



# Working with Macungie

*A guide for new or existing businesses*

*How you can open a new business or improve  
your commercial property*

*A publication of the Macungie Business  
Revitalization Program*

*Mike Schlossberg, Macungie Business Revitalization  
Coordinator*

*840 Hamilton Street, Suite 205  
Allentown, PA 18101*

*484-809-1796, [MikeS@lehighvalleychamber.org](mailto:MikeS@lehighvalleychamber.org)*

# *Table of Contents*

Welcome.....	3
Contact Information.....	4-5
Important Websites.....	6
New Business Checklist.....	7-8
Renovating Your Property - Zoning and Codes.....	9
Special License Requirements.....	10
Macungie Business Revitalization Program.....	11-12

## *Welcome Message*

Welcome to Macungie! We are glad to see that you are interested in moving to and improving our Borough.

Macungie has many assets which you will find very helpful towards launching your new business or improving your property. We are also proud members of the Borough Business Revitalization Program, a regional Main Street program that is a private/public partnership. Its goal is to breathe new life into our downtown district.

Once again, welcome to Macungie! We look forward to seeing you become an active part of our community.

Sincerely,

**Mayor John Horner**

About Macungie: The Basics

Population: 3,039

Incorporated: 1857

Number of Businesses: 100

Size: 1.07 square miles

## *Contact Information*

### Macungie

Borough Hall.....	610-966-2503
Police Department.....	610-966-2222
Fire Department.....	610-965-7040
Zoning Office.....	610-966-2503
Macungie Institute.....	610-966-7830

### Lehigh County

Assessment Office.....	610-782-3038
Department of Community & Economic Development.....	610-782-3001
Fiscal Office.....	610-782-3115
Tax Office.....	610-782-3112

### Business Related

Greater Lehigh Valley Chamber of Commerce.....	610-841-5800
LVEDC.....	1-800-581-7483
SBDC.....	610-758-3980

### Elected & Appointed Officials

<b>Position</b>	<b>Name</b>	<b>Phone</b>	<b>E-mail</b>
Borough Manager	Chris Boehm	610-966-2503	<a href="mailto:clboehm@macungie.pa.us">clboehm@macungie.pa.us</a>
Borough Business Revitalization Coordinator	Michael Schlossberg	484-809-1796	<a href="mailto:mikes@lehighvalleychamber.org">mikes@lehighvalleychamber.org</a>
Zoning Officer	Chris Boehm	610-966-2503	<a href="mailto:clboehm@macungie.pa.us">clboehm@macungie.pa.us</a>
Tax Collector	Laurie Oswald	610-966-4631	
Police Chief	Edward Harry	610-966-2222	<a href="mailto:eharry@macungie.pa.us">eharry@macungie.pa.us</a>
State Representative	Doug Reichley	610-965-9933	
State Senator	Rob Wonderling	610-965-1466	<a href="mailto:rwonderling@pasen.gov">rwonderling@pasen.gov</a>
Congressman	Charlie Dent	610-861-9734	
Borough Council President	Joe Sikorski	610-966-2503	
Borough Council Vice President	Guy Ramsey	610-966-2503	
Borough Council	Lucy Ackerman	610-966-2503	
Borough Council	David Boyko	610-966-2503	
Borough Council	Robert Bogert	610-966-2503	
Borough Council	Dorothy Kociuba	610-966-2503	
Borough Council	Jean Nagle	610-966-2503	
Mayor	John Horner	610-966-2503	

## *Important websites*

Borough of Macungie

<http://www.macungie.pa.us>

Borough Business Revitalization Program

<http://lehighvalleymainstreets.blogspot.com>

<http://lehighcounty.org/Econ/econ.cfm?doc=msBBRP.htm>

Lehigh Valley Economic Development Center

<http://www.lehighvalley.org>

Lehigh Valley Planning Commission

<http://www.lvpc.org>

Greater Lehigh Valley Chamber of Commerce

<http://www.lehighvalleychamber.org>

Small Business Development Center

<http://www.lehigh.edu/business/sbdc>

United States Small Business Administration

<http://www.sba.gov>

## *New Businesses: Checklist*

Want to start a business in Macungie? Great! Below is a list of steps that you can take that will help to guarantee the success of your business.

1. **Demographic Information, Space Availability and Grant/Loan Programs.** Contact: Michael Schlossberg Macungie Business Revitalization Coordinator, 484-809-1796 or [MikeS@lehighvalleychamber.org](mailto:MikeS@lehighvalleychamber.org).

*Demographic Information:* This basic information will go a long way towards ensuring that your business is moving to the right area and will be serving the right demographic.

*Space Availability:* The Macungie Business Revitalization Coordinator will be able to provide you with an updated list of vacant properties on Main Street and help to connect you with realtors who can move you into your property.

