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## HOBART'S RUN, POTTSTOWN FOUNDATION INCENTIVIZE HOMEOWNERSHIP, PROPERTY IMPROVEMENTS THROUGH JUNE 30

Hobart's Run and the Pottstown Regional Community Foundation are partnering to expand the Hobart's Run Homeowner Incentive Program (HIP) for a limited time. The collaboration extends eligibility to the entire Equitable Transit-Oriented Development (ETOD) district between Beech Street and Industrial Highway, near the Charles W. Dickinson Transportation Center and the proposed Schuylkill River Passenger Rail Authority light rail station.

Through June 30, 2026, qualified homebuyers in either the Hobart's Run focus area or the designated half-mile ETOD district may receive \$6,000 toward closing costs and purchase expenses—double the program's usual \$3,000 award. Applicants must not have owned a home within the past two years and must be transitioning from renting to homeownership. Approved recipients must occupy the home as their primary residence.

While all eligible buyers are encouraged to apply, priority will be given to long-term Pottstown renters with established local tenancy. Recipients must complete first-time homebuyer and financial literacy education. Applications are available at [hobartsrun-pottstown.org/property-pride](http://hobartsrun-pottstown.org/property-pride), and closings must occur by June 30, 2026.

At the same time, Hobart's Run will temporarily increase its Façade Improvement Grant (FIG) awards. Normally \$500, FIG grants will rise to \$1,500 through June 30 for eligible residents in the Hobart's Run focus area. The increase, made possible by a \$36,000 Foundation grant funding the expanded HIP

awards, allows more substantial curb appeal improvements. All projects must be completed by June 30.

The Foundation's grant supports sustainable improvements in a key section of downtown Pottstown, strengthening vitality and stability in the ETOD neighborhood.

“With the Foundation's collaboration, we are enhancing housing stability and quality of life near the proposed transit corridor and in our focus area,” said Alyssa Slade, Executive Director of Community Engagement and Economic Development for Hobart's Run. She noted the effort helps prevent displacement that could accompany renewed rail service by supporting long-time residents and preserving existing housing stock.

Howard Brown, Senior Program Officer for the Foundation, emphasized that strategic housing investment tied to potential passenger rail service can promote inclusive economic growth, expand access to affordable housing and living-wage jobs, and ensure long-time residents remain in their neighborhoods.

Since launching HIP in 2019, Hobart's Run has awarded \$55,000 to 11 residents. The FIG program has provided more than \$18,000 for home improvements.

Founded in 2016 by The Hill School, Hobart's Run is a 501(c)(3) nonprofit working within a 900-parcel focus area to promote neighborhood pride, inclusive engagement, homeownership, and sustainable commercial development, while supporting broader revitalization across Pottstown.

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