

Pottstown's Business Improvement District (BID)



According to the

PA Neighborhood Improvement District Act of 2000

“Municipalities are encouraged to create, where feasible and desired, assessment-based improvement districts, a.k.a BIDs.. most consistent with neighborhood needs, goals and objectives as determined and expressed by property owners in the designated district.”

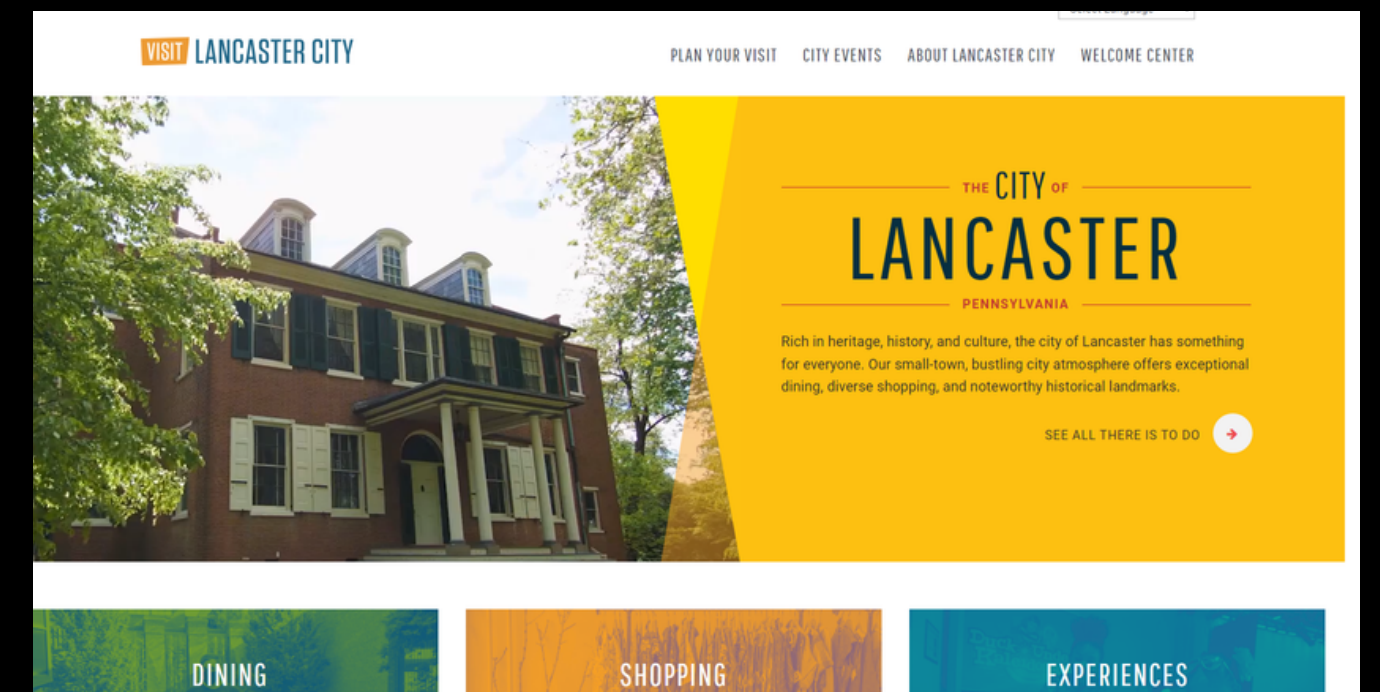
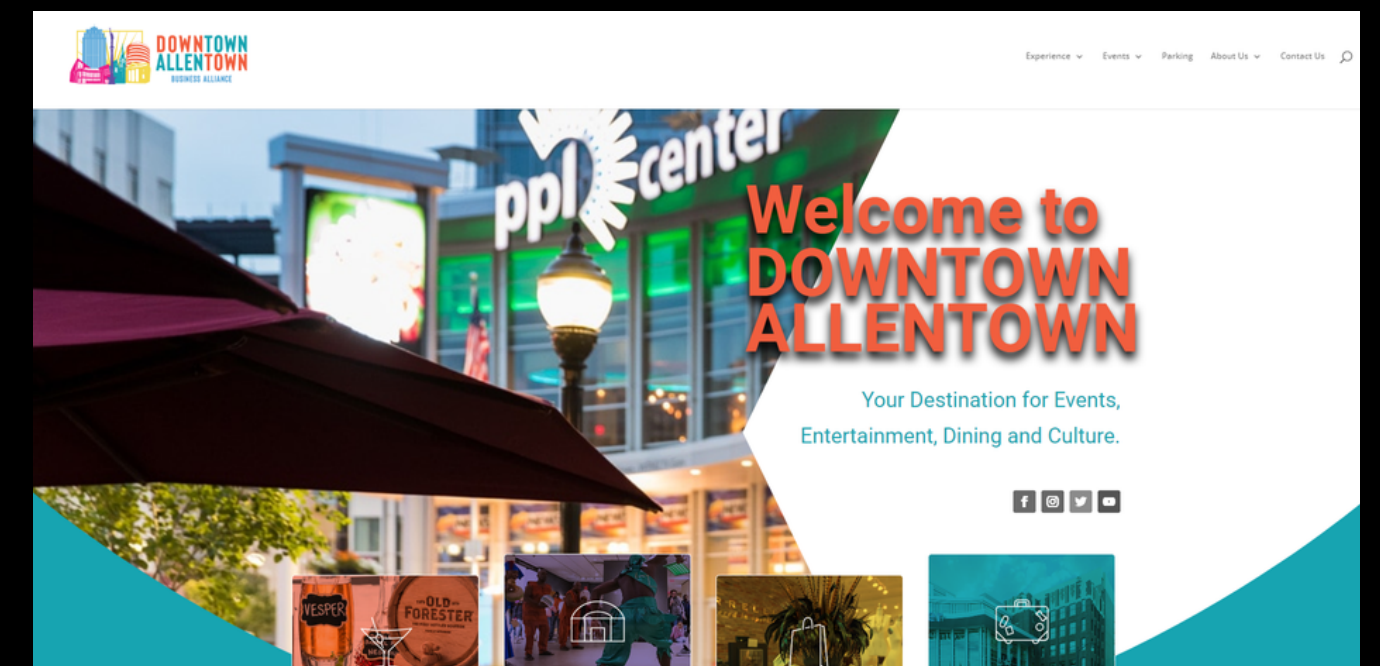
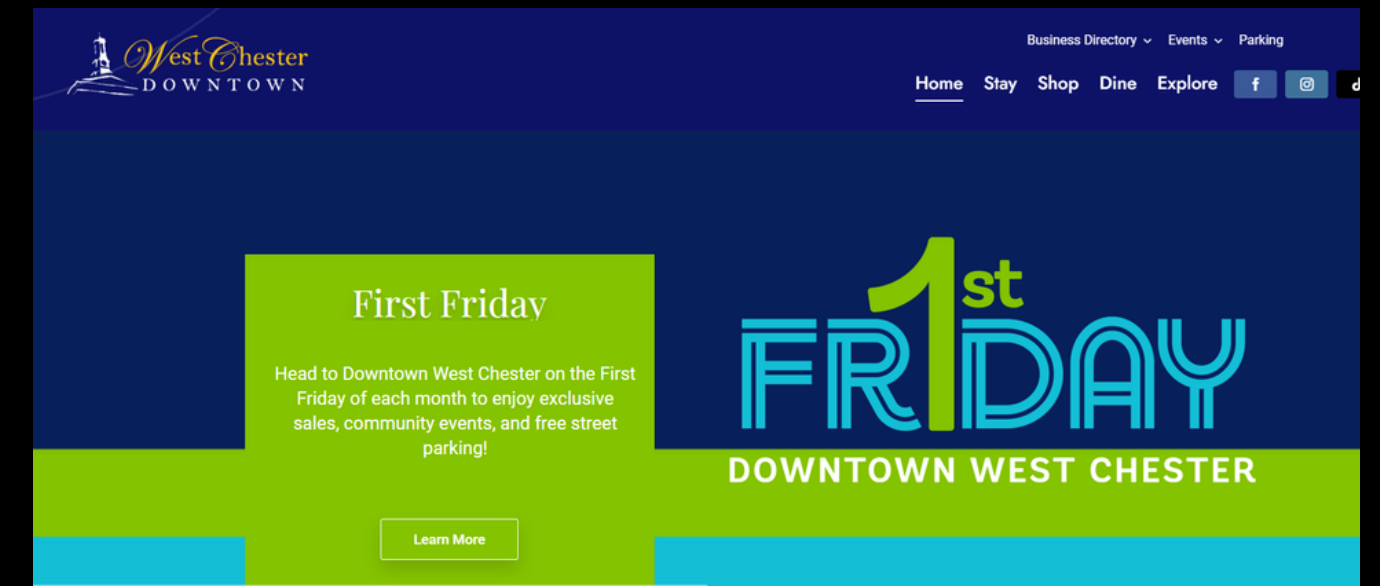
The Pottstown BID will be a non-profit organization with a Board of Directors. The BID is not an Authority.

