

## 2006 - 2007 Accomplishments

- Increased membership by 8%
- Produced the Third Edition of the Strip Map "Pittsburgh's Historic Market District," netting \$6,700
- Created and distributed monthly NITS-e-grams; adding approximately 15 new recipients per month at their request
- Added regular features highlighting individual Strip businesses, and events in the Strip to NITS-e-gram
- Maintained weekly updates to NITS website which receives 3,000+ daily visits and continues to provide free promotional listings and advertisements for NITS members
- Conducted 10 Board of Director meetings, 3 Executive Team meetings, 5 Promotions Committee meetings, 7 Organizational Committee meetings, 9 Economic Development Committee meetings, and 2 Town meetings; initiated the Marketing Action Team to proactively promote the Strip
- Held Annual Board Retreat with guest Bill Fontana from the PA Downtown Center who spoke about board responsibilities, succession planning and governance committees
- Participated in all Main Street meetings and activities
- Submitted second article on the Strip District to Young Professionals Magazine for print and web-based editions
- Updated "Strictly Strip Tours," web-based, self-guided themed tours. Three tours are currently online with additional tours to follow
- Hired Market Ventures Inc. to complete Market Analysis (sales and gap analysis) and individual vendor proposals for public market hall
- Completed comprehensive business plan for the public market hall
- Presented the public market hall concept to the National Historic Preservation Conference
- The Strip District Public Market Hall Council, Inc. (d/b/a Pittsburgh Public Market) was created as a corporate entity in the State of Pennsylvania. The 501(x)(3) status is pending
- Met/talked with 59 individual Strip businesses to obtain their perspective on how the public market would impact their business in the Strip
- Created a process to refer TANF eligible and low-income individuals to job openings with Strip businesses. A total of 52 individuals have been referred
- Completed site visits to North Market in Columbus, OH, Centre Market in Wheeling, WV, and Eastern Market in Detroit, MI
- To date, have raised \$930,450 for the public market hall
- Met regularly with Portal Team Committee to determine vision, strategies and additional fund raising opportunities
- Worked with Leadership Development Initiative regarding a plan for the small green section of the Portal area
- Met frequently with developers, realtors, and businesses, as well as city and county officials regarding new businesses and future development of the Strip
- Attended conferences and seminars germane to non-profit and community development
- Created powerpoint presentation on adaptive reuse for the National Trust Conference
- Updated information on the Strip in a number of written and internet venues, such as the Landmarks Book, Yellow Pages, About.com:Pittsburgh, Pittsburgh Neighborhood Tours, and VisitPittsburgh
- Completed five-year comprehensive business plan for Neighbors in the Strip
- Worked with the City and Pittsburgh Transportation to have three taxi stands placed in the Strip
- Engaged a consultant from Trans Associates to analyze our traffic study and make recommendations to the city regarding traffic calming and pedestrian safety

- Worked with Chuck Shane of Shane Communications to assist him in developing a quarterly magazine about the Strip
- Developed and produced a monthly 30 minute radio show on KQV about the Strip District
- Worked with writers from regional and national publications on travel articles about the Strip
- Received a Townie Award from the PA Downtown Center for our Partners in Crime (Prevention) program
- Instituted a "Spirit of the Strip" photo tour with Flickr Pittsburgh, followed by an exhibit of the best results
- Acquired the services of Constant Contact, a more effective distribution system for the NITS-e-gram and other messages to members
- Developed a new logo for Neighbors in the Strip that allows more flexibility in usage and branding
- Finalized the audit for FY 2005-6
- Worked with Hampton Inn Suites on a variety of issues, including their grand opening
- Attended several zoning variance and tax abatement meetings in support of Strip businesses
- Conducted a tour of the Strip and presented the Market Hall project to a group of students from Cornell University who are studying urban development
- Met with the URA and VisitPittsburgh to discuss how VisitPittsburgh could more effectively meet the needs of the neighborhoods
- Met with international groups from Mexico and Albania to discuss urban development
- Wrote the script for a MoGoes tour of the Strip; MoGoes tours are a joint venture of Mobile Media Ventures and VisitPittsburgh
- Partnered with the 16:62 Design Zone in a booth at the Pittsburgh Home and Garden Show
- Submitted a MetLife CSI Award application; one of only 100 applicants to be selected for the second round
- In conjunction with Randy Strothman & Associates, developed a four-page marketing piece for member businesses and business attraction
- Completed audit on the DCED grant
- Met with numerous individuals from print and broadcast media regarding joint advertising opportunities; Arranged for joint advertising opportunities in Pittsburgh Magazine, the Tribune Review PM edition, and Lamar Advertising
- Conducted a discussion session for African-American Coro Fellows
- Sent numerous story leads and press releases to Pop City, the Post-Gazette and other publications, resulting in increased coverage of Strip events
- Hosted a seminar on the Strip, including a tour, for the Smart Growth Conference
- Organized Marketing Action Team to develop strategies for marketing and promoting the Strip
- Was selected by Post Gazette as one of the 50 best places to work
- Supported City Council efforts to obtain Preserve America designation
- Participated in the Hilltop Communities panel discussion for neighborhood improvement
- Worked closely with Zone 2 police and Commander George Trosky regarding increased police presence in the Strip
- Held Guest Bartender Event as a fundraiser and to launch the Annual Fund Drive
- Designed a "Shop Local in the Strip" bookmark as a giveaway to promote the Strip and the value of shopping local
- Worked with Roland's regarding plans for their 50<sup>th</sup> anniversary; obtained proclamations from the City and the State House of Representatives
- Worked with Randy Strothman and Associates on a pilot program to provide marketing snapshot consultations for four strip businesses
- Prepared a support letter for Pennsylvania Resource Council efforts to gain funding for working with the communities on graffiti vandalism
- Met with Macy's personnel to discuss fundraising and promotional activities that Macy's can provide to non-profit groups

