

POTTSTOWN AREA INDUSTRIAL DEVELOPMENT
2020 Annual Report

I Pick
Pottstown!
Pioneers of the Good Life.

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FROM THE EXECUTIVE DIRECTOR

In 2020, Pottstown Area Industrial Development, Inc. (PAID) had two milestone anniversaries.

It had been 55 years since the organization's Articles of Incorporation were written to establish PAID and 10 years since the Memorandum of Understanding (MOU) between the Borough, The School District and The Redevelopment Authority was executed. The purpose of the MOU was clear: "to implement and empower a single primary economic development delivery system to develop, coordinate, and implement an overall economic development strategy for the Borough of Pottstown". It was to be a year of anniversary celebrations, then Pottstown, like the rest of the world, fell victim to COVID-19. In a matter of hours on March 12, 2020, the economic development of Pottstown hit a wall and the immediate needs of the business community looked entirely different than the day before.

The resiliency of the business community was amazing to watch. PAID was proud to offer whatever support we could through distilling the flood of information that was meant to help but, in many ways, was overwhelming. In addition to businesses figuring out how to operate and continue to employ as many people as possible, they also acknowledged the fact that others in the community needed help. There was a collective message of "Let's make sure our families in Pottstown are fed, our hospital workers are taken care of while they are caring for the sick, let's make sure our police, fire, and EMS squads are thanked for the herculean task at hand and let's see how we might partner with other businesses to help all of us make it through."



As businesses made daily adjustments to operating during a pandemic another chronic illness demanded it could no longer be ignored. Inequality and injustice were brought to the forefront by painful images and instances from around the Country. The Pottstown Community took to the streets and supported open dialogue to increase understanding. Our organization is learning. PAID is committed to combating all forms of systemic oppression through our economic and revitalization efforts. We will continue to work towards changing the current system that is disadvantageous to many based on their race, ethnicity, sexuality, and class, and create one that is equitable and inclusive of minority groups. We acknowledge that there is work to be done to ensure inclusivity, and we pledge to gain knowledge to do all that we can to breakdown barriers and to use that knowledge to invoke change.

Although the celebrations for our 55th and 10th anniversaries did not take place as planned, there is much to celebrate. This Annual Report serves as a retrospective of our past and PAID's commitment to the future.

Peggy Lee-Clark



"In addition to businesses figuring out how to operate and continue to employ as many people as possible, they also acknowledged the fact that others in the community needed help."

— PEGGY LEE-CLARK, Executive Director

LOOKING BACK...

10 YEARS OF GROWTH IN POTTSTOWN

2010

Reorganization of PAID and establishment of Memorandum of Understanding (MOU) to commit to the establishment of a leader for economic development and revitalization in the Borough



2011

Hiring and appointment of first PAID Executive Director

2012



VideoRay purchases and establishes headquarters in the former Levitz building



Montgomery County Community College opens new university center at 95 South Hanover Street



Sly Fox Brewing Company begins brewing in Pottstown

2013



Haggerty Steel purchases vacant lot at 380 Circle of Progress Drive with plans to construct the first new building in the Airport Business Campus in about 20 years



Patient First commences construction on new medical center at 119 Shoemaker Road



Manatawny Still Works begins construction of craft distillery at 320 Circle of Progress Drive

Geemacher, a stainless steel keg manufacturer at 31 Robinson Street, commences establishment of production line

2014



Precision Polymer purchases a building at 824 Queen Street adjacent to its existing headquarters and plant

Tompkins Insurance opens at 258 East High Street

Lankford Acquisitions Company relocates the operations of **Heritage Coach Company** to 405 Keystone Boulevard

2015



Renovations begin at the long-vacant Pottstown Nipple Works located at 412 Laurel Street, and is leased to **Laticrete International**



331 Circle of Progress Drive is purchased and undergoes substantial renovations to provide warehouse and distribution facilities for **Sly Fox Brewing Company**



Lily's Grill opens its doors and quickly becomes a favorite dining spot

2016



Tompkins VIST Bank opens full-service bank at the previous Tompkins Insurance location at 258 East High Street

2017



I Pick Pottstown campaign officially launches



PAID facilitated the introductions to **Montco Tech, LLC & Constantine Properties** that facilitated the purchase of New York Plaza, PNC, and the Ellis Mills building



The historic **Pottstown Roller Mill** underwent a complete renovation after being purchased by the Zimrick Group. The original grist mill building was built in 1725, and in 1974, became the second Pottstown building to be placed on the National Register of Historic Places. In 1972, the building was flooded and the business relocated to a new site along Industrial Highway where it now sells a variety of lawn, animal and garden supplies.

