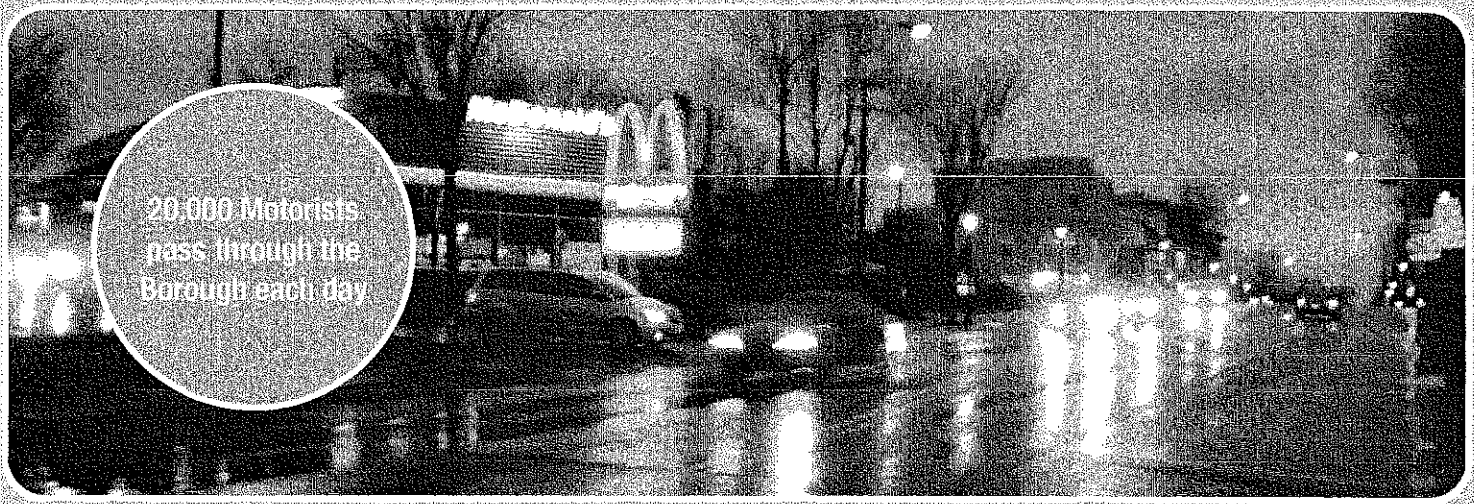
2nd Quarter Report-2013

MAIN STREET HATBORO



HATBORO CONTINUES STRONG ECONOMIC GROWTH

Our community is the fastest growing small town in Montgomery County!

New businesses are continuing to open, new jobs are coming and real estate values are rising.

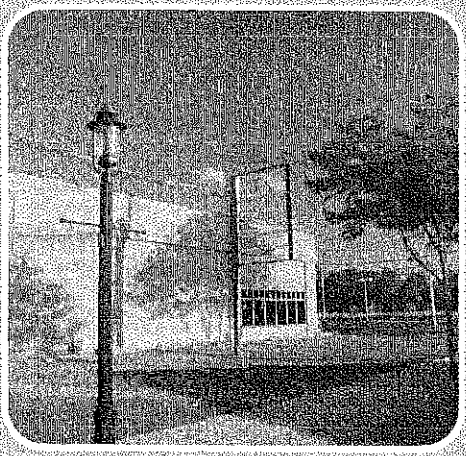
Hatboro's revitalization is unprecedented in Montgomery County. No other small town has opened as many new businesses, brought as many jobs or seen the amount of investment that has occurred in Hatboro.

A strong town center benefits the entire community, businesses and residents alike.

Town Center revitalizations evolve over time. The evolution of both Doylestown and Newtown occurred over a 10-20 year period. They started with much the same profile as Hatboro and have grown to be destination communities.

Continuing to focus on improving the Town Center consistently over time will elevate property values and continue to draw higher-end retailers.

