

## Towanda's Beacon of Hope: A Journey Toward Downtown Revival with CFTT

Nestled amidst the serene landscapes of Bradford County lies Towanda Borough, a community steeped in history and resilience, its streets echoing with the aspirations of its residents. Yet, amidst the charm of its riverfront and the allure of its historic buildings, Towanda's downtown faced challenges that tested the very fabric of its identity. Economic shifts, exacerbated by the downturns of industry and the trials of the COVID-19 pandemic, cast a shadow over the once-thriving core.

But from the shadows emerged a beacon of hope as Towanda Borough's Planning Commission embarked on a mission to revitalize the heart of their beloved town. Understanding the need for strategic planning and community engagement, the commission set its sights on crafting a comprehensive Master Plan to guide Towanda's journey toward renewal.

However, the path to revitalization was not without its obstacles, particularly in securing the necessary funds to bring their vision to fruition. Enter the Community Foundation for the Twin Tiers (CFTT), a steadfast ally dedicated to empowering communities and fostering growth. Through their innovative Fiscal Sponsorship program, CFTT extended a lifeline to Towanda Borough, igniting a partnership that would change the course of the town's history.

Facilitating a pathway for contributors to maximize their impact while benefiting from full taxation benefits, the Community Foundation for the Twin Tiers (CFTT) being a 501(c)(3) entity has played a pivotal role in garnering support for this project. Businesses and private donors, drawn by the prospect of tax-deductible contributions, have been encouraged to participate in a manner that wouldn't be possible with direct donations through the Borough alone. This partnership not only amplifies the reach of community engagement but also underscores the significance of collaborative efforts in fostering sustainable revitalization. As a result, the momentum for transformation grows stronger, driven by the collective commitment of all stakeholders involved.

With the support of CFTT, Towanda Borough embarked on a transformative journey, laying the groundwork for a Master Plan tailored to its unique needs and aspirations. From virtual meetings that brought together local leaders to collaborative efforts with neighboring agencies, the partnership between Towanda and CFTT ignited a sense of optimism and unity throughout the community.

As Towanda Borough continues to raise funds to realize their vision for downtown revival, the legacy of partnership forged with CFTT serves as a beacon of hope, inspiring confidence and resilience in the face of adversity. In the tapestry of Towanda's history, the story of its journey toward renewal stands as a testament to the transformative power of community collaboration and the enduring spirit of hope that guides us toward a brighter tomorrow.