

OUR TOWN FOUNDATION

★ Shaping Hamburg's Future ★

2011 ANNUAL REPORT

February 7, 2012



Blueprint
COMMUNITIES



**Taste of
Hamburg-er Festival**



Our Town Foundation is a charitable non-profit 501(c) 3 organization funded in part by the Commonwealth of Pennsylvania, Dept. of Community and Economic Development with support from the Borough of Hamburg, local businesses, and private property owners.

2011 COMMITTEE MEMBERS

BOARD OF DIRECTORS

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Brian Warfel, Vice President
Martha Bertolet, Recording Secretary
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Robert Gilberg
Kathryn Rightmyer O'Brien
Aaron Muller
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Jeff Kahn
Randy McCurdy
Lindsay Adam
Franklin Fretz
Jennifer Schlessman

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Donna Palko
Mark Geiger
Dorothy Brobst

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Melanie Geiger
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Jeff Mengel
Stephanie Adam
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David Hummel
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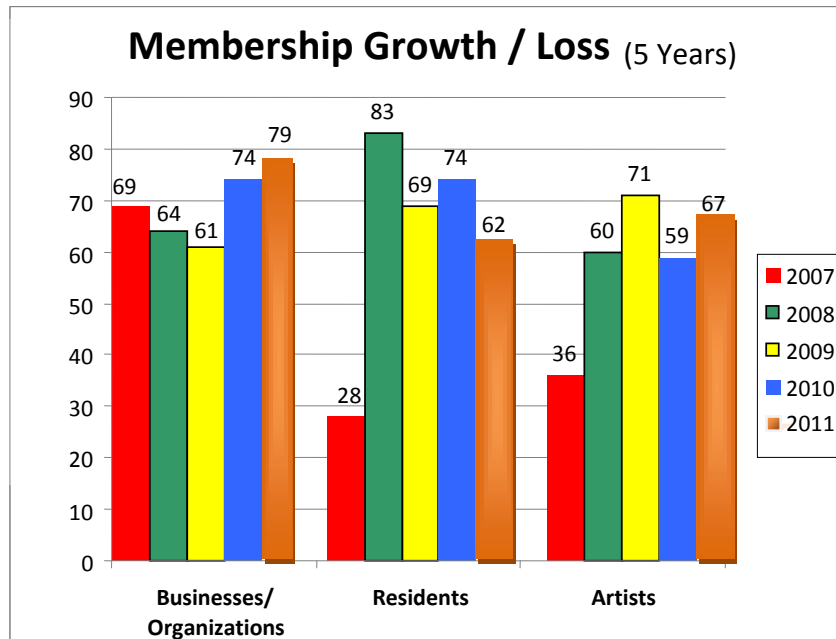
TASTE OF HAMBURG-ER
FESTIVAL

Sandra Christman
Mary Himmelberger
Steve Macbeth
Chris Tray
Wendell Yoder
Rita Yoder
Dorothy Brobst
Keith Brobst
Blake Kramer
Gregg Adam
Brian Warfel

Special thanks to all the volunteers who donated 1767.25 hours of their time in 2011!

Membership

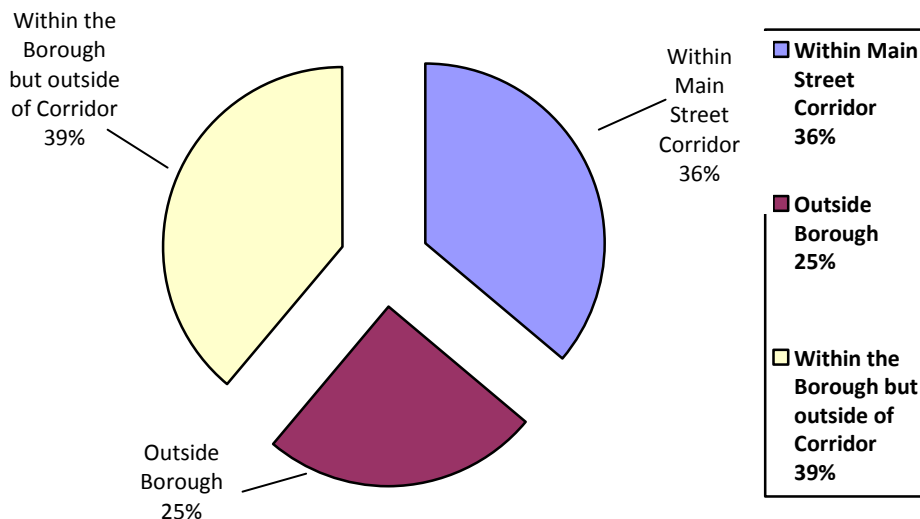
Through the generosity of donors that have faith in our program, the Foundation is able to carry out its mission. 208 residents, artists, and businesses were members of Our Town Foundation in 2011.