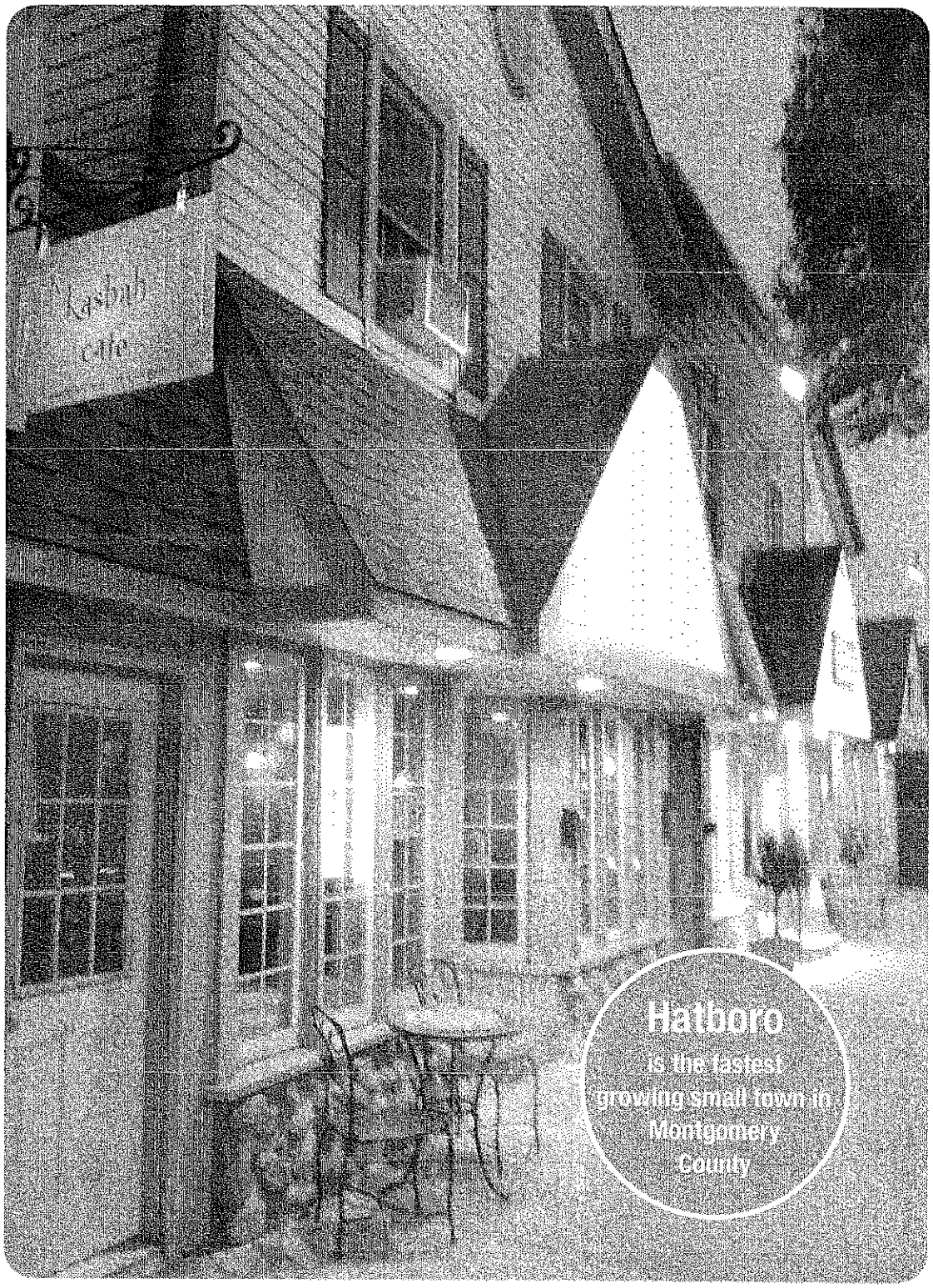
New signage for parking, the train station and destinations will help improve shopping and attract more visitors.



John Deere Opening Soon
Our second national anchor store is opening soon and will create 10+ new jobs in Hatboro.

2nd Quarter

MAIN STREET



Hatboro is the fastest growing small town in Montgomery County

NEW BUSINESS

Over 100 new businesses have opened since 2011.

