

# **Neal DeAngelo III, President**

**Downtown Hazleton Alliance for Progress**

## BOARD MEMBERS

- Neal DeAngelo III, President (DHD Realty, DBi Services)
- James C. Kelshaw, Vice President (CANDO, CANBE)
- Mary Malone, Secretary (Greater Hazleton Chamber of Commerce)
- Gary F. Lamont, Treasurer (CANDO Community Foundation)
- Joe Yannuzzi (Mayor of Hazleton)
- Terry M. Bauder (Luzerne County Community College)
- Neal A. DeAngelo (DHD Realty, DBi Services)
- Niurka DeLaRosa (Hazleton Integration Project/ Concerned Parents)
- Dr. Gary M. Lawler (Penn State Hazleton)
- George K. Leitner (THDC)
- Joe Maddon (Honorary)
- W. Kevin O'Donnell (CANDO)
- Pasco L. Schiavo, Esq.
- William L. Spear, Jr. (Greater Hazleton Chamber of Commerce)
- Krista L. Schneider, Executive Director



## OUR MISSION

To provide sustainable leadership, direction, and support for the successful, efficient revitalization and long-term success of downtown Hazleton.

# **Downtown Progress**

**George J. Hayden, President**

**George J. Hayden, Inc. (Hayden Electric)**

**The Hazleton Development Co., Inc. (THDC)**

**Downtown Hazleton Development (DHD)**

## Trader's Bank: Under construction



## Bridges/City Parking Garage: Under construction



# HNB Building: In Design



## Hayden Tower at the Markle: Open for Business



- Over 90% occupied
- 35 small businesses
- 185 total employees
- Another 20+ employees with new restaurant
- Now contributing \$180,000/year in real estate tax revenue



# Broad Street Corridor Project: Completed



# **Preliminary Recommendations**

## ***Strategic Plan***

**Jim Kelshaw**

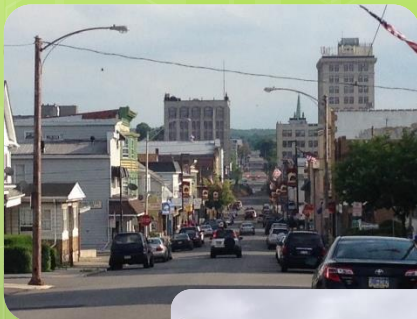
**CANDO Director of Economic Development**

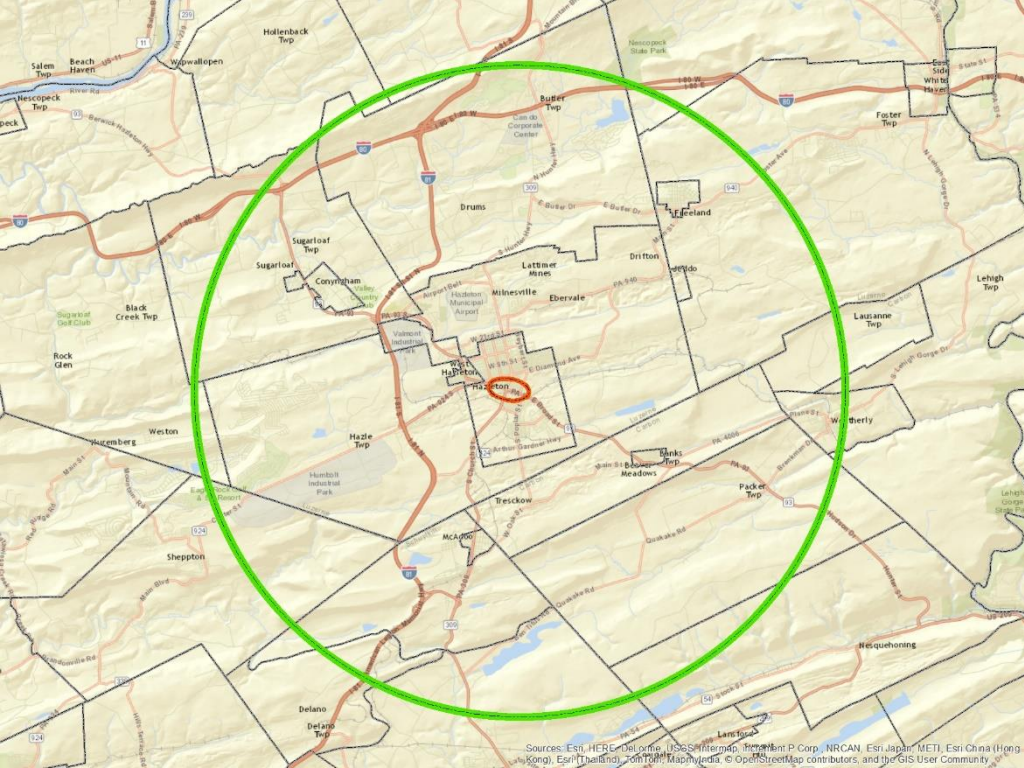
**Vice President, Downtown Hazleton Alliance for Progress**



## OUR VISION & GOALS

Downtown Hazleton will be a vibrant and safe place to live, work, and visit.







