

WHAT WE DO

HELP individuals start and manage small businesses.

GENERATE new income, employment and ownership opportunities for local residents.

CREATE opportunities and spread prosperity for people and places.

PROVIDE information to residents and business owners who are not participating in the economic mainstream.

ORGANIZE and support community projects that engage and benefit local residents.

SPONSOR and promote recreational activities for youth.

ENGAGE in policy that enables greater opportunities for residents of south Bethlehem.



MISSION

Our mission is to promote social and economic change by fostering business and other economic opportunities within the community of south Bethlehem.

THANKS

We are grateful to the many individuals, corporations, small businesses, banks and government funders that support us and enable us to continue our good work. We're proud of our accomplishments and thankful to those on our staff and boards, and the many partners we work with throughout the year.



Visit us on the web at
www.caclv.org

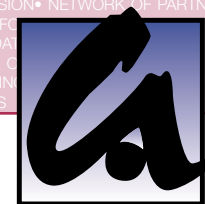
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A copy of the official registration and financial information for the Community Action Development Corporation of Bethlehem, Inc., may be obtained from the PA Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

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**Empowering people
& transforming
South Bethlehem**



**COMMUNITY ACTION
DEVELOPMENT CORPORATION
OF BETHLEHEM**



Southside Vision 2014

Southside Vision 2014 is a twelve-year revitalization program for south Bethlehem's neighborhoods. It is a state-approved Neighborhood Partnership Program that is funded in part by M&T Bank, Spectrum Health Ventures, Inc. of Lehigh Valley Hospital and Health Network, PPL Corporation, and Just Born, Inc. The project is guided by a Steering Committee of leaders from the business community, neighborhoods, non-profit organizations, churches, and city government. The plan outlines the following:

- Creation of an open space network.
- Revitalization of the commercial core of East Fourth Street.
- Enhancing the Eastern Gateway and the Five Points Gateway.
- Improving the quality of the housing stock.
- Building recreational opportunities for youth.
- Generating new business opportunities in south Bethlehem.



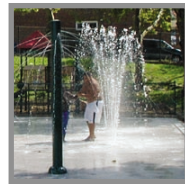
OPEN SPACE

Parks, playgrounds and trails are created to link the Southside.



FACADES

Commercial and residential facade improvements enrich the neighborhoods.



YOUTH OPPORTUNITIES

A variety of recreational and cultural activities abound.



Summer festivals celebrate the rich cultures of the neighborhood.

Four Blocks International

The Southside Vision 2014 revitalization plan prioritizes this area. It identifies the 500-800 blocks of East Fourth Street as a viable commercial corridor – a prime location for commercial establishments to meet the residents' needs. The plan tasks CADCB with

encouraging neighborhood commercial development. Programs such as entrepreneurial training, business technical assistance and a commercial facade loan program accomplish these goals. In addition, a series of visioning sessions were held in the neighborhood. Important themes include: industrial heritage; a tradition of churches; a walkable community; a multicultural home for immigrants; a multitude of spoken languages; and warm people with entrepreneurial spirits. The Four Blocks International identity was selected to celebrate the rich cultures of the neighborhood, both past and present. For more information, visit www.4blocks.org.



Business Development

ENTREPRENEURIAL SKILL TRAINING

CADCB offers an 18-week Start Your Business course for residents of Bethlehem seeking the know-how to own and operate their own businesses. Business topics are introduced and include: legal considerations; record keeping; understanding insurance coverage; developing a marketing plan; understanding financial statements; obtaining financing; spreadsheet analysis; borrowing and saving; and more. Guest experts from the local business community assist in presenting and strengthening course material. Individualized assistance is provided, and students are guided through the process of developing a business plan.

BUSINESS TECHNICAL ASSISTANCE

Prospective and existing business owners are provided technical assistance to develop their skills as business owners. An array of help is available, including: assessing competition; developing marketing strategy; refining sales techniques and production cycles; creating cash flow projections; researching funding opportunities; enhancing computer skills; assessing community resources; and understanding and managing risks.

