

Pottstown Business Improvement District

Annual Report 2025–2026

Launch year through July 2026

A public-facing summary of progress, partnerships, business support, and downtown visibility

Downtown Pottstown’s BID was established to strengthen the downtown business district, support local businesses, improve the experience of downtown, and help the district speak with one voice. This annual report highlights the BID’s first-year work turning startup planning into visible public action.

This reporting period covers the BID’s launch work in 2025 and its first full year of visible public activity through July 2026.

At a glance

Digital reach	Business support	Current collections	Public activity
587.1K Facebook views 223.8K Instagram views 4.7K website users	BID businesses invited for the Main Street America pilot	\$104,963.84 in 2026 assessments received 82.79% of total billed	Santa Saturday, Arts showcase, Big Boy event support, Rumble outreach, and downtown promotions

1. About the BID

The Pottstown Business Improvement District Management Association (PBIDMA) manages the district on behalf of building owners. The BID was formed to promote the economic vitality of Downtown Pottstown through clean, safe, and welcoming district services; business support; placemaking; and coordinated promotion.

The district covers the core downtown business area, including East High Street, King Street, portions of Charlotte and Hanover Streets, and 170 South Street. From the start, the goal has been practical progress: visible improvements, stronger communication, and promote investment downtown.

What the BID set out to do

- Help Downtown Pottstown speak with one voice.
- Support a cleaner, safer, and more welcoming district.
- Promote businesses, events, and reduce vacancies downtown.
- Build partnerships that increase foot traffic and public confidence.
- Create a stronger foundation for long-term Main Street and placemaking work.
- Increase property values for both residential and commercial properties

2. Year in Review

The BID's first year was about moving from formation to implementation. The work centered on organizing the management structure, beginning assessment collection, created an online presence, supporting visible public events, developing a business directory, preparing a Main Street designation application, and building stronger relationships with business and property owners.

Key milestones

Period	Progress
Summer–Fall 2025	Board structure, management agreement, and initial assessment systems were put in place. Management of the clean team implemented.
Fall–Winter 2025-2026	Holiday and winter activation planning began, along with owner outreach and early downtown promotion. New appointment of Main Street Manager
Spring 2026	Digital growth accelerated, business spotlights expanded, the BID directory was built out, and event partnerships grew.
June 2026	Arts Showcase, Building Owners event, Rumble outreach, and Big Boy support created visible public engagement.
July 2026	July focused on the Main Street Designation application and planning next steps.

3. Visible Progress the Public Can See

Clean, Safe, and Welcoming Downtown

- The Clean Team continued trash pickup and district appearance work. With an average of 60lbs of trash picked up weekly.
- Property-condition concerns were documented and reported to the borough, including issues such as boarded storefronts, peeling paint, debris, and deferred maintenance.

Events and Public Activity

- The June Car Show Arts Showcase added music, art, family-friendly comedy, and a community art experience, expanding the entertainment offered during the event.
Rain ended the event early, participating artists provided positive feedback and expressed interest in returning for future arts programming
- The BID partnered on food truck coordination for the Big Boy Train event and used the event to direct visitors toward downtown businesses.
- At Pottstown Rumble, the BID tested a no-cost information-table approach to promote downtown activities and gathered lessons for improving conversion next year.

A Stronger Downtown Directory

- The Discover Pottstown BID Directory now functions as a true directory for BID businesses.
- Basic information is now available for every BID business, making it easier for residents and visitors to discover where to shop, eat, find services, and explore downtown.

4. Communications and Digital Reach

One of the BID's most visible areas of progress has been communications. Website content, merchant pages, Facebook, Instagram, business spotlights, and event promotion have helped more people discover Downtown Pottstown and connect with local businesses.

Selected digital indicators

Channel	Metric	Value	What it suggests
Website	Active users (Jan. 1–July 14, 2026)	4.7K	The site is becoming a practical regional discovery tool.
Website	Top interest pages	Calendar, Big Boy Train, BID page, cruise nights, and BID merchants	Visitors are looking for events and useful downtown information.
Facebook	Views / viewers / interactions / clicks	587.1K views; 152.2K viewers; 8.4K interactions; 1.8K clicks	Facebook has become a major awareness and traffic channel.
Instagram	Views / reach / interactions / follows	223.8K views; 6.5K reach; 1.7K interactions; 291 follows	Instagram is expanding visibility and downtown brand awareness.