There are nearly 1000 BIDs
in the U.S.

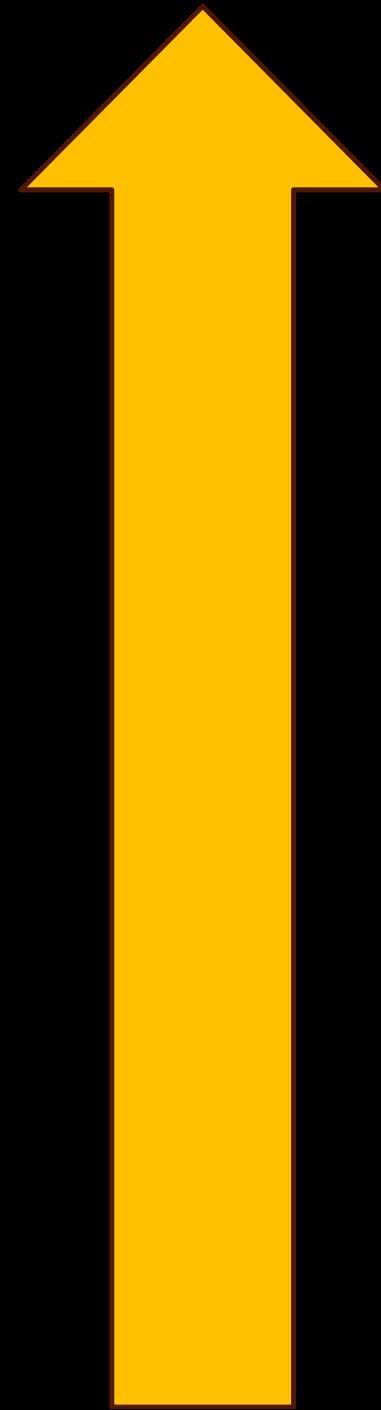


A few local cities/towns that have experienced success with the creation of a BID:

West Chester, PA
Lancaster City, PA
King of Prussia, PA
Allentown, PA



BENEFITS OF THE BID



INCREASE

Cleanliness

Public Safety

Tourism

Property Values

Community Pride

Business Sales

PURPOSE OF THE BID

- Continue revitalization momentum
- Provide services by creating a steady & reliable source of funding
- Identify Improvements within the District
- Identify additional funding opportunities (grants, sponsors, etc.)
- Attract New Businesses | Consumers | Residents within the District
- Enhance a vibrant & lively Commercial District
- Respond to the changing needs of the business community

PROCESS TO DATE

EARLY 2022

- Began exploring the establishment of a BID & various scenarios of implementation
- Met with Borough Councilman to discuss thoughts regarding a BID in Downtown Pottstown

FALL 2022

- Secured American Rescue Plan Act (ARPA) funding opportunity which allowed for pilot programs such as the *Clean Team*
- Formed a Steering Committee with a cross-section of Parcel Owners

EARLY 2023

- Held two in-person & two virtual Steering Committee Meetings
- Researched successful existing PA BIDs; began a series of outreach with BID Leadership Teams
- Drafted a BID Plan

