



City of Allentown  
Department of Finance  
Purchasing Office  
435 Hamilton Street, Room 234  
Allentown, PA 18101

## Technical Proposal: Revenue Development in Allentown, PA

Submitted by: Power and Success

Power and Success is pleased to present this technical proposal in response to RFP No. 2024-30, aimed at revenue development for the City of Allentown, PA. With our extensive experience in consulting, staffing, and community engagement, we offer innovative solutions tailored to the unique needs of Allentown. Our proposal emphasizes creative revenue streams, leveraging our connections within the community and expertise in youth entertainment and sports tournaments.

### Objectives:

1. Develop diversified revenue streams to reduce reliance on property taxes.
2. Enhance community engagement through youth-focused entertainment and sports activities.
3. Increase revenue without adversely impacting public opinion or the city's competitiveness.

### Approach:

1. Youth Engagement and Community Events:
  - Establish partnerships with local schools, community centers, and youth organizations to organize regular entertainment events, workshops, and recreational activities.
  - Host basketball tournaments, leagues, and camps targeting youth and young adults, creating opportunities for participation and spectatorship.
  - Offer mentorship programs, skill-building workshops, and leadership development initiatives alongside entertainment events to foster community cohesion and youth development.