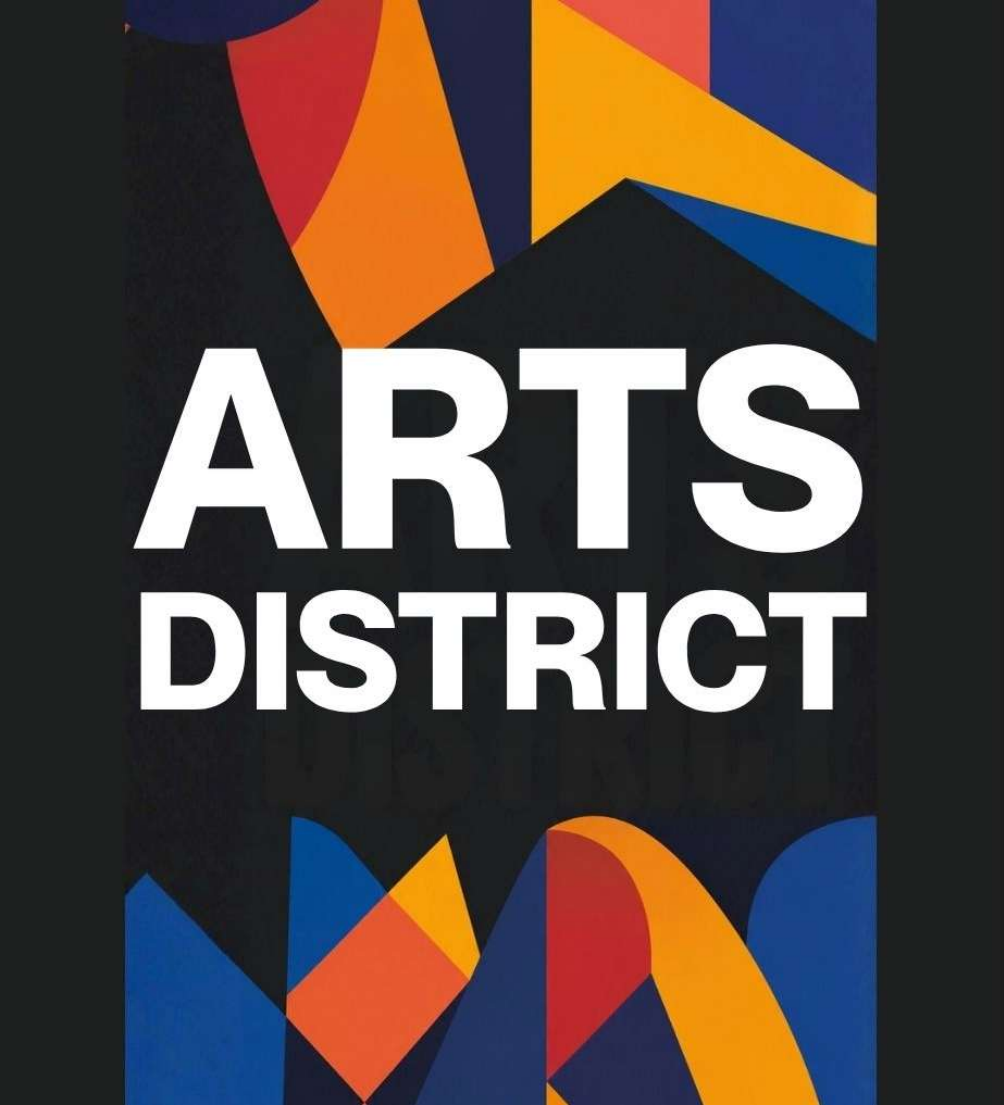
