

ORDINANCE NO.

FILE OF CITY COUNCIL

BILL NO.\_53 - 2025

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JUNE 18, 2025

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AN ORDINANCE

Amending the 2025 General Fund to provide for a supplemental appropriation of Three Hundred Thousand Dollars (\$300,000.00) to support the Main Street Program in the Department of Community & Economic Development.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ALLENTOWN:

SECTION ONE: That City Council authorizes an increase to the General Fund in the amount of Three Hundred Thousand Dollars (\$300,000.00) from the unappropriated balance as follows:

**General Fund, Community & Economic Development Department  
Director's Bureau, Administration Program**

<b>000-09-0901-0013-50046-</b>	<b>Other Contracted Services</b>	<b>\$ 300,000.00</b>
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SECTION TWO: That this Ordinance will take effect ten (10) days after final passage.

SECTION THREE: That all Ordinances inconsistent with the above provisions are repealed to the extent of their inconsistency.

## Legislative Template

- **What department or bureau is this bill originating from? Where did the initiative for the bill originate?**

Department of Community & Economic Development.

- **Summary and facts of the bill.**

This ordinance allocates \$300,000 to the Main Street program for the activation and support of the city's downtown. The money will be used to support efforts to increase community events, foot traffic, and safety. It will also be used to provide support through marketing and social media presence to enhance the citizen experience when visiting the downtown.

- **Purpose – Please include the following in your explanation:**

- a. **What are the goals or tasks the bill seeks to accomplish?**

The Main Street program will utilize a multi-pronged approach to improve the citizen experience when visiting the downtown. An ambassador program will create a physical presence on the street to assist folks with parking and directional needs, accompany people to vehicles if needed, address immediate cleanliness needs and assist with special events.

- b. **What are the benefits of doing this?**

Allentown's downtown has become a destination site – visits to the PPL arena, the DaVinci Center, the Moxy, Symphony Hall, the Archer and a variety of other locations and events increases foot traffic and sets the stage for both out of town visitors and citizens to need support. Recent special events drew record breaking crowds and identified a need for increased boots on the ground to offer directions, information and a set of eyes and ears for the management of parking, trash removal, deliveries, etc...

- c. **How does this bill relate to the City's vision/mission/priorities?**

Vision 2030, the city's Comprehensive & Economic Development Plan cites the expansion of multicultural programming (SA3b, page 151) and arts based economic development as areas for increased attention. The city's Community Health Needs Assessment (2024) cites social isolation as a leading indicator of increased health risk and a primary identified area of concern for citizens. This bill addresses the goals by improving the quantity and quality of programs in our urban core and addresses the need for a more positive customer experience when visiting downtown.

- **Financial Impact – Please include the following in your explanation:**

- a. **Cost (initial and ongoing)**

The general fund ANIZA revenue account (000-00-0000-0000-46155) recorded revenues in excess of budget expectations in fiscal year 2024. \$300,000 of this surplus will be allocated to the project from the 2025 general fund unappropriated balance along with funding from local businesses, and other contributors.

- b. **Benefits (initial and ongoing)**

Many cities have shown tremendous benefit from the establishment of a fully executed Main Street program. Easton, recently nationally recognized, is a local city where ambassadors are easily seen and well recognized sources of information and guidance are available. Their program is supported by both the city and the community businesses and arts organizations. A well-established Main Street program can increase revenue to local businesses and therefore increase tax revenue to the city.

- **Funding Sources – Please include the following in your explanation:**

- a. **If transferring funds, please make sure to give specific account names and numbers. If appropriating funds from a grant, please list the agency awarding the grant.**

This ordinance authorizes an increase to the general fund Department of Community & Economic Development, Director's Bureau, Administration program expenditure account 000-09-0901-0013-50046-.

- **Priority status – Are there any deadlines to be aware of?**

The Main Street program has currently appointed a board of directors along with officers. The United Way is assisting the program with establishing its own 501-C3 status. The strategic planning process is underway, and the funding is needed expeditiously to allow for the hiring of staff to begin training ideally for a late summer, early fall operation of special events and increased programming.

- **Why should Council unanimously support this bill?**

Council should unanimously support the bill because this organization will assist in activating the heart of the city. It has been demonstrated, as recently as the Fiesta on Hamilton, that additional manpower and coordination is needed as Allentown continues to grow its footprint and attract visitors from all over. A vibrant downtown creates a destination for arts, culture, inclusivity, civic pride and community.