

# THANK YOU TO OUR SPONSORS



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UNIVERSITY



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CA  
DEVELOPMENT  
BETHLEHEM



GREENWAY I, LLC & DENNIS BENNER



SOUTH *Side*

**ARTS  
DISTRICT**

**ANNUAL STAKEHOLDERS MEETING**

# ***Manager's Welcome***



**Erin Zebertavage**

*SouthSide Arts District Downtown Manager*

**Contact:**

610-360-5778

manager@southsideartsdistrict.com

# OUR MISSION & APPROACH

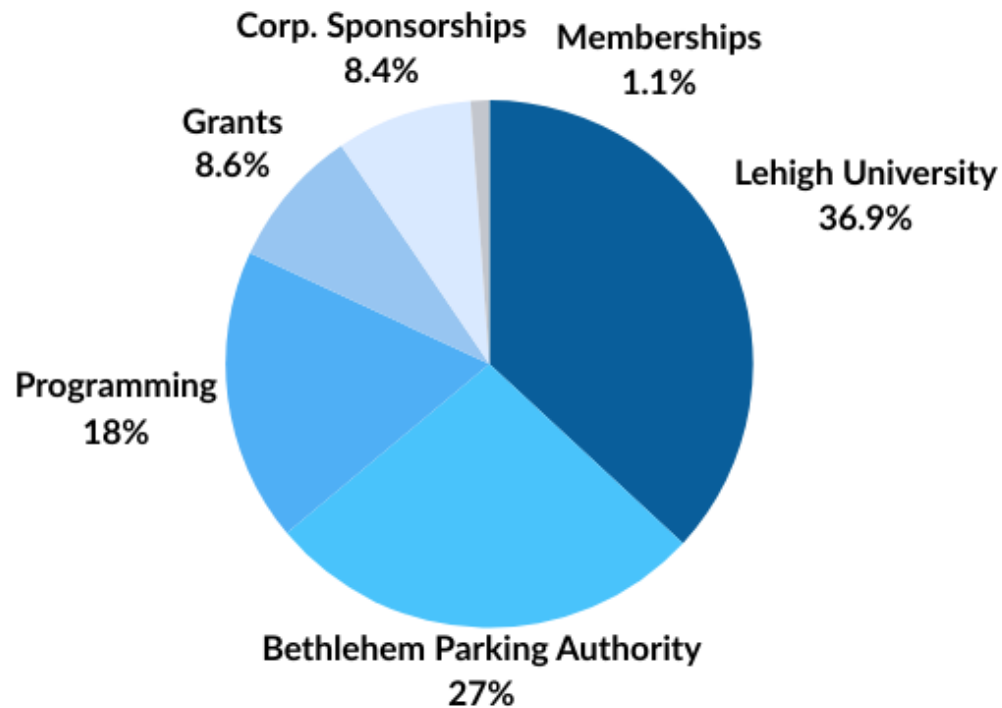
The SouthSide Arts District's mission is to build upon the community's entrepreneurial, cultural, and artistic heritage to support economic development for the businesses of South Bethlehem.