In early 2019, the Zimrick Group, acquired the property and began a total renovation, including new heat pumps, windows, hardwood floors, kitchens with new appliances and granite countertops, and a new elevator. The building is now laid out for both personal and commercial use; with two commercial units and 12 apartments.

2018



Cedarville Engineering, a woman-owned civil and environmental engineering firm, relocated from Chester County to the top floor in the building at 159 East High Street

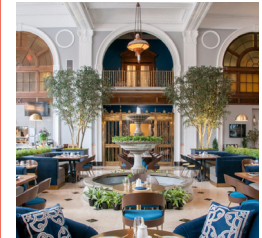


Turn5 moves from location on Circle of Progress Drive to Robinson Street, giving them space for a new, innovative call center

Hard Hat Services moves to a 12,000 square foot building on Maple Street

2019

Agronomed Pharmaceuticals opens hemp processing plant



19 new businesses pick Pottstown

2020

55!

PAID celebrates 55th anniversary!

RESILIENCE DURING COVID-19

As the COVID-19 pandemic devastated small businesses across the country, the Pottstown business community showed true resilience and grit. Businesses quickly adapted their models so they could continue to operate amidst shutdowns and frequently-changing rules and restrictions. Many of them also jumped into action to support members of the Pottstown community who were facing hardships as a result of the pandemic.

PAID's Response to COVID-19

- Hosted weekly calls with local businesses to share information and provide ongoing information during the initial shutdown
- Assisted 38 Pottstown Borough based businesses in securing \$462,500.00 of grant funding from the Montco Strong Grant Program
- Distributed \$50,000.00 to 23 local businesses through the COVID-19 Relief and Recovery Fund with Pottstown Area Health and Wellness Foundation
- Sent out 59 informational emails updating the business community on rules/regulations
- Sent out 2 major surveys to the community to gauge the impact of COVID-19 on our community

In mid-March, businesses abruptly went from operating normally to closing their doors. The impact of COVID-19 was quickly felt by many, and PAID is proud of the Pottstown business community's resilience in the face of the pandemic.

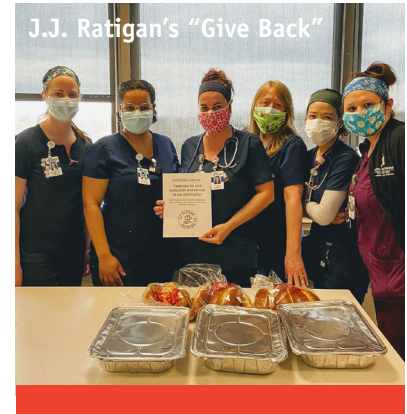
There was so much community outreach by the Pottstown business community during this challenging time, and we have likely missed some businesses. However, we recognize and appreciate all those that have shown kindness and generosity to those in need during the pandemic, and we are proud to have them as part of our community.



Businesses quickly adapted their models so they could continue to operate amidst shutdowns and frequently-changing rules and restrictions.

— COVID-19 Response





Engine Cleaning Technology (ECT), a Pottstown-based manufacturer, quickly jumped into production of a new product, AirCare Hand Sanitizer, for use by businesses operating during the pandemic. This helped many businesses who were struggling to obtain the proper cleaning agents at the height of the initial pandemic shutdown.

J.J. Ratigan Brewing Company immediately launched a Facebook Live “Give Back” series to fundraise for various causes. Their first live stream concert raised funds to provide lunches for Pottstown students, and another to provide meals for the staff of Pottstown Hospital. They also launched a new ale, “Thirst Responder”, with a portion of all sales being donated to Pottstown first responders. **Beverly’s Pastry Shop** also showed support for local healthcare workers by donating baked goods to the staff of Pottstown Hospital as they worked through long shifts

on the frontlines of the pandemic. **Little Italy Pizza** has both provided meals to local children and Pottstown Hospital staff, once donating 95 pizzas to the hospital in one day!

The Alley on High Street created and sold t-shirts, with the tagline “Wash Your Hands”, with all proceeds benefiting the Foundation for Pottstown Education. This allowed the Foundation to provide breakfast and lunch to Pottstown students who rely on school for meals. The first round of t-shirt sales was so successful that The Alley decided to sell a second round of shirts, with those proceeds benefiting the Pottstown Cluster of Religious Communities. **Grumpy’s Handcarved Sandwiches** and **Flavors Deli** also saw the need for food in the community and provided free meals to Pottstown children.

