

ANNUAL REPORT 2023



SOUTH Side.

**ARTS
DISTRICT**

A MESSAGE FROM

THE DOWNTOWN MANAGER

Greetings SouthSide Friends,

As we close out 2023, SouthSide Arts District continues to push for its own growth and development as the most dynamic destination in the Lehigh Valley for Arts, Culture, and Commerce. We embrace change to support our local business economy, we welcome new residents and visitors with open arms, and we support projects and initiatives that champion the rich artistic and cultural heritage we share in the South Bethlehem Community.



This year, we welcomed multiple new businesses into the district, including four restaurants and a brewery. We saw the completion of multiple major projects, which included the City of Bethlehem's New Street Sidewalk Project and the Bethlehem Parking Authority's Polk Street Garage Project. The New Street Project added brand new sidewalks, trees, greenery, and ground level speakers to play music throughout the day. The grand opening of the Polk Street Parking Garage during the summer marked the addition of 700 additional parking spots for the downtown, making it quicker and easier for visitors to access our local restaurants, businesses, and educational institutions.

With grant funding from Northampton County and Community Action Development Bethlehem, SouthSide Arts District also undertook its most ambitious mural project to date. After an exhaustive artist selection process and with extensive community engagement in the project Bethlehem's first mosaic stair mural, *Hope In Flight*, was installed on the South Bethlehem Greenway.

Concluding the year with a spot of cheer, SouthSide Arts District received a large gift of support from the Bethlehem Christmas City Committee and the Bethlehem Chamber of Commerce to add a large-scale holiday arch fixture to the Greenway at South New Street for use every year during the holiday season.

This report will summarize our 2023 successes and preview our plans for 2024. Thank you for your continuous support of our nonprofit program. I am passionate about Bethlehem, and I am excited for the good things coming to the SouthSide Arts District in the future.

Many thanks,

A handwritten signature in black ink that reads "Erin Zebertavage".

Erin Zebertavage
SouthSide Arts District Downtown Manager

SOUTHSIDE ARTS DISTRICT

WHO WE ARE

The SouthSide Arts District is a volunteer based, 501(c)(3) non-profit organization of the Bethlehem Economic Development Corporation (BEDCO).

The organization was created in 2015, in partnership with Lehigh University, as an initiative for commercial and economic revitalization in the core business district of South Bethlehem, Pennsylvania.



BEDCO-PA.ORG

It is the mission of BEDCO to promote the economic development of the City of Bethlehem and promote and assist the growth and development of all business concerns, including small business concerns, in the said area, with an emphasis on promoting the development of manufacturing, industrial, research and development enterprises.

MISSION & VISION



Mission

To build upon the community's entrepreneurial, cultural, and artistic heritage to support economic development for the businesses of South Bethlehem.

Vision

To be recognized as the most dynamic and welcoming place in the Lehigh Valley where existing businesses thrive and new businesses launch.

OUR VOLUNTEERS

COMMITTEES

SouthSide Arts District follows a volunteer-based committee structure modeled after the nationally recognized "Main Street Approach" from the National Main Street America Program, which focuses on four key areas of community improvement: Organization, Promotions, Design, and Economic Vitality.

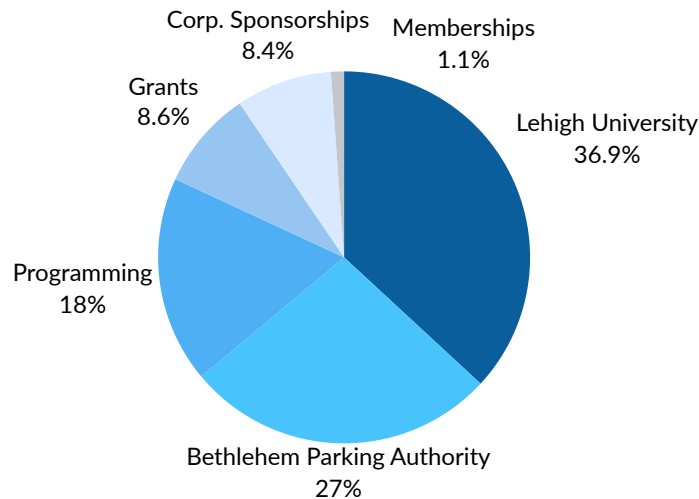
Our volunteer committees represent a diverse and growing SouthSide Bethlehem, with participation from residents and community stakeholders from arts, cultural, and community focused nonprofit organizations, small businesses, educational institutions, and real estate developers.



