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Friday, February 12 9 am to 1 pm
Saturday, February 13 9 am to 12 N
Lebanon Farmers Market

\$3.00 a serving

PREORDERS WILL BE TAKEN with a credit card payment.

1. Website lebanoncla.com under the EVENTS tab or
2. Phone 717-273-7215 or
3. E-mail cla@lebanoncla.com

Preorders are encouraged, but a limited number of servings will be available inside the Lebanon Farmers Market.

Preorder deadline is Monday, February 8. Preorders will be available for curbside pick-up or pick-up in the Market.

Future Events:

**Presidents' Day
Cherry Pie at the
Market**
February 12 & 13

"State of the City"
March
(Date TBD)

Sponsored by:



A Message From Our Community of Lebanon Association President



John Bower

I know for myself; winter blues is a thing. The first snowfall is always so beautiful when it happens, then two days later, I am so over the snow. Well, my way around this is to think about all the great things the CLA has planned for 2021.

We start our year off with our Cherry Pie Festival that happens in the warm Farmers Market on S. 8th Street. If you have not been to the Farmers Market, check it out and get some delicious Zig's Bakery Cherry Pie on February 12th and 13th. Notice I said warm?

We then move onto spring planting. Craig Gates leads

us on a mission to improve the downtown with cleaning up and planting beautiful flowers. With the help of our County Commissioners, we are able to plant and maintain beautiful hanging baskets and planters. I love this time of year; it is getting warm and everything is coming back to life. If you see Mr. Gates, thank him for the countless hours he dedicates to our community.

Next, we come to one of my favorites, the Annual Car and Motorcycle show in historic downtown Lebanon. This event brings thousands of people to our city to enjoy the music, food and of course the great cars and motorcycles. This show seems to grow

more every year and this year's show will be great.

We barely get cleaned up from the Car and Motorcycle Show when it is time to setup for the Music and Arts Fest. Cornell Wilson is leading the way on this event. I know he has a lot planned for a great day out with the family. Watch the CLA website for more details.

From there we start into the colder weather, but it is the happiest time of year. Keep an eye out for all of our Holiday Activities, ya might even catch the Jolly man himself. ❖

The CLA Communique is a newsletter published quarterly by the Community of Lebanon Association for the purpose of informing members and others about the events, projects and areas of concern in the Lebanon Community. The Community of Lebanon Association is a volunteer organization whose mission is to make our community a thriving place to live, work, shop, learn, and do business.

2021 OFFICERS

President	John Bower
Vice-President	Greg Bracale
Secretary	Cheryl Batdorf
Treasurer	Craig Gates

2021 BOARD OF DIRECTORS

Cheryl Batdorf	Paul Copenhaver	Robert Hoffman	Kim Kreider Umble
John Bower	Craig Gates	Allen Phillips	Cornell Wilson
Greg Bracale	Robin Getz	John Tice	Jonathan Zinn
Lori Brandt	Karen Groh		

If you have any information to include in this publication or any comments, contact the CLA office at 717-273-7215 or cla@lebanoncla.com



It's The Pits - Or Is It?

Cherries take center stage during Presidents' Day

Submitted by Cheryl Batdorf, Committee Chair

During 2020 and into 2021, one may wonder how many traditions, activities, and events COVID 19 has derailed in our community.

However, our Lebanon Community has proven to be resilient! Many meetings and events have gone virtual and we have figured out how to keep our businesses open.

The CLA's annual Cherry Pie Festival will take place at the Lebanon Farmers Market, albeit just a tad differently. Zig's Bakery, the maker of the cherry pie for many years, will once again create this special and delicious dessert.

We want to keep you safe while you enjoy the tradition of celebrating Presidents' Day with a slice of cherry pie. Safety measures will include mask wearing, pre-packaged pie and, if preferred, curbside pickup.

While we will have limited pie available for purchase Friday, February 12 from 9 am to 1 pm and Saturday, February 13th from 9 am to 12 N, we are asking you to pre-purchase your pie and let us know which day you would like to pick it up. We would love to have most

of the 350 to 500 pounds of Cherry Pie presold as we don't know what to expect during the pandemic this year.

The best part - you probably have wondered how Zig's makes this record setting pie, so this year they will be shooting a video for us to see them in action! The video will be available on our website and Facebook page during the event.

