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Returning on May 16th

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**Hometown Streets Construction Resumes In April**

The Hometown Streets project will resume construction along Forbes Avenue beginning April 6<sup>th</sup> and continue through August. The Hometown Streets project began last June as part of a \$2.1 million pedestrian improvements project for Oakland's business district.

Last year's work focused mainly on Fifth Avenue. The work on Forbes Avenue is more complex because bump-outs are being deployed at all intersections on the north side of Forbes Avenue throughout the project area. New lighting and signal poles are also planned to be installed along Forbes.

As with last year, the work will take place at night. Construction will take place Monday through Thursday, from 7:30 pm to 6:00 am. While construction is taking place, traffic will be constricted to two lanes in the vicinity of the intersections and the intersection will be closed.

Each morning, pedestrian circulation will be restored along Forbes Avenue in the affected intersection. For more information, check out the Oakland Transportation and Management Association website at [www.otma-pgh.org](http://www.otma-pgh.org).

**New Loan Fund for Minority Businesses**

In February, the Metropolitan Loan Fund of Pittsburgh was established to make \$1.7 million available to women and minority owned businesses in the Pittsburgh area. Established by a group of partners including Allegheny County Economic Development, PA Department of Community and Economic Development, the URA, the Heinz Endowments, and Bridgeway Capital, the Metropolitan Loan Fund is designed to provide flexible financing and technical assistance to new and existing businesses.

The MFLP differentiates itself from commercial lenders due to the fact that MFLP funders work closely with borrowers to provide funding and technical assistance that is needed to ensure a business thrives and succeeds.

Businesses interested in the MLFP should contact Annabelle Javier Wilburn at [Annabelle@landmarkscdd.com](mailto:Annabelle@landmarkscdd.com) or at 412-471-2110.

**Economic Recovery and Small Businesses**

While many small businesses are feeling the effects of the economic downswing, the American Recovery and Reinvestment Act sets aside some money to help small businesses through the Small Business Administration (SBA). The bill contains a package of loan fee reductions, higher guarantees, new Small Business Administration programs, secondary market incentives, and enhancements to current SBA programs that will help unlock credit markets and begin economic recovery for the nation's small business sector.

The bill provides \$730 million to the SBA and makes changes to the agency's lending and investment programs so that they can reach more small businesses that need help. The American Recovery and Reinvestment Act makes provides the SBA with specific tools to make it easier and less expensive for small businesses to get loans, give lenders new incentives to make more small business loans, and help unfreeze the secondary markets to boost liquidity in the credit markets. The funding includes:

- \$375 million for temporary fee reductions or eliminations on SBA loans and increased SBA guaranteed shares, up to 90 percent for certain loans
- \$255 million for a new loan program to help small businesses meet existing debt payments
- \$30 million for expanding SBA's Microloan program, enough to finance up to \$50 million in new lending and \$24 million in technical assistance grants to microlenders
- \$20 million for technology systems to streamline SBA's lending and oversight processes
- \$15 million for expanding SBA's Surety Bond Guarantee program
- \$25 million for staffing up to meet demands for new programs
- \$10 million for the Office of Inspector General

To learn how you can benefit from the American Recovery and Reinvestment Act, contact the Pittsburgh District Office of the Small Business Administration at (412) 395-6560.

**PA Investing in Energy Independence**

Pennsylvania is investing \$665.9 million to spur the development of alternative and renewable energy sources and help families and small business conserve energy and use it more efficiently.

The \$650 million Alternative Energy Investment Fund and the \$16 million Alternative Fuels Investment Fund include \$237.5 million specifically targeted toward helping consumers conserve electricity and manage higher energy prices, and \$428.4 million to spur the development of alternative energy resources and create good-paying, skilled jobs for Pennsylvania's hard-working men and women.

The package includes incentives to help households and small businesses take advantage of solar energy technology – a key resources for reducing electricity demand during times of peak demand when rates are most expensive – and make improvements to their homes or buildings that conserve energy.

To learn how you can benefit from the Alternative Energy Investment Fund or the Alternative Fuels Investment Fund contact the Office of Energy and Technology Deployment at (717) 783-8411.

**Online Resource for Business Development Assistance**

The Pittsburgh Regional Alliance, Duquesne University Small Business Development Center, and Small Business Councils have created the Business Quick Guide, a resource for businesses in Southwestern Pennsylvania. The Business Quick Guide provides a list of organizations that provide assistance to business and entrepreneurs in southwestern PA in the areas of Management Assistance, Funding Sources, Specialized Services, and Business Trades.

