

# SCIENCE



**POTTSTOWN AREA**  
ECONOMIC DEVELOPMENT  
2021 ANNUAL REPORT

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## Letter from the Executive Director

Focus is defined as “adapting to the prevailing light and become able to see clearly.”

Pottstown continues to adjust and prepare for a post-pandemic world. At times, it is difficult to see clearly when old challenges are re-appearing. However, we must adapt to the prevailing light while keeping the future in focus. Otherwise, we become stuck.

As an organization, Pottstown Area Economic Development has talked a lot about focus lately. I don’t believe our board has ever shifted our goals. After an organization matures and looks at where it has evolved to – it’s important to say, *Are we still presenting a door to the world on who we really are?*

As part of expressing who we are, we rebranded to create an awareness of the vital work we do. This rebrand allows PAED to re-focus and align our efforts on what will lead to future investment in Pottstown’s revitalization efforts.

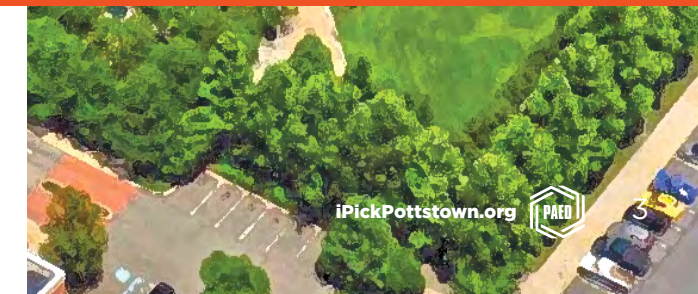
We are committed to the projects we have been working with. We do see the way forward and we continue to work at that. Economic revitalization requires an ongoing commitment of time and financial investment that is solution-driven. Although Annual Reports typically serve as a retrospective, PAED proudly presents this Annual Report as an eye to the future.

*Riggy Lee-Clark*



**“What you focus on expands. So focus on what you want, not what you do not want.”**

— Esther Jno-Charles



# NEW BUSINESSES NEW INVESTORS NEW ENERGY NEW BRAND



# NEW LOOK, NEW APPROACH



POTTSTOWN AREA ECONOMIC DEVELOPMENT

## From the “I” to the “E”

An exciting rebrand and new website represent an alignment with PAED’s commitment to a diverse and a responsible economic development strategy for Pottstown’s economy of tomorrow.

This rebrand, and the shift from the “I” for Industrial to the “E” for Economic is symbolic for Pottstown. It is a reflection of where we have been, and where we are going. It is a combination of the revitalization and growth Pottstown has been experiencing over the past several years, with a commitment to the future through innovation and a re-imagining of an economic hub in western Montgomery County.

It’s laying the groundwork to be able to tell our story to a wider audience and to create awareness of our organization. From strategic planning, a focus on infrastructure, sustainability, innovation, education, and technology, to hospitality, and tourism, PAED is engaging all aspects of promoting Pottstown as an ideal urban center to live, learn, work and visit. With the leadership of a dedicated Board of Directors, the support of local businesses and organizations, and by engaging with other economic development partners throughout the County, Region, and State, PAED is stepping into the future with new businesses, new investors, and this new brand.

PAED will continue to leverage the *I Pick Pottstown* campaign to create awareness of Pottstown’s assets and attract new businesses to the Borough. With its new website, [ipickpottstown.org](http://ipickpottstown.org), PAED’s audience will expand throughout the region. The website represents an intentional blend of the former PAIDinc.org website, with the IPickPottstown.com website, bringing together the resources that investors, business owners and key stakeholders need, while simultaneously engaging established businesses and visitors, and telling Pottstown’s success stories of progress in a powerful and meaningful way.

# BUSINESSES POSITIONING FOR THE FUTURE

## Beverly's Pastry Shop

Serving Pottstown as the local bakery for over 40 years, Beverly's Pastry Shop has earned an exceptional reputation and customer loyalty.

Having purchased the business in late 2014, just seven short years later, in 2021, Owner and Pastry Chef, Kristen Sirbak expanded into much-needed space next door, taking over the adjacent storefront (formerly the location of Agnes Edmunds Bridal and Formal) and created a custom cake studio. In addition to increasing its footprint for creating beautiful and delicious cakes and desserts, beginning in Spring 2022, Beverly's will offer creative classes, host private parties and team building events. Positioned to take the business to the next level, Kristen and her team remain focused on their art and Beverly's customers as she shares "...without our loyal customers [and highly talented cake artists]... this would not be possible..."