FALL 2023

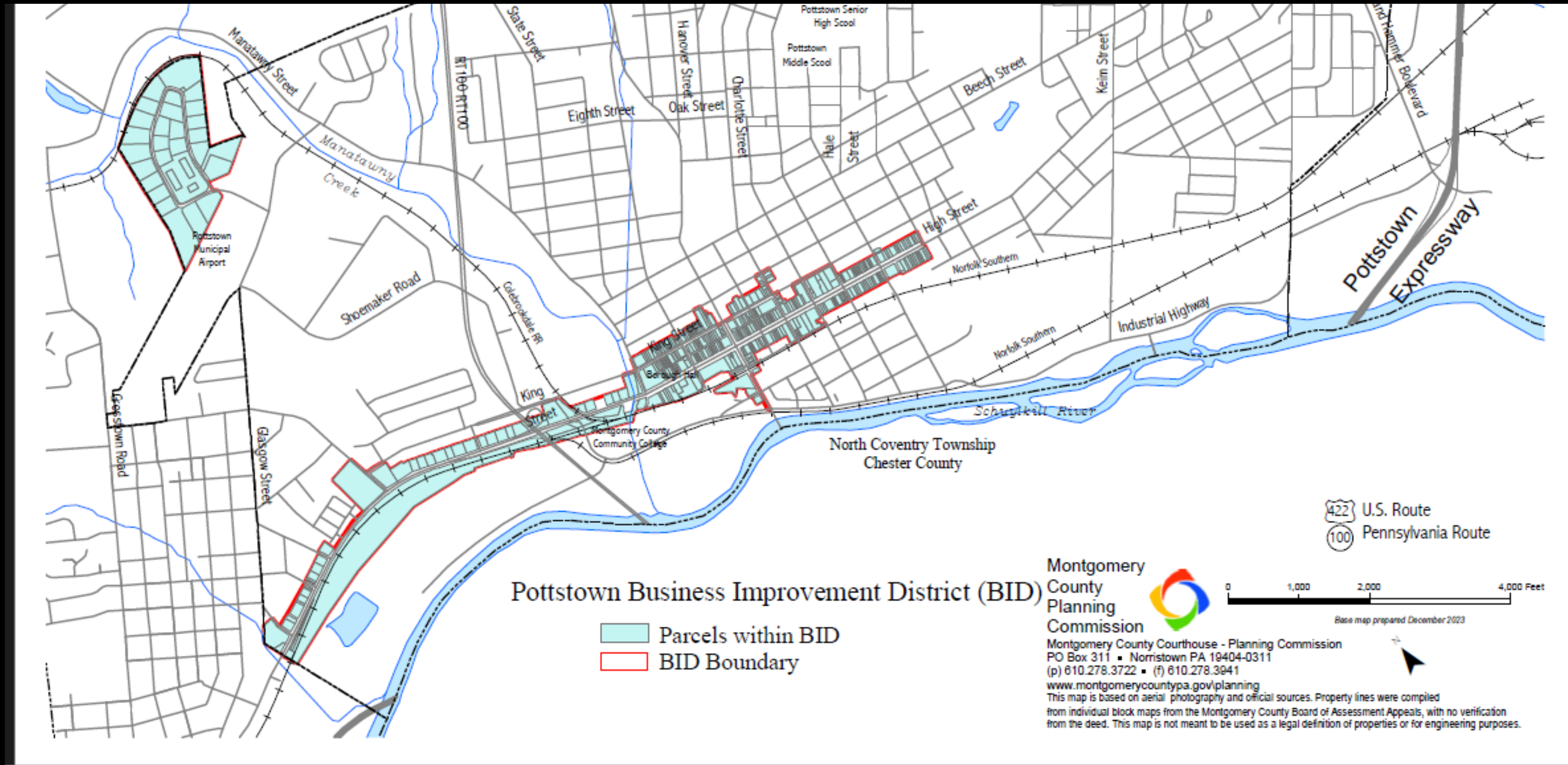
- Worked with County Planning to generate a parcel map
- Mailed 268 information and invitation letters to Parcel Owners
- Held two in -person Steering Committee Meetings
- Held three Information Session Dates (approx. 30 individuals attended and provided feedback)
- Edited Draft plan based upon feedback from Parcel Owners & further research

EARLY 2024

- Hosted one Steering Committee Meeting
- Finalized BID Plan
- Met with Borough Council Members in the proposed Districts
- Received signatures from Steering Committee Members and other affected Parcel Owners requesting establishment of a BID, and its Final Plan

MAP BOUNDARIES OF THE BID

362 Parcels in the Downtown,
Western & Southern Gateways & Circle of Progress



**The majority of BID properties have an assessed
valued of \$1 - \$99,999.**

**Within this range, the average BID fee of this group
will be \$191 annually.**

**At 3 mils, each individual property's
annual fee will vary.**

**It is important to note in addition to the assessed fees, the BID
will be pursuing grants, and sponsorship dollars to support
activities & improvements.**

BID BOARD ORGANIZATION

- One Permanent Member - Pottstown Borough
- One Permanent Member - PAED Board
- One At-large or Exempt Parcel Owner Member
- One Property owner from Circle of Progress
- One Property Owner from W. High St.
- One Property Owner from 0-199 E. High St., North York between High & King, South Hanover St. between High & Industrial Hwy
- One Property Owner from 200-299 E. High St., North Penn St. between High & King, Charlotte St. between Chestnut & Queen
- One Property Owner from 0-299 E. King St.
- One Property Owner from 300-599 E. High St.

The request we are seeking tonight is for Council to hold a public hearing at least 30 days from today, Wednesday, April 3, 2024, for the affected property owners.

Further, we are requesting if there are not at least 40% of the affected property owners opposing, in writing, the establishment of a BID within 45 days of the hearing, Borough Council approves the establishment of a BID at its July 8, 2024 Meeting.