- Held Concierge Party at Spaghetti Warehouse for hotel and visitor’s center personnel to introduce the new map and to familiarize them with the Strip businesses
- Submitted a grant request to Community Connections for a “Sundays in the Strip” program in accordance with the Pittsburgh 250 “Pride and Progress” theme
- Continued to reduce part one crime for a total of 30% over five years
- Continued to work with new businesses providing 1,297 jobs over five years

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## Summary of Accomplishments – Inception to 2006

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### Organizational Accomplishments

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- Became a 501 C 3 not for profit organization
- Developed an active Board of Directors and Advisory Board
- Created a community-based organization and built consensus among stakeholders through town meetings, committee participation, and a strong Board of Directors
- Increased membership base annually
- Received the 2004 Mainstreet Pittsburgh Award for Excellence in Organization, the 2003 Mainstreet Pittsburgh Award for Overall Excellence and the 2002 Award for Excellence in Organization (Mainstreet Pittsburgh Awards suspended in 2005 and 2006)
- Developed a variety of special events and activities to support operating costs
- Developed community communications through monthly NITS-e-grams, monthly “open” board meetings, regular town meetings, committee meetings, and website updates
- Adopted Mainstreets approach and operational structure
- Developed identity/image campaign, including logo, signage, trash cans, banner identification program and received Art Commission approval
- Coordinated and/or participated in a variety of studies: Neighborhood Improvement Plan - Karen Brean; 24/7 A Neighborhood Design – Carnegie Mellon University; Guiding Change in the Strip – University of Pittsburgh; Safety & Security Plan; Marketing Plan; Marketing Study; Fundraising Plan; Economic Development Study; Portal Study; Pittsburgh Parking Authority Study; Map Pittsburgh Project; Enterprise Zone Study; Baseline Inventory
- Developed an award-winning website: [www.neighborsinthestrip.com](http://www.neighborsinthestrip.com) that continues to grow in number of hits/visits
- Worked with the City of Pittsburgh, Riverlife Task Force and The Buncher Company to assist in the development of a “more esthetic” riverfront trail in the Strip
- Developed numerous partnerships, collaborations and affiliations to help further promote the mission of Neighbors in the Strip and its stakeholders
- Planned and implemented the “Legends of the Strip” event which netted nearly \$20,000 in 2005 and \$33,000 in 2006
- Became the only neighborhood asked to participate in the Birmingham Innovation Group (BIG) Convention
- Held successful annual fund drives, increasing revenues annually
- MainStreet Manager completed required Downtown Revitalization Institute program provided by the Pennsylvania Downtown Center
- Represented and spoke at a safety and security workshop session at the National Historic Mainstreets Convention



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## Promotional Accomplishments

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- Excelled over 13 other neighborhoods in the Shop Mainstreet Pittsburgh Program in the categories of most website hits, most entries, 2<sup>nd</sup> most entries and most organizational support; also participated in the Shop/Discover Pittsburgh Neighborhoods program which helped to make Strip businesses aware of the benefits of joint and destination advertising
- Took the Safe Neighborhoods Program national at the National Mainstreets Convention, resulting in a request for a presentation of the program to officials and stakeholders in Morgantown and from West Virginia University, who are now patterning their Safety and Security Plan after the Strip District program
- Created and marketed a popular Strip (and City of Pittsburgh) map; in its second edition, distributed more than 70,000 “One Fun Strip” Maps, netting nearly \$10,000 and enrolling 15 new members in the process
- In conjunction with The Priory and a number of Strip businesses, developed a Discover the Strip / Priory Weekend Getaway – see <http://www.thepriory.com/strip.asp> for details
- Due to thoughtful collaboration and effort the Strip District received the best coverage of any neighborhood in the Landmarks Book
- Created, coordinated and covered a variety of sales events, public awareness events, networking opportunities, neighborhood celebrations, and fundraising opportunities including:
  - Governor Ed Rendell Tour of the Strip
  - Before & After
  - Guinness Oyster Festival
  - Three successful Fall Crawls
  - Taste of the Strip
  - Top of the Strip
  - Art ‘n Stroll
  - P & G Diner Grand Opening and Block Party
  - Flicks on Bricks
  - Four Annual Spiritual Light up Nights
  - Discover the Strip Scavenger Hunt
  - Shantytown Exhibit
  - Several Guest Bartenders networking nights
- Worked tirelessly with the Urban Redevelopment Authority to host the Pennsylvania Downtown Center Convention in Pittsburgh; in conjunction with this event, hosted an evening event in the Strip
- Developed media relations and stories
- Worked with various publications on articles concerning the Strip, including CBS, American Airlines, National Geographic, Ute Magazine, Business Times, Post-Gazette, Tribune Review, Pittsburgh Magazine and Landmarks
- Coordinated a twenty-minute show on the Strip that aired on the City Cable station throughout May 2002 and continues to be shown on a periodic basis
- Coordinated several videos of the Strip for use on television and the website
- Developed individual marketing and advertising opportunities for local businesses and developers on the Strip Map, website, nits-e-grams and other vehicles
- Provided free promotional listings for Neighbors in the Strip members on both the website and the monthly NITS-e-gram



