



10.14 PROGRESS



The Downtown Hazleton Alliance for Progress was formally established in October 2013. The following pages summarize the progress made over the past year, which has resulted from the vision, hard work, dedication, and generosity of our many partners, donors, and volunteers.

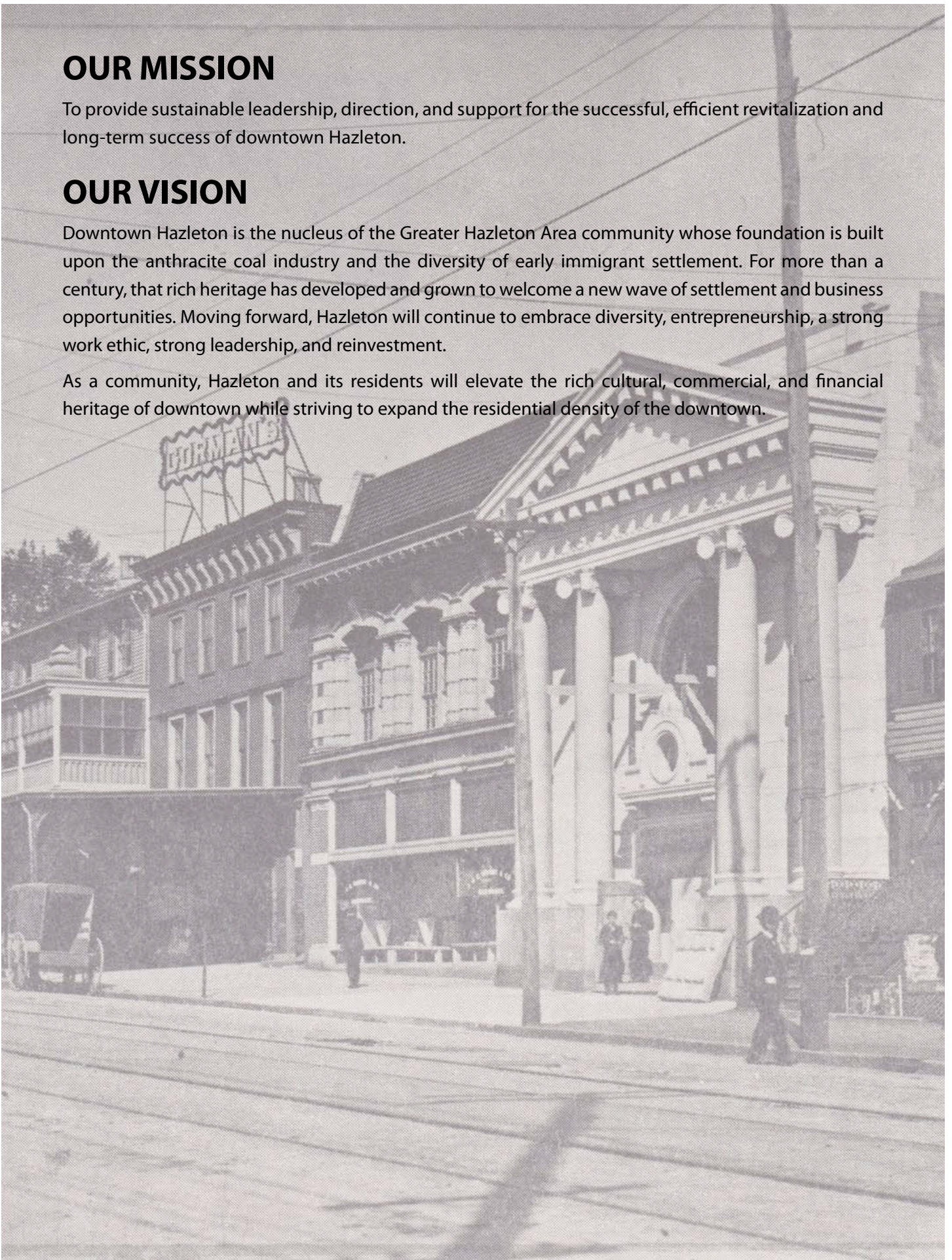
OUR MISSION

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

OUR VISION

Downtown Hazleton is the nucleus of the Greater Hazleton Area community whose foundation is built upon the anthracite coal industry and the diversity of early immigrant settlement. For more than a century, that rich heritage has developed and grown to welcome a new wave of settlement and business opportunities. Moving forward, Hazleton will continue to embrace diversity, entrepreneurship, a strong work ethic, strong leadership, and reinvestment.

