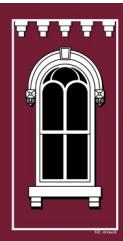


The Official Newsletter of Our Town Foundation



Hamburg's Community Revitalization Corporation



Our Town News

hamburgpa.org

Spring 2021

610.562.3106

OTF Welcomes New Employees

Hello, my name is Gabriella and I am the new Administrative Assistant for Our Town Foundation. I started in the beginning of January, but I have been involved with the organization for a few years on the Economic Development committee. I have always admired the work that the organization does for the town and feel incredibly lucky to have been selected for this position.

I grew up in Hamburg and graduated from Hamburg Area High School in 2013. The next chapter of my life began at Penn State Berks. It was there that I was introduced to Our Town Foundation. My advisor was working on a project with the organization and suggested I join a committee. A few years later, I graduated from Penn State Berks in 2017 with a Bachelor of Science in Business with a concentration in marketing and management. After graduating from Penn State, I went to work for a year doing a few different things. During that year I realized that I still had plenty to learn. It wasn't long after that I decided to apply to graduate school. In the fall of 2018, I attended Penn State Great Valley, but decided to transfer to Kutztown University after finishing the semester. I finally graduated in May of 2020 with a Master of Business Administration from Kutztown University.

You can usually find me shopping or browsing the local shops here in Hamburg. When I am not doing that, I am usually reading, spending time with my family, or finding random shows or movies to watch.

I look forward to working with Our Town Foundation!



My name is Kaley Schlenker. I was hired in January as the part-time Hamburg Area Arts Alliance Coordinator and I am also responsible for the social media communications for Our Town Foundation.

Currently, I am only working two days a week; however, once COVID-19 restrictions are lifted and the organization is able to host more events, then I will be in the office more frequently.

I was born on June 7, 2001 at the Reading Hospital. Most of my family grew up in Hamburg, so I have lived here my entire life. I graduated from Hamburg Area High School in 2019 and went to Millersville University for Graphic Design and then transferred to Kutztown University because it is closer to Hamburg. I am currently working on a Web Design certificate with an online school called V School, it is located in Salt Lake City, Utah.

Lately, I have been really interested in astrology and collecting plants. I enjoy watching television series and movies with my friends and family, one of my family's favorite shows to watch together is The Walking Dead. Some of my other hobbies include painting, drawing, journaling, digital art, and some video games. One day you may see my artwork in the Art & Craft Gallery of Hamburg!

I have had the pleasure of meeting some of the artists and look forward to meeting those that I have not. I feel like this is a great opportunity to learn and gain experience for future endeavors. I am excited to work with Our Town Foundation and meet new people!



New Business Members

New Life Thrift Store

Welcome to New Life Thrift Store - Hamburg! Our store is located at 14 South Fourth Street, right next door to the Four Twelve Cafe and Bouchette Vineyards and across the street from Necessities Used Furniture. The store is 1200 square feet with a boutique feeling and we think it's adorable! We are very excited to be a part of the Hamburg community and it's been nothing but kindness since we opened on Black Friday of 2020. Hamburg's small town charm is special to Berks County with its great shops, restaurants and entrepreneurial spirit.

A little bit of history of New Life Thrift Store. New Life Thrift is a non-profit 501(c)3 created in late 2018, we opened a store in downtown Pottsville located at 310 North Centre Street in January of 2019. Our Pottsville location sells both men and women's fashion items as well as shoes, handbags, jewelry and other accessories. The store was originally opened with a staff of two and a few amazing volunteers. We have grown to a staff of five and a handful of volunteers with the opening of our Hamburg location. We are proud to say that we have supported five different charities in two counties in just a few years.

Donations are accepted at both locations during regular business hours. We ask that the donations are clean, gently used and brought to us in bags. We are very particular about what we put on our racks because we want the best for our customers. Our motto is "If we wouldn't wear it, we won't sell it". Our customers value and appreciate our efforts to give them quality items at a fair price and a clean, well organized shopping experience.



Ribbon Cutting at the
New Life Thrift Store

We are often in need of volunteers in our Pottsville location. Anyone interested in volunteering can walk in and complete an application during business hours. We wouldn't be able to do what we do without our awesome volunteers, they make all the difference in a non-profit thrift store.

We hope to be a shining spot in both communities, a place where our customers feel good about their purchases and feel a connection to us personally. Our lives are richer when we are helping others and our stores give us those opportunities.

We look forward to meeting you in our Hamburg store soon! Stop in and say hello and see what we are all about!

Find us at www.facebook.com/Newlifethriftstorehamburg and watch for our Hot Pick of the Day! You can contact us at 484-665-3170.