The Business Quick Guide alphabetically lists the organizations that provide assistance to businesses and highlights the specific services they provide in an easy to read grid. The Business Quick Guide can be found at <http://www.allegHENYconference.org/pra/QuickGuide/Default.aspx>.

**Attention OBID Members:**

If you have any available real estate in Oakland's business district, OBID will upload the information free of charge to our website, [onlyinoakland.org](http://onlyinoakland.org). The website has separate sections to advertise both commercial and residential properties, for sale or for rent. E-mail your information and photos to [intern@oaklandbid.org](mailto:intern@oaklandbid.org).

In our on-going green business efforts, OBID is seeking to reduce the paper mailing of the Newsletter: saving paper saves trees! If you would prefer to

receive an electronic copy of the OBID Newsletter, please send an email to [intern@oaklandbid.org](mailto:intern@oaklandbid.org) with the subject line "Remove from Newsletter mailing list." The body of the email should contain your name, affiliation and address to which the Newsletter is currently being mailed. Please indicate if you already receive an electronic copy of the OBID Newsletter. Thank you for helping us to be more environmentally friendly. Newsletters are also available at [www.onlyinoakland.org](http://www.onlyinoakland.org).

**New City Bike Rack Legislation**

The City of Pittsburgh's Encroachment Ordinance was amended to include bicycle rack installation. The amendment allows for bicycle racks to be installed in the public right-of-way by property and business owners through a simple and expedited process. As part of the Ordinance, applicants are required to submit a detailed illustration of the exact location of the rack(s) which demonstrates the rack's conformance to the City of Pittsburgh Bicycle Parking Standards. The permit fee, regardless of the number of proposed racks, shall be \$25.

The amendment is one step in the City's Bicycle Plan to "increase the quantity and quality of end-of-trip bicycle facilities, such as parking and commuter facilities."

OBID wishes to thank our supporters of over 250 member business and property owners including UPMC, University of Pittsburgh, Children's Hospital of Pittsburgh of UPMC, Magee-Womens Hospital of UPMC, Carlow University and Carnegie Mellon University. OBID also thanks the following for their financial support: Mayor Luke Ravenstahl, City Council Members Bruce Kraus, Bill Peduto and Tonya Payne, PA Senator Jay Costa, PA State Representative Dan Frankel, PNC Bank, Dollar Bank, UPMC Health Plan, PA Neighborhood Partnership Program, PA Department of Community and Economic Development and the Community Development Block Grant Program of Pittsburgh.

**Neighborhood Partnership Program**

The OBID along with five Oakland organizations including Oakland Community Council, Oakland Planning and Development Corporation, Oakland Transportation Management Association, Community Human Services and Peoples Oakland, have all been approved for the PA State Neighborhood Partnership Program (NPP) with commitments from UPMC Health Plan, Dollar Bank and PNC Bank totaling \$482,000 per year for the next six years! NPP dollars will allow each organization to continue its current activities for the Oakland community while enabling implementation of collaborative projects such as Oakland Alive described below!

**Oakland Alive**

In coordination with the 2009 Dick's Sporting Goods Pittsburgh Marathon, OBID and NPP community partners will host *Oakland Alive*, a community festival event on Sunday, May 3, 2009 from 7a.m. - 3 p.m. through the Central Oakland Forbes Avenue corridor.

*Oakland Alive* will focus on a health conscious theme, encouraging both runners and spectators to lead a healthy lifestyle year-round. During *Oakland Alive*, information will be offered to Marathon spectators on healthy living, provided by UPMC and the Carnegie Library, while participatory events will also occur for families. Event highlights include live music provided by a radio station, DJ, and band; healthy snacks provided by Oakland Farmers' Market vendors and Oakland businesses; activities for children; informational tables provided by the hospitals and universities; balloon arch along the Marathon route and Oakland information posters; athletic trainers from local athletic organizations and health centers.

**Pittsburgh International Children's Festival**

The 2009 Children's Festival will take place in Schenley Plaza on Saturday, May 16th. For more information please visit [www.pghkids.org](http://www.pghkids.org).



**Thank You to Our Elected Officials**

OBID would like to thank our elected officials for their 2009 support of OBID programs and initiatives.

