

# MOMENTUM

Pottstown, PA  
Issue 1  
Spring 2014

*One Good Thing Leads To Another*



The power of  
collaboration.

**Partners for Success** formed as a collaborative of area organizations with a common desire to celebrate the stories that make us proud of Pottstown—whether residents, business owners or other stakeholders who have a vested interest in seeing our community prosper.

## One good thing leads to another

The idea to collect our stories began as a simple conversation—one that revealed the need to do a better job of getting the word out about the many positive activities already going on. These activities lead to great benefits for our community. They encourage pride

and spirit among those who live, work and play in Pottstown. They build engagement and continued investment by business owners and area leaders. And by extension, they attract others to visit and join our community.

Sometimes it takes only one story to change the way we think. To challenge our old assumptions. To introduce us to new connections and opportunities. To remind us that we are part of something bigger—a community.

It's with that in mind that we look back at some of the stories from 2013 that we are proud of and hope that you, in turn, will share what you've read with others.

Sometimes it  
takes only one story  
to change the  
way we think.

The stories to follow in this and future publications will cover a wide array of what defines the Pottstown community. We've categorized them in four areas:

**Business Development:** Pottstown is business-friendly. Our community is one that is open to new ideas and industries, as well as one that is supportive of those just moving to town. We believe in not only welcoming new business, but also maintaining strong relationships with those who are already established here in Pottstown.

**Recreation and Healthy Lifestyles:** We all know that the benefits of leading a healthy lifestyle are innumerable. At the same time, we acknowledge that changing behaviors isn't easy. A community that wants to encourage its residents and workforce to make healthy changes is one that offers top-notch healthcare services, programs and recreational opportunities.

**Education:** The desire to understand and learn starts early and never stops. Today, there are thousands of students, from preschool to college, currently getting their education in Pottstown. They're quite possibly our community's next leaders.

**Arts and Culture:** Whether enjoying the performing arts scene or simply visiting the latest art exhibits, our area arts and cultural attractions have the power to bring together community.

# Pottstown rolls out the welcome mat to businesses

Pottstown saw a significant amount of new business investment in 2013, and more is on the way, thanks, in part, to changes underway to make the municipality more business friendly.

Last year, three restaurants opened in the downtown area, giving community members and visitors more dining choices. Eateries Lily's Grill and Milkman Lunch Company & Cake Shoppe opened on High Street. BYOB Racine opened its doors on King Street.

A variety of other businesses also chose to invest in the Borough during 2013.

"Although the list of businesses

(at right) is not all-inclusive, it does speak to the diversity of businesses that chose to establish new or expanded operations in Pottstown last year," said Steve Bamford, Executive Director of [Pottstown Area Industrial Development, Inc.](#) "These businesses and those that have been doing business in our community for years are the drivers of an increasingly vibrant local economy. The [Borough of Pottstown](#) recognizes that fact and is taking steps to make it easier for businesses to invest in Pottstown."

Borough leaders and staff are committed to improving customer service at the municipality and making Pottstown a more inviting place for businesses. Borough Manager Mark Flanders said, "We are holding staff accountable for doing a better job of dealing with the public...being more customer-friendly."

Assistant Borough Manager Erica Weekley echoed Flanders' sentiments about the changes in the Borough's operations. "We are proactively finding ways to streamline and to make information more accessible and easier to comprehend, so it's more attractive to invest in the Borough," Weekley said.

Perhaps the greatest changes in Borough government can be seen in the department responsible for plan reviews, permits, and building inspections. In January 2013, an engineering firm, engaged by the Borough to review what was then the Codes Department, issued a report containing recommendations to improve the performance of the department. By the end of 2013, the borough had renamed the department Licensing and Inspections, hired Director Keith Place to lead the department, and began implementation of many of the recommendations contained in the report.



## Businesses that chose to invest in the Borough during 2013 included:

- Primary and urgent care service provider Patient First broke ground for a new medical facility on Shoemaker Road.
- Manatawny Still Works began construction of a new craft distillery in the Airport Business Center.
- Ornamental iron and structural steel fabricator Haggerty Steel purchased a lot on Circle of Progress Drive with plans to build a new facility.
- Heritage Coach Company established operations on Keystone Boulevard.
- Automotive service center Wheels in Motion bought the former Dames Chevrolet building on High Street.
- Mobile "video wall" and modular LED screen supplier Upstage Video relocated their headquarters to Shoemaker Road.

## Founding Partners:

*Momentum* is published by Pottstown Area Industrial Development, Inc. (PAID) in partnership with:

- Borough of Pottstown
- Montgomery County Community College
- Pottstown Area Health & Wellness Foundation
- Pottstown Downtown Improvement District Authority
- Pottstown Memorial Medical Center
- Pottstown School District
- The Hill School
- TriCounty Area Chamber of Commerce

PAID is a non-profit economic development corporation with the mission to promote investment in Pottstown. Contact PAID at 610-326-2900 or [info@paidinc.org](mailto:info@paidinc.org).