New Life Thrift Store Hours:

Sunday-Tuesday	Closed
Wednesday	10am-5pm
Thursday	10am-6pm
Friday	10am-5pm
Saturday	10am-4pm



Cindy's Flowering Cupboard

Cindy's Flowering Cupboard has been a business in the making for 30 plus years. Cindy started out doing craft shows under the business name of Sunshine Candles and Crafts. During this time, she would set up at various shows and events selling her handmade candles, silk flower wreaths and arrangements.

In the early 2000s she took a short break from the craft business to work a full-time job. Feeling unfulfilled, she needed her craft business in her life and began working the craft show world again under the business name of Cindy's Crafty Things. A physical store location was acquired in 2018 at 143 State Street in Hamburg. The business was growing and doing well so she decided to expand her business by offering craft classes. In order to do, so she needed a larger set up. As such, Cindy moved to 332 State Street where she had the room to grow. However, it was not as she had hoped and decided to give it up and take a job as a floral designer for The Central Cupboard at the Fairgrounds Farmers Market in Reading. This was where Cindy's Flowering Cupboard was born.

After working at the market for a year, the owner decided to sell the business. Of course, Cindy jumped at the opportunity. The business was growing. She started providing flowers for weddings and other special occasions.

Being from Hamburg she had driven past a vacant store front for years that caught her eye. She kept thinking "That would make a great location for a flower and gift shop." After some research and help from a local realtor she was able to finally claim the commercial space. As a result, a second location for her flower business came to be a reality. You can find her at 202 State Street.

"I am feeling so blessed to be a part of the wonderful small businesses in Hamburg. I appreciate every single person who has shopped my store. This is a dream come true."

Find Cindy on Facebook at www.facebook.com/cindysfloweringcupboard/ You can also contact her at 484-797-0245.

Cindy's Flowering Cupboard Hours:

Sunday, Monday	Closed
Tuesday	10am-6pm
Wednesday	10am-6pm
Thursday	10am-6pm
Friday	10am-6pm
Saturday	10am-6pm



New Business Members

Diamond Décor – Jewelry for your Home

Diamond Décor was established to provide upscale home décor at a fraction of the retail cost while being able to provide a hometown feel to the residents of the area.

Cindy and Joe Zeidler opened Diamond Décor on Friday the 13th, November 2020. Their opening coincided with the November wine walk which gave them the pleasure to meet with some amazing people. Cindy and Joe will tell you that it isn't all about the money (although that's a plus). It's about making connections and creating trust within the community.

Cindy has been an executive in the lighting and décor industry for over 17 years. She has been the director of ecommerce at two



Ever Changing Selection of Home Décor, Furniture, Lighting, and More

major lighting manufacturers and successfully grown a small ecommerce department from a few hundred products a month into a multi-million-dollar annual powerhouse. Cindy has set the example of just how a woman can succeed in a mostly male dominated industry. She enjoys the daily routine of life and has a straightforward yet friendly and caring attitude. She has learned that fine balance of work, home and play that so many struggle to find.

Joe has been in the service industry for most of his adult life. He owns an auto detailing service and is on the International Detailing Association (IDA) committee for training and education. He hesitantly closed his detailing shop last year to focus on high end vehicles where he can take the time to bring the life back to those often-neglected cars. While he enjoyed the fast pace of daily detailing, he realized it was time to step back and focus on a niche market to apply his years of extensive training and attention to detail with a smaller group of private customers.

Together Cindy and Joe run Diamond Décor with the hopes of growing the business and they are determined to be a part of the Hamburg community for many years.

Diamond Décor has so much to offer in a simple well laid out 1000 Sq. Ft. shop. There are items ranging from country to modern as well as upcycled furniture and hand sewn items on consignment. The store offers everything from simple candle votives to floor waterfall fountains. Lamps, mirrors, wall art, tin signs, crystal, table décor, Scentsy and more are well displayed throughout the store giving a little something for everyone in all price ranges.

When you are in the store don't forget that they offer free coffee,

hot chocolate and packaged cookies. Joe can talk so be warned if you want a conversation! Diamond Décor will be participating in most of the upcoming events and usually offer discounts and drawings on those special days.

Diamond Décor's tag line "Jewelry for your Home" is a perfect fit because it can truly bring a sense of your own type of bling, even if that bling is a cast iron pig decoration or a mirrored 2-foot-tall flower vase!

So, stop in and say hello to Joe and Cindy at Diamond Décor, you'll be glad you did.

Be sure to like Diamond Décor on Facebook at: Facebook.com/342DiamondDecor and visit the website at: Diamond-Décor.com or contact us at 484-797-2879.

Diamond Décor's Hours:

Monday-Wednesday	Closed
Thursday	11am-4pm
Friday	10am-5pm
Saturday	10am-5pm
Sunday	11am-4pm

Gifted Hands Barbershop

Gifted Hands opened in the beginning of November 2020, filling the 26th North 3rd Street storefront that had been vacant for more than six years. Owner Hommy Colon was inspired to open a barbershop in Hamburg because as a first time homeowner in the borough, he noticed the community had a need for an urban barbershop.



