



2019 Annual Report

Opportunity, Growth, & Positive Change



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Letter from the Executive Director



Pottstown ended the decade with evidence that strength through innovation has returned to the Borough. A hemp processing center, a brewery, a pop-up entertainment venue, a food court, and a bed and breakfast joined the already existing Pioneers of Progress that will take us into the next decade. The Downtown is bustling with hospitality businesses, bringing in people to experience Pottstown for the first time and giving people who live here a new perspective of what their town is.

Pottstown Area Industrial Development's Annual Report for 2019 demonstrates the power of belief, investment, and hard work. The investors and entrepreneurs who are embracing the opportunities, which others have passed on, have gone all-in on working together to bring a collective success to the Borough of Pottstown. We are proud to be able to share some of the stories that are shaping this success while looking to the future for more to come.

As we start a new decade, myself and PAID's Board of Directors are prepared and excited to partner with and support the projects that are taking shape. We would be remiss if we did not express our gratitude to all who are committed to improving Pottstown and have shown support in various ways. We look forward to the continued growth and revitalization of Pottstown and welcome the positive change that is on the horizon.

“ We are proud to be able to share some of the stories that are shaping this success while looking to the future for more to come. ”

Peggy Lee-Clark



PROFILE FEATURE

AGRONOMED HEMP PROCESSING FACILITY

The hemp industry is growing dramatically, particularly following the signing of the Farm Bill in 2018, which legalized the growth of hemp within the country. Hemp farming itself is still tightly regulated, but the legalization of domestic growth has caused the industry to boom. Pennsylvania's hemp industry in particular has experienced tremendous growth in recent times. Pottstown itself will soon be home to a hemp processing facility, operated by Agronomed Therapeutics. Agronomed, based in Exton, mainly focuses on developing and researching cannabis-based products for medical use.

"Agronomed is a plant-based therapies company with a large focus on cannabinoid research and product development. The plethora of cannabinoids, terpenes and other plant-based compounds naturally occurring in hemp allows us to expand our research and development, while providing the PA hemp industry an outlet for extraction and processing needs. Currently, there is a substantial lack of capacity for PA Hemp extraction and processing and Agronomed looks to help narrow that gap and grow over time," says Chad DiFrancesco, Director of Operations for Agronomed Pharmaceuticals.

Agronomed Pharmaceuticals, through its affiliate Agri-Kind Hemp, grows industrial hemp in the Commonwealth. The industrial products derived from hemp supports Agronomed's focus to provide a full spectrum of plant-based products to consumers. www.agronomed.com

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This season, the number of hemp farmers in the state of Pennsylvania has taken a dramatic jump from 39 to over 350 farmers, a clear indicator of the booming industry. Agronomed's Pottstown facility, which the company invested about \$1M in, will support these farmers by processing high-cannabinoid hemp and safely preparing it for use. The hemp will be grown in neighboring Chester County. Before being processed in the Agronomed's Pottstown facility, it will go through third-party testing to ensure that it has proper cannabinoid levels and is free of harmful amounts of heavy metals, pesticides or microbials. This hemp has high levels of CBD and is non-psychoactive/does not contain THC. CBD-based products are rising in popularity, as they are proving to provide relief from symptoms related to various medical conditions.

The Pottstown facility is projected to provide 10 full-time positions. Part-time positions will also become available during busy harvest times. This is a major advancement in Pottstown and will help further its growth. The rapid growth of Pennsylvania's hemp industry will likely continue to create employment opportunities in the region.

"Non-traditional industry is something PAID is very interested in pursuing. We believe that Pottstown's future depends on innovations like hemp production and research," says Peggy Lee-Clark, Executive Director of Pottstown Area Industrial Development (PAID), Inc.



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New Businesses Picked Pottstown in 2019

The Alley

Pop-up Beer Garden

J.J. Ratigan

Brewing Company

Craft Brewery

High Street Terminal

Artisan Food Court

Kiki Vodka Bar

Bar & Lounge

Honey's

Homebrewed Cafe

Coffee Shop & Cafe

T Squared and Co.

