

Independence Day Ltd.

Connecting Communities  Honoring Independence est. 1978

PRESS RELEASE

FOR IMMEDIATE RELEASE

May 12, 2016

Independence Day Ltd – Support for 4th of July Parade and Festivities

Independence Day Ltd. is seeking donations for the 2016 Pottstown 4th of July Parade and Festivities. The Pottstown 4th of July Parade and Festivities for 2016 are in jeopardy.

The Borough of Pottstown abruptly changed the practice of payment for the costs associated with the parade. The Borough of Pottstown is requesting a payment of \$8,700 prior to issuing a parade permit. Independence Day Ltd. requested a waiver of all fees and costs associated with the 2016 Independence Day Festivities. Mark Flanders, Borough Manager and spokesperson for Borough Council, has electronically communicated with Independence Day Ltd, that “Council has not been inclined to waive fees for any parades, I do not see any “wiggle room” in regard to the more than \$8,700 in fees and costs that are associated with the parade. With that said, the fees and costs will not be waived.”

Independence Day Ltd. has acquired information indicating that the Borough Manager and Borough Council have waived the costs associated with an annual Pottstown Parade held in May. This organization has never paid the parade fees and costs.

Additionally, prior to the close of the fiscal accounting period ending December 31, 2015 Independence Day Ltd. has acquired information that the Borough of Pottstown did not receive the fees and costs from the entities involved in the annual 2015 Halloween parade. The Borough paid the fees and costs in budget year 2015. The Halloween parade entities were invoiced on December 31, 2015.

Independence Day Ltd successfully returned the parade and festivities including fireworks to Pottstown in 2015 for the residents in the tri-county area. The Independence Day parade is a Pottstown Tradition. The parade is in the Tri County Chamber of Commerce Community Guide and Business directory as an event for the family. The Independence Day parade was the backdrop for an episode of ‘Brew Dogs’ which debuted in the fall of 2013 on the Esquire Television Network. This parade highlight’s Pottstown’s Main Street from Keim Street west to Manatawny Street. The Hill School hosts Alumni at the Alumni House on High Street, Good will Fire Company holds a pancake breakfast, the Downtown Merchants see thousands of people line the street as they open their doors to conduct business. Families host gatherings and meet annually at “their spot” along the route to watch the parade and enjoy the anniversary of our countries Independence.

The 2016 parade has a \$5,000 budget for paid entertainment, insurance and miscellaneous expenses. The fees and costs of \$8,700 imposed by the Borough of Pottstown. Total of \$13,700.

The parade, along with the additional festivities at Memorial Park, have a positive economic impact on the Borough of Pottstown and surrounding communities. These events bring families to Pottstown.

The Borough of Pottstown adopted and approved a Comprehensive Plan in May 2014. (<http://www.pottstown.org/documentcenter/view/470>) In reviewing this plan Independence Day Ltd identifies a correlation between the parade/festivities and said plan.

1. It is an economic development tool. It brings visitors and revenues into Pottstown.
2. It Increases economic activity related to- heritage, arts, culture, recreation and tourism in Pottstown for the benefits of taxpayers, partners and the public.
3. The program benefits borough residents and attracts people regionally.
4. It promotes the Main Street, Downtown District and Parks and Recreation Facilities to the borough residents and surrounding communities.
5. It promotes all aspects of community facilities as regional assets to draw people to the borough.

The festivities at the park have a \$26,000 budget: \$20,000 for fireworks, \$6,000 for entertainment.

Independence Day Ltd needs your Support. Here's what you can do:

1. Visit website: www.pottstown4thofjuly.org Make a donation- under Sponsorship or Homecoming or mail a check made payable to: Independence Day Ltd, PO Box 199, Pottstown, Pa 19464.
2. Support our Homecoming Queens in their Fundraising efforts-Friendly's Night, Rita's Night and drop change in the donation cans located in local businesses.
3. Residents of the Borough of Pottstown-contact your representative on Borough Council and Mayor Sharon Valentine-Thomas and request the waiving of all fees for Independence Day Ltd. for the Independence Day festivities for 2016 in the Borough of Pottstown.

Name Email address	Title	Phone Number	Address
Daniel D. Weand dweand@pottstown.org	Council President Fifth Ward	484-374-6725	1010 N. Evans Street Pottstown Pa 19464
Sheryl A. Miller smiller@pottstown.org	Council Vice President Third Ward	484-308-1672	59 W. 9 th Street Pottstown Pa 19464
Joseph L. Kirkland jkirkland@pottstown.org	Councilor/President Pro Tem/Seventh Ward	484-326-5940	1115 Belleview Ave Pottstown Pa 19464
Ryan R. Procsal rprocsal@pottstown.org	Councilor First Ward	630-606-7769	352 Walnut Street Pottstown PA 19464
Carol L. Kulp ckulp@pottstown.org	Councilor Second Ward	610-323-3430	344 W. Chestnut Street Pottstown PA 19464
Dennis N. Arms Jr. darms@pottstown.org	Councilor Fourth Ward	484-374-6724	647 Willow Street Pottstown PA 19464
Rita Paez rpaez@pottstown.org	Councilor Sixth Ward	484-374-6726	19 S. Keim Street Pottstown PA 19464
Sharon Valentine-Thomas svthomas@pottstown.org	Mayor	610-570-2482	528 Butler Avenue Pottstown PA 19464
Mark D. Flanders mflanders@pottstown.org	Borough Manager	610-970-6511	100 E. High Street Pottstown PA 19464

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 Email us: pottstown4thofjuly@gmail.com Follow us on Twitter [@pottstown4th](https://twitter.com/pottstown4th)
 Marcia Levengood 610 996 2703