

### Pittsburgh Irish and Classical Theatre Partners with OBID

Pittsburgh Irish & Classical Theatre is dedicated to the classics and Irish dramatic literature. PICT produces an annual season of plays at the Stephen Foster Memorial as the Professional Theatre in Residence at the University of Pittsburgh. With an annual attendance of over 20,000 highly-educated, high-income discerning attendees, PICT is consistently named one of the "Top 50 Cultural Forces" by the *Pittsburgh Post-Gazette*.

PICT is embarking on an ambitious strategic plan to grow the organization and to become a cultural anchor for Oakland. PICT would like to partner with OBID and the Oakland business community to help make our neighborhood a destination.

PICT wants to connect businesses with its audience, the upscale decision-makers with the disposable income that can generate new business for you.

PICT is offering several opportunities to OBID members. For businesses that offer discounts to PICT ticket holders, PICT will provide the name of your business to its audience members. This will make the business a likely destination for PICT ticket holders and



David Whalen and Leah Curney in *Pride and Prejudice*, photo by Richard Kelly Photography

ensures that businesses receive exposure to the upscale individuals with disposable incomes who attend PICT events. For further exposure, businesses can also become a PICT sponsor. A business that becomes a sponsor receives a variety of benefits including:

- Gain exposure and recognition to PICT audiences.
- Receive advertisements in PICT's playbill program.
- Participate in PICT's Subscriber Discount Program. Receive a tax deduction.

Sponsorships are in the range of \$1,500 to \$20,000. If you are interested in any of these great opportunities, please contact Eric Nelson, Director of Sales, at (412) 561-6000 extension 206 or via email at [enelson@picttheatre.org](mailto:enelson@picttheatre.org).

The third largest professional theatre in Pittsburgh, PICT is proud to call Oakland home. By working together, we can help each other grow and promote all that Oakland has to offer.

### BID-Bits

**Congratulations to OBID's Newest Board Members — Welcome!**



Dr. Patrick Joyce, Carlow University



Dr. Lawrence Wechsler, Property Owner



Ms. Lane Colvin Children's Hospital of Pittsburgh of UPMC



Mr. Nick Pawlenko Peter's Pub

Not Pictured: Mr. Jeff Bomba, Five Guys; Mr. Larry Schiller UPMC

### OBID Roundtable

**Oakland Roundtable**  
for all OBID members

**Thursday, March 20**  
3:00 p.m.  
Peter's Pub, 2nd Floor  
116 Oakland Avenue  
**Mandatory Recycling**



Topic:  
**Recycling: Making Oakland Environmentally Friendly.** This Roundtable will focus on ways in which businesses can improve their recycling habits and avoid city fines of up to \$5,000.

Guest speaker from City of Pittsburgh Department of Public Works.

### Fair-well to Two OBID Board Members

The OBID would like to say goodbye to our board members Carol Crum and Akila Iyer.

Carol Crum was one of the founding board members of the OBID and a former Chairwoman of the board. Carol was also a very successful business owner and her constant enthusiasm was one of the driving forces behind the OBID and success of the business district.

Former Citizens Bank Oakland branch manager Akila Iyer was also very active on the OBID board. Because of a relocation to another branch, Akila will no longer be serving on the board.

Thank you Carol and Akila for your commitment to OBID. We wish you the best of luck!

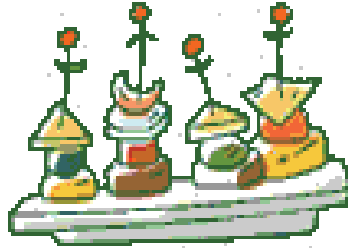


## OBID Planning Projects for 2008

The OBID is gearing up for a great season of new projects and initiatives aimed at benefiting our members. Our business and property owners have asked that we continue our focus on neighborhood appearance and marketing Initiatives for 2008. In our efforts to beautify the district, our cleaning crew continues daily sweeping of the business district sidewalks. In addition to these services, OBID is planning to provide pressure washing services in the business district as well. To compliment these programs, OBID will be repairing and replacing some of the damaged trash receptacles and adding recycling bins as well. The recycling bins will be provided by the City of Pittsburgh. While our crew does an excellent job of keeping the streets free from litter, the new trash cans will make it easier for individuals to dispose of their garbage appropriately.

