

CONNECT



POTTSTOWN AREA
ECONOMIC DEVELOPMENT
2022 ANNUAL REPORT

TABLE OF CONTENTS

3	From the Executive Director	12	Destination: Pottstown
4	Working for You	14	So Much More Than A Street
6	Public Investment for the Future	16	What's Old is New Again...
8	The Business of Self-Care & Life Enrichment	17	Meet PAED's Board of Directors
10	The Work of Connecting		

Letter from the Executive Director



Now, more than ever, connections are necessary for economic development in Pottstown. At its core, Pottstown Area Economic Development (PAED) knows that the success of Pottstown and the region rely on connecting people to one another. Sometimes it only requires one meeting to achieve a goal, other times it takes many meetings with multiple connections to get a project moving. Regardless of the number of connections along the path, it is about having the vision of what things can be.

To establish and maintain success in business, no one individual is an expert in all that is required. In a post-COVID environment, supply chain issues continue to exist, and employers must adapt to an ever-changing workforce. In the last year, PAED's staff has spent countless hours securing and managing grant dollars, connecting tenants to owners, navigating the complications in building codes and zoning, writing letters of support, filling out Borough paperwork that is often confusing for business owners, and getting County and State offices to understand why continued public investment is necessary. PAED is the connector that navigates these challenges, discovering solutions through connections.

Our organization has the great privilege of telling Pottstown's collective story, highlighting the assets within our Borough. For the businesses, visitors, and residents, Pottstown is "so much more than a street." With this in mind, we all must continue our commitment to collaborate, connect, and remain focused on the revitalization of this great town.

A handwritten signature in black ink that reads "Peggy Lee-Clark".

“
**If you can
connect people,
you can create
the future.**

*Scott Heiferman, Entrepreneur,
Co-founder of Meetup*

”

PAED'S WORK IS GENEROUSLY SUPPORTED IN PART BY:

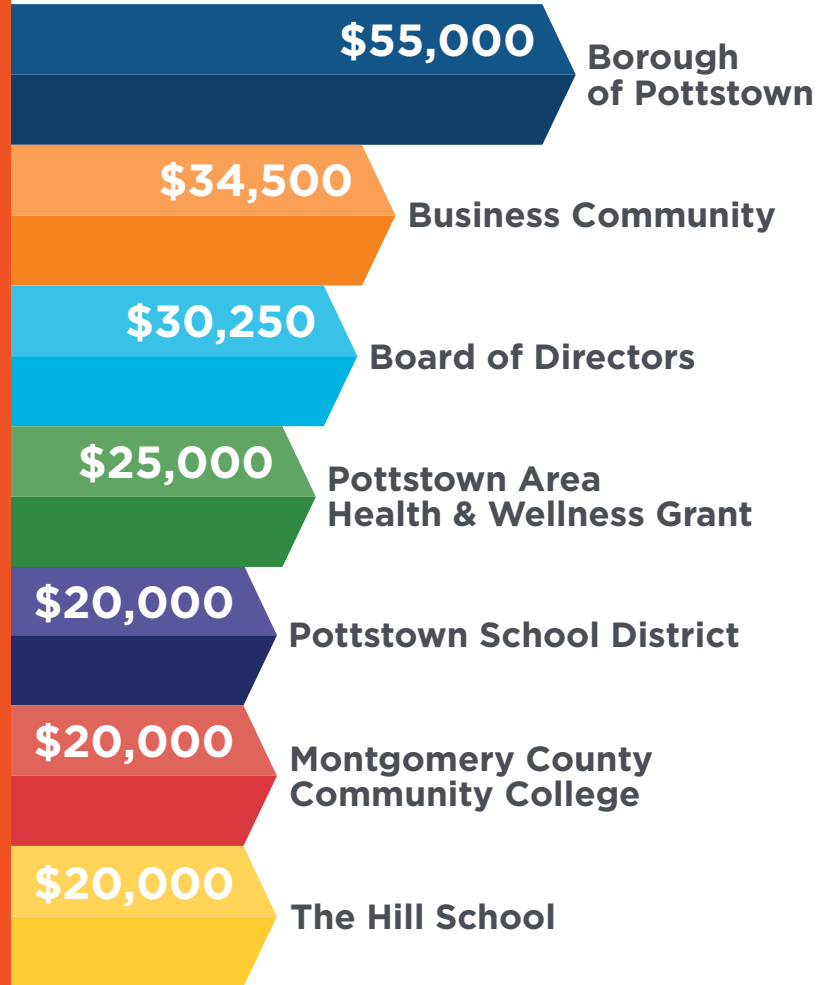


Jack Koury

Nathaniel Guest

CONTRIBUTIONS

Thank you to all of the businesses and organizations for their support of PAED in 2022! These contributions allow PAED to continue the vital work necessary for Pottstown's revitalization.



