

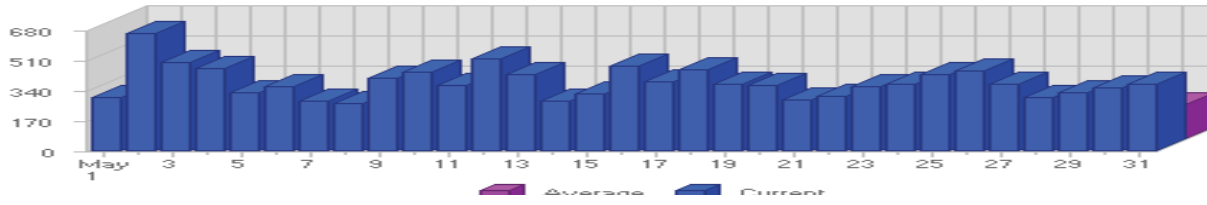
MAY

Main Street Manager Report

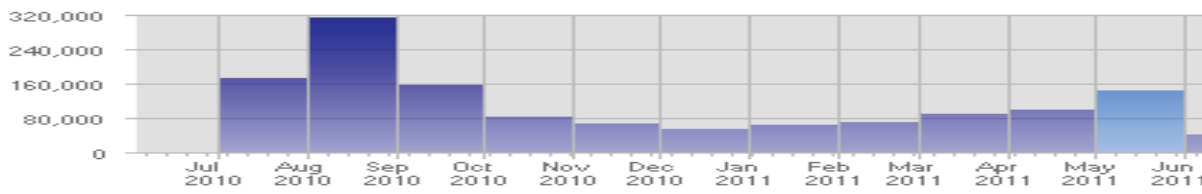
Promotions		Completed
Promotions		
Event	Sponsor	Media
Volunteer Advertising	MBDC, Borough	All
Farm Market	MBDC, Borough	All
Super Big Yard Sale	MBDC, Borough	All
Brew Fest	MBDC, Borough	All
Rain Garden	MBDC, Borough	All
Movie Night	MBDC, Borough	All
GOM	MBDC, Borough	All

WEB STATS

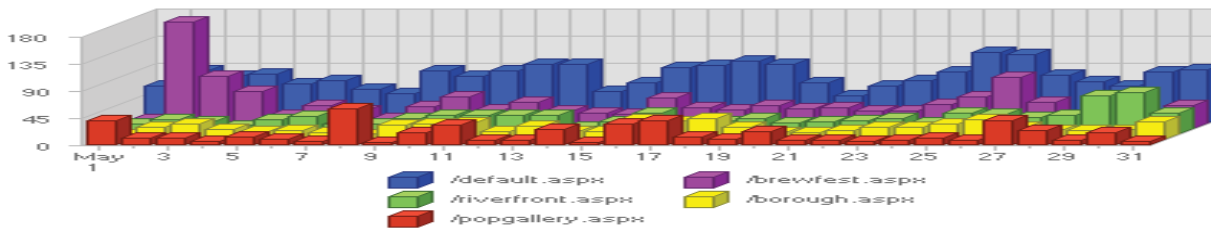
Visits: 12,006 +2,113



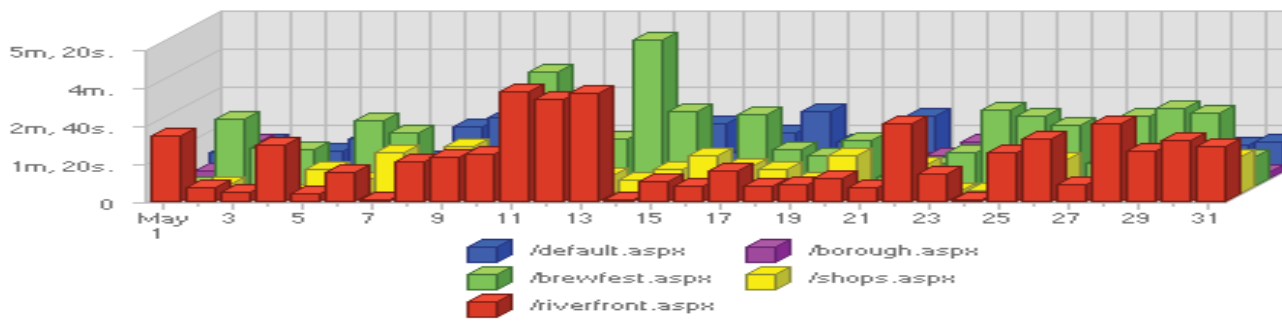
Hits: 144,572 +43,772



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



Time Spent Per Page: Borough, Brew Fest, Shops, Riverfront, Calendar, Restaurants



MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
City Paper		
KDKA	Best Bakeries In Pittsburgh	15
PINE CREEK JOURNAL	Shaler, Hampton Township seeking joint water authority	5
PITTSBURGH CHANNEL	Police Arrest 2 Suspected Car Thieves, Issue Warrant For 3rd	17
PITTSBURGH LIVE	Judicial rival faces harassment charges	12
POPCITY	Marathon is highlight of paddling, pedaling, rowing, running Great Outdoors Week	19
I heart PGH		
POST GAZETTE	Allegheny County considers anti-fraud measure	8
	Labor artist's works come to light in interpretation	2
ROBO BLOGGER	Health Dept. to Issue River Water Advisories Starting May 16	15
TRIBUNE REVIEW	Hot picks: Michael Scotto, PBT show, Against Me	25
	GOP pins hopes on county exec race	19
	Nude models	1
WQED		
WPXI		
WTAE		

ARTEZ HIGHLIGHTS

The April ARTEZ meeting was held in Sharpsburg, discussion topics included zoning overlay, the river town program, THAR technologies, and in-depth discussion of the revolving loan fund.

FUND-RAISING EFFORTS

EVENT / PROJECT	PROFIT
Lottery Tickets	Tickets Distributed
membership kick-off	Letters sent

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.	Complete
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.	Begun
ECONOMIC RESTRUCTURING AND NEIGHBORHOOD GOALS	
Update Business Directory for community wide distribution.	Begun
Write 3 grants.	4 written
Identify residential rental units in Main Street area.	
Hold 6 fund-raisers and aid in Borough community events.	1
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.	1 bf
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.	2 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	
Aid Borough Manager when needed.	

GROWTH

FACADE RENOVATION - 544 North REHAB PROJECTS - 544 North
 NEW BUSINESSES, EXPANDED BUSINESSES - Cigarette Warehouse, GPSA, Draai Lagg Brewing