How to pre-purchase your pie:

Go to www.LebanonCLA.com and click on the EVENTS tab

Or call: Jeannie at 717-273-7215

As a fundraiser for the CLA, proceeds from this event are used to defray the costs of the flower planters and hanging baskets as well as our car show and holiday events. Your support is appreciated. ❖

Car and Motorcycle Show

Submitted by John Bower, Committee Chair

As a car guy, last year killed me as I am sure it did any car guy. Not being able to get together and show off our prized possession leaves a big void. Well, we are ever hopeful that COVID becomes a thing of the past and we get on to our new normal. With that being said, the CLA is moving forward with our events this year.

This year's Car and Motorcycle Show will be held

on Sunday, August 15 from noon to 4 pm. We again are planning to hold this event on Cumberland Street from 4th Street to 9th Street. At the 2019 show we had a live band which I think added a great vibe to the show. We are hoping to duplicate that again this year. We are on the lookout for bands now. We will change up our staging area to help get people into the show fast and without idling

on the street and overheating cars. Stay tuned to our website and newsletter for more details.

If you would like to get involved with the planning of this year's show, please send me an email at jmbower63@yahoo.com. We meet monthly on the third Thursday at 5 pm.

See you in August. ❖



2021 Board of Directors

Secretary - Cheryl Batdorf	Edward Jones
President - John Bower	Domino's
Vice President - Greg Bracale	Bouquet Mulligan DeMaio Eye Professionals
Lori Brandt	Albright LIFE
Paul Copenhaver	Howard Hanna Krall Realty
Treasurer - Craig Gates	Fulton Bank
Robin Getz	City of Lebanon
Karen Groh	Lebanon Valley Chamber of Commerce
Robert Hoffman	Beers + Hoffman Architecture
Allen Phillips	Kapp Advertising
John Tice	
Kim Kreider Umble	Lebanon Family Health Services
Cornell Wilson	Making a Difference of Lebanon, PA
Jonathan Zinn	Zinn Insurance

Committee Chairpersons

CBD Coordinating	Kim Kreider Umble
Government Relations	Jonathan Zinn
Image & Beautification	Craig Gates
Membership & Visitation	Lori Brandt and Paul Copenhaver
Public Relations	John Tice
Car and Motorcycle Show	John Bower
Holiday Parade and Tree Lighting	John Bower and Greg Bracale
Holiday Carriage Rides	Cheryl Batdorf and Craig Gates
Music and Arts Fest	Cornell Wilson
Presidents' Day Cherry Pie	Cheryl Batdorf

Get Involved . . .

By serving on a committee

The Lebanon Valley is full of great people who love their community. Many times people want to get involved in helping to make a difference in their community, but don't know how. Well, we here at the CLA want you.

We have many committees available for people to get involved. For example, maybe you like planting flowers; we have an Image and Beautification committee for that. Who doesn't love a parade; we have that covered

By serving on the Board of Directors

The Community of Lebanon Association is looking for great leaders. We are looking for highly motivated individuals to serve on our board. We are looking for people who want to be community leaders and help organize and run events and programs in our community.

too with our Holiday Events Committee. Love talking to people, our membership committee gives you the chance to go out and meet with people in our community. Love cars, who doesn't; we have our Car and Motorcycle Show committee.

We have something for everyone, and we want you to get involved in your community. Reach out to us on our webpage to find out how to get involved. ❖

This is a chance to make a change in your city and county. We have many committees that we can match your strengths with. Be a leader in your community. Fill out the application enclosed with this newsletter and return it to cla@lebanoncla.com. ❖



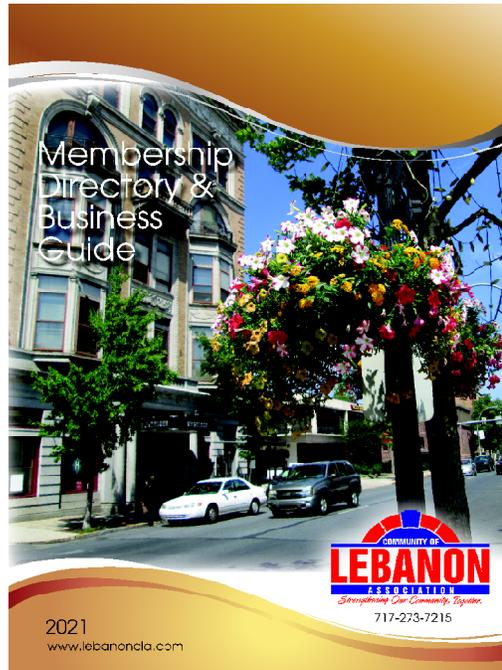
Membership

Submitted by Lori Brandt and Paul Copenhagen, Membership Committee Co-Chairs

Thank you for continuing your Community of Lebanon Association membership. Your membership helps us to maintain our focus on the great events and happenings for 2021. Our membership dues are the main revenue stream for all that this volunteer Board accomplishes on an annual basis.

