

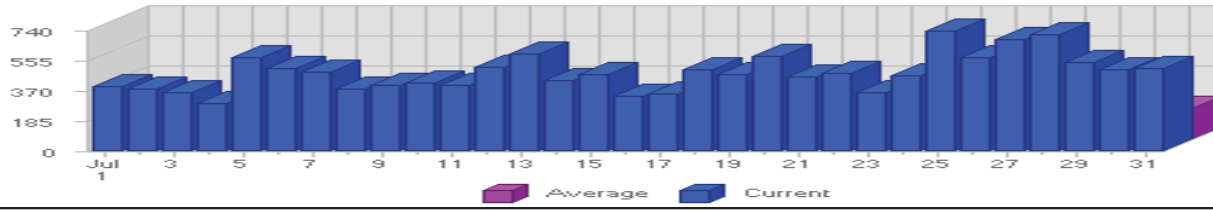
JULY

Main Street Manager Report

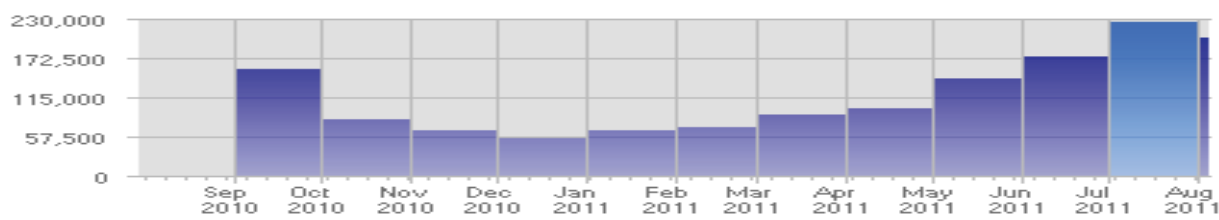
Promotions		
Event	Sponsor	Media
Volunteer Advertising	MBDC, Borough	All
Farm Market	MBDC, Borough	All
Brew Fest	MBDC, Borough	All
Rain Garden	MBDC, Borough	All
Movie Night	MBDC, Borough	All
GOM	MBDC, Borough	All
Millvale Day's	MBDC, Borough	All
Golf Outing	MBDC, Borough	All

