

**Borough Manager**  
**Borough of Pen Argyl**

11-13 NORTH ROBINSON AVENUE \* P.O. BOX 128  
PEN ARGYL, PENNSYLVANIA 18072

(610) 863-1822 \* FAX (610) 863-7543

Senate Urban Affairs & Housing Committee  
Senator David G. Argall, Chairman  
Re: Public Hearing/Future of Main & Elm Street Programs  
May 16, 2013 – Jim Thorpe, PA

The Honorable Senator Argall and Members of the Senate Urban Affairs and Housing Committee:

Pen Argyl Borough like most municipalities has been struggling to encourage the revitalization of its downtown. Our Borough has attempted many times to encourage recognition of its location and ambience to various entrepreneurs and business developers with very little success. The lack of success was due in part the lack of personnel and funding resources that could be dedicated to this endeavor. The stretching of our resources to their breaking point included core staff wearing many hats and not being able to provide the proper energy to maintain an effort to promote and provide information to those potentially interested in relocating into our business district. With the Main Street Program we have been able to be guided and to maintain focus on the personality of our area and how we can promote ourselves for potential opportunities. Examples include the definition of our downtown, knowing exactly where to center our focus, the type of downtown we are most suited for and to promote our most valuable tourist commodity, our Nationally Registered Historic Carousel.

Being a part of a formal downtown program has allowed the Borough to define its downtown and transition from a traditional retail to a more service oriented character, by focusing our resources to refill vacant buildings with medical professionals associated with nearby hospital clinics. The program has also linked us to the regional economic development organization and helping to promote the Borough through the regions convention and visitors bureau.

Most invaluable to the Borough is the programs ability to harness the energy of the private, public and regional sectors to reverse the downward trend. We understand the value of our neighboring municipality's success and how it enhances our own success. We have begun to focus on the future by utilizing youth involvement to increase the chance of a successful outcome.

Without the Main Street Program we sincerely feel we will return to the downward spiral without focus and energy to maintain and grow our downtown.

Thank you for the opportunity to address the importance of this program and its value to the Borough of Pen Argyl.

Sincerely,

*Robin Zmoda*

Robin Zmoda  
Pen Argyl Borough Manager