Our annual Membership Directory, put together and printed in full color by Kapp Advertising, produces a great resource to contact your fellow members and get your word out about what you do. That directory will be distributed in February of 2021, so thank you for making that happen.

If you have an interest in volunteering more in 2021 or any questions about the Community of Lebanon Association, please reach out to us by calling 717.273.7215 or sending an email to cla@lebanoncla.com.



Thank you! ❖

Image & Beautification

Submitted by Craig Gates, I & B Committee Chair



The Image and Beautification Committee has been hard at work during the Holiday Season. We started out by hanging lighted wreaths on the Victorian lamp posts along Cumberland Street. And then a generous donor gave us strings of red lights which we wrapped around the lamp posts from top to bottom. What a sight to see traveling on Cumberland Street! And then at 9th and Cumberland Streets was our beautiful 20 foot plus Christmas tree. Lots of color this Holiday Season.

Sadly, the wreaths and Christmas tree were taken down and stored for another year. However, Spring is just around the corner and that means.... flowers!

Preparations are already being made for the hanging baskets and flower planters. We are again working with Stony Bridge Landscaping on flower and color choices for planting. The Canna plants were a hit last year and we plan on using them again after they were dug up and safely stored for the winter. ❖



Taking Advantage of the Paycheck Protection Program

Submitted by Karen Groh, LV Chamber of Commerce President/CEO

Many Lebanon County businesses took advantage of the 2020 CARES Act Paycheck Protection Program during its first phase. In fact, Lebanon County received over 1,400 PPP loans with most businesses granted under \$150,000 but a few receiving between \$5 and \$10 million. The purpose of this program is to keep as much workforce employed by subsidizing a company's payroll.

The program has reopened thanks to the \$900 billion stimulus package passed in December of 2020. The newly opened program allows those who didn't apply in the

first round (First Draw PPP Loans) to apply and those who applied and received funding last year to reapply (Second Draw PPP Loans). There are some differences who can apply for first and second draw loans as well as how to get forgiveness.

- First-time applications for PPP are open to businesses harmed by the pandemic and has expanded for businesses up to 300 employees.
- Previous recipients of PPP can reapply for PPP if revenues are impacted 25% or greater by the pandemic for at least one quarter compared to the same quarter in the previous year.

- Restaurants, Hotels, Accommodation - PPP loan can be 3.5 times your average monthly payroll (other industries are the same as before using a calculation of 2.5 times monthly payroll cost up to \$10 million, whichever is lower)

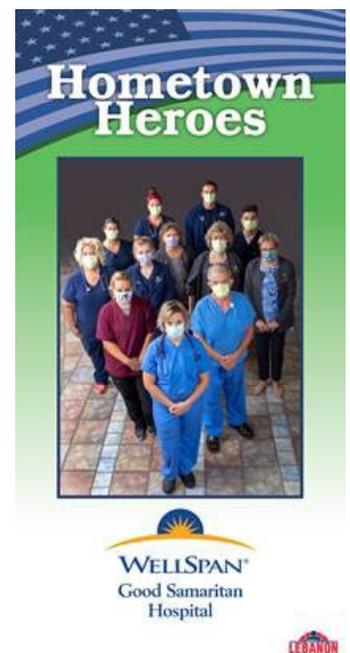
To apply, you should read what requirements need to be met (visit SBA.gov and look under Coronavirus Relief) and then find a local bank that is accepting applications. Check with your bank first as preference is often given to current customers of each institution. The program is open until March 31, 2021. ❖

Hometown Heroes

If you have driven through downtown Lebanon in the last month, you may have noticed the new banners honoring our hometown heroes. This year we have dedicated banners to the front line workers. The CLA would like to extend a big thank you for all the front line workers do. We also wanted to remind everyone that for now, we need to wear our mask, so we put up 20 banners as a reminder. Greg Bracale has lead this charge to improve our banner program. The old

banners were looking faded, so Greg put together a program to replace them. We want to thank everyone who helped by purchasing a banner for our Hometown Heroes.

