

New, Expanded Christmas City Village To Open November 10 In Bethlehem

All New Christmas Shopping Huts Will Allow For An Even More Festive Holiday Experience

By Art Vandelay

Bethlehem, Pennsylvania (November 9, 2022) - Bethlehem is stepping into Christmas with a festive new Christmas City Village shopping set up. "We were as excited as kids on Christmas morning when our 15 brand new holiday huts arrived. There are more huts than ever before covering more of the downtown than ever before," smiled Kelly Smith, the Downtown Bethlehem Association (DBA) Manager.

The new huts allow shoppers to walk in and explore. Past huts featured vendor windows and sidewalk tables. "With this new set up, vendors won't have to take up and put down daily sidewalk displays. They'll be able to create more intricate, beautiful holiday displays that last throughout the season," noted Smith.

Village Features Expanded Area and New Vendors

Shoppers will enjoy 15 different vendors this year, that's four more than last year. The DBA is adding a hut in front of Historic Hotel Bethlehem's Executive Conference Center, one on Broad Street in front of Clementine's Salon, and one in front of The Sun Inn. "With all of the energy we've seen on Broad Street, it's like Bethlehem has two Main Streets," said Tammy Wendling, the Senior VP of Bethlehem Initiatives for the Greater Lehigh Valley Chamber of Commerce. Smith added, "There's so much to love on Broad Street like Apollo Grill, Twisted Olive, Edge, Yaralav Gallery, and Joe's Tavern. Between Broad and Main, you could easily spend an entire day downtown."

Melissa Morales is a participating vendor. She owns Melmo's Dog Treats and is looking forward to the new setup. She said, "I am so excited for the new huts. They look bright and appealing. I think they are going to be amazing. With the dutch doors, you can give a little teaser while you're opening in the morning. I'm just so jazzed for them."

This is the fourth year Morales has participated in the village which she says gets better every year. This season, she'll be adding cat treats and cat houses to her product line up. She's offering \$1 off on Thursdays for Bethlehem locals who she says shouldn't miss out on an amazing experience in their hometown. "It's a Hall-mark town, literally like stepping into a movie. It's definitely a must-see for Christmas. There's just something about Bethlehem for Christmas."

Christmas City Village Shopping Dates

The Christmas City Village opens for shopping November 10th. It will be open Thursdays through Sundays from November 10 through December 24.

Pine Creek Structures built the new holiday huts. They're well known for developing shopping villages in cities like Philadelphia, Baltimore, and Boston. Funding for the new huts comes from sponsorships and vendor fees.

Christmas City Village Vendor List

The General Store

Melmo's Dog Treats

Blue Gecko

KGN Organic Soaps & Skincare

Lindsey Sell Creations

1 Love Jerk Hut

Rosetta Soaps

Bethlehem Emergency Sheltering

Clementine Salon

Scentsy

Happy Barkers Bandanas

Red Stag

Social Still

Arte Ceramica Gifts

Peace, Love & Pottery

Mayfield on Noble

Matt-hat Jerky

Christmas City Spirits

Noah Howell's Hand Crafts



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