

MOMENTUM

Pottstown, PA
Issue 8
Spring 2016

One Good Thing Leads To Another

Celebrating culture and community in Pottstown



There is a lot to celebrate in Pottstown this spring! Experience Native American culture at the third annual Pow Wow on Manatawny Creek on Saturday, May 7, and Sunday, May 8, at the island located in Memorial Park, 75 West King Street. The event begins at 10 a.m. both days and the grand entry is at noon. On May 7, from 11 a.m. to 5 p.m., head over to Pottsgrove Manor for the Colonial May Fair featuring re-enactors, the traditional dance around the May Pole and colonial games. Pottsgrove Manor is located at 100 West King Street.

Momentum is published four times during the year by Partners for Success, a collaborative of area organizations with a common desire to celebrate the stories that make us proud of Pottstown as residents, business owners or other stakeholders who have a vested interest in seeing our community prosper. Each quarter we share stories about business development, recreation and healthy lifestyles, education, and arts & culture.

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Study Underway to Determine Redevelopment Area's Potential

Last fall a team of consultants, engineers, surveyors, and planners started laying the groundwork to attract future investment to an area of the [Borough of Pottstown](#) and West Pottsgrove Township that has not seen as much development as many would like. The effort, now referred to as the Keystone Employment & Economic Plan or "KEEP," started with a Memorandum of Understanding signed by the municipalities intended to enhance communication and cooperation to encourage economic development of the area bounded on the west by South Grosstown Road, on the south by the Schuylkill River, on the east by College Drive at its intersection with Keystone Boulevard, and on the north by the Norfolk Southern rail line.

The study area includes 16 separate parcels held by 13 different property owners. It currently consists of multiple vacant or underutilized parcels previously primarily used by industry. The goal is to create a new and vibrant employment center that maximizes the redevelopment area's potential through public-private partnerships. An important element of the study is planning for the extension of Keystone Boulevard westward toward a soon-to-be reconstructed Stowe interchange on U.S. 422.

The planning effort should wrap up later this year. It is grant-funded through the Commonwealth's Local Share Account program and the Montgomery County Redevelopment Authority. The project is managed by [Pottstown Area Industrial Development, Inc. \(PAID\)](#) with oversight from a committee comprised of representatives from the Borough and Township, Montgomery County Planning Commission, and PAID.



Map courtesy of the Montgomery County Planning Commission

The map shows the area for future development defined by the Keystone Employment and Economic Plan.

School advances community engagement, revitalization efforts

[The Hill School](#) is advancing its community engagement efforts in the Borough of Pottstown with the hiring of Twila Fisher as its first-ever Manager of Community and Economic Development.

Fisher has an extensive background in community organizing, economic and real estate development, and political knowledge. In her new role, she will be interacting with the Pottstown community with a particular focus on the Hill's neighborhood initiative, Hobart's Run. Hobart's Run represents 600 parcels in the neighborhood surrounding the School's campus including Edgewood Cemetery. The initiative is named after the stream that runs beneath the land to the east of Pottstown's downtown. The goals include creating a clean, safe and inclusive community, providing home improvement and home ownership incentives and encouraging positive sustainable commercial and retail development.



Twila Fisher

For more information, like the [Hobart's Run](#) page on Facebook.



Pottstown Memorial Medical Center expands cancer treatment and screening services

[Pottstown Memorial Medical Center](#) is continuing its dedication to quality and convenient care close to home with the additions of the state-of-the-art CyberKnife® Robotic Radiosurgery System and 3D mammography. CyberKnife was introduced in December 2015 and the 3D mammography screenings began in January.

CyberKnife is offered by the Commonwealth Health CyberKnife Department at the Hospital and complements the services offered at the Pottstown Memorial Regional Cancer Center. The technology provides cancer treatment without surgery, anesthesia or hospitalization. CyberKnife is a form of advanced treatment called stereotactic radiosurgery, a non-invasive method of treating tumors with high-dose radiation precisely aimed from different angles. The technology is used to treat cancerous and noncancerous tumors anywhere in the body including the prostate, lung, brain, spine, liver, pancreas, kidney, bone and eye. Patients receive the treatment in five or less appointments. The Hospital is the only location in the tri-county region that offers CyberKnife.

The 3D mammography program is helping save lives by detecting cancer early. The 3D mammograms provide better images of masses, distortions and asymmetric densities. They can be used in conjunction with 2D mammograms. One in eight women will be diagnosed with cancer in her lifetime, according to the American Cancer Society. If the cancer is found early, the five-year survival rate is 98 percent, according to national statistics.



Pottstown Memorial Medical Center's new Cyberknife Robotic Radiosurgery System was introduced in December 2015 to provide non-invasive cancer treatment. Cyberknife is the only robotic radiosurgery system in the world comprised of a compact linear accelerator, a machine that generates a radiation beam, attached to a robotic arm.

Community gardens provide healthy eating, learning opportunities for youth

The [community gardens](#) in Pottstown provide places to grow healthy food and to grow knowledge for all ages. During the summer garden enrichment program, youth will learn about various cultures from growing fruits and vegetables, music, arts and field trips.

