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A MESSAGE FROM
Erin Zebertavage
DOWNTOWN MANAGER

Greetings SouthSide Friends,

2022 has seen many changes and new developments for the SouthSide Arts District.

The year began with the instatement of myself as the new Downtown Manager, and the introduction of Katy Wirth as our new Assistant Downtown Manager. Katy and I truly appreciate the warm welcome and support we received from our local businesses and our community partners as we transitioned into our new roles.

We launched our redesigned and updated website this summer with new features including an optimized layout for mobile applications, the addition of a new employment page highlighting SouthSide job opportunities, and an English to Spanish translation tool to better serve the Spanish speaking members of our community.

2022 also saw the kickoff to several new development projects for the SouthSide, including the installation of new sidewalks on New Street. We look forward to seeing these investments continue to drive the health and vibrancy of South Bethlehem in 2023 and beyond.

This report will highlight 2022 successes across the SouthSide Arts District and what we have planned for 2023. Thank you for your continued dedication and support of our program. I am passionate about Bethlehem and so excited to have the opportunity to continue to partner with you to further your economic success.

Many Thanks,

Erin Zebertavage
SouthSide Arts District Downtown Manager
OUR STORY SO FAR

The SouthSide Arts District, an initiative of the Bethlehem Economic Development Corporation, is a downtown revitalization program that works to improve the economic conditions for businesses and institutions located in the core business district of South Bethlehem, Pennsylvania.

Formally organized in 2015 in partnership with Lehigh University and the Bethlehem Economic Development Corporation, the SouthSide Arts District follows a model based on the nationally recognized “Main Street Approach” from the National Main Street America Program which focuses on different areas of community improvement.

OUR MISSION

The SouthSide Arts District’s mission is to build upon the community’s entrepreneurial, cultural, and artistic heritage to support economic development for the businesses of South Bethlehem.

OUR VISION

The SouthSide Arts District’s vision is to be recognized as the most dynamic and welcoming place in the country for existing businesses to thrive and for new businesses to launch.
The SouthSide Arts District operates on its own fixed budget. Without ongoing generous donations from Lehigh University and the City of Bethlehem, the SouthSide Arts District would not exist.

We rely on grant funding along with our corporate sponsors, as well as ticket sales from our fundraising events like ChiliFest and our biannual cocktail crawls.

All funding goes directly toward operational and programming costs such as marketing, advertising, and streetscape improvements in an effort to heighten the visibility of the Arts District and to bring more patrons to the SouthSide businesses.
The SouthSide Arts District focuses on four key areas of community improvement: Organization, Promotion, Design, and Economic Vitality.

SSAD has a designated committee for each respective focus as well as an advisory/steering committee. All committees are volunteer-based, meet on a monthly basis, and consist of dedicated nonprofit partners, business owners, and community leaders and advocates.

If you would like to volunteer on one or more committees, please email manager@southsideartsdistrict.com with a summary of interest and indicate which committee(s) you are interested in joining.
ADVISORY COMMITTEE

The Advisory Committee’s role is to help establish and advocate for the Arts District’s mission and goals, to advise and support staff and committees, and to provide strategic leadership regarding the organization’s long-term financial sustainability.

MEMBERS

**Stacie Brennan**
Curator of Education, Lehigh University Art Galleries

**Audree Chase-Mayoral**
Associate Dean, Community Education, Northampton Community College

**Larry Eighmy**
Founder, Managing Principal at Stone House Group LLC

**Joanne Garcia**
Education Coordinator, The Banana Factory

**Louis Intile**
Owner, Fifth Street Properties

**Lisa Jordan**
Managing Director, Touchstone Theatre

**Alicia Karner**
Deputy Director, Economic Development, City of Bethlehem

**Adrienne McNeil**
Assistant Vice President, Community & Public Affairs, Lehigh University

**Charles Patrick**
Owner, Molly’s Irish Grille & Sports Pub

**Candi Staurinos**
Director of Community Engagement & Impact, Zoellner Arts Center, Lehigh University

**Donna Taggart**
President, Taggart Associates

**Derek Wallen**
Owner, Roasted
The Organization Committee’s role is to increase our volunteer base within the community and on our committees. Our 2022 Spring Cleanup alone included 70+ volunteers from the local community.