## American Keg Company

As the only stainless steel beer keg manufacturer in the USA, located in Pottstown, American Keg Company delivers the finest customer service, and the highest quality keg available. Through a partnership formed with a German company, Blefa Beverage Systems, American Keg completed a facility expansion within its location in the Borough in 2021. Certain challenges have existed for the keg manufacturer, such as supply chain disruptions of stainless steel. However, challenges aside, American Keg continues to focus on its greatest asset, its employees. With more than half its staff as second chance employees, American Keg is committed to bringing jobs to Pottstown, in "a team-oriented, fast-paced, high-quality and safety-driven environment, where the employees are the life-blood of the company, who take tremendous pride in their craft". While it is already manufacturing an impressive volume of kegs per shift, the company plans to continue to hire more staff and increase its production over time.



## Dani Bee Funky

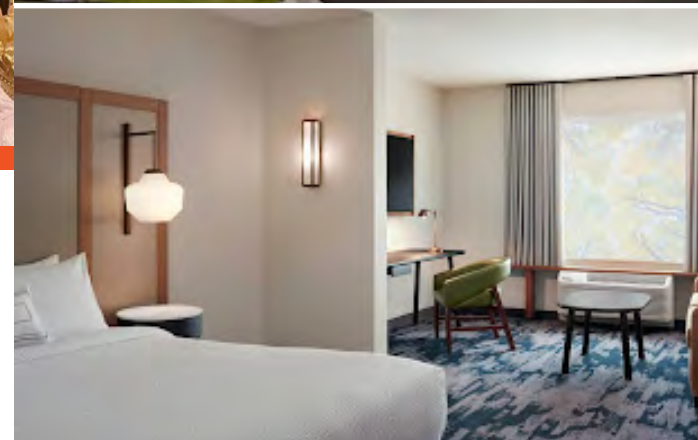
What started as a small pop-up shop has blossomed into a store with “unique gifts for the one-of-a-kind” offering workshops, classes, and events, as well as plants, flowers, and eco-friendly gifts. Owner Danielle Small has been busy with all that 2021 brought for the store... new space, new inventory, new signage and new staff. Winter/Spring 2022, Dani Bee Funky begins its 2nd expansion in less than 2 years, as its space grows at the existing High Street Terminal location. Bringing positive vibes, funky gifts, and a love of natural beauty to Pottstown, Danielle’s focus on the future is evident. “[I am] excited for transformation... for my small business... there are so many exciting things on the horizon... I love Pottstown!”



## Agnes Edmunds Bridal & Formal

*“We want to make every customer happy.”*

Bridget Zimmerman, shop Owner since 2015, is focused on ensuring every person she greets at Agnes Edmunds leaves the shop happy. Bridget, who began working at the bridal shop at age 19, has been making customers happy for many years in Pottstown. 2021 marked a milestone in the 51-year-old shop’s history, when it moved (including relocation of the original exterior sign) from its original location for 50 years, one block away, to its new home on High Street. Bringing a fun atmosphere and the latest trends to today’s generation, the new shop is light, bright, open and was custom-fitted for Bridget’s vision. Throughout the search for an ideal location, Bridget had other opportunities nearby, but in her heart, kept coming back to the Borough, as she said, “It just felt right to keep it here in Pottstown.”



## Fairfield Inn & Suites by Marriott

The owners of the newly renovated Fairfield Inn & Suites by Marriott, a 118 guestroom/suite property were committed to update this hotel. After significant investment and 6 months of construction, the hotel celebrated its re-opening in Fall 2021. An ideal location within the Borough, coupled with the trusted high-quality standards guests can depend on with the Marriott brand, is an ideal addition for Pottstown’s travel, tourism, and recreation initiatives. The hotel offers a welcoming lobby, outdoor patio with firepit, complimentary breakfast, an outdoor swimming pool, 24/7 fitness center and business center. The team’s focus for 2022 is on people – ensuring a hospitable staff that is knowledgeable, caring, and helpful, making meaningful business connections in the Pottstown area, and delivering excellent service to its guests.

# FOCUSED ON A NEW LEGACY: ENVIRONMENTAL REMEDIATION



## Experienced and Committed to Pottstown

For many decades, Pottstown's industrial and manufacturing businesses brought much success to the Borough. Over time, those same industries shifted, or closed, leaving behind land and buildings that became abandoned sites, and ultimately environmental concerns.

