



What we are: The Coopersburg Business Revitalization Program is made up of local government officials, business owners, active citizens and paid staff from the Greater Lehigh Valley Chamber of Commerce. It is a joint effort of Lehigh and Northampton counties, the Greater Lehigh Valley Chamber of Commerce, the Greater Lehigh Valley Chamber of Commerce Foundation and the nine participating boroughs.

Our goal: The goal of the CBRP is to **revitalize downtown Coopersburg.**

How: By utilizing the Main Street™ approach. This approach is a multi-pronged effort designed to enhance the physical condition of Main Street, create coalitions between public and private entities, organize promotional events that increase overall business and exposure to customers and to assist in the economic restructuring of Main Street in a manner that both creates new businesses and expands already existing ones.

Previous success – Coopersburg: Despite its relatively young age, the CBRP has already accomplished a great deal, including:

Design

- Created flower planter program by purchasing flower planters (through private sponsorships) and maintaining them on the corners of Main & State Streets.
- Ran successful Façade Program distributing over \$15,000 in state funding to assist Main Street property owners in renovating their properties.

Organization

- Completed visioning & strategic planning process.
- Designed volunteer information packet.
- Ratified bylaws.
- Successfully executed fundraising effort (5K run) that raised over \$10,000.
- Developed website (<http://www.coopersburg.org>).

Promotion

- Assisted in execution of annual Community Day.
- Organized successful sidewalk sale.
- Designed, with professional assistance, a specific logo the Coopersburg Business Revitalization Program.

Economic Restructuring

- Completed, “Working with the Borough” guide that provides prospective business owners with a variety of information, including contact numbers, permit information and a step-by-step guide to forming a new business in Coopersburg.
- Completed & maintain property inventory.

- Completed & maintain business inventory.

It is important to note that these gains were only realized through involvement in committees such as the CBRP, and while businesses not participating did benefit, they did not benefit nearly as much as those who are active in the Main Street efforts.

How you can benefit:

- *Increase your business:* The most basic and obvious reason is that an enhanced Main Street increases business. Joining the CBRP and contributing to the revitalization efforts is bound to have positive effects for your business.
- *Contribute to the revitalization of Main Street:* One of the key principals of the Main Street approach is that volunteer effort is *required* in order to bring back Main Streets. There are no hand outs and no free lunches. Without volunteer effort, Main Street falls apart. Remember, revitalizing Main Street can only serve to improve your business.
- *Develop Main Street Marketing:* How many customers and businesses have since left Main Street for the safety and uniformity of suburban malls? A large part of this flight is due to a coordinated marketing effort that malls promote. People don't go to malls to shop in *one store*, they do so to shop in *multiple stores* and see what malls have to offer. That kind of coordinated approach is needed to ensure that Main Street thrives.
- *Influence the decisions of the committee:* The CBRP wants to be bigger and more representative of the Coopersburg business community. By joining, you ensure that your business has a stake in all decisions made. Accordingly, you can help create and influence events so that your business will profit!
- *Get the latest on local promotions and grants:* The CBRP is an excellent way to find grants and other promotional tools that will enable your business to grow and prosper. Getting involved with the CBRP gives you the opportunity to have the first look at these opportunities.
- *Networking:* Members of the CBRP include local elected officials, business owners and members of the Greater Lehigh Valley Chamber of Commerce. Joining this committee allows you to discuss and share expertise with these people, as well as ensures that you always have a voice with some of the more prominent local leaders. It also gives you the opportunity to develop relationships with other businesses in the area, providing you with a method to share advice and expertise.
- *Help build a sense of community:* Every study has shown that a successful Main Street is a key way to redevelop civic pride and a real sense of community in an area. These civic-oriented feelings always lead to increased business.

How you can get involved: Contact Mike Schlossberg, Coopersburg Business Manager, at 484-809-1796 or MikeS@lehighvalleychamber.org.