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Experienced Entrepreneur Danielle Kangas Appointed as Main Street Manager for PBIDMA

The Pottstown Business Improvement District Management Association (PBID-MA) recently announced the appointment of Danielle Kangas as the new Main Street Manager. With a robust background in both entrepreneurship and technology, Kangas is poised to lead initiatives aimed at the continuation of revitalizing Pottstown's downtown corridor.

"This is not just about managing a district; it's about bringing together business and community," said Peggy Lee-Clark, Executive Director of Pottstown Area Economic Development. "Danielle's unique blend of experience offers exactly what is needed to foster an environment where local businesses can thrive amidst change." Her leadership is paramount in drawing more foot traffic from external audiences while staying true to the community's roots.

Kangas co-founded Anno Artem Art Gallery with her husband in late 2024, displaying their commitment to supporting local artists. Her diverse professional journey also includes various roles within the Information Technology sector, experiences that have equipped her with invaluable skills for navigating complex environments. Her experience extends beyond professional endeavors. She serves in a voluntary capacity on the Board of Art Fusion.

Danielle will be leading efforts that align with Pennsylvania's Main Street Matters Program supporting communities in planning for revitalization, aesthetic improvements and increased safety and security with a focus on sustained growth through strategic partnerships.



Danielle Kangas

Additionally, she will work with Pottstown Area Economic Development (PAED) on their marketing efforts — to ensure complimentary messaging on economic revitalization efforts throughout Pottstown Borough.

About PBIDMA

The Pottstown Business Improvement District Management Association (PBID-MA) was authorized by Pottstown's Borough Council in June 2025 to provide specialized attention on Pottstown's Downtown for the purpose of decreasing vacancies, improving quality of life for residents, stabilizing businesses, and increasing property values.

For more information, please email info@paedinc.org.



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