

**Mayor Ravenstahl is “Taking Care of Business”**

City of Pittsburgh Mayor Luke Ravenstahl is placing an emphasis on ensuring the success of the city’s business districts with his *Taking Care of Business* program. OBID staff members

Georgia Petropoulos and Patrick Donohue sat down with Mayor Ravenstahl and Kim Graziani, Director of Neighborhood Initiatives, to learn more about these great new initiatives underway. We also wanted to thank the Mayor for his recent award of \$5,000 to OBID as part of the Community Development Block Grant program!

As Pennsylvania’s third largest business district and Pittsburgh’s second largest business district, the Oakland business district will be a key part of the Mayor’s *Taking Care of Business* program.

“The approach to each business district will be unique based on feedback provided by the community organizations, which includes feedback from OBID for Oakland” said Mayor Ravenstahl.

“Our approach will also include feedback we received from the public meetings we held, as well as, from our analysis of the 311 calls for each neighborhood,” said Kim Graziani. The Mayor’s plan for the Oakland business district will take the form of a one week sweep through the area by the Mayor’s SWAT team. “We will come in with all of our resources and fix any signage, remove graffiti and take a more proactive approach as opposed to reactive,” said Mayor Ravenstahl. Additional priorities for Oakland’s business district include recycling receptacles, bike racks, and banners.

One of the Mayor’s goals for improving the Oakland business district is to “show businesses that we care about them and their investment in the area,” said Mayor Ravenstahl. “Folks do not shop in the main street business districts like

they used to, but this is changing with the rising price of gas. We need to ensure that we dedicate the resources necessary to ensure the success of these business districts,” said the Mayor.



**City of Pittsburgh Mayor Luke Ravenstahl**



The Oakland business district is getting the Mayor’s attention, not only because of its size, but also because it is the first image of Pittsburgh many visitors receive when they come to the city. With Pitt, UPMC, CMU, and Carlow University all located in, or within minutes, of the central business district, Oakland is a destination for many students and their friends and families. “Oakland is more of a downtown than the downtowns of many smaller cities,” said Mayor Ravenstahl, “and there are great opportunities to link Oakland and Downtown in the future.”

Despite Oakland’s emergence as a center for culture, education, technology, and healthcare, the Mayor acknowledges that many people outside of the city still envision Pittsburgh as a smoky, industrial place. “When people come here for the first time, they often expect to be coming to an industrial center, but they leave surprised after seeing the beauty and cleanliness of the city,” said Mayor Ravenstahl.

As part of his *Taking Care of Business* program, Mayor Ravenstahl wants to ensure the future success of the Oakland business district. “Oakland is clearly an area that is busting at the seams,” said Mayor Ravenstahl. “Oakland needs to grow, but we will be delicate in how that is handled. We need to take the opportunity to create new jobs, but also make sure that we do not create any adverse affects for surrounding neighborhoods.”

OBID would also like to congratulate Mayor Ravenstahl and his wife Erin who are expecting their first child this November!! Congratulations!

**BID-Bits**

- **Mayor’s Family Night**  
 Sunday, August 10 will be the first ever Mayor’s Family Night in conjunction with Citiparks Cinema in the Park. Mayors Family Night will start at 6:30 pm at Flagstaff Hill and allow families to meet the Mayor and his staff, and get the chance to see Fire, Police, and Public Works vehicles. At 8:30 pm, the Academy Award nominated film *Surf’s Up* will be shown.
- **PITT, CMU, and Carlow Welcome New and Returning Students**  
 Students will be returning to class at Oakland’s three major universities at the end of August. Classes will begin at Pitt, CMU, and Carlow University on Monday, August 25. Prior to this date, students will be in the process of moving back into dorms and off-campus housing.
- **Got Used Bookstore Hosts “Back to School Week” for OBID Businesses**  
 Got Used Bookstore is extending an open invitation to any Oakland businesses who want to participate in its Back to School week (August 25-29). Businesses are invited to either donate their products to Got Used Bookstore, or to come in and distribute their products themselves. Any interested businesses can call Store Manager Jessica Larson at (412) 687-2780. This is Got Used Bookstore’s busiest time of the year.

