

Perkasie Borough – Economic Development Plan Update

Steering Committee Meeting #2 Summary

The second steering committee meeting was held on July 16th, 2025, at Perkasie Borough Hall to direct the Borough's Economic Development Plan Update. The following committee members attended the meeting: Steven Rose, Dave Weaver, Kelly Laustsen, Meghan Grever, Bruce Costa, Alice Krier, Joe Wade and Dante King. Assistant Borough Manager, Linda Reid also attended the meeting. G&A consultants Judith Stern Goldstein, R.L.A and Adrienne Blank R.L.A facilitated the meeting.

An overview of the Conceptual Market Assessment for Community Transformation was reviewed and discussed with the following highlights:

- Perkasie diversity score (per DVRPC) compared to other regional downtowns
- The retail district typologies for Perkasie Borough are **Brewery** and **Circuit**.
- Vacancy use has increased significantly since 2013.
- Supply and demand for the retail trade area was discussed with an opportunity to capture \$19 million in restaurant/dining spending and \$100 million in retail trade spending.

A discussion about the restaurant business was held, including a shift to more self-serve trends and details on the difficulties in maintaining a storefront, local vs. chain, and a need for centralized promotional strategy to market what's already here.

Group advertising, beer/bike events, trolley opportunities, lodging, Perkasie Town Improvement Association (PTIA), surrounding manager collaboration (Hilltown, E. Rockhill) and Visit Bucks County – The Bucks County Tourism Grant Program were discussed with a common theme to work together on the vision for Perkasie.

The Community survey summary and responses were reviewed and discussed with some highlights including:

- 382 respondents, with the majority being residents
- recurring themes included restaurants, shopping and community events with a general desire for more specialty shops, music, art, theater, and hobby stores and a general desire for more options for family activities of all ages.

A question arose about the Borough's vision for Perkasie. Three of the council members are also committee participants, who reiterated that Council is supportive of this project and wants to embrace this plan.

The group consensus was a general desire to revitalize the shopping district but “we don't want to be Doylestown”, we want to play to our strengths and have a centralized communication marketing strategy. The group seemed agreeable to the Main Street Program with a centralized Main Street Manager to help manage/promote the revitalization efforts.

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A discussion followed regarding the strength of Perkasie, including:

- affordable housing, with 55 and older options and young professional housing options –(Delbar).
- dog friendly/pet friendly events, sports/little League, and art camps
- The survey reflects everything that Linda promotes including events and farmers markets.

The Business Property Inventory and assessment of the current business mix were discussed. With 128 sites, including 38 destinations, Perkasie generally satisfies the 10-10-10 rule to downtown revitalization, with at least ten food service establishments, ten retail destinations and at least ten of these shops open after 6pm. A business recruitment strategy with a focus on attracting a mix of restaurants and retail shops to compliment what's already here was suggested to diversify the town for more resilience.

The next steps include develop a conceptual market analysis and Five-year Strategic Plan for discussion at the next Steering committee meeting scheduled for September 17 at 8:30 am.

Linda to forward the criteria for the Main Street Program to the committee and Adrienne to provide the meeting summary.

The meeting finished at 10 am with a discussion about promotional ideas for marketing opportunities between businesses.