In case you missed out on getting a banner, don't worry, you will have a chance real soon. We are planning a new banner program for summer of 2021. Watch our website for details on how to participate. ❖



2020 New Members

Cedar Haven Healthcare Center
 Paul Copenhagen - Howard Hanna Krall
 Realty
 Cumberland Street Realty Associates
 Stephen Doster
 Empower the Mind LLC
 Tony Fields

Grade A Haul-Away
 Herbology
 Lebanon Valley Community Tennis Association
 The Lucky Dog Grooming Company
 Penn State College of Medicine REACH
 Visit Lebanon Valley

2020 Sponsors - Thank you!

Throughout the year we had numerous opportunities for businesses to sponsor various projects and events. In 2020 projects that were sponsored were items like the large gift boxes that covered the planters at 8th and Cumberland Streets and the new wreaths that were hung on the Victorian Lamp Posts. Events included the "State of the City" Luncheon, the Annual Awards Celebration, Holiday Parade and Holiday Tree Lighting. We would like to again thank the sponsors for their continued support.

Bouquet Mulligan DeMaio Eye
 Professionals
 Buzgon Davis Law Offices
 Paul Copenhagen - Howard Hanna Krall
 Realty
 Domino's
 Edward Jones - Cheryl Batdorf
 Edward Jones - Rob Lowrie
 First Citizens Community Bank

Fulton Bank
 Garcia Garman & Shea, PC
 Craig Gates
 Godshall's Quality Meats
 Gretna Computer Consulting
 The Heisey Family
 Joes Notary Shop
 Lebanon Family Health Services
 Lebanon Federal Credit Union
 Lebanon Paper Box
 Lebanon Professional Firefighters Local 1952
 Lebanon Transit
 Patti and Tom Long
 Long Brightbill Attorneys
 The Lucky Dog Grooming Company
 Met Ed - A First Energy Company
 The Pete Family
 Reilly Wolfson Law Office
 Spang Crest/LutherCare
 Steckbeck Engineering & Surveying, Inc.
 Time to Think LLC
 Visit Lebanon Valley
 WellSpan Good Samaritan Hospital

CLA on Facebook

Have you checked-out CLA's facebook page (CommunityOfLebanonAssociation) lately? John Tice, Board member and our video expert, is doing a fantastic job with posting various events for the CLA.

You can view numerous live streams from the past. Events such as the Annual Awards Celebration, the Shop Small promotion, the Holiday Parade and Tree Lighting are available to view. There are also videos of

making a wreath, cleaning out the planters, and building the boxes that turned the planters at 8th and Cumberland Streets into giant gifts.

The page has developed a following of about 5,000. If you have not done so yet, check it out. ❖



2021 CLA Events Calendar

- February 12 and 13 Presidents' Day Cherry Pie at the Market
- March 17 or 24 "State of the City"
- April 17 Spring Clean up (United Way Day of Caring)
(Rain date April 24)
- July 4 Fireworks at Coleman Park (sponsored by the City of Lebanon)
- August 15 Car and Motorcycle Show
(Rain date August 22)
- September 18 Music and Arts Fest
- October 12 Awards Celebration
- November 19 Holiday Tree Lighting
- November 20 Holiday Parade
(Rain date November 27)
- December 3 and 10 Holiday Carriage Rides

2021 PARKING METER HOLIDAYS

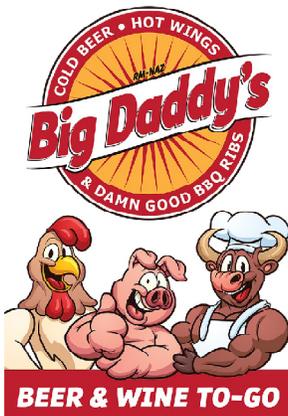
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|-----------------------------------|-----------------------|
| New Year's Day | Friday, January 1 |
| Martin Luther King Jr.'s Birthday | Monday, January 18 |
| Presidents' Day | Monday, February 15 |
| Memorial Day | Monday, May 31 |
| Independence Day | Sunday, July 4 |
| Labor Day | Monday, September 6 |
| Columbus Day | Monday, October 11 |
| Veterans' Day | Thursday, November 11 |
| Thanksgiving Day | Thursday, November 25 |
| Christmas Day | Saturday, December 25 |

Except for the above holidays, parking meters require payment Monday through Saturday 9 am to 5 pm.

Meet Our Newest Members

Cumberland Street Realty Associates

756 Cumberland Street
Lebanon, PA 17042
717-926-1914
Jim Cassel
jccassel@comcast.net



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