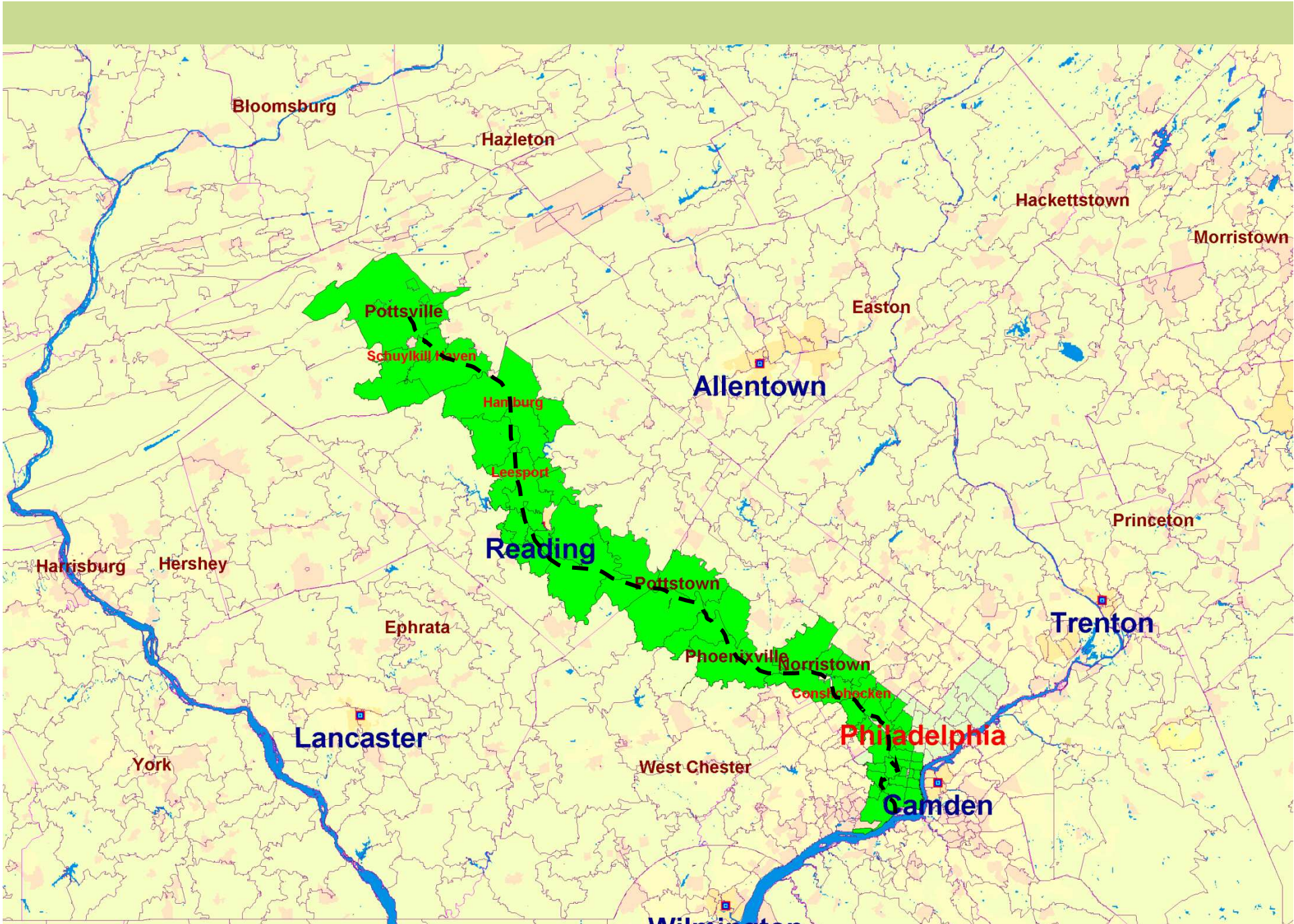