The OBID Marketing Committee is also actively planning a variety of events and activities

that will continue the positive branding of our business district and that will continue to attract new customers for our businesses. Our first event is planned for May called the "Taste of Oakland Appetizer Tour." This event pairs restaurants with retail stores. Participating restaurants will be supplying an appetizer to be distributed to event goers by their retail partner. Event goers will be encouraged to visit all participating business sampling the hors d'oeuvres. At the end of the tour, food samplers will vote for their favorite finger food.



This is a great way to give your business exposure and to obtain a customer base that will continue to come back for more. A number of businesses have already agreed to participate in the "Taste of Oakland Appetizer Tour!", but space is limited.

Lastly, OBID is also planning the annual Oakland Farmers Market scheduled to begin the end of June. For any questions about any of these great projects please call the OBID offices at (412) 683-6243.

## OBID Members, Get Ready for Spring!!!

While warm spring weather will be a nice change, it also brings about those summer-time safety concerns that all businesses should be alert to. Here are some issues we feel are important for our business owners to know.

**Dumpsters:** Remember to keep your dumpster lid closed and locked at all times! According to the Pittsburgh City Code Chapter 765.09, "The owner, lessee, and/or whether an individual, corporation, partnership, association, or any other form of legal entity, who lease, rent, or own garage receptacles (permanent dumpsters only) must keep dumpster lids closed at all time." Keeping your dumpster closed and locked both prevents debris buildup and illegal dumping! The City of Pittsburgh will periodically check dumpsters to ensure that the owner contact information is clearly marked on the side, so be sure to mark yours!

**Graffiti:** With the warmer weather approaching, we may also experience an increase in graffiti tagging. Be sure to report all vandalism to the Police, so that each incident is documented.

**REMEMBER:** According to the Pittsburgh City Code, it is unlawful for a property owner in the

city to leave their property defaced with graffiti for ten days after official notice of the defacement. Contact the OBID if you need assistance with methods for prevention or information on contractors who remove graffiti.

**Panhandling:** Panhandling in public right of ways is legal, but aggressive panhandling is NOT! According to the Pittsburgh City Code Section 602.04: Panhandling is illegal within **25 feet** of a sidewalk café, of a line of people waiting to gain admission to a place or waiting to purchase an item or ticket, an entrance of a religious assembly or within 25 feet of an ATM. Panhandling is also illegal when less than **10 feet** from a food-dispensing street vendor or from a bus stop. Panhandling is

considered **aggressive** when a panhandler speaks to a person or follows the person and the conduct is likely to cause a reasonable person to fear bodily harm or fear of damage to or loss of property. Panhandling is also aggressive if the panhandler intentionally touches or causes physical contact with another person without that person's consent or the panhandler directs threatening or violent gestures. Remember, if this occurs, **call 911 right away!**



### BIZ-Bits

- **The 2008 Pittsburgh International Children's Festival Will be Held In Oakland.** From May 14-18, the Festival will take place on the lawns of the University of Pittsburgh and Schenley Plaza. As one of only four international theatre festivals in the country for young audiences, it is expected that over 24,000 people will be attending. **Opportunities exist for sponsorship, exhibitors, and volunteerism.** Call the Pittsburgh International Children's Theatre at (412) 321-5520 if interested.
- **OBID Awarded \$10,000** The OBID would like to extend a warm thank you to Pittsburgh City Councilman Bruce Kraus and Councilwoman Tonya Payne who have each awarded OBID \$5,000 in Community Development Block Grant Funds. Thank You!



Councilwoman Payne and Councilman Kraus

- **rue21 Celebration!** On March 28, rue21 will be celebrating the official grand opening of their 3800 Forbes Avenue store. Last Spring, rue 21 moved from 3605 Forbes Avenue to their current location. The celebration on the 28th will feature a DJ and free giveaways. **Come on out!**



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