Excluded from the chart: fee for services, sponsored events such as Fete en Blanc, Santa Saturday & Annual Tree Lighting.

INVESTING IN PAED = INVESTING IN POTTSTOWN

WORKING FOR YOU



20%
General Administration

40%
Attracting & Retaining
Diversified
Businesses



15%
Advocating for
Economic Development
through Public Investment

25%
Marketing
the Borough

CONNECTING TO RESOURCES



Over
\$6.6 million
in GRANTS
in
5 Years

Without PAED, elected officials will not know or care why they should invest publicly in Pottstown.

The Future of Pottstown Relies On...

INNOVATIVE BUSINESS LEADERS picking Pottstown

Communicating through a **COHESIVE MARKETING MESSAGE**

Creating a **VIBRANT DOWNTOWN** that people inside & outside of Pottstown want to visit

Seeing the **VALUE OF PAED's WORK** & investing in it financially

PUBLIC INVESTMENT FOR THE FUTURE



I want to let you know how thankful I am for the opportunity to meet you and see first-hand how you and others in Pottstown are committed and working to build a stronger, healthier future for the Pottstown community... I was excited to hear how local leaders and business owners are working together and leveraging public and private funding, including EPA's Bipartisan Infrastructure Law investment of \$1 million to Montgomery County, to clean up and revitalize the properties and bring hundreds of jobs back to the area. You all have a bold and promising vision for Pottstown's future, and I'm confident you'll be successful in achieving your goals. I wish you well and look forward to returning to Pottstown...and witness its profound transformation.

Sincerely,

Janet G. McCabe, Deputy Administrator

United States Environmental Protection Agency

September 2022, Pictured Left to Right:
Pottstown Mayor Stephanie Henric,
Deputy Administrator Janet McCabe,
John Jones, Owner, Budget Maintenance,
Montgomery County Commissioner,
Executive Director, Redevelopment Authority



The Borough of Pottstown has received a total of
\$860,000 in EPA
Brownfields grants and loans
in the last decade which has been critical
to the Borough's revitalization.

ight: Justin Keller, Pottstown Borough Manager;
k; U.S. Congresswoman Madeleine Dean;
e, U.S. EPA; Peggy Lee-Clark, Executive Director, PAED;
ance; PA State Representative Joe Ciresi;
Dr. Valerie Arkoosh; Rebecca Swanson,
Authority of Montgomery County.



Montgomery County Community College (101 College Drive)
Borough of Pottstown Public Works Garage (25 Prince Street)
24 N. Hanover Street (Former Mercury Newspaper Building)
Pollock Park (839 Cross Street)
215 S. Washington Street (Former Pottstown Plating Works)
151 & 161 Keystone Boulevard
191-193 S. Hanover Street

THE BUSINESS OF SELF-CARE & LIFE ENRICHMENT

By 2026, the self-care industry will have an estimated value of \$13 Billion.

Soar Aerial Fitness opened in Summer 2022 after an extensive re-imagination of the space in Pottstown's New York Plaza. Its signature Aerial Yoga brings an unmatched playfulness and freedom to traditional fitness helping create a sense of community and empowerment. The studio also offers Zumba, Kickboxing, and other forms of Yoga. **The Second Nest Holistic Healing Spa** opened in Fall 2022, after a major

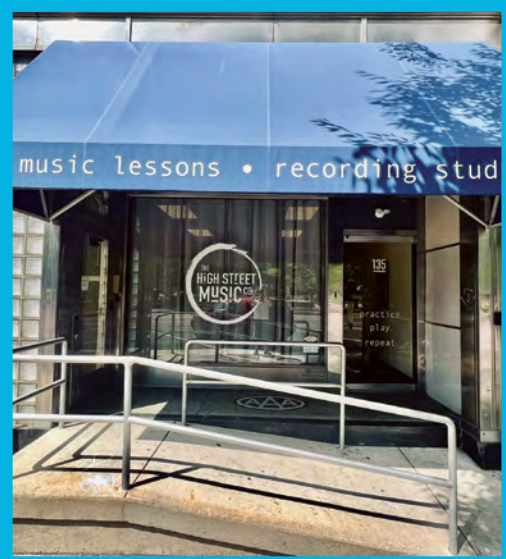
renovation of this 1865 building as a holistic healing center with a team of massage therapists, estheticians, nurse practitioners, reiki masters, and more. **Gypsy Dreaming & Counting Stars** opened after a 2-month long renovation as a place for unity & expression, crystal collectors, metaphysical, healing, and spiritual needs, as well as hand-made items from dozens of artists. A small lounge, library, and workshop studio complete the space.