Throughout the year, it's our intent to share more about our thriving community with you. *Momentum* includes stories for and about the places, projects and people of Pottstown who are discovering their voices and can't wait to be heard!



## Pottstown embraces healthy living



### 2013 was a year of exciting health and wellness initiatives in the community, the classroom, and the workplace.

#### In the community

A community garden was created at 423 Chestnut Street providing nutritious, fresh food options. The 8,400 square foot garden beautifies the area and offers 30 individual plots for community members to grow their own produce. Educational workshops are also held at the site for adults and youths. The garden caught the attention of the Montgomery County Board of Commissioners and earned the Montgomery Award for Excellence in Planning and Design in the fall of 2013. The partners are currently working on establishing a second garden in Pottstown.



[MOSAIC Community Land Trust](#) led the project with help from a [Pottstown Area Health and Wellness Foundation](#) grant, volunteers, businesses and other organizations.

#### In the classroom

##### [The Pottstown School District](#)

took steps during 2013 to better understand and address the connection between exercise and student achievement. Last fall, Pottstown introduced new initiatives to keep students' minds and bodies active. Students and staff routinely take part in brain energizer activities during



the day. At the high school, an affiliation with CrossFit is actively promoting physical fitness and providing after school programming. CrossFit instructors visit the high school on a routine basis and provide instruction during wellness classes.

The health initiatives have been instituted in the school district as a result of what was presented at the summer conference, "Healthy Bodies, Healthy Minds Institute," held at [The Hill School](#). More than 30 administrators and teachers attended the conference hosted by the Pottstown Area Health and Wellness Foundation.

#### In the workplace

With people spending more and more time at the workplace and research demonstrating the health risks of prolonged sitting, worksite wellness becomes increasingly important. A new Worksite Wellness Initiative launched in 2013 helps participating businesses plan events such as health risk assessments, healthy activities, and learning opportunities designed to change the culture of a worksite. The business receives a return on investment in the form of healthier, more productive employees, reduced absenteeism, and potentially lower health insurance costs.

Worksite Wellness is a combined effort of [TriCounty Area Chamber of Commerce](#), Pottstown Area Health & Wellness Foundation, Pottstown Memorial Medical Center, the Montgomery County and Chester County health departments, and Independence Blue Cross.

## Pottstown's largest employer provides quality health care

#### [Pottstown Memorial Medical Center](#)

employs more than 1,150 health care professionals providing a full range of health services to the community. Throughout 2013, the hospital received numerous awards and recognition for exemplary patient care.

#### Did you know?

- **Pottstown Memorial Medical Center was named one of the nation's Top Performers on Key Quality Measures by the Joint Commission, an accreditor of health care organizations in America.** The hospital is in the top 30 percent in the nation for improving care for patients with heart attacks, heart failure, pneumonia and needing surgical care.
- **The hospital received Get with The Guidelines-Stroke Gold-Plus Quality Achievement Award.** The award recognizes the hospital's commitment and success in implementing a higher standard of stroke care by ensuring patients treatment according to nationally accepted standards and recommendations.
- **Pottstown Memorial Medical Center was awarded Joint Commission Certification as a Primary Stroke Center.** The hospital was recognized for demonstrating compliance with the Joint Commission's national standards for health care quality and safety in disease-specific care.
- **The hospital received Independence Blue Cross Distinction for Quality and Efficiency.** The hospital's Center for Orthopaedics and Spine was recognized for demonstrating expertise in delivering quality specialty care, improved patient health and safety and new cost-efficiency measures.
- **The hospital was awarded certification from the Joint Commission for joint replacement – hip and knee.** The hospital earned the certification for demonstrating continued compliance with the Joint Commission's national standards for health care and safety in the disease-specific care.

# Pottstown School District prepares students for success

Pottstown is home to quality public schools that challenge students and prepare them for successful futures. 2013 was a year of innovation and collaboration from pre-kindergarten through high school.

## Pre-Kindergarten

Pottstown Early Action for Kindergarten Readiness (PEAK) is a collaboration of the Pottstown School District and community organizations that are working together to design and implement strategies that enable children to enter kindergarten ready to learn. PEAK focuses its work in five inter-related areas: community outreach, family engagement, improvement, kindergarten transition, and health/wellness. PEAK's overarching goal is to build an infrastructure that ensures that all children in Pottstown enter kindergarten ready to learn. PEAK supports pre-kindergarten programs through instructional coaching, professional development, behavior management support, family engagement, kindergarten transition, hearing and vision screenings, nutrition lessons, and community events.

## Science, Technology, Engineering, and Mathematics

Science, Technology, Engineering, Mathematics (STEM) has become a major focus in the Pottstown School District, providing students with 21st century job skills. The initiative has been supported by changes in course offerings, partnerships with private industry, grant support that promotes student activity and staff development, and creation of competition teams in robotics at the high school and middle school level with projected further development at the elementary level. High school course offerings have been expanded to include management information systems, entrepreneurship, robotics, engineering exploration, organic chemistry, anatomy, astronomy, meteorology, history of mathematics, Algebra III, geology, and zoology.