Business/Organization Membership (79 members)

Business membership remains strong with the Foundation despite the economic hard times we have faced over the last several years. The Foundation continues to attract business members in downtown and in the surrounding area. Witnessing the growth of the neighboring communities in the business sector, it is vital for the Foundation to reach out and support these businesses as well, since they play a role in attracting visitors, residents, and entrepreneurs into the area.

2011 MAIN STREET CORRIDOR



Resident Membership (62 members)

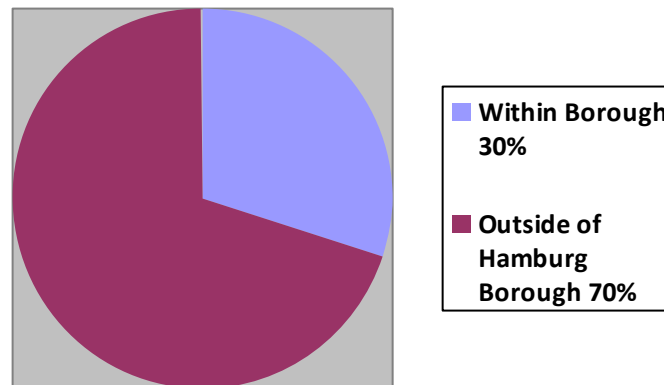
The residential sector also benefits from the Foundation's revitalization efforts. As community improvements are made, the quality of life improves and the values of homes increase. Resident memberships from within the Borough as well as the neighboring townships confirm that the community supports our endeavors.

With the onset of the Southgate Neighborhood Revitalization program in 2011 for the southern end of town, additional supporters have come on board, not only financially but also adding to the volunteer pool.

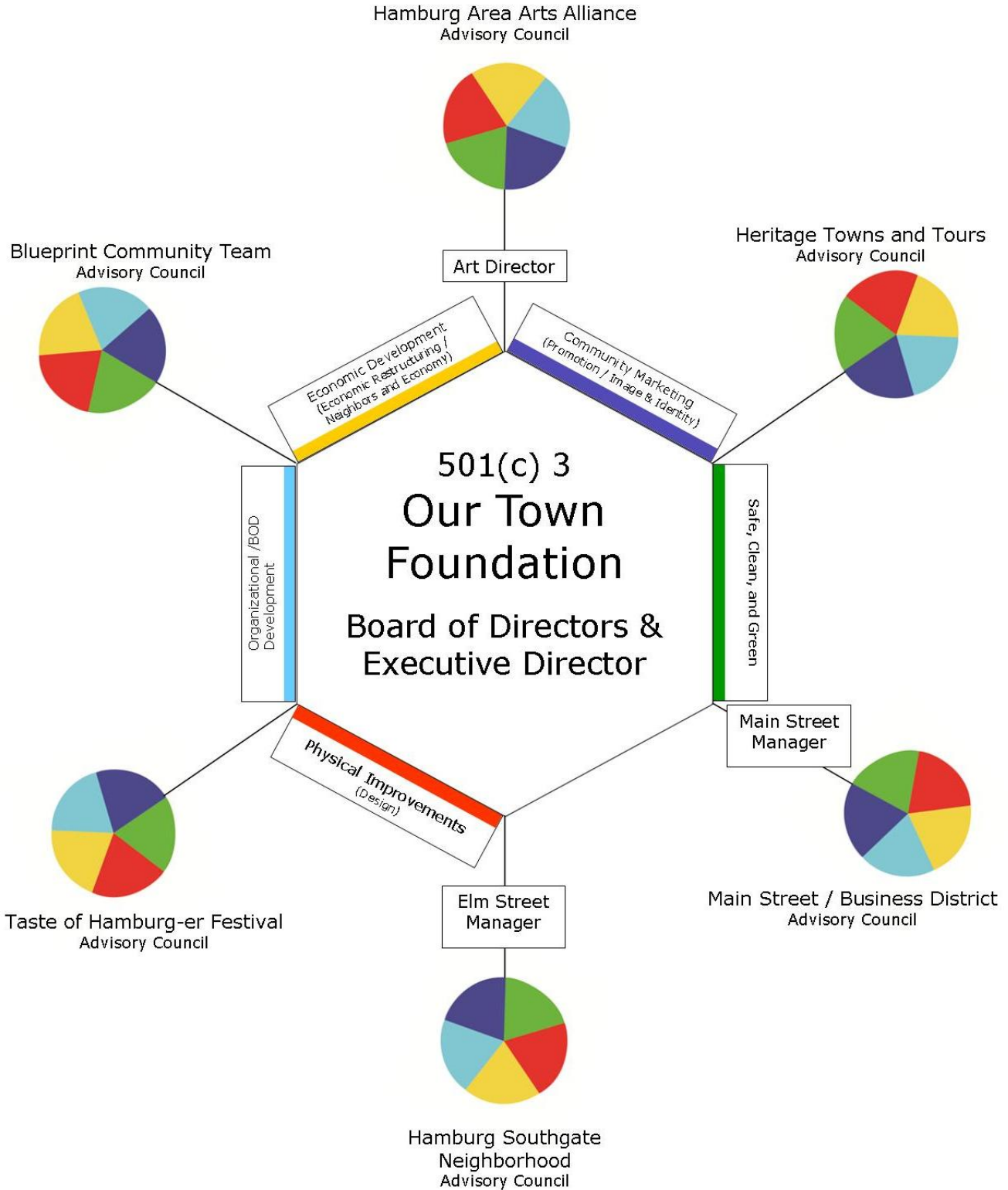
Artist Membership (67 members)