NEW JOBS

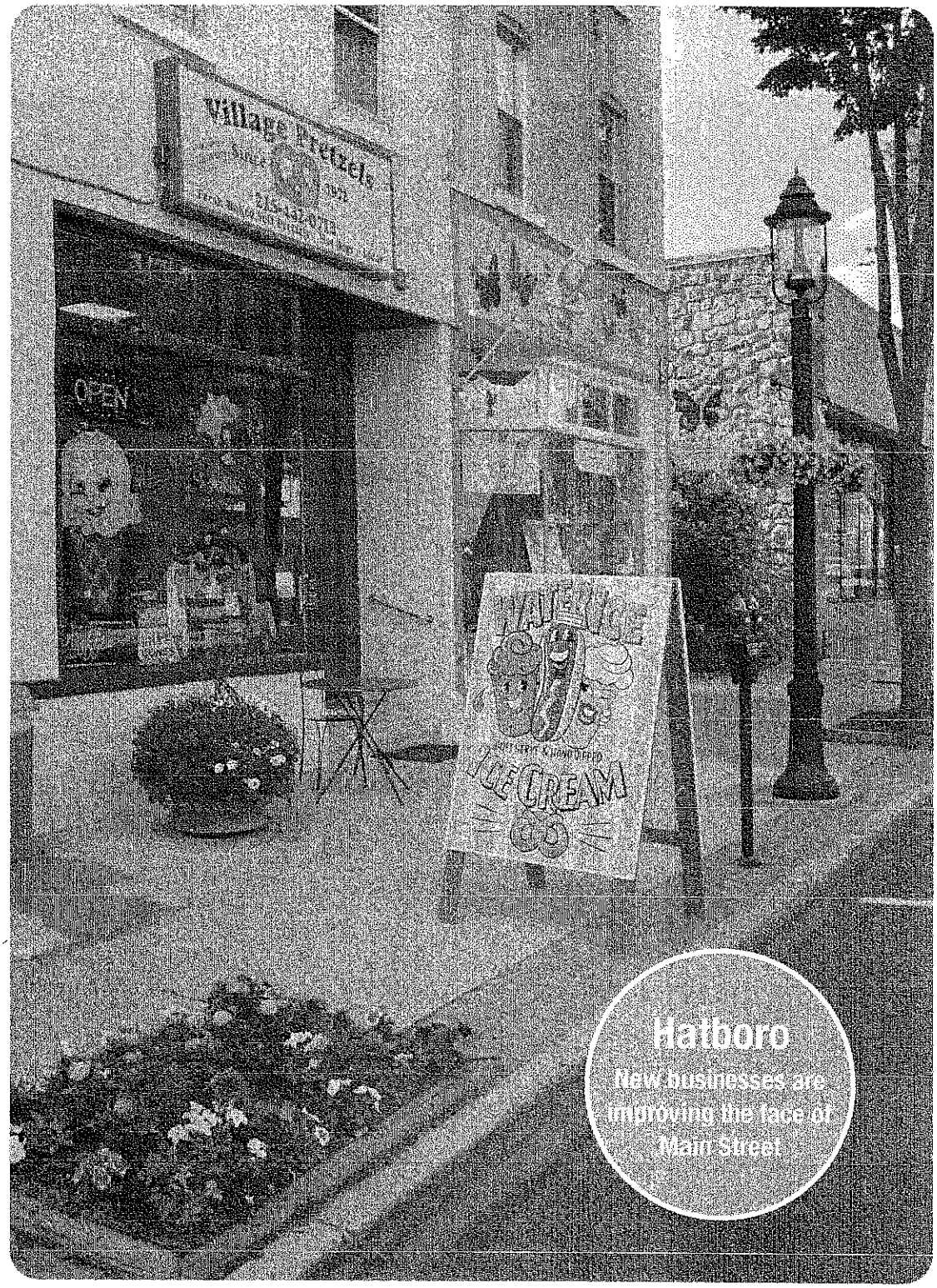
Over 500+ new jobs have been brought to Hatboro.

NEW INVESTMENT

Over $20 million of new investment has occurred as a result.

2nd Quarter

FACE LIFT



Hatboro

New businesses are improving the face of Main Street

NEW SIGNS

Attractive new signs are improving the look of Main Street.

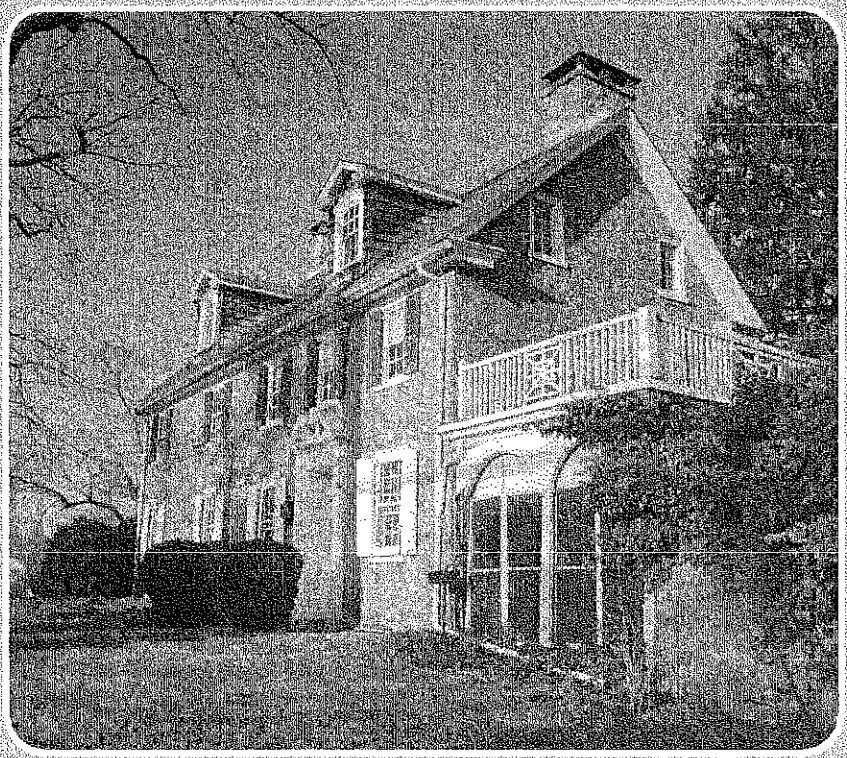
NEW IMPROVEMENTS

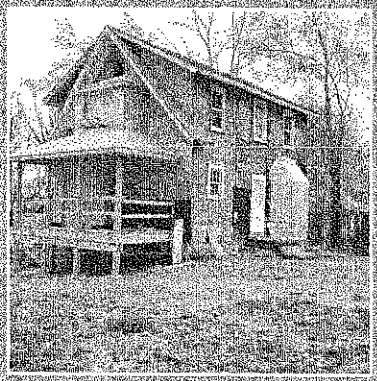
Painting, sidewalks and beautification help our appreearance.

