

FOR IMMEDIATE RELEASE

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Shapiro Administration Awards Downtown Nazareth New Main Street Designation

This new designation through the Main Street Matters program enables the Nazareth Economic Development Commission to apply for up to \$225,000 in supportive grant funding for revitalization efforts in the Northampton County borough.

In his [2026-2027 state budget](#), Governor Josh Shapiro secured another \$20 million for the continued support of the Main Street Matters program.

Since being created by Governor Shapiro in 2024, Main Street Matters has invested \$34 million in 137 revitalization projects in communities across the Commonwealth.



Nazareth, PA – Today, Pennsylvania Department of Community and Economic Development (DCED) Secretary Rick Siger awarded downtown Nazareth a new Main Street designation through the [Main Street Matters](#) program, which provides downtown business

districts with the support and tools they need to spur economic growth and create healthy, strong communities.

Governor Josh Shapiro secured **\$20 million** to continue funding Main Street Matters in his [2026-27 state budget](#). A crucial component of Pennsylvania's 10-year [Economic Development Strategy](#), Main Street Matters has invested **\$34 million** in **137 revitalization projects** in communities across the Commonwealth since it was created in 2024 by **Governor Shapiro**.

As part of today's announcement, **Secretary Siger** visited several small businesses in the Northampton County borough, including [Bella Bean Coffee Shop](#), [Let Them Eat Cake](#), and the [Birthright Brewing Co.](#)

"Today is an exciting day for Nazareth and the entire Lehigh Valley region," said **Secretary Siger**. "Through its new Main Street designation, Nazareth is eligible for additional resources and opportunity to revitalize its downtown corridor, boost local businesses, and improve the quality of life for residents. Under Governor Shapiro's leadership, downtowns across our Commonwealth are better positioned for economic growth and success."

As part of this new Main Street designation, the Nazareth Economic Development Commission (NEDC) can apply for up to \$225,000 in supportive grant funding for revitalization efforts. The NEDC will implement its first-ever streetscape plan in the core commercial district. It will also establish a strategy that calls for decorative and functional pedestrian lighting, public art, unified street furniture, waste management, and creative and safe crosswalks.

"On behalf of the Nazareth Economic Development Commission, I am proud to share that Nazareth has been awarded Main Street Matters designation by the Pennsylvania Department of Community and Economic Development, joining just 19 communities across the Commonwealth selected for this distinction. This recognition is an important milestone for our community and an opportunity to build on the unique character, history, and entrepreneurial spirit that make Nazareth special," said **Lori Bernardo, President of the Nazareth Economic Development Commission**. "A vibrant downtown is essential to our local economy and quality of life. We look forward to building on this momentum, strengthening support for our small businesses, attracting new opportunities, and working alongside our Borough, business community, and residents to ensure a bright and sustainable future for downtown Nazareth. This designation is not simply a recognition of where we are today, but an investment in what we can accomplish together."

"It's exciting to see the initiatives come to light – by leveraging the creative energy of the community and by building from the existing pride to develop more unity and cohesion, Nazareth is becoming the place to be," said **Julie Fitzpatrick, Executive Director, Pennsylvania Downtown Center**. "As DCED's nonprofit partner and statewide coordinator for Main Street America, Pennsylvania Downtown Center (PDC) will be there along this journey to make sure designation will elevate downtown. The Main Street model for community revitalization is designed to support communities of any size to encourage sustainable economic development and improve the quality of life for local residents so that the community becomes the best and most authentic version of itself. PDC looks forward to assisting the NEDC in their commitment to this initiative."

Main Street Matters funding supports community revitalization efforts in planning, business support, aesthetic improvements, and the increase of safety and security. Specific uses include

planning activities, façade grant programs, business improvement grant programs, accessible housing programs, and district development grants.

Earlier this year, the Shapiro Administration [awarded](#) more than **\$17.2 million** across 56 community projects that strengthen local economies and support downtown revitalization efforts. In its latest round of funding, Main Street Matters received more than 220 applications requesting more than \$68 million — underscoring the need for sustained investment in Pennsylvania's Main Streets.

As part of the DCED-administered program, communities can also apply to become a designated Main Street or Elm Street. Designation creates the opportunity for targeted investment and development through the identification of specific needs for investment and/or the design, development, and implementation of a strategy to address those needs.

Since taking office, **Governor Shapiro** has made Pennsylvania more competitive — attracting over **\$43 billion** in private-sector investment while creating more than **29,000 good-paying jobs** across the Commonwealth and earning national recognition.

The Governor's [2026-27 budget](#) builds on this momentum by investing in long-term economic growth and ensuring communities across the Commonwealth can compete and win.

Learn more about the Shapiro Administration's [efforts](#) to support Pennsylvania's communities, workers, and businesses and spur the economy, to build a stronger, more competitive economy for all Pennsylvanians.

For more information about Main Street Matters or DCED, visit the agency's [website](#), [Facebook](#), [X](#), and [LinkedIn](#).

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