## Roundtable: Marketing



### Oakland Roundtable for all OBID members

Thursday, August 21  
3:00 pm  
Peter's Pub, 2nd Floor  
116 Oakland Avenue

#### Topic: Marketing

OBID has developed various marketing initiatives designed to showcase our business district. Come learn about the many projects underway!

## IGA to Open on Forbes

OBID will be hosting a Ribbon Cutting event for Oakland's new grocery store.



Friday, August 15  
3:00 pm.  
IGA Market on Forbes  
3609 Forbes Avenue

## Port Authority Holds Public Meetings

As part of its Connect '09 initiative, the Port Authority of Allegheny County is creating a Transit Development Plan. The Transit Development Plan is intended to revitalize the Port Authority's bus service — to help the service better match the

current demand, to make it simpler, faster, more direct, and to implement innovative practices and services. The TDP will also strive to better integrate bus service with the Port Authority's other modes and with neighboring systems.

In order to best address the needs of residents in Allegheny County, the Port Authority has been

holding public hearings to solicit feedback from its riders. The next public meeting will be taking place on August 5, at East Liberty Presbyterian Church. The

meeting starts at 6:00 pm and lasts until 8:00 pm. Residents and riders are encouraged to

come to the meeting to allow the Port Authority to better understand their riding needs and concerns. More information regarding the Port Authority's Transit Development Plan can be found at the project's website:

<http://tdp.portauthority.org/paac/>.



## Pitt Athletics Partners with OBID

As part of its "Let's Go Pitt" Program, the University of Pittsburgh Athletics Department has partnered with OBID to paint the town blue and gold for the 2008 Pitt Football season. Last month, many OBID members attended a meeting at the Petersen Events Center to discuss ways in which Pitt Athletics and Oakland Businesses could partner to create an electrified environment in Oakland during the weekends of Pitt's home football games in the 2008 Season.

Of the many ideas discussed at the meeting, Pitt Athletics has decided to offer each participating business free advertising through their many media outlets. Each Oakland business that has offered a promotional for the six "Let's Go Pitt" weekends (Friday thru Sunday), will receive FREE advertising benefits thru the following:

1) Printed brochure mailed directly to season

ticket holders

2) Extra brochures will be available to distribute throughout the Oakland community  
3) Listing on the [www.pittsburghpanthers.com](http://www.pittsburghpanthers.com) website

OBID weekend events will be advertised thru:

- 4) the [www.visitpittsburgh.com](http://www.visitpittsburgh.com) website sponsored by the Greater Pittsburgh Convention and Visitors Bureau
- 5) Pitt Panthers Radio announcements
- 6) Game Day



announcements

7) Pitt Athletics and OBID will distribute media press releases.

Additionally, Pitt Athletics has arranged for other buzz creating events in the business district during the six "Let's Go Pitt" weekends. For more info, call OBID at (412) 683-6243.



## BID-Bits

- **Opportunity for OBID Businesses**  
OBID is offering businesses the opportunity to advertise or sell products at the Oakland Farmers' Market on a limited basis. For more information call OBID at (412) 683-6243.
- **Book For Sale: *Historic Oakland***  
*Historic Oakland* is a collection of articles written by the late Clifford C. Ham for *The Oakland Newspaper* between 1989 and 1995. At only \$12.95, pick up yours today at 235 Atwood Street, 2nd floor or call 412-621-7863 to have one shipped to you and your friends.
- **Oakland Gets First of New Intersections**  
The pedestrian safety improvements for the Oakland business district has finished construction of its first expanded sidewalk at the intersection of Thackeray Street and Fifth Avenue. For more information on the project visit [www.otmapgh.org](http://www.otmapgh.org) or call Oakland Transportation and Management association at (412) 687-4505.
- **Need Furniture?** Check out OPDC's Oakland Furniture Sale Friday, August 22 – Sunday August 24<sup>th</sup>, 10am – 8pm Corner of Sennott and Atwood Streets.
- **Got Furniture?** Donate to the Oakland Furniture Sale Weekly pickups until the mid August. Call Lisa to arrange a pick-up or drop-off at (412) 621-7863 x23.