Customized Home Decor

Aye Caramba Taco

Modern Mexican Street Food

Barrister's Bagels

Bagels & Bakery Goods

Seed and Soil

Plant-based Restaurant

La's Desserts

Gluten Free Desserts

Flavors Deli

Sandwich Shop

Dani Bee Funky

Flowers, Plants & Gifts

Buttercup Boutique and Decor

Home Decor, Jewelry & More

High Street Steaks

Authentic Philly-Style
Steak Sandwiches

Three Daughters Inn

Bed & Breakfast

Once Upon a Time Consignment Boutique

Used, Vintage & Consignment

Agronomed

Industrial Hemp Production

Robin Taney Reflexology

Reflex Therapy Massage

The Blue Elephant

Asian Fusion Restaurant

New Business

The Alley

Pop Up Beer Garden

Partners Anthony Giordano, John Jones, and Elliot Menkowitz transformed an empty lot in Pottstown into this now thriving pop-up beer garden. Since its opening in July 2019, *The Alley* has attracted visitors near and far from Pottstown. Visitors can enjoy craft beer from local breweries and cocktails made with Kiki Vodka, while food is provided by a rotation of local food trucks. Games and live music serve as entertainment. The venue is also family and pet-friendly, making it a place anyone can enjoy. The string lights and exposed bricks of neighboring buildings give *The Alley* an industrial yet cozy atmosphere.

The Alley's goal is to create an ongoing sense of community. They have participated in several events and fundraisers to give back to the local community, including Oktoberfest, which raised funds to help Pottstown youth gain access to sports and wellness programs. They also gave the Christmas Village a new home, after the Santa shack and decorations have sat untouched for several years.

The quick success of *The Alley* has proven the potential for positive change and growth that Pottstown holds.



High Street Terminal & Kiki Vodka Bar

Unique Event Space | Bar and Lounge

Investors Chele Hallman, John Jones, and Elliot Menkowitz saw great potential in the large space that was the near-empty Pottstown Farmers Market. Through their vision and investment, they transformed it into a productive site.

The *High Street Terminal* is home to a variety of artisan vendors. *The Terminal's* investors did the work to make *the Terminal* an experience, and provides a space for the vendors to operate and succeed without being burdened with the upkeep and cost of renting or owning their own separate buildings. Visitors can find tacos, bagels, plant-based meals, gluten-free desserts, steaks, a deli, a cafe, and craft vendors/gift shops. It has evolved into a hub for small, locally-owned businesses to thrive. *The Terminal* also books its space for private parties and other events.

Before there was *The Alley on High Street*, *Kiki Vodka Bar* established itself as a complementary destination to *the Terminal*. Visitors can grab a bite to eat and then stop for a drink, or vice versa. This small but unique bar adds a twist to the existing bar scene of Pottstown, exclusively serving Kiki Vodka cocktails.



The Blue Elephant

Asian Fusion Restaurant

Win and Sutida Somboonsong, owners of Win Signature Restaurants, manage four restaurants on the Main Line. They saw the value of branching outside of their territory and expanding their restaurant line to downtown Pottstown, where they realized the positive change that has taken place. They transformed the former bank space located at 152 East High Street into *The Blue Elephant*. The Somboonsongs enhanced the existing architecture and beauty of the space, incorporating unique decorations, including an elegant marble fountain. The Asian Fusion cuisine adds an exciting twist to Pottstown's current dining scene.

Three Daughters Inn

Three suite Bed and Breakfast

Tracy Purdy has a passion for community involvement and development, and recognized a need for improved lodging in Pottstown. She saw the potential in the beautiful architecture of Pottstown, and realized that the building at 1016 East High Street had the bones for a bed and breakfast. To Tracy, taking the leap of purchasing the building and transforming it into a bed and breakfast was a community development “experiment”, and has allowed her to move into Pottstown to continue doing work in the community.

Three Daughters Inn has 3 full suites that can accommodate up to 6 guests at a time. Tracy’s goal is to be more than just a place for visitors to stay- she actively works towards curating a Pottstown experience.



J.J. Ratigan Brewing Company

Craft Brewery

The former building of the iconic Ellis Mills department store, which sat vacant for many years, has been brought back to life. Half of the building was transformed into Splitting Edge Axe Throwing in 2018, and the second half is now home to *J.J. Ratigan Brewing Company*. Business partners Steve Everett, Dan Glennon, Keith and Christa Costello, and Randy Young (J.J. Ratigan’s brewer), wanted to celebrate the history of the building and give the remaining half a purpose. J.J. Ratigan, Glennon’s entrepreneurial great-great-uncle, seemed like the perfect fit for a name of the business.

In the early 1900s, J.J. Ratigan established an enterprise in Philadelphia of wholesaling whiskey and bottling beer for distributors and bars. When Prohibition came to Pennsylvania, Philadelphia carried out the most successful resistance in the Commonwealth. *J.J. Ratigan Brewing Company* has brought his story back to life and put him back in business after many years!

The brewery has a rustic feel, with exposed brick walls and original wood floors. Part of the first floor is cut away and walled with glass so that visitors can view the brewing system, located in the basement.