*Grant/Loan Programs:* You would be surprised at the amount of grants and loans that are available to help new businesses or individuals who are interested in renovating an urban property. A simple phone call or E-mail will provide you with all of this necessary information.

2. **Zoning Regulations. Contact Chris Boehm, Borough Manager. 21 Locust Street, Macungie PA 18062, 610-966-2503, [clboehm@macungie.pa.us](mailto:clboehm@macungie.pa.us)**

It goes without saying that you want to ensure that the business you want to bring to Macungie is a permissible use along Main Street. Accordingly, contact the zoning officer to check this important information.

3. **Business Planning. Small Business Development Center at Lehigh University, (610) 758-3980 or SCORE (Service Corps of Retired Executives), 610-758-4496.**

Any business should have a business plan. A business plan will allow you to analyze a variety of factors that will effect your business, including your product and proposed market, an analysis of your strengths, weaknesses, opportunities and threats (SWOT analysis), a market analysis and financial plan (among other components). Furthermore, a well-written business plan is often critical towards acquiring valuable financing from either the public or private sector.

4. **Business Structure. Department of State 717-787-1057 (form # DSCB: 1306).**

Several options of business structure are available, such as sole proprietorship, Limited Liability Partnership, etc. To form a corporation in the Commonwealth of Pennsylvania, you must file Articles of Incorporation with the Department of State.

5. **Register Your Fictitious Name with the Department of State. 717-787-1057 (form # DSCB: 54-311).**

You must file this form with the Corporation Bureau of the Department of State. You must also place an advertisement in newspapers of general circulation in Lehigh County such as the Morning Call or Express Times. This can be done before or after you contact the Department of State.

6. **Apply for a Federal Employer Identification Number (EIN). Internal Revenue Service, 1-800-829-1040 or <http://www.irs.gov> (form SS-4).**

Every employer subject to employment taxes must obtain an EIN from the Internal Revenue Service. You must contact the IRS for Form SS-4. Even if you do not have reportable employees you may be required to obtain an EIN for use on tax returns, statements and other documents. Upon filing for an EIN you will be in line to receive all other federal tax forms related to operating a business.

7. **Bureau of Employer Tax Operations. Lehigh County Field Accounting Office, 610-821-6735.** If you employ one or more individuals you will be liable for state unemployment compensation and must register.

8. **Local Employment Taxes:** The Borough of Macungie shares a 1% Earned Income Tax with the East Penn School District. The Borough collects and administers the entire 1% tax. Macungie also has a \$10.00 Local Services Tax (formerly called OPT or EMS Tax). All tax questions should be directed to the EIT Collector at 610-966-2503.

9. **Workers' Compensation Insurance Coverage. Pennsylvania Department of Labor & Industry, Bureau of Workers' Compensation, 717-772-4447 or 1-800-482-2383:** Employers are required to obtain Workers' Compensation Insurance for any and all full and or part time employees.

10. **Business Networking: Greater Lehigh Valley Chamber of Commerce, 610-841-5800:** The Greater Lehigh Valley Chamber of Commerce is the fastest growing Chamber of Commerce in the nation. They have many invaluable tools, benefits and discounts that can be invaluable to any newly forming business.

## *Renovating Your Property: Permits and Codes*

- 1. Building Permit:** Required to construct, enlarge, alter, repair, move, demolish or change the occupancy of a commercial or residential building, structure or facility regulated by the Uniform Construction Code. Permits are also required to erect, install, enlarge, alter, repair, remove, convert or replace any electrical, gas, mechanical, plumbing system regulated by the Uniform Construction Code. Plot Plan Submission is required.
- 2. Change of Use or Occupancy:** Required when changing uses or adding dwelling units to a building.
- 3. Electrical Permit:** Required to erect, install, enlarge, alter, repair, remove, convert or replace any electrical system regulated by the Uniform Construction Code.
- 4. HVAC Permit:** Required to erect, install, enlarge, alter, repair, remove, convert or replace any mechanical system regulated by the Uniform Construction Code.
- 5. Plot Plan Submission:** Must be submitted with each building or zoning permit along with plot plan of entire property.
- 6. Plumbing:** Required when adding new or moving existing figures.
- 7. Sign Permit:** Required when erecting a business sign. Contact Zoning Officer for fee.
- 8. Temporary Sign Permit:** Required when hanging any temporary sign, banner or flag that advertise a special sale or event. There is a fee of \$10.00 per 15 days for a maximum of 60 days per year.
- 9. Zoning Permit:** Required for accessory buildings less than 1,000 square feet such as sheds and garages, fences less than 6' in height, decks less than 30" above grade, patios, signs and driveways. Plot Plan Submission must be included.

All of the aforementioned permits are available at Borough Hall, 21 Locust Street, Macungie, PA, or on the Borough website [www.macungie.pa.us](http://www.macungie.pa.us). For more information contact the Borough Manager at 610-966-2503.