PAED is committed to working alongside responsible investors to re-imagine, convert, and redevelop these same sites for tomorrow's economy. These projects and properties all have a variety of challenges. Environmental clean-up is a comprehensive process, requiring guidance from county, state, and federal departments. PAED engages regularly with the Redevelopment Authority of Montgomery County, the Department of Environmental Protection, and the Environmental Protection Agency. Today's investors are managing everything from air quality testing and soil sampling, to securing professional plans, exploring funding through grant programs, clean up, construction and utility upgrades... the list is long and the timelines require patience and perseverance. As Peggy Lee-Clark shares, *"This is a marathon, not a sprint, and some days it's a slog."*

# SPOTLIGHT ON THE NEXT GENERATION

## The Eastwood Company

The Eastwood Company has been a pioneer in the DIY automotive restoration tool and supply business since its founding in 1978. The Company offers customers more than 6,000 unique products sold through brick-and-mortar retail locations, its legacy catalog business, and a strong e-commerce presence.

Eastwood moved to Pottstown over 20 years ago and has experienced strong growth ever since. It currently has over 100 employees in Pottstown working in product development, marketing, sales, and logistics. When Eastwood outgrew its facility on Shoemaker Road several years ago, it expanded into a second facility near the Pottstown Airport. In 2022, Eastwood will focus on adapting its business to the supply chain challenges and consumer market changes brought about by the Covid pandemic.

Eastwood has strong ties to the region, with its rich automotive history and culture, and plans to continue expanding in the area. Supporting the local community is important to Eastwood. It is a sponsor of the monthly High Street Car Shows, hosts its own Summer Classic Car Show and Community Day every year in July, and participates in many other shows and events in the area.



## Stacked SCM

Having scaled thousands of products using their proprietary research system, generating \$30 million in their own e-commerce revenue, Stacked SCM is new to Pottstown, but not new to the industry. With access to vetted manufacturing partners, competitive pricing based on their entire portfolio's buying capability, and fast shipping, Stacked seems to have solved the secret formula. Its three owners, Nick Christie, Ian Yount, and Nick Andreas have combined their innovative business solutions with hands-on problem solving and attention to detail. *"What makes us stand out is that we pay attention to everything... we pick up the phone to solve problems, no more getting lost in mid-level management...and we are committed to help our customers win..."*

Stacked SCM's move from Denver, Colorado to Pottstown, Pennsylvania in 2021 was just the beginning. With a commitment to remain in the Borough, one of the company's focus for 2022 involves outreach, education and connection with Pottstown's younger generation, including students at both Pottstown High School and Montgomery County Community College.

*"It's been a great journey and we couldn't be more excited to see what's next..."*



## PAWS (Pottstown Animal Wellness Services)

“This is a calling, not a job. We are doing this to help animals... and to help people.” With a small but mighty staff, Dr. Cindy DiBuono has brought a veterinarian practice to Pottstown that combines decades of experience with a genuine love for animals, personalized service and a bedside manner unseen in the field today.

Pottstown Animal Wellness Services (PAWS) opened its doors March 2021, after completing a 5+ year renovation (from planning to opening) of its building on High Street. This “before and after” transformation is impressive.

The team is very happy with their new space, and the final product has made the challenges of the “during” renovations “worth every bit of it”. The PAWS team has worked together in other veterinarian offices since 2007, and some even since 2001. This warm, close-knit family philosophy carries through the practice. As Dr. Cindy and her capable team step into 2022, they are focused on continuing to reach and educate the animal-loving community they are already serving.



## Audio Video Concepts

“A great business hires great talent...” With 40% of its employees being residents of Pottstown, Audio Video Concepts (AVC) is proud to boast that its local “hardworking” team is just that - talented.

As a minority-owned business, with over 2 decades of experience, AVC has established a solid reputation built on a foundation of “listening to their clients”. They are industry leaders, providing innovative seamless audio and video systems, security, smart home automation including; lighting, shades, and climate control. AVC works closely with interior designers, contractors, and architects to ensure they design and install intuitively easy-to-use systems that meet their clients’ needs.



The pandemic only halted AVC’s business for a short period of time. The team used that opportunity to move into their newly renovated showroom, while also redesigning the office space. In addition, the trends that evolved from the pandemic increased demand for household upgrades such as electronic and networking equipment to support individuals and families working and attending school virtually from home.

