

No need to hibernate in Pottstown this winter



Although it may be cold outside, there is still plenty to do this winter in Pottstown such as enjoying the Pottstown Hometown Holidays events, attending holiday concerts, shopping on Small Business Saturday and braving the cold during the Polar Bear Swim. Start New Year's Day off right with a dip in the Schuylkill River at the Polar Bear Swim. The event begins at 10:30 a.m. and is followed by a bonfire in Riverfront Park.

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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Shop Local on Small Business Saturday

On Saturday, November 28, the Pottstown Downtown Improvement District Authority (PDIDA) is encouraging community members to shop local in downtown Pottstown.

Small Business Saturday is a national movement observed annually the Saturday after Thanksgiving when consumers are concentrated on their holiday shopping. The day was initiated by American Express in 2010 and received official recognition from governors, mayors, senators and even the president in 2011.

The more you shop local in Pottstown, the more money stays in Pottstown. According to a study conducted by Civic Economics, for every \$100 spent in a locally-owned business, \$68 stays in the local economy. The same amount spent at a national chain would result in only \$43 remaining in the local economy.

Shop Local with Santa

Santa is arriving in Pottstown on Small Business Saturday. You can see him shopping local during the day and at 4:30 p.m. during the tree lighting ceremony at Smith Family Plaza. Attendees are encouraged to bring a bell to ring to welcome Santa. You can also enter the holiday raffle PDIDA is holding for a chance to win \$500. For more information, visit www.downtownpottstown.org.



Shop local in downtown Pottstown and you can receive a free Shop Small bag while supplies last. See www.downtownpottstown.org for more details.

Downtown Pottstown Businesses

Small businesses are the heart of Pottstown. According to PDIDA, there are 74 businesses within the downtown district including

- 12 restaurants/caterers
- 2 auto related businesses
- 6 beauty/barber shops
- 22 services such as law offices and insurance
- 5 clothing stores
- 2 health related stores
- 7 home furnishings stores
- 5 retail food stores
- 8 miscellaneous shops
- 1 liquor store
- 1 theater
- 1 art gallery
- 1 art school
- 1 music school

Restaurant Club launched in Pottstown's downtown

Catch a show in Pottstown and get a discount at a downtown business! Pottstown Downtown Improvement District Authority has partnered with downtown businesses and Steel River Playhouse to establish The Restaurant Club because nothing goes better with live theater than food.

During each show's run, bring your ticket to these participating restaurants for a 10 percent discount:

- Argento's Pizza & Family Restaurant, 201 East High Street, 610-970-9677, argentospizza.com
- Beverly's Pastry Shop, 322 East High Street, 610-323-2020, www.beverlyspastryshop.com
- Connections on High, 238 East High Street, 484-624-3669, www.connectionsonhigh.com
- Grumpy's Handcarved Sandwiches, 137 East High Street, 610-323-1232, www.grumpyssandwiches.com
- Lily's Grill, 115 East High Street, 484-945-1008, www.lilysgrill.com
- Potts & Penn Family Diner, 80 East High Street, 484-752-4159 www.facebook.com/PottsAndPennDiner
- The Very Best, 252 East High Street, 610-323-5224, verybesthotdogs.com

For a complete listing of this season's Steel River Playhouse shows including dates and times, visit www.steelriver.org.





Enjoy the Schuylkill River Trail this winter

Experience the [Schuylkill River Trail](#), named USA Today's Best Urban Trail in 2015. You can access the trail right here in Pottstown at Riverfront Park, 140 College Drive. If you're looking for something fun to do this winter, spending time on the trail will certainly cure your cabin fever.