- Worked with six other neighborhoods in developing the Pittsburgh Neighborhood Tours website
- Worked with Explore PA on producing a WQED special on the Strip District
- Commissioned Pop City to prepare a Visitors Guide, Investment Guide, and Moving Guide for the Strip District
- Submitted article on the Strip District to Young Professionals Magazine for print and web-based editions

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### Economic Development/Design Accomplishments

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- Created an active NITS Act 47 / ICA Task Force that met with Act 47 Coordinator and others; developed and circulated a Position Paper for small businesses / neighborhoods
- Developed a Strip Market Hall Concept Paper, which indicated the Market Hall would be an economic engine, incubator and customer attractor to enhance the ambiance of the Strip
- Assisted in developing the Technology Seeding Program, a collaborative project with Bloomfield, the Urban Redevelopment Authority, PennTap and the Catalyst Connection
- Sought and received Mural Sprout Grants for two murals in the Strip and held dedication events as a requirement of the grant
- Participated in the Urban Land Institute Competition in 2004
- Participated in a Carnegie Mellon University Study with 17 fifth year architectural students
- Worked with the City and Buncher Company in the vacation of Waterfront Place
- Worked with approximately 58 new businesses since 2002, providing over 1,111 jobs
- Worked with EDMC's relocation to the Strip District, adding 290 employees to the Strip in March 2006
- Assisted in returning two non-accruing homes to the tax roles
- Developed an emergency response team comprised of the FBI, PEMA, Zone 2 Police, Department of Public Safety, Allegheny County District Attorney's Office, U.S. Attorney's Office, Bureau of Fire, Hazmet and Emergency Services to address safety & security concerns
- Helped to reduce "part one" crime 14% in 2001, 10% in 2002, and an additional 9.2% in 2003 (for the third consecutive year in a row)
- Collaborated with media and various law enforcement agencies to nurture a positive safety image for the Strip District and adjusted the media's perception of crime in the Strip, as evidenced by a 7/30/03 Pittsburgh Post-Gazette article by Jan Ackerman and the recent media coverage of violent events in the Strip
- Created an Emergency QuickGuide and Crisis Prevention Manual for use by Strip stakeholders.; the QuickGuide was adopted for use by Pittsburgh's Cultural District and other neighborhoods
- Worked with New Kensington and Lawrenceville on developing their Emergency Response Teams
- Worked with the City of Pittsburgh and Urban Redevelopment Authority to get improved lighting on Smallman Street between 16<sup>th</sup> and 21<sup>st</sup> Streets, as well as trashcans, street cleaning, pedestrian crosswalks and more
- Developed a Win-Win-Win initiative with the sidewalk-cleaning program for the Strip, in collaboration with Parcway Industries (Achieva) which was in existence for 3 years and trained over 30 individuals with handicaps
- Assisted in obtaining more metered, convenient parking in the Strip
- Provided a vehicle for available sale/lease of available commercial or residential property at <http://www.neighborsinthestrip.com/news/realestate.html>
- Conducted tours for special interest groups, including Neighborhoods USA, International Downtown Association, Pennsylvania Planning Associations, Coro Fellowship, Pittsburgh Community and Professional Groups and others
- Received a \$700,000 Health and Human Services grant for the Strip Market Hall
- Completed the Market Hall feasibility study

- Conducted meetings with current businesses and potential vendors, property owners and developers, government agencies and potential funders concerning the Market Hall and potential development stimulated by the Market Hall
- Completed Portal Area grant request and received \$345,000 in Conference Report./Federal Transportation Funds
- Worked with Burt Hill Kosar Rittelmann Associates, Strip stakeholders, governmental agencies, private businesses and others to finalize the Portal Area concept
- Facilitated matching grants of up to \$1,200 each for nine Strip businesses to upgrade their business technology through the Technology Seeding Program
- Served as a city/neighborhood liaison for two significant new residential developments in the Strip: the Cork Factory with 297 loft apartments and the Otto Milk Building Development with 64 condo units
- Initiated plan to increase pedestrian safety and improve traffic flow on Smallman, Liberty, and Penn Avenues
- Conducted meetings with District Attorney's office, law enforcement agencies, community stakeholders, Duquesne Light and Yellow Cab, among others to improve safety and security in the Strip