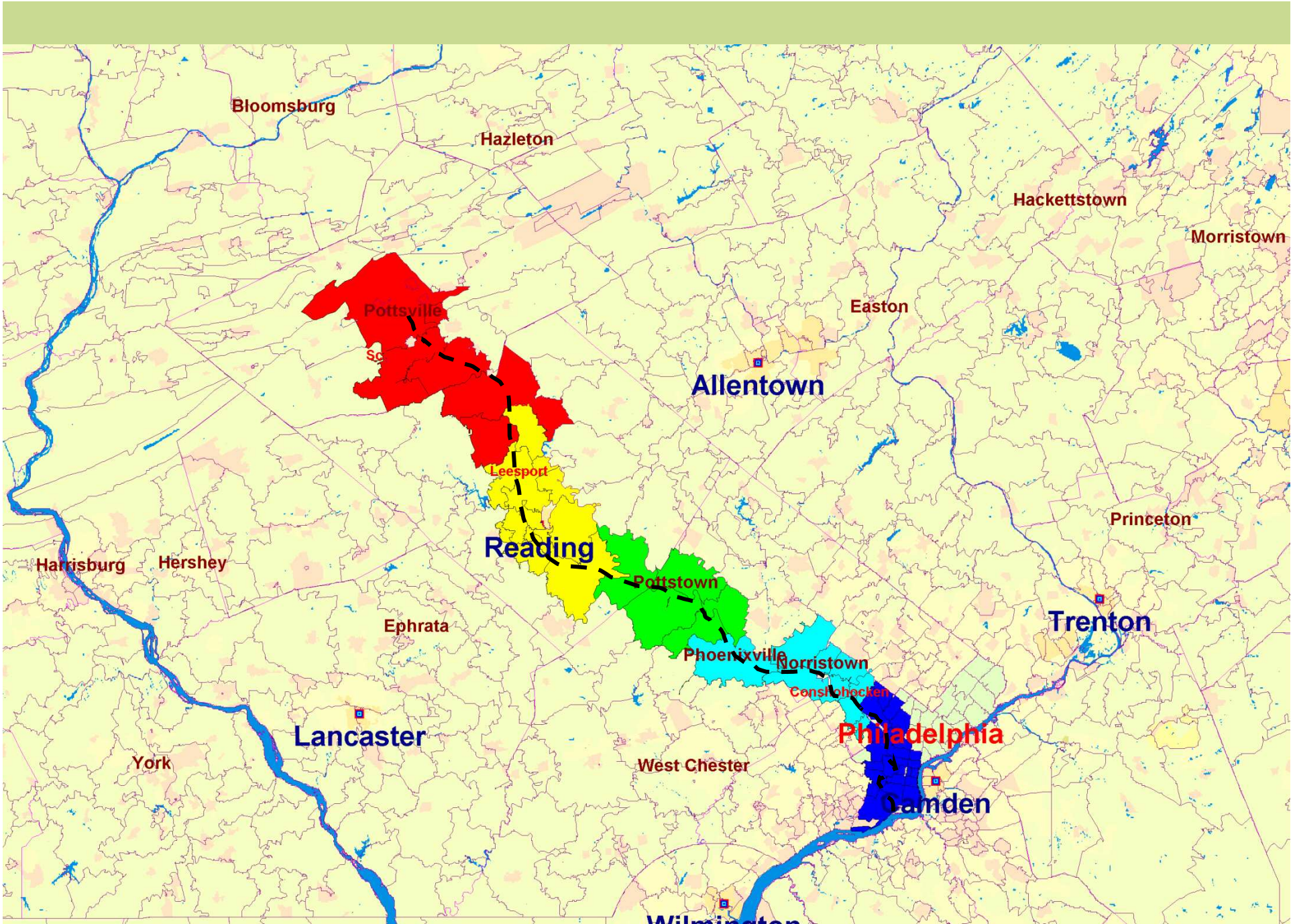


