

FOCUS ON BOYERTOWN

Building a Better Boyertown's Vision and Action Plan Receives PDC's "Townie Award"

Building a Better Boyertown's (BBB) Vision and Action Plan was the recipient of this year's Pennsylvania Downtown Center (PDC) "Townie Award for Organizational Excellence." Building a Better Boyertown also received the "Chairman's Award for Youth Involvement" for its Town Vision Video, produced and created by Boyertown Area High School Students, who creatively spoofed the movie Forrest Gump within the context of envisioning Boyertown's possible future when the Vision and Action Plan comes to fruition. The Townie Awards are a festive and venerable tradition designed to recognize the commonwealth's core communities and individuals for creation and implementation of projects, programs and events that exemplify the goals of PDC's community revitalization mission.



The Boyertown Vision and Action Plan seeks to bring new vitality and economic growth to the downtown including new jobs, healthier existing businesses, new businesses, an expanded customer base, more tourism, more private investment, more revenue to the borough, school district and County and resources to protect the many things that people love about Boyertown.

BBB's 75-page Vision and Action plan (available in its entirety at www.boyertownpa.org) is divided into three-major areas of focus: Investment to Enhance the Visitor Experience; Downtown Development Plan; and Business Attraction and Destination Marketing Plan.

The Investment to Enhance the Visitor



Experience includes: Streetscape, Landscape & Façade Enhancements; Transportation, Trail & Parking Enhancements; and development of Railroad Park & Downtown Civic Spaces.

The Downtown Development Plan includes Promoting Private Investment to Enhance the Tax Base; analysis of Market Demand for Restaurants & Retail and Market Demand for residential; and Zoning Enhancements.

The Business Attraction and Destination Marketing Plan includes a New Business Recruitment Plan and a Destination Marketing Plan.

The economic development goals for Boyertown Vision & Action Plan include:

- Promote tourism and create a more regional draw.



- Promote hospitality & restaurants.
- Celebrate and expand Boyertown's arts community.
- Support Colebrookdale Railroad in its growth as a major destination.
- Support the State Theater to become a new anchor.
- Create business recruitment strategies.
- Identify strategies to increase tax revenue.
- Promote growth and associated infrastructure and services.

The circulation and parking goals for Boyertown Vision & Action Plan include:


- Explore strategies to redirect truck traffic around the downtown.
- Explore strategies to increase the availability and sharing of parking.

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Congratulations on Boyertown's 150

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We offer many other services, including:

<ul style="list-style-type: none"> • Subdivision/Land Development Design • Environmental Permitting • Hydraulic Load Testing 	<ul style="list-style-type: none"> • On-site Sewage Disposal System Inspections • Boundary Surveys • Wetland Investigations
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DURYEY DAY**

Antique & Classic Car & Truck Show and Flea Market

Saturday, September 1
9am-4pm

Adults — \$7.00
Ages 12 & under — FREE

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BUSINESS SPOTLIGHT

CHESTNUT KNOLL DEDICATED TO SENIOR CARE

When looking for senior care that attends to every detail, greets you with a warm and friendly smile, and indeed makes you feel belonged—look no further than Chestnut Knoll Personal Care and Memory Care, or At Home Services.

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The highly-structured and secured Memory Care Community promotes the quality of life for residents with Alzheimer's disease and other dementias. Continuous training based on Teepa Snow's Positive Approach™ to Care keeps the care team up-to-date on leading advancements in memory care.

Chestnut Knoll's collaboration with FOX Rehabilitation provides every resident with state-of-the-art wellness programs. Individuals living with Parkinson's disease or other movement disorders benefit from evidence-based programs called LSVT BIG and LSVT LOUD. The FOX Optimal Living exercise program promotes overall wellness and has proven results!



Members representing the Chestnut Knoll team pose for a group picture at Penn State, Berks Campus before participating in the 2017 Walk to End Alzheimer's on Oct. 7, 2017.



