



“The backbone of America.”













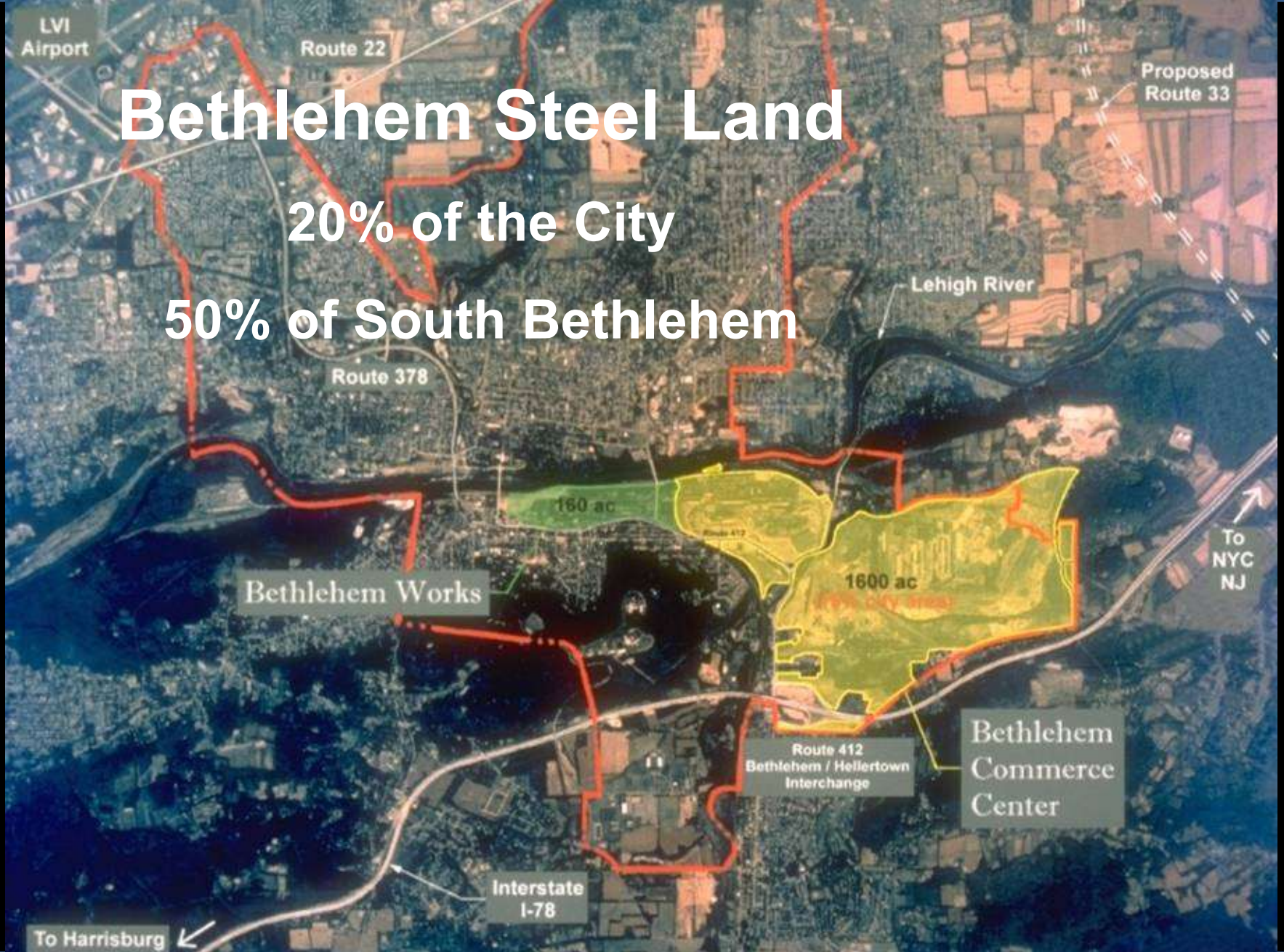




Bethlehem Steel Land