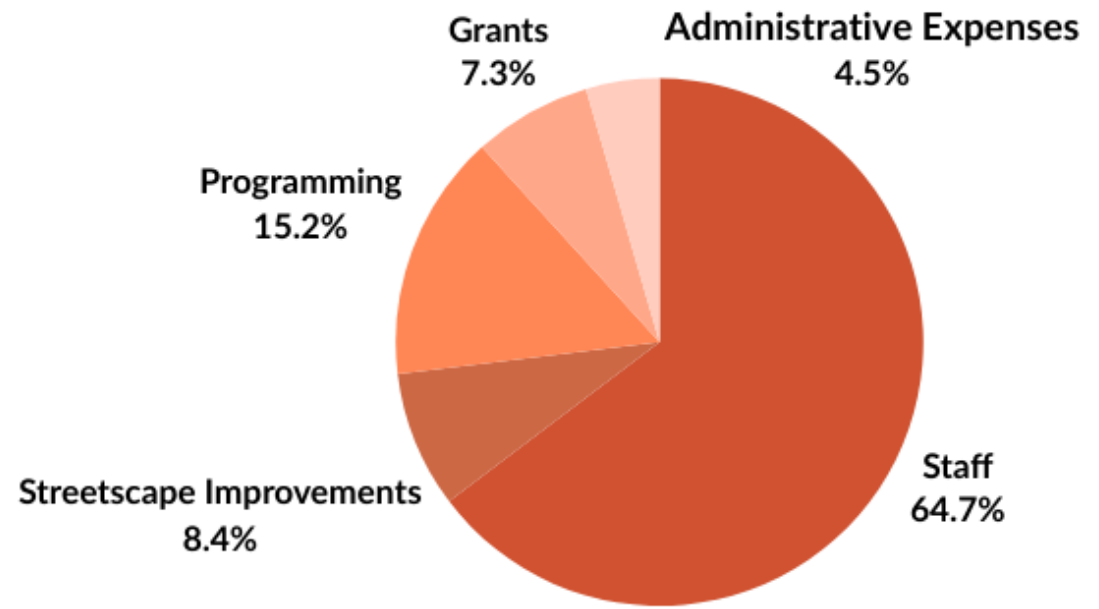


# Budget & Expenses (2023)

## REVENUE



## EXPENSES



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# Membership



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Our SouthSide Arts District Membership Program was designed as an additional way for South Bethlehem businesses and nonprofit organizations to increase their visibility locally and throughout the Greater Lehigh Valley Area.

Membership is open to all businesses and nonprofit organizations in South Bethlehem.

# Membership Perks

A SouthSide Arts District Membership offers perks such as:

- Marketing opportunities in local publications and the monthly SouthSide Arts District e-newsletter
- Reimbursement for participating in SSAD run events which help drive traffic to your business
- Discounted booking rates for First Friday bands & more





# Reach more people with SouthSide Arts District



**37,012**  
PEOPLE REACHED

*instagram*

**1225**  
NEW FOLLOWERS

**7860**  
TOTAL FOLLOWERS

*facebook*

**134,360**  
PEOPLE REACHED

**441**  
NEW FOLLOWERS

**7539**  
TOTAL FOLLOWERS

# A Special Acknowledgement



The SouthSide Arts District staff and volunteer committees would like to recognize Alicia Karner for 10 years of outstanding commitment to the SouthSide Arts District revitalization initiative program.

**THANK YOU, ALICIA!**

# SouthSide Trivia: Question 1

How many pounds of garbage did the SouthSide Ambassadors collect across the district in 2023?

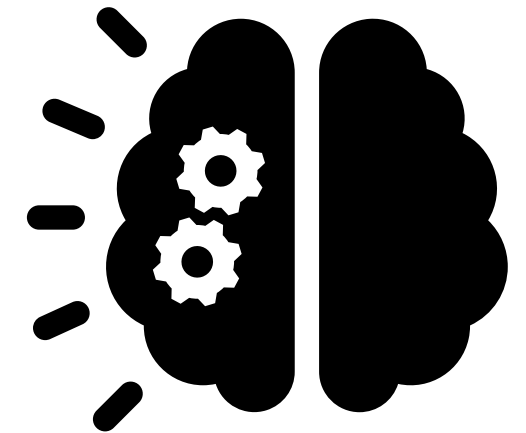


# Lisa Jordan – Chair of Organization Committee



- **Lisa Jordan, Managing Director, Touchstone Theatre**
- Has been with Touchstone Theatre since 2001
- Serves on the SSAD Advisory Committee and as Chair of the SSAD Organization Committee since 2016
- Active on a variety of local committees
- Passionate community member and an avid SouthSide fan!

# ORGANIZATION



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



# 2023 Organization Achievements



18 local businesses/organizations became SSAD members in 2023.