As a community, Hazleton and its residents will elevate the rich cultural, commercial, and financial heritage of downtown while striving to expand the residential density of the downtown.





We will elevate our organization by following the Main Street model, 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.

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ORGANIZATION



Believing that progress is dependent upon Public-Private Partnerships, the Alliance includes representation from the City of Hazleton, the Greater Hazleton Chamber of Commerce, CAN DO, the CAN DO Community Foundation, the Downtown Hazleton Development Corporation (DeAngelo/Hayden family partnership), Penn State University, Luzerne County Community College, and the Hazleton Integration Project.

In addition to the Legacy Committee, which represents the leadership and long-standing commitments of the downtown business community, we have also established five working committees:

Organization. Assists the Board in discharging its responsibilities relating to governance; finance/audit; and human resources.

Fundraising. Assists the Board in establishing a fundraising campaign to fund strategic planning, effective management of the organization, and leveraging of other funding opportunities.

Economic Restructuring. Assists the Board in identifying new opportunities for the downtown commercial district, finding new uses for existing buildings, and stimulating new investment.

Design. Assists the Board in shaping the physical image of the downtown district as an attractive place for shoppers, investors, business owners, residents, and visitors.

Marketing & Promotions. Assists the Board in promoting the downtown as the center of commerce, culture, and community life for residents and visitors alike. Its goal is to change community attitudes by focusing attention on the downtown's best assets and potential.

FUNDRAISING



Our ambitious fundraising goal is to raise over one million dollars by 2020. We are off to a great start! Already we have reached 66% of our goal in grants and pledged commitments, thanks to the generous support of local businesses and charitable foundations. This funding will enable us to complete a Strategic Plan, become a certified Pennsylvania "Main Street" Community, and apply for and administer a variety of economic incentive programs for downtown reinvestment and development. Over this period of time we will also be developing a business plan to ensure the long-term fiscal sustainability and self-sufficiency of our own organization.

For 2014, we have reached 92% of our annual goal. This money is currently funding our operating expenses, which includes the salary and benefits of our paid staff (full time executive director), rent and office expenses, consultant fees for the planning study, and building façade improvements.

	2014	By 2020
TARGET	\$390,000.00	\$1,200,000.00
PLEDGED	\$357,050.00	\$787,800.00
TOTAL REMAINING	\$32,950.00	\$412,200.00

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
 Wendy's
 Whitaker Investment Group

Platinum Donors

\$2,500 - \$5,000

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

Gold Donors

\$1,000 - \$2,499

Aggressive Realty, Inc.
 Bob's Sporting Goods
 Carmen's Bakery
 Community Bank
 Dennis R. Moore & Associates
 First National Trust
 Geisinger Health Systems





Gold Donors (continued)

\$1,000 - \$2,499

Hazleton Shaft Corporation

Jimmy's Quick Lunch

Korpics Contracting, Inc.

Metallo's Formal Wear

Northeastern Resources Development Corp.

Sam-Son Productions (SSPTV)

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

Security Savings Charitable Foundation

Sordoni Family Foundation

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.

ECONOMIC DEVELOPMENT



The past twelve months have resulted in several million dollars of improvements to downtown infrastructure and historic commercial structures. New businesses have also come in to occupy empty retail and commercial space:

Traders Bank rehabilitation is nearing completion: \$9.5M

New pedestrian bridges are under construction to connect the Traders Bank and Hayden Tower with the Mine Street Parking Garage: \$1.6M

