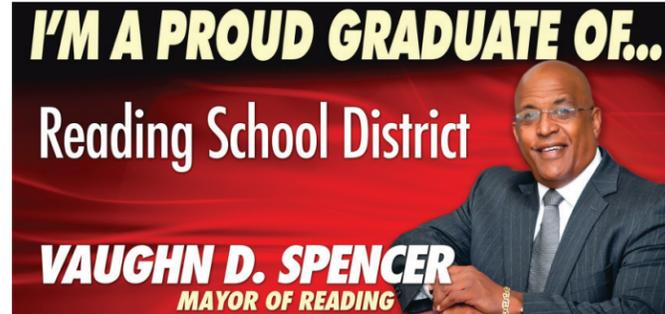


NEW WEB SITE DEBUTS

On Friday, August 31st, the new City of Reading Web Site went live. The Information Technology Division worked for almost a year to develop and update the site. Each department is now able to offer much more information than it was able to on the old site. The new web site is much easier to navigate, and has an updated and fresh look. The site should be able to answer just about any question that you need answered about the City of Reading. Please check it at the same web address, which is www.readingpa.gov.



SAYING IT PROUD ON A BILLBOARD: READING SCHOOL DISTRICT GRADUATES



Mayor Vaughn Spencer is the inaugural City of Reading Employee to be featured on Lamar Advertising's "I'm a Proud Graduate of Reading School District" Electronic Billboards throughout Berks County. Lamar has offered to put any R.S.D. graduates on their billboards for free to promote the

success of Reading graduates and the quality education they received from the R.S.D. "It's a great idea, and I'm proud to be the first on the billboards," said the Mayor. "There are a lot of success stories who were educated here, and Lamar is doing a great thing by promoting them."

Lamar has offered to put any city employee on the billboard, and the Mayor pointed out that there are several who work for the city. "As long as they don't mind seeing themselves along the West Shore Bypass, I'm encouraging any R.S.D. grad to submit their picture. We ARE proud to be graduates," said the Mayor. Community Development Department Manager Daniel Wright was recently added to the billboard rotation.

THINK LOUD DEVELOPMENT ANNOUNCES NEXT MAJOR PROJECT (continued)

Think Loud Founder and CEO Bill Hynes said the company does not want to divulge the company's name just yet because of competition, but Chad Taylor, Chairman of the Board of Think Loud Holdings, said the project will cost about 20 million dollars.

"Strong municipal leaders are essential to growing communities and we believe the Mayor has done an incredible job highlighting the vast resources the City of Reading has to offer, and that's why we're standing here today," said Taylor. "The Mayor was instrumental in the negotiations with the technology company and bringing them here," said CEO Bill Hynes. "They could have picked one of four cities to come to. They saw the Mayor's vision; they saw that Reading isn't done yet. A lot of people have written Reading off, but they need to come here, and walk around, and eat at some of the fine restaurants here. It's a vibrant city, and we see that and we're going to continue to invest in Reading."

THE READING OUTLET

THE MONTHLY PUBLIC NEWSLETTER OF THE CITY OF READING, PA

ISSUE #7

MESSAGE FROM THE MAYOR



Now that Fall is upon us, and our thoughts turn to football and getting the sweaters out of the closet, it is budget time for us here at City Hall. Each department must submit a budget that is cost-effective

yet continues to provide the quality of service that the citizens of Reading depend on and deserve.

Although we have accomplished a lot this year, my administration is just getting started, and I want to assure you that we will develop a fiscally responsible budget that will cut unnecessary spending while funding programs and services that are vital to our growth as a city. We have a lot of revenue-generating programs we are planning on introducing very soon, and are on the verge of breaking ground on some major economic development projects.

Our 2013 budget will move Reading forward and continue to provide us with a great city to live, work and raise a family.

