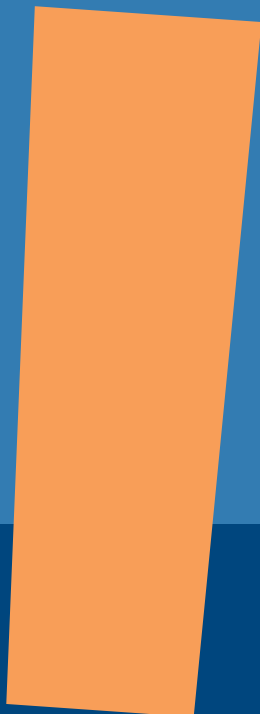


2008





impact

OBID IMPACT SINCE 1999

- 5% reduction in storefront vacancies
- 70% reduction in Graffiti Vandalism
- Complete removal of sidewalk trash and litter
- 33 storefront renovations
- 96% OBID members surveyed saw an annual growth in sales
- Over \$1.3 million invested in public infrastructure improvements
- Leveraged over \$800,000 in grant funding to support OBID programs



The Oakland Business Improvement District understands that vibrant, unique and walkable communities are the economic engine of our City's future. Oakland continues to be the community of choice for over 100,000 students, residents, employees and visitors who live, work and play within blocks of world class hospitals, universities, museums, shops, restaurants and recreational parks and amenities.

As the center of community life, the Oakland business district must be safe, clean, attractive and accessible and it must offer unique amenities and services that appeal to this wide range of audiences. The stakeholders of Oakland understood these basic principles when in 1999 they rallied together and organized the formation of the Oakland Business Improvement District.

Since 1999, OBID has made tremendous progress in strengthening one of Pennsylvania's most important economic centers, implementing programs and initiatives benefiting over 200 businesses and 75 property owners within the BID. OBID has witnessed a cleaner and safer business district, an increase in storefront renovations and a reduction in storefront vacancy. In 2008, OBID celebrated the return of a neighborhood grocery store, an important foot traffic generator for our business district. With an increase in merchant involvement in OBID activities, an attraction of new partners and funders interested in working with OBID and with a new focus of media attention on activities and events, OBID has become the voice of the business community in Oakland.

In 2008, based on member feedback, OBID introduced new services and expanded upon existing programs to service our constituency. To compliment our established Cleaning Program, OBID expanded the sidewalk pressure washing services and introduced a Cigarette Butt Litter Prevention program focused on eliminating trash and litter in our district. OBID expanded its Marketing program to include two new events, Taste of Oakland and the Let's Go Pitt campaign, that have successfully attracted hundreds of new customers into our business district. Expanding upon our Business Recruitment program, OBID developed a commercial real estate finder interactive tool found at www.onlyinoakland.org that supports public and private sector development and leasing activity accessed by OBID members and regional professional brokers. These advancements continue to support OBID's mission dedicated to preserving Oakland's unique commercial environment.

I would like to take this opportunity to thank our Board of Directors, our staff, our over 250 member business and property owners, our government and institutional partners, our funders and our volunteers for all their commitment and hard work. With their support, OBID continues to achieve success in our goals and in our endeavors.

Michael Glasser
Chairman, Board of Directors



mission

OBID is dedicated

to improving the cleanliness, appearance, and perception of safety in Oakland, bringing about revitalization, preserving Oakland's unique commercial environment, and undertaking marketing and development initiatives to make Oakland a vibrant destination for visitors, residents, owners, employees and students.



Michael Glasser, Chairman
 Paul Supowitz, 1st Vice Chairman
 Andrea Sobel, 2nd Vice Chairwoman
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 National City Bank
 Clairmont Development
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 Department of City Planning
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 Children's Hospital of Pittsburgh of UPMC
 Mayor's Office, City of Pittsburgh
 Dave & Andy's Ice Cream
 Three Rivers Fitness
 Jimmy John's Gourmet Sandwiches
 Carlow University
 UPMC
 The Strand Building
 Natural Choice Salon
 Peter's Pub
 Pittsburgh City Council
 UPMC
 Oakland Real Estate
 University of Pittsburgh
 Meyran Avenue Property Owner
 Office of Miller, Werrin & Gruendel
 Oakland Rotary
 Sir Speedy Printing

obid people

The Oakland Business Improvement District wishes to thank our member businesses and property owners for their continued financial support including: Carlow University, Children's Hospital of Pittsburgh of UPMC, Magee-Womens Hospital of UPMC, University of Pittsburgh and UPMC. OBID also wishes to thank the following supporters:

Central Property Services
 City of Pittsburgh Community Development Block Grant Program
 Dollar Bank
 Honorable Jay Costa, Pennsylvania Senate
 Honorable Dan Frankel, Pennsylvania House of Representatives
 Honorable Bruce A. Kraus, Pittsburgh City Council
 Honorable Tonya Payne, Pittsburgh City Council
 Honorable William Peduto, Pittsburgh City Council
 Honorable Luke Ravenstahl, Mayor, City of Pittsburgh
 Honorable Jake Wheatley, Pennsylvania House of Representatives
 Keep America Beautiful Campaign
 Oakland Rotary Club of Pittsburgh
 PNC Bank
 Pennsylvania Department of Agriculture
 Pennsylvania Department of Community and Economic Development
 Pennsylvania Department of Education
 Pittsburgh Partnership for Neighborhood Development

OBID also wishes to recognize our community partners:

Carnegie Mellon University
 Carnegie Museum of Art and Natural History
 Community Human Services
 Oakland Community Council
 Oakland Planning and Development Corporation
 Oakland Task Force
 Oakland Transportation and Management Association
 Peoples Oakland
 Pitt Athletics
 Pittsburgh Bureau of Police
 Pittsburgh Celebrates 250
 Pittsburgh Irish and Classical Theater
 Pittsburgh Neighborhood Tours
 Pittsburgh Parks Conservancy
 Saturday Light Brigade
 University of Pittsburgh Police



