



BETHLEHEM
Chamber of Commerce

We are writing to you as members of the Delaware Avenue Improvement Group (DAIG) and we are excited to tell you about a new initiative that is a result of this group's work –Bethlehem Business to Business. We hope that you will want to be a part of this new program.

DAIG is a public-private cooperative promoting and supporting improvements on Delaware Avenue with the overarching goal of enhancing our main street corridor for commercial, social, and civic benefit. While the initial focus of DAIG is Delaware Avenue, we are hoping that the business community will take what we accomplish and use it as a model for other commercial areas of town. One of the first goals of DAIG is assisting Delaware Avenue businesses to beautify their exteriors so they are welcoming to existing, as well as new, customers.

The Bethlehem Business to Business initiative will encourage Delaware Avenue businesses to utilize local businesses when undertaking improvements. DAIG is mailing a program brochure to all Delaware Avenue businesses, describing the initiative, in May.

If you would like to offer an incentive/discount on your services, we would love to advertise that in the pamphlet. The type of projects Delaware Avenue businesses will likely be undertaking include painting, signage, landscaping, installing benches, power washing, etc. While the mailing will only be directed at Delaware Avenue businesses, it is possible that other Bethlehem businesses will hear about the incentives and be encouraged to improve their exterior, so please consider that when determining what type of discount works best for you.

Please let one of us know via email by May 2nd if you would like to participate. Please indicate the incentive you will be offering businesses. If you have any questions about the initiative, feel free to contact any of us.

Yours truly,

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