Upon initiation in 2006, the Hamburg Area Arts Alliance consisted of a handful of local artists – both visual and performing - who felt the arts were underserved in the area. 2011 membership boasted close to 70, an increase over the previous year. Approximately one half of the Alliance members display their work in the Gallery of Hamburg which provides residents and tourists a sampling of our local arts and culture. Sales within the Gallery increased 272 percent in 2011 over 2010.

LOCATION OF ART ALLIANCE MEMBERS 2011



Our Town Foundation Organizational Structure



Main Street – Where it all Began

The Main Street Mission: To revitalize and preserve downtown Historic Hamburg for future generations to enjoy.

The Main Street Vision: Our vision of downtown Hamburg is one of vibrant streets lined with restored historic buildings filled with shops, restaurants, and professional services. Visitors and residents will walk on new sidewalks adorned with flowers and ornamentation. Monthly events will be held. Hamburg will once again be the premier location in Northern Berks to shop, dine, and be entertained.

Downtowns are the heart of a community; they are symbolic of a district's economy, quality of life, and public pride. A downtown is a long-term community asset that must be nurtured, maintained, and promoted. Having a well developed, well-educated, financially stable revitalization organization is the best way to ensure that our downtown will be successful for the long term.

Commercial districts are prominent employment centers. Even the smallest commercial districts employ hundreds of people and are often collectively the community's largest employer. Thus, successful downtowns provide incentive for all current residents to remain. Main street property owners pay a significant portion of the community's tax base. If the district declines, property values drop, placing more of a tax burden on other parts of town. Likewise, a healthy commercial core protects property values in surrounding residential neighborhoods.

Besides the financial advantages, a strong business district provides convenience for the residents. Downtown Hamburg is within walking distance of the residential base, providing easy accessibility for the community and reducing the reliance on auto-dependent shopping. The local government offices are located within walking distance as well.

Lastly, a thriving downtown provides an important civic forum, where members of the community can congregate. The King Frost Parade, Taste of Hamburg-er Festival, and other events all reinforce sense of community. When viewing a movie at the Hamburg Strand Theatre, or getting a bite to eat at our many restaurants - surely you will see friends or neighbors. Where would we congregate without our community centers?

Downtown Hamburg possesses a great deal of historic character – the town still contains significant architectural styles and historical properties. Preservation of these assets increases property values and attracts interested investors and tourists into the town. Older boroughs which are preserving their historical assets are the ones succeeding in today's competitive market. We must use the past to inspire the present.

Cultural tourism is on the rise as well, therefore we must continue to enhance the cultural opportunities available to our residents and visitors.

Hamburg Southgate Neighborhood

Maple Street to Walnut Street Neighborhood Revitalization Program

Hamburg Southgate Neighborhood Mission: The program aims to sustain an enticing neighborhood that offers a higher quality of life through community ownership, to encourage and stimulate growth and prosperity while maintaining the historical integrity and beauty of the neighborhood setting, and to instill a sense of rebirth and pride amongst those residing in the neighborhood.

Hamburg Southgate Neighborhood Vision: The program will offer a safe and friendly atmosphere for community integration to occur, thus inspiring homeownership and neighborhood empowerment. Its convenient accessibility to several major roadways and an abundance of available resources in the downtown will encourage new homebuyers to raise their families in the neighborhood.

The Hamburg Southgate Neighborhood will enhance the usability of its recreational assets by creating a pedestrian-friendly environment that is both accessible and inviting to multiple generations. Parks, green space, and community gatherings will abound.

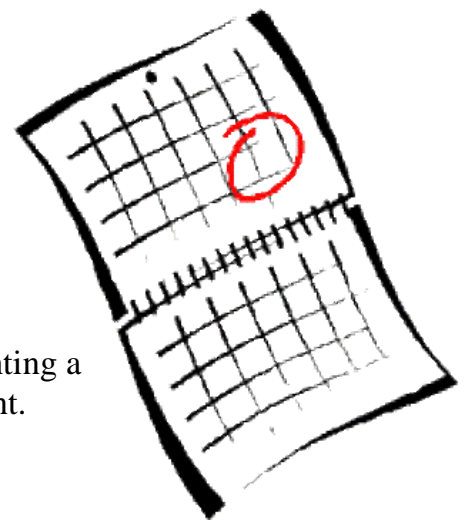
The neighborhood will embrace its sense of place – preserving its historical appeal and deep-rooted values while integrating its recent diversity of character.