High Street Music Company (HSMC) was established in 2006, with its' primary mission to preserve the integrity and prosperity of cultural arts within the Pottstown community, raise awareness of their social and educational importance, and their impact on the quality of life. HSMC offers private music lessons as well as audio production services. In Fall 2022, HSMC re-opened with a fresh modern design following flood damage.

Downtown Records experienced a rebirth in Fall 2022, under new ownership, after operating over 50+ years in the same location. With a unique, vintage vibe, collectors and music lovers visit from around the region to appreciate this classic, timeless store. **Keystone Running & Walking** relocated their second store

(the original is located in Allentown, PA) from Chester County to High & Hanover Streets in late 2022. It is a fresh, bright, modern store, featuring a life-size mural of an iconic High Street, that also hosts regular run groups and boasts the latest technology and equipment to capture 3-D imaging of the foot. Not just for runners, they also work closely with physicians and podiatrists to identify footwear solutions for patients. **ArtFusion 19464** is a

colorful and inviting nonprofit community art center that promotes education through arts and culture in a variety of programs, classes, gallery exhibits, and community partnerships. The Center's mission is to provide opportunities for communities to experience the visual arts in an environment of encouragement and dignity. After over a decade on High Street, the Center re-located in 2017 to a re-imagined, mixed-use, 100-year-old building that housed a former T-shirt Factory and furniture warehouse.





THE WORK OF CONNECTING

ECONOMIC DEVELOPMENT

We analyze opportunities, consult data and current trends, identify programs, organize working groups, and strategize solutions. We engage with local, state, and federal offices to connect local businesses for the purpose of exploring funding opportunities and providing business solutions.

COMMUNITY

We engage with Pottstown's businesses and organizations to create collaboration, offer leadership, and establish cohesiveness within the Borough for workforce development, commerce and tourism.

STARTING, EXPANDING, OR RELOCATING A BUSINESS

We help businesses understand and navigate through the submission of applications including the Inspection process, Starting a Business, Zoning Variances, etc.

COMMERCIAL REAL ESTATE

We identify commercial and industrial properties for investors, businesses, and real estate professionals. We assist with site selection within the Borough of Pottstown's 5.5 sq. miles.



DESTINATION: POTTSTOWN

From the road to the river and everything in between...



In the Borough's 5.5 sq. miles you will find diverse, established neighborhoods, and institutions with well-deserved reputations for innovation and excellence.

The central business district features historic architecture, walkable tree-lined streets, and a growing list of shops, restaurants, and arts and cultural organizations. Pottstown is the place to enjoy biking, kayaking and canoes with direct access to the Schuylkill River Trail's 120 miles. Pottstown plays host to thousands of visitors each year to enjoy annual community celebrations, national and international events, as well as seasonal activities.



2022 RECAP



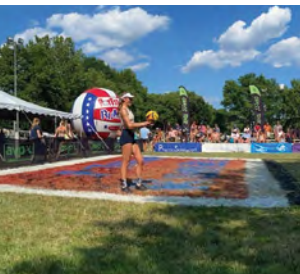
L'oe Show was a one-of-a-kind, first-time-in-Pottstown car show held during Labor Day weekend 2022. Spanning across 4 days, this Audi/Volkswagen/Porsche show built upon the monthly car shows held Downtown from April through October. Over 300 cars from the U.S. and Canada, were displayed around the Downtown, flanked by multiple pop-up shops on High Street. From concept and prototype cars flown in from Germany, to a new car unveiling, this event offered free spectator admission, family-friendly entertainment, and bustling activity at Pottstown's beer gardens, restaurants, bars, eateries, and breweries.



