

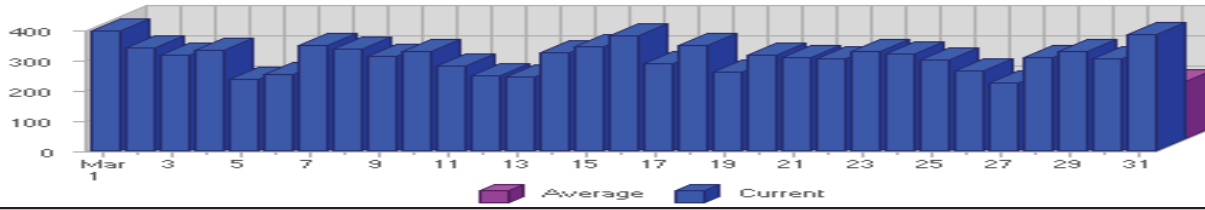
MARCH

Main Street Manager Report

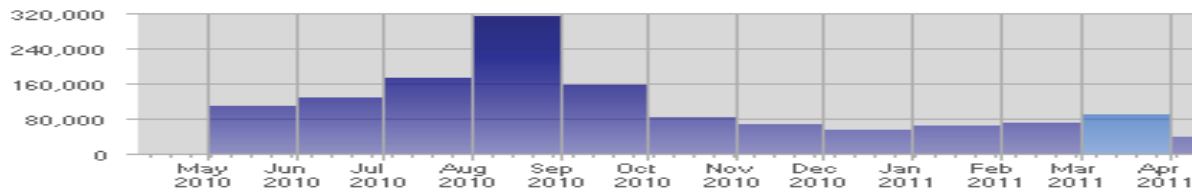
Promotions		Completed
Promotions	Sponsor	Media
Event		
Volunteer Advertising	MBDC, Borough	All
Egg Hunt	MBDC, Borough	All
Clean Sweep	MBDC, Borough	All
Super Big Yard Sale	MBDC, Borough	All
Brew Fest	MBDC, Borough	All
Seed Swap	MBDC, Borough	All
Rain Garden Education	MBDC, Borough	All