THINK LOUD DEVELOPMENT ANNOUNCES NEXT MAJOR PROJECT

Think Loud Development LLC, the development arm of the York, PA multi-platinum rock band +Live+, announced on Wednesday, October 5th, that it had purchased a 4.4 acre tract in the Buttonwood Gateway development, an



Industrial Park that currently houses Sun Rich Fresh Foods and Hydrojet. The land will be used to build a Technology Center, and will bring in much needed construction jobs, as well as up to 100 good-paying jobs once the project is completed, according to Think Loud.

"This is a great day for the City of Reading," said Mayor Spencer. "This is the second major project by Think Loud Development, and we as a city are grateful that Think Loud is again investing in Reading and investing in our future. We appreciate their commitment and confidence in our City. We need other investors to follow their lead and bring good jobs back to Reading. Thanks to

Think Loud, we have a good start with our Economic Development and Job Creation efforts. Let's keep the momentum going." The site in a Keystone Opportunity Zone, which means that no taxes are paid until the KOZ status ends. The KOZ makes the land attractive to investors, but the last parcel of the Industrial Park has sat vacant for years. Think Loud Development previously purchased the Reading Outlet Center Building #1 which is being refurbished and will include market-value apartments.

(Continued on page 4)

INSIDE THE OUTLET

Think Loud Development
Olivet Boys and Girls Club
Mural
Heights Conservation
RFD Awards Its Own
Hispanic Heritage Month
Events

Reading Fire Department
Remembers September 11
Reading Public Library
Ongoing Programs
Reading Public Museum
Ongoing Programs
New Web site

Reading School Graduates
Billboards

www.readingpa.gov
815 Washington Street
Reading, PA 19601


Friend Reading on Facebook!
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Follow Reading on Twitter!
[@readingpa](http://twitter.com/readingpa)

RFD AWARDS ITS OWN

Immediately following the 9/11 tribute our Department of Fire and Rescue Services held an award ceremony, where 20 Firefighters were awarded for their bravery and courage. Congratulations to all of those who received recognition for their bravery and courage. We can never thank enough our First Responders from the City and County who risk their lives on a daily basis to keep the citizens of Reading safe. While we all flee the danger, they run right into it, so thank you all for your service to our community.



READING FIRE DEPARTMENT REMEMBERS SEPTEMBER 11, 2001

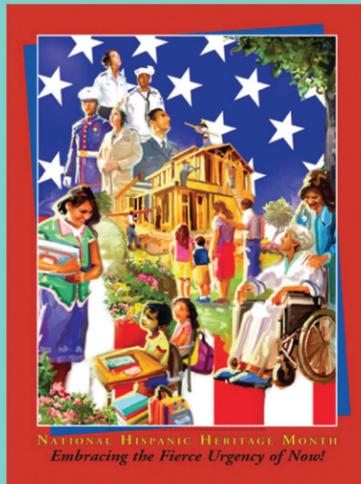
On September 11, the City of Reading Department of Fire and Rescue Services held their 11th annual 9/11 Ceremony in City Park. A crowd of 100 spectators and 50 Firefighters looked on as Chief Hollinger led the solemn ceremony to remember the 343 Firefighters who died that day. "There would have been thousands of more victims if it was not for the first responders. It is that bravery that sets firefighters apart, and that bravery should never be taken for granted," said Chief Hollinger. Mayor Spencer was a History Teacher at Reading High School at the time of the attacks, and watched the events unfold in his class room, comforting his students. "I had to explain to them that this was our generation's Pearl Harbor, another time when America was struck and innocent people were killed, and as sad as it was, that we



would work through this together," said the Mayor. "I also explained about the sacrifices that first responders like Police, Fire and EMT's make. These are people who when they step out the door, don't know if they're coming back. We need to never forget those who have given the ultimate sacrifice of their lives, and to always thank those that are here to help us." Firefighters union President Michael Shoumlisky reminded those in attendance that the sacrifice of some of the firefighters lasted long after the attacks on

the World Trade Center, as many searched for missing bodies to allow closure for victim's families and became sick from toxic fumes. A moment of silence was observed at 9:59 a.m. – the time of the collapse of the South Tower, and again at 10:28 a.m. – the time of the collapse of the North Tower. Lt. Lionel Carter Ret., Pastor, provided a prayer of inspiration. A new September Tree was also dedicated to replace the original one which was permanently damaged during last Halloween's snow storm.