1,900 jobs  
230 businesses





3,500 jobs  
40% of employment





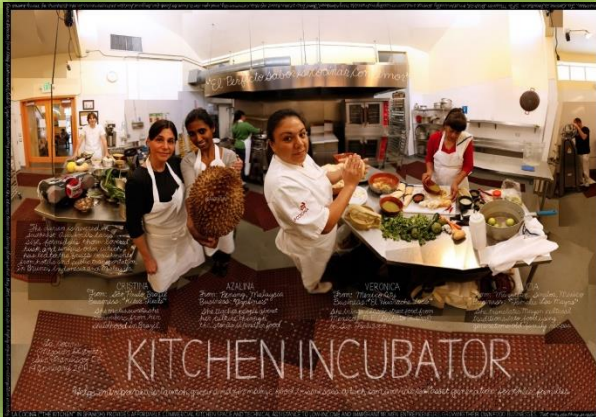
# **ECONOMIC RESTRUCTURING GOALS**

We will elevate our local economy by cultivating new and existing businesses; supporting entrepreneurship; promoting higher-education expansion; expanding and enriching existing arts and cultural destinations, and expanding residential density.



Move forward with plans to develop a city arts center in cooperation with the Hazleton Art League; pursue grant and donor funding for renovations





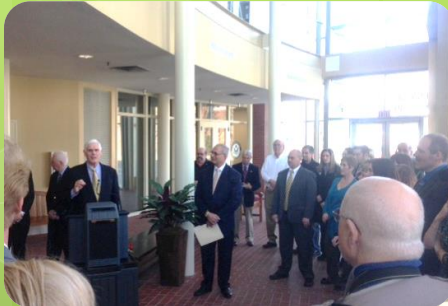
Work with partners to help establish a downtown incubator for small food-based and hospitality business startups with entrepreneurship and educational support



Work to promote higher-education expansion within the downtown



- Work to retain existing businesses and recruit new professionals and corporations to relocate downtown.
- Promote existing programs and pursue additional state and local designations that will provide financial incentives for businesses to relocate/develop downtown.



# Why is this important?



- **\$4,350 annual expenditures near workplace per employee (2014 dollars).**
- **Expenditures rise with more purchase options**





- Recruit those types of businesses that have market demand within the 10 mile trade area





Develop and maintain a database of available property for sale and rent; actively market these properties via the web, social media, and also print media when possible.





= Potential Tax Revenue

Source: ES-1, Dillard Books, GayEys, National, English, Geography, Ch. 5, Vol. 1, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2







Promote the rehabilitation and/or addition of new market-rate apartments to the extent the market will support.



Modern Living Apartment Space  
Hazelton, Pennsylvania

Harmon & Bayard Architects



Establish a parking advisory committee that will comprehensively identify ways to increase the amount of parking available to the public as well as to private business; include concepts of shared parking and improved connections.









# **MARKETING & PROMOTION GOALS**

**Mary R. Malone**  
**Greater Hazleton Chamber of Commerce, President**  
**Secretary, Downtown Hazleton Alliance for Progress**

## **MARKETING & PROMOTION GOALS**

We will elevate our image and identity by recognizing, understanding, and celebrating our distinct heritage, developing a unique brand, establishing a full special events calendar, utilizing social media, generating positive media coverage, celebrating successes, and increasing community pride.

Work with partner organizations and local businesses to develop a full special events calendar with promotions that reinforce the new downtown brand.