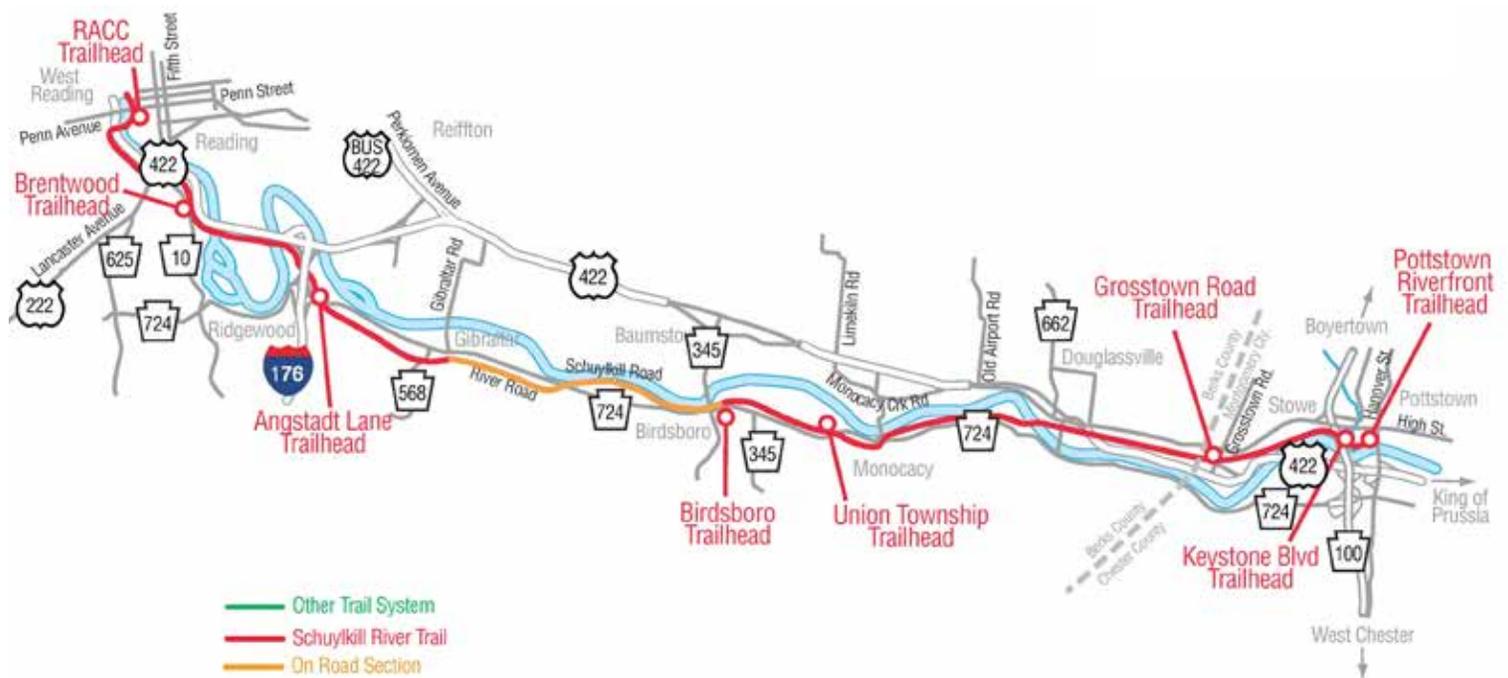
The Schuylkill River Trail is a popular place in warm weather. However, the trail still gets plenty of use in the colder months. Many folks enjoy walking the trail in the winter and some even like to bike. Others like to cross country ski on the sections that are not plowed. In the tri-county area the trail located in Riverfront Park is the only section that gets plowed.

In addition to exercise, the Pottstown section of the trail is a great option for birdwatching and taking in the other scenes of the trail in the wintertime.

For more information about the Schuylkill River Trail, visit www.schuylkillrivertrail.com.



See something new on the Schuylkill River Trail each season. Take a stroll on the trail to enjoy all of the wonders winter has to offer.



Dragon boat team empowers youth

With all of the fun the adult dragon boat teams are having in Pottstown, it is no surprise that the youth have formed a team to compete.

The Junior Dragon Warriors' members range in age from 10 to 16 and are from Pottstown and surrounding areas. The team spent this summer practicing and their first competition was in September at the Walgreens Mercer County Dragon Boat Festival in New Jersey. Although the team members didn't receive an award, they had the experience of being the only junior dragon boat team to compete there and even beat an adult team during a consolation race.

The paddling season for Pottstown dragon boat teams starts up again in April. Open paddles are available to the public and are held at 7 a.m. each Sunday during the season. You don't have to join a team to participate.

For more information about dragon boating in Pottstown, email Rob Matthews, rob.1@pottstownkarate.com.



The Junior Dragon Warriors practice on the Schuylkill River. The team's headquarters are at the Pottstown Athletic Club in Pottstown where they participate in conditioning exercises.

The Walking Bus makes stops in Pottstown



Rupert Elementary School students and volunteers cross the street as part of the walking bus program in Pottstown.