J.J. Ratigan and *Splitting Edge Axe Throwing* have proven the perfect pair; each business building off the success of the other.

Once Upon a Time Consignment Boutique

Used, Vintage, and Consignment

A wide variety of beautiful designer clothes, shoes, and accessories can be found at this consignment boutique located in downtown Pottstown. Owner of *Once Upon a Time* Gina Spease has always picked Pottstown, but didn't move downtown until this year. Gina kept a close watch on the growth and revitalization of downtown and decided that it's where her business belongs. Previously located on Moser Road, she relocated her boutique to High Street, moving into a larger space with a beautiful storefront that's perfect for displaying the unique pieces.

It's impossible to miss the vibrant pink and purple storefront of *Once Upon a Time* as you're travelling on High Street. Shoppers can find unique pieces for all ages at affordable prices and a personal shopping consultant can provide one-on-one, personalized help with reinventing their wardrobe.



Robin Taney Reflexology

Reflex Therapy Massage

Robin Taney picked Pottstown to relocate her reflexology practice because she saw the potential for success that Pottstown holds and wanted to be closer to home. Not located in the downtown area, Robin saw the benefit of opening her new location within a neighborhood, where she is easily accessible by many potential clients and can provide a more peaceful and intimate experience. Robin's specialties are stress management, anxiety, depression, and emotional support for those experiencing PTSD, addiction recovery, and Lyme's Disease. Robin's holistic healing treatments are available to people of all ages.

High Street Terminal is a unique event venue, located at 300 East High Street. It's home to an artisan food court with fresh tacos, a deli, vegan choices, breakfast options, and a coffee shop, as well as a place to get one of a kind gifts.

Honey's Homebrewed Cafe

A family owned-cafe serving homemade food and coffee, best known for their delicious sticky buns.



T Squared and Co.

A locally-owned business selling customized home decor, including signs, glasses, pillows, and more.



Aye Caramba Taco

Aye Caramba offers street-style tacos on organic corn tortillas. Their unique menu is 100% gluten-free.



Barrister's Bagels

These New York style, kettle-boiled bagels are made from scratch daily. Barrister's offers breakfast and lunch options and locally roasted Turk's head coffee.





Seed and Soil

A plant-based restaurant with creative menu items that is dedicated to bringing delicious, healthy dishes to Pottstown.



La's Desserts

“The muffin you can eat with a fork”! 100% gluten free homemade desserts including muffins, cakes, cupcakes and more.



Flavors Deli

Delicious take-out platters can be found here: sandwiches, pasta, salads, seafood...and it's all bursting with flavor!



Dani Bee Funky

This shop sells a variety of beautiful plants, flowers, and eco-friendly gifts to promote healthy, sustainable living.



Buttercup Boutique and Decor

Old furniture recycled into beautiful usable pieces that are shabby-chic, boho and log cabin inspired.

Fete en Blanc

PAID collaborated with Hobart's Run, a community organization that works to improve and revitalize Pottstown neighborhoods, to host the third annual Pottstown Fete en Blanc. More and more people from outside of the Borough want to be a part of this positive event, and interest in the event has grown significantly.

The first Fete en Blanc had 27 attendees in 2017, 130 in 2018, and 500 in 2019! On Friday, September 13, attendees gathered in Smith Family Plaza all decked in white to celebrate Pottstown and send off summer. Twinkling lights, all-white decor and live music created an elegant ambiance. Many attendees brought their own centerpieces and decor to add to the beautiful setting. Attendees had the option to bring their own food or order from the select menus provided by a variety of Pottstown hospitality establishments.



Downtown Pottstown Holiday Stroll

On Saturday, December 7, the first annual Downtown Pottstown Holiday Stroll took place. The event was made possible through the collaboration of the Downtown Pioneers group, which consists of the downtown Pottstown business owners and employees who collaborate to support each other's businesses and the surrounding community. The Holiday Stroll featured A Christmas Story-themed scavenger hunt, in conjunction with Steel River Playhouse's production of A Christmas Story, where participants had to visit several downtown businesses to find the hidden items and get their scavenger hunt cards stamped. The Downtown Pioneers group also participated in a competition where they decorated the planters outside of their storefronts and transformed them into beautiful displays to bring holiday cheer downtown.



TRec District

The Pottstown Tourism and Recreation (“TRec”) District is the collection of entertainment attractions located in the western end of the Borough. PAID formed the TRec district several years ago to plan, market, and raise funds to re-establish Pottstown as a regional tourism destination. It is essential for the economic revitalization of the borough to capitalize on these unique and beautiful assets. The leaders of the TRec District meet on a bi-monthly basis to coordinate and plan for increased connectivity to the rest of Pottstown and to the region at large.



