



March 16, 2021

To: Allentown City Council Members

Re: Allentown Arts Commission and Materials Conservation Partnership

On behalf of the board of the directors of the Allentown Chamber of Commerce, I am pleased to submit this letter of support for the Allentown Arts Commission to continue their partnership with Materials Conservation creating public art projects within the City of Allentown.

The arts provide a significant economic driver and the Commission, along with the CED department is doing great work in support of Allentown and our artists with projects like:

- Murals and public art – In 2020, two amazing murals were installed, including, the “Welcome to Downtown Allentown” mural at 120 S. 8th Street by Mila Sketch and “Reading is a Portal” by Aaron Glassman and Celeste Byers at 1232 ½ West Gordon Street, across from the entrance to the new Brigadier General Anna Mae Hays Elementary School.
- Art of Encouragement projects – providing grants to artists who are residents or work in the City of Allentown.

We recognize that partnerships are needed to accomplish our goals and we support the city’s relationship with Materials Conservation as professionals to run the artist selection process for grant opportunities for Allentown working artists. These projects create a more aesthetically pleasing streetscape for our businesses, arts and cultural organizations, downtown workers, residents, and visitors alike. Additionally, these two murals are in our neighborhoods connecting to our residents and creating a sense of community.

As Allentown continues the economic renaissance we have been experiencing, having our city continue to have public art projects helps to attract people to live, work, and visit our great city.

As the chair of the Allentown Chamber, I fully support the City’s streetscape enhancement and public art projects and I look forward to seeing additional works of art on our city streets in the coming year.

Sincerely,

Meghan Castanaro
Chair, Allentown Chamber of Commerce