

WCDC Unveils Five-Year Strategic Plan

When the Wilkinsburg Community Development Corporation (WCDC) was founded in 2008; we set out to improve our Central Business District. Using the Pennsylvania Main Street's Four Point approach we began to develop goals around Economic Restructuring, Promotion, Design and Organizational Capacity.

In 2009 we began our Neighborhood Partnership Program and slightly shifted our goals to Economic Development, Image and Identity, Green, Clean and Safe and Capacity Building. These plans have been essential road maps for our progress thus far in revitalizing the business corridor.

This year, the WCDC Board of Directors and staff continued to strengthen the organization by engaging in a five-year strategic planning process. With support from Pittsburgh Partnership for Neighborhood Development's (PPND) Regional Investment Program, the WCDC engaged The Hill Group to develop goals and objectives for the next several years. "As chair of the WCDC board, I am thrilled that Wilkinsburg is one of the first suburbs to be supported by PPND for capacity building," expressed Leslie Patterson.

Working with The Hill Group Management Consultants, the WCDC now has an ambitious but manageable plan to further develop Wilkinsburg and achieve a long-term positive affect in our borough. "While the Borough and the WCDC already have many useful plans and studies, this process helped the WCDC to identify their priorities and develop tactical plans to achieve real progress," said Jordan Pallitto, consultant with The Hill Group.

"The WCDC staff and board should be lauded for developing this plan which will help initiate action on high-priority development and civic issues around the

community," commended Jordan.

The WCDC's Mission Statement continues to be..." to facilitate the revitalization of Wilkinsburg through business and residential development, organizational and individual civic leadership, and cultural enrichment." Its vision is that "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."

We will continue to **Facilitate Visible Business District and Residential Improvements**, by assisting physical business and residential development projects. Secondly, we will strive to **Demonstrate Civic Leadership Advocating for Community Change** by serving as a voice for the community, offering expertise in the subject matter of community development, and acting as a gateway to the community's residents and businesses and a liaison between various development entities. Additionally, we seek to **Enhance Organizational Capacity and Sustainability** to continuously improve the WCDC organization and infrastructure.

We thank those involved in our planning process, PPND, and The Hill Group. To review the Plan, visit www.wilkinsburgcdc.org and click on Plans & Reports.

Art in the Park Artist



Local Wilkinsburg artist Patricia Tsagaris created the Art in the Park posters you see around town. The WCDC thanks LionWorks Printing & Graphics of the Western Pennsylvania School for the Deaf for printing the posters.

Come out Thursday evenings for music and food at the Penn Avenue Parklet at 6 p.m.



Lincoln Highway Signs



In 1913, the Lincoln Highway Commission was established to create a transcontinental road from New York to San Francisco. The Commission created a roadside museum for people driving across the country and Penn Avenue in Wilkinsburg is part of the historic Lincoln Highway. To commemorate its important location, the WCDC has purchased Lincoln Highway signs to be installed along the route this summer. "Wilkinsburg is on the main Street of America," says James B. Richard who advocated for the signs. "The Lincoln Highway signs will daily display the story of yesterday, today, and tomorrow of a great community."

WCDC CALENDAR		
9/6 (Thurs.)	8:30-10 A.M.	Business District Safety Meeting—WCDC office
9/6 (Thurs.)	6-7:30 P.M.	WCDC Design Committee—WCDC office
9/29 (Sat.)	9-11 A.M.	WCDC Board Meeting—Wilkinsburg School Admin Bldg.

No meetings in August. Have a nice vacation!