**Hazleton is turned on Every 2nd Friday**

Participating Businesses/Organizations:

A. Mica's Pizzeria	J. Pizzeria's Pizzeria
B. Pizzeria's Pizzeria	K. Pizzeria's Pizzeria
C. Pizzeria's Pizzeria	L. Pizzeria's Pizzeria
D. Pizzeria's Pizzeria	M. Pizzeria's Pizzeria
E. Pizzeria's Pizzeria	N. Pizzeria's Pizzeria
F. Pizzeria's Pizzeria	O. Pizzeria's Pizzeria
G. Pizzeria's Pizzeria	P. Pizzeria's Pizzeria
H. Pizzeria's Pizzeria	Q. Pizzeria's Pizzeria
I. Pizzeria's Pizzeria	R. Pizzeria's Pizzeria
J. Pizzeria's Pizzeria	S. Pizzeria's Pizzeria
K. Pizzeria's Pizzeria	T. Pizzeria's Pizzeria
L. Pizzeria's Pizzeria	U. Pizzeria's Pizzeria
M. Pizzeria's Pizzeria	V. Pizzeria's Pizzeria
N. Pizzeria's Pizzeria	W. Pizzeria's Pizzeria
O. Pizzeria's Pizzeria	X. Pizzeria's Pizzeria
P. Pizzeria's Pizzeria	Y. Pizzeria's Pizzeria
Q. Pizzeria's Pizzeria	Z. Pizzeria's Pizzeria

**SCHEDULE August 8th 2014**

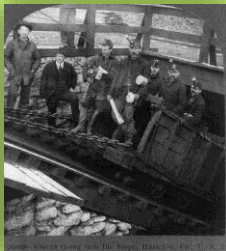
1:00-2:00 PM	Power's Pizzeria
2:00-3:00 PM	Power's Pizzeria
3:00-4:00 PM	Power's Pizzeria
4:00-5:00 PM	Power's Pizzeria
5:00-6:00 PM	Power's Pizzeria
6:00-7:00 PM	Power's Pizzeria
7:00-8:00 PM	Power's Pizzeria
8:00-9:00 PM	Power's Pizzeria
9:00-10:00 PM	Power's Pizzeria
10:00-11:00 PM	Power's Pizzeria
11:00-12:00 AM	Power's Pizzeria

POWER'S Pizzeria

- Develop a website that promotes the new brand, and features existing businesses/organizations, events, profiles business owners and their history, etc.
- Continue to feature a business of the week via social media.
- Continue to work with the local media to promote positive coverage.
- Work to better cross-market businesses among cultures.



- Build recognition, understanding, and appreciation of Hazleton's unique history and heritage
- Work with the historical society/museum and other partners to establish and promote interpretive tours of the downtown and surrounding attractions.
- Work with partners to promote the development of heritage tourism-related businesses.



Men laying tracks with the Empire State, Inc. T.C.C.

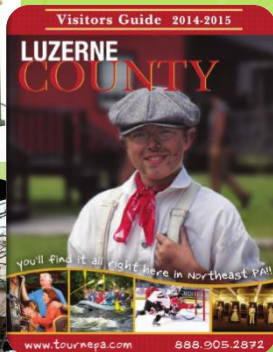


### Tipp City, Ohio, From T. (Tracks) to C. (Canal) -- A Downtown Walking Tour





- Work with partners to establish an official “visitor’s center” with promotional material and walking tour maps/guides and signage.
- Develop coordinated marketing and tourism materials to reinforce new image of the downtown (new logo, brochures, etc.)
- Work with the city to establish a plan for directional and informational signage throughout the downtown.
- Work with the Luzerne County Convention and Tourism Bureau and Delaware & Lehigh NHA to ensure Downtown Hazleton is well represented in tourism marketing/promotional materials.
- Ensure that local hotels and other tourism/lodging establishments are aware of attractions and events.



# **DESIGN GOALS**

**Krista L. Schneider**

**Executive Director, Downtown Hazleton Alliance for Progress**

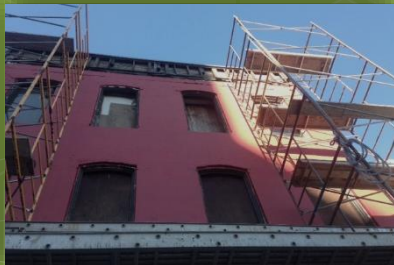


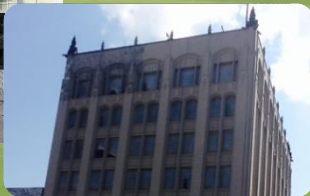
## DESIGN GOALS

We will elevate the quality of our physical environment by creating public green spaces, investing in our historic building stock, and continuing to improve our transportation corridors, all for the purpose of improving the downtown experience and quality of life.

- Establish and administer a façade improvement program for downtown properties.







Work to help fund/implement Wyoming  
Street streetscape improvement concepts.