Take-it-Outdoors Adventures brought a summer of pedal and paddling to Pottstown with its mission to connect people to the Schuylkill River Watershed after relocating from Chester County to Pottstown's Riverfront Park in Spring 2022. Founded in 2009, they offer kayak/canoe rentals, shuttles, group events, guided trips, education programs, and free bike share, in partnership with Schuylkill River Greenways National Heritage Area. With their new location situated in Riverfront Park, outdoor enthusiasts can enjoy the Park's 120 acres, as well as the Schuylkill River Greenways NHA River of Revolutions Visitor Center.



In June 2022, **Amtrak Thruway** began a luxury bus service linking Reading, Pottstown, and Philadelphia. With an affordable fare, luxury amenities such as wifi and an on-board restroom, travelers can ride in comfortable style to Philadelphia's 30th Street station. This transportation amenity creates easy access within the region, which ultimately creates appeal for businesses considering relocating to Pottstown, as it generates connectivity to other cities in the Northeast, including New York City and Washington DC.



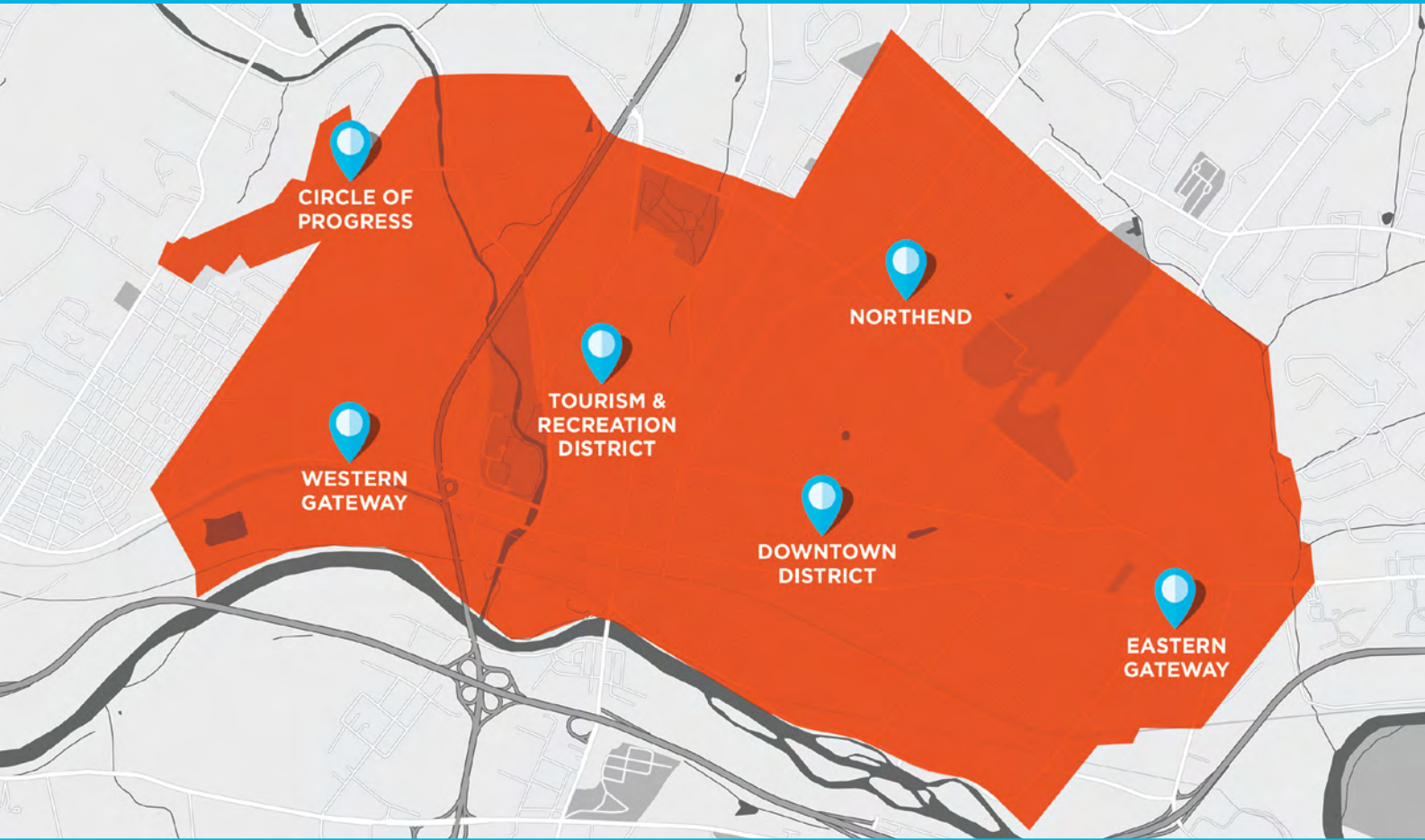
In the summer of 2022 the Borough of Pottstown welcomed the **30th Annual Pottstown Volleyball Rumble** to Memorial Park, where nearly 4,300 volleyball players traveled from all over the Country to compete for 4 days. The First Pottstown Rumble Volleyball Tournament was held in 1991, and the event has grown into a four-day event with over 200 nets, 5 fields of play, a beer garden, music, and food.