These assets include Pottsgrove Manor, The Carousel at Pottstown, Memorial and Riverfront Parks, Manatawny Green Miniature Golf, the Schuylkill River Trail, Steel River Playhouse and the Colebrookdale Railroad. These different organizations have been actively collaborating to make Pottstown an experiential destination. They worked together to improve Pottstown’s directional signage, increasing the functionality of the signs and making the recreational district easier to navigate. The group is also working to improve the connectivity to downtown Pottstown, by improving collaboration with downtown businesses in the form of special events and partnerships, so that Pottstown gives a positive experience to all visitors. One such event was the Downtown Pottstown Holiday Stroll, in December. This event included Santa’s arrival to Pottstown via dragon boat across the Schuylkill River and a stop at SRGA’s interpretive center, after visiting with local children there he made his way via fire truck to his final destination in Pottstown’s downtown. The Downtown Pottstown Holiday Stroll is just one example of how those facilities within the TRec District are working together to re-establish Pottstown as a regional destination for everyone.



Partnerships



Montgomery County Planning Commission

The Planning Commission and PAID have partnered to work on improvements in PAID's revitalization plan. The Planning Commission gives direction in placemaking and provides help in making thoughtful development decisions.



KEEP: Keystone Employment Economic Plan

Pottstown Borough adopted the KEEP Plan, which establishes a vision for economic development, revitalization, and infrastructure improvements of the Keystone Boulevard area. KEEP is an important partnership between property owners, the Borough of Pottstown, West Pottsgrove township; all working together to make more productive use of unused and underutilized space.

Statistics

Employment

2018: **11,109** Employed Residents

68.1% Labor Force Participation

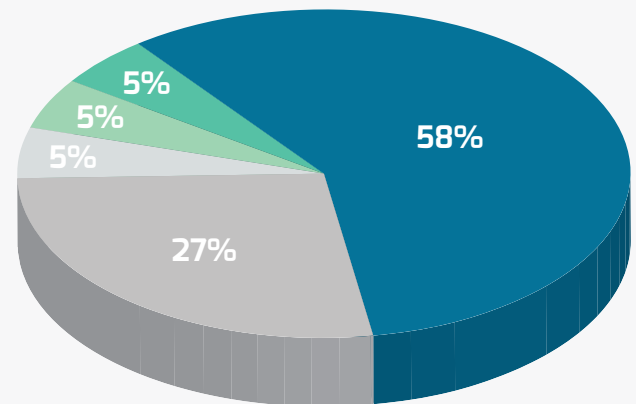
2019: **11,885** Employed Residents

69.5% Labor Force Participation

Sources include: United States Census Bureau

19 in '19

- Restaurants & Nightlife
- Health & Wellness
- Shopping & Retail
- Manufacturing
- Lodging & Travel



Business Opportunity Inquiries in 2019

44 + **65**

VIA THE PAID WEBSITE

VIA PHONE

2020 Areas of Focus

Diversity in office space available for occupancy in Pottstown

There is an abundance of office space available for ownership in Pottstown, some of which is already well-suited for medical use. PAID's goal is to bring businesses into those spaces that will join the already established health and technology sectors.

Keystone Employment & Economic Plan (KEEP)

The Keystone Employment & Economic Plan (KEEP) project site contains approximately 225 acres along the Schuylkill River in both the Borough of Pottstown and West Pottsgrove Township. Much of the land uses in the KEEP project site are or were industrial ones. This could make the area competitive in the future for aspirational uses including limited industrial, research & development, offices, and apartments. Outside organizations have calculated that full redevelopment of the KEEP project would result in approximately 5,400 jobs created; 3,100 in Pottstown and 2,300 in West Pottsgrove. PAID, Inc. is actively working with interested developers concerning this project.

Life Sciences Hub

The Life Sciences Hub will be oriented towards molecular science and research, and will provide various companies and industries with the resources and technology needed for a range of scientific purposes. The Hub will be used on an as-needed basis; companies will have the ability to pay for the space for a designated time frame to use for their specific needs and functions. One potential user of the life sciences hub, Agronomed Pharmaceuticals, is already operating in the borough and is considering using the space for hemp research. The Hub is expected to be a magnet for other major companies in the region, and possibly the country, since it is an innovative and relatively new concept.

What is PAID, Inc.?

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 driver for Pottstown.

PAID, Inc. 2019 Board of Directors

Each member of PAID's Board of Directors is fully vested in PAID's efforts. Their financial contributions benefit PAID's ongoing revitalization efforts.

EXECUTIVE COMMITTEE



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