NEW INVESTMENT

Each new business makes substantial investment in our community.

HOUSING PRICES RISE 12.4% IN 2013





Property Values Growing

As continued growth and development occurs in Hatboro the community becomes more desirable. This benefits every resident and property owner as an investment in Main Street translates to growth in property values.

Average price per square foot for Hatboro PA was $151, an increase of 5.6% compared to the same period last year.

The median sales price for homes in Hatboro PA for Mar 13 to May 13 was $236,000 based on 58 home sales.

Compared to the same period one year ago, the median home sales price increased 12.4%, or $26,000, and the number of home sales increased 18.4%.

There are currently 73 resale and new homes in Hatboro on Trulia, including 2 open houses, as well as 52 homes in the pre-foreclosure, auction, or bank-owned stages of the foreclosure process.

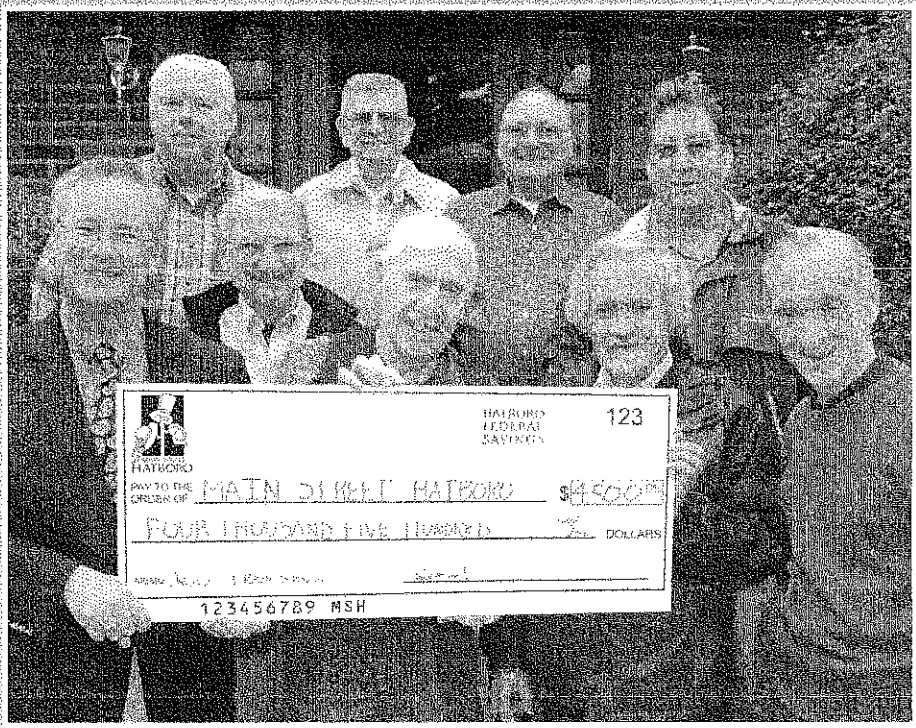
The average listing price for homes for sale in Hatboro PA was $259,059 for the week ending Jun 19, which represents a decrease of 1.1%, or $2,932, compared to the prior week.

http://www.trulia.com/real_estate/Hatboro-Pennsylvania/

Beautiful Housing Stock

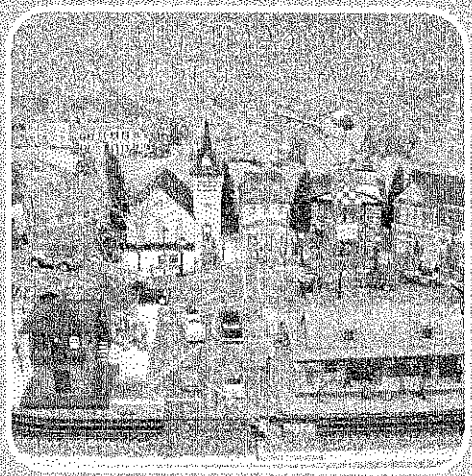
The community's attractive homes, excellent school system, and growing town district makes Hatboro an good investment for home buyers.

MAIN STREET HATBORO MODEL TRAIN SHOW COMMITTEE



The Main Street Hatboro Annual Model Train Show

Nearly 1,000 visitors attended this year's Model Train Show held at Keith Valley Middle School which featured over 100 vendors.



Model Train Show Committee Raised $4,500 for Community Improvements

The Main Street Hatboro Board and the Main Street Hatboro Annual Model Train Show Committee pledge $2,500 each for a total of $5,000 towards the Historic Loller Academy Clock Tower Restoration. This represents 10% of the total $50,000 cost of restoration.

"Main Street Hatboro and the Model Train Show Committee are dedicated to preserving and improving the quality of life in Hatboro," remarked Bob Johnston, President of the Main Street Hatboro Board of Directors. "The clock tower, built in 1812, is an important landmark in Hatboro and is on the National Historic Registry.
Preserving this important historic treasure for the community is only one of the many ways Main Street Hatboro works towards improving Hatboro."