“Although business owners have a healthy competitive spirit with one another, they are all interested in working together to ensure the success of Pottstown as a whole. Whether they reside here or not, they believe they have a responsibility to be part of the community and to be the example.”

— PEGGY LEE-CLARK, Executive Director

Deliah & Dean Market



I Pick POTTSTOWN!



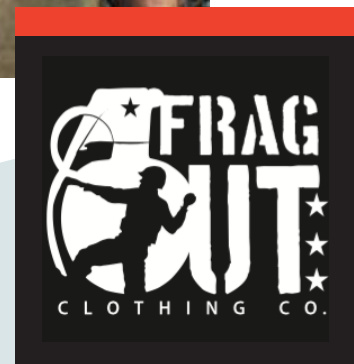
Deliah & Dean, the first of its kind in Pottstown, joined the downtown business community in 2019. They are all about healthy living and have given Pottstown and the surrounding areas access to foods and products that sustain wellness-focused lifestyles and can be challenging to find elsewhere. In addition to a variety of organic, non-GMO, and farm-fresh foods, they sell natural bath and health products and upcycled furniture and gifts, promoting eco-conscious and healthy choices in all areas of life. In October 2020, they were featured in Valley Forge Tourism & Convention Board’s Make It Main Street initiative, which showcases the small businesses that fuel the communities of Montgomery County.

Frag Out Clothing Co.



BUSINESS SPOTLIGHT

Frag Out Clothing Co. is a small custom screen printing company that truly embodies the community-oriented spirit of Pottstown. Veteran-owned, Frag Out's passion is giving back to and supporting the local veteran community. Their goal, as they grow and hire veterans, is to create an environment where veterans can connect and support one another as they transition out of military service.



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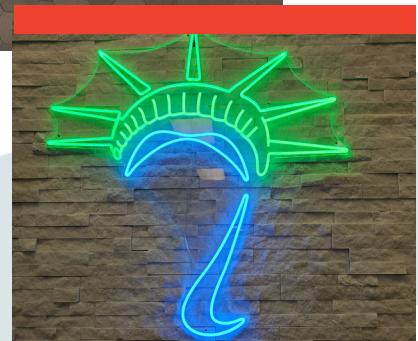
Located in historic downtown Pottstown and officially opening in 2020, Iron Gate Biergarten transformed an empty lot into a family-oriented beer garden serving Pennsylvania-crafted spirits, beers, and ciders. They often partner with downtown Pottstown restaurants to serve food & drink specials, and frequently have live music and events.

Lady Liberty Salon & Spa



BUSINESS SPOTLIGHT

This woman-owned business saw the opportunity and potential for growth in downtown Pottstown and transformed tired office space at 209 East High Street into a beautiful, modern boutique salon. **Lady Liberty Salon & Spa** celebrated their grand opening in September 2020 and offers an array of services, including hair, spray tanning, massages and more.



1432 East High Street Shopping Center

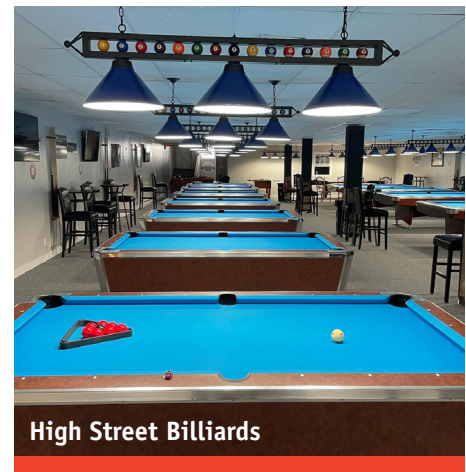


Catalyst Commercial Development coordinated a full spectrum of development activities at this retail center, from deal formation and acquisition to property management, to transform the property. Once aged and neglected, it is now fully occupied and operational and the revitalization has helped generate a significant increase in traffic to the tenants.

2020 NEW BUSINESSES

Despite the challenges of 2020, the Pottstown business community continued to grow and welcome new businesses to the Borough.

