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# FIRST ANNUAL REPORT

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*The Souderton Business Improvement District is dedicated to promoting increased foot traffic and attracting retail and professional businesses to Souderton.*

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## SOUDERTON BUSINESS IMPROVEMENT DISTRICT

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# SOUDERTON BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT YEAR 1

## MEET THE DISTRICT ADVISORY COUNCIL MEMBERS

**Liza Leister, Chairperson:** I am the manager of Travel Haus for Suzi Berry and we want to see this area grow as it helps all of our businesses. We believe that our business should give back to the community. I have been in the travel business for 25 years and I have lived in the area my entire life. I enjoy challenges and want to give back to our community. I am very organized and detail minded. I love working on projects, am involved in the marketing for Travel Haus and I have a strong desire to see our community and ultimately Travel Haus thrive.

**Charlie Crown, Vice-Chairperson:** I am the business and property owner of Towne Answering Service, Inc. I believe the redevelopment of Souderton is at a crucial juncture and I feel we need to invest our thoughts, energies and dollars efficiently and effectively. I am offering my time and talents to that end. I first lived in Souderton in the late 70's, moved out of town in 84 and then back again in 1990. Since then, my wife and I have bought several residential properties and one commercial property and refurbished all of them. We currently retain ownership of those properties and manage them ourselves. I am actively involved in my church and serve on the worship team, lead a care group and serve on the financial team there. We have 11 grandchildren and enjoy spending time with them.

**Brent Bernd:** I am the business and property owner of Tri Valley Insurance. I am a resident of Telford with my wife and 3 children. I am a 1985 graduate of SAHS, attend Franconia Mennonite Church, volunteer for STMS and big fan of Souderton! I am also a member of the Souderton Telford Historical Society.

**Harry Boardman:** I am the business and property owner of Exhibit B Gallery, 105 N Main St. My wife and I are local artists who recently purchased and renovated the old cigar factory on Main Street into a live work space, studio, gallery and classroom with 2 rental spaces available. I also helped develop the Art Jam and am a member of the Souderton Telford Main Streets Board of Directors.

**Kyle Hoff:** I am the property owner of 117 E Broad St. and business owner of Hoff Properties, LLC. I serve on this council in order to help the furthering development & success of the Souderton community. This will allow positive changes in my community, help attract and retain tenants, and help existing tenants grow their businesses. Born in Harleysville, I grew up in the community, went to school and church in the area. My family has strong local business that has weathered & succeeded throughout the last 40 years. I have been a resident of Souderton since 2010 & my wife grew up in Souderton. Our family lives in a great family friendly, safe community and my desire is to see this community improve with the development of the boroughs. A Graduate of Temple University with a degree in civil engineering, in 2012 I launched my own business, Hoff Properties, a commercial redevelopment company that is focused on restoring older buildings in the boroughs of Telford & Souderton.

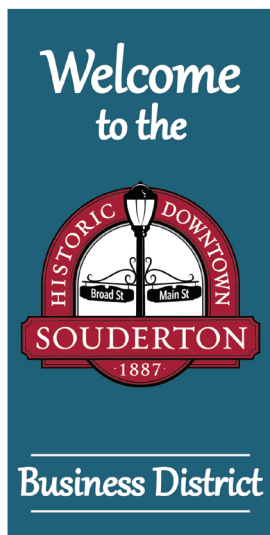
**Barbara Smith:** I am the business and property owner of Ark Animal Hospital of Souderton, and have recently invested in a second property in town. 4 years ago I purchased the Ark Animal Hospital property to become a part of the growing Main Street USA Project. I am a firm believer in the importance of a thriving main street corridor in order to for the community stay bonded and connected. I graduated from Rutgers University and the University of Pennsylvania Veterinary School. I have been practicing and owner of a successful veterinary practice in Chalfont since 1992. I love walking in this area with the dogs and meeting people. I am a community minded business owner trying to make the lives of other community members better through education and partnership. I am a very forward thinker and have lots of experience due to my multiple jobs in different small towns across America. I realize that through collaboration with the council we will develop a list of priorities and changes and work one by one to see them completed. The end result will be a thriving downtown.



Our new logo and name are meant to tell our story.

The logo speaks for us so well; from representing our streetscape improvements to our longevity, it showcases our standing as a National Historic District, and even informs the public of the general location of our Downtown within the borough.

In addition to telling the story of who we are, it also lets everyone know that whenever they see this logo the project is a result of the Business Improvement District at work.



Look for these banners on poles and streetlights through town.

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## FINANCIAL INFORMATION

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### Collection:

The assessment is invoiced by Souderton Telford Main Streets on behalf of the Borough of Souderton in order to ensure the most timely collection and availability of the funds.