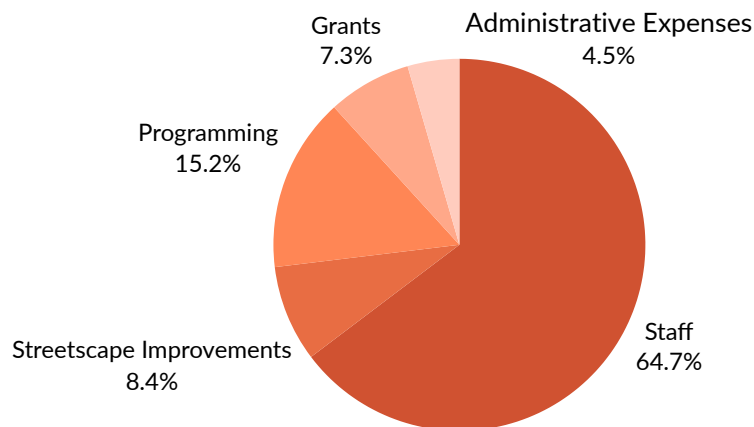
2023 BUDGET SUMMARY

The SouthSide Arts District operates on a fixed budget with community stakeholders and institutions contributing significant monetary support to the organization. Ticket sales from annual fundraising events aid in offsetting operational costs, and grant monies financially support community and commercial revitalization projects. The total SouthSide Arts District budget for 2023 was \$203,355.

REVENUE (2023)



EXPENSES (2023)



ADVISORY BOARD

The Advisory Board oversees the financial sustainability of the organization, advises staff in the development of the volunteer committees, and ensures strategic decision-making efforts result in programming that fulfills the mission and vision of SouthSide Arts District.

BOARD 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., General Partner of SouthSide Flat Iron

Joanne Garcia

Education Coordinator, ArtQuest

Louis Intile

Owner, Fifth Street Properties

Lisa Jordan

Managing Director, Touchstone Theatre

Alicia Miller Karner

Deputy Director, Economic Development, City of Bethlehem

Tracey King

Associate Vice President of External Affairs, Lehigh University

Brett Ludwig

Vice President for Communications & Public Affairs, Lehigh University

Adrienne McNeil

Assistant Vice President, Community & Public Affairs, Lehigh University

Anna Smith

Director, Community Action Development Bethlehem

Candi Staurinos

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

Donna Taggart

President, Taggart Associates

Derek Wallen

Owner, Roasted, Lehigh Valley Printing

ORGANIZATION

The Organization Committee grows our volunteer base, conducts outreach and fundraising efforts, and is responsible for sourcing memberships and sponsorships for the district.

2023 ACHIEVEMENTS

18 **MERCHANT & NONPROFIT
SOUTHSIDE ARTS DISTRICT MEMBERS**

\$17K **RAISED IN
SPONSORSHIPS**

2 **VOLUNTEER-LED
COMMUNITY CLEAN UP DAYS**

CHAIR

Lisa Jordan
Managing Director, Touchstone Theatre

MEMBERS

Toni Fernandez
Community Outreach Manager,
Northampton County Community College

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



DESIGN

The Design Committee cultivates the visual assets of the SouthSide Arts District, including public art, the streetscape, and holiday decorations.

2023 SOUTHSIDE DESIGN IMPROVEMENTS

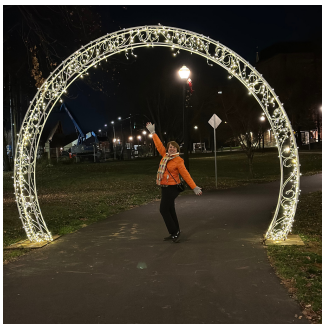
Hope In Flight Greenway Stair Mural

SouthSide Arts District was awarded a Proclamation from Northampton County, recognizing the mural. The proclamation was presented by Northampton County Executive Hon. Lamont McClure.