With a regional, national, and most recently, international customer base, by the end of 2022, AVC anticipates it will grow its workforce by 40%, in response to this consumer demand for their services.

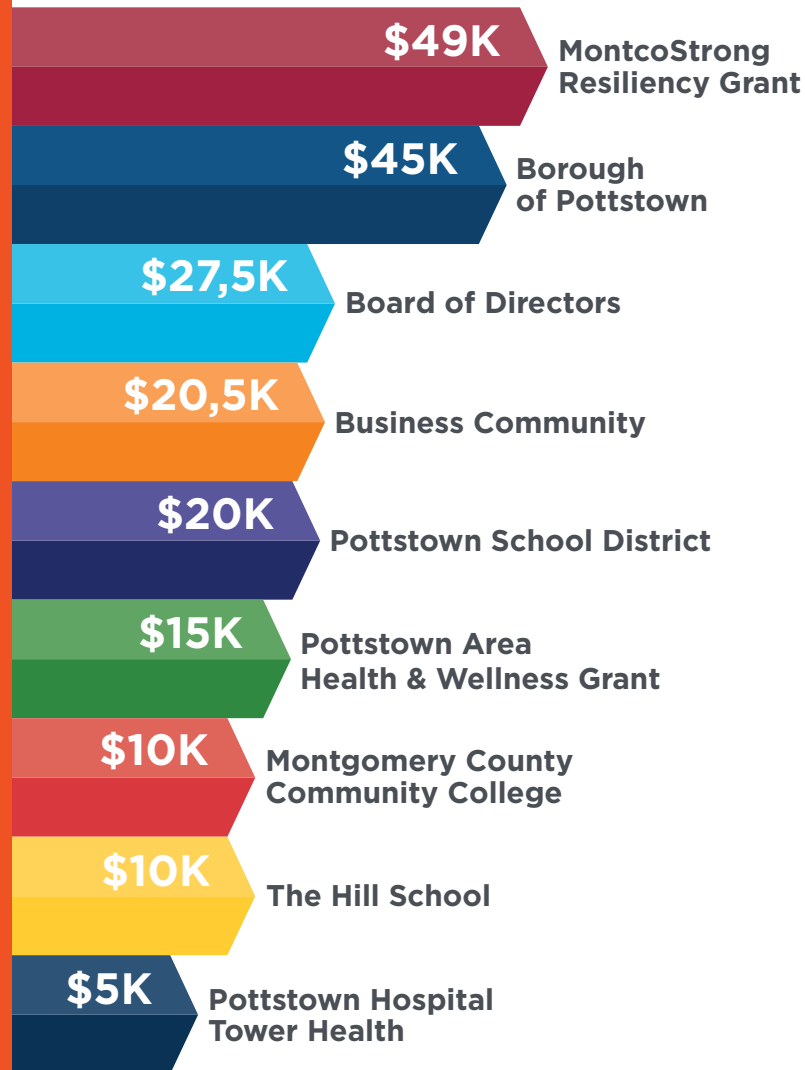


## PAED'S WORK IS GENEROUSLY SUPPORTED IN PART BY:



# CONTRIBUTIONS

Thank you to all of the businesses, organizations, and to Montgomery County for their support of PAED in 2021! These contributions allow PAED to continue their vital work necessary for Pottstown's revitalization.



# ABOUT PAED

We are a 501c3 non-profit organization, originally formed as Pottstown Area Industrial Development (PAID) in 1965. PAED's mission is to promote commercial and industrial development in Pottstown, Pennsylvania. PAED provides services to businesses and organizations seeking to invest, expand or relocate, including assistance with site selection, commercial and industrial real estate development, access to resources, and workforce development. PAED's efforts stimulate investment, which helps maintain and enhance the tax base, retains and creates job opportunities, and restores, utilizes or removes under-utilized buildings.

## 2021 Board of Directors



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Superintendent,  
Pottstown School District



**Vice President**  
**Rebecca Swanson**  
Executive Director,  
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Redevelopment Authority



**Immediate Past President**  
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CODY Systems



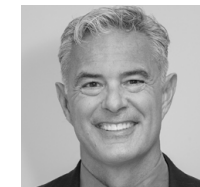
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Owner, Budget  
Maintenance Concrete



**David Kraybill**  
President, Pottstown Area  
Health & Wellness  
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**Louis A. Rieger**  
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Music Company



**Rick Wood**  
Chief Financial  
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