The barbershop offers walk-in service, beard shape-ups, full service and regular haircuts, and Senior Tuesdays and Wednesdays. They also specialize in haircuts for children. All of this can be done at an affordable price as well. You can request an appointment online through their Facebook page: www.facebook.com/Gifted-hands-barbershop or you can call them at 484-665-3183.

Gifted Hands Barbershop Hours:

Sunday, Monday	Closed
Tuesday	10am-5pm
Wednesday	10am-5pm
Thursday	10am-7pm
Friday	10am-7pm
Saturday	10am-7pm

New Business Members

What Matters Co. and Barbershop

What Matters Co. and Barbershop started as a dream to bring the classic experience of a barbershop to a modern society by focusing on things like community, conversation, and relaxation, as well as the details that surround a nice haircut, including hot lather, straight razors, steam towels and astringent. With that all in mind, we never want to shift the focus off of you getting the best haircut that makes you feel confident with a hairstyle that you feel equipped to reproduce from your home. We achieve this through listening to your current process, providing you with quality all natural and organic products that promote hair health, and educating you how to use the products and tools you either already have or the ones we point you to.



From the original drive to bring a new barbering experience to Hamburg, we began to imagine What Matters Co becoming a place where expression at exceptional levels would be celebrated. When you walk in, you'll be walking into an experience: clean classic and vintage furniture, barber chairs, and chess table, locally roasted coffee, local hair and lifestyle products from [Sheer Revival](#) and [Lancaster Beard Company](#), as well as apparel, pottery by [Caleb Anthony Ceramics](#) and art by [Jonathan Bond](#) and other local creators. We believe that local businesses and artists are what hold communities and our nation together, so we always choose the best products as closet home as we can. We also love music, and host a variety of music artists on specific dates that will be posted as soon as they are booked.

We know anything beyond barbering will be fluid and we love it that way. Each time you come in, you will be able to experience the space in a little bit of a different way.

At the moment, What Matters Co is a one-employee shop. On any given day, I may be the only one, or may be accompanied by one of our community vendors or friends. While I, Matthew Baker, the founder, don't have the means to have other employees, I do like to keep my local friends and family involved in what I'm doing, because things are always better together.

For more information or to schedule an appointment, please go to www.whatmattersco.com or contact 610-816-8168.

What Matters Co. and Barbershop Hours:

Sunday-Tuesday	Closed
Wednesday	5-10pm
Thursday	9am-6pm
Friday	9am-5pm
Saturday	8am-2pm

FBP Rental Co.

We are a newly established LLC specializing in rental real estate. Our goal is to find tenants for our properties that add value to historic Hamburg. The owners of the business are Mallory Brown, Alex Deck, and Albert Hernandez. FBP Rental Co. has only been in existence for about a year, but we are excited to see what the future has in store for us.

We have recently purchased the properties located at 43 and 45 S. 4th Street in Hamburg, which house the 1787 Brewing Company. It was the location and already established success that drew us to this particular property. While we did purchase the property, there are no changes being made in ownership in regards to the brewpub itself. We understand how much you all enjoy 1787 and hope that you continue to frequent it. We look forward to our journey in Hamburg!

Sweet Treats

Sweet Treats is located at 234 State and is now under new ownership. Local resident Bee Moyer purchased the shop at the end of the fall last year. She and her husband Rob worked on the new look of the bright ice cream shop interior over the winter. The sweet shop opened April 11th and will be open year-round with new longer hours 11:00 am to 9:00 pm seven days a week.



Besides offering delicious Leiby's Ice cream, they will be adding a small sampling of baked goods such as donuts, shoefly pie, cinnamon rolls, and more. The customers have been excited to see some fresh baked items and Sweet Treats is planning on adding more items soon.

Starting in May, they will be offering a few hot food items including hot dogs, pulled pork BBQ, brisket sandwiches, chicken BBQ, sides of potato, macaroni salads and more. They also are carrying Pure Wild Tea and a line of honey products. In the future they hope to add some type of candies as well. "I'm hoping to make this the sweetest shop in town" said Bee.

"I'm so excited about my new adventure in the ice cream business. I can't wait to meet all the regular customers as well as attracting new ones. I want it to be a place where people can come in and smile. You're already in a good mood because you're going for a yummy treat, so why not be greeted with a happy atmosphere with cheerful people."

Be sure to like Sweet Treats on Facebook at www.facebook.com/hamburgsweettreats to keep up with their offerings. You can contact Sweet Treats at 484-665-3559.

