

OBID's Mayflower Friday: A Great Success!

A special thank you to the businesses who participated in our first Oakland Friday event: **Mayflower Friday!** The streets of our business district were lined with ten foot tall puppets, a fire eater, balloon maker and WAMO! These monthly events are designed to attract attention and consumers to your store.

**Next Event:
Fitness Friday
Friday, June 29th
3:00 p.m.-7:00 p.m.**

If you would like more information, please visit:
www.onlyinoakland.org!



Please join us next month:

- Plan a fitness themed incentive for your store.
 - Stay open until 7:00 p.m.
 - Get involved with nearly 20 participating businesses so far.
- In return, OBID will:**
- List your business on our event feature page on www.onlyinoakland.org!
 - Include your store for event activities!
 - Give you an orange flag and holder!

If you are a business interested in participating, please call 412-683-6243!

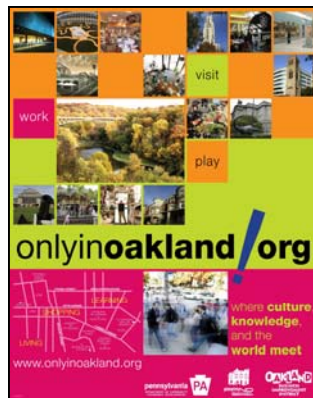


OBID Launches its New OIO Website!

The Oakland Business Improvement District launched its new *Only in Oakland* website in May. The website, OBID's mechanism for marketing Oakland, the district and the businesses within, was created by Hot Hand Interactive.

Looking for something to do?

The OIO website features event updates, including information on Oakland Fridays and the Oakland Farmers' Market. Also, if you're looking to visit Oakland, our site will guide you to grab a bite to eat, to happy hour with friends or to find that special gift with an interactive business directory



and map lists the phone numbers and addresses of all of the businesses in Oakland. Since the launch of the new website, the OBID has found that the number of site visitors increased tremendously! The week that we launched, we had over 12,000 hits! That's almost four times as many hits as our weekly average!

Special thanks to the **University of Pittsburgh, Carlow University, The Book Center, National City, Eureka Bank and Pittsburgh Year of Glass** for displaying the poster boards that advertise our site!

www.onlyinoakland.org or www.oaklandbid.org

BIZ-Bits

- Put on your sneakers in June for "Ready, Set, Walk!" a challenge presented by Oakland Transportation Management Association (OTMA) in partnership with America on the Move. Local residents can take part in the walk challenge by registering on the OTMA website at www.otma-pgh.org. After completing registration, participants can dust off their walking shoes for June 1st kick off event at Schenley Plaza. There, registered walkers can pick up their Walking Resource Kits which will help track their progress. Walkers will count their steps from June 1st through June 29th in hopes of winning an i-Pod Shuffle and other prizes. The Grand Prize winner will win an overnight stay at the luxurious Nemaocolin Woodlands Resort. **Join us for the Grand Finale in Schenley Plaza on June 29th.** If you have any questions do not hesitate to email OTMA at info@otma-pgh.org, or call at (412) 687-4505.



Oakland Farmers' Market Coming Soon!



2007 Oakland Farmers' Market

Every Friday beginning:
June 29th!

The market takes place every Friday from 3:30 p.m. until 6:30 p.m. on Sennott Street between Atwood Street and Meyran Avenue.

Free Parking is available on the adjacent UPMC lot!



TOP TEN REASONS TO BUY LOCAL FOOD

1. Local food translates to more variety
2. Buying locally grown food makes a wonderful story
3. Eating local means more for the local economy
4. Locally grown produce is fresher
5. Local food just plain tastes better
6. Local food builds community
7. Eating local is healthier for you
8. Buying local food keeps us in touch with the seasons
9. Eating local supports a clean environment
10. Supporting local food preserves open space



Business Owners Learn the Ins and Outs of Our Police Forces

Representatives from the City of Pittsburgh Police Force including **Commander Kathy Degler, Detective Ashley Thompson and Officer Matt White** and University of Pittsburgh Police representative **Officer Ron Bennett** presented vital information to a group of business owners on Wednesday, May 9th as part of the OBID's 2007 Entrepreneur's Education Series.



Above: Pitt's Public Safety Building

3412 Forbes Avenue ensures more Pitt Police visibility in our business district.

Business owners were warned to be on the lookout for stolen tire jacks, quick change artists, counterfeit money and graffiti. Any time you witness something suspicious, make sure to CALL 911. Filing a report is important because

it allows the police to keep record of all incidences in the area and if a like-crime occurs they can go back and use that evidence to catch criminals. Pitt employs surveillance cameras around campus to ensure that officers have a 24/7 link to this area. Also, the recent opening of the new public safety building at 3412 Forbes Avenue ensures more Pitt Police visibility in our business district.

The City of Pittsburgh Police and the University of Pittsburgh Police work together to keep Oakland and the central Oakland business district a safe and consumer-friendly area.

Oakland Businesses: Come Out for our June Seminar:

"From Seed to Storefront: Capturing the Health and Wellness Market"

Wednesday June 20, 2007 at 2 pm - Wyndham Garden Hotel, 3454 Forbes Avenue

Kim Wynnycy, *Whole Foods Market*

Jamie Moore, *Eat'n Park Hospitality Group*

David Eson, *Pennsylvania Association for Sustainable Agriculture*

From food service to pharmaceuticals to general small business, health and wellness has become a multi-billion dollar industry in America. How can your business capture this market and take advantage of this hot consumer trend? Restaurant owners, how can your restaurant remain competitive in a consumer market demanding healthier foods? What are the benefits to buying locally produced products? Learn this and more.



BID-Bits

- Business owners, take advantage of the influx of people entering the Oakland neighborhood for Phipp's Conservatory's Chihuly Exhibit! The exhibit will be in your own backyard until November 11th! If you have any questions, please contact **Phipps Conservatory** at **412-622-6914** or visit **www.pittsburghcelebrates.org!**
- OBID Congratulates our partner: Carlow University won bronze honors in the 28th Annual Telly Awards for their "I Matter" commercial campaign. 13,000 applicants hailed from all 50 states and from five continents. The Telly Awards "honor the very best local, regional and cable television commercials and programs, as well as the finest video and film productions." The Telly is one of the most sought-after awards by industry leaders from large international firms to local production companies and agencies. If you would like to view the winning commercials, please visit: www.imatter.carlow.edu.

CARLOW
UNIVERSITY
Values. Scholarship. Vision.