**MEMBERS**

**Andrea Hampton**  
Program Director, Small Business Development Center, Lehigh University

**Roger Hudak**  
SouthSide advocate

**Lisa Jordan (Chair)**  
Managing Director, Touchstone Theatre

**Linda Rentschler**  
CEO, Humanitarian Social Innovations

**Jasmita Saini**  
Growth Initiatives Program Director, Small Business Development Center, Lehigh University

**Asher Schiavone**  
Economic Development Coordinator, City of Bethlehem

**Donna Taggart**  
President, Taggart Associates
ORGANIZATION 2022 ACHIEVEMENTS

- Review & publication of 2021 and 2022 Annual Report
- Execution of 4 seasonal SouthSide/Greenway cleanups
- Planning and execution of SouthSide Arts District Annual Meeting
- Drafting and publication of the SouthSide Arts District Membership Program for businesses and nonprofit organizations
The Design Committee's role is to cultivate and maintain visual presentation of the SouthSide including curating the community's public art (murals, sculptures, functional art, etc.) and making our streets stand out with banners, seasonal plants, and painted flower pots.

**MEMBERS**

**Dr. Karen Beck Pooley**  
Professor of Practice, Director of Environmental Policy Design Program, Lehigh University

**Stacie Brennan (Chair)**  
Curator of Education, Lehigh University Art Galleries

**Lara Bly**  
Owner, Lara Bly Designs

**Barbara Fraust**  
Public Art Chair, Bethlehem Fine Arts Commission

**Joanne Garcia**  
Education Coordinator, The Banana Factory

**Darlene Heller**  
Director of Planning and Zoning, City of Bethlehem

**Katie Hovencamp**  
Adjunct Professor, Northampton Community College

**Ian Panyko**  
Owner, Café the Lodge
- Connected by Kindness street mural plaque installation
- Installation of new Greenway ArtsWalk Exhibition “What Matters Most”
- Creation and publication of a new Urban Arts Trail Map

**Addition of 3 new public artworks on the Urban Arts Trail:**
- *De Boriken, al Mundo*, mural at Hispanic Center Lehigh Valley
- *Sunflower*, sculpture at the ArtsQuest Visitor Center
- *The Cloud*, sculpture at the intersection of 3rd St & Founder’s Way
The Promotions Committee’s role is to produce events, marketing materials, and initiatives to get visitors and residents downtown.

MEMBERS

Jenna Minetola
Business Development Manager, ArtsQuest

Shannon Morris
Guest Services Manager, National Museum of Industrial History

Samantha Mravlag
Community Organizer, Community Action Lehigh Valley

Tara Nagabhru
Owner, Color Me Mine

Shannon Sigafoos
Copywriter, Factory LLC

Susan Stachowski
Community Relations Coordinator, Wind Creek

Kim Vereen
Manager, Color Me Mine

Derek Wallen (Chair)
Owner, Roasted
Successful planning and execution of the following 2022 events:

- All 2022 monthly First Friday celebrations
- 3 seasonal restaurant weeks
- Cocktails & Craft Beer Week
- “Faux Friday” freshmen event with Lehigh University (1200 students)
- Annual Sip & Slide Summer Cocktail Crawl (100 attendees)
- Live on the Greenway, in partnership with the Mayor’s Office and the Greater Lehigh Valley Chamber of Commerce (Approx. 600 attendees)
- Annual ChilliFest Challenge (300 attendees)
- Small Business Saturdays
- Seasonal Christmas Tree Trail Lighting & Celebration (Approx. 240 attendees)
- Annual Naughty or Nice Cocktails & Cookies Crawl (600 attendees)
The Economic Vitality Committee’s role is to ensure our local merchants have access to business and educational resources in order to create a thriving district economy.

MEMBERS

**Andrea Hampton**  
Program Director, Small Business Development Center, Lehigh University

**Adrienne McNeil**  
Assistant Vice President, Community & Public Affairs, Lehigh University

**Connor Moriarty**  
Director/Founder, Reset Outdoors

**Pete Reinke**  
Assistant Vice President, Business Development Officer, Univest Bank & Trust

**Jasmita Saini**  
Growth Initiatives Program Director, Small Business Development Center, Lehigh University

**Asher Schiavone**  
Economic Development Coordinator, City of Bethlehem

**John Trapani**  
Owner, ZEST Bar & Grille
ECONOMIC VITALITY 2022 ACHIEVEMENTS

- Successful planning and execution of a “SouthSide Business Crawl“ with the Iacocca Institute of Lehigh University. The crawl engaged 10 SouthSide businesses with 75 Iacocca global fellows.