Follow the BID

Facebook: PBIDMA | Instagram: @pbidma | Website: discoverpottstown.org

What changed this year

- New Main Street Manager hired in February 2026.
- Much of the new digital traffic came from outside Pottstown, expanding regional awareness of downtown businesses, events, and attractions.
- Business spotlights, merchant pages, and event content helped shift the website from a basic presence to a useful downtown resource.

5. Business Support and Stakeholder Engagement

The BID's work has not only been public-facing, it has also focused on strengthening the business environment behind the scenes through direct support, clearer communication, and stronger engagement with owners and partners.

Direct business support

- Pottstown was selected for a Main Street America small business pilot program.
- All BID Businesses were invited, representing both new and established businesses.
- Participating sectors include tax services, restaurants, general merchandise, collectibles, automotive, entertainment, home services, law, and salons.

Property owners and committees

- A Building Owners Appreciation Event created space to explain who the BID is, what it does, and where it is headed.
- Committee formation began as the BID worked to build broader participation and a stronger operating structure.

6. Streetscape, Placemaking, and District Conditions

The BID also used its first year to help support a practical roadmap for long-term downtown improvement. The streetscape planning and public engagement process, led by Pottstown Area Economic Development, identified priorities including improved lighting and pedestrian crossings, street trees, planters, public art, attractive storefronts, and stronger wayfinding..

- Public and stakeholder input consistently highlighted the need to improve perceptions of safety, storefront appearance, and evening vibrancy.
- The streetscape plan favors realistic, phased improvements rather than one-time cosmetic fixes.
- Property-condition reporting was used as an early action step while larger improvements are still being planned and funded.

7. Financial and Collections Snapshot

Assessment collection is a core part of making BID services sustainable. Over the year, collections improved significantly, while follow-up steps were taken on unpaid balances.

Category	Current status	Why it matters
2026 assessments received	\$104,963.84 collected, equal to 82.21% of the \$120,362.50 billed	Provides operating support for BID services and promotions.
2025 outstanding assessments	35 invoices remain outstanding, totaling \$7,232.78 before late fees	Shows where follow-up work is still needed.
Lien preparation	40 properties were sent for lien processing, totaling \$22,363.11 across 2025 and 2026 balances	Supports fair and consistent enforcement.

Budget categories tracked for Board review included payroll, RCS(trash pickup), website, bookkeeping, and miscellaneous expenses. The emphasis this year was on creating clearer reporting so the Board and stakeholders can see where resources are going.

8. Lessons from Year One

- Low-cost event experiments can still be valuable, even when they do not produce the desired traffic result. Pottstown Rumble provided useful insights for future planning.
- Communications matter. Coordinated consistent promotion can materially expand downtown visibility and reach new audiences.
- Visible wins build confidence. Cleanup, business listings, event activations, and stronger storytelling all help people recognize the BID's role.
- Sustained progress depends on both public activity and back-office discipline, especially collections, reporting, and owner communication.

9. Looking Ahead

- Complete the Main Street Designation application.
- Use lessons from the first year to improve how major outside events convert into downtown foot traffic.
- Continue strengthening the business directory, merchant promotion, and regional storytelling about Downtown Pottstown.
- Expand committee work and stakeholder participation.
- Pursue grant funds for visible early streetscape and appearance wins while continuing long-range planning.

Closing Note

The BID's first year was about building a strong foundation, strengthening relationships with building owners, and showing visible signs of progress. Building owners are central to the success of Downtown Pottstown, and their investment, participation, and partnership will continue to shape the district's future.

Downtown Pottstown still has important work ahead, but the past year shows real movement: stronger communication, increased engagement with building and business owners, expanded business support, clearer organization, and more public-facing activity that helps downtown feel active, welcoming, and worth exploring.