

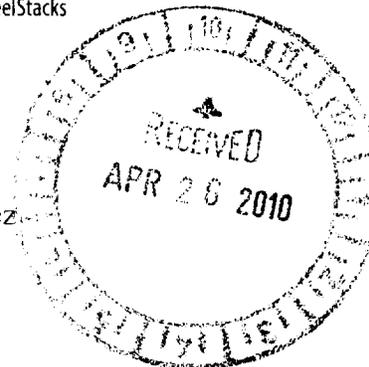
ARTSQUEST

25 W. Third Street, Suite 300 Bethlehem, PA 18015-1238 · www.artsquest.org | (tel) 610.332.1300 | (fax) 610.332.1310
Banana Factory · Christmas City · Christkindlmarkt Bethlehem · First Night Bethlehem · Musikfest · SteelStacks

April 22, 2010

Mayor John Callahan
City of Bethlehem
10 E. Church St.
Bethlehem, PA 18018

President Robert Donchez
City of Bethlehem
10 E. Church St.
Bethlehem, PA 18018



Dear Mayor Callahan and President Donchez,

Please accept this correspondence as a formal request by ArtsQuest to rename the street known as Founders Way to SteelStacks Blvd. ArtsQuest has developed the name SteelStacks to represent the dynamic programming that ArtsQuest will be offering on the campus adjacent to the iconic blast furnaces beginning in May of 2011. ArtsQuest has trademarked the term SteelStacks to represent its programming which will contribute significantly to the arts, cultural and educational opportunities for the residents of Bethlehem and beyond.

As you also know, the structures that remain on the Bethlehem Steel property will obstruct direct view of both the ArtsQuest Center and other structures that are being developed on the campus adjacent to the blast furnaces. We believe that the name change to SteelStacks Blvd. is important to guide patrons to our programs which will include concerts, film, festivals, and other educational programs.

Enclosed please find a draft resolution for the name change along with correspondence from Sands BethWorks Retail LLC, the owner of all of the properties on the current Founders Way other than ArtsQuest consenting to this name change.

Should you have any questions or concerns with regard to this matter please do not hesitate to contact me. Thank you for your consideration.

Very truly yours,

A handwritten signature in black ink, appearing to read "Jeffrey A. Parks".

Jeffrey A. Parks
President

JP/lg

Enclosures

RESOLUTION

Change of Street Name from Founders Way to SteelStacks Blvd.

Whereas ArtsQuest is a non profit organization that makes significant contributions to the City of Bethlehem through arts, culture, education, community development and tourism programs; and

Whereas ArtsQuest is a principal developer in the western end of the former Bethlehem Steel plant; and

Whereas ArtsQuest has trademarked the term "SteelStacks" to represent its programming at the former Bethlehem Steel plant; and

Whereas a new ArtsQuest Center, a performing arts and education complex, is being constructed at the intersection of Founders Way and First Street in the Fifth Ward of the City of Bethlehem and will have its street address on the street now known as Founders Way; and

Whereas the two block street known as Founders Way is the main access to the ArtsQuest Center, Festival Center and Festival Plaza and other areas to be used by ArtsQuest for festivals, concerts, public events and educational activities; and

Whereas the only owners of property on the street known as Founders Way are ArtsQuest and Sands BethWorks Retail, LLC, and

Whereas both landowners have consented to changing the name of Founders Way to SteelStacks Blvd.,

Now therefore be it resolved that the street known as Founders Way situated in the Fifth Ward of the City of Bethlehem between First Street and Third Street is hereby renamed "SteelStacks Blvd."



April 20, 2010

Mayor John Callahan
City of Bethlehem
10 E. Church Street
Bethlehem, PA 18018

President Robert Donchez
City of Bethlehem
10 E. Church Street
Bethlehem, PA 18018

Dear Mayor Callahan and President Donchez,

Please accept this letter from Sands BethWorks Retail LLC acknowledging our support of the request by ArtsQuest to rename the street known as Founders Way to SteelStacks Blvd.

ArtsQuest developed the name SteelStacks to represent the dynamic programming that they will be offering on the campus adjacent to the iconic blast furnaces beginning in May of 2011. They have trademarked the term SteelStacks to represent their programming which will contribute significantly to the arts, cultural and educational opportunities for the residents of Bethlehem and beyond.

The structures that remain on the Bethlehem Steel property will obstruct a direct view of both the ArtsQuest Center and other structures that are being developed on the campus adjacent to the blast furnaces. Changing Founders Way to SteelStacks Blvd. is important to guide patrons to their programs which will include concerts, films, festivals, and other education programs.

The Sands BethWorks Retail LLC appreciates your approval of the request submitted by ArtsQuests to rename the street known as Founders Way to SteelStacks Blvd.

Regards,

A handwritten signature in black ink, appearing to read "R. DeSalvio", with a long horizontal flourish extending to the right.

Robert J. DeSalvio
President
Sands BethWorks Retail LLC

cc: Jeff Parks