\$17,000 was raised in sponsorships.



2 volunteer-led community clean ups were completed.

# Thank you to our volunteers from:

- Air Products
- Wind Creek
- The Bethlehem Parking Authority
- Lehigh University
- Dun & Bradstreet
- The SouthSide Bethlehem Community



# SouthSide Trivia: Question 2 & 3

**2) What milestone anniversary will Touchstone Theatre's annual holiday show, Christmas City Follies, hit this year?**

- A) 15
- B) 20
- C) 25



**3) Before the "Mountainhawk" became Lehigh University's official athletic mascot in 1995, what name did Lehigh's teams go by?**



# Derek Wallen– Chair of Promotion Committee

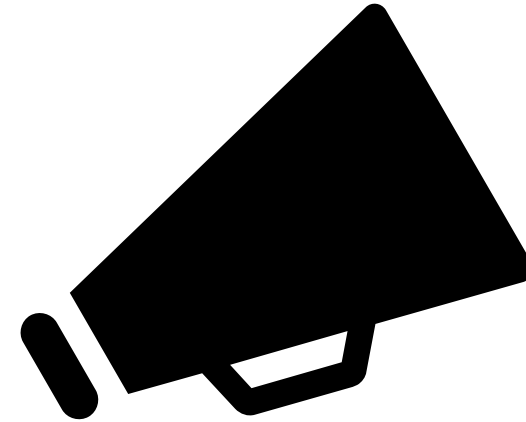


**Derek Wallen, Owner at Roasted, Lehigh Valley Printing, and Country Club Brewing.**

- Has served on the SSAD Advisory Committee and as Chair of the SSAD Organization Committee since 2020
- Opened restaurant, Roasted, on 4<sup>th</sup> Street in Bethlehem in 2017



# PROMOTION



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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 Promotion Achievements**

**Approximately 6,750  
people visited South  
Bethlehem in 2023 as a  
direct result of the  
SSAD event season.**

### **Event Season**

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

# Spring on the SouthSide: Health & Wellness Event

- Yoga Classes
- Plant Therapy
- Songwriting Workshop
- Art Making Sessions





# Live on the Greenway Concert Series

- Free live concerts at Harmony Pavilion across 4 weekends
- Sponsored by the City of Bethlehem
- Food & drink by local restaurants





# ChiliFest

- 21 participating businesses/entrants in this year's competition
- Sell out event, after an increase in available tickets.
- Winners:
  - The Marquee Kitchen,  
partnered with National Sokols  
#93 & Rise Above Hair Salon
  - Northampton County  
Community College Culinary  
Department





# Cocktail Crawls

- The Sip & Slide Summer Crawl and Naughty or Nice Cocktails & Cookies Crawl attract visitors to SouthSide Bethlehem, allowing our local businesses to make impressions on potential customers





# SouthSide Trivia – Questions 4 & 5

**4) As of 2023, how many years has South Bethlehem's annual chili competition, ChiliFest (formerly known as Spring On 4th) been running?**



**5) The Star of Bethlehem on South Mountain is one of our city's most recognizable icons, however it used to only shine during the Christmas season. In what decade did the City of Bethlehem begin keeping the star illuminated year-round?**

- A) The 1980s
- B) The 1990s
- C) The early 2000s



# Stacie Brennan– Chair of Design Committee



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

- Member of SSAD Design Committee 2015-present
- Lehigh University Alumna
- 20 years experience in inclusive community and public art
- Moved to Bethlehem in 2015 to work for ArtsQuest
- Began working at Lehigh University Art Galleries in 2019
- Member of Bethlehem Fine Arts Commission and Community Action Development Corporation



# DESIGN



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





# Design 2023 Achievements

- *Hope In Flight* Greenway Stair Mural installation
- *Bodies of Knowledge* Greenway ArtsWalk Exhibition
- Purchase of new decorative arch for the New St. Gateway
- 50 SouthSide planters dressed for summer & winter seasons

# *Hope In Flight* Greenway Stairs Mural

A utilitarian structure is transformed into a beautiful work of art.





