



Five-Year Report

2003-2008

Awards and Recognitions:

- Nationally Certified Main Street Program, 2006,2007,2008
- State-level Townie Award from the PA Downtown Center for Program Image, 2007
- Montgomery County Revitalization Award for Marketplace at Telford Station, 2008

Inside this issue:

Board of Directors Highlights	2
Design Committee Highlights	2
Organization Committee Highlights	2
Economic Restructuring Committee Highlights	3
Promotion Committee Highlights	3
Main Street Manager's Work Summary	3
New Vision and Mission Statements	4

Keeping It All In Perspective



Both boroughs are represented at the Montgomery Award ceremony for the winning Marketplace at Telford Station project.

In many ways, Souderton-Telford Main Streets is a very traditional Main Street Program. We have an annual Holiday Parade, a thriving farmers' market, many tools and resources for business owners, new streetscapes and facade improvements. We have monthly meetings and committees full of committed volunteers.

But in other ways, Souderton-Telford Main Streets is quite different. We coordinate two communities that do not have a contiguous commercial corridor. We have a strong, cooperative relationship with two councils, two managers and staff of the two boroughs. We cooperate for a common goal of revitalizing two communities that each have a distinct personality and set of challenges.

But when our volunteers and staff attend meetings and workshops outside of our region, we are peppered with questions from our peers. How do we do it? Why does everyone work together so well? What's your secret to success?

We listen in astonishment as they tell of serious conflict within their communities with residents, elected officials and municipal staff or how divisive their own boards can be.

Our success can be traced to the values that are so strong here in the Indian Valley. The common belief that if cooperation is good for our community then it will be good for individual businesses and homeowners. As an organization, Souderton-Telford Main Streets cooperates with numerous community groups throughout the boroughs and the surrounding region. We share leads on grants, resources and opportunities. The values that dominate in our region are an unspoken driving force within our organization.

As an experienced Main Streets Manager, I can assure our volunteers that we have something very special in our communities, our organization and with our many partners. As we plan ahead for the next five to seven years, my highest priority is to make sure that the atmosphere of cooperation never wavers because it makes everything else we do possible.

Respectfully, Pam Coleman, CMSM

Small Steps to Reach Big Goals

The mantra in Main Street training is that "The Main Street approach is incremental; it is not designed to produce immediate change." In Souderton and Telford, we have many incremental changes that have contributed to the revitalization of the communities but we have also been blessed with several major undertakings over the past five years.

The Souderton streetscape stands out as a design that reflects the character of the community. It is the first very noticeable change in town. Two of the three factory buildings in the "Hollow" have been or are in the process of being renovated and creatively adapted to new uses. The creative staff at Allebach Advertising is frequently spotted in Main Street Java. A group of local businessmen recently unveiled plans to renovate the Broad Theater.

In Telford, the completion of the Marketplace at Telford Station stands out as an example of how to create a town center with vibrant businesses and activities. Any Saturday morning from July through October, it seems like everyone in town stops by to pick up goodies at the Indian Valley Farmers' Market. The tables at Assou's Grille always have someone enjoying the new café culture in the middle of town. Over 300 people turned out for Telford's first Christmas Tree Lighting Ceremony in December.

The planning, funding and construction were incremental but the end result was the feeling of an immediate change in both communities. That is how the incremental Main Street approach works in Telford and Souderton.



The new streetscape in Souderton is unlike anywhere else in the region. It reflects an appreciation of quality and good design.



One of many ribbon cutting ceremonies to celebrate a new business in the two municipalities. Here Uninvest officials and the Mayor help the owner of Main Street Java cut the ribbon with his family and STMS volunteers.



Congressman Charlie Dent visited the Marketplace project in Telford three times and brought a \$245,000 check from the federal government to help fund it.



The Indian Valley Farmer's Market has been providing fresh produce and other locally produced goods for seven years.

Board of Directors Highlights

Throughout the past five years, both communities were represented continuously by a council person and a member of the Planning Commission assuring close cooperation with municipal staff and elected officials.

The Board has seen a healthy turnover of members while maintaining institutional memory with member longevity.