Photo Credit: <https://www.pottstownrumble.com/>



Pottstown was selected as one of several locations within Montgomery County to host the first ever **Montco Jazz Fest**, in Fall 2022, celebrating the County as a music destination, and highlighting the region's diverse jazz artists and venues. The Valley Forge Tourism & Convention Board coordinated an extraordinary 16-piece jazz band performance at Rivet Canteen & Assembly.

SO MUCH MORE THAN A STREET



AVERAGE RENT VALUES (Commercial)

2017 \$385
2022 \$1,475

AVERAGE PROPERTY VALUE (Commercial Sold)

2017 \$230,265
2022 \$395,833

TOP 10 EMPLOYERS

IN THE BOROUGH OF POTTSTOWN

- 1 Pottstown Hospital - Tower Health
- 2 Pottstown School District
- 3 DANA Incorporated
- 4 Walmart
- 5 The Hill School
- 6 Budget Maintenance
- 7 Borough of Pottstown
- 8 Precision Polymer Products
- 9 Eastwood Automotive Group
- 10 Brookside Country Club

National Chains  Pick POTTSTOWN!



COMING SOON TO POTTSTOWN'S WESTERN GATEWAY



WHAT'S OLD IS NEW AGAIN... AND BACK ON THE TAX ROLLS

Land banking is a tool, enabled by state legislation, to help communities combat the problems associated with blighted, abandoned, tax-delinquent, and vacant properties. These properties destabilize communities, create fire and safety hazards, drive down property values, and drain local tax dollars. PAED acts as the Administrator of Pottstown's Land Bank, whose mission is to return these properties into productive use through a unified, predictable, and transparent process. PAED works on behalf of the Land Bank to acquire the title, eliminate the liabilities, including tax liens and claims, and then facilitates the transfer of the properties to new, responsible owners in a transparent manner for use and development consistent with local plans and priorities.



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.

2022 Board of Directors



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*Executive Director,
Montgomery County
Redevelopment Authority*



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*Borough Manager,
Pottstown Borough*



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Stephen Rodriguez
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Peggy Lee-Clark
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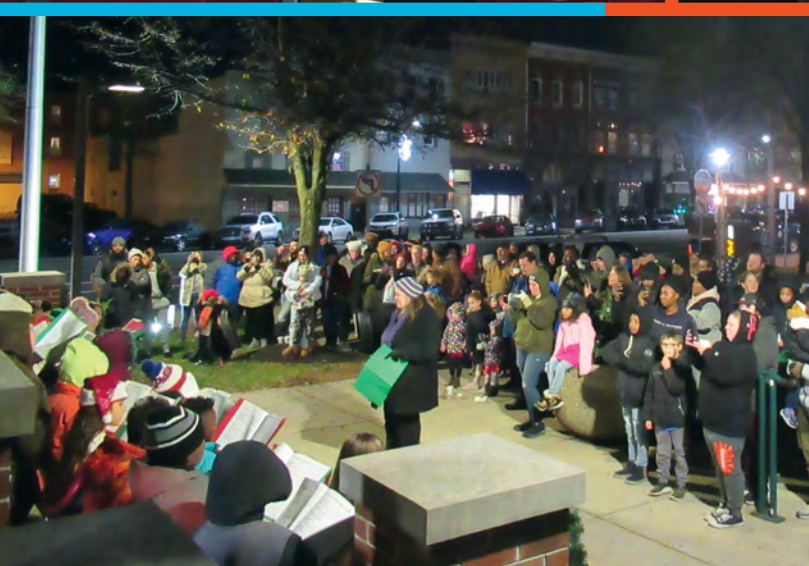
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*CEO, The High Street
Music Company*



Rick Wood
*Chief Financial
& Operating Officer,
The Hill School*







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