20% of the City

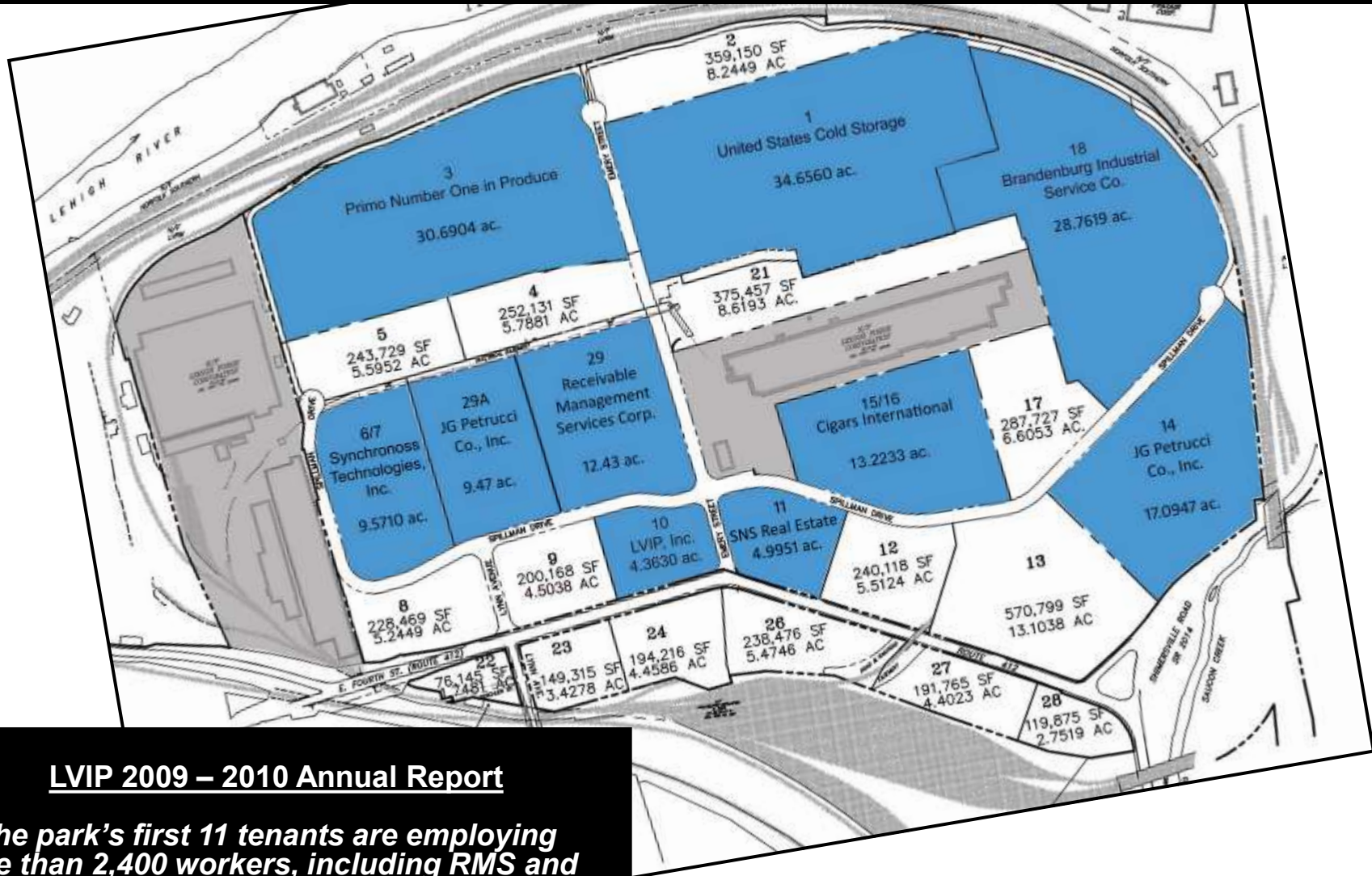
50% of South Bethlehem





LVIP VII Companies:

Creating Jobs, Diversifying the Economic Base, Reclaiming Brownfields

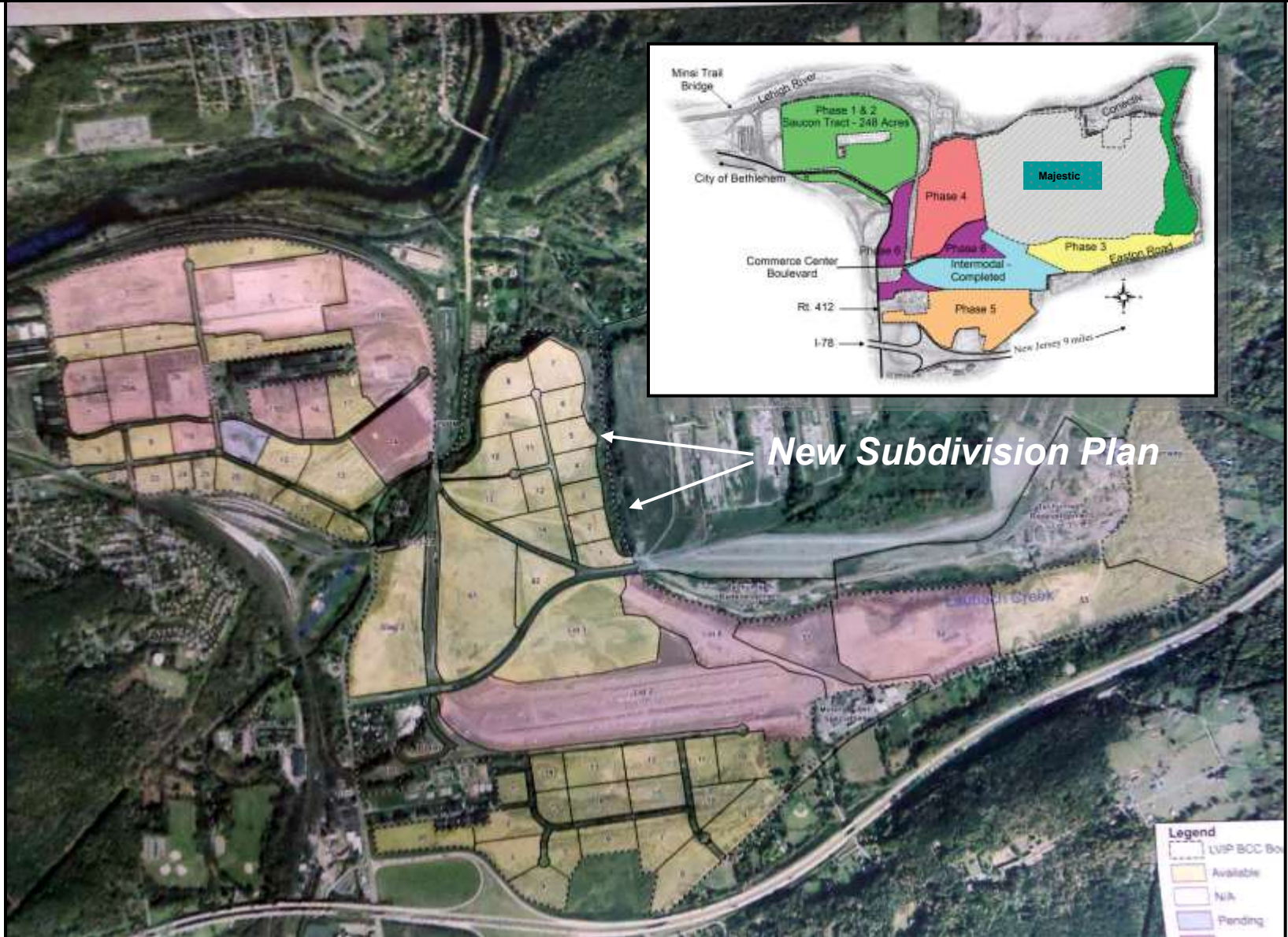


LVIP 2009 – 2010 Annual Report

“...the park’s first 11 tenants are employing more than 2,400 workers, including RMS and Cigars International.”

LVP VII :

Momentum Continues



Liberty Property Trust

Total Project Cost: \$75 million

Projected Jobs: 500

Size: 1.2 million sq. ft.



Majestic Bethlehem Center:

Reclaiming Former Steel Properties & Creating Jobs

Phase 1:
\$100 Million



LEED Buildings

- Total Project Cost.....\$500 Million
- Total Acres441
- Projected Jobs 4,300+ Jobs
- Size.....7 Million SF



-  COMMERCIAL BUSINESS DISTRICT
-  COMMERCIAL RETAIL DISTRICT
-  INSTITUTIONAL DISTRICT
-  RESIDENTIAL DISTRICT



Master Plan

Commercial / Residential

- Casino
- Hotel and Multi Purpose Space
- Retail and Restaurants
- Residential and Neighborhood Retail
- Steel Works Residential Lofts

Cultural / Educational

- SteelStacks - Festival Hall
- SteelStacks - Youth Performing Arts
- PBS 30 Broadcast Studio
- Northampton Community College

- National Museum of Industrial History (Smithsonian)
- Stockhouse Visitors Center

Other Historic Structures to be Preserved and Reused

- Iron Foundry, High House, Gas Blowing Engine House
- Blast Furnace, Hoover Mason Elevated Rail Trestle

















