

Slate Belt Rising Launches Commercial Lease Subsidy Program



By Stephen Reider

SLATE BELT - This Program will provide financial support to new and expanding businesses Slate Belt Rising, a program of Community Action Committee of the Lehigh Valley (CACLV), is introducing a Commercial Lease Subsidy Program to attract new and expanding businesses to the Boroughs of Bangor, Pen Argyl, Portland, and Wind Gap.

This program will provide businesses the support they need to get off the ground, helping to build more vibrant downtown areas that attract more businesses and the talent needed to build a competitive economy, thus creating a stronger and more resilient community. "This will serve

as an incentive for new businesses to open or other businesses to expand in the Boroughs of Bangor, Pen Argyl, Portland, and Wind Gap," said Stephen Reider, Director of Slate Belt Rising.

"Our goals are to lower commercial vacancy rates, provide economic opportunity and create more vibrant business districts that are welcoming for residents and visitors alike." The program will provide financial support to a minimum of five businesses during their first six months of operation. Selected businesses will receive 100% of rent payments (up to \$1,500 monthly) for their first three months and 50% of rent payments (up to \$750 monthly) for their next three months. The lease payments will be made for six consecutive months.

Slate Belt Rising anticipates that this will advance the economic viability of the Slate Belt through business development, job creation, and promotion of Slate Belt small businesses within and outside the community. Any new business opening or moving into one of the boroughs or an existing business looking to open a second location within one of the boroughs may be eligible for the program. Applicants must be planning to lease between 500-5,000 square feet of first floor, market-rate office or retail space for a minimum 2-year term. Applications are currently open and being accepted until March 12, 2021. For full guidelines and application, visit slatebeltrising.org. Contact: Stephen Reider 484-523-0900 sreider@caclv.org



NID Housing Counseling Agency Branch Manager Maurice Muhammad (left) accepts a \$5,000 donation from Vincent Geraci, Unity Bank First Senior Vice President and Director of Mortgage Lending. Unity Bank has launched a partnership with the agency to supplement the bank's Low-Moderate Income Mortgage Program.

Unity Bank Donates \$5,000 for Community Education Programs

By Fred Feiner

CLINTON, N.J. (February 10, 2021) – Unity Bank recently donated \$5,000 to the NID Housing Counseling Agency (NID-HCA), a U.S. Department of Housing and Urban Development (HUD) approved national network of housing counselors and community-development consultants with offices in Plainfield and Allentown, Pa. Unity is launching a partnership with the agency to supplement the bank's Low-Moderate Income Mortgage Program.

"The bank's generous donation will support NID-HCA educational programs for underserved communities in New Jersey and the Lehigh Valley," said NID-HCA Branch Manager Maurice Muhammad. "We look forward to partnering with Unity Bank to provide important assistance to those in need and the community. Together we will deliver programs that advance our mission to develop and implement urban affordable housing as well as urban community development."

"Our community bank has offered affordable housing and first-time home buyer loan programs for many years," said Vincent Geraci, Unity Bank First Senior Vice President and Director of Mortgage Lending. "We are excited to be working with the NID Housing Counseling Agency because it will open up new opportunities for people in the community. Many residents are unaware of the housing funding options that may be available and we look forward to working with the agency to assist these community outreach efforts."

About NID Housing Counseling Agency

NID Housing Counseling Agency (NID-HCA) is a U.S. Department of Housing and Urban Development (HUD) approved national network of housing counselors and community-development consultants with offices in Plainfield, N.J. and Allentown, Pa. NID-HCA has successfully guided clients through all phases of the homeownership cycle from rental, to ownership, to sale. The agency is an affiliate of the Nation Association of Real Estate Brokers Investment Division (NID). For more information, please visit nidhousing.com or call the Plainfield, N.J. office at (908) 941-1112 or the Allentown, Pa. office at (484) 658-3440.

About Unity Bancorp, Inc.

Unity Bancorp, Inc. (NASDAQ: UNTY), the parent company of Unity Bank, its primary and wholly owned subsidiary, is a financial services organization headquartered in Clinton, New Jersey. Unity Bank provides financial services to businesses and consumers at 19 branches throughout New Jersey and the Lehigh Valley, Pennsylvania.

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