Sweet Treats Hours:

Sunday-Saturday 11am-9pm

New Artist Members

Eileen Flickinger

My name is Eileen Flickinger. I was born in the Reading Hospital and lived my first year in Reading, then we moved to Hamburg. My father's name was John and he was a teacher in the Hamburg School District. My mother's name was Carolyn and she was an office manager at Reading Hospital in the X-ray department. I graduated from Hamburg Area High School, then went to Albright College and graduated with an AB in psychology.

I was very active with riding horses since I was five years old. I rode in competitions all over the East Coast. I was riding my horse at a show when the horse took off too soon and ran through a fence causing him to sustain internal injuries and dying five months later. From this accident I sustained a brain stem injury and was in a coma and on life support for three months. I have weakness on my right side and am wheelchair bound.

Years ago my mother and I opened a craft store called the Hedges. I taught myself to do patchwork and applique. The shop closed in 1982; however, I continued to create fabric art. I currently belong to the Reading-Berks and Pa. Guild of Craftsman as well as the Hamburg Area Arts Alliance. I display and sell my work at the Art & Craft Gallery of Hamburg.



Pam Heckman

I was the owner of Hecky's Sub Shop in downtown Hamburg for 30 years. When I retired I had time to work on my hobbies, wreath making being one of those hobbies. I also enjoy creating other crafts, crocheting, making jewelry, and diamond dots.

When I started creating my wreaths, I donated many of them to Friedens Church in Shartlesville, where I currently reside. The pastor of Friedens,

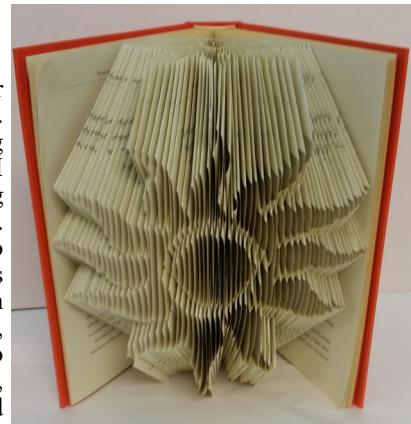
Pastor Inge, asked me to make them for every season and holiday for the church, and they are currently being displayed there. I also donated wreaths to nursing homes to bring cheer to the residents.

I recently joined the Hamburg Area Arts Alliance and now display and sell my wreaths at the Art & Craft Gallery of Hamburg.



Francisca Reber

My name is Francisca Reber and I live in Mohrserville, PA. As a way to pass time during COVID I had a novel idea! I found an interest in using books and paper to create art. It seemed like a good way to raise money for various ministries, which include an orphanage in Mexico, Bahamas/Puerto Rico hurricane recovery work, local food distribution, and helping the needy in Cuba and South Africa.



I joined the Hamburg Area Arts Alliance in November of 2020 and my art can be found at the Art & Craft Gallery of Hamburg with prices ranging from \$14 to \$22. Feel free to contact me with special book art requests at tea42meu@aol.com.

Connie DiMarco



I learned of Sailor's Valentines in 2011. In the early 19th century (1830-1890) they were purchased by whaling sailors at one of their sea ports in Barbados and were brought back home as gifts for their loved ones. The framed designs were made of hundreds of tiny seashells. Patterns often featured a centerpiece such as a photo, flower, heart design, or sentimental message; hence, the name valentine.

My designs for Sailor's Valentines try to highlight the beauty of each seashell. I find the forms and colors of seashells that I pick up and collect to be fascinating. They offer many opportunities for one-of-a-kind works. The seashells that I use are all natural colors.

I am self-taught and have been making Sailor's Valentines and other seashell art forms ever since 2011. I became a member of the Hamburg Area Arts Alliance towards the end of January in hopes of selling my Sailor's Valentines in time for Valentine's Day. My work is now on display and for sale at the Art & Craft Gallery of Hamburg!

Community Events

Downtown Hamburg in Good Spirits After Wine Walks

The year 2020 certainly gave us lemons, but instead of lemonade, how does Blueberry Lemon wine sound? Well, that is exactly what King Cole Winery created, thus becoming a favorite flavor during Hamburg's Wine Walk on March 26th. This marked the second successful Wine Walk held in Hamburg during the pandemic. The first took place last November.

Both events were planned and organized by Ashley and Justin Zimmerman, owners of Lazy Dog Vintage Market, which is a home inspired shopping experience exhibiting vintage, retro, shabby chic, restored antiques, and much more. They decided they wanted to do something to support local nonprofits impacted by COVID. November's Wine Walk was held to support the Hamburg Strand Theater, which is Historic Hamburg's nostalgic one screen movie theater. Whereas, the Wine Walk in March was designated to sustain the Hamburg Area Arts Alliance, which supports and showcases local artists and advances the awareness of arts in the community.

