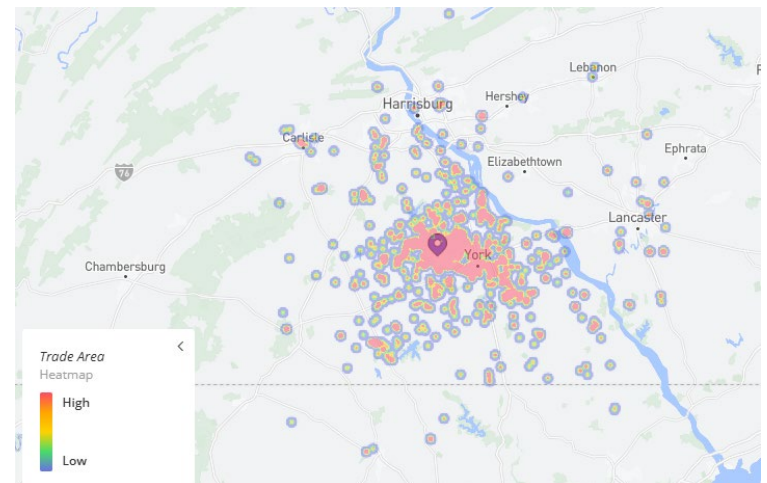
Dover Days at Brookside Park

Day 1 at Brookside: 1,038 visitors with an average stay of 69 minutes.

Dover Days attracts families from throughout York County—not just Dover Township

After Dover Days, visitors made 942 visits to businesses in the area, including:

- 89 visits to Giant and other businesses in Dover Marketplace complex
- 73 visits to Stauffers of Kissel Hill
- 39 visits to Shiloh Family Restaurant
- 132 visits to 3 area Rutters





Moonlight Café (7 years totals)

197,177 customer visits or an average of 16,431 visits each year.

On average, visitors come once per year.

68% of customers live 3+ miles from Moonlight and 10,969 of the visits were from tourists traveling 50+ miles.

Before and after a Moonlight visits, customers are likely to patronize another business along the Route 74 corridor (visitor map on right).

Moonlight brings people into Dover Township and other business benefit.