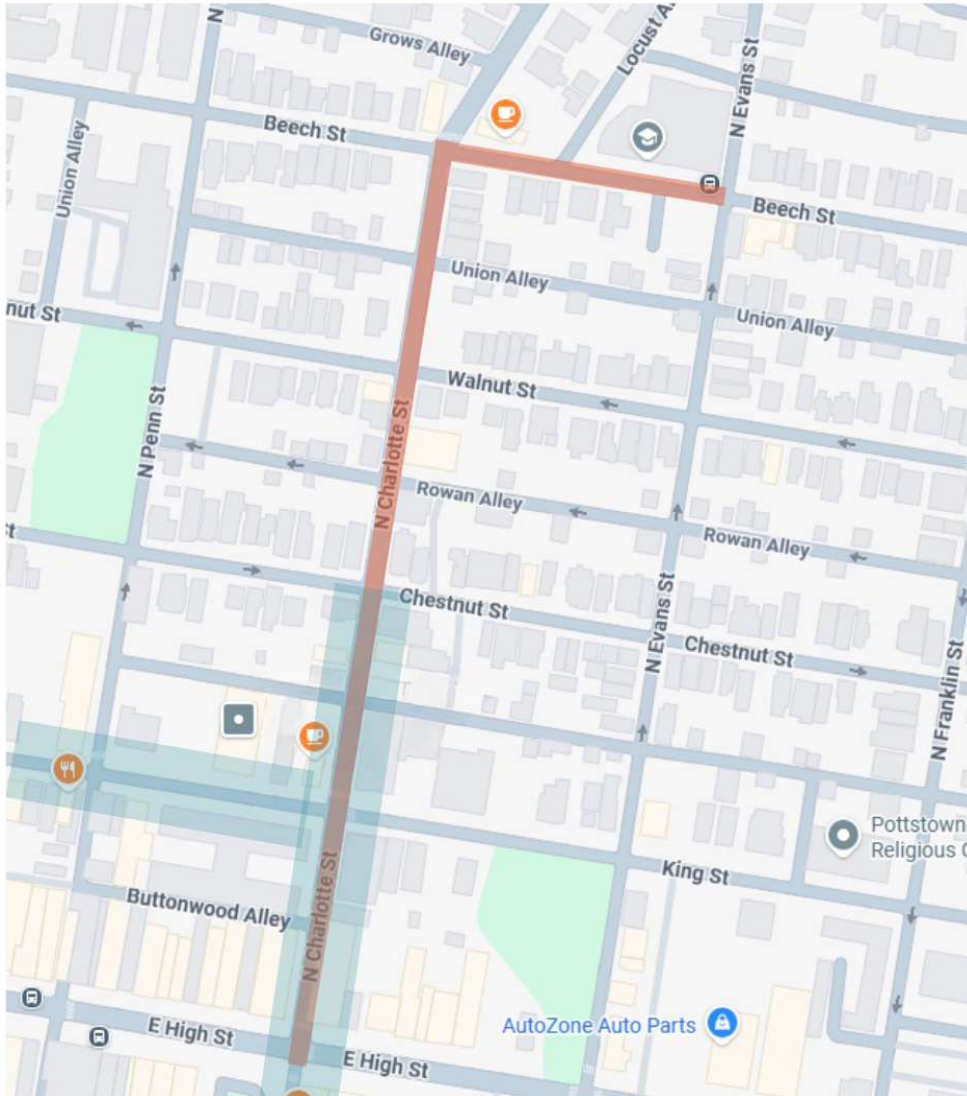




