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QUARTERLY NEWSLETTER: SUMMER 2014

The Alliance has been proud to partner with several other organizations and businesses to bring special programs, activities, and events to the downtown this summer.

### Downtown Farmers Market

In cooperation with the Greater Hazleton Chamber of Commerce, the Alliance has launched the 2014 season of Downtown Hazleton Farmer's Market. Each Friday from 10AM until 2PM Broad Street sidewalks between Laurel and Wyoming are filled with vendors selling fresh veggies, fruit, flowers, and baked goods. Other non-profit organizations, such as the YMCA, Luzerne County Master Gardeners, and the McCann School of Business are also taking part.

### New "Flash" Pocket Park

Thanks to cooperation from the Chamber of Commerce and Hazleton POWER!, and the generosity of several businesses, the vacant lot next to the Security Savings Bank building temporarily hosts music and other performances. A new portable stage and colorful chairs and planters provide opportunities for lunchtime performances during the farmer's market, as well as 2<sup>nd</sup> Friday evenings in the summer. Come out and enjoy some music, or let us know if you would like to perform yourself!



# Hazleton

is turned on

## Every 2nd Friday

Working together with Hazleton Power!, the Greater Hazleton Chamber of Commerce, and other organizations and businesses, the Alliance has been busy planning events to bring people downtown every second Friday of the month. Events include historical walking tours, the free outdoor "Movie at the Markle," music, beer tastings, and coordination of other events and business promotions with participating downtown merchants. Mark your calendar for future 2nds!



Above: More than 80 people gather in front of the Greater Hazleton Historical Society & Museum on Wyoming Street to begin a historical walking tour of the downtown, led by Charles McElwee and Ann Vinatieri, during the August "2<sup>nd</sup> Friday" event. Bottom left: People enjoy free music in the new "flash" park as part of the 2<sup>nd</sup> Fridays event. Thanks to Joe Bogwist, Mark Rooney, and Evelyn Bestwick for performing.

### Board of Directors

Neal DeAngelo III, President  
 Mary R. Malone, Secretary  
 Gary F. Lamont, Treasurer  
 Mayor Joe Yannuzzi  
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 Pasco L. Schiavo, Esq.  
 William L. Spear, Jr.

### Executive Director

Krista L. Schneider

### Upcoming Events

#### Downtown Hazleton Farmers' Market • 31 West Broad Street

❖ Every Friday from 10AM-2PM, July 11 thru August 29

#### FUNFEST • Downtown Hazleton, September 6<sup>th</sup> and 7<sup>th</sup>

#### Pennsylvania Theatre of Performing Arts • 212 West Broad Street

❖ "The Titanic," a musical  
 September 19-28 (weekends)

#### Second Fridays, Downtown

❖ September 12 & October 10

#### 5/10K Town & Trail Run

❖ October 18, 9AM at Greater Hazleton Rails to Trails trailhead



Participants provide ideas and recommendations for the core of the downtown during a design workshop held on August 12<sup>th</sup>.

### Strategic Revitalization Plan

About 70 people gathered in the historic ballroom of the Altamont Hotel on July 8<sup>th</sup> to attend a public planning workshop and pitch ideas for downtown revitalization. One component of the workshop was a "character preference" survey where participants were asked to vote on 18 different elements of a successful downtown. Topics ranged from the styles of awnings, benches, and signage they'd like to see in the downtown, as well as ideas for community branding, park and recreational space, architectural elements, facades, and flags and banners. **If you didn't have a chance to participate in the survey, you can still do so online:** <http://www.derckandedson.com/hazleton>

Another workshop was held on August 12<sup>th</sup> to develop design and adaptive reuse ideas for the downtown core.

### 5/10K Town & Trail Run

Working together with the Greater Hazleton Civic Partnership, the YMCA/YWCA, and Hazleton POWER!, the Alliance is planning a **5K and 10K run for Saturday, October 18<sup>th</sup>** that begins and ends at the Greater Hazleton Rail Trail trailhead at 9AM. The 5K route will be entirely on the trail and take runners out



# THE OPEN DOOR PROJECT

to the Dreck Creek Reservoir before turning back. The 10K route will follow Broad Street to the core of the downtown and then loop around Laurel and Wyoming Streets before returning back to the trailhead. Sponsorships are still being accepted. **For more information or to register, visit [www.townntrail.com](http://www.townntrail.com).**

### Façade Improvements Underway

The Alliance is working with Iglesia Cristiana Monte De Sion church, located at 13 East Broad St., and the CAN DO Community Foundation, to assist with the rehabilitation of the upper two stories of the building's historic façade. This building (circa 1870) is one of the oldest in the downtown. Spec Restoration and Korpics Contracting have just begun work on this project, which will involve masonry restoration, the installation of new windows (to match the historic window openings), and new architectural trim). Stay tuned for project updates!



*Nick DiPasquale of Spec Restoration removes a portion of the siding obscuring the building's historic brick and window openings.*

### Internship Updates

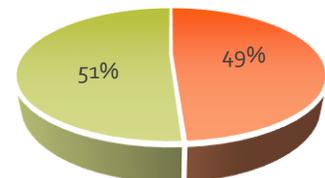
Several of our college interns and volunteers helped out with important projects this summer, including a business and building inventory, website development, business owner interviews, event planning, and real estate inventories. Many thanks to Priya Dalal, Megan Malone, Steven Santos, Jocelyn Rizzo, and Charles McElwee for helping with these projects! This analysis will feed into the Strategic Plan recommendations.

### The Open Door Project

The Alliance is working with the Hazleton Art League, Hazleton POWER!, and the Sage Exchange to sponsor a door mural project. A vintage reclaimed door serves as a canvas, and there are no restrictions on media or materials. Artists may work alone or partner with a community group. **Completed doors will be exhibited throughout the downtown on the Second Friday of September (September 12<sup>th</sup>),** and then auctioned off at a later date. **Completed doors are due September 5<sup>th</sup>.** Doors are free and may be picked up at the Sage Exchange. For more information or to download a registration form, visit [www.downtownhazleton.org](http://www.downtownhazleton.org).

### Fundraising Update

Our ambitious fundraising goal is to raise over one million dollars over the next six years. We are off to a great start! **Already we have reached over 50% of our goal in pledged commitments, thanks to the generous support of local businesses and charitable foundations.** These donations are helping fund our operations so that we can lead the revitalization process. They are also funding the Strategic Plan, and a new Façade Improvement Program for downtown properties.



### How you can get involved...?

- ❖ Donate funds to support our mission.
- ❖ Be added to our email distribution list for updates and events.
- ❖ Volunteer to serve on one of our committees.
- ❖ Attend a public workshop and provide input on the downtown plan.
- ❖ Attend an event downtown.
- ❖ Have another idea? Let us know!