$30,000 Raised for Hatboro since 2005

The Main Street Hatboro Annual Model Train Show Committee to date has raised $30,000 over the past eight years for improvements in the community. What started out as a small group of model train enthusiasts has grown into a large-scale annual community event that draws nearly a thousand visitors and over 100 model train show vendors.

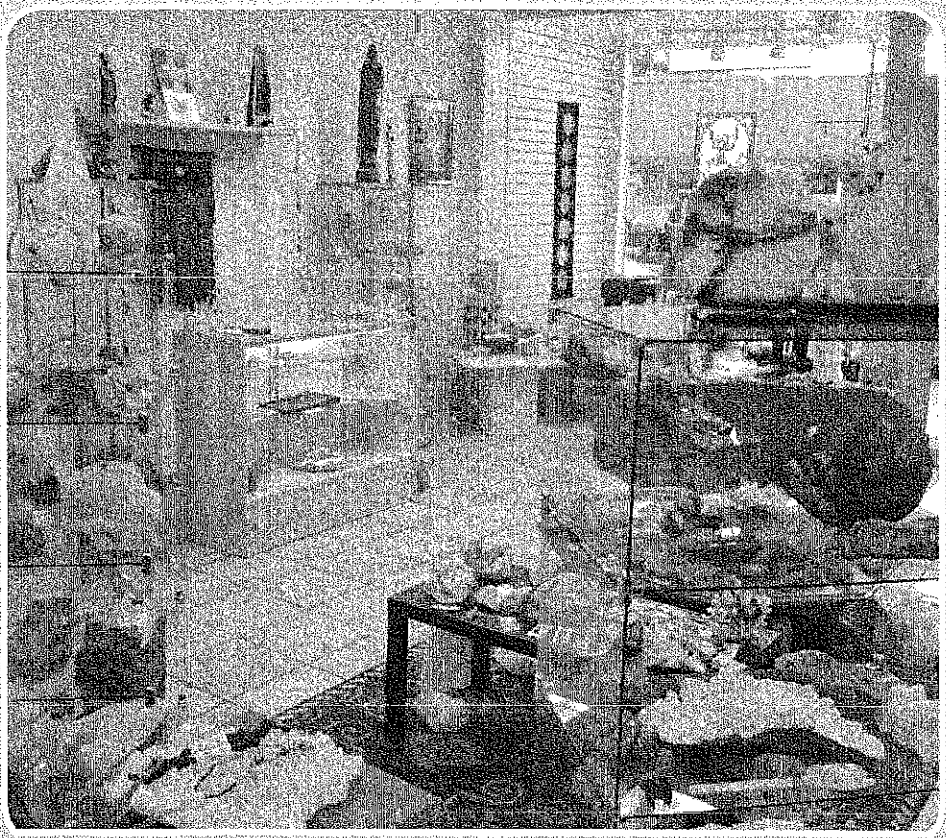
This year the Model Train Show Committee raised $4,500 for the community, $2,500 of which was pledged to the Clock Tower Restoration.

RINA'S ROCKS

Transformation

New life and positive energy flow from Rina's Rocks new location.

Before and after images illustrate the positive effect of new businesses in transforming the look of the Borough.



Rina's Expands & Relocates

Rina's Rocks opens its newly expanded store at 42 S. York Road directly across the street from its old location at 31 S. York Road.

Opened on 1 May 2013, the 2,200-square-foot space (formerly Salon on Main) will showcase its amazing collection of handmade jewelry, quartz, crystals and other hard to find minerals and fossils that storeowner Rina Elyce has acquired from all over the world.

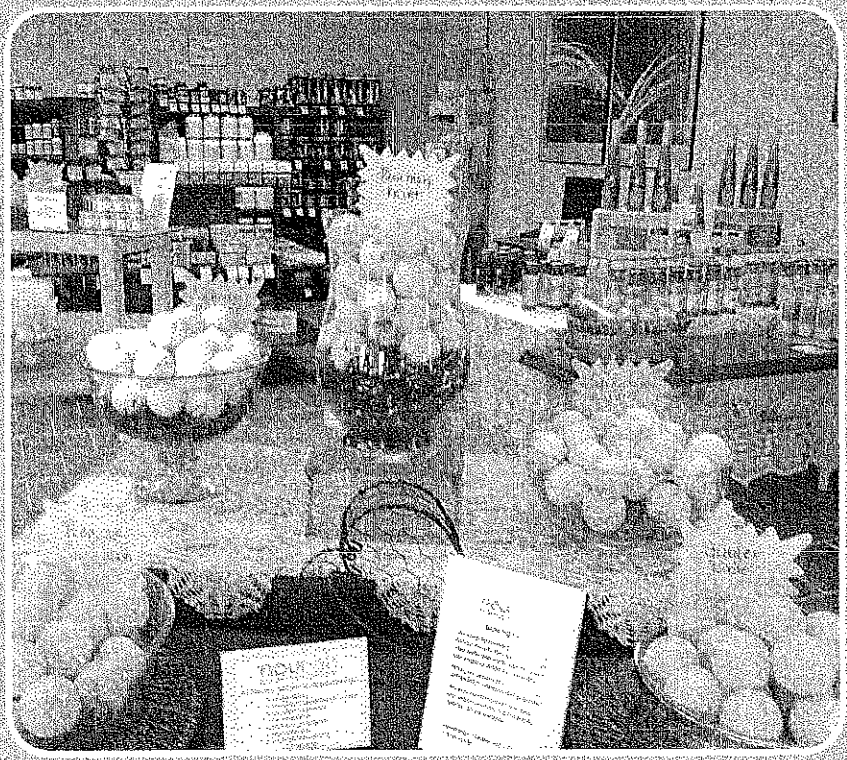
The new space will also host an array of classes, including Reiki, meditation, healing and angel card readings, which will be offered more widely to provide a truly holistic experience for both adults and children of Hatboro.

