



## BOROUGH OF PERKASIE

### Bucks County, Pennsylvania

#### The Challenge

In 1997, the Borough of Perkasio identified the need for downtown revitalization to address the steady decline of business activity and development in the immediate community. Economic decline within the borough was evident in the increase of vacant downtown buildings and the lack of reinvestment and reuse.

In early 1999, the borough initiated a plan to perform a market analysis to assess new opportunities for business development.

#### The Solution

The borough selected the professionals at Delta to provide a marketing analysis, focusing on using the borough and its surrounding assets. Delta's analysis consisted of three broad components: (1) a community profile characterizing the borough's demographic, economic, and physical makeup; (2) a market analysis of competitor retail and commercial facilities near the borough; and (3) recommendations for downtown revitalization.

Delta identified several areas of improvement through interviews, surveys, and demographic analysis, then proposed recommendations for enhancing the borough, including land use and zoning, promotions and marketing, historical and cultural resources, parking, and business and economic development improvements. Improvement recommendations included creating a business retention/recruitment strategy, conducting annual business surveys, joining the Bucks County Conference and Visitors Bureau, and encouraging and maintaining strong community involvement. These recommendations, when implemented, would likely generate substantial job creation and tax revenue increases within the downtown.

As a result of Delta's efforts, the Borough of Perkasio and its residents were equipped with the information and tools to create an environment conducive to the retention and success of downtown businesses that residents and visitors will patronize. Perkasio has a new market-driven approach to attract new businesses in a thriving community.

#### CONTACT

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