- **Acupuncture on Hanover**
Acupuncture and wellness practice
194 S. Hanover Street
- **Bianca's Hair Salon**
429 E. High Street
- **Bootleg Bonanza**
Alternative Toy Gallery/Store/Studio
200 E. High Street
- **High Street Billiards**
Pool/Billiard Hall
232 E. High Street
- **Imprint Beer Company**
Nanobrewery Take-Out Store
300 E. High Street, High Street Terminal
- **Iron Gate Biergarten**
Outdoor seasonal beer garden
230 E. High Street
- **Island Pride**
Jamaican Restaurant
149 E. High Street
- **King's Seafood & Pasta**
Seafood Restaurant
300 E. High Street, High Street Terminal
- **Lady Liberty Salon & Spa**
Spa, beauty & personal care
209 E. High Street
- **Restore Integrative Wellness Center**
1450 E. High Street
- **Sizzle**
Burger Restaurant
300 E. High Street, High Street Terminal
- **Unleashed Counseling**
152 E. High Street



AN INNOVATIVE FUTURE

In 2020, PAID applied for a total of \$6.8 million Redevelopment Assistance Capital Program grants to assist with several redevelopment projects in the Borough. At the end of the process, three of the projects were funded with a total of \$2.5 million in funding:

- **Sustainable Energy Plant (SEP):**
\$1 million in funding will assist in the development of a 174,000 ton per year Biomass Gasification facility, which will process clean commercial waste from 54 production plants in Montgomery, Berks and Lehigh Counties.
- **The Mercury Building:**
\$1 million in funding will assist in comprehensive renovation and rehabilitation of the building, vacant since June 2018, to become a boutique hotel and restaurant/lounge, which will complement the already-established hospitality scene in downtown Pottstown.
- **Y3 Life Sciences Incubator Hub:**
\$500,000 in funding will assist in repurposing 7,500 square feet of vacant space on the third floor of 159 East High Street in Pottstown. The space will eventually house a variety of life science ventures that require laboratory research space, high-speed computer power and flexible collaboration space.

PAID also played a key role in obtaining funding from other sources for these projects. PAID oversaw two grants (Keystone Communities & Local Share Agreement - Montgomery County) worth nearly \$100,000 for the development of the Life Sciences Incubator Hub, and transferred over \$150,000 from a project that had an uncertain future to the Mercury Hotel project.



At the end of the process, three of the projects were funded with a total of \$2.5 million in funding.

— Redevelopment Grants received

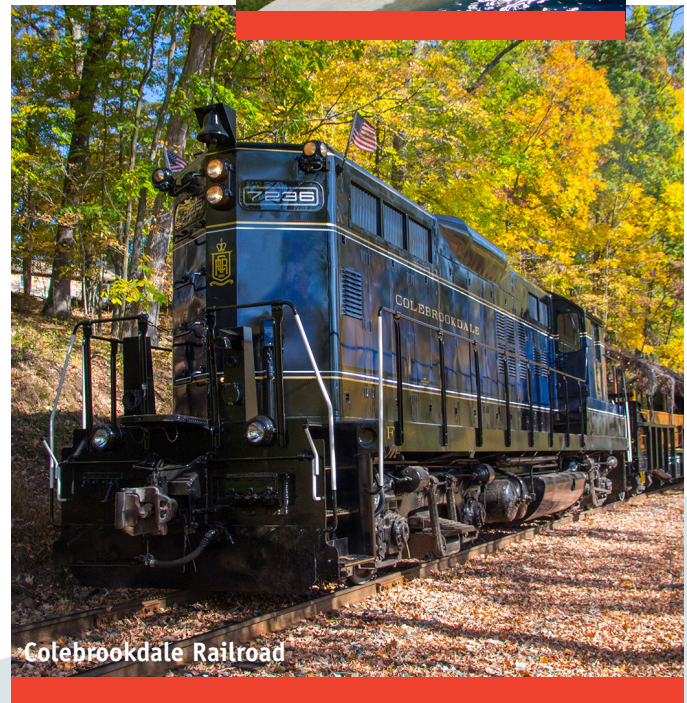
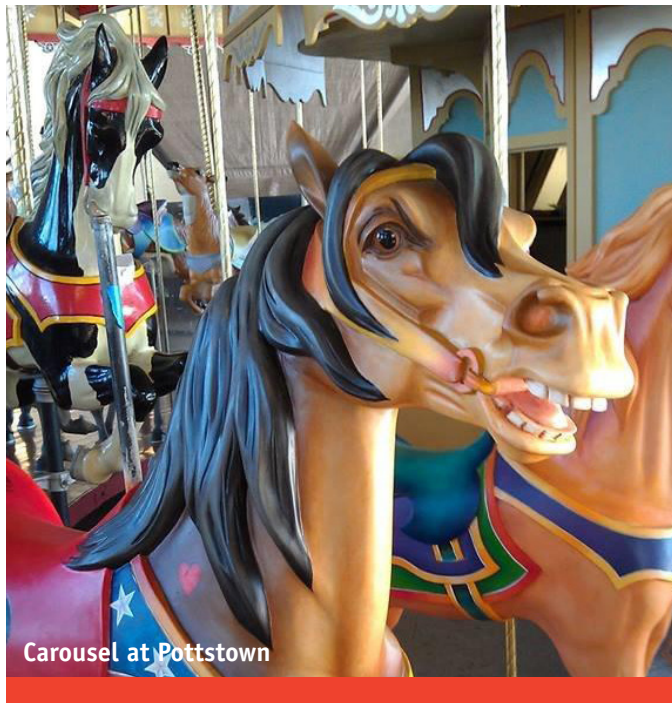
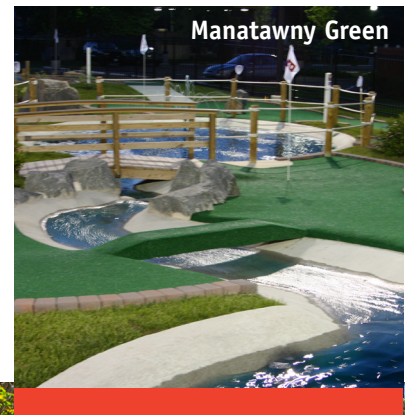
STATISTICS 2020
Highest Commercial Sale:
\$1,272,500

