



# 2022

## ANNUAL

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## REPORT





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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,

A handwritten signature in cursive script that reads "Erin Zebertavage".

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.



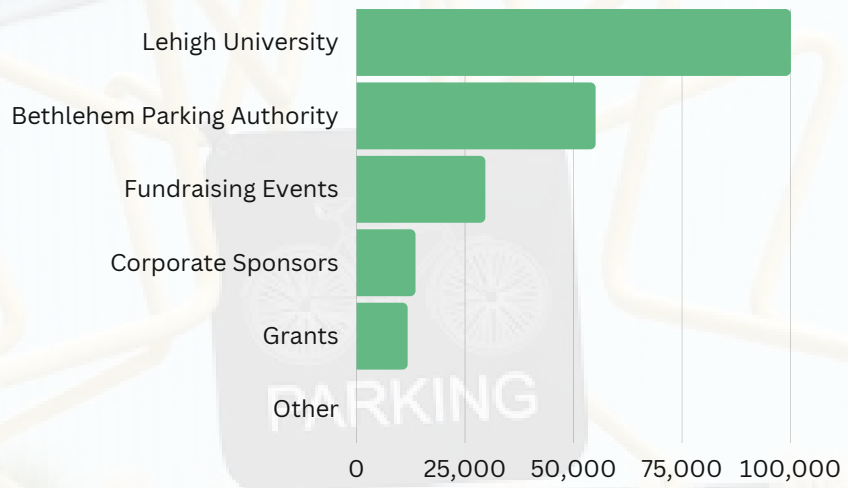
# BUDGET & FUNDING

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.

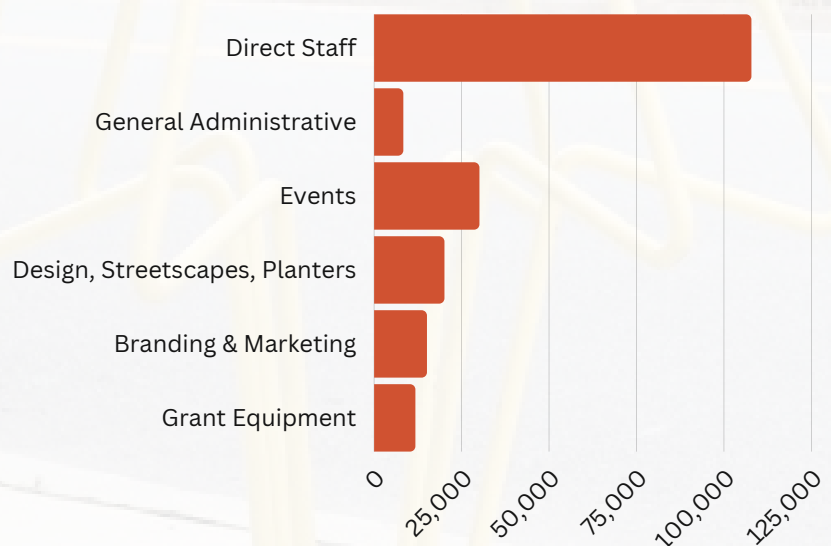
We rely on grant funding along with our corporate sponsors, as well as ticket sales from our fundraising events like ChiliFest and our biannual cocktail crawls.

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.

## 2022 FUNDING SOURCES



## 2022 EXPENSES





# OUR COMMITTEES



**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](mailto: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

# ORGANIZATION COMMITTEE

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



# DESIGN COMMITTEE

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





# DESIGN 2022 ACHIEVEMENTS

- *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 Borinken, 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



# PROMOTIONS COMMITTEE

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 Sigafos**

Copywriter, Factory LLC

### **Susan Stachowski**

Community Relations Coordinator,  
Wind Creek

### **Kim Vereen**

Manager, Color Me Mine

### **Derek Wallen** (*Chair*)

Owner, Roasted





# PROMOTIONS 2022 ACHIEVEMENTS

- 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**)



# ECONOMIC VITALITY

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



SOUTH Side

ARTS  
DISTRICT

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