WEB STATS

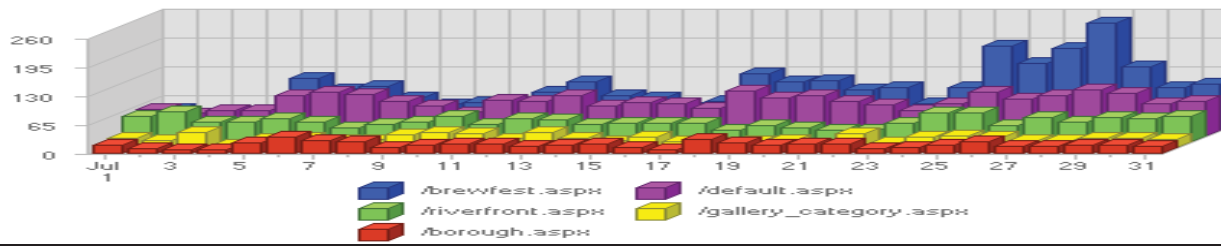
Visits: 14,581 + 1,372



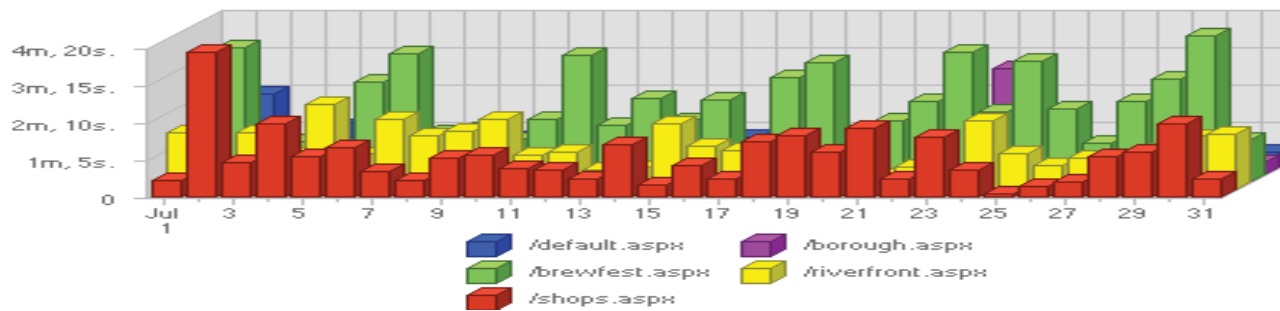
Hits: 225,768 + 50,199



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



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

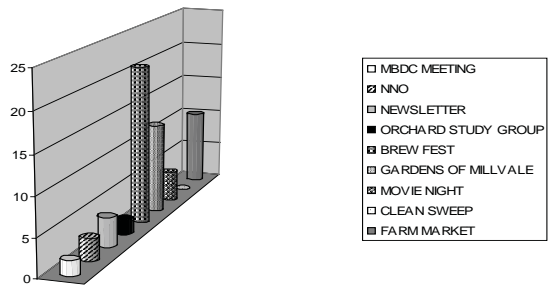


MEETINGS ATTENDED

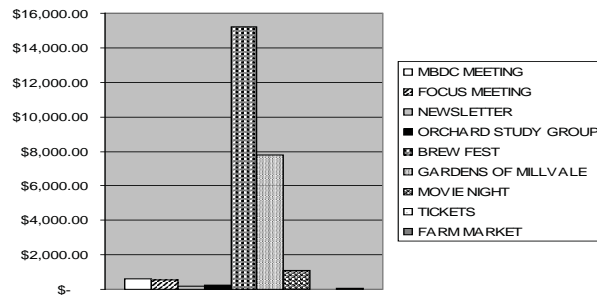
MEETING	DATE
GDM	5
Ant Auctions	6
Farm Market	6
Artez EC	6
Marc Collins U of Pitt	7
MBDC	11
Farm Market	13
NNO	13
Living PGH	19
ARTEZ	20
Movie @ the GAPP	20
Farm Market	20
Potential Intern	22
Richard Schmitz	22
Tower 41	25
Construction Junction	25
Amy Rappa	26
Brian Wolovich	26
Brew Fest Volunteers	26
Planning Organization	26
Farm Market	27
Saxifarge	27
Brew Fest Volunteers	28
Barton Kirk	28
Arton	29
Vecenies	29

VOLUNTEERS

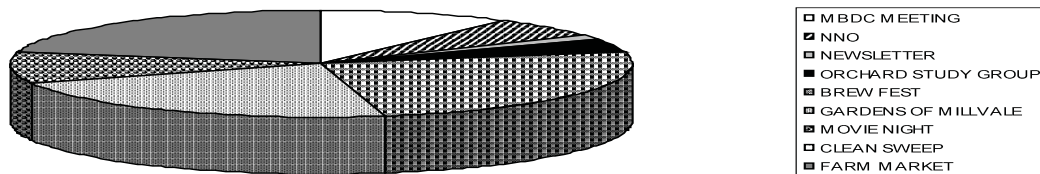
VOLUNTEER HOURS: 58



VALUE: \$25,652.66



of VOLUNTEERS: 148



MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
City Paper		
Urban Cycles	Ride t to Beer	11
KDKA	Boy 2, Collides With Vehicle In Millvale	25
	PGH most affordable Brew Fest - by far	28
PINE CREEK JOURNAL	Volunteers helping turn Millvale Community Library into reality	14
Bar smart	Beer on the river	23
Beer Advocate	Millvale Brew Fest	12
PITTSBURGH CHANNEL		
PITTSBURGH LIVE	St. Nicholas parish officials seek controversial building's demoliton	13
POPCITY	The Saxifrage School to bring new college experiment to Millvale	19
I heart PGH		
POST GAZETTE	Car hits child; driver flees	24
	Demolition sought for closed St. Nicholas Church	18
ROBO BLOGGER	'Nexus of trails' envisioned for region	13
	Mennonites take shine to a Burgh, to add gleam updated	2
TRIBUNE REVIEW		
Living PGH	Great Value for beer and food	24
WQED		
WPXI	Several Vehicles Struck By Rocks Along Route 28	30
WTAE	Several Vehicles Struck By Rocks Along Route 28	

ARTEZ HIGHLIGHTS

The July ARTEZ meeting was held, discussion topics included zoning overlay consultant selection; Pashek Associates has been approved.

FUND-RAISING EFFORTS

EVENT / PROJECT	PROFIT
Lottery Tickets	Tickets Distributed
Membership drive	\$1,050
Brew fest	1,034 tickets sold - 393 on groupon

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 - 227 North REHAB PROJECTS -
NEW BUSINESSES, EXPANDED BUSINESSES -