Average Residential Price:
\$147,900
increase of \$18,000 from 2019

DESTINATION ASSETS DRIVING DEVELOPMENT

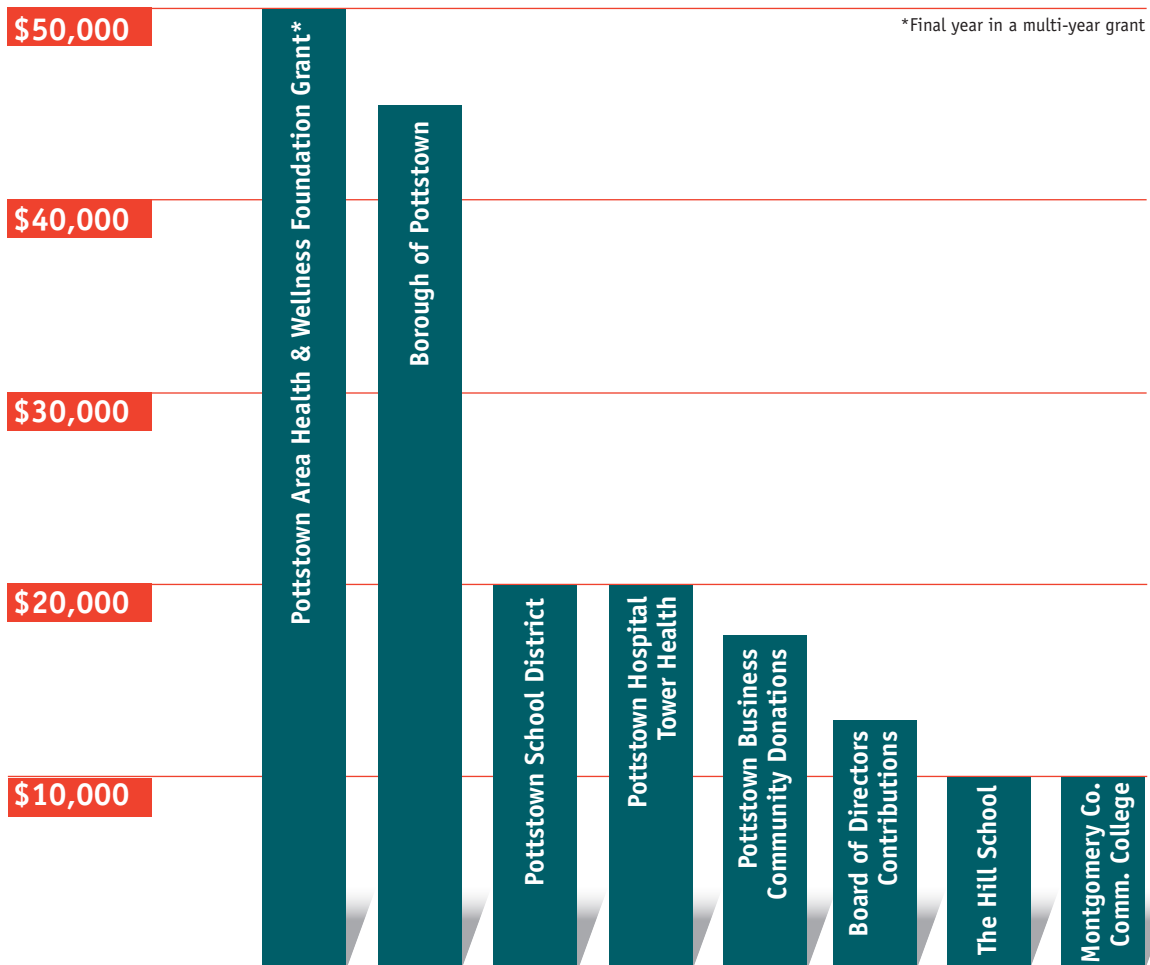
PAID will continue to work on efforts that highlight Pottstown as a recreation destination. Convening groups to help guide our work include Downtown Pioneers, 400 Block, Tourism and Recreation, and the Barriers to Development Committee.

