

HOBART'S RUN WANTS NEW BUSINESSES TO MAKE THEMSELVES AT HOME

Hobart's Run is serious about encouraging new businesses to set up shop in the primary commercial corridor of its neighborhood improvement district.

The Hobart's Run Business Incentive Grant (BIG) provides a maximum \$1,500 incentive toward rent or closing costs to new business owners who open in the 500 to 900 blocks of East High Street in Pottstown.

To date, this nonprofit has helped three businesses develop this five-block stretch by supporting Soles Shoes LLC, 866 E. High St., a shoe and active wear boutique that opened in July 2021; Mohollen and Co. CPAs, which relocated to Hobart's Run in 2021 and primarily serves small businesses, located at 555 E. High; and Tango Multimedia, a full-service advertising agency with emphasis on home services and products, which simultaneously relocat-



ed in 2021 and is located at 555 E. High.

"A key aspect of our neighborhood enhancement strategy is to encourage development of quality businesses within our 900-parcel focus area," says Twila Fisher, executive director of Hobart's Run. "This particular corridor extends southwest to Washington Street in the downtown. By bringing more positive, community-serving business life to this stretch of High Street, we also will enhance the vibrancy of Pottstown's downtown overall," she said.

Fisher notes this section of East High Street has potential in its lovely architecture, shady sidewalks, and — depending on the business — a built-in customer base not only from area residents but also from the Hill School students, faculty, staff, and visiting alumni and parents.

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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, please email **Twila Fisher**, Executive Director, at twila@hobartsrunpottstown.org, or call

610-780-6324

hobartsrunpottstown.com

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HOBART'S RUN

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Hobart's Run would love to see interest from a coffee shop, gift shop, dry cleaners, nail salon, or other such establishments currently lacking in the neighborhood, all of which might qualify for a BIG grant. The organization would connect businesses with Pottstown Area Industrial Development and the Borough of Pottstown to help make their vision a reality.

To learn more about the BIG program or apply, go to www.hobartsrunpottstown.org/business or contact Fisher at

twila@hobartsrunpottstown.org, or call 610.780.6324. Hobart's Run respectfully reserves the right to deny BIGs requested by businesses that may be viewed as less likely to complement this part of the Traditional Town Neighborhood zoning, comprised of a largely residential, family-oriented community.

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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