Rosalita's  
CANTINA  
BUENA COMIDA BUENOS AMIGOS

BISHOP  
COLD MARGARITAS

Chaskin

Work with city to help  
fund/establish development of  
a city park on Wyoming Street  
near Harman Geist stadium.





Work with city to help  
fund/establish development of  
a city park on the former  
Greco lot.





Repurpose Vacant Lots





- Institute a public mural program.
- Establish and improve gateways to downtown.





Welcome To Hazleton

COFFEE

BAKED

Ca

BAKED  
ITALIAN BREAD  
CAKES  
COOKIE  
PIZZA



14'  
Sidewalk

8'  
Parking  
Lane

12'  
Travel  
Lane

12'  
Travel  
Lane

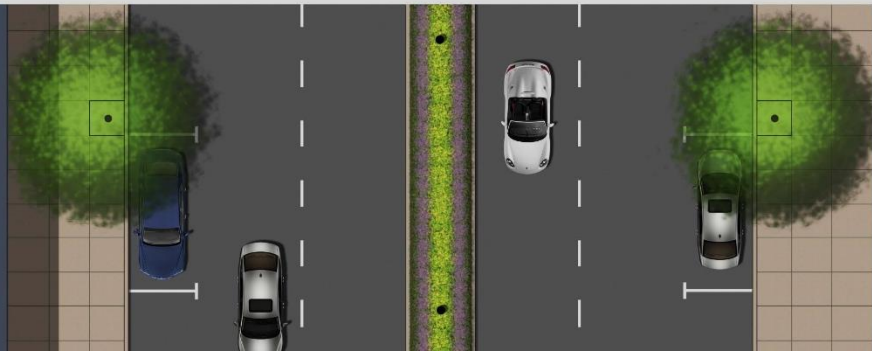
8'  
Vegetated  
Median

12'  
Travel  
Lane

12'  
Travel  
Lane

8'  
Parking  
Lane

14'  
Sidewalk



- Broad St: 14,000 VPD
- Church Street: 10,000 VPD
- $1\% \times \$10 = \$876,000/\text{year}$



## PLACEMAKING GOALS

We will elevate our sense of place by helping to keep our downtown clean, and enhancing safety and security.



- Work with partner organizations, local businesses, residents, and the city code enforcement office to improve cleanliness within the downtown.
- Work with the city to increase police patrols downtown.
- Work with the city to ensure the nuisance business ordinance is actively enforced.
- Work with planning commission and zoning board to close loopholes that allow nuisance businesses to receive permits.



## **ORGANIZATION & FUNDING GOALS**

We will elevate our organization by becoming a certified “Main Street” community, encouraging volunteer participation, cooperating with media outlets, maintaining open dialogue with the institutional and non-profit partners, and engaging with the local real estate community.

- Pursue certified Main Street community designation.
- Actively recruit volunteers to serve on standing committees and assist with special events/projects.
- Recognize volunteer efforts/achievements.
- Reach out to local churches, schools, and other downtown organizations/institutions to increase awareness of our mission/goals.
- Meet with realtors to ensure they understand the vision and goals for downtown development.



**The Chamber**

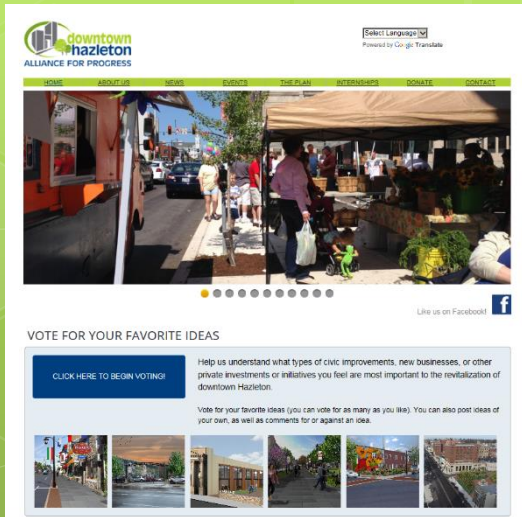


**HAZLETON YMCA/YWCA**

# NEXT STEPS

- Solicit feedback on proposed strategies
  - Public meeting
  - **Online voting**
- Finalize strategic plan
- Apply for Main Street designation
- Implement early action projects
- Continue fundraising

[www.downtownhazleton.org](http://www.downtownhazleton.org)