We will be expanding our marketing efforts to create exposure outside of Pottstown and draw more traffic and interest to the Borough.



CONTRIBUTIONS

Thank you to these businesses and organizations for their support of PAID in 2020. These contributions allow PAID to continue ongoing revitalization efforts in the Borough of Pottstown.



**PAID'S WORK IS
GENEROUSLY SUPPORTED BY:**



Now Truist



THANK YOU

WHAT IS PAID?

POTTSTOWN AREA INDUSTRIAL DEVELOPMENT



PAID's mission is to develop, coordinate and implement an overall economic development strategy for the Borough of Pottstown designed to stimulate investment which will maintain and enhance the tax base; retain and create job opportunities; and restore and utilize or remove under-utilized buildings.

— PAID's Mission

Pottstown Area Industrial Development, Inc. (PAID)

is a 501c(3) non-profit corporation originally formed in 1965 to promote commercial and industrial development in Pottstown, Pennsylvania. Over the decades, PAID's activities included development and sale of the 32 lot industrial complex known as the Pottstown Airport Business Campus, as well as the acquisition and resale of downtown commercial and retail properties for redevelopment. In 2010, based on recommendations contained in a 2009 Urban Land Institute report, the Borough of Pottstown, Pottstown School District, and Montgomery County Redevelopment Authority formed a partnership to reorganize PAID for the purpose of coordinating efforts and establishing economic development priorities in Pottstown.

Today PAID is the primary economic development organization for Pottstown.



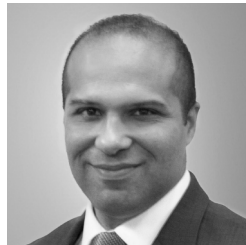
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Executive Committee



Justin Keller
President

Borough Manager,
Pottstown Borough



Stephen Rodriguez
Vice President

Superintendent,
Pottstown School District



Jerry Nugent
Immediate Past President

former Executive Director,
Montgomery County
Redevelopment Authority (RDA)



Eileen Dautrich
Treasurer

President, TriCounty Area
Chamber of Commerce



Rebecca Swanson
2021 Vice President

Newly-appointed
Executive Director of Montgomery
County RDA, acted as 2020
Executive Committee Member

Board of Directors



John A. Bown, III
Partner,
Industrial Investments, Inc.



Therol Dix, J.D.
*VP of West Campus, Montgomery
County Community College*



Dan Glennon
Attorney, The Glennon Firm



David N. Heffner
Executive Vice President,
CODY Systems



John Jones
Owner,
Budget Maintenance Concrete



David Kraybill
*President, Pottstown Area Health &
Wellness Foundation*



David Leinbach
President & Owner,
The Kaiser-Martin Group



Lisa Lightcap
*Vice President Commercial Banking
Relationship Manager,*
Tompkins VIST Bank



Richard Newell
*CEO, Pottstown Hospital
Tower Health*



Louis A. Rieger
*CEO, The High Street
Music Company*



Rick Wood
Chief Financial & Operating Officer,
The Hill School



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