



Dear JuxtaHub Friends,

Greetings! As the holiday season is now here, I wanted to share some important updates on our progress at JuxtaHub. We ran into challenges producing our regular newsletter when the board member who had been leading that effort faced a family emergency, so if you're not already a volunteer or you've not had an opportunity to visit us in person lately, you may be wondering what has been happening.

The short answer to that question? A LOT! Perhaps the best way to give you a better picture of our progress is to focus on our tagline, *Gather * Create * Grow*. I've been thinking about our tagline as this last year has been filled with many gathering opportunities, despite the pandemic. We continue to hold virtual meetings, like our Wednesday's Creative Entrepreneur's Circle, but have also enjoyed finally being able to participate in-person again. We have hosted many weekly tours, gotten to meet more people by bringing our booth to the Emmaus Main Street programs at the Triangle Park, made presentations to local community groups, and hosted an Art Car Hootenanny last October. It's gratifying to share our vision of JuxtaHub and see more people get involved as the excitement builds.

Speaking of building, we've also been busy "Creating" and working with our architects, MKSD. After a series of focus groups with various stakeholders, our plans have been refined with a two-phase approach. Phase one requires basic infrastructure upgrades, including installation of bathrooms and an elevator, improvements to the HVAC system, and extending water and sewer lines throughout the facility; it is estimated to cost over \$3,000,000. Phase two will involve creating the black box theatre, commercial kitchen and main entrance/lobby areas. MKSD estimates that both phases will cost nearly \$5,000,000. Members of the Leadership Team have created a strategic plan, and we're currently in the "quiet phase" of

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JuxtaHub is operated by the Emmaus Creative Arts & Innovation Center, a 501c-3 organization

our capital campaign. We have submitted grant proposals to the Trexler Trust and other funders and will be approaching Lehigh Valley businesses with naming rights opportunities in the near future. We are fortunate that JuxtaHub is presently a 100% volunteer organization with a very favorable long-term lease because it allows us to focus exclusively on this campaign. However, that also means we need more help.

This coming year we will be devoted to the "Growing" aspect of our tagline as we'll need to raise significant funds to see phase one completed as soon as possible. Many have given already, and those who've generously given \$1,000 or more are considered Founders who will receive special recognition when the Lobby is built in phase two. If you are able, please consider making a donation to bring us closer to transforming a humble warehouse into a dynamic, state-of-the-art facility where people of all ages can share new creative experiences. Just imagine the possibilities that we'll create together!

As always, thank you for your support and participation,

James R Baker, President
JuxtaHub.com and on Meta