

# Southside Vision 2014

## FACT SHEET



## Community Impact

### Funding

Four corporations provided **\$1,942,602** directly resulting in over **\$14 million** of programs, projects and physical improvements for Southside residents.

- CADCB held 18-week business training seminars twice a year, resulting in the opening of 83 businesses in south Bethlehem, and 63 in other areas of Bethlehem.
- Southside Vision 2014 helped fund the design of the linear park known as South Bethlehem Greenway; public artwork, native plants and a playground were installed.
- The world-class Skateplaza was built, in part, with \$167,210 from Southside Vision 2014.
- A splash park at Yosko Park was constructed, ball fields were improved at Saucon Park, and a new pocket park - Tranquility Park - was created on East 4th Street.
- Over 3,000 Southside teens participated in more than 50 recreational, educational and/or enrichment programs.
- Improvements were made to 232 owner-occupied Southside homes.
- CADCB led a neighborhood visioning process to brand the business district in the 500-800 blocks of East 4th Street, now known as Four Blocks International. Southside Vision 2014 developed marketing initiatives including creating a website, a video, street festivals, and a commercial signage program.
- \$304,440 in commercial façade improvements were made, creating 10 new storefronts in Four Blocks International. More than 70% of this investment came from building owners. The vacancy rate in this neighborhood has dropped from 41% to 14% between 2002 to 2013.
- Master plans for revitalization of the Four Blocks International and the Eastern Gateway have been completed and implemented.
- Murals were painted on the Paul B. Wood commercial building and the Skateplaza.
- Public benches were purchased and installed in the Eastern Gateway; an entry plaza has also been designed for the Skateplaza and will be constructed in 2014.
- 94 acorn-style street lights were installed along East 4th Street between Hayes and William Streets. According to the Bethlehem Chief of Police, there is a continued downward trend in reported crime and police incidents in the district where the lights were installed.
- In 2014, \$100,000 of Southside Vision 2014 funds will be combined with City funding, Envision Lehigh Valley's HUD grant, and a PA Keystone Communities grant to complete streetscape improvements along East 4th Street in the Eastern Gateway.
- A survey of south Bethlehem residents indicates that they feel positive and hopeful about their lives and their community: 70% believe the Southside will continue to be a better place, and 74% believe they will do better each year.



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