Starting in October, the walking school bus began taking [Rupert Elementary School](#) students to school five mornings a week. Volunteers walk with the students during this pilot program to promote a healthy lifestyle and provide safe routes to school. If it is successful, the district plans to expand the program to another elementary school next year.

Each day the walking bus travels a mile to a mile and a half. Fifteen families signed up for the walking school bus and that number is expected to grow as the school year progresses.

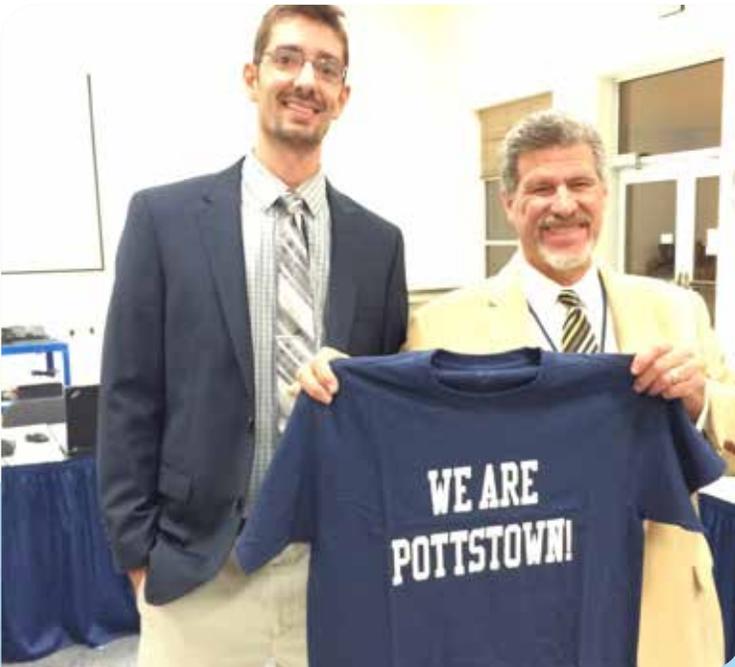
The walking bus wouldn't be possible without the volunteers participating in the program. Volunteers are from Pottstown School District, Creative Health Services, Community Health & Dental

Care, The Mercury, Rotary Club of Pottstown, Family Services of Montgomery County and Christ Episcopal Church. Volunteers are screened through background checks before they can participate. The program is a win-win for Pottstown School District and people volunteering. The walking bus is beneficial for the volunteers because they can get some exercise and build relationships in the community.

The walking school bus program will be the subject of a study conducted by the University of Sciences in Philadelphia. The university will study tardiness, attendance and the Body Mass Index of students.

For more information about the walking school bus, email David Genova, dgenova@pottstownsd.org.

David Genova named Healthy School Hero



Pottstown School District Wellness Coordinator David Genova, left, with Superintendent Dr. Jeffery Sparagana, right, at a school board meeting.

[Pottstown School District](#) Wellness Coordinator David Genova was recently recognized with a Healthy Hero award by Action for Healthy Kids, an organization committed to fighting childhood obesity by engaging parents, educators and volunteers in schools. The district has become healthier and active with implementing wellness programs in all of the six schools thanks to Genova and the support of the district's administration.

Genova is proud of the active learning accomplishments made in the district. "The typical classroom is the worst environment for health," he said. "What we're doing at Pottstown School District is progressive and innovative."

Wellness has been a focus in the district with brain breaks that get children out of their seats, standing desks, a bicycle desk classroom, elementary school relay spelling races, the walking school bus program and other activities.

Physical education classes have changed for the better with less of an emphasis on sports and more of a focus on individual wellness. Middle school and high school students wear heart monitors during physical education class. Their names and heart rates are displayed on a screen in the gymnasium to show their progress while they are exercising.

Your Fun Winter To Do List in Pottstown



Hear the sounds of the season during *The Hill School's Candlelight Service of Vespers and Carols* on December 13 in Memorial Chapel.

Pottstown Downtown Improvement District's (PDIDA) Hometown Holiday Celebration

www.downtownpottstown.org

Photos with Santa – Santa will be in town each Saturday, November 28 to December 12, from 2 to 7 p.m. at Smith Family Plaza, 100 block of High Street. Cost: \$7/sitting, any number of children and adults are welcome.