## Comprehensive High School

Pottstown High School is one of only 12 comprehensive high schools in the state of Pennsylvania. This distinction is because



Pottstown provides vocational educational programs within its high school building. Currently, there are 10 career and technical education programs providing educational opportunities to more than 550 of Pottstown's future business leaders and workers. Students' post-secondary education varies from attendance at technical and trade schools, junior colleges, community colleges, and four-year colleges. Upon graduation, they are prepared to enter post-secondary education or the workforce. Students receive practical, real-life experiences as part of the following programs: Construction Technology, Culinary Arts, Health Technology, Air Force Junior ROTC, Cosmetology, Marketing, Automotive Technology, Childcare, Accounting, and Business Information Technology.



## Pottstown CARES

Last fall, 700 volunteers consisting of students, faculty and staff from The Hill School and Pottstown School District, as well as Borough employees, joined forces to weed, pick up trash, bag leaves and perform other chores throughout the community. The community clean-up day in October was one of several Pottstown CARES events.

CARES, which stands for Community, Awareness, Responsibility, Empowerment, and Sustainability, was conceived last spring during conversations among Borough Manager Mark Flanders, Hill School Headmaster Zack Lehman, and Pottstown School Superintendent Jeff Sparagana. It is not intended to be a once-and-done affair, but a starting point that builds momentum for additional joint efforts.

# Pottstown celebrates the arts

The performing and visual arts contribute to the vibrancy of our community and serve as important catalysts for change and growth. Throughout 2013, Pottstown venues attracted diverse audiences and visitors, educated children and adults, and created a real sense of pride in place. Experience the arts at:

## **Steel River Playhouse**

245 East High Street  
Pottstown, PA 19464  
[www.steelriver.org](http://www.steelriver.org)

Steel River Playhouse is a theater that produces more than 90 performances each year, such as musicals, comedies, dramas, concerts, and class presentations.

## **ArtFusion 19464**

254 East High Street  
Pottstown, PA 19464  
[www.artfusion19464.org](http://www.artfusion19464.org)



ArtFusion 19464 is a non-profit community art center located in Pottstown's historical district. The center provides art classes for youths and adults and features an art gallery for member group, and solo exhibits.

## **Montgomery County Community College's West Campus Art Gallery**

North Hall  
16 High Street  
Pottstown, PA 19464  
[www.mc3.edu](http://www.mc3.edu)

Montgomery County Community College's West Campus showcases student art shows as well as solo and guild artist exhibits.



## **The Boyer Gallery and The Center For The Arts at The Hill School**

860 Beech Street  
Pottstown, PA 19464  
[www.thehill.org](http://www.thehill.org)

The Boyer Gallery hosts a variety of art exhibits throughout the year. Community members have the opportunity to view collections created by students, solo artists, and art guilds.

The Center For The Arts provides a variety of student musical concerts and dramatic productions each year; these outstanding performances are free and open to the public. Special speakers as well as professional touring groups add to The Hill's CFTA community offerings.

## Contact the Partners for Success

**Pottstown Area Industrial Development, Inc.**  
152 High Street, Suite 360  
Pottstown, PA 19464  
[www.paidinc.org](http://www.paidinc.org) • 610-326-2900

**Borough of Pottstown**  
100 East High Street  
Pottstown, PA 19464  
[www.pottstown.org](http://www.pottstown.org) • 610-970-6500

**Pottstown Area Health & Wellness Foundation**  
152 East High Street, Suite 500  
Pottstown, PA 19464  
[www.pottstownfoundation.org](http://www.pottstownfoundation.org) • 610-323-2006

**Pottstown Downtown Improvement District Authority**  
17 North Hanover Street  
Pottstown, PA 19464  
[www.downtownpottstown.org](http://www.downtownpottstown.org) • 610-323-5400

**Pottstown Memorial Medical Center**  
1600 East High Street  
Pottstown, PA 19464  
[www.pottstownmemorial.com](http://www.pottstownmemorial.com) • 610-327-7000

**Pottstown School District**  
230 Beech Street  
Pottstown, PA 19464  
[www.pottstownschoools.com/pottstown](http://www.pottstownschoools.com/pottstown) • 610-323-8200

**Montgomery County Community College**  
West Campus  
101 College Drive  
Pottstown, PA 19464  
[www.mc3.edu](http://www.mc3.edu) • 610-718-1800

**The Hill School**  
717 East High Street  
Pottstown, PA 19464  
[www.thehill.org](http://www.thehill.org) • 610-326-1000

**TriCounty Area Chamber of Commerce**  
152 High Street, Suite 360  
Pottstown, PA 19464  
[www.tricountyareachamber.com](http://www.tricountyareachamber.com) • 610-326-2900