



Pottsville Continue Progress Project

Phase II





Why are we doing this?

- ▶ **What does it do for Pottsville?**

- ▶ Helps continue progress already in place by:

- ▶ Further reducing sprawl

- ▶ Increasing property values

- ▶ Increasing the presence of goods and services available in the community

- ▶ Helps improve infrastructure

- ▶ Increases amount of jobs available and helps to retain youth

- ▶ Increases tourism to area

- ▶ Make Pottsville a “cool” place to live



Phase I Recap

- ▶ We accomplished what we sought out to do in 2017 early 2018
 - ▶ Created a multi-lateral effort to achieve continued progress
 - ▶ Wrote an Request for Proposal
 - ▶ Independently raised \$30,000 to hire a professional consultant
 - ▶ Hired Bergmann Associates and Eastwick Solutions
 - ▶ Completed a 9 month phased study that produced a Strategic Plan that makes sense for Pottsville
 - ▶ This is a living, breathing document that will be used as a playbook and foundation for success
 - ▶ Unanimously endorsed by the Steering Committee
 - ▶ Engaged the **community**, the businesses, and the legislators

Project Contributors



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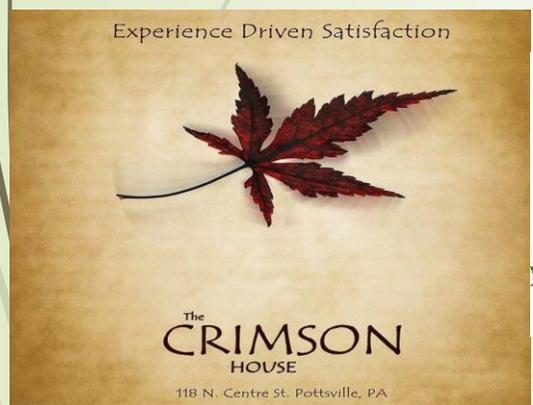
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Contributors



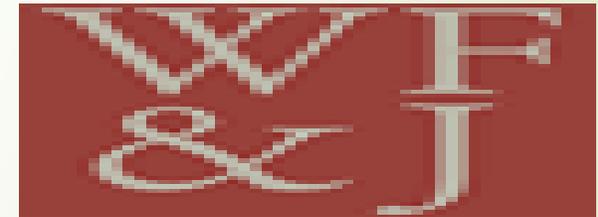
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Project Contributors

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Contributors



Get the Wins

- ▶ True Multi-Lateral, Cooperative Effort
- ▶ Engagement of community
- ▶ Engagement of our legislators- the City and the State Reps and Senator
- ▶ An agreement is in place to put a movie theatre in Pottsville
- ▶ Schuylkill County Visitor's Bureau introducing a state of the art wayfinding capability
 - ▶ Kiosks providing a enhanced digital experience for tourists
- ▶ Change of local code to make it easier for landlords to fill their upper floors and make downtown more livable
- ▶ Creation of one stop shop website- www.downtownpottsville.com
- ▶ \$1 million awarded to Yuengling for expansion of museum, creation of public space, and other amenities
- ▶ Greater police presence in the downtown
- ▶ Awarded a \$50k façade grant from DCED to improve the image of the Central Business District
- ▶ PADCO loaned out nearly \$700k in 2017 for the creation of sustaining of businesses in Pottsville and over \$1 million in the last 2 years
 - ▶ Essentially a wait list of people wanting to invest in Pottsville
 - ▶ \$25k annually for (3) years to improve operations

What's next?

- ▶ Hotel Feasibility Study **(\$13,000)**
 - ▶ Why?
 - ▶ Study has shown a definitive need for additional quality lodging in Pottsville for both tourists and business people from out of town
 - ▶ What?
 - ▶ Evaluation of viability and site preparedness for hotel
 - ▶ Analyze current and future market demand
 - ▶ Evaluate planning criteria- size, amenities, timing
 - ▶ Forecast average daily room rates over a period of 5 years
 - ▶ Where do we stand?
 - ▶ The Schuylkill County Visitor's Bureau has committed \$10,000 for the study to be completed.
 - ▶ The study will begin within the next 30 days

What's Next (continued)

- ▶ Implementation Plan (**\$8400**)
 - ▶ Who?
 - ▶ Eastwick Solutions
 - ▶ When?
 - ▶ 6 month period tentatively beginning May/June 2018
 - ▶ What?
 - ▶ Presentations to Stakeholders
 - ▶ The formal endorsement and adoption by each organization of the Strategic Plan and the creation of individual “roadmaps” for each organization to follow for success
 - ▶ Establishment and Oversight of the Coordination Committee
 - ▶ Continued monthly meetings similar to steering committee who will provide updates on progress of each organization



Implementation Plan (continued)

- ▶ Coordination and activation of volunteer base
 - ▶ Organize the many volunteers currently in our database and determine roles
 - ▶ Creation of a 1 day event that highlights and promotes downtown
 - ▶ Set up the template to sustain another great event for Pottsville for years to come
 - ▶ What does a 3 year and 5 year plan look like?
- 



What's Next (continued)

- ▶ Marketing of Pottsville **(\$5000)**
 - ▶ Creation of strategic marketing plan for Pottsville through business recruitment and event creation
 - ▶ Hire a part-time marketing director who will oversee marketing of the city and coordination of events via email, social media, newspaper, website, etc
 - ▶ Creation of strategic plan that will entice businesses to Pottsville
 - ▶ Operating Capital of 1 day event in downtown as well as other future events
- ▶ Now starts “the real work”
 - ▶ We have the playbook
 - ▶ Need for continued fundraising **(approximately \$17,000)**
 - ▶ Each organization’s leaders playing vital roles in the execution of the strategic plan!

We are on the cusp of something great!!

This is a multi-year process. The momentum, passion, and organization in place to make Pottsville a great place to live, work, play, worship, visit, and do business.

We have to continue to love ourselves like and see the opportunity that others from the outside do.

Thank YOU for everything you do!