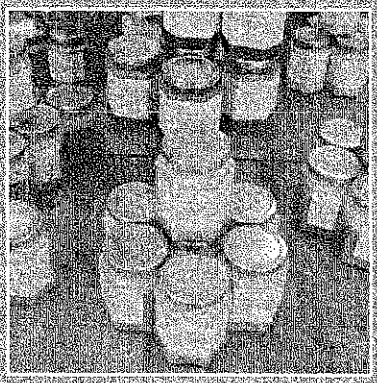
The Grand Opening of the new Rina's Rocks took place on Saturday, 11 May 2013 from 12:00 p.m. – 6:00 p.m.

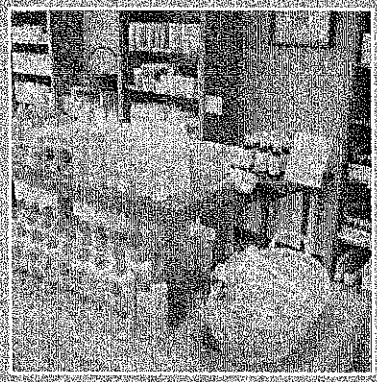
Visitors enjoyed live music, delicious food, special sales on quartz and jewelry. This was an excellent chance for patrons and guests to acquaint themselves with the Rina's Rocks Team, who will be doing chair massages, intuitive readings, IET healing, energy balls, Reiki healing sessions and Angel card readings.

Be sure to check out the website for a calendar of events and a full list of services provided: http://rinasrocks.com/Home.html

NATURALISTIC







Naturalistic

Naturalistic, Hatboro's latest boutique, retail store brings healthy choices of all natural, organic body and bath products, as well as a variety of natural honey from Georgia, South Carolina and locally from Eastern PA to the community.

Hatboro residents and Naturalistic owners, Joe and Bonnie Grossman, opened their store and offer nature based vitamin lines, sports nutritional supplements, natural and organic snack foods, homeopathic remedies, as well as essential oils. Only natural, organic, and vegan products of the finest ingredients, free of all of the chemicals and additives will be offered in their store.

While visiting their daughter who is serving in the army in Savannah, Georgia owners Joe and Bonnie Grossman came across a very unique natural bath and body shop there. The shop featured all natural hand made soaps and lotions in a very different relaxed atmosphere that was very unique.

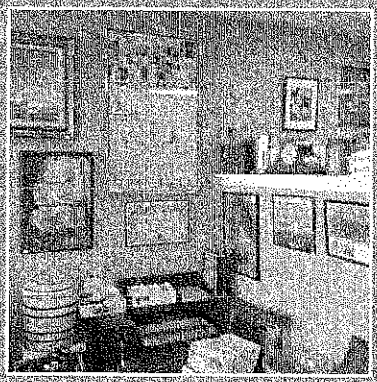
"Inspired by this store, and the recent business "renaissance" in Hatboro, we thought what better way to invest in our future than to start a new business in Hatboro and put our life long passion for healthy living to work," remarked Joe Grossman. "We have seen several unique new shops open in Hatboro and be very successful."

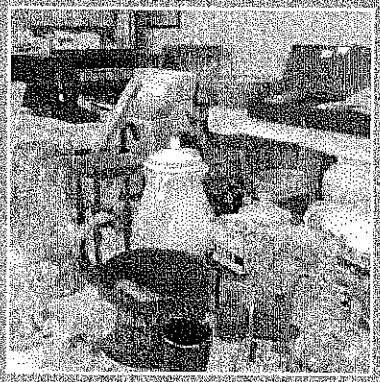
Joe Grossman moved to Hatboro in 2000. What they fell in love with was the friendly atmosphere, the convenience of shopping on York Road, and the common goal of everyone they met to make Hatboro an even better place to live.

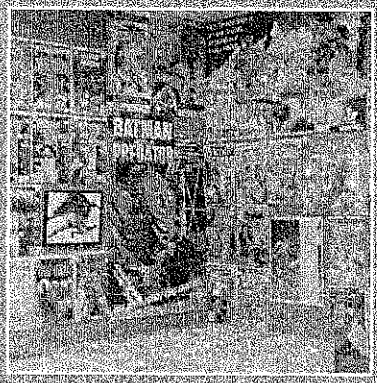
Joe has over 25 years of executive management experience in marketing and has created an online shopping venue for the stores nearly 1,000 items on an interactive website- www.shopnaturalistic.com.

