



# CITY OF BETHLEHEM

10 East Church Street, Bethlehem, Pennsylvania 18018-6025

OFFICE OF THE MAYOR

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[www.bethlehem-pa.gov](http://www.bethlehem-pa.gov)

Dear Business Owner,

I am writing today to invite you to consider the City of Bethlehem as the home for your business. Bethlehem is a city of 75,000 people in eastern Pennsylvania, a City known for its rich colonial and industrial history. Today, Bethlehem is experiencing an economic and cultural renaissance promising a future as bright as the City's past.

Boasting two beautiful downtown districts, the Historic Moravian District and the Southside Arts District, our small business owners flourish, serving the tourist population, local and surrounding area residents, and the college students that attend Moravian University, Lehigh University and Northampton Community College. The Historic Hotel Bethlehem anchors the Historic District on Main Street, and Wind Creek Casino, ArtsQuest and the Steel Stacks Event Center anchor the SouthSide Arts District, collectively pulling in tens of thousands of people annually.

Affectionately referred to as "The Christmas City," Bethlehem is home to many holiday festivals and events that crowd our streets during the winter months. With Musikfest in the summer, Christkindlmarkt & Christmas City Village in the winter, "First Fridays" every month, and much more, there is a steady influx of patrons eager to soak up all that Bethlehem has to offer throughout the entire year. With craft breweries, distilleries, cideries and meaderies, boutiques, restaurants, historical landmarks and the oldest book shop in the country, our small business owners and organizations offer a wide variety of goods and services.

We also offer business resources for small business owners looking to launch or expand here. These resources include grant and loan funding and technical assistance to work with you to find the perfect location. We would love the opportunity to discuss Bethlehem and how it can be the perfect place for establishing or expanding your business. If you are interested in learning more, please contact our Economic Development Coordinator by emailing [starthere@bethlehem-pa.gov](mailto:starthere@bethlehem-pa.gov), or calling (610) 865-7085 to set up a time to discuss.

Sincerely,

William J. Reynolds  
Mayor



## Business Development Resources

**Site Selection Assistance:** Whether you're choosing a neighborhood for your business, or trying to identify the best use for a property that you own- our Economic Development team can help. We can assist to identify appropriate locations or neighborhoods for a business, propose locations that best meet your needs, help existing businesses locate larger facilities or additional locations, and review potential sites under consideration by a business to identify any issues before a lease or sale. The staff can also provide maps of resources such as the Enterprise Zone, KIZ, LERTA, and CRIZ, and confirm your eligibility for these services and programs.

**Keystone Innovation Zone (KIZ):** The KIZ consists of the majority of South Bethlehem, where young companies can qualify for financial and advisory support. The KIZ's financial incentives include commercialization grants, internship funding, and up to \$100,000 per year in tax credits. Qualified companies must be less than 8 years old, headquartered within the KIZ boundaries, within one of the targeted industries, and developing an innovative product, solution, or technology.

**Partnership for Innovation (Pi):** Pi is an affordable location for startup companies that provides shared space and common services. Located on the 2nd floor of a 1911 silk blouse factory in the heart of the Bethlehem's artistic and tech-savvy Southside, Pi boasts private and secure office suites ranging from 114 to 2,000 square feet. The building's industrial feel is retained in wood floors, brick walls and open ceilings. Pi is located in the Keystone Innovation Zone which affords tenants substantial grant and tax credit programs.

**Bethlehem Small Business Loan Fund:** The Bethlehem Small Business Loan Fund makes available financing to all businesses in the City with a focus on business start-ups and growth. Loans are intended to be used as gap financing in conjunction with other traditional sources of funding such as owner's equity and bank loans. Among other HUD requirements for these loans, jobs are to be created for individuals earning 80% or less of the area's median income. Funds range from \$25,000-\$100,000 and can be used for acquisition of property, construction, substantial renovations, and equipment purchases. Borrowers must create one full-time equivalent position for each \$35,000 borrowed within three years of the loan, and submit semi-annual financial statements and employment statistics. The Small Business Loan Fund is administered by the Rising Tide Community Loan Fund at CACLV. For more information on the Loan Fund, please contact Chris Hudock at (484) 893-1039 or [chudock@caclv.org](mailto:chudock@caclv.org).