Last year, Our Town Foundation received word that we were finally designated by DCED as an Elm Street community – one of 28 communities in PA to have this designation. Being designated as an Elm Street Community increases the opportunity to receive up to hundreds of thousands of dollars in residential reinvestment grants, if funding remains available from DCED.

The Elm Street neighborhood in Hamburg, named Hamburg Southgate Neighborhood, consists of 15 blocks at the southern end of town – between Walnut and Maple Streets, including 3rd, 4th, and Peach Street.

This year a program coordinator was hired and a neighborhood steering committee was re-established to implement the 5 year action plan that was created to guide the future course of revitalization for this neighborhood. The action plan defines the primary objectives of the neighborhood, uncovered from stake holder's discussions and surveys.

This coming year, the 5 year plan will be put into action, implementing a variety of neighborhood events, programs, and resident involvement.



2011 Hamburg Southgate Neighborhood Accomplishments

- Hired an Elm Street Coordinator who attended “New Manager Training” with the Pennsylvania Downtown Center
- Renamed neighborhood to “Hamburg Southgate Neighborhood”
- Staff attended “Community Marketing” and “Design” trainings with the Pennsylvania Downtown Center
- Assembled a committee numbering 11 members; 7 are Elm Street residents; 1 is a representative from an organization within Elm Street
- Held 4 Elm Street committee meetings
- Established an online social network for neighborhood using Nextdoor.com

2012 Hamburg Southgate Neighborhood Committee Goals and Events

- Mixer, March 14th at the Reading Railroad Heritage Museum
- Clean-up with post-cleanup cookout, April 21st
- Yard Sale and Auction, April 29th
- Summer block party
- Flying Club event for youth
- Zumbathon Fundraiser
- Complete HSN logo and initiate image campaign
- Establish political action group
- Continue to attend trainings through Pennsylvania Downtown Center
- Seek volunteer involvement from within the community
- Create a community newsletter for residents
- Encourage a bond between existing town businesses and neighborhood residents
- Prepare a fundraising plan to assist with promotional/marketing efforts
- Create and gather occasional surveys to gather overall feedback on the program
- Tie in the neighborhood with other local community events/activities
- Have block captains that can pool resources together by establishing partnerships with local churches and organizations
- Establish an outreach program for widows and the elderly
- Increase tax base and property values by encouraging renovations of blighted and underused properties
- Initiate streetscape project to improve sidewalk and street conditions, and improve lighting

The Blueprint Community Team: Let's Work Together!

The Team's mission: To provide knowledge, education, and opportunities for social, economical and recreational growth in the Borough of Hamburg.

Formed in 2005, Hamburg's Blueprint Community team consists of representatives from numerous local organizations and businesses who collaboratively seek improvement for the whole borough. Successful communities are ones that offer a thriving business district, natural recreational opportunities, arts & culture, and a strong educational program. The key to attracting employers to the area is not offering the best incentives, but rather offering a superior quality of life to the employees. .

The Blueprint Team meets on a regular basis to review the projects and improvements that are in progress or have been completed to date. The committee members should be considered a strategy board - they are not necessarily the volunteers that complete the projects. The group mainly provides expertise, oversight, and coordination of community projects. They are responsible for the following:

- Assessing the borough's assets, liabilities, and current trends
- Determining priorities
- Researching funding sources
- Seeking community involvement and media support
- Creating a plan based on community needs and desires

Funding for implementation of specific projects is sought from public and private sources such as DCED, DCNR, USDA, and the Schuylkill River Heritage Association, as well as County programs such as Community Development Block Grants and the Greater Berks Development Fund.

Local partnering organizations include:

- Borough of Hamburg
- Reading Railroad Museum
- Hamburg Area Historical Society
- North Berks Recreation Assoc.
- Blue Mountain Wildlife
- The Hamburg Area School District
- Hamburg Rotary Club

The Blueprint Team measures their success by the positive impact on residents, entrepreneurs, investors, visitors, and youth. Success will be measured by the following:

- Increase in housing and property values
- Business start ups/failures
- Amount of tourism dollars being spent
- Number of people on trails
- Number of organizations partnering with program
- Stabilized tax rates

Heritage Towns and Tours Program

Hamburg was one of five communities chosen to take part in a “Heritage Towns and Tours Program” initiated by the Schuylkill River Greenway Association. The Program’s aim is to assist communities within the Schuylkill River Heritage Area (SRHA) in developing heritage and cultural tourism offerings and attractions, enhance the character of our historic district, link visitors to the Schuylkill River Walking Trails and Water Trails, and to increase visitation and visitor spending, thereby improving the local economy.

Heritage resources are the unique places, attractions and stories that make up our community’s identity. Examples in Hamburg are historic buildings such as the Hamburg Public Library, the abundance of natural recreational opportunities, the Reading Railroad museum, the Hamburg Area Historical Society, and the Gallery of Hamburg.

Cultural and heritage tourism can improve our local community if it is promoted. A big part of becoming a heritage destination is being aware of how Hamburg’s historic and cultural assets can draw visitors. Preserved historic buildings and landscapes, events, attractions, and special neighborhoods attract tourists. What visitors want is a sense of being in a “place” not just “any place.”