Bodies of Knowledge Greenway ArtsWalk Exhibition in partnership with Lehigh University Art Galleries

LED holiday archway decoration for the New St. Greenway entrance

50 SouthSide flowerpots dressed for Summer and Winter by Lehigh Valley Lawn



CHAIR

Stacie Brennan

Curator of Education, Lehigh University Art Galleries

MEMBERS

Dr. Joseph Anthes

Supervisor of Related Arts and Social Studies, K-12
Bethlehem Area School District

Dr. Karen Beck Pooley

Professor of Practice, Director of Environmental Policy Design Program, Lehigh University

Barbara Fraust

Public Art Chair,
Bethlehem Fine Arts Commission

Joanne Garcia

Education Coordinator,
ArtsQuest

Lisa Harms

Senior Director of Visual Arts & Education,
ArtsQuest

Darlene Heller

Director of Planning and Zoning,
City of Bethlehem

Katie Hovencamp

Adjunct Professor,
Northampton Community College

Ian Panyko

Program Director,
Resources for Human Development

HOPE IN FLIGHT

STAIR MURAL PROJECT

Hope In Flight is Bethlehem's first mosaic stair mural. It is a colorful collage of porcelain tiles jam packed with vibrant imagery of birds, flowers, and music.

This SouthSide Arts District mural project was made possible through grants from Northampton County & Community Action Development Bethlehem.



Local artists and educators Tiffany Anderson and Carla Majczan conceived the idea for Hope in Flight with the help of the SouthSide community and their school communities.

PROMOTION

The Promotion Committee creates programming to raise funds for SouthSide Arts District operations and encourages local tourism by driving commercial traffic from ticket sales to SouthSide businesses.

2023 EVENT SEASON

- Winter Restaurant Week
- Spring on the Southside
- Sip & Slide Summer Cocktail Crawl
- Live on the Greenway Concert Series
- Summer Restaurant Week
- ChiliFest
- Southside Christmas Tree Lighting
- Naughty or Nice Cocktails & Cookies Crawl
- Monthly First Friday Live Music Events

APPROXIMATELY
6,750 PEOPLE VISITED
SOUTHSIDE BETHLEHEM
FROM 2023'S EVENTS

*Total approximated from head counts, event registrations, and ticket sales.

CHAIR

Derek Wallen

Owner, Roasted,
Lehigh Valley Printing,
Country Club Brewing

MEMBERS

Jenna Minetola

Business Development Manager, ArtsQuest

Shannon Morris

Guest Services Manager,
National Museum of Industrial History

Tara Nagabhru

Owner, Color Me Mine

Shannon Sigafos

Senior Marketing Partner,
Marketing & Public Relations,
St. Luke's University Health Network

Susan Stachowski

Community Relations Coordinator,
Wind Creek

Kim Vereen

Manager, Color Me Mine



PROMOTION

HOT OFF THE PRESS

- Quarterly Ad in Fig Magazine Lehigh Valley, sponsored by Wind Creek (97,000 readers)
- Monthly SouthSide Arts District E-Newsletter (1,541 readers)
- Monthly & Quarterly ArtsQuest Publication and Digital Ads
- Special Lehigh Valley Food Podcast ChiliFest Feature & Magazine Article
- Two Channel 69 News Features
- Front Page Article about *Hope in Flight* Stair Mural Project in The Morning Call Newspaper