- Organization of a virtual holiday promotions class with the Small Business Development Center, Lehigh University

- Planning of a Lehigh University student Fall Scavenger Hunt event
LOOKING AHEAD – 2023

Excitement is in the air and electrifying the SouthSide Arts District for 2023!

After a two year hiatus, we are proud to welcome back our community advocates and stakeholders to another Annual Meeting.

Even as several of our development projects progress, our primary focus will always be promoting and supporting our local SouthSide businesses. We will continue to be a reliable beacon for our merchants by driving several fundraising events, providing promotional marketing services, and offering business and educational resources.

2023 DEVELOPMENT PROJECTS & GOALS

PROMOTIONAL EVENTS
- Monthly First Fridays
- Summer & Winter Restaurant Weeks
- Spring on the SouthSide – Greenway Event
- Sip and Slide Summer Cocktail Crawl
- Live on the Greenway
- ChiliFest
- Christmas Tree Trail Lighting & Celebration
- Naughty or Nice Cocktails and Cookies Crawl

ORGANIZATION PROJECTS
- 2024 Annual Meeting
- Launch of SouthSide Arts District Memberships
- Seasonal SouthSide Clean Ups (4)
- Continued improvement to the SouthSide Arts District website

DESIGN PROJECTS
- Stairs Mural on Daly Avenue, Bethlehem
- “Connected by Kindness” Street Mural Maintenance
- Greenway ArtsWalk Exhibition

ECONOMIC VITALITY PROJECTS
- Free educational & business resource opportunities and consultation services from Lehigh Small Business Development Center
2023 CALENDAR

JANUARY

JANUARY 6
FIRST FRIDAY

JANUARY 23-29
WINTER RESTAURANT WEEK

JANUARY 30
SOUTHSIDE ARTS DISTRICT ANNUAL MEETING

FEBRUARY

FEBRUARY 3
FIRST FRIDAY

MARCH

MARCH 3
FIRST FRIDAY

APRIL

APRIL 7
FIRST FRIDAY

APRIL 22
SPRING ON THE SOUTHSIDE GREENWAY EVENT

MAY

MAY 5
FIRST FRIDAY (CINCO DE MAYO)

JUNE

JUNE 2
FIRST FRIDAY

JUNE 17
SIP & SLIDE SUMMER COCKTAIL CRAWL

JULY

JULY 7
FIRST FRIDAY

JULY 17-23
SUMMER RESTAURANT WEEK

AUGUST

AUGUST 4
FIRST FRIDAY

SEPTEMBER

SEPTEMBER 1
FIRST FRIDAY

SEPTEMBER 16
LIVE ON THE GREENWAY

OCTOBER

OCTOBER 6
FIRST FRIDAY

OCTOBER 21
CHILIFEST

NOVEMBER

NOVEMBER 3
FIRST FRIDAY

NOVEMBER 25
CHRISTMAS TREE TRAIL LIGHTING

DECEMBER

DECEMBER 2 & 9
NAUGHTY OR NICE COCKTAILS & COOKIES CRAWL
THANK YOU TO OUR SPONSORS

Lehigh University
27 Memorial Dr. W., Bethlehem, PA 18015
610-758-3000

Wind Creek Bethlehem, PA
77 Wind Creek Blvd., Bethlehem, PA 18015
877-726-3777

The Bethlehem Economic Development Corp.
10 E. Church St., Bethlehem, PA 18018
610-865-7085

St. Luke’s University Healthcare Network
801 Ostrum St, Bethlehem, PA 18015
1-866-785-8537

The City of Bethlehem
10 E. Church St., Bethlehem, PA 18018
610-865-7000

ArtsQuest
25 W. 3rd St., Bethlehem, PA 18015
610-332-1300

The Bethlehem Parking Authority
85 W. North St., Bethlehem, PA 18018
610-865-7123
THANK YOU TO OUR SPONSORS

UGI Utilities
460 N. Gulph Rd., King of Prussia, PA 19406
610-337-1000

Lehigh University Art Galleries
420 E. Packer Ave., Bethlehem, PA 18015
610-758-3615

Community Action Lehigh Valley
1337 E. 5th St., Bethlehem, PA 18015
610-691-5620

Touchstone Theatre
321 E. 4th St., Bethlehem, PA 18015
610-867-1689

Roasted
22 W. 4th St., Bethlehem, PA 18015
610-849-2673

Molly’s Irish Grille & Sports Pub
4 E. 4th St., Bethlehem, PA 18015
610-868-1313
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