During 2011 Our Town Foundation partnered with other local organizations to create a specific action plan for Hamburg which will be implemented over the course of three years.

2011 Heritage Towns & Tours Accomplishments

- Formed partnerships with various community organizations and created a three year action plan
- Created a bike loaner program
- Hosted Geocaching clinics
- Changeable exhibits at the Reading Railroad Museum
- Distribution of our Architectural Walking Tour brochure
- Erected new signage at the entry points in town, recognizing Richard Etchberger

2012 Heritage Towns and Tours Goals

- Create a brochure on our natural recreational opportunities within the region
- Improve the on ground connections between the water and land trails to our downtown
- Additional bike rack at Reading Railroad Heritage Museum
- Directional signs in town
- Erect historical narrative signs at the Kernsville Dam Recreation Area
- Erect information kiosks or additional brochure racks at cultural points of interest
- Additional signage on the highways directing people to the cultural resources
- Expansion of the Hamburg Area Historical Society
- Recruit additional businesses that can serve the needs of the destination traveler

The Hamburg Area Arts Alliance: The Cultural Movement

The Alliance's Mission: To support and showcase local artists and to advance the awareness of arts in the community.

As the Alliance celebrates its 6th year anniversary, the future of the organization looks strong as dedicated volunteers and members continue to carry on the mission of supporting the arts movement in the community. The Alliance boasts close to 70 members, of which approximately one-half display their work in the Gallery of Hamburg.

The Alliance hosts many arts activities and events throughout the year. Member artists are given first choice to participate, providing an opportunity to sell their work or perform. Event fees are always kept at a minimum and many times are offered at reduced rates to members allowing more artists to partake in the festivities.

Visual arts members are invited to display their work in the Gallery of Hamburg, a co-op art gallery managed by the Alliance. Located in the heart of the downtown, the co-op provides an affordable means for artists to display and sell their work. The Gallery first opened in 2006 and quickly outgrew its original space. Its present location has over 1,800 square feet of display space allowing all types of art to be showcased.

The arts can support economic development by strengthening communities, stimulating demand for local products and supporting the economic activities of other local businesses.

Results from a 2005 market assessment of Hamburg and its business district clearly concluded that the town's future and growth would depend on whether it shunned or embraced the arts and culture of the area.

The Alliance's growth to date can be contributed to our dedicated members – a team of creative and imaginative people who share a common vision of a society rich with culture.



Artwork displays in the Gallery of Hamburg



Lindsay Adam teaching a children's art class

2011 Arts Alliance Accomplishments

- Maintained the Gallery of Hamburg co-op art gallery
- Hosted the First Annual Hamburg Arts Fest
- Provided a variety of Art classes for the public
- Designed and printed a brochure to promote the Gallery and the Alliance
- Silent art auction
- Two Cabela's art show
- Organized student art displays in display windows
- Networked with other arts organizations
- Updated the Hamburg Area Arts Alliance website
- Coordinated a raffle fundraiser

2012 Arts Alliance Goals

- Host Meet the Artist nights and artist's receptions
- Plan and host the 2nd annual Hamburg Arts Fest to be held in May
- Plan and host two Art Shows at Cabela's
- Augment the ways we utilize the www.hamburgpa.org website to promote the arts; consider stepping into the realm of e-commerce in association with the Gallery
- Become a partner with the Joints Arts Society of Schuylkill County



A sampling of art work displayed in the Gallery of Hamburg

Taste of Hamburg-er Festival



Approximately 25,000 people attended the 8th annual Taste of Hamburg-er Festival in 2011!

According to our estimates, the festival continues to grow in attendance approximately 40% each year. The first year brought approximately 3,000 and it has grown by leaps and bounds ever since.

The event is one that supports a broad range of stakeholders within the community. It serves as a fund raiser for the Our Town Foundation. The downtown businesses see an increase in their revenue that day due to the volume of people that are strolling right outside of their stores. Many businesses request room to display their wares on the streets to entice people into their shops. It is reported that the day of the festival is now the best day of the year for the merchants, even surpassing their annual sidewalk sale profits. Numerous local nonprofits and churches also participate, either by selling food or providing an activity. This also serves as a fund raiser for them, and provides an excellent opportunity to network within the community. Regional artists and crafters are encouraged to set up displays providing a means to display and sell their artwork. Benefiting the most; however, are the local restaurants and caterers who sell a variety of burgers and other side dishes to the festival attendees. The festival provides an opportunity for the chefs to become creative with their burgers, possibly trying a new recipe for visitors to sample. Over 15,000 burgers were consumed during the 8th annual festival!

The festival has become an anticipated event that grows with every year. It has become a homecoming day for families and friends. While the majority of visitors come from Berks County, we have seen an increase in people attending from the surrounding counties due to increased advertising outside of our immediate area. In addition, because of an increased web presence and marketing, visitors from out of state continue to increase as well. According to the results of a survey done by the PA Downtown Center, in 2010, 12% of the people surveyed traveled from over 50 miles away.

