

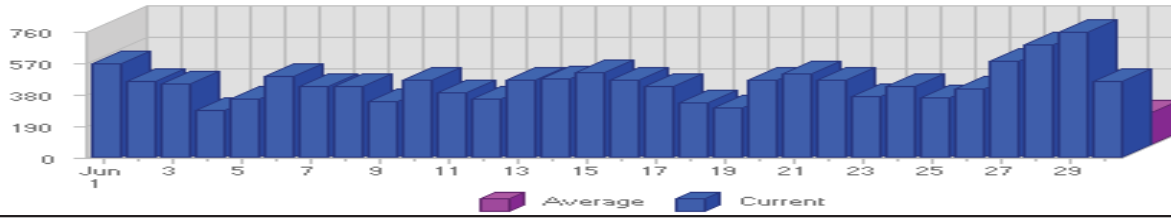
JUNE

Main Street Manager Report

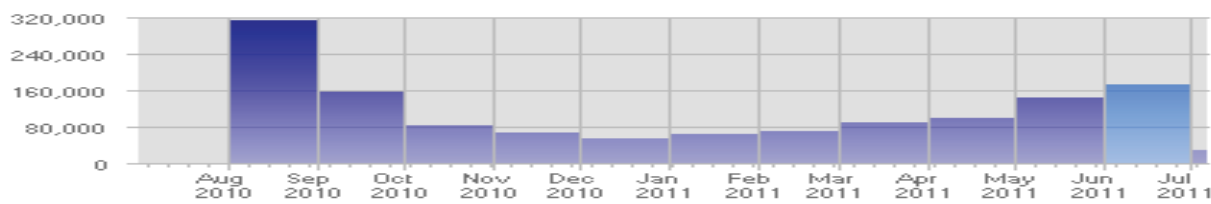
Promotions		
Event	Sponsor	Media
Volunteer Advertising	MBDC, Borough	All
Farm Market	MBDC, Borough	All
Brew Fest	MBDC, Borough	All
Rain Garden	MBDC, Borough	All
Movie Night	MBDC, Borough	All
GOM	MBDC, Borough	All
NNO	MBDC, Borough	All
Golf Outing	MBDC, Borough	All

WEB STATS

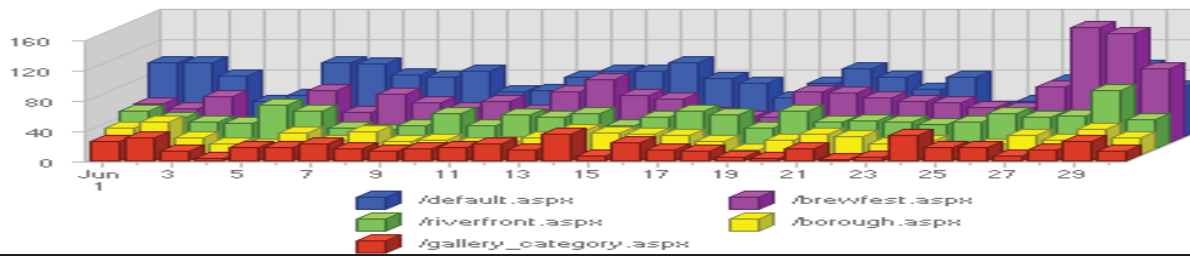
Visits: 13,479 + 1,473



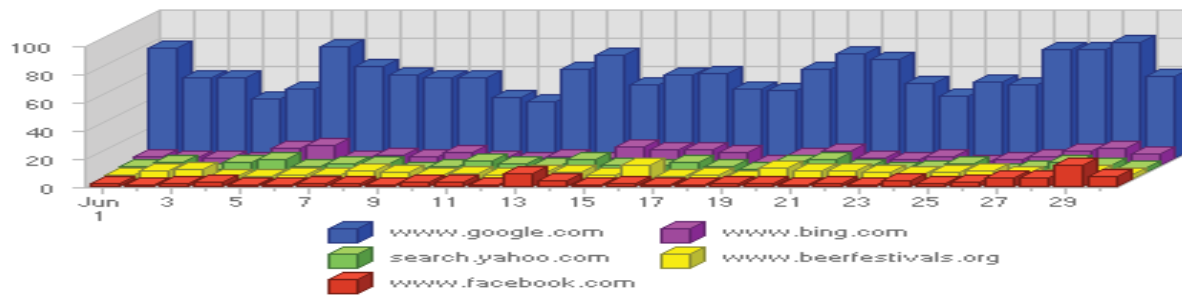
Hits: 175,569 + 30,997



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



Referrals: Google, Bing, Yahoo, Beer Festivals, Facebook, Beer advocate, PGH Pubs



MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
City Paper	Mckees Rocks PL&E site to be cleaned up	20
KDKA		
PINE CREEK JOURNAL	Mr. Smalls hosts benefit concert tomorrow night	29
	Students, community attempt to set world record	16
PITTSBURGH CHANNEL	Proposed Pittsburgh-to-Freeport trail plan progresses	12
PITTSBURGH LIVE	Lemonade stand benefits pediatric cancer research	22
	Millvale mushroom narcotics overdose leads to charges	19
POPCITY	Marathon is highlight of paddling, pedaling, rowing, running Great Outdoors Week	11
I heart PGH		
POST GAZETTE	Bipartisan approach sought to redistricting in county	28
ROBO BLOGGER	Animal Friends to Offer Low-Cost Rabies Clinics	28
TRIBUNE REVIEW	Rusted Root to headline benefit	17
	'Duck, Duck, Goose' on the loose, all for a good cause	16
WQED		
WPXI		
WTAE		

ARTEZ HIGHLIGHTS

The June ARTEZ meeting was held, discussion topics included zoning overlay consultant selection; Pashek Associates has been recommended, the river town program, THAR technologies, revolving loan fund and use of assessment money for Mckees Rocks site..

FUND-RAISING EFFORTS

EVENT / PROJECT	PROFIT
Lottery Tickets	Tickets Distributed
Membership drive	\$900
Brew fest	\$9,600

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.	In progress
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.	2
Develop a Millvale brochure and market it.	Begun
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.	Cobb, 07/20
BOROUGH GOALS	
Aid Borough Manager when needed.	Ongoing

GROWTH

FACADE RENOVATION - 544 North REHAB PROJECTS - 544 North, 316 Lincoln
 NEW BUSINESSES, EXPANDED BUSINESSES - Cigarette Warehouse, GPSA, Draai Lagg Brewing