



Borough of Collegeville

Economic Development Report May, 2019

Borough of Collegeville

- Meeting with Borough Manager
- Foundations and data collection
- Search and review demographic data from 2010 to 2019
- Reviewed all Revitalization studies from the County, Borough and CEDC
- Wrote Revitalization Press Release
- Draft - Social Media Policy

Creation of Google Docs - shared project files for Collegeville

- Borough Manager has access to all files
- Will include overview files for Borough
- Updated business directories
- Current demographics
- Photo files for marketing, promotion, press and social media
- Press releases
- Individual property and project files

Borough Solicitor

- Finalizing consulting contract, developed Scope of Work from 2010 Report
- Submitted - Priority list from 2010

Parking - examined existing opportunities

- Masonic Temple
- Key Bank Parking - recently sold at sheriff sale
- Flag lot behind Marzella's
- Borough Administration Lot
- Ursinus College Lot
- Firehouse Parking Lot
- Delineate on-street parking on Main Street
- Hundreds of parking spots behind shopping centers

Department of Community and Economic Development

- Keystone Community - Facade Grants - Matching Grant
- Spoke with Director about current grants and funding
- Borough needs to identify key properties
- DCED will do a site visit with us if desired

Recommendation:

- Keystone Community Facade Grant Funding Opens in July
- Pair with Ursinus College for the Main Street Area
- Identify other key properties during June for meeting with DCED

Montgomery County Planning Commission

- Discussion with Planning Commission
- Updates of Regional Plan
- Grant applications available

Recommendation:

- Hire Planning Commission as Planning Consultants
- Update 1971 Borough of Collegeville Comprehensive Plan
- Current plan will align with County's Plan and qualify for County and State Grants
- Component of developing a current plan includes surveys and town hall meetings

Example: BCG wrote and secured a \$30,000 DCNR Parks Master Planning Grant for Borough of Hatboro. This grant funding was rolled into a larger Comprehensive Plan for Hatboro with Montgomery County Planning Commission. BCG had designed a repurposing of open space land, Miller Meadow directly across from Borough Hall into a community park in 2012.

Through the parks study, which included public engagement, the Borough was awarded a 2019 -\$200,000 Parks Grant from Montgomery County.

Comparable College Towns

- Review competitors to Collegeville and Ursinus
 - Dickinson College - Carlisle, PA
 - Gettysburg College - Gettysburg, PA
 - Franklin & Marshall - Lancaster, PA
 - Lafayette College - Easton, PA
 - Drexel University - Philadelphia, PA
 - Penn State University - State College, PA
- Research of retail and assets in those college towns

Collegeville Economic Development Corporation

- Meeting at CEDC Office
- Review of projects, reports
- Received all updated business lists, contacts, reports
- Updated into Collegeville Google Drive

Collegeville Business Meetings

New Business Development

Steel City Brewing

- Reviewed PA- LCB rulings for proximities of breweries to churches - 300 ft
- Church will not support alcohol sales within 300 ft
- Reviewed alternative site locations on Main Street
- Plan B - 424, 426 Main Street alternative

Collegeville Shopping Center

- Newly painted facade, new doors/windows - entire shopping center in progress
- Met with 21 Businesses - owners, managers, took photos, updated contact info
- 3 - vacancies next to Kimberton Foods-one is being filled,we do not know yet with what type of business.
- 4 - other vacancies throughout the center-one is being filled with Chiccarine's Fine Jewelry and Diamonds(moving from Marketplace shopping center)

Flower Garden Yoga Center - owner Sarah in touch with University-working on summer yoga on campus for \$5.00,will introduce to Tara owner of **Main Street Nutrition** to cross promote, suggested her to connect with Kimberton Foods to host story time

Pivot Rehab - connecting with University to work with Sports trainers

Student Discounts - Many of the Businesses already offer some type of discount/offer for Students and Staff of Ursinus. Suggestion for Ursinus is to have listing of all offering from the businesses.

For example:

- Club Pilates-offers 10% off for all students
- The Pizza Shop-10% off for all Students-deliveries few times a day
- Great Wall-chinese restaurant delivers only to Ursinus
- Rita's-does a ton with the university-Clubs/Dorms. Gives coupon for free item for Freshmen stuffer Bag item
- Philly Pretzel-has relationship with Ursinus-many orders. Did card with College was very challenging with meal plan no longer does it.
- The Eye Shop-works with Students for emergencies
- Pep Boys-10% off for Students-helps and speaks to parents when help is needed. Checks Air for Tires for free

The Marketplace Shopping Center

- Took photos-meeting with businesses in progress
- Large Vacant space 26K
- Vacant space next to Massage Quest
- Trees need trimmed blocking view into shopping center
- Marketplace shopping center sign needs updated/improved
- Will connect with Management company to discuss

Main Street Businesses

- Met with 9 Business owners, managers, photos
- Created several architectural renderings
- Condition of sidewalks - poor to fair
- Crosswalks to be upgraded
- Tree trimming
- Vintage street lights in missing blocks
- Hang banners or flower baskets

- Grounding wire on one pole is disconnected
- Mural on Main Street Nutrition building-connected with Tim Gibson-ten thousand flower project first mural is in Perkasio.
- Photos around 5th and Main Streets
Benjamin Moore painting to discount to all businesses to improve facades
- Masonic Temple Parking - examined rear parking lot area to include for Main Street
Mtg with resident about stormwater
Restaurants - ways to expand lunch crowd/student/staff specials
- Referral of other retailers - Ow Wow Cow Ice Cream, Nina's Waffles
Ferry Street Market, Easton Market, Main Street Commons

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Ursinus College

- Overviews of all College properties
- Review of Campus Commons
- Lot line changes
- Use of meal cards off-Campus - not possible due to existing meal program
Use a student ID card as a discount
- Continue to develop 5th and Main as first floor retail
April 2020 deadline for College