PennDOT Broad Street Corridor Improvement Project completed: \$30M

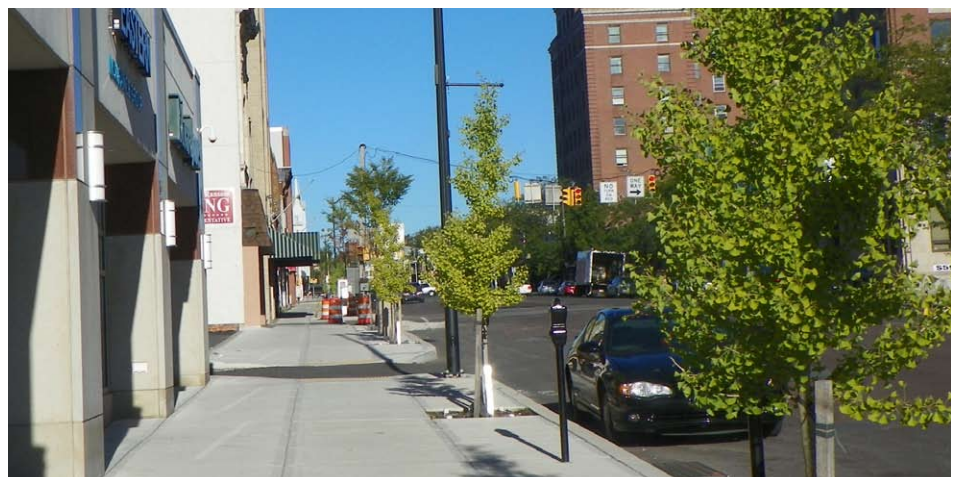
Mine Street Parking Garage under renovation: \$1.6M

HNB Bank Building currently in design phase for rehabilitation.

The Pines Eatery & Spirits: 20 new jobs.

Six new start-up businesses added to HNB Bank Building.

CAN DO purchased 21-23 W. Broad Street with plans to create a new culinary incubator to be managed by CAN BE.



MARKETING



In addition to **2nd Friday** events, the Alliance also supported and helped coordinate several other downtown activities:

We supported the Hazleton Art League with its **Art Youth Expo 4**, which was held over a two-day period in April. This event involved youth exhibits, musicians, and performances throughout the downtown.

We partnered with the Greater Hazleton Chamber of Commerce to host the **Downtown Hazleton Farmers Market**, which ran every Friday from 10AM until 2PM from July 11th through August 29th.

We partnered with Hazleton POWER! and the Sage Exchange to organize the **Open Door Project**. This project resulted in 23 murals on reclaimed/vintage doors that were painted by individual artists, children, and community groups for exhibit within the downtown.

We partnered with the Greater Hazleton Civic Partnership and POWER! to organize a **5/10K Town & Trail Run**.

2nd Fridays Downtown

Beginning in July, the Alliance partnered with Hazleton POWER! and the Greater Hazleton Chamber of Commerce to initiate "2nd Fridays" events on the second Friday of each month, which brought hundreds of people into downtown Hazleton for cultural activities, family fun, and merchant promotions. This approach has successfully been used as a downtown revitalization tool in thousands of communities across the country. Over 25 local businesses participated, as did the Hazleton Art League, the Greater Hazleton Historical Society & Museum, Catholic Social Services, the YMCA/ YWCA, and several talented artists, musicians, and dancers.



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



Design Assistance

In addition to administering the Downtown Overlay District Ordinance applications, the Alliance has also been providing free design assistance to property and business owners when they express interest in investing in facade improvements (such as this example above for 116-118 W. Broad Street). Over the past 12 months, the Alliance has administered 15 applications and provided design assistance for six applicants, including The Shop 2 and Lackawanna College.

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.



The Alliance has been successful in obtaining \$40,000 in grants from private foundations to fund a Facade Improvement Program. The first project, 13 E. Broad Street, is currently underway. This project will result in the masonry restoration of the original ca. 1870 brick facade, as well as the installation of new windows in the historic window openings that have been hidden for approximately half a century.

Beginning in January 2015 the Alliance will begin administering a competitive mini-grant program, which will fund other facade improvements throughout the downtown core.

Based upon work being completed on behalf of the Strategic Downtown Revitalization Plan and the results of a visual preference survey, the Alliance will also recommend amendments to the Overlay District Ordinance.

