2005

10 years after the Bethlehem Steel Plant ceased operation: an abandoned site.
2015

20 years after the Bethlehem Steel Plant ceased operation: a changing landscape.
COMMUNITY DEVELOPMENT
Through The Arts + Horticulture
MUSIKFEST  A DOWNTOWN FESTIVAL

Started in 1984 with 6 venues
By 2000 had 22 venues

Located in parks, plazas, streets,
churches, a small theatre, and a
college performance hall.
MAIN STREET IS FOR:

MUSIC

STREET THEATRE
CHRISTKINDLMARKT BETHLEHEM

A German-style Christmas Market in heated tents supports the Christmas City, USA brand...

... on a parking lot
On the edge of the former steel plant, Banana Factory Arts Center was developed in a building that housed a banana distribution warehouse, a blouse mill and an auto parts store.
PROGRAM IT FOR THE COMMUNITY!

- SteelStacks Official 2014 World Cup Viewing Site Over 50,000 watched the games on big screens.
- Free, Family + Dog Friendly Concerts All Summer
- Free shows all summer with regional performers and performances.
- Christkindlmarkt, Cars + Coffee, Oktoberfest, Musikfest’s Main Stage
IMPACT OF ARTS PROGRAMS

POPULATION
• Bethlehem and neighboring Allentown are the only two cities in Pennsylvania that have a higher population than they did in 1950.
• Other Pennsylvania cities have lost between 7 (Lancaster) and 55 (Pittsburgh) percent of their population.

ECONOMIC WELLBEING
Of Pennsylvania cities over 20,0000 residents, BETHLEHEM has the:
- Highest median household income
- Highest median residential property value
- Lowest poverty rate

ATTRACTION OF CREATIVE TALENT
Bethlehem ranks third in Pennsylvania in terms of number of residents ages 25-34 with college degrees:
Pennsylvania - 38% Philadelphia - 40% Pittsburgh - 59%
Bethlehem - 38%
SPEAKER CONTACT

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CITY PARKS ALLIANCE  MEMBERSHIP

Your connection to information and expertise on new urban park models, practices, and innovative partnerships.

Members have access to a suite of highly-curated resources specifically designed for the parks community including:

• Webinars
• Online resource library
• Urban park study tours
• Advocacy tools
• Discounted registration to Greater & Greener

Join City Parks Alliance today! To learn more, visit our membership table in the exhibition hall or go to cityparksalliance.org/membership.

#greatergreener