The Board has evolved from monthly meeting to a quarterly meetings and monthly Executive Board meetings. Quarterly meetings allow the Board to focus on long-term goals and objectives.

Strong working relationships have been established and maintained at all levels of government, local through federal.

Held public meetings to gather input to develop updated mission and vision statements to guide the five-year strategic plan for 2009-2014 and to contribute to the Boroughs' next County Revitalization Plan.

Volunteers have taken personal vacation time to attend state and national conferences to learn more about downtown revitalization. As a result, committee and board meetings have become more effective and productive.

Design Committee Highlights

Developed Design Guidelines that are clear and easy to use. They are frequently requested by other communities to use as a guide for developing their own guidelines.

Reviewed and analyzed the ordinances and zoning for both communities, recommended changes to the boroughs and the County. The County used the recommendations as the foundation for a guide for other boroughs examining their own ordinances and zoning.

Developed a successful Design Challenge Grant program that is producing a positive impact on the facades in both boroughs. See back page for statistics.

Provides professional design assistance to business and property owners that educates them about unseen potential in their respective buildings. The result has been high quality applications for significant improvements.

Worked closely with Telford to develop a design for the Marketplace at Telford Station that included amenities for the Indian Valley Farmers Market, a public pavilion and the rehabilitation and adaptive reuse of the rail buildings

Worked closely with Souderton to create a streetscape design that reflects the character of the community and avoids the cookie cutter approach commonly seen in other communities.

Worked closely with the Promotion Committee to create banners in Telford Marketplace to promote a more up-to-date and more upscale image for the Indian Valley Farmers' Market.

Working closely with the Indian Valley Arts Foundation on the development of a pocket park at the new parking lot in Souderton that will meet the needs of multiple users. A sculpture by a internationally known artist will be the focal point of the park with benches, wayfinding and landscaping.

Coordinated the efforts of a college intern to produce a professional evaluation of the parking uses, needs and management in Souderton that resulted in positive changes to the boroughs parking management and utilization.

Chose a consulting firm to do the necessary research and writing of the nomination for establish the Souderton National Historic District. Committee members and staff assisted with research and data entry to meet deadline.

Organization Committee Highlights

Established procedures for good bookkeeping practices regarding the payroll, grant tracking and check register controls.

Evaluated insurance policies to assure that all necessary policies are in place and up-to-date.

Hired a webmaster to develop a content database system for the website that enables in-house updates and changes.

Working to change the IRS status from 501 (C)6 to 501 (C)3 to maximize on the available resources for a non-profit 501 (C)3 organization, including access to funding streams that are currently unavailable.

Working with the Pa Downtown Center on the development of a new organizational model to accommodate Main Street, Elm Street and other community-based programs under one central organization

Established an office for the organization that serves as work space for staff, meeting space for committees and community partners and as a walk-in center for residents, business owners, property owners and anyone interested in learning about the downtown revitalization efforts.

Economic Restructuring Committee Highlights

Developed a publication "Doing Business in Souderton and Telford" that guides new business and property owners through the permitting process and other government interactions.

Developed a variety of tools and services that are available to new business and property owners to facilitate their entry into the local business community.

Regularly conducts ribbon-cutting photo opportunities for new businesses to raise awareness of the general public of the new opportunities in the boroughs. Arranged 12 ribbon-cuttings in the two boroughs over the past two years.

Developed a second generation business recruitment brochure to make new business and property owners aware of the services provided by the Main Street program.

Recruited businesses through a competitive process of business plan submission and interviews to fill the rail buildings in Telford, searched a second time when one potential tenant backed out and advised on the lease negotiations.

Provides outreach and networking opportunities through the monthly Business Roundtable luncheons held at a different local restaurant each month. This activity was carried over from Souderton Board of Trade.

Identifies and publicizes available resources and educational opportunities for new and existing businesses.

Promotions Committee Highlights

After the merger of the Souderton Board of Trade into the Main Streets organization, the Promotions Committee inherited the annual holiday parade. They evaluated and improved the logistics by streamlining the registration process, using the webpage and gathering input after each parade from a variety of participants and volunteers. This resulted in the largest parade to date with 99 participating units. The parade moved efficiently for an hour and fifteen minutes.