PA State Representative Dan Frankel awarded OBID \$10,000 thru the PA Department of Community and Economic Development.

City of Pittsburgh Mayor Luke Ravenstahl awarded OBID \$5,000 in CDBG funds.

City of Pittsburgh Councilman Bill Peduto awarded OBID \$4,000 in CDBG funds.

City of Pittsburgh Councilman Bruce Kraus awarded OBID \$2,000 in CDBG funds.



Thank you Representative Frankel!



Thank you Mayor Ravenstahl!



Thank you Councilman Peduto!



Thank you Councilman Kraus!

**INTERESTED IN PARTICIPATING IN THE SECOND ANNUAL "A TASTE OF OAKLAND?"**

**LAST YEAR, 22 CENTRAL OAKLAND BUSINESSES PARTICIPATED AND DREW ALMOST 400 PEOPLE TO THE DISTRICT.**

**JOIN US DURING ONE OF OUR TWO INFORMATIONAL SESSIONS!**

Hear feedback from some of last year's participants!

TUESDAY, APRIL 7, 2009  
3:00 P.M. & 5:30 P.M.  
Peter's Pub, 116 Oakland Avenue



FOR MORE INFORMATION, PLEASE CALL MELANIE SPIGELMEYER, OBID MARKETING AND OUTREACH COORDINATOR AT 412-683-6243 OR MEL@OAKLANDBID.ORG

**UPMC Post Children's Hospital Plan**

In preparation of Children's Hospital of Pittsburgh of UPMC's move from Oakland to Lawrenceville, OBID has committed the Oakland Roundtable session scheduled for Tuesday May 26 to discuss this important community change. The presentation will feature Mr. Larry Schiller, UPMC Senior Properties Manager, who will present UPMC's current and future goals for the site. Mr. Schiller is also a member of the OBID Board of Directors.

The May 26th Roundtable, UPMC Post Children's Hospital Plan, will take place at 5:30 pm at the Oakland Quaker Steak and Lube Restaurant located at 3600 Forbes Avenue.

This is a great opportunity for OBID businesses and property owners to learn about the relocation details. More info at [www.onlyinoakland.org/events.php](http://www.onlyinoakland.org/events.php).



**2009 Oakland Farmers Market**

OBID is planning the 2009 Oakland Farmers Market scheduled to begin Friday, June 19 along Sennott Street in Oakland. The Market will operate every Friday (with the exception of July 3) from 3:30 pm to 6:30 pm and will run through to November 20th. Be sure to come and check out your favorite vendors from last year as well as a great lineup of new vendors too.

**Welcome Dr. Curly**

The Offices of Drs. Miller, Werrin, and Gruendel have a new dentist. Dr. Joseph Curly, DMD brings an additional wealth of experience to the offices. Dr. Curly is no stranger to Oakland: he completed his undergraduate studies at Pitt followed by Pitt Dental School and his residency at UPMC Montefiore. "Oakland is part of my blood - It's an old hat, a different fabric than Shadyside," said Dr. Curly. Dr. Curly is sure to be a good fit into the prestigious Oakland dental scene having been awarded the Fellowship in the Academy of General Dentistry in 2006.



**Transit Arrival Time from Your Mobile Phone**

The Port Authority is piloting RouteShout, a program that allows bus and transit riders to access bus arrival times from their mobile phones by sending brief text messages to the service indicating their location. RouteShout was launched by a CMU spin-off technology company deeplocal. To find stops in Pittsburgh where RouteShout is being used and to get the corresponding text message addresses, visit [www.routeshout.com](http://www.routeshout.com).

**Hurley Associates Branches Out**

Carol Hurley of Hurley Associates recently started a new business, Hurley Insurance Brokers, Inc. which will compliment the work of Hurley Associates. Hurley Insurance Brokers is a property and casualty insurance agency, providing both personal and commercial lines of coverage.

The idea for starting Hurley Insurance Brokers grew out of the work already done by Hurley Associates, a financial management business for both individuals and companies. Mrs. Hurley found that Hurley Associates was making a plethora of referrals to clients for property and casualty insurance and decided to start her own insurance company.

Providing homeowners insurance, auto insurance, business owner's insurance packages and personal and professional liability, Hurley Insurance Brokers is on a path to the ongoing success achieved by Hurley Associates.