[MOSAIC Community Land Trust](#) (MCLT) has established community gardens in the Borough of Pottstown at 432 and 615 Chestnut Street and a Permaculture garden at 301 Walnut Street that provides flowering plants. Students in two groups, ages 5 to 9 and 10 to 13, will spend time in the gardens for eight to 10 weeks in the program. Participants will learn about a variety of cultures including Native American, South African, Latin and Caribbean. Last year during the Latin American lesson, the groups planted and ate hot peppers, learned about Latin American dances and Latin American arts.

The program is a partnership between MOSAIC Community Land Trust, [ArtFusion 19464](#), the Olivet Boys and Girls Club, and the STRIVE initiative. It is sponsored by the [Pottstown Area Health & Wellness Foundation](#).

For more information, contact Laura Washington, 484-300-2410 or email mosaicclt.lw@gmail.com.

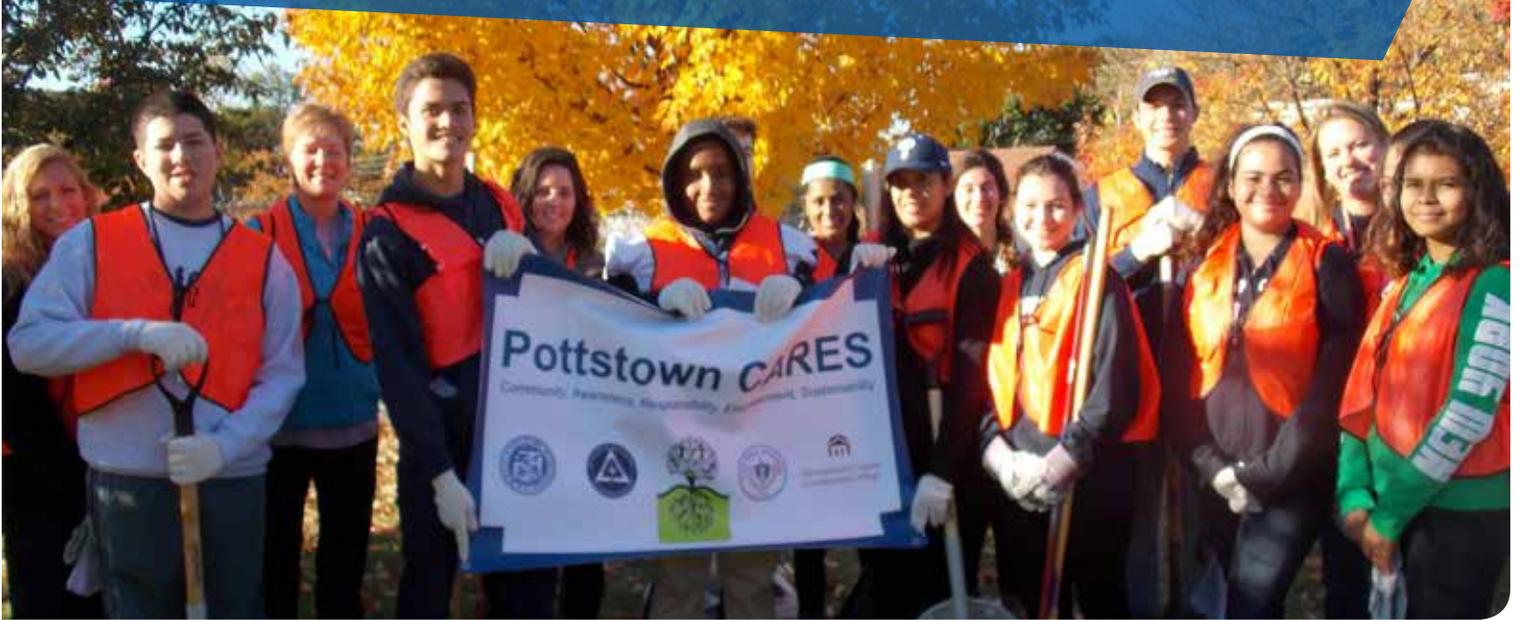
Let's Get Growing! 2016 Home Gardens Contest

This summer, MOSAIC Community Land Trust's annual Home Gardens Contest will be back and better than ever! The competition has expanded to include not only the Borough of Pottstown, but also the Borough of Boyertown. Beginner and experienced gardeners are welcome to participate. The purpose of the contest is to educate the community about the benefits of gardening and to foster creativity and camaraderie among the residents of Pottstown and Boyertown. Registration will be due to MCLT by Friday, June 17 and judging will commence in early July. Visit www.homegardencontest.com for additional details in the next following months.



Children tend to the community gardens with help from a volunteer during a summer program.

Students dedicated to community service in Pottstown



Pottstown High School students get ready to participate in the Pottstown CARES event last fall.

Each year students from [Pottstown High School](#), [The Hill School](#), and [Montgomery County Community College](#) give back to the [Borough of Pottstown](#) with community service projects. Community service provides valuable experiences that teach students more about themselves and the world around them. Participants learn to take pride in their community and experience how they can make a difference in other people's lives.