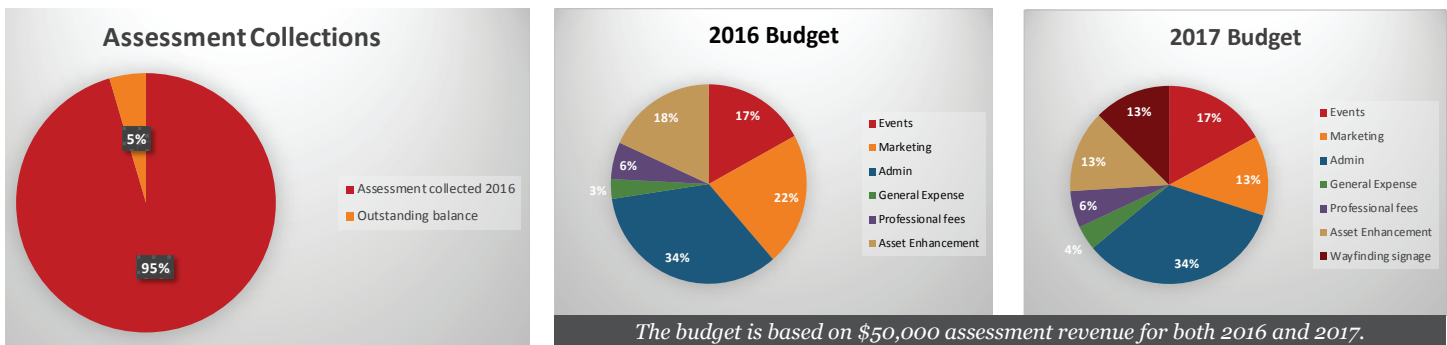
### Collection Status 2016 fees:

2016 Assessment	\$58,544.95
2016 Collected	\$55,886.97
2016 Late Fees Collected	\$280.83

### Audit:

Souderton Telford Main Streets and the Souderton Business Improvement District were audited by Canon Capital and they found our financial statements "to present fairly in all material respects, the assets, liabilities and net assets of the Souderton-Telford Community Development Corporation as of December 31, 2016, and its support revenues and expenses in accordance with the modified cash basis of accounting".

A copy of the audit report is available for public review in the office by appointment. To set an appointment please email us at [info@stmainst.org](mailto:info@stmainst.org).



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## CURRENT AND UPCOMING PROJECTS

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### EVENTS

#### 3rd Fridays from April through October

Bringing foot traffic to the streets is part of our mission and the 3rd Friday events begun by Downtown Scoop on Chestnut Street presented the perfect opportunity to grow.

You will see banners, lawn signs and flyers with our logo throughout town and beyond. We have established a web page and Facebook page and will be determining other potential avenues to promote the event as well.

Our first expanded 3rd Friday took place in May and we have already doubled our participation with vendors and local businesses. The BID is providing musical entertainment, booking vendors and encouraging local businesses to participate and engaging the community through social media. The goal is to ultimately spread the event from the hollow throughout the entire district, from the top of Main through Broad at County Line.



### MARKETING

#### Souderton App

The Souderton App is now available in the Google Play store and the Apple App store. Promotion of the app will begin once the business listings are populated.

In order to setup your business we will need a valid email address to create your login. The App will allow you to promote special offers, link to your website and social media, upload photos and post events.

If we don't have your email yet, please use the QR link to complete the BID member form or email us at [info@stmainst.org](mailto:info@stmainst.org) so we can send you the login invitation.

Once the businesses listings are loaded we will begin promoting the app to users with a multi-touch marketing plan. Watch for more details to come in future newsletters which will be sent by email to BID members and available on our website.



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## ASSET ENHANCEMENT

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**Banners:** We have purchased our first set of banners and hardware to advertise the district and the 3rd Friday events. The banners in the hollow have been hung. The larger banners are coming to Broad, County Line and Main Street.

Our thanks to the Borough of Souderton for their assistance by providing the labor to put up the banners for us.

**Holiday Decor:** Holiday Banners and lights will be installed in the district for the 2017 holiday season. The Borough has agreed to assist us in getting power to the poles and the installation of the banners and lighted decorations which will be purchased by the BID.

**Planters:** Imago Dei have generously donated beautifully built wooden planters for distribution to property owners in the district. Eight are available and will be distributed based on a drawing at the membership meeting.

**Curbside Maintenance:** We recognize how important a well kept appearance is to the district as a whole and are looking for chemical-free ways to control weeds and improve the overall appearance of the district's sidewalks and curbs.



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## BUSINESS DEVELOPMENT

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### Property inventory (as of 7/2017):

New business openings:	The Broad Street Grind Modern Male The Cutting Image Exhibit B Gallery Something Better Noodle 88
Coming soon:	Play It Out Love Obsessed Restaurant in the Train Station
Recently purchased being developed:	117 Noble Street 144 N. Main Street (main floor lease available) 160 N. Main Street (lease available) 105 N. Main Street (lease space below gallery)
Available inventory	
Lease:	9 N. Main Street 134 N. Main Street 138 N. Main Street 592 E Broad Street 11 Penn Avenue
Sale:	142 N Main Street 24/30 W Broad Street 123 E Broad Street 415 E Broad Street 664 E Broad Street

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## CONNECT WITH US

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Follow our efforts via all our channels

Website:	<a href="http://www.stmainst.org/sbid">www.stmainst.org/sbid</a>   <a href="http://www.stmainst.org/3rdfri">www.stmainst.org/3rdfri</a>
Facebook:	<a href="http://www.facebook.com/3rd-Fridays-in-Souderton">www.facebook.com/3rd-Fridays-in-Souderton</a> <a href="http://www.facebook.com/groups/SoudertonBID">www.facebook.com/groups/SoudertonBID</a> (private group) Public Facebook Page coming soon
Newsletter	<a href="http://www.stmainst.org/subscribe">www.stmainst.org/subscribe</a>

