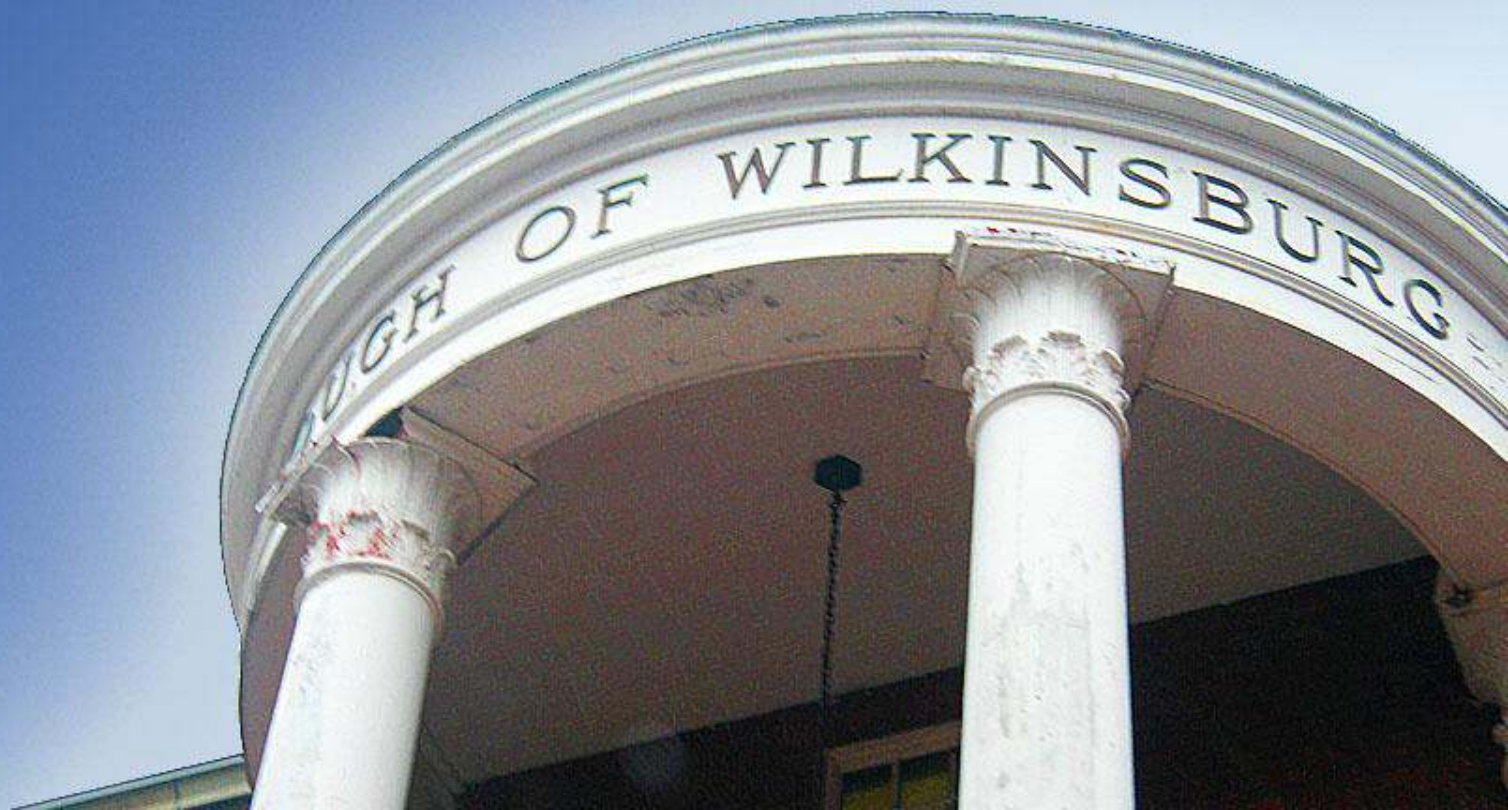


Wilkinsburg

Main Street Funding Application Meeting

12.17.08



Meeting Overview

- **The Main Street Program and Process**
- **The Project Leader and Partners**
- **The Current Status**
- **The Goals**
- **The Right Fit**
- **The Success**

A photograph of a street sign for 'PENN AVE.' mounted on a building. The sign is white with black lettering. The background shows a brick building with windows and a clear blue sky. A large white text overlay is centered over the sign.

