



Pennsylvania
Department of Community
& Economic Development

FOR PLANNING PURPOSES ONLY

Thursday, October 22, 2026

Media Contact: Kat Breitmayer, dcedpress@pa.gov

**MEDIA ADVISORY: TOMORROW IN NORTHAMPTON COUNTY –
Shapiro Administration to Announce Main Street Designation for
Nazareth, Highlight Continued Main Street Matters Funding**

Nazareth, PA – Tomorrow, **Department of Community and Economic Development (DCED) Secretary Rick Siger** will visit downtown Nazareth to announce its new Main Street designation through the Main Street Matters program, which provides downtown business districts with the tools they need to create strong, vibrant communities.

Governor Josh Shapiro secured **\$20 million** for [Main Street Matters](#) in the [2026-27 state budget](#) to continue revitalizing downtowns, support small businesses, and strengthen local economies.

A key part 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.

WHO:

Rick Siger, DCED Secretary

Mayor Lance Colondo

Julie Fitzpatrick, Executive Director, Pennsylvania Downtown Center

WHEN:

TOMORROW, Friday, October 23, 2026, at 11:00 AM

WHERE:

The Circle

2 East Center Street

Nazareth, PA 18064

VISUALS:

Brief formal remarks, walking tour/visit with the following small businesses: Bella Bean Coffee, Let Them Eat Cake, and Birthright Brewing.

RSVP:

Press who are interested in attending must RSVP to dcedpress@pa.gov.