**Local educators, Tiffany Anderson & Carla Majczan worked with SouthSide community members and students from Donegan Elementary and East Hills Middle School to bring this mural to life!**





# Dressing SouthSide Planters

SouthSide Arts District  
commissioned local  
landscape company,  
Lehigh Valley Lawn, to  
plant the district's flower  
pots for the Summer &  
Winter Seasons





# Art on the Greenway

## *Bodies of Knowledge*

Our partnership with Lehigh University Art Galleries brought a new and free ArtsWalk exhibition for the public to enjoy on the South Bethlehem Greenway





# Holiday Decor

SouthSide Arts District received support from the Citizen's Christmas City Committee (c/o The Chamber Foundation) to commission a large-scale decoration for the Greenway.

Local fabricator ELF Productions produced this beautiful holiday arch which will be displayed every holiday season.





# SouthSide Trivia: Questions 6 & 7

**6) Who is the world-renowned, outsider (self-taught) artist that resided in Bethlehem from 2002-2008, and was known for their whimsical style and use of unorthodox objects, such as bottle caps in their work?**

(Hint: You can still find their art in South Bethlehem to this day!)

**7) As of 2024, how many pieces of public art will be on the SouthSide Arts District Urban Arts Trail?**

- A) 40
- B) 50
- C) 30

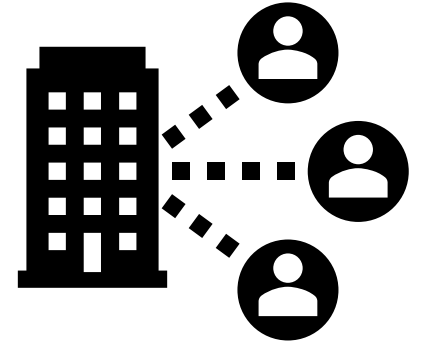


# Katy Wirth: SSAD Assistant Manager



## Katy Wirth, SouthSide Arts District Assistant Manager

- Celebrating 2 years in her position this February
- Grew up in Saucon Valley & Bethlehem
- Serves on the Bethlehem Fine Arts Commission



# ECONOMIC VITALITY

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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.





# **Economic Vitality 2023 Achievements**

## ***2023 Achievements***

- Faux Friday Celebration in partnership with Lehigh University
- Small Business Tour in partnership with Lehigh University's Iacocca Institute
- Grow With Google Workshop Sessions

# Faux Friday With Lehigh

Lehigh University's Office of First Year Experience collaborated with SouthSide Arts District. We welcomed 1500 new students to the neighborhood to explore, dine, and play!





# Small Business Tour

Global Fellows from Lehigh University's Iacocca Center took a tour of the business district to learn from local entrepreneurs about starting and operating a successful business!





# Grow With Google Workshops

This resource was made available for free to any business or entrepreneur in South Bethlehem.

22 individuals from the business community participated in the workshops.





# **Welcome to Our New SouthSide Businesses of 2023!**

CHEESY CHARLIE

DONERD'S DONUTS

HANDHELDZ

IDEAL FOODBASKET

KOU KITCHEN

TOASTIQUE

WONDER KITCHEN



## **SouthSide Trivia: Question 8**

How many public parking spots, including off-street (garages) and on street parking does the SouthSide Arts District have?





# **We Want Your Feedback!**

What projects or programs would you like to see from SouthSide Arts District in the future?

How do you see yourself becoming involved with SouthSide Arts District?



# **Thank you to all who donated to the SouthSide Giveaway Basket!**

A-List Salon

Color Me Mine Lehigh Valley

Donerd's Donuts

General Zapata

Lehigh Valley Charter High School for the Arts

Playa Bowls Bethlehem

Wind Creek Bethlehem

The Yoga Loft

Zoellner Arts Center