Maintained and expanded the Indian Valley Farmers Market to make the 7th year of the market the successful for the vendors and customers alike. Continues to work to expand the market's vendor selection, special events and publicity. Volunteers serve as market manager, attending weekly to oversee the events and the market's operation.

Created and expanded the Field to the Table Food Festival to be a kick-off for the Indian Valley Farmers' Market and to showcase local restaurants and community groups.

Worked to enlarge the Souderton-Telford Main Streets online presence by listing all promotions and the market on the local and regional online calendars and websites.

Working on a cross promotion opportunity for local restaurants and the Montgomery Theater.

Works closely with the webmaster to maximize the ability of all the committees to communicate on the website.

Main Streets Manager's Work Summary

Transition from part-time to full-time manager with an onsite part time office manager went smoothly. The hiring of the full-time Main Street manager triggered the start of the state Main Street funding.

Manager has developed a network of local resources and contacts that enables her to quietly connect people to further the interests of all involved.

Completed a Real Estate Redevelopment Course offered in State College through several state municipal and planning organizations to increase ability to assist with local redevelopment projects.

Wrote successful grants for both boroughs for a total of \$684,000. Currently \$550,000 in grant applications are outstanding and awaiting either notification or release of funding. Assisted borough managers on other grant applications.

Attends workshops, training and conferences to stay abreast of changes and trends in the downtown revitalization field, to create and maintain relationships with the various levels of government to facilitate grant procedures, and to acquire skills and knowledge needed for the professional operation of the organization.

Actively participating with the Valley Forge Convention and Visitors Bureau, Indian Valley Chamber of Commerce committees, Heritage Conservancy, the Route 113 Heritage Corridor, the Univest Grand Prix, the River-to-River Bike Ride and other groups to assure that the boroughs are positively represented at the regional events and activities.

Continues to participate in the effort to return passenger rail service to the Quakertown-Stony Creek line.



The second Field to Table Food Festival doubled in size as community groups and restaurants joined the Indian Valley Farmers' Market.



The 50th Anniversary of the Souderton Holiday Parade included a tree lighting ceremony by Mayor John Reynolds.



The Univest Grand Prix showcases downtown Souderton every year to an international market. This year the start line was moved to Broad Street in front of the soon-to-be renovated Broad Theater.



Univest built a new building in downtown Souderton and brought 75 new employees into the borough as part of their ongoing commitment to the Main Street revitalization efforts.



Souderton-Telford Main Streets

18 Green Street
Souderton, PA 18964

P.O. Box 314
Telford, PA 18969

Phone: 215-723-6627

Fax: 215-723-6628

E-mail: info@stmainst.org

Sign up for our E-Update
at www.stmainst.org

Design Challenge Grant Statistics

Funds allocated and awarded
to-date: \$43,851.62

Private funds leveraged:
\$123,326.60

20 different projects in both
Souderton and Telford

All work was done by local
contractors.



STMS volunteers, Brad Price, Wendy Leshinskie and Jeffrey Gross stand with Jackie Parker from DCED and PDC Executive Director, Bill Fontana, after the Townie Award Ceremony at the 2006 state conference in Erie, PA.

New Mission and Vision Statements for the Next Five Years

Mission Statement

The Souderton-Telford Main Streets advocates the revitalization and sustainability of our two communities to advance the quality of life for the people who live and work here. We will promote the unique assets of each borough, foster the growth of business and residential neighborhoods and guide aesthetic development to enrich our communities.

Approved at the April 17, 2008 Board of Director's Meeting

Souderton - Telford Main Streets Vision Statement

Souderton and Telford are two communities connected in spirit that are developing their cultural business districts to complement and sustain revitalization.

We envision Souderton and Telford residents and businesses flourishing together in a sustainable community: where we live, work and gather together; where our economies are healthy and our towns are attractive to residents, businesses and visitors alike; where people of all ages and backgrounds enjoy the preserved heritage, diversity and culture of our vibrant family-oriented communities.

Approved at the November 15, 2007 Board of Director's meeting