



Bushkill Creek Corridor Moving Along

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Over the last six years, in our role as Project Manager, Taggart Associates has been privileged to oversee the various aspects of the Bushkill Creek Corridor Project on behalf of the Easton Redevelopment Authority (ERA).

We are excited to report that the Authority recently executed a development agreement for the Simon Silk Mill with VM Development Group. This agreement establishes the framework for the collaborative planning, design, and mixed-use redevelopment of the 13+-acre, 300,000+-square-foot property, a plan known as *Silk: A Creative Community*. Initial site prep work, including the demolition of the non-historic Frances Building along N. 13th Street, began in September.

Construction of the 2.5-mile Karl Stirner Arts Trail (KSAT) is nearly complete. Contractors are installing handicapped-accessible curb ramps along the route throughout Downtown Easton and putting finishing touches on the trail along the Bushkill Creek. When completed, the KSAT will be the largest City Park in Easton. Future plans call for the installation of sculptures from local, national and internationally recognized artists along the trail.

In June, internationally renowned sculptor Stephen Antonakos was in Easton to unveil his design for a neon light sculpture that will be installed on the Silk Mill's iconic smoke stack and boiler house. This piece will serve as a beacon to Easton visitors and give *Silk: A Creative Community* instant credibility as a world-class arts and creative industries destination.



Karl Stirner Arts Trail under construction.



Photo courtesy of Chuck Zovko

Mayor Sal Panto and Sculptor Stephen Antonakos

The 3rd Annual *Movies at the Mill: Easton*, presented by *Merchants Bank* was held on Sept. 24. "The event continues to be one of the signature art and cultural community events in Easton, and serves as a showcase for the Silk Mill and its potential as a creative and cultural center for the region and beyond," said Chad Helmer, Taggart's project manager for the Bushkill Creek Corridor initiatives.



From the President October 2011

I know that I won't be the first person you know to talk about the importance of *community partnerships*. On the local, state and national level, we've been talking about partnerships for a very long time. But getting individuals, corporations, non-profits and government bodies to "walk the talk" is often difficult. There are of course many exceptions, and we do have evidence of successful, beneficial public/private partnerships here in the Lehigh Valley, such as the Greater Easton Development Partnership, the non-profit economic development corporation in Easton that manages the Easton Main Street Initiative and the Ambassador Program, both so critical to Easton's downtown revitalization efforts. Another strong community partnership is represented in the new ArtsQuest SteelStacks Performing Arts Center, a \$40 million project built with a combination of public and private funds.

Recent economic indicators show that consumer confidence is still on the low side and it may be some time before things start turning around. Government at every level is facing huge deficits, and that is not going to get any better with the rising costs of unfunded pensions and aging infrastructure.

So how do we best deal with this? How can we start to take on more responsibility for what's important in our community when supporting funds are drying up?

The answer is *community partnerships*. We need to start doing more things together, leveraging our resources and relationships for the better good. And



I'm not just talking about economic and community development. I'm talking about government, non-profit and private sectors alike. We need to be creative and to learn to do more with less.

Over the course of my career, I have been fortunate to help build countless community partnerships to help get important projects done. In fact, in just about every successful project I've been involved with, the key ingredient has always been a strong community partnership. From raising tens of millions of dollars for an important highway project to making sure there is a strong volunteer base to make an event a success, community partnerships are the key, and the key to building those partnerships is having the right relationships. In today's economic environment — now more than ever — we need to be creative and leverage our precious resources.



Taggart Associates is pleased to serve in the Community Outreach Liaison role for the Sands Casino Resort Bethlehem. The Sands is aware of all of the diminishing resources as well as our community priorities, like giving the children at Donegan Elementary School the best possible start in life. Our job at Taggart is to forge more creative partnerships such as this.

Please take some time out of your day today to consider how you, your company, your agency or your neighborhood might work with others to tackle some of our pressing community needs.

We're here to help make partnerships successful. Just give us a call!

UPDATE: Allentown Sets Plans for its 250th Anniversary

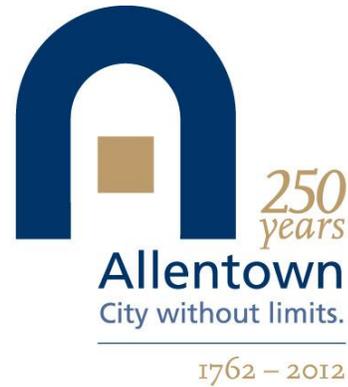
An exciting year of celebration is beginning to take shape as almost 100 volunteers on seven different committees begin working on plans for the various community festivities planned for 2012 as part of Allentown's 250th Anniversary. Taggart Associates is leading the consulting team that is assisting the City of Allentown with these efforts, supported by Haggerty Services LLC and Brubaker Design.

"Bells Will be Ringing" on December 21, 2011, to kick off the yearlong celebration. Residents of all ages will be invited to participate in an array of New Year's Eve festivities planned for downtown Allentown, including a Gala, restaurant specials, carriage rides and an outdoor celebration at PPL Plaza, complete with a countdown drop of a Liberty Bell replica. The year will culminate with the same sort of celebration, creating a new annual tradition for the City of Allentown.

The Parks Celebration will bring together neighbors, churches and civic associations to form independent yet city-wide festivals throughout the year that will showcase one of Allentown's greatest physical assets — its parks. Monthly celebrations are being planned for February through November of 2012 at one of the parks that will include ethnic food, activities specific to the features of that park, and recreational and/or leisure activities that engage the immediate neighborhood.

Every community celebration includes a parade! Allentown will be no exception. A Grande Parade/Homecoming/Street Festival is being planned that will include student bands, businesses and organizations, neighborhood associations, uniformed men and women in service to our country and city, historical characters/floats and local celebrities who will be invited "home" to participate in their hometown's anniversary.

A Celebration of Arts and Culture is scheduled for Spring through Fall, 2012. Elements of local arts and culture to be included are science and technology, theatre, food, history, tradition, music, dance, and film. Plans include partnering with organizations that already offer existing events such as Mayfair and Art in the Park.



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Fun Concert to Support Donegan Kids

A Community Partnership between the Sands Casino Resort Bethlehem and ArtsQuest will support a fundraising concert at SteelStacks for Donegan Elementary School's vital after-school programs.

Dealing with recent budget cuts and expanding program needs, Donegan Principal Sonia Vasquez reached out to the community for support. As Community Outreach Liaison for the Sands, Taggart had already begun to forge a relationship between Donegan and the Sands.

Please plan on joining us for an evening of fun while raising funds for a very worthwhile cause!

Reserve Your Tickets Now!

Artists:

Mambo Kaliente (Opening)
The Flamin' Caucasians

Date: Friday, November 11
Time: 7:00 p.m.
Cost: \$20* Standing Room
\$30* Cabaret Seating
*Plus \$4 ticket fee

Tickets available at:

www.artsquest.org or at the SteelStacks Performing Arts Center



Napoleon McCallum, Director of Community Development at Las Vegas Sands Corp., met with Donegan Principal Sonia Vasquez and the 5th grade leadership group during a recent visit to Bethlehem.