Social Media IMPACT IN 2023

instagram

37,012
PEOPLE REACHED

1225
NEW FOLLOWERS

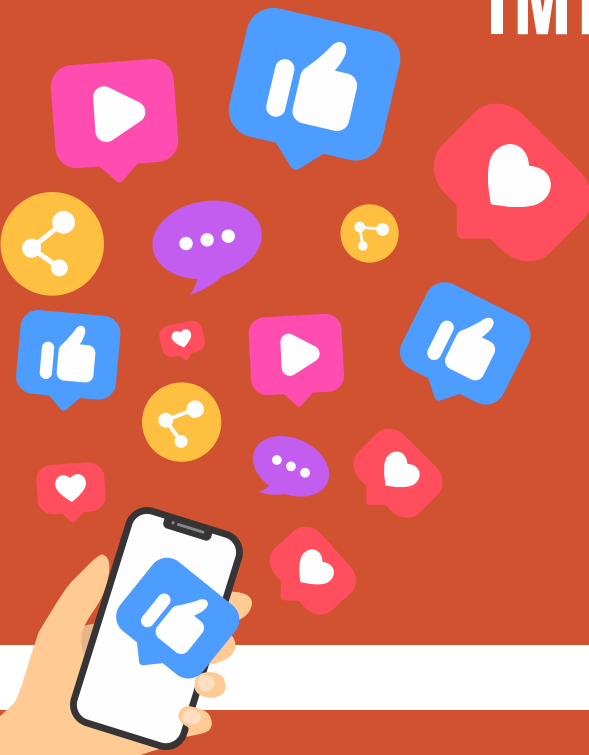
7860
TOTAL FOLLOWERS

facebook

134,360
PEOPLE REACHED

441
NEW FOLLOWERS

7539
TOTAL FOLLOWERS



2023 SEASON SNAPSHOTS

SouthSide Arts District enjoyed a successful event season, full of joy and bringing smiles to visitors and residents of South Bethlehem!



ECONOMIC VITALITY

The Economic Vitality Committee engages our local business community and searches for financial and economic resources to bolster and assist new and existing businesses in the area.

2023 ACTIVITIES

Grow With Google Workshop Sessions

SouthSide Arts District and Northampton Community College hosted Grow with Google workshops to help 22 small business owners and entrepreneurs gain new skills with free trainings on building a successful website and reaching new customers online.

Faux Friday with Lehigh University

The Lehigh University Office of First Year Experience and SouthSide Arts District worked together to introduce over 1500 freshmen students to 20 local Southside restaurants as off-campus dining options.

Iacocca Small Business Crawl

85 Global Fellow students and aspiring entrepreneurs toured the SouthSide Arts District and had the opportunity to meet local business owners and ask questions about owning and running a successful business.

CHAIR

Erin Zebertavage
SouthSide Arts District Manager

MEMBERS

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

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

Asher Schiavone
Economic Development Coordinator,
City of Bethlehem



LOOKING AHEAD

TURNING THE PAGE

SouthSide Arts District will announce a new 5-year strategic plan in the Spring of 2024. As we enter this new chapter and assess our successes and our challenges as well as refine our priorities for the organization as a whole, we will remain a guide and resource for the small businesses of South Bethlehem.

A SPECIAL ACKNOWLEDGEMENT



The SouthSide Arts District congratulates Alicia Miller Karner on ten years of dedicated service to the Bethlehem Economic Development Corporation and the City of Bethlehem. Alicia was instrumental in the inception of the SouthSide Arts District nonprofit initiative. She served as a committed leader during SSAD's formative years and has remained a steadfast guide throughout the program's development to the present day. Alicia has helped to bring several successful large-scale development projects to the heart of SouthSide Bethlehem throughout her tenure, most recently the Polk Street Garage Project and the Goodman Building Project.

As of January 2024, Alicia will be departing her role as BEDCO's Executive Director and her position on the SSAD Advisory Board.

The SouthSide Arts District staff and volunteers wish Alicia success in her future endeavors, commend her for her exceptional achievements, and thank her for her outstanding level of unwavering commitment to the organization.



Alicia Miller Karner (right) at South Bethlehem's Goodman Building Project Groundbreaking Ceremony, November 11, 2022.

S P O N S O R S



LEHIGH
UNIVERSITY



WIND CREEK
BETHLEHEM

St Luke's
UNIVERSITY HEALTH NETWORK

ARTSQUEST
imagine that

CA
DEVELOPMENT
BETHLEHEM



TOUCHSTONE
THEATRE
Theatre that Transforms

GREENWAY I, LLC & DENNIS BENNER



DISCOVER THE

Art & Soul

OF BETHLEHEM

VISIT OUR WEBSITE AND FOLLOW US ON SOCIAL MEDIA!



SOUTHSIDEARTSDISTRICT.COM