ARTS DISTRICT

Pottstown Arts District

A proposal for an Arts District in Pottstown.



Proposed Pottstown Arts District

North Charlotte St
High to Beech &
Evans



Why Now?



Grant Funds



Main Street Planning



Growing Artist
Community

Grants / Funding



Government

DCED Main Street Matters
PA Creative Communities
LSA-Statewide
Creative Innovation & Impact



Private Sector

Walmart – Spark Good Local Grants
M&T Charitable Foundation
PNC Foundation
Comcast NBC Universal – Local Impact Grants

Why Charlotte St



Existing Businesses



Empty Store Fronts



New Businesses

History



**Serving our
community since
2008**



**Serving our
community since
2006**



**Serving our
community since
2005**



**Serving our
community since
1960**

Today



DANI BEE
FUNKY
FLOWERS. PLANTS. GIFTS
GROW. LIVE. HEALTHY.



THE COLLECTIVE
Create - Discover - Connect



ANNO ARTEM
ART GALLERY

Benefits

- More foot traffic
- Stronger downtown identity
- Business visibility
- Improved perception
- Local artist opportunities
- Youth involvement



168 N Charlotte St



80 N Charlotte St

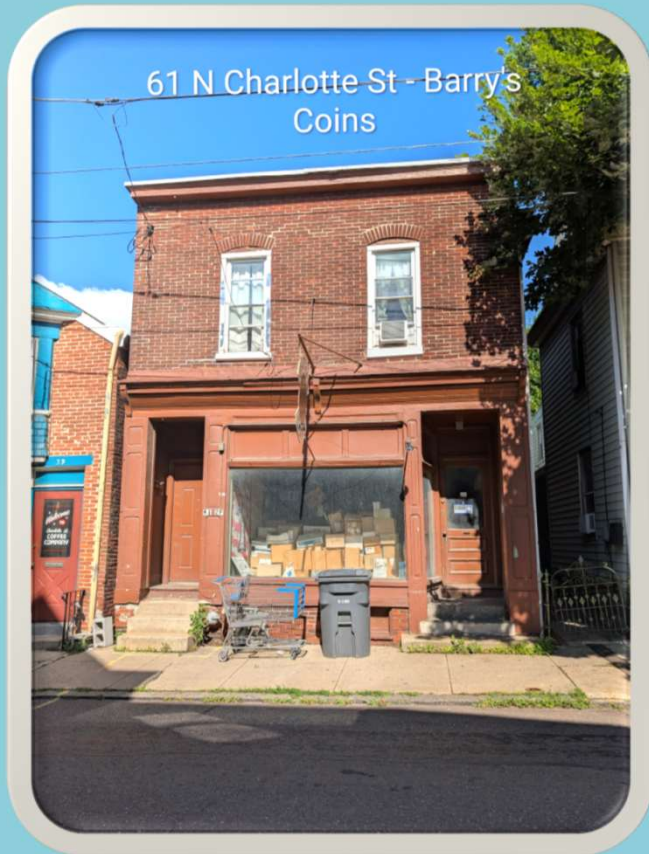


79 N Charlotte St

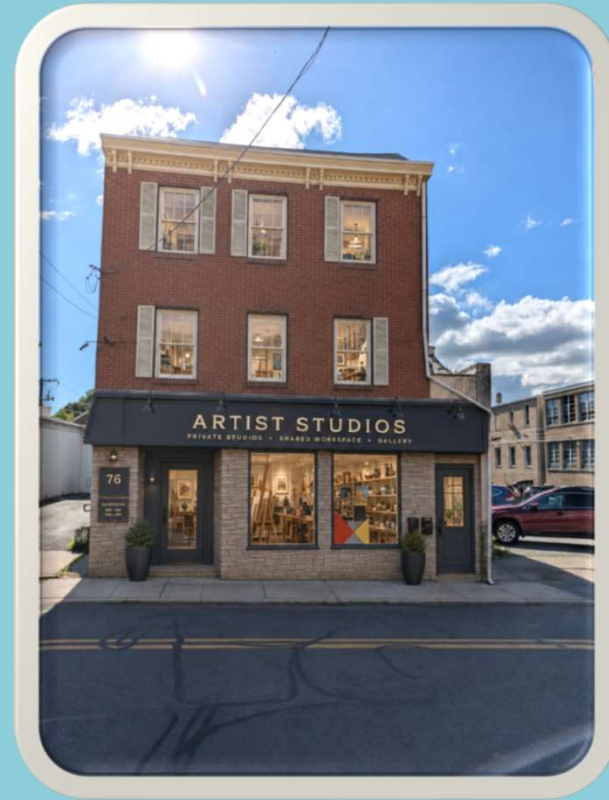
79 Charlotte St - Parking
Reserved?



61 N Charlotte St



76 N Charlotte St



New Businesses





Year 1

- Form advisory committee under the BID
- Confirm district name
- Work with property owners
- Attract businesses



Year 2

- Art Walks / Events
- Pop-up Shops
- Signage and Facades
- Digital Marketing

Year 3 - 5

- Storefront Activations
- Regional Marketing
- Public Art Installations
- Large Yearly Event





How can you help?

- Letters of Support
- Grant Application Partners

Thank you!

