

# Investing in a Clean, Safe, and Vibrant Downtown



Downtown Allentown Alliance



# Why now?

**\$1.5B**

Public and private  
investments

**5,000+**

New employees

**2,000+**

New residents

**4M+**

Annual visitors

## **But small businesses in DAA footprint need support.**

- 666 businesses are in the DAA footprint
- 42% of businesses are on first floor
- 18% first-floor vacancy rate
- 8% of the entire City's real estate taxes are paid within the DAA footprint

**DAA footprint = less than 2% of City ...but contains 17%  
of businesses & 17% of employees**

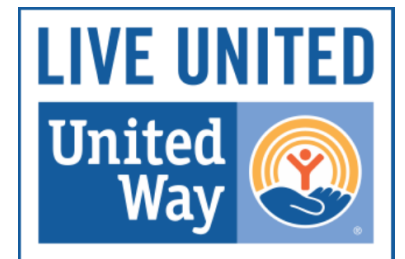


# The opportunity:

## *Building a Main Street Model*



- DAA is modeled after national best practices for place management organizations
- Guided by a 6-month planning process from National Consultant
- Over 1,700 community voices shaped the plan





daa

## Strategic Pillars

**Enhance  
Engagement  
&  
Vibrancy**

**Inspire  
Loyalty  
&  
Advocacy**

**Curate a  
Dynamic  
Retail  
Landscape**

**Celebrate  
and  
Elevate  
Cultural  
Heritage**



# Pilot Program: Block by Block Ambassador Team

## Scope of Services *(Pending final scope):*



- **Hospitality:**

Wayfinding, visitor engagement, merchant outreach

- ***Clean:***

*Sidewalk detailing, graffiti removal, litter control*

- ***Safe:***

*High-visibility patrols, safety escorts, event support*

# daa Clear Messaging, Marketing

- Shape a positive identity & a clear, unifying message
- Promote downtown regionally to help reframe perception
- Market our assets
- Promote small businesses through coordinated campaigns that drive traffic and awareness



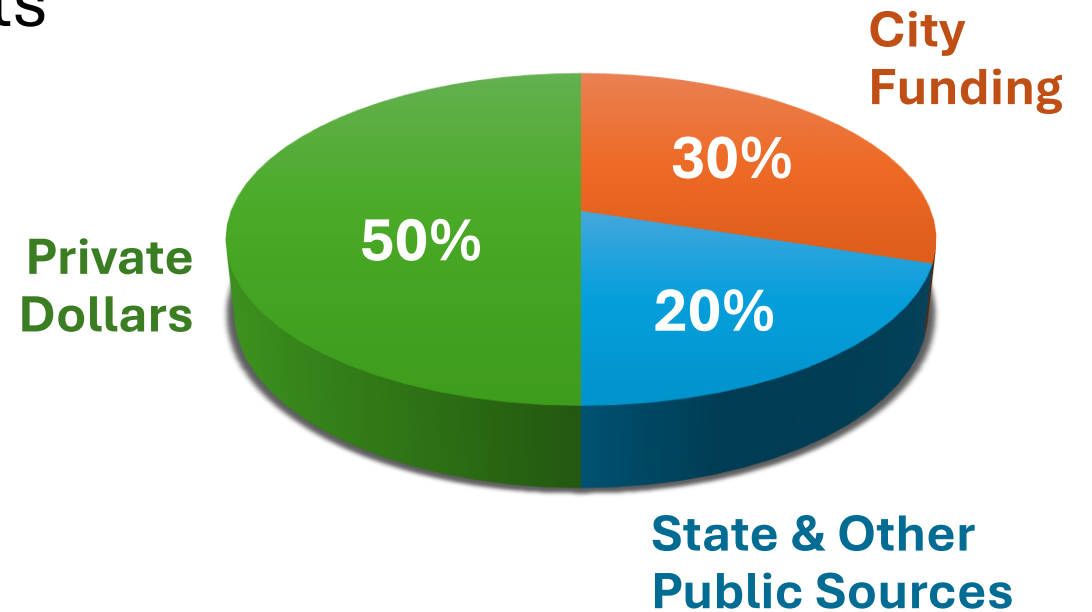
# daa Sustainable Revenue

- Municipal contributions \*
- Corporate contributions
- Philanthropy / Arts & culture grants
- Earned revenue / sponsorships

*\* Pending Board and Council Approvals*

City percentage  
decreases over time

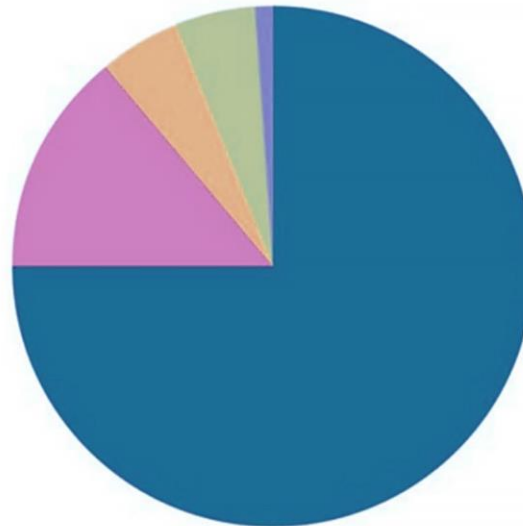
**For every \$1 the City contributes, it unlocks approx. \$3 in additional funding from private, state, and other public sources.**



# 2021-2022 Financials

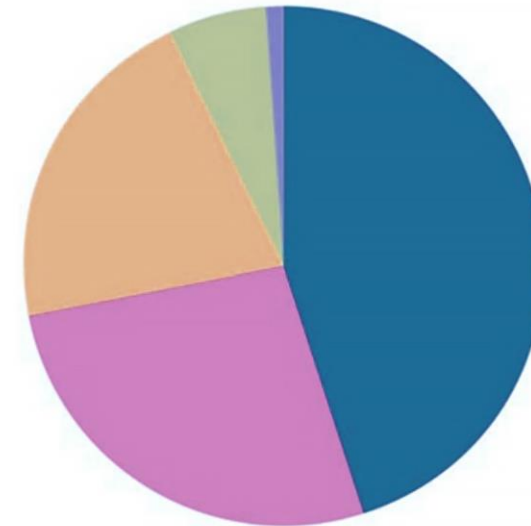
GEDP brought in nearly \$3.7 million in revenue to support its work in 2021-2022

**Expenses**



**Programs: 75%**  
**Administration: 14%**  
**Marketing: 5%**  
**Grants to Others: 5%**  
**Fundraising: 1%**

**Revenue**



**Programs & Events: 45%**  
**Government Grants: 27%**  
**Corporate Contributions & Sponsorship: 21%**  
**Foundations/Trusts: 6%**  
**Individual Contributions: 1%**



# City Contributions Lead to Confidence





# Shaping the Future of Downtown Allentown Together