- | | | | | | |
|---|-------------------------------|--|-------------------------|---|--------------------------|
|  | PROJECT SITE |  | MUSEUM / VISITER CENTER |  | TOWPATH TRAIL |
|  | PBS 39 STUDIO |  | HISTORIC STRUCTURE |  | SOUTH BETHLEHEM GREENWAY |
|  | STEELSTAX PROPOSED USE |  | RETAIL | | |
|  | SANDS RESORTS |  | RESIDENTIAL | | |
|  | NORTHAMPTON COMMUNITY COLLEGE |  | RESIDENTIAL/ RETAIL | | |
|  | STEEL ICE CENTER | | | | |



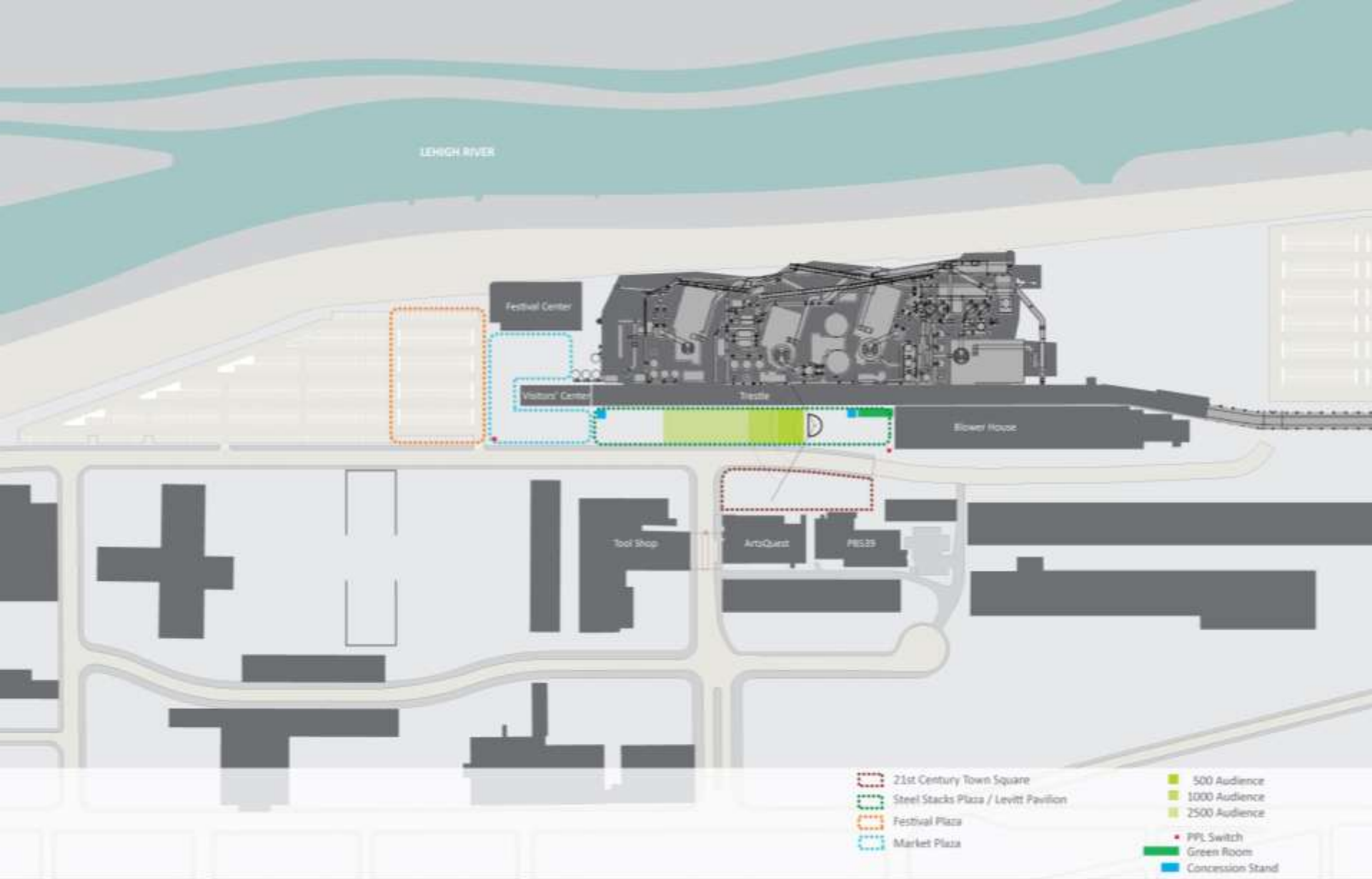




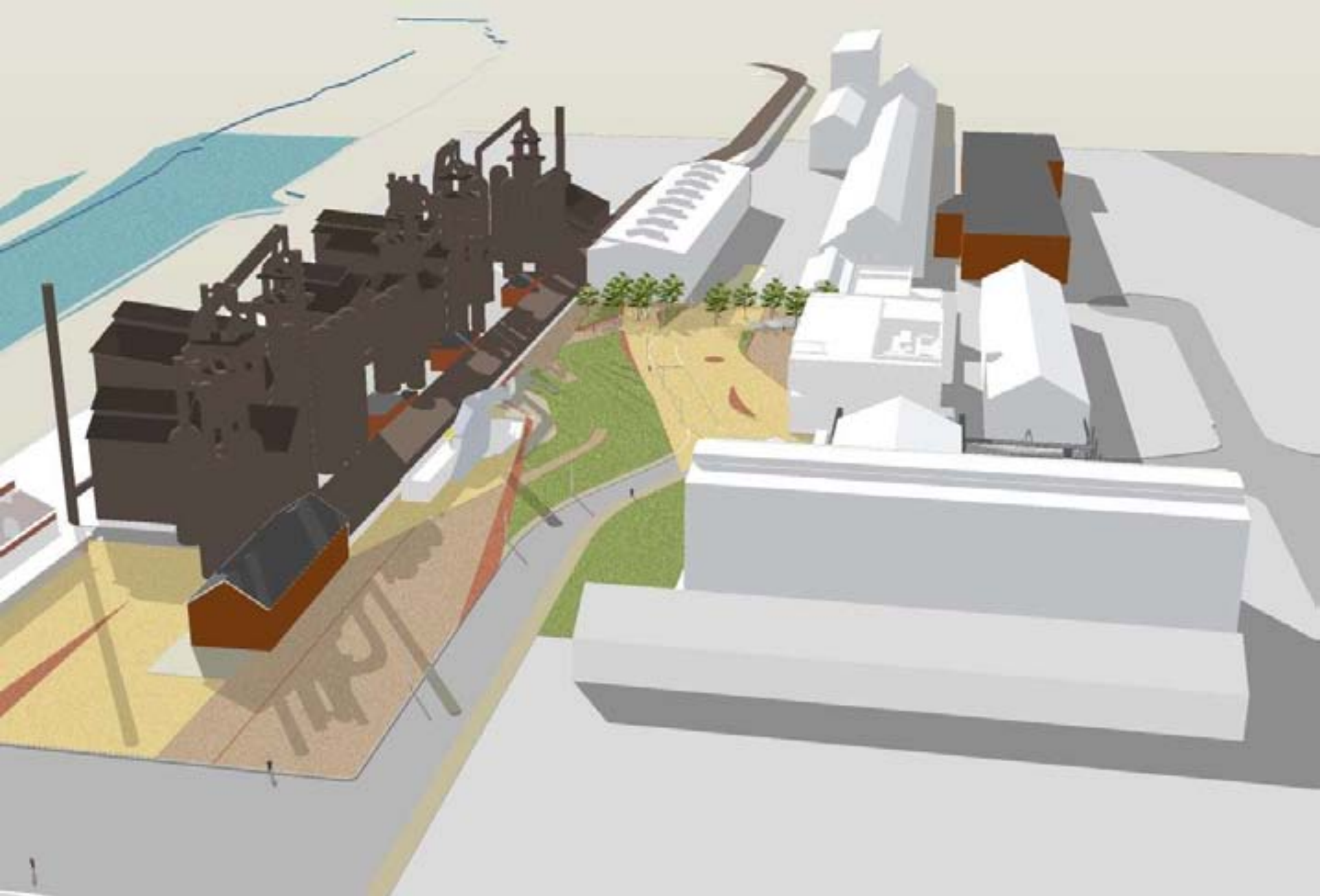




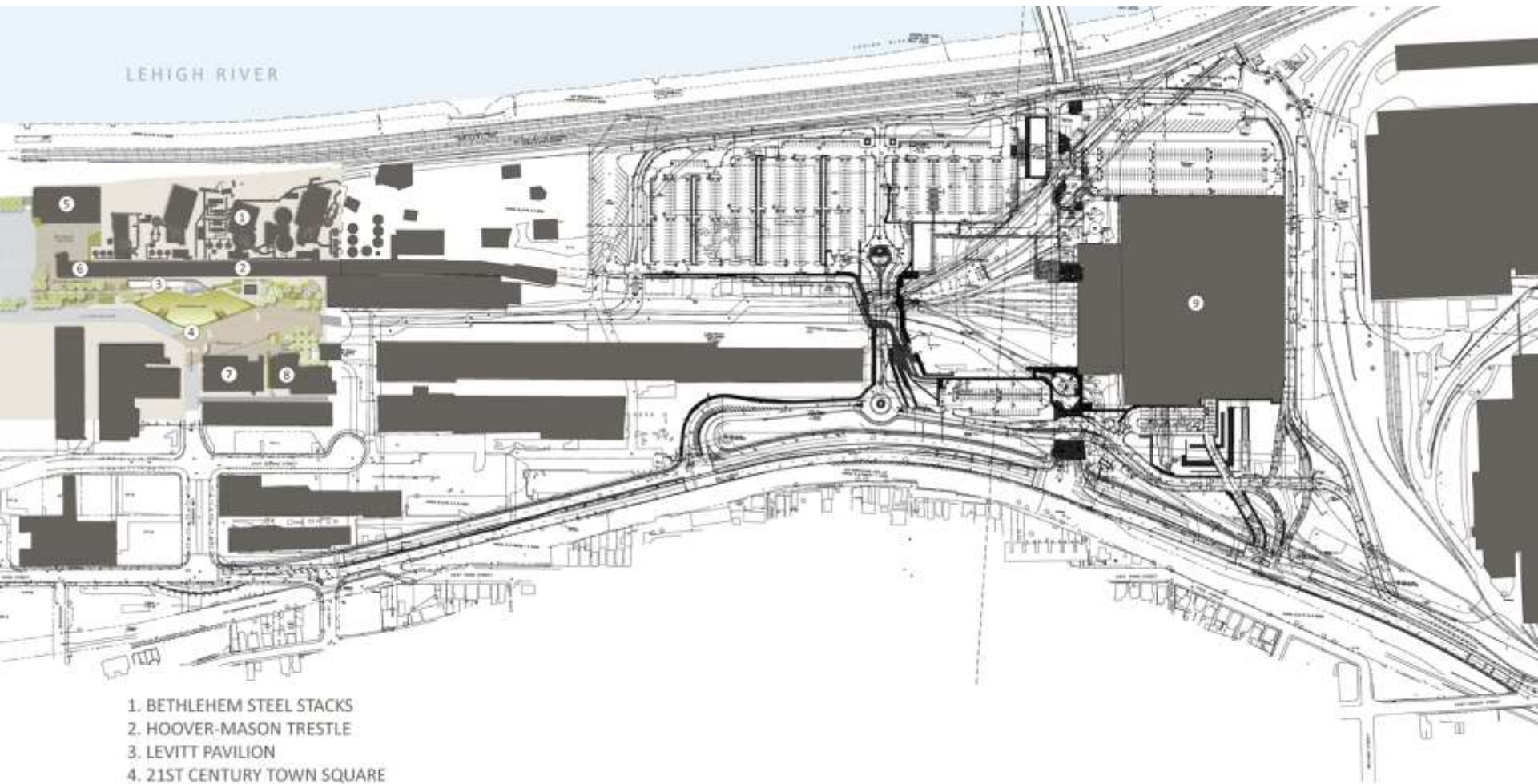
STEWART FARMER
ARCHITECTS



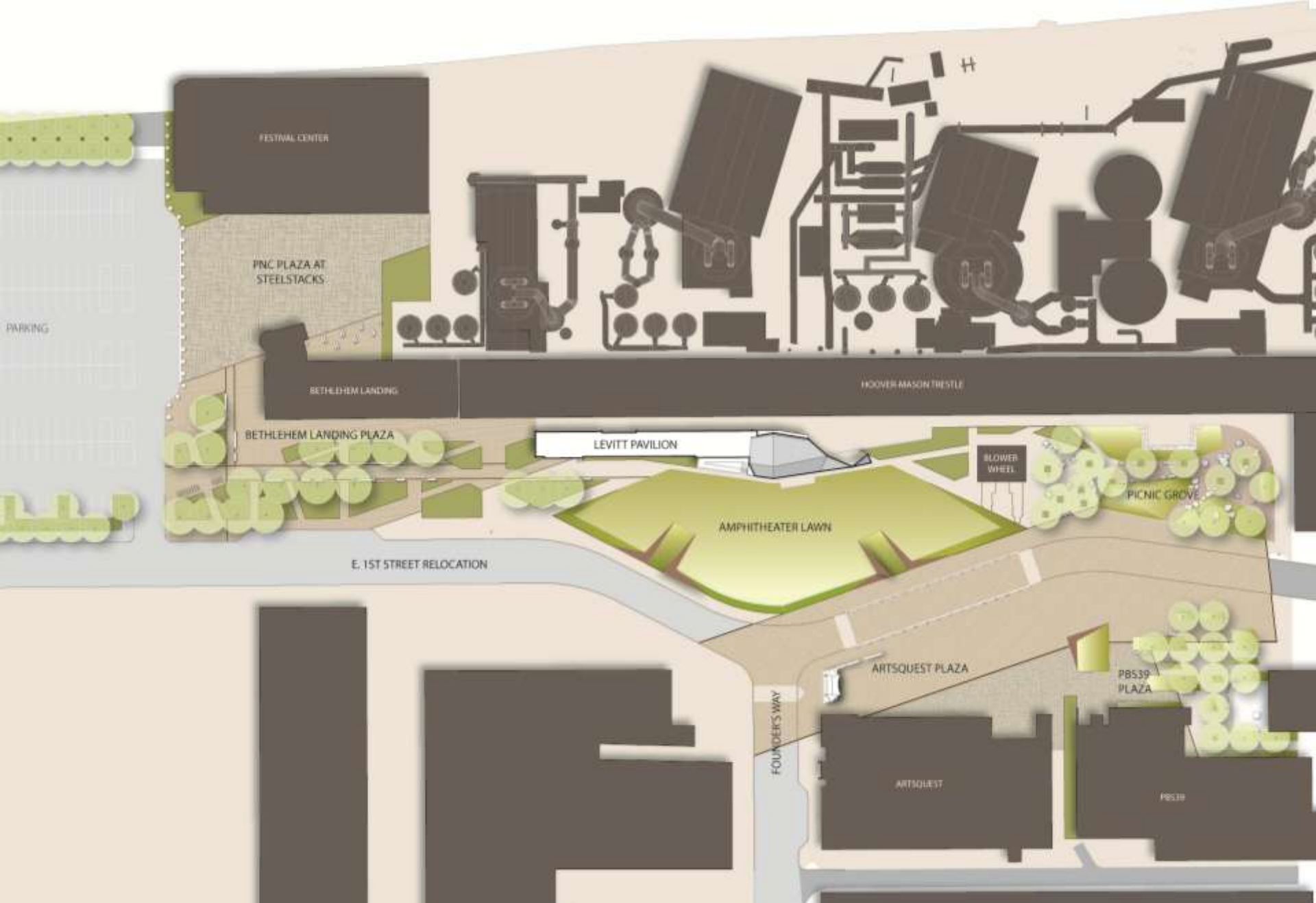
Option-A



LEHIGH RIVER



