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ACC

Charles Thiel, Communication Systems Inc.  
Allentown Chamber President  
610-439-1600 Ext 114 • [cthiel@comsysinc.com](mailto:cthiel@comsysinc.com)

Allentown, a Refuge of Safety?

The early settlers of our region, the Moravians, first referred to Allentown as New Jerusalem, which means "City of Peace."

Allentown has not been known in the region since the 70s as a peaceful and safe city.

But this is a new and improving Allentown.

There are some of you reading this column thinking, "Why is he talking about Allentown and safety?" I'll tell you why - because the numbers are screaming the truth about the changes that are occurring today.

- First and foremost, Allentown has seen its crime decrease year after year for the last eight years.
- Secondly, we now have more than 2,000 daily employees in Allentown than we did in 2013.
- Hundreds of extra restaurant patrons daily and literally tens of thousands of additional visitors weekly at our new PPL Center, and neighborhood businesses downtown and beyond.
- There are so many more people inside the city now than in 2013. In a City of 120,000 people, we are adding 10 to 20% extra people weekly since the beginning of our renaissance.
- And lastly, 2014 saw a 10% reduction in crime over 2013 - all while we are increasing the number of people in our City.

So many people who grew up in this region recall Allentown as a great city, a place where you could visit and shop and feel safe. Come back and feel safe today. Don't take my word for it; just ask some people who have been here recently.

When you come to Allentown to Work, Live or Play, you will experience the renaissance everyone is talking about.

Allentown is returning to its destiny as a true urban center where you can shop, dine and – yes, be safe, too.

Welcome to the New Downtown Allentown - [www.downtownallentown.com](http://www.downtownallentown.com)