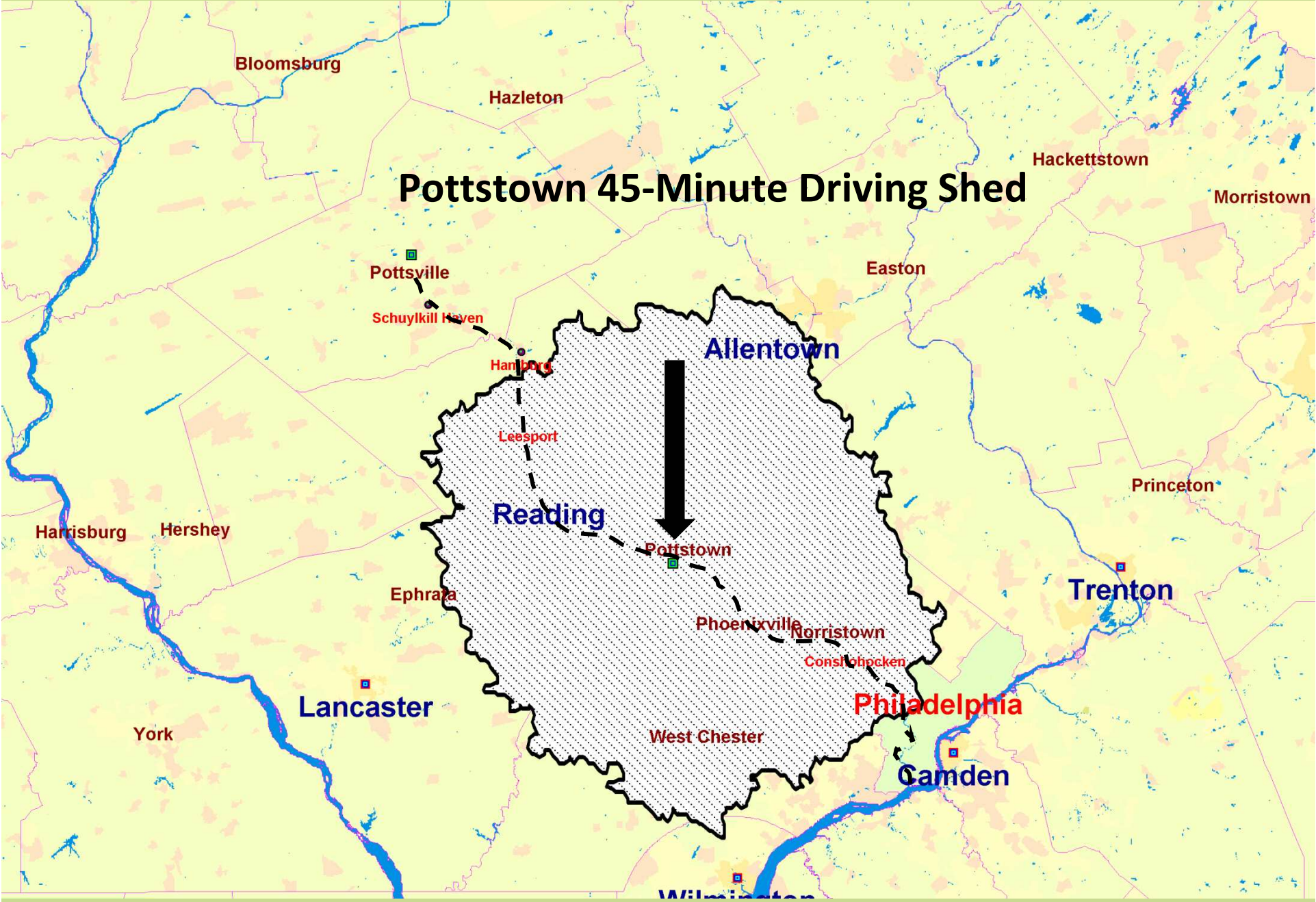
A photograph of a forest path. The path is covered in fallen leaves and leads into a dense forest of trees. The trees have green and yellow leaves, suggesting an autumn setting. The path is slightly curved and leads towards the center of the image.

Trends, Opportunities & Actions Ahead





Pottstown 45-Minute Driving Shed



Opportunities

Partnerships with primary healthcare providers and medical centers

Personal Trainers

Bike and Running Shops

“Amazing Race” on the trail

Summer enrichment programs for kids

“Wine or Beer Trail Crawl”

Actions

Don't Balkanize the Trail!

One Voice – Once Marketing Program

Creatively Market as Part of Business Attraction

Borrow from Business Improvement District Model

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