

## **Summary of Downtown Allentown Alliance (DAA) Presentation**

### **To City of Allentown, CED Committee Meeting - July 16, 2025**

- Over the last 11 years, many positive, exciting things have been accomplished in Downtown Allentown, but there is no entity focused exclusively on clean and safe streets, retail support, activation, and stewarding the downtown brand.
- The Downtown Allentown Alliance (DAA) is modeled after national, proven best practices for place-management organizations (Main Street Program). The DAA will provide dedicated, cohesive management of the downtown's many assets.
- The DAA has strong local leadership with a clear mission. It is a professional, public-private partnership built to serve the downtown and the people who live, work and visit here.
- The DAA has a clear strategic plan to enhance engagement and vibrancy, curate a dynamic retail scene, celebrate cultural heritage, and create a positive public perception of downtown Allentown, including its small businesses and its larger assets like its arts institutions, LCCC, entertainment venues, hotels, etc.
- A preliminary DAA budget has been built, but a sustainable revenue model is needed to launch and maintain DAA and its work. The City's investment will boost confidence among other donors and lead to additional investment. For every \$1 the City contributes to DAA, it will unlock an additional \$3 in funding from private, state, and other public sources.