

“BIG” news! Sole-Full Grant Recipient Sets Up Shop

You might say this is a business story made in heaven – or at least in Hobart’s Run.

Entrepreneur Tamika Malachi and her husband, Phillip, were looking to open a small family-owned clothing shop in Pottstown when she attended the April 2021 virtual Pottstown Investors Conference, co-sponsored by Hobart’s Run with Pottstown Area Industrial Development, Inc. and the Borough of Pottstown.

Malachi already was involved in the community through her 16-year-old nonprofit, Joule 4 Jesus Ministries, Inc. This organization hosts empowering events for women who are non-violent former criminal offenders and distributes donations ranging from diapers and clothing to food to help these individuals and their families turn their lives around. (“Joule” is a physics term that means “a unit of energy or work.” Tamika said her extended family’s motto is “We are blessed to be a blessing.”)

During the Investors Conference, she learned about Hobart’s Run’s new Business Incentive Grant (BIG) designed to give a \$1,500 incentive toward rent or closing costs to new business owners who set up shop along the 500 to 900 blocks of High Street. Some time later, she realized the property at 866 E. High Street, a former barber shop, was available.

“As soon as I walked in this bright, newly renovated building, I knew this was it,” Tamika said enthusiastically. “I said ‘It’s perfect. Where do I sign?’

She soon became Hobart’s Run’s first BIG recipient.

Tamika expressed not only her gratitude for Hobart’s Run’s assistance but also her enthusiasm for living in Pottstown, where she and her family have resided since 2007, after moving here from Philadelphia. “Pottstown is a family town,” she said, praising her neighbors in the 700 block of Lincoln Avenue, as well as the Borough’s community spirit.

The shop, **Soles Shoes LLC**, sells shoes ranging from women’s fashion shoes and accessories to men’s athletic footwear as well as other athletic garb. They opened officially on July 31 and are busy expanding their inventory. Their website soon will be up and running, and they will sell on-line as well.

Open Tuesday through Saturday from 11 a.m. to 6 p.m., Soles Shoes includes participation not only from Phillip, a sous chef at Ursinus College, but several of the Malachis’ seven children, including son Tyshyre; daughter and co-owner Tiane; and daughter Tamyre, who will help manage the shop. Suggestions are welcomed at solesshoesllc@gmail.com.

To learn more about the BIG program or apply, go to www.hobartsrunpottstown.org/business. Hobart’s Run, an initiative created through The Hill School, strives to foster a clean and safe neighborhood; inclusivity; home ownership and property pride; and quality commercial/retail development, all while supporting Pottstown-wide revitalization.



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**Hobart's Run is Open
 for Your Business**

Hobart's Run, a neighborhood improvement initiative and 501(c)3 created with support of The Hill School, now offers a Business Incentive Grant!

Qualified new businesses must open in the 500 to 900 blocks of East High Street. Our BIG of up to \$1,500 will help entrepreneurs with their first month's mortgage payment or rent. More information can be found at hobartsrunpottstown.org/business.

To learn more about Hobart's Run and how we welcome local business development, email **Twila Fisher**, Director of Community and Economic Development, at twila@hobartsrunpottstown.org or call **610-780-6324**.

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