

Sunnybrook Ballroom / SoulJoel's Comedy Club

**By Joel Richardson, Owner /
Founder at SoulJoel Productions**

Let me tell you something that sounds like the start of a bad joke—but isn't. A guy walks into a nearly 100-year-old ballroom in Pottstown, sees crumbling plaster, a leaking roof, and hears the echo of history whispering through a hollow shell. Most people would've turned around. I saw potential.

Revitalization isn't a glamorous word. It's messy, expensive, and takes more time than most of us would like. But if you're lucky — or maybe just stubborn — you'll find something in it that's worth fighting for. For me, that place was The Sunnybrook Ballroom. And the town that surrounds it, Pottstown, is the community I've committed myself to helping bring back to life.

A Place with History — and a Future

Sunnybrook isn't just a building. It's a memory. It's Glenn Miller, Count Basie, Louis Armstrong, and Frank Sinatra. It's where people danced through wars and weddings, heartbreak and healing. It's carefree summer days by the once existing pool. But when I first stepped into the building, that magic had dimmed.

Restoring Sunnybrook has been no small task. It has meant balancing preservation with progress — keeping the bones of this grand dame intact while bringing her into the 21st century.

But more than plaster or paint, Sunnybrook has become a platform. It's a stage not just for music, but for momentum. It is time to start new family memories for the next generations.





A Rising Tide Lifts All Boats

I believe in this town. That's not lip service — it's philosophy. In business, and in life, I've found that a rising tide really does lift all boats. If Sunnybrook hosts a successful comedy night, the restaurant down the street gets more business. If we bring in a national swing dancing competition, the hotel fills up and people discover they actually like craft beer from a local taproom. Everybody wins.

That's why I've never wanted Sunnybrook to be a standalone island of revival. I've focused on bringing people to Pottstown, yes — but more importantly, giving them a reason to *stay*. From wedding expos to comedy festivals, swing bands to kickboxing, our events are designed to cross generations, genres, and state lines. And they do — folks come from New York, Maryland, New Jersey, Delaware, Virginia, even Ohio to attend something that, on paper, sounds like it shouldn't work: high-end entertainment in a town people once drove *past*.

But now they're stopping. They're staying. They're investing.

Beyond the Ballroom

Revitalization doesn't stop at our doors. We've partnered with other businesses, supported new ventures, and encouraged everyone from city council to high school music groups to think bigger. And yes, I've annoyed more than a few people along the way — if you've read my book *Not Funny*, you know I'm always going to challenge the status quo. But I'm relentless because this place matters.



To me, restoring Pottstown isn't a vanity project — it's a responsibility. It's about legacy. And it's about refusing to accept that "good enough" is where the story ends.

Come See for Yourself

I always say: you don't have to believe the hype — come see the heartbeat. Come to a comedy night and laugh until your cheeks hurt. Or dance until your knees complain. Bring your cousin from Allentown, your aunt from Baltimore. Come early. Stay late. Spend your money where it matters: in a community that's writing its next chapter — one event, one restored building, one stubborn dreamer at a time.

Because this isn't just about Sunnybrook. It's about Pottstown.

And it's rising.

**Located at 50 Sunnybrook Rd
Pottstown, PA 19464**

**For more information please
call (484) 300-4681 or visit
www.thesunnybrook.com**



Sunnybrook Ballroom
50 SUNNYBROOK ROAD POTTSTOWN PA