In 2010 we expanded the festival to encompass one square block, which provided space on two additional streets. The space was completely filled with vendors, burger stands, artisans and crafters, entertainment, children's activities, animals and more during the 2011 event. The committee plans on expanding once again in 2012 by extending the festival down to 2nd Street on State.

The Taste of Hamburg-er Festival Committee is looking forward to the participation of the ALL PRO Competitive Eaters in the 2012 burger eating contest. This group of eaters travels throughout the US chowing down a variety of foods, garnering media attention as they go. Red Robin Restaurant has agreed to be the major sponsor of the eaters and the competition.

Be sure to mark September 1, 2012 on the calendar. You're guaranteed to have a great time!

Organization – The Board of Directors

Collectively, the Board of Directors (Organization Committee) assumes legal and philosophical responsibilities for all program activities. The Board is solely responsible for establishing program policy, hiring staff, and determining the goals for the organization. They make recommendations to - and oversee the work of - the numerous committees, and they approve the annual program budget and committee action plans. The Board of Directors strives to get everyone working towards common goals.

In 2011 there was substantial growth and progress for Our Town Foundation and with the continued hard work and dedication of our volunteers, committees, and staff, 2012 will prove to be the same.

As this year's Annual Report demonstrates, the Foundation has become an extremely diverse organization that is reaching out to all facets of the Hamburg Community in an effort to maintain and further enhance this already very special place. With the continued expansion of our revitalization efforts over the past years, the Foundation evolved into a full-fledged Community Revitalization Corporation (CRC) currently directing several community programs. This requires partnerships with other organizations ensuring that our revitalization efforts stretch throughout the entire Borough and nearby areas.

- Downtown Main Street, organized in 2002
 - Farmer's Market initiated in 2011
- Taste of Hamburg-er Festival, organized in 2004
- Blueprint Community Program, organized in 2005
 - Native Wildlife Habitat Program, organized in 2007
 - Heritage Towns & Tours implemented in 2011
 - Affordable Housing Program, initiated in 2011
- Hamburg Area Arts Alliance, organized in 2006
 - Gallery of Hamburg co-op opened in 2007
- Hamburg Southgate Neighborhood Revitalization Program designation granted in 2010, Implementation began in 2011

In addition to the above programs, the Foundation serves as a Visitor/Information Center for the area.

A Community Revitalization Corporation organizational structure provides many benefits as listed below:

- Elimination of duplicative administrative costs, such as insurance and office space
- Shared staff – reduced labor costs
- Less competitive fund raising
- Increased chance of receiving sales tax exemption status
- Increased opportunities for additional grant funds
- Simplicity of adding additional advisory councils as needed
- Leadership development and progression framework
- Stronger ties to the community – more of a community-wide organization assisting additional stakeholders
- Effective volunteer coordination between Elm Street, Main Street and other programs
- Shared membership funds and activities
- Reduction in the creation of new non-profits

Organizations go through three distinct organizational phases:

1. The Catalyst phase: During this phase the revitalization program is created, the organization builds collaborative partnerships, develops basic revitalization skills, and establishes a credible presence in the community.
2. Growth phase: Most of the major reinvestment needed to implement projects takes place during this period.
3. Management phase: In this stage, the organization constantly monitors the community and helps the business district make necessary economic adjustments; ensures that the district is well maintained; and continues to stimulate physical improvements and quality of life innovations.

The catalyst phase typically lasts from 2 – 4 years, the growth phase, about 8 – 12 years; and the management phase is ongoing. Some programs cycle back and repeat certain aspects of earlier organization phases as they mature, as the marketplace changes, and as the program’s staff and leadership change over time.

Our Town Foundation could be considered to be in all three phases. The Southgate Neighborhood Program, the Heritage Towns and Tours Program, and the Affordable Housing Program are in the catalyst stage. The Blueprint Community Team and the National Wildlife Habitat Program are in the growth stage. The Taste of Hamburg-er Festival, the Hamburg Area Arts Alliance, and the Downtown Main Street Program appear to be in the management phase - the programs have been in existence for quite a number of years and are pretty well managed; however, adjustments and improvements are made as needed.

Communities that are most successful are those that have grasped the concept that revitalization is not a project with a beginning and an end. It never ends. Just as sound management of any business remains imperative after its start up, the ongoing management of community revitalization projects is essential to economic stability and quality of life as well.