WEB STATS

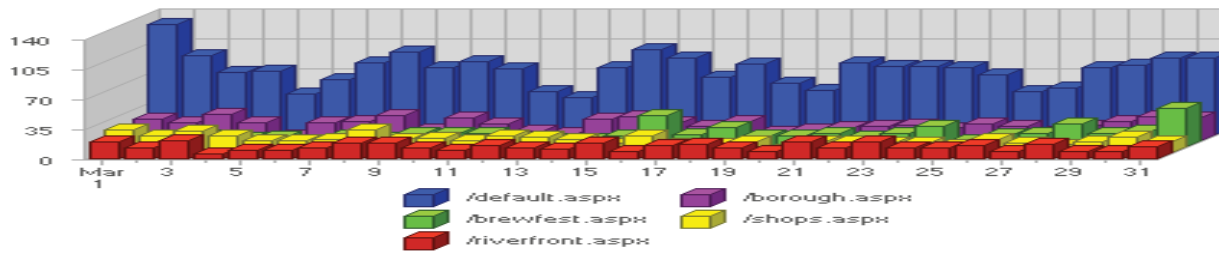
Visits: 9,641 +485



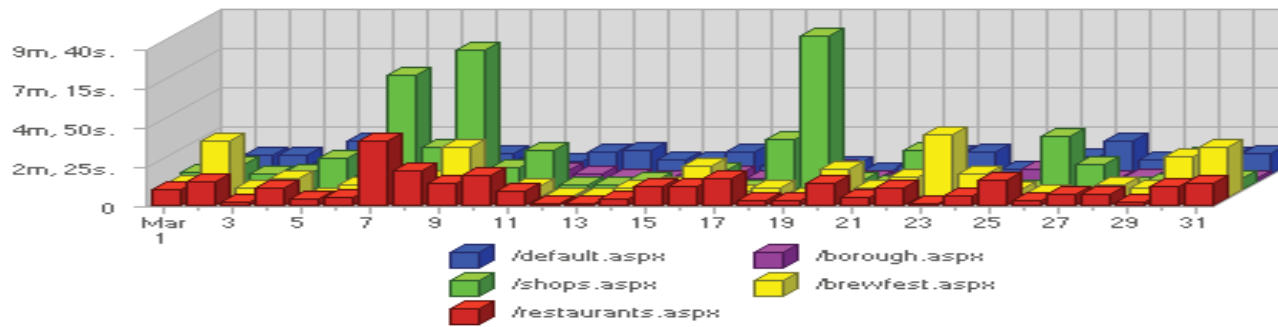
Hits: 91,441 +18,832



Top Pages: Borough, Brew Fest, Shops, Riverfront, Restaurants



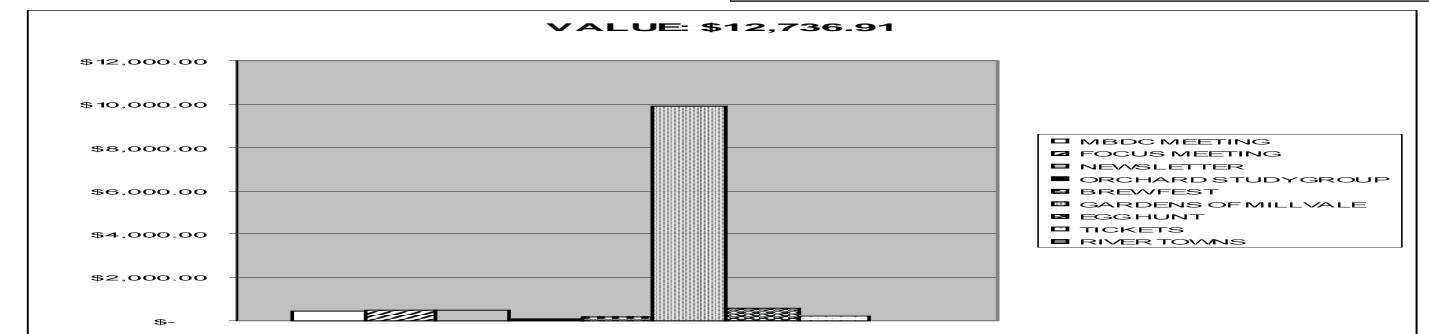
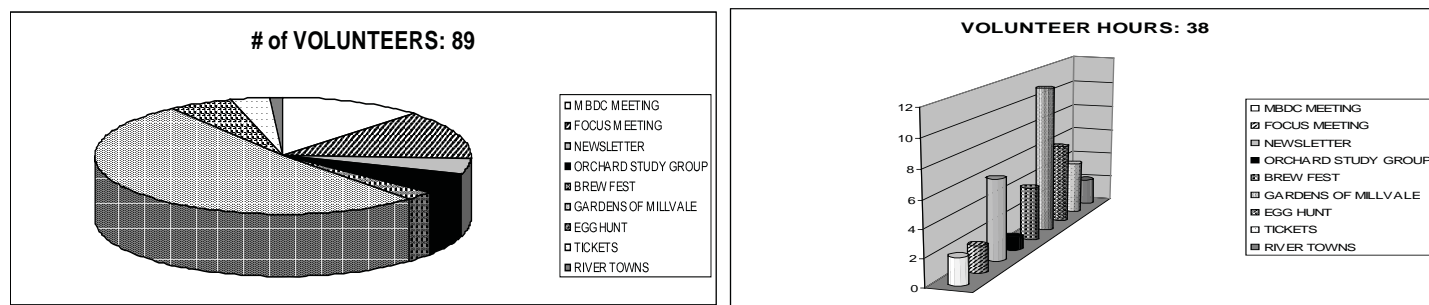
Time Spent Per Page: Borough, Shops, Brew Fest, Restaurants, MCC