1. BETHLEHEM STEEL STACKS
2. HOOVER-MASON TRESTLE
3. LEVITT PAVILION
4. 21ST CENTURY TOWN SQUARE
5. FESTIVAL CENTER
6. BETHLEHEM LANDING
7. ARTSQUEST
8. PBS 39
9. SANDS CASINO RESORT

































LEVITT PAVILION

SteelStacks



Photo by Keith Huylebroeck

ArtsQuest is a non-profit organization with a dual mission:

Access to the arts for all in the community and economic development through the arts.

We interpret economic development to include community revitalization and attracting the talented human resources to make our region successful in the Twenty-First Century.



Millennials choose location!

They want amenities.

Contemporary arts and culture are high on the priority list for this generation.

ArtsQuest raised \$16.6 million in the private sector for SteelStacks. There was significant support from the business community because of the issue of attracting and retaining talent.



Photo by Katie Marie

BethWorks Tax Incremental Financing District

Established 1999

Real Estate Taxing Bodies

City of Bethlehem

Northampton County

Bethlehem Area School District



Photo by Joe Ledva

Sands Casino

Opened in May,
2009

\$700,000,000

Taxable entity

which funds TIF

Sands donates

land adjacent to

Iconic blast

furnaces to

ArtsQuest, City

and PBS 39 for

SteelStacks

campus



TIF funds:

Bethlehem
Visitors Center
(in 1863 Stock House)

Levitt Pavilion

Air Products
Town Square

PNC Plaza

Levitt Lawn and
Park

Streets & sidewalks

\$23,000,000



STEELSTACKS
received a total of
\$14,000,000 in
Pennsylvania
Revitalization
Capital Assistance
Project Grant
Funds towards the
\$50,000,000
Capital
Improvements by
ArtsQuest and
PBS 39 and the
\$23,000,000 in
improvements
through TIF funds
by the
Redevelopment
Authority



Photo by Paul S. Bartholomew

NEW MARKET

TAX CREDITS

Used by both
ArtsQuest and
PBS 39

Total allocation by
CDE's \$43 million



ArtsQuest used

Lehigh Valley Economic
Development Corporation
Loan Pool (12 banks and
Lehigh University)

for mezzanine financing.