Board president and vice president enjoying each other’s company and partnership

2011 Major Organization Accomplishments

- Hiring an additional staff person for Implementation of the Southgate Neighborhood Program
- Received a \$400,000 grant for an Affordable Housing Program
- Initiation of the downtown farmer's market
- Successful community partnering with various organizations, Borough Council, Cabela's Management, and the Hamburg Area School District
- Received "Achiever" Status through the PA Downtown Center for successfully completing an eight year Main St. Program
- Recognition by the National Trust for Historic Preservation as a Certified Main Street District
- Program Manager received 2nd certification in event management from Temple University

2012 Organization Goals

- Begin implementation of the Elm Street Program and the Heritage Towns & Tours Program
- Research the feasibility of purchasing real estate as a means to sustain the program
- Increase membership levels in all categories by reaching out to the community stakeholders and educating them about the Community Revitalization efforts
- Continue to search and apply for grant funds from all resources
- Encourage student and youth involvement through the school district's community volunteer assistance program



Natural recreational opportunities are plentiful in the area

Community Marketing (Formerly Promotions): It's All About Image

Committee Goal: To promote the town as a social, cultural, and economic center by marketing the charm and unique characteristics that Hamburg offers. The PA Downtown Center states that "promotion means selling the image and promise of Main Street to all prospects, including residents, visitors, shoppers, and entrepreneurs."

Downtown Hamburg serves as a hub for commerce, culture and community life. We are fortunate to have numerous natural recreational assets surround us, as well as many local historical attractions. A positive image of a town is the most important factor in revitalizing any town. Image will determine a community's potential for vitality and prosperity. The Community Marketing Committee strives to promote a positive image of Hamburg – one that offers plentiful goods and services, a variety of activities, a positive attitude, a beautiful environment, and a quality of life that people seek when choosing a location to live.

There are several types of marketing that must be done for the town to be successful:

1. Market to the local residents – we must educate the locals on what we have to offer and on the importance of supporting their local economy.
2. Market to business entrepreneurs – we must identify targeted businesses and persuade them to establish a business or expand in the Hamburg area.
3. Market to tourists – we must determine who are our potential shoppers, what they are looking for, and who is the competition and then promote our assets to these visitors.

In order to do this, we must constantly develop new strategies in this ever-changing market.

1. Provide events and activities to bring people to town
2. Embrace social media in all forms
3. Promote the town as a whole

The Community Marketing Committee is not all about promoting the businesses – it also needs to promote the Foundation. We are aware that after nine years of existence, there are still many people in the community that are not aware of everything we do and the benefits of supporting the organization. This committee - along with the Board of Directors - continues to spread the word of our accomplishments.

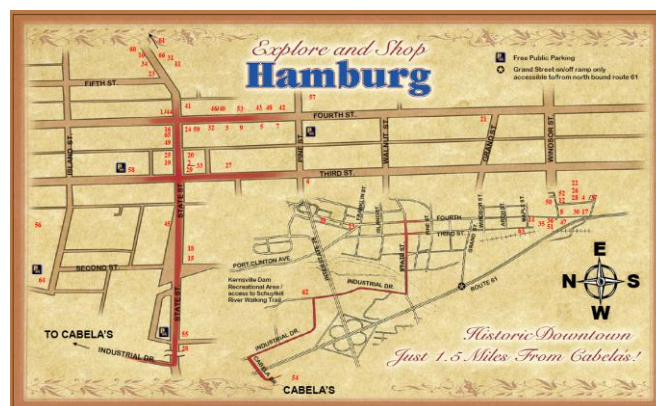


2011 Community Marketing Committee Accomplishments

- Hired a staff person to market the town through social media
- Designed, printed and distributed 12,000 Downtown Hamburg Event brochures
- Create a flyer entitled “101 Fun Things to do in Hamburg”
- Updated and distributed Downtown Hamburg maps
- Quarterly *Our Town Tidbits* newsletter printed and distributed via the *Hamburg Item*
- Completed major design updates to the hamburgpa.org website
- Set up a Facebook and Twitter account for the Foundation
- Spearheaded the weekend “Catch the Spirit” holiday event
- Co-op Advertising
- Promoted a Shop Local Campaign
- Continued the Hamburg Bucks gift certificate program
- New brochure rack purchased and placed at the Hamburg Market on 4th Street
- Business members’ brochures / rack cards delivered to Cabela’s and Microtel
- Market Hamburg to the campgrounds
- Promoted the town to the media –
 - Large write up was printed in the *Borough News Magazine* on our program
 - Beach Night was promoted in the National Publication –*American Profile*
 - All event information was submitted to various media sources to include in their community calendar of events
- Maintained Community Calendar of Events and “Hamburg Happenings” databases

2012 Community Marketing Goals

- Complete the design of – and print – Hamburg Visitors Guides
- Coordinate one day or multi-day mini vacation packages
- Additional signage along the highways
- Directional signage in the downtown
- Purchase small removable roadway signs for all events
- Update, design and print an “Our Town Foundation” brochure
- Create an Our Town Foundation website, focusing on organizational information
- Continue to educate the public on the significance of having a community revitalization corporation and marketing the town as a whole



Events & Fundraising: Providing Community Activities for all to Enjoy!

Community events are a way for us to join together and support one another, while having fun and reconnecting with our neighbors. Our Town Foundation hosts several downtown events that keep people engaged in the shopping district. Events also serve as a reason for family to return to their roots and visit with their siblings.