MEETINGS ATTENDED

MEETING	DATE
Art Grant / Library	1
ARTEZ Executive Committee	2
Gtech	3
County - Iris Whitworth	7
MBDC	8
Goggle PGH	8
Draii Laag Brewing	10
Farm Market Meeting	11
Brew Fest	14
Barton Kirk	15
Richard Schmitz	
Focus	
Judy Kitman	16
ARTEZ	
Orchard Group	21
Gtech	22
RS2	
James Simon	23
Tree Tender	
Linda Lang, Millvale Garden Club	24
Element Church	25
Audobon Society	
Draai Laag Brewing	28
Library	28
John Kelly	29
ARTEZ Executive Committee	30
Tree Tender	
GOM Coordinator	31

VOLUNTEERS



MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
PGH BUSINESS TIMES		
KDKA		
PINE CREEK JOURNAL	2010 Census shows booming numbers in the north.	8
PITTSBURGH CHANNEL		
PITTSBURGH LIVE	Have Fun with Your Friends w/Photo	25
POPCITY		
I heart PGH		
POST GAZETTE	Commuters feel the pain of transit cuts	28
	Spring surprises, snow white crocus and early daffs w/Photo	22
	Council's president Burn a multi-tasker	7
ROBO BLOGGER		
TRIBUNE REVIEW	Over the Rhine hopes surrendering to music will reward fans	30
	Port Authority buses packed; Lenzner at 40 percent	29
	Riverfronts to undergo 'blitz' cleaning	23
WQED		
WPXI		
WTAE		

ARTEZ HIGHLIGHTS

The March ARTEZ meeting was held in Millvale, the meeting was the annual meeting and featured speakers from the river town program, THAR technologies, DEP and more.

FUND-RAISING EFFORTS

EVENT / PROJECT	PROFIT
Lottery Tickets	March Tickets
April membership kick-off	
Egg Hunt - April 16	

2011 GOALS

This section lists goals established by the Main Street Manager in conjunction with the MBDC, Focus Group and Borough Manager. In addition to listing the goals the section will track whether or not they have been completed.

DESIGN GOALS	RESULTS
Devise a plan to clean vacant storefronts and create community displays in windows.	In Progress
Rewrite Design Guidelines and develop new Application.	Committee
Evaluate Millvale Architecture – Identify 5 structures that are unique and concentrate efforts to identify funding for restoration.	
Develop residential streetscape guidelines – Specific recommendations to aid the improvement of buildings and public elements.	Committee
Incorporate at least 1 Public Art project in Millvale.	
ECONOMIC RESTRUCTURING AND NEIGHBORHOOD GOALS	
Update Business Directory for community wide distribution.	Begun
Write 3 grants.	2 in, 3rd begun
Identify residential rental units in Main Street area.	
Hold 6 fund-raisers and aid in Borough community events.	
Recruit MBDC and Focus Group members.	In Progress
IMAGE, IDENTITY & PROMOTION GOALS	
Develop Millvale business stickers and banner program.	Printer
Market Millvale outside of the community – at least 3 specific instances.	
Develop a Millvale brochure and market it.	
Further Establish Millvale as a bedroom community.	
Release 5 newsletters, on time in February, April, July, September and November.	02 Sent
Add Borough Face book account and Twitter updates.	
Continue to develop web site – send monthly e-mail news updates.	Working
SAFE, CLEAN AND GREEN GOALS	
Redevelop monthly clean up's.	Redeveloped
Acquire bricks for GAPP fence and complete fence and address landscaping.	Some bricks acquired
Develop Green Initiative with Focus group – see at least one project to fruition.	In progress
Devise street tree plan to address tree maintenance.	In Progress
Continue to expand community garden and orchard and possibility of a Hoop House.	In progress
Build community oven.	
BOROUGH GOALS	

GROWTH

FACADE RENOVATION - 544 North REHAB PROJECTS - 544 North
 NEW BUSINESSES, EXPANDED BUSINESSES - Kayla's cafe.