

FOCUS ON BOYERTOWN

Building A Better Boyertown awarded Community Greening recognition for 150th Anniversary Garden, Harrisburg PA

On Tuesday, June 13th, 2017, Building A Better Boyertown was awarded the Safe Clean and Green Award for Community Greening for the 150th Anniversary garden, during the Pennsylvania Downtown Center's 30th Anniversary Gala in Harrisburg. The 150th Anniversary garden was paid for by the James K. and Nancy Lang Boyer Family Fund of the Berks County Community Foundation, specifically funded for native plants. Building A Better Boyertown partnered with the Ellixson Tae Kwon Do Academy to place the native garden in the Gardens of Boyertown, backing up to the natural

migration railroad corridor of the Colebrookdale Railroad Preservation Trust. This garden brings native plant diversity to the urban core, in support of the animals and insects, passing through the greenway corridor. BBB would like to thank both the 150th Anniversary committee, the BBB tree committee, the James K and Nancy Lang Boyer Family Fund, and all the volunteers who made this happen, especially Donnie and his family and team of Black Belts who volunteered more than 210 hours to make this beautification project a reality.

BBB is a non-profit Main Street Revitalization Organization that is dedicated solely to the revitalization of the designated Downtown Boyertown community. We provide Outreach, Business Retention Assistance, Business Recruitment for vacant properties, Visual Merchandising Assistance, Façade Grant Assistance, Promotional Activities and Events, and more, per the National Main Street's Four Point Approach to communities. BBB is a strong advocate for the Boyertown Community initiative and is active in many strategic partnerships which promote revitalization and reinvestment in the community.



From left to right, Donnie Ellixson Jr. of Ellixson's Tae Kwon Do Academy, Adrienne Blank Main Street Manager, Emma Dinnocenti Main Street Assistant Manager, Marianne Deery Mayor of Boyertown.

Building A Better Boyertown Receives 2017 National Main Street Accreditation

Building A Better Boyertown has been designated as an accredited Main Street America™ program for meeting rigorous performance standards set by the National Main Street Center. Each year, the National Main Street Center and its Coordinating Program partners announce the list of accredited Main Street America programs in recognition of their exemplary commitment to preservation-based economic development and community revitalization through the Main Street Approach®.

"It is a great honor to recognize this year's 828 nationally Accredited Main Street America programs for their outstanding work to transform downtown and

Saturday, September 2,
9am-4pm
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Ages 12 & under—FREE

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neighborhood commercial districts," says Patrice Frey, President & CEO of the National Main Street Center. "Main Streets are the heart of our communities, and the work they do to create quality public spaces, catalyze local entrepreneurship, and support downtown housing is more important than ever. Across the county, Main Street America programs truly strengthen the economic, social, and cultural fabric of their entire communities."

The organization's performance is annually evaluated Building A Better Boyertown, which works in partnership with the National Main Street Center to identify the local programs that meet ten performance standards. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as fostering strong public-private partnerships, securing an operating budget, tracking programmatic progress and actively preserving historic buildings.

Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. Today, it is a network of more than 1,000 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have leveraged more than \$71.35 billion in new public and private investment, generated 583,869 net new jobs and 131,974 net new businesses, and rehabilitated more than 267,800 buildings. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

Frank Buttaro, Jr. Joins Colebrookdale Team

Colebrookdale Railroad Add Marketing and Business Development Director



Nathaniel C Guest, Executive Director of the Colebrookdale Railroad Preservation Trust, recently announced that Frank Buttaro, Jr., of Pottstown has joined the staff of the Colebrookdale Railroad as Director of Marketing and Business Development.

Frank is well known in the Tri-County Area and brings a unique blend of for-profit and not-for-profit experience. He has served as Director of Business Development for BerksAmericana, National Sales Manager for Pro-Tool Industries, and worked for the American Heart Association among other affiliations. He brings more than 25 years of experience in sales and marketing to the Colebrookdale Railroad.

His community work spans local government and a variety of non-profit involvements. Frank serves on the Development Committee of the Bethany Children's Home, Advisory Board of Olivet Boys & Girls Club (Pottstown location), and the Events Committee of the Reading Symphony.

"Frank brings a wealth of experience in sales and building relationships" according to Guest.

Frank's appointment signals another milestone of the development for the railroad. Charged with developing new part-

results matter.

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nerships with area businesses and securing new ridership, Buttaro will interface with business and community groups to build continuing support for economic growth.

In the coming months, 118,000 paving bricks manufactured in the early 1900s, salvaged from a scrap pile in Western Pennsylvania, will be installed as walkways that will provide paths from Philadelphia Avenue into the railyard at 3rd and Washington Street in Boyertown. In Pottstown, plans are progressing to build a station in Memorial Park where the railroad crosses King Street.

According to Building a Better Boyertown (BBB) more than 12 new businesses have located to Boyertown as a

result of the railroad's development.

Serving Montgomery and Berks County, the Colebrookdale Railroad Preservation Trust is a 503(c)(3) dedicated to restoring rail service to Eastern Berks County and developing the Civil War-Colebrookdale Railroad into a tourist destination which will drive economic development in the Tri-County Area. Since carrying its first passengers in 2014, the railroad has carried over 50,000 passengers from 48 states and 5 foreign countries through the Secret Valley where iron helped forge a nation.

For more information, please contact Dennis R. Emrick at 610.367.0200 or email at gm@colebrookdalerrailroad.com.



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