Healthy Business Model

COMICS & COLLECTIBLES







Allen's Attic Treasures

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Allen's Attic Treasures Receives National Certification

Allen's Attic Treasures signed a new three year lease in Hatboro as their business has been steadily growing.

Additionally, they asked Main Street to be a referral for their national certification from the Certified Guaranty Company, LLC or CGC.

This national certification positions Allen's Attic Treasures as a recognized leader in the country for the valuation, grading and appraisal of vintage comic books.

Professional comic book grading eliminates concerns about grade misrepresentations by providing a professional assessment of condition and quality.

Every comic book certified by CGC is graded by the hobby's most experienced and trusted team, according to well-established grading standards. Furthermore, every CGC-certified comic book undergoes a thorough restoration check by leading professionals during the certification process. When restoration is detected, it is fully noted on the certification label.

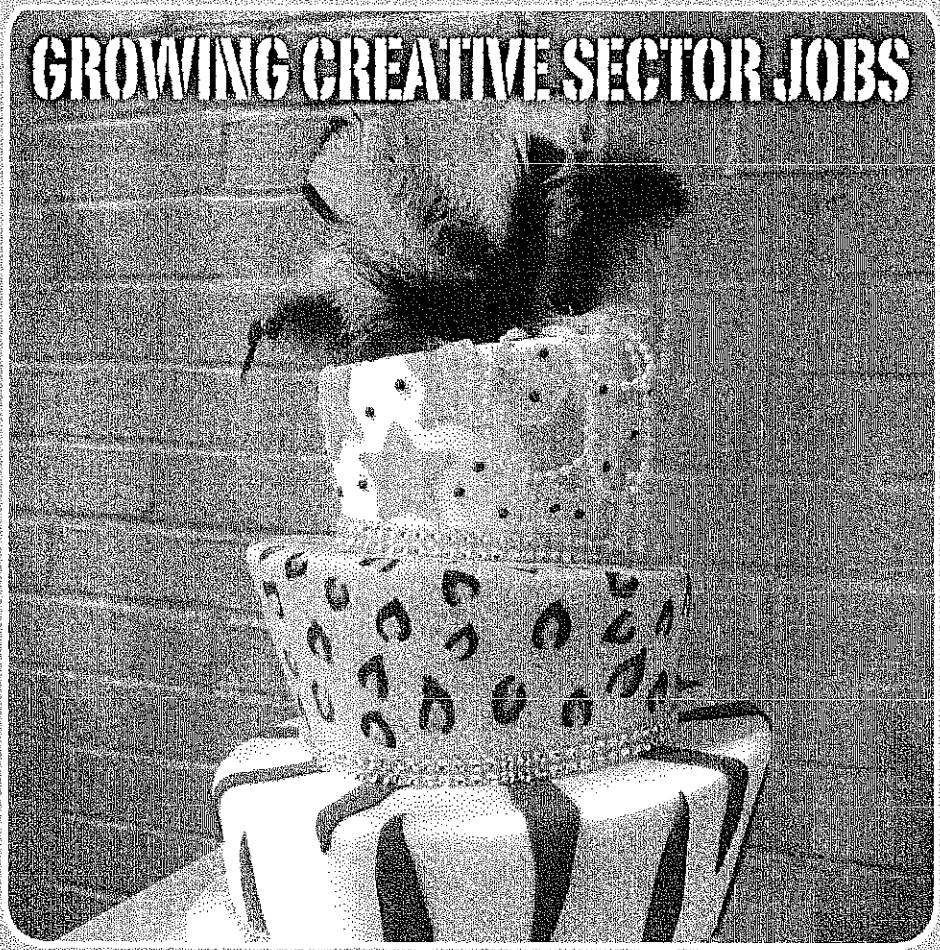
Once certified by CGC, a comic book is encapsulated in a state-of-the art, tamper-evident holder, providing superior protection and stability for long-term preservation.

CGC employees are prohibited from commercially buying or selling comic books, eliminating any potential conflicts of interest. CGC was the first impartial, third-party certification service.

Over one hundred thousand comic books are submitted to CGC each year.

Books are carefully handled and tracked through the grading process, and always fully insured while on our premises. You can explore comic book grading by tracing through the grading process.

