

**VISION**

Wilkinsburg will be a prosperous, healthy, and growing community regarded for its strong business district and neighborhoods, historic charm, convenient location, and desirable quality of life.

**MISSION**

The mission of WCDC is to facilitate the revitalization of Wilkinsburg through business and residential development, organizational and individual civic leadership, and ethnic and cultural diversity.



**2012-2017  
Strategic Plan**

**BELIEF STATEMENTS**

**Inclusiveness**

**Demonstration**

**Collaboration**

**Pioneering**

**Strategic Initiatives and Goals**

**1. Facilitate Visible Business District and Residential Improvements**

- 1.1. Private development and increased goods and services will be visible in business district.
- 1.2. Ongoing streetscape improvements will create a clean and green atmosphere.
- 1.3. The revitalized train station will enhance our community.
- 1.4. The east and west gateways will be welcoming and safe.
- 1.5. The Penn Lincoln property will be a keystone of development on Penn Avenue and serve as an anchor for future projects.
- 1.6. The 800 Block of Penn Ave will demonstrate large-scale redevelopment.
- 1.7. Wood Street will be a recognized example of multi-use redevelopment.
- 1.8. High priority, complementary residential redevelopments will be completed.

**2. Demonstrate Civic Leadership Advocating for Community Change**

- 2.1. New and existing businesses will benefit from a business-friendly atmosphere.
- 2.2. An enhanced community image and identity will foster community pride.
- 2.3. Liquor licensing will be addressed appropriately to stimulate business development.
- 2.4. Strong partnerships with other business, resident, and community development groups will reduce duplication, coordinate efforts, and enhance accountability.
- 2.5. Environmental development initiatives will inspire and green the community
- 2.6. Advocacy for school district improvements will enhance our community

**3. Enhance Organizational Capacity & Sustainability**

- 3.1. Long-term funding will be available to support ongoing efforts.
- 3.2. The Board of Directors will provide leadership, stewardship, and governance necessary for mission fulfillment.
- 3.3. Staff and organizational capacity will support effective and efficient implementation of strategic initiatives.
- 3.4. Strategic, regional partnerships and collaborations will leverage strengths for greater efficiency and effectiveness.