PENN AVE.

Program & Process

The Main Street Program

A Commonwealth of Pennsylvania Program

The Program Process

- **Public Hearing**
- **Proposal Preparation**
- **Submission**

Funding Breakdown

Year	Grant	Cash Match
Year One	Up to \$50,000	\$15,000 local match
Year Two	Up to \$45,000	\$20,000 local match
Year Three	Up to \$40,000	\$25,000 local match
Year Four	Up to \$35,000	\$30,000 local match
Year Five	Up to \$30,000	\$35,000 local match

Leaders & Partners



Project Leader



Wilkinsburg Community Development Corporation

A Nonprofit 501c3 Community Corporation

Project Partners

Borough of Wilkesburg

Allegheny Department of Economic Development

Community Technical Assistance Center

University of Pittsburgh

PNC Bank

Leadership Development Initiative

Young Preservations Association



Project Status

Tasks Completed


- **Application Preparation**
 - Downtown Profile
 - Business District Inventory
 - Established Organization and Procedures

Tasks In-Progress

- **Application Development**
 - Engaging the Community
 - Compiling Existing Documents
 - Completing Application
 - Securing Matching Funds
 - Ensuring Success

Goals

A blurred city street scene with cars and buildings, overlaid with the word 'Goals' in large white text. The background shows a busy urban environment with various vehicles and multi-story buildings under a clear sky.



The revitalization of Wilkinsburg and surrounding areas through business and residential development; organizational and individual civic leadership; and cultural enrichment.

Wilkinsburg Main Street

- **Organization:**
Working Toward a Common Goal
- **Promotion:**
Selling the Image and Promise
- **Design:**
Improving Main Street
- **Economic Development:**
Expand and Recruit

Design Committee

- Façade Renovation
- Street Tree Planting and Maintenance
- Gateway
- Security and Safety
- Public Art Installations
- Business District Banners

Economic Restructuring Committee

- Analyze recent plans, materials and studies
- Conduct surveys of businesses and Customers
- Review market analysis and parking study
- Complete and maintain a business database
- Promote Wilkinsburg Chamber of Commerce

Economic Restructuring Committee

- **Ensure a safe, well-maintained and welcoming business district**
- **Create a one-stop resource center for businesses**
- **Revitalize Penn Lincoln Hotel**
- **Revitalize Wilkinsburg train station**
- **Establish Wilkinsburg e-commerce website**

Economic Restructuring Committee

- **Provide tax incentives and financial support for businesses**
- **Create a business incubator program**
- **Connect businesses with workforce development programs**

Organization Committee

- **Communication and P.R.**
- **Operation Budgets and Funding**
- **Volunteer Development**
- **Evaluation of the Board**
- **Action Plans**

Promotion Committee

- **Event Calendar**
- **Table at Community Day**
- **Business Participation and Promotions**
- **Holiday Window Contest**
- **Media Kit and Event**
- **Wednesday in Wilkinsburg Events**
- **Adopt-a-Business Monthly Promotion**
- **Frequent Shoppers Card**

A photograph of a red brick building with arched windows and a bare tree in the foreground. The text "The Right Fit" is overlaid in white.

The Right Fit

Comprehensive Plan

Funded By:

Borough of Wilkinsburg &

PA Department of Economic Development

Consultants:

Delta Development & Burt Hill

Comprehensive Plan

- **Master Site Plan**
- **Market Analysis**
- **Parking Survey**

The Success

A stylized, colorful illustration of a cityscape. The scene is dominated by red buildings of various heights and shapes, some with white windows and doors. A prominent red archway or bridge structure spans across the middle ground. In the foreground, a person with dark hair is climbing a black ladder that leans against a white brick wall. To the left, a large red arrow points to the right. To the right, a black arrow points to the left. The background features a blue sky and a yellow sun or moon. The entire scene is framed by bare, dark tree branches at the top. The overall style is reminiscent of mid-century modern graphic design or pop art.

It Will Work

- **Community Consensus that Main Street is a Top Priority**
- **Continued Collaboration with State and County Government**
- **Borough Government has Professional Management in Place**
- **Part of Larger Penn Avenue Corridor Development**