PHOTOS PROVIDED BY CHESTNUT KNOLL

Carla Lieb, a physical therapy assistant from FOX Rehabilitation, guides a Chestnut Knoll resident through her exercise regimen as part of the FOX Optimal Living wellness program.

Residents average 160 minutes of moderate-intensity physical activity per week!

Chestnut Knoll's dedication extends beyond senior care. "We are very proud to serve the people of Boyertown and beyond. Our mission is to be an educational resource throughout the community," said Shawn Barndt, executive director of Chestnut Knoll.

In addition to their relentless fundraising efforts for both the Alzheimer's Association and Relay for Life, Chestnut Knoll donates resources and funds to other local service organizations.

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– Linda Detwiler,
LPN, Director of Chestnut Knoll At Home Services

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FOCUS ON BOYERTOWN

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The communications goals for Boyertown Vision & Action Plan include:

- Outreach to the greater Boyertown community.
- Create a shared vision.
- Promote Boyertown + Pottstown collaboration.
- Create a unified branding.
- Promote connections and collaboration.

The design/planning goals for Boyertown Vision & Action Plan include:

- Identify sites where new businesses and new community spaces can be located.
- Remove/ relocate overhead utility lines.
- Evaluate buildings and business inventory.
- Enhance and promote historic preservation.
- Enhance design standards and implementation.
- Enhance and refine zoning to support downtown.

Pennsylvania Downtown Center (PDC) presented a total of 12 awards during the organization's annual statewide Townie Awards gala held in downtown West Chester. The Townie Awards are a part of PDC's annual statewide conference, which is held in a different commonwealth community each year in order to highlight the respective city or town's accomplishments in community and neighborhood revitalization. This year's conference was attended by more

than 200 individuals and included borough and municipal officials, experts in community planning and landscape architecture, and dozens of Main Street and Elm Street managers. Highlights of the conference included nationally-recognized speakers, over thirty educational sessions, mobile workshops showcasing the region's sense of place as an economic generator, arts district, historic structures and a progressive dinner at independent venues along West Chester's Business Improvement District.

Local Forklift Dealership Adds Clark Forklift

PA Industrial Equipment, Inc. with locations in Boyertown and New Holland Pennsylvania is happy to announce the addition of Clark Forklift. Based in Lexington Kentucky, Clark Forklift was established in 1917 and celebrated their 100th anniversary just last year. Clark Forklift provides LP, gasoline, diesel and electric forklifts with lifting capacities from 1,500 pounds to 18,000 pounds. The addition of Clark Forklift allows PA Industrial Equipment to meet all of our customers' material handling needs and expectations. These forklifts can be purchased, leased or rented short term from PA Industrial Equipment.



Clark Forklift complements our already extensive product line. We continue to offer Komatsu and Big Joe Forklifts. Aerial lifts are available from Genie, JLG and Haulotte. Industrial sweepers and floor scrubbers are available from Karcher and IPC Eagle. On site demonstrations are available and we offer a variety of finance options.

Don't forget to call PA Industrial Equipment for all your service and parts needs. Our mechanics perform most repairs on site, but larger repairs can be completed in either one of our shops. A low cost flat rate rental can be provided while your forklift is being repaired. Parts and service are available for all makes and models of forklifts.

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LAND – Amity Township – 60 acres zoned Planned Business/ Office/ Industrial. Public sewer nearby. Close to Route 422. \$975,000. Call Ed Brooks.

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We want our customers to know who created the works they purchase and how the items were made. We believe this knowledge helps create a connection, a special feeling, every time the piece is viewed, worn, or used. It is this unique connection that is lost in today's atmosphere of mass production, a connection we want to help revive. We are constantly searching and adding items for your consideration when "common" just won't do!



Follow us on Facebook or our website DancingTreeCreations.com to view events and new art. Visit us Thursday through Sunday, 10AM to 6PM or by chance or appointment. Seasonal Closing mid-January through mid-March and extended holiday hours.

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Just Won't
Do!*

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