



COMMUNITY ACTION. NEIGHBORHOOD PRIDE. REAL PROGRESS.

A 501(c)(3) since 2017, the Hobart's Run initiative was established by The Hill School in 2016 to create a clean and safe neighborhood; foster inclusivity; provide incentives for home ownership and property pride; and generate quality, sustainable commercial and retail development. While specifically addressing a 900-parcel focus area, we support Pottstown-wide revitalization efforts.

856-A East High Street, Pottstown, PA 19464

Follow Hobart's Run on Facebook, Instagram, and LinkedIn.



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Executive Director of Community Engagement
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Administrative Coordinator

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CLEAN & GREEN



- Partnership with, financial donations toward restoration and maintenance of Edgewood Historic Cemetery (\$5,000+ annually since 2018). Help organize cleanups and fundraisers.
- In 2017, established Block Captain program with volunteer residents living in Hobart's Run; partnership with Pottstown Community Action. Frequent focus area street cleanups and beautification efforts.
- "Adopt-a-Transcan" program helps keep our sidewalks clean.. Currently (Fall 2025) 97 cans placed and 18 local sponsors.
- Mattress disposal program provides free mattress bags for bulk trash pickup to residents of Hobart's Run focus area.
- Collaborate with Pottstown CARES "Go Green and Go Home" program to repurpose clothing and household goods.

SAFE



- \$100,000 installation of 11 security cameras in Hobart Run and Pottstown. In collaboration with The Hill School, made \$200,000 donation toward Borough police vehicles.
- Donated \$600+ in environmental lighting to illuminate Smith Family Plaza outside Borough Hall.
- Spring 2019: Obtained \$100,000 Pennsylvania Department of Community and Economic Development (DCED) Multi-Modal Grant to improve street lighting and sidewalks and sidewalks near the Ricketts Center.
- Fall 2020: Contributed \$4,000 to the Ricketts Center to install security cameras for outside recreation areas, purchase signage, and provide "uniforms" for Ricketts Center safety volunteers.
- Fall 2020: Contributed \$1,700 to the Pottstown Fire Department to provide electric saws for rescue operations.
- Spring 2025: Awarded second PA DCED Grant of \$200,000 for street light extension and sidewalk repairs along Beech Street.

PROPERTY PRIDE



- Façade Improvement Grant (FIG): \$500 toward projects improving street appeal. To date over \$16,500 awarded.
- Renovated two distressed properties, 702 Walnut Street and 59 Edgewood Street, utilizing volunteer labor. Properties rented to individuals who walk to work; proceeds fund community programming. The Hill School pays property taxes.
- Fall 2022, launched Good Neighbor Award honoring residents for well-maintained properties.

HOME OWNERSHIP



- Homeowner Incentive Program (HIP): \$3,000 grant towards closing costs for qualified new owners. To date, \$45,000 awarded.
- Collaborate with investors, Genesis Housing Corporation, and Mosaic Community Land Trust to promote real estate activity. Throughout Pottstown, real estate sales have increased notably since July 2017 due in part to Hobart's Run efforts.



INCLUSIVE



- Hold regular Block Captain meetings to share information, plan cleanups, and support other events.
- Facilitate collection drives and donations to help various groups in need: victims of local disasters, assistance for homeless, etc.
- Promote Hobart's Run Scholarship at The Hill School.
- Support Pottstown organizations through time and funding:
 - ArtFusion 19464
 - Beacon of Hope
 - Be ReZilient
 - Better Tomorrows
 - Centro Cultural Latinos Unidos, Inc. (CCLU)
 - Edgewood Historic Cemetery
 - Elevate Pottstown
 - Foundation for Pottstown Education
 - Genesis Housing Corporation
 - Hearts of Humanity Community Development Corporation
 - Mosaic Community Land Trust
 - North End Swimming Association
 - Police Athletic League (PAL)
 - Pottstown Area Economic Development (PAED)
 - Pottstown Branch of the NAACP
 - Pottstown CARES
 - Pottstown Cluster of Religious Communities
 - Pottstown Community Action (PCA)
 - Pottstown FARM
 - Pottstown GoFourth!
 - Pottstown Historical Society
 - Pottstown Juneteenth Celebration
 - Pottstown Regional Public Library (PRPL)
 - Pottstown School District
 - Ricketts Center
 - Schuylkill River Greenways NHA [Bike Share]
 - Steel River Playhouse
 - The STRIVE Initiative
 - Trellis for Tomorrow Youth Seeds Enterprise
 - TriCounty Area Chamber of Commerce
 - TriCounty Community Network (TCN)
 - YMCA & YWCA

BOROUGH COLLABORATION



- Organize monthly Community Leaders Breakfasts to facilitate information-sharing and collaboration efforts for local businesses and nonprofits.
- Through The Hill School, 11 homes along Sheridan Street benefitted from \$106,000 in needed street improvements at no cost to the Borough of Pottstown.
- Co-advise Pottstown CARES service activities by The Hill School and Pottstown High School students.
- Coordinate student volunteer placements at Pottstown area organizations via The Hill's Afternoon Community Service Program.
- Spring 2020: Contributed \$17,000 in COVID-19 Emergency Grants, providing 10 \$1,000 grants to small Borough of Pottstown businesses and 14 \$500 grants to nonprofits; facilitated a \$50,000 donation from The Hill School to the Pottstown School District for essential laptop computers.

BUSINESS DEVELOPMENT



- Business Incentive Grant (BIG): Up to \$1,500 in assistance to new businesses that open in the 500 - 900 blocks of East High Street. Four grants issued as of Spring 2023: Soles Shoes, LLC., 866 East High Street; Mohollen & Co. CPAs, 555 East High Street; Tango Multimedia, 555 East High Street; Hope Capital Investments, 511 East High Street.
- Conceptualized and co-organized four Pottstown Investors Conferences with Pottstown Area Economic Development (PAED) and the Borough of Pottstown (2016 - 2021). In Spring 2022, Hobart's Run held a Neighborhood Summit focused on addressing various community issues.
- Worked with a local investor and Hill School Entrepreneurship students to pilot a zero-waste book café, called Espresso Yourself, as part of our collaborative Pottstown Social Innovations Lab (PASIL) on the 200 block of High Street.

\$20,000

Approximate yearly amount
Hobart's Run contributes to
Pottstown nonprofits and civic causes -
in addition to BIG, FIG, and HIP grants.



STAFF ENGAGEMENT BEYOND HOBART'S RUN

Alyssa Slade



- Executive Director of Community Engagement and Economic Development
- Mpact Pottstown Delegation Member
- Pottstown Area Food Collaborative Steering Committee
- Pottstown Housing Coalition (PHC) Member

Jacqueline Sergent

- Hobart's Run Administrative Coordinator
- Pottstown Regional Public Library (PRPL) Board of Directors Member

Cathy Skitko

- Director of Hobart's Run Communications & Community Partnerships
- Director of Community Service for The Hill School
- The Hill School's Student Philanthropy Council Co-Advisor
- Edgewood Historic Cemetery Board Member
- Ricketts Center Advisory Board Member
- Pottstown Beacon of Hope Capital Campaign Committee
- Pottstown NAACP Communications Committee
- Pottstown Partnerships Committee Member
- Pennsylvanians for Fair Funding Volunteer Advocate
- Pottstown GoFourth! Marketing Committee & Volunteer

How can you support Hobart's Run?

Tax-deductible contributions to benefit the work of Hobart's Run are welcomed!



Checks can be made out directly to Hobart's Run and mailed to our office at:

Hobart's Run ATTN: Jacqueline
856-A East High Street
Pottstown, PA 19466