

Pottstown, PA

Wednesday, May 18, 2011

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Schuylkill River Heritage Towns and Tours

Strategic Action Plan

ITEM	DESCRIPTION	TYPE	RANK	SCHEDULE PRIORITY
1	A safe, clean and welcoming downtown	ATTRACTION	1.12	IMMEDIATE
2	Increase downtown occupancy	ATTRACTION	1.31	MID RANGE
3	Art, culture, night life activities	ATTRACTION	1.64	SHORT RANGE
4	Attractive Store Fronts	ATTRACTION	1.65	IMMEDIATE
5	A common vision for Pottstown	ATTRACTION	1.85	SHORT RANGE
6	River Front Park to High Street Trail Connection	CIRCULATION	1.96	MID RANGE
7	Business friendly regulations	ATTRACTION	1.96	SHORT RANGE
8	Business incentive program	ATTRACTION	2.20	SHORT RANGE
9	Open Up water front	ATTRACTION	2.21	MID RANGE
10	Promotional website	COMMUNICATION	2.48	IMMEDIATE
11	Series of Concerts at River Front Park Amphitheater	ATTRACTION	2.62	SHORT RANGE
12	Rest room facility	COMMUNICATION	2.79	MID RANGE
13	Way finding sign	COMMUNICATION	2.84	SHORT RANGE
14	Relocation of County Drop In Center from Commercial District	COMMUNICATION	3.00	SHORT RANGE
15	Park entrance sign	COMMUNICATION	3.04	IMMEDIATE
16	Pottstown welcome sign	COMMUNICATION	3.09	IMMEDIATE
17	Exit ramp attraction sign	COMMUNICATION	3.20	SHORT RANGE
18	Pottstown comprehensive brochure	COMMUNICATION	3.20	SHORT RANGE
19	Coordinated Promotional materials	COMMUNICATION	3.20	MID RANGE
20	Visitor Center at street level in commercial district	COMMUNICATION	3.28	SHORT RANGE
21	Trail sign	COMMUNICATION	3.29	SHORT RANGE
22	Highway attraction sign	COMMUNICATION	3.32	SHORT RANGE
23	Asphalt connecting path	CIRCULATION	3.46	LONG RANGE
24	Reach out to cycling clubs	COMMUNICATION	3.84	MID RANGE
25	Additional Trash Cans & Recycle Containers	COMMUNICATION	3.96	SHORT RANGE
26	Handicap ramp	CIRCULATION	4.00	SHORT RANGE
27	Power upgrade to River Front Park Amphitheater	ATTRACTION	4.00	SHORT RANGE

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28	Trail head kiosk	COMMUNICATION	4.00	SHORT RANGE
29	Volunteer hospitality team	COMMUNICATION	4.12	SHORT RANGE
30	Trail parking sign	COMMUNICATION	4.16	MID RANGE
31	High Street art banners	COMMUNICATION	4.27	MID RANGE
32	Bed and Breakfasts in Commercial District	ATTRACTION	4.32	LONG RANGE
33	Bike lane striping	CIRCULATION	4.33	SHORT RANGE
34	Trail directional sign	COMMUNICATION	4.58	IMMEDIATE
35	Bike rack	CIRCULATION	4.88	LONG RANGE
36	Trail friendly business decal	COMMUNICATION	4.88	MID RANGE
37	Cell phone walking tour	ATTRACTION	4.92	MID RANGE
38	Way Finding Signs for Historical Churches	COMMUNICATION	5.24	MID RANGE
39	Removing Railroad from River Front	ATTRACTION	5.41	LONG RANGE
40	Trail blades	COMMUNICATION	6.13	MID RANGE
41	Healthy living sign	COMMUNICATION	6.30	LONG RANGE
42	Trail fitness equipment	ATTRACTION	6.38	LONG RANGE