# *Special License Requirements*

## *Commonwealth of Pennsylvania*

**Bureau of Food Safety and Laboratory Service:** Bakeries, frozen deserts, non-alcoholic drinks, permit to sell milk, eggs and dairy products (717-772-8573).

**Liquor Control Board:** Liquor license, malt beverage to sell, wholesale license to manufacture and sell (717-783-8250).

### **Department of Public Welfare:**

- Adoption, foster care, residential, maternity homes, day treatment services, private and county children and youth agencies (215-560-2249).
- Day training for adults, community residential, vocational rehabilitation, intermediate care facilities, family living agencies (215-560-2242).
- Child care, group day care homes, family day care homes (215-560-2541).
- Personal Care Homes (215-560-2916).

### **Department of Revenue:**

- Cigarette dealer's license (717-787-5393).
- Lottery agent (717-986-4699).
- Small games of chance (717-787-8275).

**Bureau of Transportation:** Courier service, limousine, taxi, travel agent, trucking company (717-787-2838).



*What we are:* The Macungie Business Revitalization Program is made up of local government officials, business owners, active citizens and paid staff from the Greater Lehigh Valley Chamber of Commerce. It is a joint effort of Lehigh and Northampton counties, the Greater Lehigh Valley Chamber of Commerce and the nine participating boroughs.

*Our goal:* The goal of the MBRP is to **revitalize downtown Macungie**.

*How:* By utilizing the Main Street™ approach. This approach is a multi-pronged effort designed to enhance the physical condition of Main Street, create coalitions between public and private entities, organize promotional events that increase overall business and exposure to customers and to assist in the economic restructuring of Main Street in a manner that both creates new businesses and expands already existing ones.

*Previous success – across America:* Among areas engaged in Main Street, the facts speak for themselves:

- Dollars reinvested in Main Streets: \$41.6 billion
- Average reinvestment per community: \$11,000
- Net gain in businesses: 77,800
- Net gain in jobs: 349,148
- Number of building rehabilitations: 186,820

It is important to note that these gains were only realized through involvement in committees such as the MBRP, and while businesses not participating did benefit, they did not benefit nearly as much as those who are active in the Main Street efforts.

*Previous success – Macungie:* Despite its relatively young age, the MBRP has already accomplished a great deal, including:

- Ran successful Façade Grant program, allocating over \$9,000 in state money that went towards buildings that improved the exterior of their facades.
- Macungie Business Night, allowing local businesses to network with government officials and each other.
- Successful promotion and sponsorship acquisition for the Macungie Farmer's Market.
- The development and expansion of the *Macungie Holiday*, a community day in which businesses across the borough see the promotion of their businesses and a gain in sales.
- The development of a historic walking tour, complete with a brochure that will shortly be available on the internet.
- Numerous grand opening ceremonies attended by local officials and media.

How you can benefit:

- *Increase your business:* The most basic and obvious reason is that an enhanced Main Street increases business. Joining the MBRP and contributing to the revitalization efforts is bound to have positive effects for your business.
- *Contribute to the revitalization of Main Street:* One of the key principals of the Main Street approach is that volunteer effort is *required* in order to bring back Main Streets. There are no hand outs and no free lunches. Without volunteer effort, Main Street falls apart. Remember, revitalizing Main Street can only serve to improve your business.
- *Develop Main Street Marketing:* How many customers and businesses have since left Main Street for the safety and uniformity of suburban malls? A large part of this flight is due to a coordinated marketing effort that malls promote. People don't go to malls to shop in *one store*, they do so to shop in *multiple stores* and see what malls have to offer. That kind of coordinated approach is needed to ensure that Main Street thrives.
- *Influence the decisions of the committee:* The MBRP wants to be bigger and more representative of the Macungie business community. By joining, you ensure that your business has a stake in all decisions made. Accordingly, you can help create and influence events so that your business will profit!
- *Get the latest on local promotions and grants:* The MBRP is an excellent way to find grants and other promotional tools that will enable your business to grow and prosper. Getting involved with the MBRP gives you the opportunity to have the first look at these opportunities.
- *Networking:* Members of the MBRP include local elected officials, business owners and members of the Greater Lehigh Valley Chamber of Commerce. Joining this committee allows you to discuss and share expertise with these people, as well as ensures that you always have a voice with some of the more prominent local leaders. It also gives you the opportunity to develop relationships with other businesses in the area, providing you with a method to share advice and expertise.
- *Help build a sense of community:* Every study has shown that a successful Main Street is a key way to redevelop civic pride and a real sense of community in an area. These civic-oriented feelings always lead to increased business.

How you can get involved: Contact Mike Schlossberg, Macungie Business Revitalization Coordinator, at 484-809-1796 or [MikeS@lehighvalleychamber.org](mailto:MikeS@lehighvalleychamber.org).