

**Oakland Attracts New Businesses**

Walking through the Oakland business district over the past few months, you may have noticed some new faces and storefronts in the neighborhood. Since July, three new businesses have come to the Oakland business district with two new businesses set to open in the next few months.

On July 1, **All Wireless Mart** opened its doors at 3710 Forbes Avenue, selling a variety of cell-phones, cell-phone plans, and accessories.

“You can buy phones, plans, prepaid discover cards, or prepaid phone cards,” said sales associate Dante Jennings.

The staff and management of **All Wireless Mart** have been making their presence known in Oakland by visiting local institutions and businesses with information about their products. On a recent Friday morning, store owner Derek Belcastro stood outside of the store's entrance and introduced himself to pedestrians passing by.

**All Wireless Mart** offers to try and beat the price of competitors. If they can not beat it, they will match it. Additionally, All Wireless Mart is offering discounts for all Pitt and UPMC employees.

Further down Fifth Avenue, and around the corner on Meyran Avenue is **Underground Printing**. Opening its doors on August 1, it is a custom apparel store, with locations in Michigan, Indiana, Wisconsin, and Minnesota.

“The Pittsburgh store is the most Eastern location for Underground Printing to this date,” said Pittsburgh Branch Manager Joe Dopirak.

“We do customized apparel, t-shirt and screen printing, embroidery, and any other customized t-shirt designs for both commercial and individual purposes.

Dopirak, a North Huntington native and 2007 graduate of the University of Pittsburgh's College of Business Administration, stressed the fact that Underground Printing strives to cater to the culture of each neighborhood in which it is located. Each store operates as an autonomous business. “We act as a local business,” said Dopirak. “We do our own marketing, we have our own specials, we do everything ourselves.”

Another new business, is Ron Levick's **IGA Market on Forbes** in the second floor of 3609 Forbes Avenue. Officially opened on August 15, **IGA's** opening ceremony included representatives from local governments and Oakland institutions. Oakland's **IGA** is the first second floor grocery store in the city of Pittsburgh and the first grocery store in the central Oakland business district since Giant Eagle closed in 1999.

Two businesses set to open within the next few months are: **AJ's Burgers and Peruvian Chicken** at 3604 Fifth Avenue and **Pizza Sola** at 114 Atwood Street.



**BID-Bits**

- **Call for OBID Board Nominations:** OBID is seeking nominations from our membership community to join the OBID Board of Directors (3-year term begins January, 2009). Elections will be at OBID's Annual Meeting scheduled for October, 2008 (look out for more details). Please Contact OBID at (412) 683-6243 for a nomination form or for more information.
- **Bilingual Homebuyers Workshop**  
PNC Bank and NeighborWorks are offering the Bilingual Homebuyers Workshop. This free session in English and Spanish will be held at St Regis Church in Oakland on Saturday September 13th from 8:30 to 4:00 pm. This seminar will show you the steps you need to take to purchase a home, and Lunch is included! Please call to register at 412-322-2714.



- **Opportunity for Businesses:** There is still an opportunity for OBID businesses to showcase their goods at the Oakland Farmers' Market. For more information, email [intern@oaklandbid.org](mailto:intern@oaklandbid.org).

**Parking**

**Meet and Greet**



**Oakland Roundtable**  
for all OBID members

Thursday, September 18  
3:00 pm  
Peter's Pub, 2nd Floor  
116 Oakland Avenue

**Topic: Parking**  
Mavis Rainey of Oakland Transportation Management Association and Cindy Jampole from Trans Associates will be discussing a community survey on parking in Oakland and update on parking in general.

**Real Estate Brokers Reception and Walking Tour** for all OBID Members.

Wednesday, September 17  
4:00 — 6:00 pm  
Branding Brand Communications  
3710 Forbes Avenue, 2nd Floor  
RSVP: (412) 683-6243

**OBID invites our members to learn about exciting real estate opportunities in Oakland and to hear about new information regarding Pittsburgh's 2nd largest business district!**



## OBID in Overdrive

The last few months have seen a plethora of new and returning OBID initiatives to enhance the vibrancy of the Oakland Business District. As OBID embarks on these projects, we want to ensure that business owners, property owners, and all other OBID stakeholders are kept abreast of the various opportunities to help make Oakland the number one destination in Southwestern Pennsylvania. Following is a list and description of the most recent OBID projects. For more information on any of these projects contact OBID at (412) 683-6243