Hurley Associates was started in 1988. The company moved to Oakland in 2002 to take advantage of the growing health care field. Business or individuals interested in an insurance quote should contact sales manager Tony Paterra at 412-682-6100.



Carol Hurley

**Carol Hurley Named One of PA's "Best 50 Women in Business"**

In addition to allowing her to seize on opportunities in the

market place, Mrs. Hurley's keen business sense has gained the attention of PA Governor Ed Rendell. In March, Mrs. Hurley was named one of PA's "Best 50 Women in Business." An independent panel of judges selected the award winners based on their dedication to business growth, professional and personal accomplishments, community involvement, and

advocacy for women in business. Congratulations Carol Hurley, and thank you for expanding upon the economic viability of the Oakland business district!

**Rotary Race to the End of Polio**

The Rotary Clubs of Allegheny Valley, Lawrenceville, Oakland, Pittsburgh East and Steel Valley are sponsoring this 5K Fun Run/Walk to as a fundraiser to end Polio worldwide.

- WHERE: The Waterfront, Homestead, PA
- TIME: 5K Run @ 8:30 am. Race Day Registration at 7:30

- ENTRY FEE: \$20 for 5K Run.
- AWARDS: 1st and 2nd place finishers in each age group.
- PRIZES: Giveaways from local businesses.

For more information, contact Tom Fallon @ 412-849-8683 or [fallonthomas@hotmail.com](mailto:fallonthomas@hotmail.com).

**Available Properties in Oakland**

**3907 Forbes Avenue**



This storefront property sits right on Forbes Avenue in the heart of Oakland.

- 28,00 sq. ft.
- Closest available location to the University of Pittsburgh
- Busy pedestrian sidewalk.
- \$7,000 per month

To lease, contact Bob Kelly with John Kelly Realtors: 412.683.7300.

**3605 Forbes Avenue**



This retail storefront sits near the corner of Forbes Avenue and Meyran Avenue.

- 3,310 sq. ft.
- Abundant pedestrian and vehicular traffic
- Located in the heart of Oakland near the University of Pittsburgh.

To lease, contact Sandy Cikovic with Langholz Wilson Ellis: 412.261.2200 or [scikovic@LWRe.com](mailto:scikovic@LWRe.com)

**216 Oakland Avenue**



At the intersection of Forbes Avenue and Oakland Avenue, this second floor office space has 3,837 sq ft.

- Private secured access and elevator
- ADA readily accessible offices
- Dedicated HVAC unit
- Directly across from the University of Pittsburgh

To lease, contact Chris Coyne with Oakland Real Estate: 800.485.0990.

**OBID Roundtable**

Throughout 2009, the Oakland Business Improvement District will host a series of events to encourage OBID members to network with one another while learning about some of the most significant topics affecting our district. In March, May, July, September, and November professionals from various fields will come into the district to present ideas and opportunities for business owners. In April, June, August, and October the OBID will host an informal mix and mingle session - a perfect opportunity to meet fellow Oakland business stakeholders!

- Tuesday, April 28th: OBID Mixer, Union Grill 413 S Craig with special guest Judy Burns, Director of Corporate Relations, Carnegie Museums of Pittsburgh

- Tuesday, May 26th (5pm): UPMC Post Children's Hospital Plan (Quaker Steak and Lube, 3600 Forbes Avenue)

- Tuesday, June 30th: OBID Mixer

- Tuesday, July 28th: University of Pittsburgh Small Business Development Center

- Tuesday, August 25th: OBID Mixer
- Check [www.onlyinoakland.org/events.php](http://www.onlyinoakland.org/events.php) for locations.

**A Taste of Oakland**

OBID is proud to announce the 2nd Annual "A Taste of Oakland" scheduled for Saturday, May 16, 2009 from 12:00 p.m. - 3:00 p.m. The event will feature a number of restaurants and retail establishments in the Oakland business district. Participants are invited to tour the Oakland business district and take advantage of great buys at some of Oakland's unique retailers while sampling some of the neighborhood's boasted eclectic fare.

Participants can purchase their \$5 per person ticket on the day of the event at Eureka Bank (3455 Forbes Avenue) or at the Public Parklet at the corner of Forbes Avenue and South Bouquet Street. This year, participants will have the option of purchasing their tickets in advance online at [www.onlyinoakland.org](http://www.onlyinoakland.org).

