



Marketing Policy for Community Event Promotion
Fiscal Year 2017-2018

Mission Statement

The mission of the Wilkinsburg Community Development Corporation (WCDC) is to promote the revitalization of Wilkinsburg through business & residential development; organizational & individual civic leadership; and ethnic & cultural diversity.

Vision Statement

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.

History

The WCDC was founded in 2007 with the primary goal of improving the Wilkinsburg community and business district by attracting development and addressing safety concerns.

The WCDC Board of Directors completed a five year strategic plan in June 2012. This builds on the work of more than 15 community plans and studies that have been completed in the past several years, including The Wilkinsburg Plan - Comprehensive Plan and Business District Revitalization Plan.

The capacity of the WCDC includes the Board of Directors, community partnerships, and professional consultants. The WCDC Board of Directors includes residents, business people, and professionals. Full time staff at the WCDC includes the Executive Director, Program Coordinator, Communications & Outreach Coordinator, and Economic Development Coordinator.

Contact Information

Address: 1001 Wood Street | Wilkinsburg, PA 15221

Phone: 412-727-7855

Fax: 412-871-3149

Email: info@wilkinsburgcdc.org

Website: www.wilkinsburgcdc.org

Marketing Policy for Community Event Promotion

The WCDC promotes community events occurring within the Borough of Wilkinsburg and/or surrounding areas that benefit the Wilkinsburg community, small businesses, and/or residents. Promotion of community events falls under the WCDC's Image & Identity initiative, which aims to change the negative perception of Wilkinsburg by highlighting the many positive events and happenings that occur in the community. Through this initiative, the WCDC also assists small businesses, nonprofits, and/or community groups with outreach and marketing as these groups often do not have the financial capacity to do so on their own.

The WCDC may promote community events for small businesses, nonprofits, and/or community groups through some or all of the following outlets:

- Weekly emails
- Wilkinsburg Sun newsletter pages
- Facebook, Twitter, LinkedIn, Google+, and/or Instagram accounts
- Press releases
- Flyer/poster display in office windows at 1001 Wood St.

However, because the WCDC is a 501(c)(3) registered nonprofit organization, **we cannot promote partisan political events**. Promotion of all other types of events will be at the discretion of the WCDC board and staff based on our mission, vision, and strategic goals.

To submit a community event, please:

- **Provide event details** to Marlee Gallagher, WCDC Communications & Outreach Coordinator, by email at marlee@wilkinsburgcdc.org, phone at (412) 727-7855, or in person at 1001 Wood St. in Wilkinsburg.
- **Submit all event details at least TWO WEEKS prior to the event.**

Thank you for your cooperation. Please direct any questions or concerns to Marlee Gallagher, WCDC Communications & Outreach Coordinator at marlee@wilkinsburgcdc.org or (412) 727-7855.