Ashley and Justin sold tickets for each Wine Walk, then patrons redeemed their tickets for a cup that could be used to taste various wines found throughout participating businesses. The tickets cost \$20 apiece and each event hosted over 200 people. While all of the proceeds from the tickets went to the Strand and the Hamburg Area Arts Alliance, it wasn't just the nonprofits that benefitted. The downtown businesses benefitted as well! As people trickled in to taste wine, they purchased items too, which was a welcome sight after this difficult year. In addition to the tastings, the businesses offered refreshments, activities, and other fun things enticing customers.

The Wine Walk in November signified unity among the small businesses in downtown Hamburg. There were more than ten local small businesses that participated in the festivities, many of which noted robust sales. It was the perfect time to host such an event as people were looking to purchase one-of-a-kind holiday gifts. In the end, The Hamburg Strand Theater received a check for \$5,000!

March's Wine Walk included twelve small businesses, all of which featured wine from local wineries such as Blue Mountain Vineyards, Bouchette Vineyards, and King Cole Winery. The sidewalks bustled with event patrons as they roamed from business to business sampling unique wine flavors. Many people had their arms overflowing with bags from the downtown shops, not to mention numerous bottles of their favorite new wines. The positivity was contagious as people entered each establishment, happy to finally be out enjoying the pleasant weather and company. As a result, the Hamburg Area Arts Alliance received a donation of \$3,860!



All in all, each event brought with it good spirits, good vibes, and good memories. We hope that this is a tradition that continues well into our future. A special thank you to Lazy Dog Vintage Market for orchestrating both events as well as the participating businesses, wineries, and event patrons.

Make sure to plan your visit to Hamburg to see all that we have to offer and join us on May 21st from 4-8pm for our next Wine Walk! All the proceeds will be donated to the small businesses that participated in the past events. For more information, please visit hamburgpa.org or call (610)562-3106.

Vintage Night and Wine Walk

Be sure to save the date! On May 21st from 4-8pm there will be another fun event throughout the downtown. Lazy Dog Vintage Market will be hosting a Vintage Night, which will have over fifteen pop-up vendors along with a lot of other fun activities! Sincerity Massage Therapy will be set up with chair massages, Fresh Start Animal Rescue League will be selling baked goods, UpDog Hotdogs and Uncle Paul's Stuffed Pretzels will have delicious food for your enjoyment, Rebekah Leigh will be there with her beautiful lyrics, and Cindy's Flowering Cupboard will be hosting a build-your-own succulent piece. Plus, let's not forget that Hamburg Sweet Treats will be open for any of your sweet tooth cravings.

Along with a fantastic night of shopping, Lazy Dog Vintage Market will be hosting another Wine Walk, which will benefit all the participating downtown Hamburg small businesses! A \$20 non-refundable donation will allow you to taste wines from a variety of local wineries. You will be sure to find something to satisfy your tastes. Please stop by Lazy Dog at 335 State Street in downtown Hamburg, or call 484-660-3695 if you are interested in joining the fun!



Community Events

Local-Motion Shopping Spree

You won't want to miss this three-day event taking place from Thursday, May 6th to Saturday, May 8th. Local-Motion grants you the opportunity to visit several of Hamburg's small businesses to enjoy raffles, discounts, and a fun shopping experience. Shoppers can pick up a "passport" at any of the participating businesses to get stamped for a chance to win \$200 in gift cards. Once you visit all of the businesses, you can drop off or mail your passport to Our Town Foundation, 320 State Street, Hamburg PA, 19526. The deadline for submission is May 26, 2021. Our Town Foundation will pull a name from all of the entries submitted and that person will win \$200 in gift cards from the participating business or businesses of their choice. Pick up your "passport" at the following: The Art & Craft Gallery of Hamburg, The Blue Coast, Cindy's Flowering Cupboard, Diamond Décor, Four Twelve Coffee Shop, Hamburg Antiques Center, Lazy Dog Vintage Market, Necessities New and Used Furniture, New Life Thrift Store, Sweet Treats, or Thren's Auto Parts.



Taste of Hamburg-er Festival Update

The question on everyone's mind is "Will there be a Taste of Hamburg-er Festival in 2021?" Unfortunately, at the time of this newsletter printing, the answer is unknown. The Festival Committee will decide by the end of May. While we hope to have the event and are planning it accordingly, there are still many obstacles preventing the organization from forging ahead.

Our biggest obstacle is obtaining a street closure permit from Penn-dot. Since 4th & State Streets are state highways a special permit is required, and as of now, Governor Wolf is not allowing any permits to be issued unless we can provide proof that the mandated capacity limit for outdoor events will be followed. At this time, the capacity limit is 67 people per 1,000 sq. ft. We have looked into having the event at other locations or on other streets, but after considering the logistics of vehicular and pedestrian traffic flow, availability of electric, parking availability, and local park regulations, it was determined that the event should be held on 4th & State Streets or not at all.

