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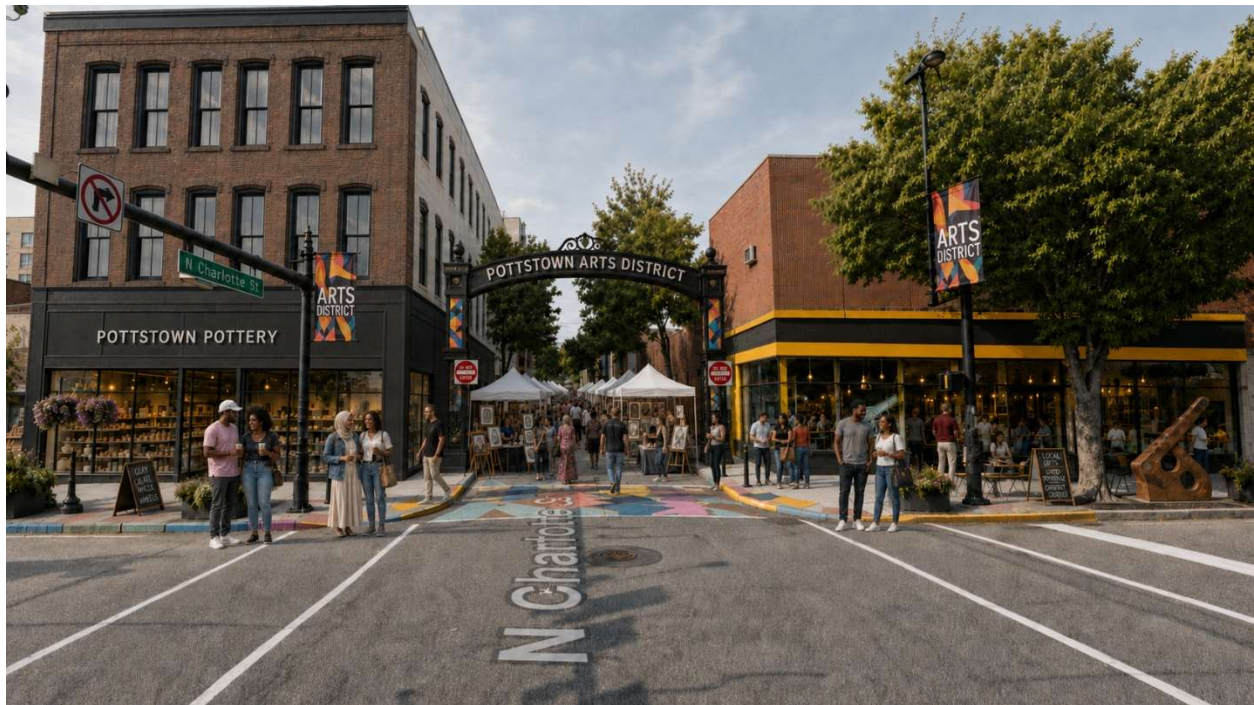
Contact: Danielle Kangas

Main Street Manager

Pottstown Business Improvement District Management Association

610-575-7233 | dkangas@discoverpottstown.org

Pottstown BID to Present Proposed Arts District at Borough Hall on September 9



AI Rendering of the Potential Arts District

POTTSTOWN, PA — The Pottstown Business Improvement District Management Association will present a proposal for a new downtown Arts District at the Borough of Pottstown Council meeting on **Tuesday, September 9 at 7:00 p.m. at Borough Hall.**

The proposed Pottstown Arts District would focus on **North Charlotte Street from High Street to Beech Street and Evans Street**, creating a concentrated corridor for arts, culture, public art, creative businesses, youth engagement, storefront activation, Art Walks, entertainment, culinary experiences, and community-centered programming.

The proposal builds on existing creative energy already present in Pottstown. Long-standing and emerging arts and cultural anchors include **Steel River Playhouse, The High Street Music Company, ArtFusion 19464, & Pottstown Area Artists Guild** and many more. These organizations demonstrate that Pottstown is not starting from scratch — it is building on a creative community that is already here.

The Arts District proposal has emerged as an area of shared optimism and strong community support. Community leaders, business owners, nonprofit partners, artists, and residents have expressed interest in seeing Pottstown use arts and culture as a practical tool for bringing people together, improving the downtown experience, filling storefronts, supporting small businesses, and creating visible momentum.

“This is about giving Pottstown something positive and tangible to rally around,” said Danielle Kangas, Main Street Manager for the Pottstown BID. “The Arts District is about supporting local talent, helping small businesses, creating reasons for the regional area to come downtown, and building pride in the place we all care about.”

Early concepts for the district include public art installations, artist studios, galleries, artisan retail, creative storefronts, Art Walks, pop-up shops, signage and facade improvements, youth involvement, and digital marketing. The BID is also exploring ways to connect the Arts District with nearby entertainment, food, and retail destinations so that residents and visitors can experience downtown as a complete destination.

The proposed district supports the BID’s broader vision of positioning Downtown Pottstown as a regional destination for arts, entertainment, food, culture, small business, and historic downtown character. With its location near Montgomery, Chester, and Berks Counties, Pottstown has the opportunity to become a creative, entertaining and culinary destination for residents and visitors across the region.

The September 9 presentation will provide an overview of the proposed Arts District concept, its potential benefits, existing and emerging creative assets, early project ideas, community support, and next steps. Members of the public are encouraged to attend, learn more, and share feedback.

Meeting Details:

What: Proposed Arts District Presentation

When: Tuesday, September 9, 7:00 p.m.

Where: Borough Hall, 100 East High Street, Pottstown, PA 19464

For more information or to provide input, please contact Danielle Kangas at dkangas@discoverpottstown.org.

About the Pottstown Business Improvement District

The Pottstown Business Improvement District was established to strengthen and revitalize Downtown Pottstown, the historic heart of western Montgomery County. Managed by the Pottstown Business Improvement District Management Association, the BID works to support a cleaner, safer, and more vibrant business district through promotion,

partnerships, streetscape improvements, events, small business support, and ongoing investment in downtown's economic vitality and community pride.