

Dear Business Owner,

As mayor of the City of Allentown, I'm honored that you've chosen the city's downtown or waterfront as the home for your business.

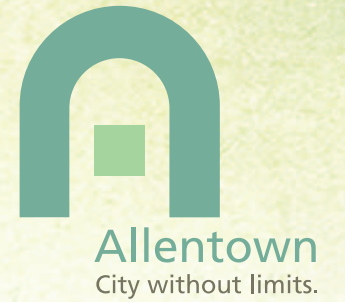
As you may know, your business is located within Allentown's Neighborhood Improvement Zone, or NIZ. Created by state law in 2011, the NIZ is a special taxing district that encourages development and revitalization—a significant benefit for both the city and your business. This powerful tool will transform and improve the area around your business at no cost to you!

Under the NIZ law, your business is required to file NIZ reporting forms every year by January 30.

The city is here to help you with the process, beginning with this brochure. These pages will introduce you to the NIZ, summarize your requirements and point you toward additional information. Beyond that, **the Allentown Neighborhood Improvement Zone Development Authority, ANIZDA, has hired professionals to personally help you understand and comply with this new reporting.** We've listed how to get in touch with them in these pages.

As always, we are here to assist you in doing business within Allentown. We look forward to partnering with you to create a brighter tomorrow for our promising city.

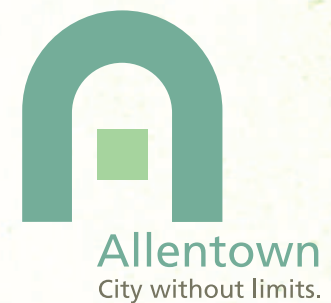
Mayor Ed Pawlowski



Doing Business in Allentown's Neighborhood Improvement Zone



For more information contact:
610-625-1198
NIZ@con cannon miller.com



*A Guide to Your Benefits &
Reporting Requirements*



What is the Neighborhood Improvement Zone (NIZ)?

Created by a state law in 2011, the Neighborhood Improvement Zone (NIZ) is a special taxing district that encourages development and revitalization in Allentown. The NIZ consists of approximately 128 acres in center city Allentown and along the western side of the Lehigh River.

Under the law, certain state and local tax revenues generated by new and existing businesses within the NIZ can be used to pay debt on bonds and loans that are issued for qualifying capital improvements in the zone. Those improvements include the public-private arena complex at Seventh and Hamilton streets as well as other private commercial, retail, residential, hospitality, conference and exhibition projects of approved applicants.

The NIZ is overseen and managed by the Allentown Neighborhood Improvement Zone Development Authority (ANIZDA).



Why was the NIZ Created?

The NIZ was created as an economic development tool to spur the transformation of downtown Allentown, beginning with the construction of an event arena that will be home to the Lehigh Valley Phantoms, the professional minor-league hockey team affiliated with the Philadelphia Flyers. Expanding from there, the NIZ is designed to revitalize the arena's whole neighborhood, as well as the city's Lehigh River waterfront, creating a dynamic, healthy and more successful urban core.

NIZ Benefits to Allentown

- New commerce, increased tourism, new companies
- Thousands of new jobs
- A strengthened, more collaborative community
- A range of housing options
- A distinctive, attractive, vibrant downtown
- Smart growth that encourages multiple land uses while preserving open space and historic buildings

NIZ Benefits to Your Business

- Expected property value increase
- Improved cleanliness, safety & streetscapes
- More parking and better access to your business
- Increased foot traffic with:
 - New housing, hotels, restaurants & retail
 - 2,000-3,000 more people working in the NIZ
 - Arena events 1 of every 3 nights
 - 4 million new visitors to Allentown each year

Allentown will be a destination city for commerce, entertainment, culture and more!

Your NIZ Reporting Requirements

Business owners within the NIZ will not incur any additional taxes as a result of the NIZ. However, under the NIZ law, you are required to report the taxes your business already pays and reports to state and local agencies. Please begin completing your NIZ reporting forms well in advance of the deadline.

Timeline



All NIZ reporting forms must be completed and received by the Pennsylvania Department of Revenue and the City of Allentown on or before **January 30** to **avoid a penalty.**

NIZ Reporting Forms



A detailed NIZ Business Information & Reporting Packet will be provided to all qualified businesses within the NIZ.

For Help Filing



ANIZDA has arranged for you to have personal help with any NIZ reporting questions at no cost to you. Please don't hesitate to contact these professionals right away for assistance:

Compass Point Business Management Consulting

610-625-1198

NIZ@concannonmiller.com

or

610-625-1190

dzosky@compasspt.com