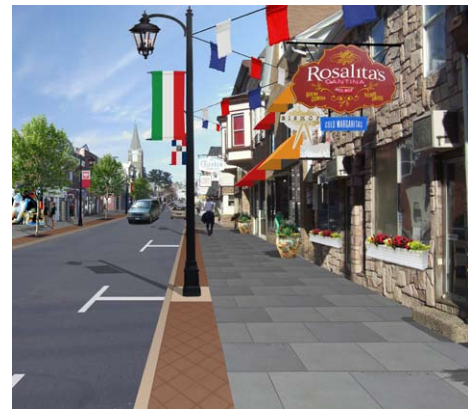


STRATEGIC PLAN



Public Input

As part of the planning process, the Alliance has hosted several stakeholder workshops, a public meeting, and an online visual preference survey. Completion of the study is scheduled for February of 2015.



The Alliance recently commissioned a Strategic Downtown Revitalization Plan to identify the strategic interventions necessary to break the downward spiral of downtown disinvestment and decay. This plan, which is being conducted by a multidisciplinary planning/design team led by Derck & Edson, will result in recommendations for target development initiatives, economic development programs, marketing/promotion strategies, and other special programs that will encourage rehabilitation and adaptive reuse of existing building and new infill development, as well as new business entrepreneurship. The plan is expected to be complete by early 2015. Preliminary recommendations focus on the north side of Broad Street, between Laurel and Wyoming. A new city park, City Arts Center, plaza, and Downtown Business Incubator form the core of the recommendations, as do streetscape improvements to the Wyoming Street corridor.



CITY ARTS CENTER



City Park

Downtown Hazleton does not have a central park or any dedicated urban public space.

The Strategic Downtown Revitalization Plan proposes a public park to be developed adjacent to the west side of the City Arts Center, which will accommodate public events such as the seasonal farmer's market, outdoor performances, festivals, etc. Its adjacency will also allow special events held inside the building to open up to the park on its west side.

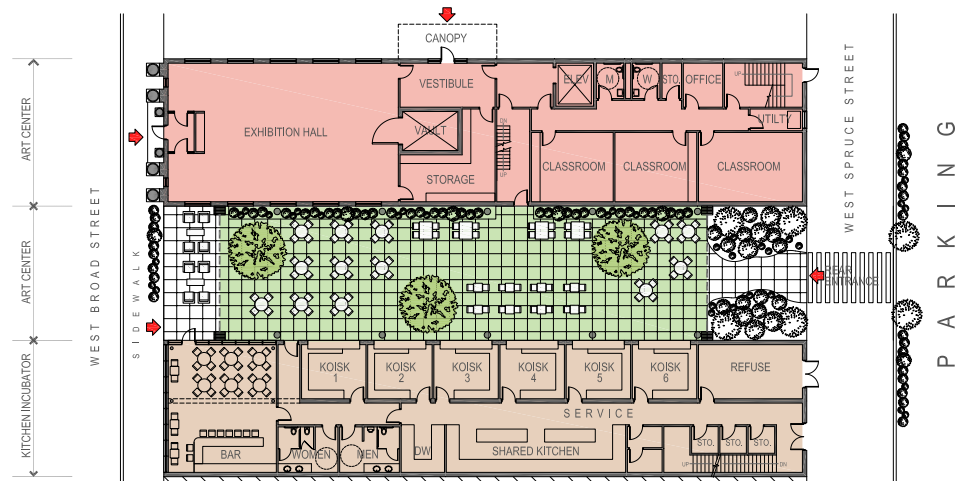


In August the Alliance submitted a proposal to purchase the former Security Savings Bank building, which is currently owned by Luzerne County, in order that it may be renovated to serve as a new City Arts Center. This center which will foster a participatory creative culture through art programs and instruction, musical performances and other cultural events, experiential learning, and volunteer opportunities for the Greater Hazleton community. The Alliance expects to acquire this property by the end of 2014.

The primary tenant will likely be the Hazleton Art League (HAL), which has been providing arts instruction to the Greater Hazleton Community for more than 65 years. Located in a building that no longer serves their needs, the HAL believes that this new central location will result in opportunities to reach more people and offer more activities, attract new members--particularly youth and ethnically diverse groups--and energize their organization in the process.

P A R K

We will elevate our sense of place by recognizing, understanding, and celebrating our distinct heritage, keeping our downtown clean, enhancing our safety and security, promoting culinary diversity, providing unique retail and dining experiences, and supporting the arts.





UPDATE

10.14

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