**The Exterior Building Improvement Loan Fund:** The Exterior Building Improvement Loan Fund is designed to properly correct building exterior deficiencies, code violations, and to incorporate overall improvements to the building stock in our business districts. While the façade is the primary focus, improvements to the roof, sidewalks and other visible areas of the building are of importance to the integrity of the overall building and to the public safety. Loans are for up to 100% of the project costs, with a maximum of \$60,000. Grants up to \$20,000 are available for the installation of ADA compliant fixtures or the removal of barriers to ADA compliance.

**Façade Grants:** The Façade Grant Program provides a dollar-for-dollar match up to \$5,000 in grant funding to businesses and commercial property owners for the restoration or rehabilitation of a building's facade. The property must be located in one of Bethlehem's designated business districts and be occupied by a first-floor commercial tenant. Eligible exterior improvements include painting, windows, doorways, ramps, stairs, lighting, awnings and signs. Grant disbursement will be for invoices paid up to 50% of the project cost.

Questions? Contact [starthere@bethlehem-pa.gov](mailto:starthere@bethlehem-pa.gov) | (610) 865-7085



## CONTACTS OF INTEREST

Asher Schiavone  
Economic Development Coordinator  
City of Bethlehem  
10 E. Church Street | Bethlehem, PA 18018  
(610) 865-4347 | [aschiavone@bethlehem-pa.gov](mailto:aschiavone@bethlehem-pa.gov)

- Questions regarding economic development resources, site selection, start-up companies in Bethlehem, etc.

Tina Roberts  
Permit Coordinator  
City of Bethlehem  
10 E. Church Street | Bethlehem, PA 18018  
(610) 865-7091 | [croberts@bethlehem-pa.gov](mailto:croberts@bethlehem-pa.gov)

- Questions regarding permit applications and processes.

Paige Stefanelli  
Zoning Officer  
City of Bethlehem  
10 E. Church Street | Bethlehem, PA 18018  
(610) 865-7091 | [PStefanelli@bethlehem-pa.gov](mailto:PStefanelli@bethlehem-pa.gov)

- Questions regarding zoning, code issues, proposed uses of commercial space, etc.

Kelly Smith  
Downtown Bethlehem Association Manager  
Greater Lehigh Valley Chamber of Commerce  
(484) 280-3024 | [kellys@lehighvalleychamber.org](mailto:kellys@lehighvalleychamber.org)

- Questions regarding the Historic District Downtown Business Association, Northside events & happenings and business climate in North Bethlehem. <https://getdowntownbethlehem.com/>

Erin Zebertavage  
SouthSide Arts District Manager  
324 South New Street | Bethlehem, PA 18015  
(484) 892-0395 | [manager@southsideartsdistrict.com](mailto:manager@southsideartsdistrict.com)

- Questions regarding the SouthSide Arts District, SouthSide events & happenings and the business climate in South Bethlehem. <https://southsideartsdistrict.com/>



Tammy Wendling  
Senior Vice President, Bethlehem Initiatives | The Lehigh Valley Chamber of Commerce  
(610) 739-1775 | [tammyw@lehighvalleychamber.org](mailto:tammyw@lehighvalleychamber.org)

- Questions regarding Bethlehem Chamber of Commerce membership & ribbon cutting events.

Anna Smith  
Community Action Development Corporation of Bethlehem  
409 East Fourth Street | Bethlehem, PA 18015  
(610) 807-9337 | [asmith@caclv.org](mailto:asmith@caclv.org)

- Questions regarding business planning and marketing assistance in South Bethlehem.

Robert Mineo  
Finance Assistance Program Director, Small Business Development Center, Lehigh University  
416 E. 5th Street | Bethlehem, PA 18015  
(610) 758-3980 | [insbdc@lehigh.edu](mailto:insbdc@lehigh.edu)

- Questions regarding business planning and financial assistance.

Chris Hudock  
Director, Rising Tide Community Loan Fund  
1337 East Fifth Street | Bethlehem, PA 18015  
(484) 893-1039 | [chudock@caclv.org](mailto:chudock@caclv.org)

- Questions regarding financial assistance.

## DEPARTMENTS OF INTEREST

Recycling Dept.	(610) 865-7082
Health Dept.	(610) 865-7083
Sewer Connection	(610) 865-7063
Water Service	(610) 865-7091
Garbage Haulers	(610) 865-7083

## WEBSITES OF INTEREST

City of Bethlehem  
<http://bethlehem-pa.gov/>

Bethlehem Parking Authority  
<https://bethpark.org/>

Bethlehem Chamber of Commerce  
[www.bethlehempa.org](http://www.bethlehempa.org)