



# SouthSide Arts District

## A MAIN STREET PROGRAM

The SouthSide Arts District was organized in 2015 in partnership with Lehigh University and the Bethlehem Economic Development Corporation.



Photo credit: Missy Hartney, SSAD.

Following the nationally recognized Main Street Four Point Approach Program from the Pennsylvania Downtown Center, the SouthSide Arts District's mission is to build upon the community's vibrant and innovative artistic, cultural, and entrepreneurial heritage to support and enhance economic development in South Bethlehem.

## FIRST FRIDAY

On First Friday of every month, Bethlehem's SouthSide Arts District comes to life, celebrating our community, arts and culture! Residents and visitors are invited to view



Photo credit: Missy Hartney, SSAD.

and shop our local art galleries, unique boutiques, salons and shops, all while enjoying food and wine samples and specials from our bars and restaurants.

The evening includes a concert series showcasing multiple local musicians throughout the shops and restaurants on 3rd and 4th streets. Guests can also view several pop-up art galleries

within the shops, dance and theater flash mob performances, artist demonstrations outside and movies on the South Bethlehem Greenway, during the warm months of the year.

## SOUTH BETHLEHEM GREENWAY

You are standing on the South Bethlehem Greenway. The greenway is a rails-to-trails project that connects regional trails like the D&L Trail with the City of Bethlehem and Hellertown. Many partners were involved in the making the trail project a reality, including PennDOT, the Department of Conservation and Natural Resources (DCNR), and city and county government. In the future, the greenway will link to Hellertown and the Saucon Rail Trail, a 5 mile shared use trail that runs south to the Lehigh County border with Bucks County.



Photo credit: Missy Hartney, SSAD.

Through community celebrations like our monthly First Friday event and our yearly Spring on the SouthSide, the SouthSide Arts District has interjected arts and music into the downtown to create a more colorful urban landscape that exudes hospitality and energy. The SouthSide Arts District is the Lehigh Valley's central location for art, entertainment, shopping and dining. From our vast art galleries, unique boutiques, diverse restaurants, and special events the SouthSide Arts District is one of the most eclectic places to live and visit in the Lehigh Valley.



Photo credits: Missy Hartney, SSAD.

