

Hazleton Community Leaders Consensus Workshop

Workshop Location: Cando

Workshop Date: May 29, 2013 7 – 9 pm

Facilitator: Elissa Garofalo, Delaware & Lehigh National Heritage Corridor

Rational Aim: What is your vision of downtown Hazleton in 10 years?

Experiential Aim: How community leaders need to act differently by the end of the workshop. Attendees should be motivated for action toward short and long-term goals.

Context: Community leaders have a variety of ideas for what the vision should be. Community leaders have explored the issues but money, economy, narrow income source, and inconsistent vision are blocking consistent forward movement toward revitalization.



Setting the stage: What features do you see, feel or hear on Broad Street in 10 years

Busy - Laughter – People - Music - Small Businesses – Green - Pedestrian Commons - Walkers
No vacant lots - Full occupancy – Entertainment – Music - Directional Signage – Fountain
Outdoor Seating – Activity – Diversity - Lighted Trees - Farmers Market Pavilion - Low
Crime - Police Presence- Theaters- Arts & Culture- Rehab Respectful of History –
New Construction Diverse Offerings

What kinds of things will have to change in order to achieve a revitalized downtown? Change Negative Perceptions – Marketing - Need More Planning – Money - Retain Building Stock - Attract Investors - Better Coordination - Cleaner

If successful what will this mean to the health of Hazleton?

Family Friendly - Higher Education - Higher Incomes – Opportunity - Higher Population –
Better Tax Base - Jobs

What can we do to deal with the obstacles to the vision of a revitalized downtown?

1. *Create a Vision*

- Vision backed by action
- Establish a downtown plan
- Strategic Plan
- Get a planner to head up central committee
- Coordinate all organizations and government positive efforts

Find a planner to help facilitate a vision for downtown Hazleton.

Cando, Chamber & City can help.

Krista Schneider volunteers to coordinate.

2. **Change Perceptions**

- Create a positive message about the City
- Work on Buy-In to the Image of a Revitalized Downtown
- Open Dialogue & Communications
- Cooperation & Communication

3. **Procure Funding**

- Establish a Revolving Loan Fund for Building Rehab
- Funding Needed
- Higher Income Residential

4. **Market the Vision**

- Easier to locate Downtown – Recruit Business
- Celebrate diversity
- Encourage Integration
- Eliminate Stereotypes
- Enlist Media Support to Improve Image

5. **Educate the Community**

- Reduce Brain Drain
- Change Perceptions from Negative to Positive
- Engaged Constituency
- Engage School District