Students from The Hill School, joined by Randy Doaty, Director of Security for the school, get ready to volunteer at the Edgewood Cemetery.

On April 15, Pottstown High School, The Hill School and the Community College will partner with the Borough for a Pottstown CARES project. The collaborative effort was founded in the fall of 2013. CARES stands for Community, Awareness, Responsibility, Empowerment and Sustainability. Groups of students from all three schools will work on beautification projects throughout the town including cleaning up parks, picking up trash, maintaining the community gardens, and work at the Olivet Boys and Girls Club/Ricketts Center. For the April 15 event, CARES students will partner with Habitat for Humanity Montgomery County for a Rock the Block repair and upkeep project.

Although CARES may be the most visible initiative, it is not the only way students give back in Pottstown. Students help out those in need throughout the year.

Last December Pottstown High School students in the Trojans 4 a Cure Club participated in a fundraiser, "Keep Me Warm for the Holidays." The club hosted a breakfast prepared by the high school's Culinary Department that raised money to supply children with hats, gloves, and scarves.

Students from The Hill School regularly volunteer at the Olivet Boys & Girls Club/Ricketts Center where they help children with homework and entertain them with games, arts, crafts, and other activities. Hill students also cleaned up the Edgewood Cemetery in the fall and they are performing research on the people who are buried there.

In April, Community College students are dedicating their time to an Alternative Spring Break in Pottstown, an initiative where students volunteer their time rather than traveling for a spring break vacation. These students are teaming up with the Montgomery County Suicide Prevention Task Force and attending ASIST, a two-day suicide intervention strategies training at West Campus and Central Campus.

Pow Wow on Manatawny Creek to celebrate Native American culture and community



Attendees participate in a circle dance during a past Pow Wow on Manatawny Creek event. The event is held rain or shine in Memorial Park.

On Saturday, May 7, and Sunday, May 8, at 10 a.m., the community will unite for the third annual Pow Wow on Manatawny Creek on the island in Memorial Park, 75 West King Street, Pottstown. Hundreds of people will celebrate Native American culture at the park.

At noon, the formal grand entry will feature the Native American participants gathering in a circle. This year's event will be emceed by Barry Lee and features performances by Medicine Horse Singers and Dancers and Spirit Wing, a popular Native American band. The performers will invite the public to join in several dances including some just for children. Each year the event commemorates veterans and this year's celebration will also honor mothers as it will be held on Mother's Day.

In addition to Native American music and dancing, attendees can enjoy soup and bison burgers from Mama Coupe and Indian fry bread, fry bread tacos and wojapi prepared by the Circle Legacy Center. ArtFusion 19464 will offer an activity for children and veterans.

Admission is \$5 per person. Free admission is offered for children under 6 and active military personnel. Attendees are encouraged to bring their own blankets or chairs.

Celebrate spring at Pottsgrove Manor's Colonial May Fair

Enjoy entertainment for the whole family at [Pottsgrove Manor's](#) annual Colonial May Fair on May 7, from 11 a.m. to 5 p.m. at 100 West King Street in Pottstown. Visit Pottstown founder and ironmaster John Potts' former homestead to see how spring was welcomed in the 18th century. The event has been a favorite tradition for more than 20 years and will attract visitors from throughout the region.

The May Fair is known for a traditional dance around the May pole with colorful ribbons to celebrate the arrival of spring. Other activities include craft vendors, music, Levram the magician, Tucker's Tales Puppet Theater and historical games. Several craft vendors will provide demonstrations of trades people had in the 18th century. The first floor of the manor will be open for self-guided tours featuring re-enactors dressed in costume. There is no admission price, but the suggested donation for the event is \$2 per person.



Bring your family to Pottsgrove Manor's Colonial May Fair on May 7 for 18th-century-themed games, dancing around the May pole, and other activities to welcome spring.

Film festival to showcase creativity and pride in Pottstown

Films have a way of bringing people with shared interests together. This summer, a new, exciting event, the Pottstown In Focus Film Festival, will be held from June 6 to 10 at various indoor and outdoor venues in the Borough.

Filmmakers still have time to join in the fun and enter their work for the festival. The film must be submitted in digital form through the event website, www.pottstowninfocus.com by May 1. Participants do not have to be from Pottstown to submit a film, but the film must be 30 minutes or shorter and must have a connection to

Pottstown through its character, theme, setting, or inspiration. Winners will be announced on June 10. Categories include Comedy, Fiction, Science Fiction, Music Video, Documentary, and Special Category: A Love Letter to Pottstown.

For more information, visit www.pottstowninfocus.com.



Partners for Success

Momentum is published by Pottstown Area Industrial Development, Inc. (PAID) in collaboration with the Partners for Success. PAID is a non-profit economic development corporation with the mission to promote investment in Pottstown. Questions or comments about Momentum can be directed to info@paidinc.org or call 610-326-2900. To receive future issues of Momentum by email visit <http://www.paidinc.org/momentum.php> and [subscribe to the email list](#).



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