



Winter 2012



## A Letter from the Director:

Since the PA Department of Community and Economic Development designated South Side as an Elm Street Community in 2009, I have dreamed of a more visible street-level Elm Street Office. With the restoration of the blighted property at Cedar Avenue and Willow Street, United Neighborhood Centers is moving the Elm Street Team to the ground floor of that location sometime this spring. UNC's literacy programs, which I also direct, will be sharing the ground floor space with Elm Street. Our new residential neighbors will be moving into the Willow Apartments on the second and third floors even before we move. This building restoration marks the beginning of the transformation of the east side of the 600 block of Cedar Avenue.

We will have a front row seat to watch the next stage in the transformation - the proposed development of six town-homes, four of which will have commercial space for entrepreneurs who want to live and work on Cedar Avenue. We are excited to be located in a building in the heart of our revitalization area that symbolizes the vision for South Side we are developing together with residents and business owners. We can't wait to watch Cedar Avenue return to the thriving residential and commercial area many South Siders remember. We hope to have news soon on another exciting new project we're calling Cedar 500. We look forward to seeing all of you at our new location in the spring.

Sincerely,  
*Stephanie Bressler*

## South Side Business Alliance welcomed by area owners



The South Side Business Alliance had a very successful introductory meeting back in November where more than 9 businesses from South Side came together for the first time. The SSBA is the first Alliance from South Side that represents the business and business owners. The

Alliance looks to help them by providing them free training and solutions that will help them to keep growing and as well provide guidance to people interested in opening a business in South Side. The trainings are provided by the Small Business Development Center from the University of Scranton, represented by Keith Yurgosky.

On the first meeting the attendees shared their opinion about their concerns and their current obstacles. They demonstrated their interest on learning solutions that will help to improve their business in these so difficult times. Some of the topics that will be discussed at the trainings will be on Marketing, Promotion, Accounting, Internet Promotion and more. The SSBA will be having its first training in the following weeks. If you are interested on being a member of the SSBA and you would like to be part of the first trainings please call Gaby Martinez at 570-346-0759 ext 210.

## Ethnic Carol Sing brings community together for third year

The Third Annual celebration of the Ethnic Heritage of Scranton through Seasonal Song took place on December 14th at the Hickory Street Presbyterian Church Auditorium. The caroling groups and singers were Shiloh Baptist Choir, La voce, Theresa Volski and Josephine Williams, Ashley Yando from UNICO



choir, Rita Wentline, St. John Neumann Spanish Mass Choir and Carlos Martinez. The singers delighted the attendees by singing Christmas carols in 6 different languages: English, German, Polish, Slovak, Italian and Spanish. The celebration closed the event with the Elm Street Design contest where numerous students from Schools in South Side demonstrated their talents by making a sketch of what they see in their eyes as what the future of South Side looks like. Attendees to the event voted for their favorites and the winners were announced at the end of the celebration. ECTV recorded the event that was televised during the Holidays. People enjoyed themselves at the end of the night with hot chocolate and cookies made by the South Side Senior Center. Thank you very much to the participants and all the people involved that made the Third Annual Christmas Caroling possible.

## A before & after of the Willow Apartments:



## Language Partnership Xmas Dinner



The Holiday season is moment in time to give thanks and share and for that reason Elm Street celebrated the Language Partnership participants and volunteers with a beautiful Christmas dinner to say goodbye to 2011. On Thursday December 22, the Elm Street Team with the help of some of

the staff of SCOLA received their guests with a traditional American Christmas Dinner including ham, mashed potatoes, cranberry sauce, cookies and more. The event started like every Thursday where the guests had a small lesson on English and Spanish with the Christmas theme. After the lesson, the guests got ready to be served a delicious meal and share with the rest of the guests. Language Partnership is an initiative that looks for people that speak Spanish and want to learn English and people that speak English and want to learn Spanish. This is completely free and it's a great option to learn another language, share and learn from other cultures. If you are interested on knowing more about this programs please contact Gaby Martinez to 570-346-0759 ext 210.

## Trash cans installed along Cedar Ave.

Fifteen trash cans purchased by the Elm Street Project by funds from Residential Reinvestment monies were installed on Cedar Ave in mid-December. Elm Street's Community Justice Committee chose the trash cans, green in color and retro in style, and the placement of each along six blocks of Cedar Ave. Community Justice Committee chair, Judy Gatelli, arranged for Scranton's DPW to install the trash cans. Thank you to DPW for taking the time to install the cans. People are already using the trash cans, and we encourage anyone who has trash to use the trash cans instead of littering. The trash cans are a great way to promote a cleaner and greener South Side!

## Arts on Fire Festival sets 2012 dates

The third annual Arts on Fire Festival is fast approaching. The annual industrial arts festival is slated for three days this year, Friday, June 1, to Sunday, June 3, at the historic Scranton Iron Furnaces. During the day on Friday, forty South Intermediate students will have an education day at the Scranton Iron Furnaces that will include an environmental tour of Roaring Brook, a historic tour of the Iron Furnaces, an art project with Keystone Iron Works, and an industrial arts chainsaw wood carving demonstration. Friday night will be the annual Fire at the Furnace fundraiser to benefit the Anthracite Heritage Museum and Scranton Iron Furnace Associates group. Saturday, June 2, from 11 am - 7 pm will feature live glassblowing and blacksmith demonstrations, live music, art and food vendors. Sunday, June 3, from 11 am - 5 pm will feature live iron pour and blacksmith demonstrations, live music, art and food vendors. Children's activities for both days will be from 12 pm - 4 pm. For more information, you can visit the Arts on Fire website ([artsonfirefestival.com](http://artsonfirefestival.com)), Facebook (Arts on Fire Festival) or Twitter (ArtsonFireFest) pages!



Wiggles, Squiggles, & Grins, LLC is a new business in South Side that opened this past fall. Program Director, Sandy Willsch, is a native of Lake Ariel. After earning her Bachelor's degree in Elementary Education from Penn State University, Sandy and her family lived in New York for many years before returning to the Scranton area. Sandy chose to open her business in South Side because of its central location to the Moscow and Scranton area. Her location on Pittston Ave. is "perfect to pull from all areas. I love it here. Vince the Pizza Prince is across the street and Lynn Sandy's is down the street. They're great landmarks for people to come to South Side."

Wiggles, Squiggles, & Grins offers affordable educational classes on the benefits of music and movement for young children. Parents watch as their children connect experience and learning through singing and rhythmic moving. Each music and movement time is followed by a sensory craft activity. Both activities allow children to develop their fine motor skills and creativity.

601 Pittston Ave.  
Scranton, PA  
(570) 878-5598  
[www.wsgrins.com](http://www.wsgrins.com)

## CALENDAR OF EVENTS

- Community Justice Initiative Meeting**, 1st Wednesday of the month at 3PM,  
South Side Senior Center
- Neighbors & Economy Meeting**, 2nd Tuesday of the month at 3PM,  
UNC Administrative Offices
- South Scranton Residents Association**, last Tuesday of the month at 6PM,  
Smith's Restaurant
- Language Partnership**, Thursdays from 6-7:30 PM, Fridays from 10-11AM,  
Saturdays from 10-12PM, South Side Senior Center

"The South Side Revitalization Initiative is a project of the United Neighborhood Centers of Northeastern Pennsylvania in partnership with the residents of South Side and is funded by the PA Department of Community and Economic Development and Wells Fargo Regional Foundation."