Other concerns are how many burger vendors will be returning? How many participating restaurants have closed? Will our 200 + volunteers still assist us the day of the event? How can we enforce social distancing? Will the past sponsors still support the event? Additionally, we were notified our insurance for this one-day event has skyrocketed and will cost over \$6,000 for coverage. This is in addition to being notified that the festival will be required to pay for the Borough police coverage, with an approximate cost of over \$3,000.

With all the obstacles in place, the committee is still hopeful the event can happen. Not only does it benefit the organization financially, it benefits the 36 other non-profits who participate, the downtown businesses, the vendors, and the local artisans who display and sale their work. And of course, all the people who love the event are looking forward to another great festival.

Visit the tasteofhamburger.com website for updates.

Community Garden

The community garden is celebrating its 3rd growing season. When the garden was created, there were ten garden boxes available. As of 2020, the number has increased to fifteen!

There are still garden boxes available to residents that are interested in reserving a space in the community garden. You can grow your own vegetables and flowers that are sure to be a lot of fun to harvest. This could also be an exciting experience for kids of all ages as they learn more about the life cycle of plants and how they can impact the environment.

We would like to give a special thanks to Josh Butz, Garden Coordinator, for the many hours he spends maintaining the lot. The work is greatly appreciated. Also, thank you to Vreeland and Linda Wood for allowing the use of their property for the garden.

If you are interested, you can stop by Our Town Foundation, located at 320 State Street, for more information on purchasing a garden box and the rules for participating in the community garden.

THE HAMBURG COMMUNITY GARDEN

RESERVE YOUR SPACE FOR THE 2021 GROWING SEASON



ORGANIC VEGETABLE & FLOWER GARDEN LARGE
BOX SIZE: 10FT x 4FT x 1FT

LOCATION: APPLE ALLEY, HAMBURG PA 19526

Cost \$30 per box

RESERVE YOUR BOX TODAY!

Call Our Town Foundation - 610-562-3106 or email otfmanager@aol.com

We would like to certify the Hamburg Community Garden as a native wildlife habitat garden.

In order to do so, we need to provide shelter, food, water and a place to raise young for wildlife, more specifically birds, butterflies, honeybees, etc. We are seeking the following donations to assist in our endeavor:

- A birdbath**
- A bird feeder**
- Material to build two nesting boxes**
- We are also seeking donations for Ergonomic gardening tools. Please call the OTF office at 610-562-3106 if you are interested in donating any of the above.**

Updated Brochures

After starting in January, I was given the opportunity to create a brochure explaining Our Town Foundation's purpose and how it benefits the community. Upon completion of that project, I continued updating brochures that the organization distributes to various businesses. The brochures I have had the pleasure of updating are listed below. Hopefully, there will be many more to illustrate all Hamburg has to offer. Stay tuned! —Gabriella

Our Town Foundation

This brochure provides information as to how Our Town Foundation serves the community. The brochure explains where OTF gets its funds, who benefits from the organization, the programs OTF oversees, our accomplishments, and how you can support your community. The brochure was designed with the hopes that it would increase awareness on all that Our Town Foundation does for the community.



Shaping Hamburg's Future

The Hamburg Strand Theater
A Great Local Theater

STRAND
HISTORIC HAMBURG'S NOSTALGIC
ONE SCREEN MOVIE THEATER

Come Visit Us!

The Hamburg Strand Theater

This brochure provides the audience with a brief history on how The Strand came to be. Inside, future plans and improvements are detailed so that the community knows how much their support means to The Strand and how they intend on improving the experience even more for people of all ages to enjoy. You will also find movie times and prices listed on the back for your convenience.

Fun Facts
and
Things To Do
in and around
Hamburg PA



Brochure Courtesy of
Our Town Foundation
Hamburg's Community Revitalization
Program
320 State Street, Hamburg, 19526
610.562.3106
Visit www.hamburgpa.org for additional
information on Hamburg and beyond.



Theater Talk



GREAT NEWS! The Hamburg Strand Theater is planning a soft reopening starting May 1st! We are bringing back our Classic and Faith Nights for the month of May with the goal of starting featured first run movies in June. We know everyone is anxious to visit their favorite theater, and we are anxious to see our patrons once again as well. It has been a long year for all of us.

For everyone's safety, we are required to follow all the CDC and Governor mandated guidelines for COVID that are in place at the time of reopening. For details, visit hamburgstrand.org.

Can you smell the popcorn popping?

The Hamburg Strand

Faith & Classic Movie Night: May Schedule

May 1	The Goonies
May 8	I Can Only Imagine
May 15	Jaws
May 22	The Blind Side
May 29	Closed--Memorial Day

Showings are Saturday at 4pm and 7pm only. The ticket price for Classic and Faith movies is still \$8.00 for all ages and includes complimentary popcorn and soda.