**Let's Go Pitt:** A new partnership has been developed between University of Pittsburgh Athletics and OBID. In an effort to infuse extra electricity into the atmosphere of Oakland during the weekends of home games for the Pitt Panther Football team, Pitt Athletics and OBID have created a variety of business advertising opportunities and other initiatives. Businesses participating in the Let's Go Pitt program will offer special values and discounts to Pitt Panther Football fans. In return, the businesses will receive a variety of free advertising opportunities through Pitt Athletics including: Being listed in the Let's Go Pitt brochure (distributed to all Pitt Panther season ticket holders); businesses announced at home Pitt football games; business discounts promoted on a special section of [visitpittsburgh.com](http://visitpittsburgh.com), [pittsburghpanthers.com](http://pittsburghpanthers.com), and through Clear Channel promotional efforts. Additionally, Fridays preceding Pitt Panther home football games will feature: members of the Pitt Marching Band and cheerleading squad marching through Oakland; Pitt Panther decorations in the windows of participating businesses, and a large inflatable panther helmet in the Oakland business district. There is still a small amount of time for businesses interested in participating in the Let's Go Pitt program to sign up. If interested, contact OBID.

**Passport to Oakland:** In its second year, Passport to Oakland has grown to include forty-five businesses from last year's thirty-four. Participants receive a Passport to Oakland booklet with the names and addresses of participating businesses. The participants take their booklet to any thirty of the businesses listed in the booklet and receive a stamp in their booklet (No purchase necessary). Once a participant has thirty stamps in their Passport to Oakland booklet, they can drop off the completed booklet at their final location by September 10. All participant booklets with at least thirty stamps will be entered into a drawing to win a grand prize of two airline tickets. An assortment of other prizes will be award to runners-up. If a participant visits and receives stamps from all businesses listed in their

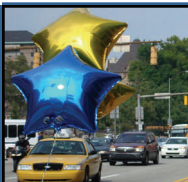
booklet, they will be entered into the prize drawing twice. Drawing for the grand prize and other prizes will be held on September 19, at 3:30 pm at the Oakland Farmers' Market. Contact OBID to receive your Passport to Oakland booklet.

**OTF "Go Green Oakland":** As a member of the Oakland Task Force, OBID and partners have developed the "Go Green Oakland" campaign designed to raise awareness of green initiatives underway in Oakland and to encourage the elimination of plastic bags in Oakland. The campaign included 10,000 reusable shopping bags and Oakland brochures highlighting Oakland including a list of eco-friendly, Oakland businesses. The bags and brochures were distributed to the Freshman at Pitt, Carlow and CMU. This project was funded by PA Senator Jay Costa and the University of Pittsburgh.

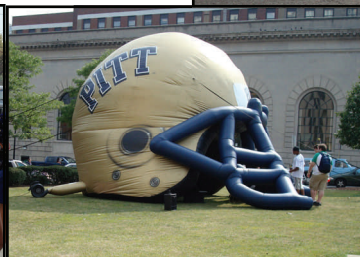
**New Student Scavenger Hunt:** In an effort to introduce new Carlow University and University of Pittsburgh students to the Oakland Business District, OBID organized a scavenger hunt on Friday, August 22. This event brought over 150 freshmen into our district. Each student was given booklets with pictures of various Oakland destinations and were asked to identify the street address of each location. After the participants completed the scavenger hunt, they were treated to food from Jimmy John's Gourmet Subs, Milano's Pizza, and Rita's Italian Ice, while OBID staff reviewed the location of each destination listed in the scavenger hunt booklet.

**Brokers Reception:** In an effort to promote OBID's available vacant spaces, OBID will be hosting a variety of Southwestern Pennsylvania real estate brokers in the business district on Wednesday, September 17 at Branding Brand Communications, 3710 Forbes Avenue, 2nd Floor. For more information, contact OBID.

**Ongoing:** In addition to the litter pick-up provided by OBID's cleaning crew, OBID is having the sidewalks in the business district pressure washed.



**Pitt Athletics make the business district extra lively on Fridays.**



### BID-Bits

- **PICT Advertising Opportunity**  
The Pittsburgh Irish and Classical Theatre and Cabaret Pittsburgh will be hosting a benefit performance: "Elain Strichtch: At Liberty" on Saturday, October 18. It won the 2002 Tony Award for Best Special Theatrical Event, the 2002 Drama Desk Award for Outstanding Book of a Musical, and the 2002 Drama Desk Award for Outstanding Solo Performance.



Businesses that decide to advertise with the event will have their company logo included on signage at the event and have their company listed on the Cabaret Pittsburgh website. Companies will also receive 2 tickets to the performance. The cost of advertising is \$300. A commitment must be made by September 15th via email to [rismo@picttheatre.org](mailto:rismo@picttheatre.org).



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