HISPANIC HERITAGE MONTH EVENTS



- Oct. 8th – Reading City Council recognition to RIZE, other organizations and community leaders. (7:00 p.m.)
- Oct. 12th - Latinos Moving Forward at the Jet Set. Live Band and Food. (6:00 – 10 p.m.)
- Oct. 12th – Salsa-Zon at the Inn at Reading. Join Berks Salsa Fest at their networking event Salsa-Zon featuring cultural dance, free Salsa dance class, food and DJ. (7:00 p.m. – 1:00 a.m.)
- Oct. 15th – I-LEAD Charter School Gala Hispanic Ball at the Crown Plaza Hotel. (7:00 p.m. – 10:00 p.m.)



Ongoing Programs at the Reading Public Library Main Branch

ADULT COMPUTER SKILLS CLASSES

BEGINNER SKILLS

THURSDAY, OCT 11TH 2:00-3:30PM

INTERNET CLASSES

THURSDAY, OCT 18TH 2:00-3:30PM (SEARCH SKILLS)

THURSDAY, OCT 25TH 2:00-3:30PM (GOOGLE AND EMAIL)

BEGINNER MICROSOFT WORD 2007

WED OCT 24TH 2:00- 3:30PM

BEGINNER MICROSOFT EXCEL 2007

WED OCT 31ST 2:00- 3:30PM

RESUME CLASS

WED OCT 31ST 3:30- 4:30



TOOTHPICK WORLD
JUNE 05, 2012 THROUGH
DECEMBER 30, 2012

ANIMAL SECRETS
SEPTEMBER 29, 2012 THROUGH
JANUARY 13, 2013

Predators
September 29, 2012 through
January 13, 2013

Animals in Glass by Taylor Backes
September 29, 2012 through
January 13, 2013

OLIVET BOYS AND GIRLS CLUB MAP PROGRAM DEDICATES MURAL

Mayor Vaughn Spencer joined members of the Olivet Boys & Girls Club to dedicate the completed mural under the Court Street Bridge during a ceremony on Monday, October 1st. The mural, painted on the east wall of the bridge next to the railroad tracks near 7th Street, had long been a target for graffiti vandals.

Also in attendance were all seven members of Reading City Council, Berks County Commissioner Christian Leinbach, and Graffiti Abatement program Director Steve Harrity, who also serves as Director of the Olivet Boys and Girls Club Mentoring and Arts Program (MAP).

"I'd like to thank the boys and girls and community members who painted this mural," said Mayor Spencer. "It shows what we can do as a community when we work

together. It really brightens up a dark area, and will be enjoyed by a lot of people who walk by here every day."

The mural was designed by MAP under the guidance of artist Jessica Alexander. The project was completed by a dozen children from the MAP program, along with about 35 community volunteers over the weekend of September 14th, 15th and 16th.



HEIGHTS CONSERVATION DISTRICT CERTIFIED

On September 20th, the City of Reading received word from the Pennsylvania Historical and Museum Commission Bureau for Historic Preservation that the Commission reviewed the City's submission on September 19th and voted to certify the Heights Conservation District as established by the Historic District Ordinance Amendment adopted by City Council on June 25, 2012. The establishment of the district and implementation of the Ordinance was put into effect immediately. The City will be receiving an official notification letter and a signed copy of the Commission's resolution in

the next few weeks.

The district runs from 13th Street east to Oak Lane, and from Rockland Street South to Hampden Park, and is composed of College Heights, Hampden Heights, and the surrounding areas of Northeast Reading.

The Heights Conservation District is not governed to the extent that the City's four historic districts are as per the Historic District Ordinance. Primarily, only new construction, building additions, and demolition within the district will require review by the HARB. Paint colors do not need a permit as required in an historic district.