

# Awarding of 2024 Hotel Tax Grants

By Brittney Waylen

EASTON - County Executive Lamont G. McClure and the Department of Community and Economic Development announced that County Council approved \$674,015 for 62 Hotel Tax grants at their meeting on Thursday, December 7th.

Hotel Tax Grants are funded through the County's tax on hotels and Airbnbs. Eligible projects must promote community development related to tourism and/or enhance tourism within Northampton County and be completed within the 2024 Calendar Year.

"Hotel Tax grants increase the numbers of visitors to our culturally rich and historic County," says Executive McClure. "Municipal festivals, our parks and trails system, art organizations, living history exhibitions, and concerts are instrumental to our communities."

Hotel Tax Grants are awarded through a competitive process. Applications are first screened by the Hotel Tax Review Committee, which forwards its recommendations to the County Executive. Grants are distributed at the discretion of County Council.

Applicants must either be a federally registered non-profit entity 501(c)(3), 501(c)(4), or 501(c)(5), or a municipal entity located within Northampton County.

2024 HOTEL TAX GRANT AWARDS			
Applicant	Project	Project Description	2024 Council Awards
ArtsQuest	2024 Outdoor Ice Rink	Rental of temporary outdoor ice rink for placement at base of Steelstacks blast furnaces during Christkindl market	\$ 20,000.00
The Bach Choir of Bethlehem	The 116th Annual Bethlehem Bach Festival	Hold Bach concerts; Orchestra & guest artists/soloists fees & lodging, livestream services, production fees & rental space	\$ 10,000.00
Ballet Guild of the Lehigh Valley	The Nutcracker 2024	Joint production w/Zoellner, Lehigh Music Dept & Ballet Guild, 4 performances of the Nutcracker over 2 days	\$ 10,000.00
Bangor Borough	Bangor Borough Event Marketing, Promotion and Implementation	Hiring of consultant for marketing promotion & event organization/implementation & supplies i.e. tables, chairs, entertainment	\$ 6,000.00
Bethlehem Economic Development Corporation	Southside Ambassadors	Ambassadors	\$ 30,000.00
Bethlehem Township Volunteer Fire Company	Community Days	4 day festival w/rides, games, music & food-Fire dept will andle festival operations	\$ 5,000.00
Blue Valley Farm Show	Blue Valley Farm Show	5 day agricultural event	\$ 12,000.00
Borough of Bath	Historic District Sign Toppers	15 signs Sign identifying historic area of borough	\$ 1,665.00
Borough of Bath	Spuds and Suds 2024	Provide larger festival event	\$ 2,500.00
Borough of Freemansburg	Amiptheater Construction	Build amiptheater creating an outdoor venue	\$ 15,000.00
Borough of Hellertown	2024 Music in the Park	4 concerts to be held at Dimmick Park (1/month May-Aug)	\$ 3,750.00
Borough of Portland	Portland Founder's Day	Event to include scavenger hunt w/face cut outs and mini Pow Wow	\$ 5,000.00
Bushkill Township Fire	2024 Carnival Support	5-day carnival	\$ 5,000.00
Celtic Cultural Alliance	2024 Celtic Classic Highland Games & Festival	3-day Celtic focused festival	\$ 40,000.00
City of Easton	Space Fest 2024	3-day event festival focusing on space related tourism	\$ 18,000.00
Community Action Lehigh Valley	Slate Belt Public Art Trail	Create interactive art map and develop walking/driving tours	\$ 4,200.00

Community Bike Works	National Youth Bike Summit 2024	Financial support for youth project coordinator 2nd option out reach publicity media	\$ 5,000.00
Delaware & Lehigh National Heritage Corridor, Inc.	2024 St. Luke's D&L Racefest	Host marathon, relay, 1/2 marathon run and walk	\$ 20,000.00
Easton Area Neighborhood Centers, Inc.	FarmFest 2024	Family friendly festival with farm tour, entertainment, bee keeping demonstrations	\$ 3,300.00
Easton Book Festival	Easton Book Festival	Annual literary festival with local and out-of-town authors speaking	\$ 5,000.00
Friends of Easton PA, Inc.	West Ward Lighting Project	Install lighting in West Ward and hold lighting event	\$ 3,000.00
The Friends of Historic Easton Cemetery	Videos for the George Taylor Trail	Production of 3-5 minute videos focusing on George Taylor a signer of the declaration of independence & connecting historical sites he visited and lived	\$ 10,000.00
Godfrey Daniels	Sound, Marketing, PR, Hospitality	Sound tech and artist accommodations + marketing	\$ 4,500.00
Greater Easton Development Partnership	Easton Ambassadors-Clean, Safe & Hospitality Services	Contracted services provide clean, safe & hospitality services in Downtown and West Ward	\$ 30,000.00
Greater Lehigh Valley Chamber of Commerce Foundation	Citizen's Christmas City Committee - Décor Expansion Project	Continuation of Décor Expansion project with focus on Broad Street	\$ 10,000.00
Greater Lehigh Valley Chamber of Commerce Foundation	Historic Bethlehem Heritage Traveler Marketing	Continuation of website created & marketing	\$ 75,000.00
Greater Lehigh Valley Chamber of Commerce Foundation	Uptown Northampton Street Fair	Annual street fair 2nd Saturday in Sept-provide entertainment costs	\$ 3,000.00
Hanover Township	2024 Tree Lighting	Annual tree lighting ceremony to include entertainment & advertising costs	\$ 2,700.00
Hellertown Historical Society	1761 Heller-Wagner Grist Mill Interpretive Signage Project	Purchase and installation of interpretive signage	\$ 6,100.00
Historic Bethlehem Museum & Sites	Blacksmith Shop	Smithy salaries for Blacksmith demonstrations	\$ 12,000.00

