



20 West Broad Street  
Hazleton, PA 18201  
570-455-1509  
[www.downtownhazleton.org](http://www.downtownhazleton.org)

## Our Mission

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

## Who is the Alliance?

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 DBi/Hayden Partnership, and leadership from within the Latino community. We realize that in order for this effort to succeed, **we must share the rebuilding effort with all members of our community**—including those residents and business owners that have been here for generations, our youth who are seeking new opportunities, and the hard-working newcomers who are now making Hazleton their home.

## Why Now?

The City's population is growing, businesses are beginning to move back into the central business district, historic buildings are being rehabilitated for new office space, and PennDOT's \$30M Broad Street improvement project is nearing completion. **The timing has never been better!**

## Our Goal

Our goal is to make the downtown an **exciting and vibrant place to live, work, and visit**. We will do this by attracting new businesses, supporting existing businesses, promoting cultural institutions and programs, finding new uses for historic buildings, and making the downtown safer, cleaner, and greener.

## Fundraising Needs

Our ambitious fundraising goal is to raise **one million dollars** over the next six years in order to provide the "seed money" needed to fund a Strategic Downtown Revitalization Plan, as well as our operating and project expenses for the following five years. This will enable us to implement the plan's recommendations, 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 of our own organization.

## First Steps

With financial commitments pledged thus far, we have been able to hire a full time **Executive Director** to manage our organization and carry out several immediate initiatives. Among others, these include the commissioning of a professionally prepared **Strategic Downtown Revitalization Plan**, which will serve as the blueprint for future growth and economic development within the downtown for the next decade. This planning study will solicit community input through **several public workshops and stakeholder interviews**. It will also involve market analysis and result in recommendations for attracting new retail, residential, and commercial uses to the downtown, as well as recommendations for urban design and redevelopment, safety and security, marketing/promotions, and organizational management. **The plan is anticipated to begin in April 2014 and be complete within twelve months.**

## Board of Directors

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Amilcar Arroyo, Vice President  
Donna Palermo, Secretary  
Steve Hahn, Treasurer  
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Joe Maddon (Honorary)  
W. Kevin O'Donnell  
Pasco L. Schiavo, Esq.  
William L. Spear, Jr.

## Executive Director

Krista Schneider



*The historic Trader's Bank building is currently undergoing rehabilitation as the new world headquarters for DBi Services, Inc., which operates from over 60 locations in North America, Europe and the Middle East. This project will result in over \$6 million of private investment, \$1 million of public investment, and the relocation of 130 employees to the downtown with an average annual salary of \$74,000.*



The Hazleton National Bank building is planned for renovation in the next few years. This will result in over 60,000 square feet of Class A office space, at least \$4 million dollars of private investment, and new spaces for retail or restaurant use.

Above right: Working closely with the City's Office of Community Development, the Hazleton Art League, Hazleton POWER, the Hazleton Integration Project, and the Greater Hazleton Historical Society and Museum, the Alliance recently submitted a grant application to fund a design study of the historic (ca. 1910) First National Bank building (later known as Security Savings) for adaptive reuse and rehabilitation.



## Next Steps

- ❖ Continue raising funds.
- ❖ Hire planning and design consultants.
- ❖ Host public meetings and workshops.
- ❖ Work with downtown property and business owners to improve building facades in accordance with the Downtown Overlay District Ordinance.
- ❖ Work with partners to identify and attract new businesses to the downtown.
- ❖ Develop a website and other marketing materials.
- ❖ Recruit and coordinate volunteers.

## 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.
- ❖ Have another idea? Let us know!

**Downtown revitalization can be a daunting challenge. But as other communities have shown, it can be achieved by working together with focused determination towards a unified goal.**



The long tradition of family-owned retail businesses along Wyoming Street continues to provide opportunities for new entrepreneurs. Working closely with our partners, the Alliance plans to coordinate programs to improve the success of small-business start-ups, increase the safety and security of the downtown business district, and attract a broader customer base.

### Legacy Committee

#### William J. Spear, Sr., Co-Chairman

Bill Spear Sr. began working as a pharmacist at Hazle Drugs in 1961, the oldest pharmacy in downtown Hazleton (est. 1868). He began purchasing stock in the company in the 1970s and eventually became owner. Today he operates the business with his son, Bill Spear, Jr. and continues to be committed to the success of downtown Hazleton.

#### Milton Lloyd, CPA, Co-Chairman

Milton Lloyd began his accounting firm in the Traders Bank building in 1957, and has been serving clients ever since. Recently relocated to the Markle Building, Milt has expanded his firm to include new associates and employees. He considers downtown to be the center of the business community, and believes this initiative will help to sustain and reinforce that important identity.

Contact: Krista Schneider, Executive Director, at 570-455-1509 ext. 23 or [kschneider@downtownhazleton.org](mailto:kschneider@downtownhazleton.org).