Tentative Upcoming Featured Movie

June 4 Cruella

Showings for Cruella will be Friday, Saturday, and Sunday at 7pm. Matines at 4pm on Saturday and Sunday.

This is a tentative schedule and can change at any time due to Governor's restrictions and movie releases.

Fun Facts and Things to Do in and Around Hamburg PA

Within this brochure, you will find a number of things to do in and around Hamburg. There are plenty of activities and things to see for all tastes and ages. You can check out the recreational opportunities, shopping, and dining that Hamburg has to offer. Plus, you can learn about Hamburg's history, fun facts about businesses, and information about the town's heritage, culture, and arts. You will be sure to find something that interests you in this informative brochure.

Grant Funding

2020 was a challenging year for Our Town Foundation. Due to COVID, we were unable to host any of our fundraising events, and the Hamburg Strand Theater was shuttered in March. The community was impacted by not being able to partake in the many annual downtown activities and events that they became accustomed to - they weren't even able to enjoy a family night at the movies!

The pandemic also caused a huge financial impact on the Foundation. Ticket and concession sales at the Theater, as well as the profit from hosting the annual Taste of Hamburg-er Festival, are the two largest revenue generators for the organization. We were also unable to host the annual Art of the Brew Festival and smaller fundraisers such as our chicken BBQ. The art funding was impacted due to cancellation of our annual silent art auction, the Hamburg Hoopla music festival, and the Artdrenaline youth camp. Overall, between March 15, 2020 through March 14, 2021, there was decline of 72% of gross revenue over the previous year.

We were able to apply for grant funding from various sources to assist with paying ongoing administrative expenses, and luckily several applications were approved. Early in the crises, the Berks County Community Foundation created the COVID-19 Nonprofit Continuity Grant Program to assist non-profits located in Berks County with filling critical gaps in funding that occurred as a result of the pandemic. We were allocated \$5,000 from their assistance program. Realizing that non-profits were not eligible to receive funding from the CARES act, in December the Berks County Commissioners stepped up to the plate by designating \$50,000 out of the County's general fund for each of the four Main Street Programs in the County.

Most recently we received notification that we were one of 43 communities state wide to receive \$50,000 in funding from the SEAM program (Support for Elm and Main) offered by the PA Dept. of Community and Economic Development office. The SEAM program provides assistance to community revitalization organizations dedicated to community and economic development in older and historic downtowns, commercial districts, and neighborhoods. We also received funding from both rounds of the Paycheck Protection Program to assist with paying salaries and avoiding staff layoffs. We are very thankful for the support of these programs allowing us to continue serving the community.



**Our Town Foundation
is still accepting
Redner's receipts!**

**Redner's generously donates 1% of the
Save-A-Tape total to OTF.**

**Please drop off your receipts at the Our Town
Foundation office at 320 State St, Hamburg**

Vandalism

Unfortunately, the bulletin board located at 4th and Pine Streets in downtown Hamburg has been vandalized. Each of the three glass front panels were presumably shot at with a BB gun shattering the glass. Unfortunately, this has a big impact on not just Our Town Foundation, but all of the other organizations that use the community bulletin board to post their events and activities.

Let's work together to keep Hamburg safe and beautiful! The police have been notified of the damage; however, without leads it is difficult for them to make any arrests. If you have any information on who may have damaged the bulletin board please contact Detective Kramer at the Hamburg Police Department. If you would like to make a donation to help replace the glass, please contact Our Town Foundation at 610-562-3106 or stop by 320 State Street. Your assistance is appreciated!

**Middle panel
of bulletin
board with
remaining
glass in frame**



May's Featured Artist of the Month – Jay Ressler

Photography, Works on Paper and Encaustic Art

Many of Jay Ressler's best-known photographs are composites based on his original captures put together in multiple layers to produce stunningly original, interleaved images. Ressler's endeavors also include extensive work with infrared photography.

He occasionally extends his multi-layered approach to encaustic mixed media creations. Based on ancient techniques, he cooks his own recipes of beeswax and damar resin to produce an exquisite patina when combined with photographs.

He regularly exhibits in local venues. His composite photograph "The Love Bugs" was chosen for the Art of the State exhibition at the State Museum of Pennsylvania several years ago.

Jay currently serves as President of the Berks Art Alliance and is an active member of the Hamburg Area Arts Alliance.

He will be hosting a reception in the Art & Craft Gallery of Hamburg, 320 State Street, Downtown Hamburg on Saturday May 22nd, 1 – 3pm. Please stop by the Gallery to meet Jay and view his exceptional art.



2020 Annual Report Summary

The 2021 Annual Meeting was held on February 17th. A brief summary of our Annual Report follows. For a web link to the full report, please visit the Our Town Foundation page on www.hamburgpa.org.