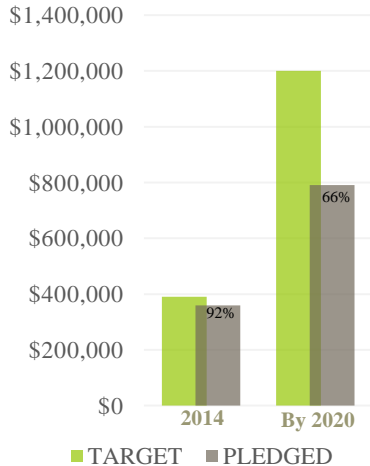
The screenshot shows the website for the Downtown Hazleton Alliance for Progress. At the top is the organization's logo and a navigation menu with links: HOME, ABOUT US, NEWS, EVENTS, THE PLAN, INTERNSHIPS, DONATE, and CONTACT. Below the menu is a large photograph of a busy street market with people walking and shopping. To the right of the photo is a 'Select Language' dropdown menu and a note 'Powered by Google Translate'. Below the photo is a row of social media icons, including Facebook. Below the photo is a section titled 'VOTE FOR YOUR FAVORITE IDEAS'. This section contains a blue button that says 'CLICK HERE TO BEGIN VOTING!'. To the right of the button is text that reads: 'Help us understand what types of civic improvements, new businesses, or other private investments or initiatives you feel are most important to the revitalization of downtown Hazleton.' Below this text is another line of text: 'Vote for your favorite ideas (you can vote for as many as you like). You can also post ideas of your own, as well as comments for or against an idea.' At the bottom of the voting section are six small thumbnail images showing various street scenes and buildings in Hazleton.

# **Fundraising**

**William J. Spear, Co-Chairman  
DHAP Legacy Committee**



## 6-YEAR FUNDRAISING GOAL



	2014	By 2020
TARGET	\$390,000	\$1,200,000
PLEDGED	\$359,550	\$792,300
TOTAL REMAINING	\$30,450	\$407,700

# Leadership Donors

## (over \$5,000)



- *Barry Isett & Associates, Inc.*
- *CAN DO Economic Development Corp.*
- *DBi Services, Inc.*
- *Eagle Rock Resort*
- *First National Community Bank*
- *Greater Hazleton Chamber of Commerce*
- *George and Florence Hayden*
- *Hayden Electric*
- *Hazle Drugs*
- *Joe Rominski Architecture*
- *Joyce Insurance Group*
- *Lehigh Tire*
- *Lehigh Valley Health Network-Hazleton*
- *Luzerne Bank*
- *Mark Construction Services*
- *Mericle Commercial Real Estate*
- *PPL*
- *Quandel, Inc.*
- *Reading & Northern Railroad*
- *Times Shamrock Communications*
- *UGI*
- *Ustynoski & Marusak*
- *Wagner & John, LLC*
- *Wendy's (Hazleton)*
- *Whitaker Investment Group*

# Platinum Donors

## (\$2,500 - \$5,000)

- *D'Angelo Dental*
- *Lloyd & Associates, Inc.*
- *Mohegan Sun*
- *NRG Controls North*
- *Smith Miller Associates*
- *Tunnessen's, Inc.*

## Gold Donors

### (\$1,000 - \$2,499)

- *Aggressive Realty, Inc.*
- *Bob's Sporting Goods*
- *Carmen's Bakery & Deli*
- *Community Bank*
- *Dennis R. Moore & Associates*
- *First National Trust*
- *Geisinger Heath Systems*
- *Hazleton Shaft Corporation*
- *Jimmy's Quick Lunch*
- *Korpics Kontracting, Inc.*
- *George & Paula Leitner*
- *Metallo's Formal Wear*
- *Northeastern Resources Development Corp.*
- *Sam-Son Productions (SSPTV 13)*
- *Schumacher Engineering*
- *Spec Restoration Company*

# Silver Donors

## (\$500 - \$999)

- *Berger Family Dealership*
- *C Group Energy Services*
- *Giant Food Market*
- *Gottstein Contracting Corporation*
- *Management Enterprises*
- *Vercusky Painting*

# Bronze Donors

## (\$250 - \$499)

- *Mr. & Mrs. Anthony Scalise*
- *Motor Transportation*
- *Schneider Law Offices*



# Grants



- *CAN DO Community Foundation*
- *PA Dept. of Community and Economic Development (Keystone Communities)*
- *First Federal Charitable Foundation*
- *Hannah S. and Samuel A. Cohn Memorial Foundation*
- *Hazleton Rotary*
- *Security Savings Charitable Foundation*
- *Sordoni Family Foundation*

# Event Support

## *Refreshments*

The Pines Eatery & Spirits

## *Stage and A/V Support*

City Entertainment Systems

**Thank YOU for coming!**