Historic Bethlehem Museum & Sites	World Heritage Visitation Plan for the Colonial Industrial Quarter	Hire full time site manager to manage operations & schedule docents	\$ 40,000.00
Historic Bethlehem Museum & Sites	Heritage Tours and Living History Demonstrations	Expand tours (daily) & living history Demonstrations	\$ 10,000.00
Horner's Cemetery Historical Society	Tombstone Restorations with Sign, Light, Brochures	Preservation of headstones, purchase signs & panels to post bios on founds of NC, brochures, lighting for	\$ 1,500.00
Jacobsburg Historical Society	Jacobsburg Annual Living History Events 2024	Provision of living history events	\$ 8,000.00
Karl Stirner Arts Trail, Inc.	Installation of Sculpture by Chakaia Booker Along the KSAT	Install refurbished sculpture & host events plus honorarium to artist	\$ 10,000.00
Kellyn Foundation	Vegstock 2024	Vegstock & Vegstock 5K	\$ 5,000.00
Kirkridge Retreat & Study Center	LGBTQI Liberation on the Land	Series of multi-day retreats, cover facilitators fees & childcare for attendees & facilitators	\$ 4,300.00
Lehigh University	Watershed explorers: Industrial History Virtual Reality Experience	8 public outreach programs in conjunction with Jacobsburg, D&L, NMIH, ArtsQuest w/VR Experience	\$ 6,800.00
Lehigh Valley Community Broadcasters Association, Inc. WDIY 88.1 FM	Essential Marketing and Promotion for Arts, Cultural and Educational Organizations/Events in Northampton County	Continue efforts to drive tourism to NC	\$ 10,000.00
Lehigh Valley Public Telecommunications Corp (PBS39)	PBS39's Summer Series 2024	Free on-site programming for children	\$ 5,000.00
Lookout Fire Company	Lookout Fire Company Labor Day Celebration	Fire Co carnival	\$ 7,000.00
Lower Macungie Township Historical Society	Fries Rebellion Film	Production of 30 min film - a LV effort	\$ 10,000.00
Lower Mt Bethel Township	LMBT Community Day 2024	Support of annual community day event	\$ 5,000.00
Moravian Historical Society	MHS Community Events and Tourism	Support of 40+ public programs/events held throughout year	\$ 15,000.00
National Canal Museum (D&L)	National Canal Museum Special Exhibition & Digital Marketing Campaign	Special Exhibit "Putting Down Routes" Exhibit & Digital Marketing Campaign	\$ 7,500.00

National Museum of Industrial History	Bethlehem Steel Walking Tours	Partnership with Steelworker Archives for tours of Bethlehem Steel plant site	\$ 10,000.00
National Museum of Industrial History	Steel Weekend & Steelworkers Reunion Party	Annual two day event to honor steelworkers	\$ 5,000.00
Nazareth Center for the Arts (Cultural and Arts Commission LTD)	Concert Operations	Purchase of stage & support of community arts events throughout year	\$ 8,500.00
Nazareth Downtown Association dba Nazareth Economic Development	Marketing & Advertising	Promote downtown Nazareth & activities via marketing & sponsorship	\$ 7,600.00
North Catasauqua Borough	North Catasauqua Community Day 2024	One day community event. Funds to be used towards band, bounce house and game rental expenses	\$ 2,100.00
North Catasauqua Borough	North Catasauqua 2024 Summer Concert Series	Funds for entertainment costs	\$ 4,000.00
Northampton County Historical & Genealogical Society	Passport to History Marketing Support	Support of marketing consultant	\$ 15,000.00
Northampton County Historical & Genealogical Society	Support of NCHGS Mission	Website maintenance & marketing materials, programming, exhibitions	\$ 20,000.00
Nurture Nature Center	Increasing Local Food Purchasing and Connection Across Northampton County	Update and print BFBL-GLV Local Food Guide, advertising for local food partners & monthly newsletters	\$ 26,000.00
Palmer Township	Palmer Township Community Weekend	Weekend carnival & movies in the park	\$ 10,000.00
Paza Tree of Life, Inc	2024 Portland, PA Pow Wow	2 day Native American culture celebration	\$ 7,000.00
Pennsylvania Shakespeare Festival	Northampton County Performances of Pennsylvania Shakespeare Festival's Linny Fowler WillPower Tour & PlanyOn! Community Tour	Support theatre tour presented in Northampton County	\$ 3,500.00
Southside Film Festival	Southside Film Institute 2024	Support of film festival	\$ 3,000.00
State Theatre Center for the Arts, Inc.	Development of State Theatre Website & DNA Marketing Campaign	Marketing expenses to increase visitors to Northampton County	\$ 15,000.00
Steelworkers Archives	Steeple and Steel	3 tour dates with 2 tours each date	\$ 3,500.00
Touchstone Theatre	Christmas City Follies 2024	13-14 performances	\$ 4,000.00
Wilson Borough	Wilson Borough Fall Festival 2024	3 day fall festival	\$ 7,000.00
			\$ 674,015.00