The \$4 million loan was
50% guaranteed by
Pennsylvania's First
Industries Fund (tourism
and agriculture projects



Photo by Diane Richter

ArtsQuest Center
opened May 1, 2011

Results in first 8 months:

500,000 visitors

Economic impact from
operations: \$29,000,000

372 live music
performances

43 Feature films

9 festivals

4 public art pieces

8 gallery exhibits

77 non-profit events

43 business events

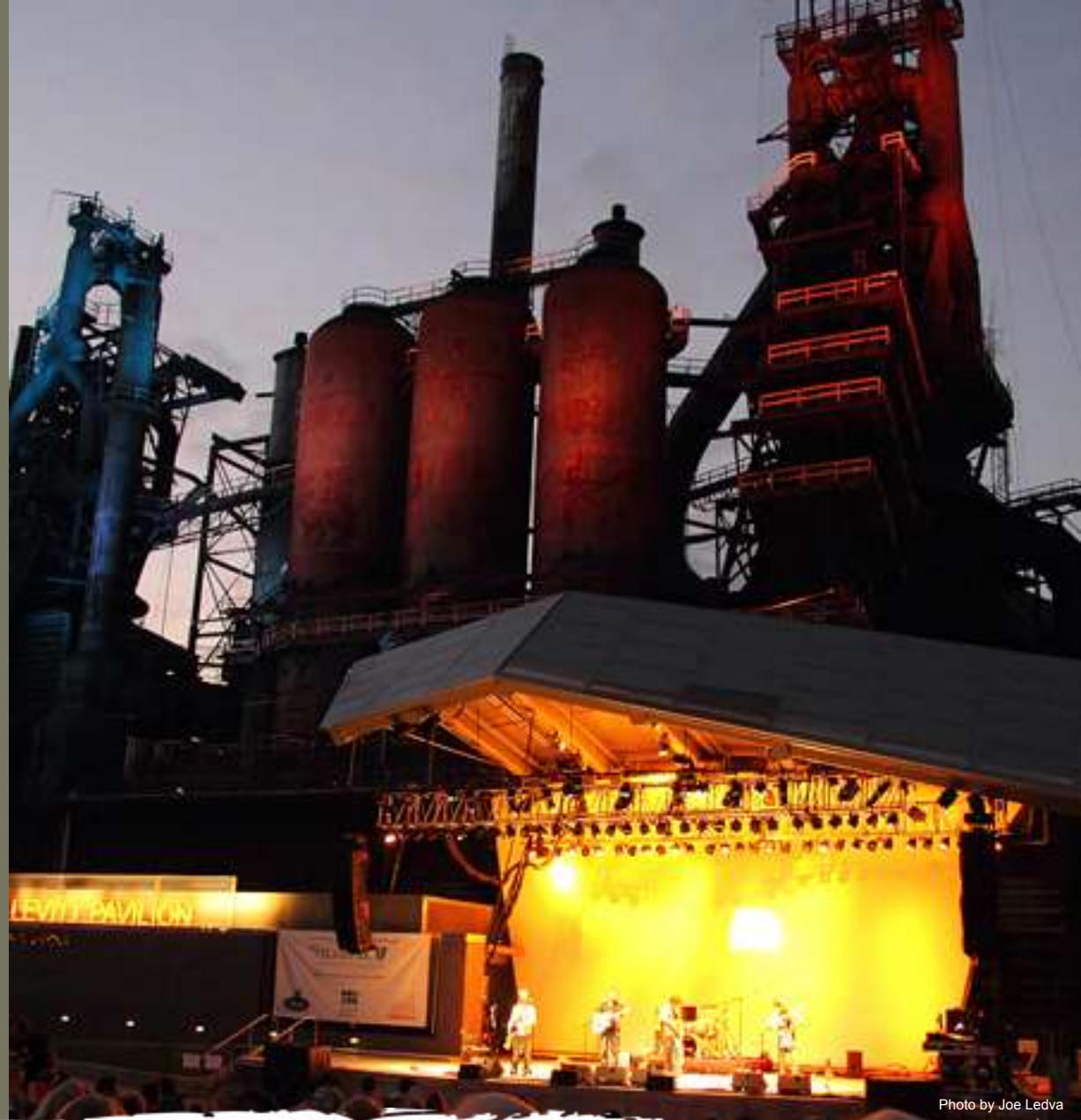


Photo by Joe Ledva



STEELSTACKS

ARTSQUEST
imagine that.