Summary of Accomplishments During 2020

Marketing Magic: We increased online traffic and provided current information for potential visitors via an updated and improved hamburgpa.org website. The Historic Hamburg brochures were also updated, redesigned, printed, and distributed. 3,000 were delivered to the PA Welcome Center Distribution Facility to create better exposure for the town.

Social Media Utilization: The community was informed of various activities and events through the usage of Mailchimp and other social media platforms. There are approximately 3,000 people who receive our biweekly Mailchimp newsletters.

Small Businesses, Big Impact: OTF organized and coordinated business promotional events such as Small Business Saturday, which attracted hundreds of shoppers to the town. Hamburg also welcomed several new businesses to town by hosting ribbon cuttings at each location.

Go Green: The number of beds at the community garden had to be increased from ten to fifteen in order to meet demand. OTF also orchestrated a Community Seed Exchange program.

Strand Strong: Unfortunately, the theater was shuttered on March 14; however **during that time** energy efficient improvements were made which was achieved with a \$20,000 grant from the Berks County Community Foundation. Additionally, advertising was made available on the theater's marquee, which helped pay expenses throughout the year while also promoting the businesses and local non-profits.

Coping with COVID: Business owners were informed of various funding sources and available program assistance throughout the pandemic. OTF also raised over \$20,000 via a Capital Campaign, which assisted the organization in sustainability during the pandemic.

Odds and Ends: A Little Public Library was installed in front of Four Twelve Coffee Shop. The Art & Craft Gallery of Hamburg participated in the Best Kept Secret Tour of Berks County. A chicken BBQ fundraiser was held.

Social Media Statistics for 2020

Hamburg Facebook Page:

Posts	275
Followers	2,743
Reach	15,496 viewers
Page Visitors	29.5% from Hamburg 70.5% from outside of town

Hamburg Arts Alliance Facebook Page:

Posts	201
Followers	664
Reach	8,335 viewers
Page Visitors	38.9% from Hamburg 61.1% from outside of town

Hamburgpa.org

Users	24,688
Page Views	52,117
New to Site	89.5% of visitors

2021 Board Members

Jeff Pettit, *President*
 Chris Yost, *V.P.*
 Cindy Blefgen, *Treasurer*
 Linda Wood, *Recording Secretary*

Ann Steffel
 Gerry Schappell
 Stephanie Menapace
 Dr. John Smith
 Allen Madeira
 Vreeland Wood
 Joshua Youpa
 Jeremy Hoagland
 Stephanie Adam

Volunteer of the Year: Cynthia Blefgen



Every year during the Annual Meeting, OTF announces the "Volunteer of the Year". This person is selected based on the number of volunteer hours completed in the calendar year, overall reliability and attitude demonstrated while completing tasks. This year, Cynthia (Cindy) Blefgen was bestowed with the award.

Cindy joined the Board of Directors in January of 2017 and has served as the Treasurer since that time. She volunteered approximately 70 hours during 2020 and in 2019 she volunteered 133 hours. In addition to her treasurer's duties, Cindy assisted with many other tasks over the past few years including gathering the updated information for our Historic Hamburg Visitor's Guides, visiting businesses with the intent of recruiting new members, working full days during the Taste of Hamburger festivals, volunteering at other events, and assisting with apartment renovations at our new building.

Cindy is very committed to her BOD position, only missing six meetings in four years!

Cindy is a resident of Hamburg and also volunteers for the Northern Berks Food Pantry and the Salvation Army. A special thanks to Cindy for her dedication to the Foundation and the Community.

Special Thanks

We would like to thank all of the volunteers that helped during this challenging year. We recorded 968 hours of donated time equaling \$26,330 in labor costs as per government statistics. You did a great job!

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WEBSITE www.StephanieAdam.com



A blue hexagonal logo featuring a white silhouette of a truck with a wrench on its roof, set against a background of diagonal hatching.

Vreeland Wood, owner

VJ WOOD SERVICE CENTER

411 S. Third St.
Hamburg, PA 19526

484-662-4004

vjwoodservicecenter@yahoo.com
FAX 484-662-4005



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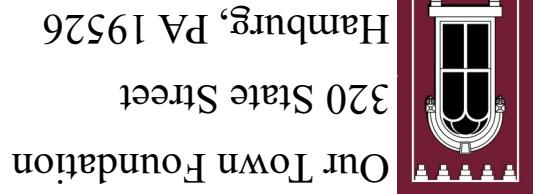
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please contact Our Town
Foundation at 610-562-3106 for
more information.



Our Town Foundation administers the following programs:



Our Town Foundation's mission is to revitalize, preserve, and promote downtown historic Hamburg for our families and future generations to enjoy.

Our vision of Hamburg is one of vibrant streets adorned with restored historic buildings filled with shops, restaurants and professional services. The town will build on and prosper from the abundant natural, cultural, and historic resources with the community. Hamburg will once again be the premier location in Northern Berks to shop, dine, and be entertained.