Although misinformed – many residents believe that OTF’s primary job is to plan events. You can’t blame them for thinking that with all the exciting activity in town. While OTF can not take credit for all the events and activities (other local organizations / churches actively engage the town), they can for many of Hamburg’s happenings.

Fundraising endeavors are important to sustaining OTF – a hundred dollars here, a thousand dollars there, really adds up. These funds are often used for promoting the town or for designated projects. Kauffman Chicken BBQ sales and Murder Mystery Dinners continue to be opportune fundraisers. Residents have embraced the Hometown Collectibles – watch for series # 13 of the old St. Mary’s Church to be available soon!

2011 Events & Fundraising Activities

- Fundraisers
 - Kauffman’s Chicken BBQ fundraiser – 2 per year
 - Murder Mystery Dinners – 2 per year
 - Cabela’s Hot dog stand
 - Hometown Collectibles
 - Raffles
 - Pizza Hut Fundraiser
 - Gold Sale
 - Monthly Auction at Fix-it-All
 - Food Sales during events

- Events
 - Hamburg Arts Fest
 - Beach Night – with the help of Hamburg’s MaluLani Dancers & Pahutanes
 - Taste of Hamburg-er Festival
 - Catch the Spirit event with Historic House Tours



2012 New Fund Raising Events

- Hamburg Night at the Reading Phillies
- Wine and Wager Bus Tour
- Travel/vacation fundraisers
- Pork BBQ Dinners



Malulani dancers performing during annual Beach Night

Physical Improvements (Formerly Design): Receiving a Face Lift

Committee Goal: To make the downtown more visually aesthetic, easily navigable, and well identified, while preserving its historical integrity and our heritage. The PA Downtown Center said, “Good design conveys a visual message about what Main Street is and what it has to offer.”

Design is about getting our Borough into top physical shape. Capitalizing on Hamburg’s best assets, such as our historic buildings and traditional downtown layout is just part of the story. An inviting atmosphere created through window displays, landscaped parking areas, proper signs, clean sidewalks, and historical street lights conveys a visual message about what Hamburg is and what it has to offer.

The Physical Improvements Committee was relatively inactive in 2010 and 2011, due to the fact that there were no funds available to initiate beautification projects. Funding for the very successful façade improvement project for the downtown was expended, and there were no major projects that were implemented. However, with the implementation of the Southgate Neighborhood Program, funding is now available to assist residents residing in the designated Southgate Neighborhood corridor with façade improvements. In addition, at least 15 homes will be rehabilitated in 2012 using grant funding the Foundation received from the Federal Home Loan Bank.

2011 Physical Improvements Accomplishments

- Coordinated sponsorships for additional Holiday lights for the downtown

2012 Physical Improvements Committee Goals

- Rehab the tot lot playground on Primrose Alley. Seek additional DCED grants for the Façade Improvement Program for properties within the Main St. corridor
- Possible extension of streetscape improvements in the 100 block of South 4th Street
- Encourage enforcement of borough ordinances, i.e. weeds, trash, blighted buildings
- Assist Borough with a mural program at the Hamburg Community Park
- Promote use of the Berks County Rehab program for property owners
- Green up the town by creating pocket parks (if funding is available)
- Continue to seek donations for additional holiday lights



Historic property – VFW



Example of Back-lit signs removed from historic district area

Economic Development Committee: Building a Better Tomorrow

Committee Goal: To assist in the growth of downtown businesses while recruiting new and diverse ones, the whole time encouraging the use of vacant properties. The PA Downtown Center says that “economic restructuring means finding new or better purposes for Main Street enterprises.”

At a time when malls and independent stores across America are dying because of the economic crises and competition with big-box stores, architects are designing “faux” main street shopping centers to recreate the quaint charm and graciousness of places just like Hamburg. Residents and visitors can enjoy a variety of shops and services, some that offer your basic needs, and others that sell the unique items you can’t find in the malls and big box stores. Dining options range from fast food, sandwich shops, diners, and fine dining. Art & Culture now proliferates throughout the town via the Gallery of Hamburg, the Hamburg Strand Theatre, two dance studios, and numerous other businesses that embrace the opportunity of growth through art and culture. Natural recreational opportunities are abundant as well. We should appreciate the “real thing” we already have in place and do all we can to preserve it.

2011 Economic Development Accomplishments

- Designed and printed a new Hamburg business directory
- Administered a snow removal program for downtown property owners
- Hosted computer classes
- Hosted a business workshop on energy efficiency and provided funding for energy efficient lighting for attendees
- Hosted networking meetings to improve communications amongst business members
- Maintained an available property inventory
- Made personal visits to new businesses in town, welcoming them to the community
- Assembled “Welcome Wagon” packets for distribution to new homeowners
- Provided assistance to business owners and entrepreneurs if requested

2012 Economic Development Goals

- Complete a feasibility study on the Balthaser Market House to determine what would succeed in the property
- Update our market analysis and marketing plan
- Identify roadblocks to business entrepreneurs within the Borough and work towards eliminating the roadblocks
- Provide e-commerce opportunities on Hamburgpa.org