STAFF

Georgia S. Petropoulos,
Executive Director

Alex Coyne,
Operations Manager

Melanie Spigelmeyer,
Communications Coordinator

Patrick J. Donohue,
Intern and Newsletter Editor

Adam Gunn,
Intern

OBID CLEANING CREW

(Central Property Services)
 William Tony Allen, *Supervisor*
 Stephen A. Hill, *Lead Cleaner*
 Jamie R. Allen, *Cleaner*
 Robert Boozer, *Cleaner*
 James Washington, *Cleaner*
 Paul D. Wilson, *Cleaner*



thanks



Revenue

Assessment Income	\$252,841
Provision for Uncollected Assessments	(\$6,881)
Assessment Refund	(\$3,934)
Penalty Income	\$130
Non Profit Contribution Income	\$117,000
Donation Income	\$5,156
Interest Income	\$4,239
Grant Income	\$60,920
Vendor Fees	\$23,266
Events Income	\$2,988
Miscellaneous Income	<u>\$915</u>
Total Revenue	\$456,640

Expenses

Personnel	\$141,792
Operations	\$70,645

Programs

Public Space Maintenance	\$185,839
Public Space Improvement	\$1,790
Promotion and Marketing	\$48,272
Oakland Farmers Market	\$2,067
Business Development	\$2,710
Education and Outreach	\$11,382
Public Safety	<u>\$1,844</u>
Total Expenses	\$466,341

Excess of Expenditures Over Revenues **(\$9,701)**

Assets

Cash	\$212,456
Investments	\$20,257
Assessments Receivable	\$6,870
Grants Receivable	\$18,508
Prepaid Expenses	\$2,227

Fixed Assets

Furniture and Equipment	\$67,425
Accumulated Depreciation	<u>(\$52,097)</u>
Total Assets	\$275,646

Liabilities

Accounts Payable	\$28,488
Other withholding	\$416
Total Liabilities	\$28,904

Fund Balance

Unreserved and undesignated fund balance	\$231,414
Invested in Capital Assets	<u>\$15,328</u>
Total Fund Balance	\$246,742

Total Liabilities & Fund Balance **\$275,646**

financials



Business District Beautification

With a six person crew working seven days a week, OBID provides daily sidewalk sweeping services that keep our district clean and litter free. OBID also offers weekly detailing services removing stickers, paint and graffiti from sidewalk amenities including trash receptacles, newspaper bins and containers, bus stops, signs and public poles and phones. In 2008, OBID also introduced comprehensive pressure washing services along 10 consecutive blocks in the heart of our business district, removing gum and food stains along the concrete surface. As part of a 2008 grant award from UPMC and Keep America Beautiful, OBID added new litter and smoking receptacles throughout the business district. In 2008, OBID in partnership with the Oakland Task Force developed the Go Green Oakland focused raising awareness of green institutions and businesses while advocating for the elimination of plastic bags that litter communities. Lastly, as part of the Hometown Streets Safe Routes to School program, prominent intersections along Fifth and Forbes Avenues have undergone extensive renovation. The project is scheduled for completion in 2009 which will also include new decorative poles along the Forbes Avenue retail corridor.

Promotion and Marketing

OBID has developed an array of projects and events geared towards raising awareness of Oakland's hundreds of shops and restaurants while attracting more customers into our businesses. In 2008, OBID introduced the successful Taste of Oakland event which attracted over 600 new customers into the district. As part of a new partnership with Pitt Athletics, OBID developed the Let's Go Pitt marketing campaign geared towards energizing our business district during Pitt Panther Football weekends. The campaign has provided many of OBID's businesses direct exposure to the over 60,000 Pitt Alumni and Pitt Panther season ticket holders. Additional 2008 events included the return of Passport to Oakland, Oakland Scavenger Hunt and the 4th annual Oakland Farmers' Market which grew to eleven vendors, up from 7 vendors in 2007. OBID also maintains the www.OnlyInOakland.org website that features Oakland's businesses, amenities and attractions.

Business Recruitment

The OBID Business Recruitment program is designed to influence and encourage positive real estate investment and development in Oakland. As the "go to" organization, OBID works on gathering and disseminating real estate information and incentive opportunities to the real estate community. In 2008, OBID hosted its 2nd Real Estate Brokers reception that presented information and selling points for prospective retailers and investors to an audience of over 50 attendees from the Pittsburgh real estate development community. To compliment these events, OBID also developed an on-line commercial Real Estate finder interactive tool to support public and private sector development and leasing activity accessed by OBID members and regional professional brokers. OBID also developed a monthly E-blast targeting Real Estate professionals and potential retailers and advertising available spaces and financial incentives for the district. Lastly, to attract positive retail media coverage in our district, OBID hosted a ribbon cutting event showcasing Oakland's newest IGA Market on Forbes grocery store.

Member Support and Education

OBID provides our member business and property owners support and education services. Each month OBID publishes the OBID Newsletter (distributed to over 450 stakeholders) highlighting news, events and new business openings that keep our members informed of happenings in our district. In 2008, OBID introduced the Oakland Roundtable sessions providing our members important issues that affect business life in Oakland. These sessions have covered topics of interest to our members including parking, public transit changes, marketing, public safety and recycling laws to name a few. OBID also redesigned www.OnlyInOakland.org website that includes a members only feature allowing OBID members opportunity to showcase available spaces in their buildings, as well as, opportunities for businesses to advertise employment opportunities.

accomplishments



oakland
business • improvement
D I S T R I C T

235 Atwood Street

Pittsburgh, PA 15213

412.683.6243

www.onlyinoakland.org