The 30th Annual Historic House Tour – Sunday, December 13, 2 to 6 p.m. Take a trolley through Pottstown, learn about the history of the town and tour beautiful, older homes. Tickets will be available November 28 up to and including the day of tours. Cost: \$15/person for advance tickets; \$18/person day of tours.

For more PDIDA Pottstown Hometown Holiday events, visit www.downtownpottstown.org.

ArtFusion 19464

254 East High Street, Pottstown, PA 19464
www.artfusion19464.org

VanGogh's Secret Studio – December 5, 12 and 19 (Saturdays), 10:30 a.m. -2:30 p.m., VanGogh's Secret Studio returns to ArtFusion 19464 for a fifth year! This fundraiser is a special shopping opportunity for kids 12 and under. Young shoppers will be able to choose from a special selection of handcrafted gifts priced from \$1-\$5. Volunteers will be on hand to help children shop, and all purchases will be wrapped. Children under 5 must be accompanied by an adult. A parent or guardian must remain in the building while a child shops in VanGogh's Secret Studio.

Soup Bowl Fundraiser – January 23, 11 a.m. – 1 p.m. ArtFusion's popular fundraiser is returning for a fifth year! Try a variety of soups, fresh baguettes and crackers, homemade desserts and a one-of-a-kind ceramic bowl to take home. ArtFusion will have a great menu of soups to choose from. Cost: \$20/person advance tickets; \$25 at the door.

Pottsgrove Manor

100 W. King St., Pottstown, PA 19464
www.montcopa.org/pottsgrovesmanor

Pottsgrove Manor by Candlelight – Sunday, December 13, 2 - 8 p.m., Tour the mansion by candlelight as costumed interpreters

portray its colonial residents as they celebrate Twelfth Night. From festivities in the parlor to hearth cooking in the kitchen, take in the sights and sounds of the season. Afterward, enjoy tasty refreshments while the kids make seasonal crafts to take home! All ages. Cost: Suggested donation \$2/person.

Pottstown School District

www.pottstownschoools.org

Pottstown Middle School/Senior High School Chorus Holiday Concert – December 14, 7 p.m., Pottstown Senior High School, 750 N. Washington St., Pottstown, PA 19464.

Pottstown Band Holiday Concert – December 15, 7 p.m., Pottstown Senior High School, 750 N. Washington St., Pottstown, PA 19464. The concert features performances from elementary, middle school and senior high school bands.

The Hill School

860 Beech Street, Pottstown, PA 19464
www.thehill.org

The Hill School Winter Holiday Concert – Friday, December 11, 7:15 p.m., The Hill School, Center For The Arts, 860 Beech Street. This event is free and open to the public.

The Hill Candlelight Service of Vespers and Carols in Memorial Chapel – Sunday, December 13, The Hill School, 4:30 p.m. The event is free and open to the public. Enjoy the organ prelude at 4:30 p.m. and the service begins at 5. Guests can park at the Center For The Arts, 860 Beech Street, and a shuttle will be provided.

Steel River Playhouse

245 East High Street, Pottstown, PA 19464
www.steelriver.org

White Christmas – December 4 – December 20, Adapted from the classic Bing Crosby-Fred Astaire film, "Holiday Inn," this sparkling tale of show-biz GIs and the gals who win their hearts, centers on the Christmas show they stage as a "thank you" for their retired Commanding Officer. The musical makes fabulous use of an Irving Berlin score that includes "Count Your Blessings (Instead of Sheep)," "Blues Skies," "Snow," and the title song, "White Christmas."

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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Pottstown, PA 19464
www.pottstown.org • 610-970-6500



Montgomery County Community College

West Campus
101 College Drive
Pottstown, PA 19464
www.mc3.edu • 610-718-1800



Pottstown Area Health & Wellness Foundation

152 East High Street, Suite 500
Pottstown, PA 19464
www.pottstownfoundation.org • 610-323-2006



Pottstown Area Industrial Development, Inc.

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Pottstown Downtown Improvement District Authority

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Pottstown, PA 19464
www.downtownpottstown.org • 610-323-5400



Pottstown Memorial Medical Center

1600 East High Street
Pottstown, PA 19464
www.pottstownmemorial.com • 610-327-7000



Pottstown School District

230 Beech Street
Pottstown, PA 19464
www.pottstownschoools.com • 610-323-8200



The Hill School

717 East High Street
Pottstown, PA 19464
www.thehill.org • 610-326-1000



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