GROWING CREATIVE SECTOR JOBS



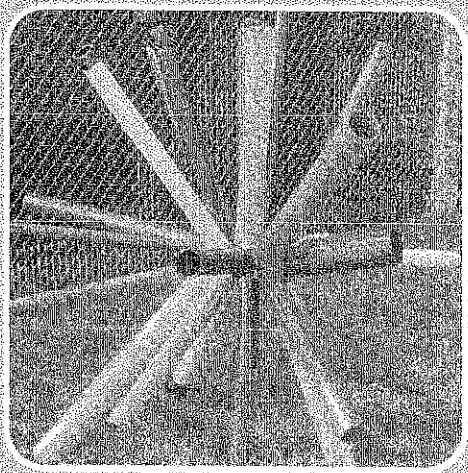
Creative Sector Snapshot

Employment- 39,237

Earnings- $1.6 Billion

Percent Employment- 6.2%

Growth in Creative Occupations- 9%



Creative Montco-A Countywide Economic Development Initiative

Montgomery County and the Montgomery County Economic Development Corporation asked Main Street to participate in a new initiative spearheaded by the Montgomery County Planning Commission to focus economic development activity on the "Creative Services" industry within the County overall.

Creative MontCo is a ten-year master plan to catalyze the cultural and economic development of Montgomery County's diverse communities. It reflects the aspirations of the county's population to better understand and harness the cultural and creative assets in their communities. Their desires include generating growth in sustainable, rewarding jobs, supporting vibrant and livable communities, and developing a unifying identity—a sense of pride in place—for the County and all of its residents.

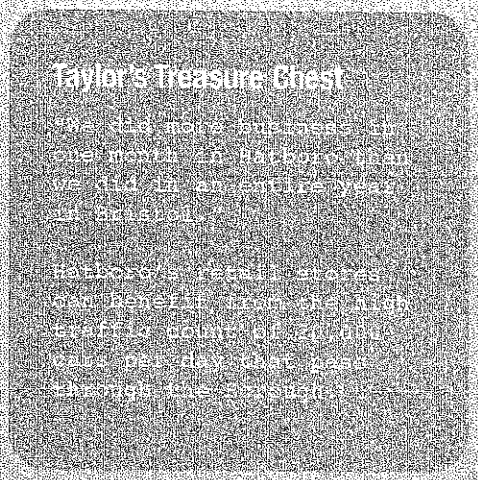
Montgomery County is a unique and diverse collection of places—from Upper Perkiomen Valley to Lower Merion—each with its own physical character, history, population and economy. Its borders are filled with abundant cultural resources and creativity, all too often under-recognized, even by local citizens. Creative MontCo uncovers how these creative resources currently contribute to the vibrancy of townships and boroughs throughout all regions of the county. It also presents opportunities, often identified by residents themselves, to celebrate and leverage them.

Growth in Creative Sector Jobs +9%

Residents of Montgomery County are fortunate to live adjacent to Philadelphia, one of the world's great cultural cities. Yet living in the shadow of that extraordinary artistic community poses challenges, as well as opportunities, for cultural development in the county. County residents value culture and history as an essential part of their way of life and highly identify with their local communities. While Montgomery County does not have a well-recognized cultural identity, Creative MontCo offers a way to create a shared pride in what is unique and surprising about the county's diverse places.

Plans such as Creative MontCo are most often developed by local government arts agencies as a way to advance the community's cultural development. Through such plans, they develop cultural policy, set priorities for government spending, and engage people and resources outside government around a common agenda. Lacking such an agency, Creative MontCo has been devised as a civic initiative with the overarching goal of determining how to best meet the cultural needs of Montgomery County's residents and workers through more effective organization of current and potential resources.

Creative MontCo also reflects a trend to integrate cultural and economic development. Recognizing the link between nonprofit and for-profit creative activity and combining them under the "big tent" of the creative sector acknowledges their common interests and often- overlooked role within regional economies.



The Evolving Revitalization of Hatboro

Hatboro's recent Revitalization has been successful in beginning the process of improving the community. Hatboro has all the key components to become one of the most desirable small towns in the region.

This stage of the Revitalization process has created a high commercial occupancy rate, now at 98.5% up from 76%. This high occupancy rate drives the the lease rates up, which in turn attract higher quality tenants.

66% retail turnover from 1992 to 2012

In 2011, the lease rates in the Borough were very low. Those lease rates at $8-10 per sq/ft attracted some tenants that were not as attractive as others. Towns with higher lease rates have higher quality stores, such as Doylestown and Newtown.

Moving forward it is important to realize that there is always a natural evolutionary process of stores opening and closing. From 1992 to 2012 there was a 66% turnover rate on Main Street.

These turnovers happen for a multitude of reasons. For example, technology changes eliminated video rental stores and film processing camera shops. In other cases stores close for retirements, death of an owner, relocation of an owner's spouse or business failures.

It is important to stay focused on making improvements that support new businesses and the positive changes they bring to Hatboro.

Creating higher expectations for property owners and businesses to maintain their buildings and transitioning property ownership from out-of-state owners to locally owned ones will also help. Our major eyesores are all owned by people who do not reside within the borough. Examples are the Old Mill, CVS and the White Billet.

Having two large national retail chains within the borough will also help attract others chains that can make substantial building improvements that have taken place with both Aaron's and John Deere.

The addition of new, larger corporate employers at Station Park will also support new housing purchases and demand for retail and restaurants as well as the TOD projects like the Lofts.

Continued positive publicity for Hatboro such as the feature article recently in the Intelligencer focus the spotlight on our community as a growing small town and attracts investors.